2014
Annual
Community
Benefit Report

Onslow
MEMORIAL HOSPITAL
Dear Friends,

I am grateful for our team of employees, medical staff, volunteers and Board in answering a calling from the heart to serve. Our culture embodies a rich tapestry woven by threads of passion, professionalism, can-do attitude, sacrifice and loyalty of service above self. Both our Hospital and Foundation Boards are served by some of the most remarkable members of the community, for which I will always be grateful.

We are proud to serve in a place where people care. It is our privilege to give back to our community not only by providing quality service, but also in delivering charity care of over $14 million this past year. We continue to be a proud sponsor of many worthy community programs including United Way, Relay for Life, Partnership for Children, stroke awareness and bike tours for diabetes and multiple sclerosis, to mention a few. These programs contribute to the quality of life for citizens of Onslow County.

This past year we were challenged financially by the Patient Protection and Affordable Care Act. Under the dark canopy of federal and state mandates, we will experience significant financial cuts in the years ahead. Though faced by demanding financial constraints, we will continue to pursue our mission of service as the leading social community safety net under these awesome socio-economic times. We look forward to serving you in 2015.

Sincerely,

Ed Piper, PhD, FACHE
President and Chief Executive Officer

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As one of the region’s premier healthcare providers, Onslow Memorial Hospital offers the most comprehensive care delivery system in our area. Nationally accredited by The Joint Commission, Onslow is a 162-bed, not-for-profit hospital serving the healthcare needs of Onslow County and the surrounding communities of coastal North Carolina since 1945.

With more than 1,200 employees and 225 physicians, Onslow Memorial offers a vast array of healthcare programs and services, including: labor and delivery with advanced monitoring, orthopedics, rehabilitation, radiation oncology through a partnership with Vidant Health and state-of-the-art diagnostics. Our emergency department treats more than 50,000 patients annually. Additionally, a robust system of online services offers real-time health and wellness information in today’s modern healthcare environment.

Onslow Memorial Hospital is dedicated to expanding healthcare services and implementing the latest medical technologies and treatment innovations, all while striving to maintain a patient- and family-centered environment of quality, compassionate care delivered by a highly skilled medical staff.

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Ed Piper, PhD, FACHE
President and Chief Executive Officer
I didn’t just get surgery—I got a whole new perspective on Onslow Memorial Hospital.

I was 60 and had never been in the hospital before when I had my gall bladder attack and had no idea how sick I really was. When I got to Onslow Memorial I was very impressed with the treatment we got from the receptionist through the physicians. But it was the level of compassion that was truly amazing. Onslow Memorial is our hospital of choice now and we go there for all of our needs, whatever they may be.

~ Rudy Paul Davis
Emergency Department Patient

Our Mission
Our mission is to provide excellent patient health services in a family-centered environment. Simply put, we want to be the best healthcare provider in the region. Everything we do springs from this goal, including expanding our medical services, acquiring state-of-the-art technology, speeding emergency response times, and improving clinical and non-clinical services throughout our organization.

We’re measuring performance and patient outcomes in dozens of areas within our hospital. At the same time, we are intent on improving the health of the larger community through free programs that promote health and wellness, services that touch lives and the meaningful work of neighbors helping neighbors – whether that’s making our roads safer from drunk drivers or rolling up our sleeves to serve a decent meal to those in need.

Our Mission does not end at our front door. We know it takes a hospital for a community to thrive, and it takes a community for a hospital to thrive.

Patient- and Family-Centered Care
We fulfill our Mission through the practice of patient- and family-centered care. As a partner with the Institute for Patient- and Family-Centered Care, we value the collaboration with our patients and their families and regard them as essential members of the healthcare team.

Our clinical and non-clinical staff, healthcare providers and volunteers are committed to partnering with patients and their families. Together, we support the principles of patient- and family-centered care: dignity and respect, collaboration, participation and information sharing. Here, patient- and family-centered care means that it’s not about “us” – it’s about the care needs of the patient and their designated family members.
Our Leadership

ONSLOW COUNTY HOSPITAL AUTHORITY

Pat Alford
Chairperson

James McGlaughon
Vice Chairperson

Carol Johnston, MD
Secretary/Treasurer

Elizabeth Pace Atkins

Allen "Ed" Catrett

Julia Collins

Susan Edwards (term and 9/30/14)

Vanessa Ervin

Todd Fischer
(term start 10/1/14)

Richard Pugh

Steve Scarborough

Sarah Willgen

ONSLOW MEMORIAL HOSPITAL FOUNDATION BOARD

Marty Goldman, Chairperson
LaRue Hambrick, Honorary Event Chairperson
Grant Sparks, Vice Chairperson
Budda Howard, Secretary
Steve Scarborough, Treasurer
Lee Ann Thomas, Executive Director
Amy Sousa, Recorder
Randy Blackburn, DO, MBA
Maria Dempster
Robert Dillingham
Jimmie Ervin
Ed Garris
Kevin McConnell
Mat Raymond III

ONSLOW MEMORIAL HOSPITAL EXECUTIVE TEAM

Ed Piper, PhD, FACHE
President & Chief Executive Officer

Penney Burlingame, DHA, RN, FACHE
Senior Vice President, Nursing & Clinical Services

Tina Feak, RN, MSN
Chief Information Officer

Crystal Hayden, DNP, MSN, RN, FACHE
Senior Vice President & Chief Nursing Officer

Sue Kegley, MHSM, FACHE
Senior Vice President & Director, Human Resources

Roy Smith, MBA
Senior Vice President & Chief Financial Officer

Amy Cain Sousa
Vice President, Public Relations & Marketing

Erin Tallman, MHA, OTR/L
Senior Vice President, Patient Advocacy Officer

Daniel T. Waller, MBA, FACHE
Senior Vice President, Support Services

ONSLOW MEMORIAL HOSPITAL AUXILIARY OFFICERS

Charlotte Rodriguez, President
Mary Beth Town, Vice President
Patty Diaz, Co-Treasurer
Susan Singletary, Co-Treasurer
Dotty Kimball, Recording Secretary
DeBorah Boyce, Corresponding Secretary
At Onslow Memorial, it is our privilege to give back to the community. Our primary contribution is a commitment to provide healthcare to those in need, regardless of their ability to pay. In fiscal year 2013, the cost to provide care to individuals unable to pay for treatment was nearly $14,707,970.

From uncompensated healthcare to educational programs and research, to partnerships and contributions, Onslow Memorial continues to demonstrate its commitment to serving the citizens of this region by providing quality care to all who need it, regardless of their social or economic status. In 2013, Onslow Memorial Hospital invested nearly $160,000 in community benefit initiatives that enhanced the quality of life in Onslow County and the surrounding communities.

Where People Care

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I try to make people healthier and more comfortable. It was nice Onslow Memorial was there to do the same for me.

My cancer diagnosis was devastating at first. But everyone at Onslow Memorial Hospital was so caring; we quickly began to see I was in good hands. Every step they kept us informed and constantly encouraged us. The physicians and staff were so warm and kind they felt like family. People say I don’t look like I’ve been through what I went through. And if it wasn’t for Onslow Memorial, I don’t think I would be this way.

--- Sonya Black
Natural Soap and Lotion Maker,
Cancer Survivor
Some did it for their friends and coworkers. Others did it because their doctor recommended it. Participants in this year’s Lighten Up Onslow challenge had different reasons for wanting to lose a few pounds, but all agreed that it wasn’t what they lost that mattered most, but rather what they gained: a healthier life. The annual community weight loss challenge encouraged people to lose weight for the ones they love and included more participants than ever before.

Of the 420 individuals on teams, 360 participants consistently entered their weight. Of those 360 active participants, 91 lost five pounds or more. As a result, 25 percent of team individuals were successful in meeting their goal. This far exceeds the average of about nine percent.

Since the start of the program at Onslow, 2,919 people have participated in Lighten Up Onslow.

Onslow’s biggest social event of the season was held in February. Leather-clad patrons sporting tattoos, custom choppers, skull artwork and rock ‘n’ roll music set the tone for Onslow Memorial Hospital Foundation’s annual fundraiser. “Biker Bash” featured a high-energy, non-stop performance from A-Town-A-List, an Atlanta-based band that kept the dance floor in motion until closing with a string of musical favorites from line dance to pop to funk and rock.

Success of the event was a credit to our wonderful sponsors, as well the many volunteers who serve on the Foundation board, hospital board, events committee and as cheerleaders within hospital departments and physician practices. Biker Bash welcomed over 700 community members and raised more than $100,000 for Project 2020, a seven-year campaign to build a new patient tower at OMH.

Onslow Foundation’s 2015 gala is certain to be just as spectacular. The Saturday Night Fever disco-themed event will see patrons sporting 1970s polyester leisure suits and metallic dresses take to the dance floor in support of our community hospital.

Girls on the Run®

Onslow Memorial Hospital was a proud sponsor of Girls on the Run®, an outreach program of Wilmington Family YMCA. Established in 1996, the national program pairs adult mentors with pre-teen youth who want to participate in a 5K race. The mission of Girls on the Run® is to “inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.” In addition to promoting fitness, the program also teaches healthy behaviors and self-esteem. Nearly 1,500 runners took part in May’s Marine Chevy Shuffle 5K.

OMH WARRIORS IN PINK

The second annual Komen Wilmington Race for the Cure in March included Onslow Memorial Hospital Warriors in Pink. With the event’s largest team of 142 members, over $1,600 was raised in support of the cause. OMH also received the Susan G. Komen Foundation “Passing the Promise” grant which supported breast cancer survivors’ registration fees, as well as transportation for them and their families to the race. Susan G. Komen Race for the Cure is recognized as the world’s largest and most successful series of 5K run/walk events designed to raise awareness for breast cancer, with annual races that attract more than 1.6 million participants in over 150 locations worldwide.
MISSION CATARACT

In May, more than a dozen people were given the gift of sight—thanks to local ophthalmologists who participated in Mission Cataract USA, a national program that pairs local surgeons with patients who can’t afford to have much-needed cataract surgery. Physicians performed the surgeries while Onslow Memorial Hospital provided the space, surgical staff and supplies.

Carol Johnston, MD, firestarter for the project, enlisted the help of fellow surgeons Heath Ergas, MD, and Tony Kokx, MD, as well as support from suppliers, the hospital and SurgiCare staff. While national demand was huge for the limited available spots, Mission Cataract provided a much needed service right here at home—making a difference in the lives of Jacksonville and Onslow County residents.

RELAY FOR LIFE

The eighth annual OMH Relay for Life Bowling Tournament in August featured 24 five-person teams ranging in talent from those who could bowl strikes with their eyes closed, to teams who needed bumpers. The evening—which also included a 50/25/25 ticket raffle—was filled with fun, laughter and tons of door prizes. Overall, $1,825 was raised for Onslow County Relay for Life.

ROLLING THUNDER®

The local chapter of Rolling Thunder® continued to give freely of their time and compassion to Onslow County pediatric patients through their annual Easter Bunny Ride. This year’s event, in April, was no exception. Bikers rolled onto hospital grounds bringing plush bunnies and leaving big smiles.

Rolling Thunder, whose major function is to publicize the POW-MIA issue, is an organization of motorcycle enthusiasts who raise money for charity. The effects of their generosity can be seen in the smile of every child in our emergency room who is comforted by a plush toy during a difficult time.

BIKE MS

“Bike to create a world free of MS” is the slogan of Bike MS: Historic New Bern Ride. This year’s two-day event included a team of about 20 members from Onslow Memorial. Multiple sclerosis is a chronic degenerative disease of the central nervous system that typically appears in young adulthood. OMH makes a generous corporate pledge to the event, along with individual cyclists who also provide support.

TOUR DE CURE

Tour de Cure, a series of fundraising cycling events held in 44 states nationwide, benefits the American Diabetes Association. This year, an elite team of five OMH cyclists, captained by Onslow’s CEO, Ed Piper, made the 200-mile round-trip ride from Cary to Pinehurst, NC. OMH pledges generous corporate support, along with individual cyclists who provide their entry fees.

PHILANTHROPY

Onslow Memorial Foundation is a non-profit fundraising group tasked with generating financial and other public support toward Onslow Memorial’s goal of serving the community as the hospital of choice.

In 2012, the Foundation launched Project 2020, a seven-year, $2 million campaign that supports the need for a new patient tower designed to serve Onslow-area residents well into the future. The tower will provide the infrastructure for state-of-the-art equipment and include 96 fully private, larger rooms with sleep and work zones for patient families - supporting our mission of delivering patient- and family-centered care.

The sixth annual Foundation fundraising event, Biker Bash, raised over $100,000 in support of Project 2020.
Onslow Memorial Hospital continued its commitment to delivering consistently high quality care to patients. It was a year of sustained previous achievements as well as incremental improvements in other areas. In terms of specific metrics, Onslow was ranked by The Leapfrog Group in the top five percent of hospitals across the nation – and top ten percent in the state – for overall performance in keeping patients safe from preventable harm and medical errors. Onslow Memorial achieved Accreditation with Commendation by the Commission on Cancer (CoC) from the American College of Surgeons for meeting established national standards based on improved patient outcomes and comprehensive quality care. Our CoC-accredited program has earned seven commendations for excellence. Honored by the Carolinas Center for Medical Excellence for commitment to quality improvement and exceptional performance in surgical care, Onslow has been recognized by the North Carolina Hospital-Virginia Hospital Engagement Network for outstanding achievement in enhancing OB safety. Additionally, Onslow received The Joint Commission’s Gold Seal of Approval™ as an Advanced Primary Stroke Center and was a recipient of the Heart Failure Gold Quality Achievement Award from the American Heart Association.

Nationally Recognized Quality

I like to travel. But not having to travel for my hip replacement was a blessing.

When I had extreme pain in my hip, the doctors I have trusted for years gave Onslow Memorial the “thumbs up” for hip replacement. I appreciated being able to stay right here in Onslow County for my surgery and my therapy. It gave me the chance to be closer to my family and my husband. And the doctors and staff were just so nice and compassionate.

I’m almost ready to travel again. And I think a big part of that was because I didn’t have to travel at all for my treatment.

~ Gussie Marie Brantley
Hip Replacement Patient
CANCER ACCREDITATION WITH COMMENDATION

In February, Onslow Memorial received Accreditation with Commendation from the Commission on Cancer, a program of the American College of Surgeons. This means Onslow has dedicated itself to providing the best in diagnosis and treatment of cancer and the program meets established national standards. Less than 25 percent of hospitals nationwide are accredited by the CoC.

The accreditation is a high honor that acknowledges the hard work of Onslow’s physicians, nurses and staff. It benefits patients by positioning our cancer program at the leading edge of new treatments, therapies and research, including clinical trials. It also serves as validation of Onslow’s clinical expertise in cancer treatment and reminds the community that cancer care will remain our mission. More importantly, it means patients of Onslow County have access to an advanced level of quality, compassionate care and treatment right here at home.

SPORTS MEDICINE EXPANSION BENEFITS COMMUNITY

In July, Scott Playford, MD, primary care sports medicine specialist, began seeing patients at the hospital’s Rehabilitation Center five days a week. Benefits to the community proved to be numerous – most importantly, continuity of care in a single, centralized location. The program expansion signals another advance in patient care at Onslow Memorial and firmly anchors the rehabilitation center’s reputation as a place of energy, health, wellness and function for orthopedic patients of all ages.

DISHING UP PATIENT SATISFACTION

Onslow Memorial’s new inpatient room service has been officially named 317 Bistro. Instead of three scheduled meals a day, patients now have the flexibility to order from a menu with food delivered at a time they prefer. Menu items range from breakfast burritos to roast pork with plum sauce to personal size pizzas. Meals are made fresh and delivered within the hour, or at whatever time the patient specifies. In addition to being a patient-satisfier, the new program also impacts the bottom line. Onslow sees a cost savings and less waste because we are preparing food to order, rather than making large batches ahead of time. While planning for the program started over a year ago, it launched in late August.

KEEPING MOTHERS AND BABIES HEALTHY

Onslow Memorial Hospital was proud to be named to the list of top hospitals that have reduced the state’s early elective delivery rate from 4 percent of births to just 1 percent, according to the NC Quality Center, an affiliate of the North Carolina Hospital Association. Onslow was among 36 hospitals participating in the North Carolina/Virginia (NoCVA) OB Adverse Events Collaborative aimed at reducing perinatal harm, and one of four specially recognized this year.

Since the August announcement, Onslow’s early elective delivery rate was further reduced to 0 percent. Onslow met NoCVA goals in all areas and surpassed the Collaborative’s goals, with the greatest decrease in NICU admissions of term newborns in a high volume hospital among the collaborative. While Onslow Memorial is proud of its accomplishments, the real winners are mothers and babies of Jacksonville and greater Onslow County.
ADVANCED THERAPIES WITH ONE-ON-ONE TREATMENT
Nationally recognized for quality, Onslow Memorial Hospital offers multiple adult and pediatric rehabilitation services at our Outpatient Rehab Center. With physical, occupational, speech-language and lymphedema therapies, Onslow Memorial remains one of the only providers in Onslow County and the surrounding communities to offer comprehensive rehabilitation care in one convenient location. Tailored to meet individual needs, patients receive one-on-one treatment with a therapist.

HELPING HEART PATIENTS TAKE BACK THEIR LIVES
Cardiac Rehabilitation at Onslow Memorial Hospital, a state-accredited 12-week outpatient program, continued to help individuals recovering from heart disease return to active, enjoyable lifestyles. Beyond the physical benefits it offers, the patient-centered cardiac rehab program also addresses the emotional and psychological aspects of a cardiac event.

OMH cardiac rehab patients participate in a closely-monitored, structured exercise program that includes stationary bikes, treadmills and strength training. They receive one-on-one consultation with an experienced registered dietitian who also offers group sessions on related topics. Most importantly, through dietary changes, exercise and stress management, patients are reassured they can take back control of their lives.

MAKING STROKE CARE AND EDUCATION A PRIORITY
Onslow Memorial achieved The Joint Commission’s Gold Seal of Approval as an Advanced Primary Stroke Center in June 2012 - only the second hospital east of I-95 to earn this distinction. Since then, Onslow’s passion to provide excellent stroke care and education to our patients and community has continued.

Stroke is the leading cause of disability in the United States and the third leading cause of death in North Carolina. Research suggests that delays in seeking treatment for stroke symptoms limit effective treatment options and result in a greater likelihood of permanent disability or death. Located in the nation’s Stroke Belt, Onslow County is an area where stroke mortality is more than 10 percent higher than the national average.

For this reason, Onslow Memorial Hospital has made stroke care and education a top priority within the hospital and community. In April, a stroke nurse coordinator joined the team, working directly in the community on stroke awareness and screenings.

NAVIGATING PATIENT- AND FAMILY-CENTERED CARE
Onslow Memorial’s partnership with Studer Group was designed with a focus on improving patient experience as well as the quality of our services. In 2014, we continued working with the Institute for Patient- and Family-Centered Care on treating patients and families with dignity and respect in a collaborative information-sharing approach. A patient service navigator (PSN) continues to be a viable part of this patient- and family-centered care experience.

At Onslow Memorial, patient service navigation is about creating a seamless experience for the patient and their family during hospitalization by providing personalized guidance and support. The PSN orients new patients to the unit’s services, daily schedules and protocols; shares information about the healthcare team; and introduces the team’s commitment to responding to patient needs.

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Here, our PSN focuses on collaboration between the entire healthcare team, which includes the patient and family. And with a wealth of knowledge regarding resources and services throughout the hospital and community, Onslow’s PSN also bridges the gap from the hospital to the next level of care.

STAYING HEALTHY WITH O’HEALTHY
In 2014, O’Healthy continued to be a one-stop source for consumer healthcare news and medical information. Additionally, Onslow county moms and moms-to-be were connected through MomTalk, a collection of entertaining and informative blogs from other local parents.
Onslow Memorial Hospital is a not-for-profit, tax exempt organization. We are recognized as a charitable organization under section 501(c) (3) of the Internal Revenue Code, which exempts us from federal income tax and allows us to receive tax-deductible charitable contributions.

At Onslow Memorial, we are dedicated to fulfilling our nonprofit mission and committed to giving back to our community.

Fulfilling

Our Nonprofit Mission

Onslow Memorial Hospital

Annual Combined Statement of Revenues and Expenses

Fiscal Year 2013

**REVENUES**

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<th>Source</th>
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<td>Net Patient Service Revenue</td>
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<td>(less provision for uncollectible amounts of $41,915,673)</td>
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<tr>
<td>Other Revenue</td>
<td>4,649,604</td>
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**EXPENSES**

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<td>Medical Supplies and Other Direct Expenses</td>
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<td>Physician Fees and Purchased Services</td>
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<td>Other Expenses</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td>143,201,620</td>
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**OPERATING INCOME**

618,748

**NONOPERATING INCOME (NET)**

(1,110,820)

**EXPENSES IN EXCESS OF REVENUES**

($492,072)

Charitable Efforts

**CHARITY CARE: $14,707,970**

OMH provides medically necessary care for all, regardless of their ability to pay. We provide complete patient assistance to those with incomes lower than 200 percent of federal poverty level, and offer extended payments with no interest to all patients.

**SUPPORT FOR COMMUNITY ORGANIZATIONS: $158,902**

OMH gives back to the community through charitable organizations. By far, our largest project is support for the Onslow Caring Community Clinic, which provides free medical care to area residents who otherwise wouldn’t be able to afford it. Other support goes to The United Way, Onslow Caregivers, the National Multiple Sclerosis Society and more.

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Charity Care: $14,707,970

OMH provides medically necessary care for all, regardless of their ability to pay. We provide complete patient assistance to those with incomes lower than 200 percent of federal poverty level, and offer extended payments with no interest to all patients.
I went because Onslow could provide all the rehab therapies I needed. I kept going because they felt like family.

After my knee surgery I just wanted the pain to go away so I could get back to my normal activities. The first rehab facility I went to didn’t have all the types of therapy I needed, so I was referred to Onslow Memorial Rehab. I really liked the people there—they were always smiling, wanting to help and they knew my name when I walked in the door. Plus, it was just 15 minutes away. I’ve been pain free for five years, and I haven’t had to go back.

~ Dorcas Williams (with Bob Williams)
Black Powder Historical Shooter, Rehabilitation Patient