



Hamilton Health Care System's

2011 Community Benefit Report

Over 90 years. That's how long Hamilton Medical Center has served the people of Northwest Georgia. Our hospital began in response to our community's needs...and that same mission is alive today. The following community benefit report highlights the care Hamilton Health Care System has provided our community in 2011.

Investing in the Latest Technology

Hamilton Health Care System has earned a reputation for leading the way with the latest technological medical advances. In order to provide the highest-quality health care for the residents of Northwest Georgia, Hamilton invested more than \$13 million in approved capital upgrades in 2011, nearly \$8 million in acquiring new clinical and diagnostic equipment, and approximately \$5 million in facilities enhancements.

Serving the Community

Hamilton takes great pride in the investment of health. In 2011, Hamilton contributed over \$40 million in service to the community through direct patient care and education, screening, and support activities. Every year Hamilton provides vital medical services to thousands of patients who are without the means to pay for the care they receive. This "uncompensated care" is defined as the sum of the health system's non-reimbursed services and charity care of nearly \$15 million, plus other below-cost payments of more than \$13 million.

The commitment to serve all patients regardless of their ability to pay is a critical part of Hamilton's mission. This responsibility demands fiscal discipline and careful planning.

New and Enhanced Services

Neonatal Intensive Care Unit Hamilton Medical Center's Neonatal Intensive Care Unit (NICU) celebrated its one-year anniversary in February 2011 and received its Level III NICU designation just eight months later.

Located in Hamilton's Turner Maternal and Infant Care Center, the NICU is staffed with specially-trained health professionals including nurses, respiratory therapists, pharmacists, lab technicians, radiologists, and board certified neonatologists, Lizbeth Kennedy, MD; Victor Thomas, MD, medical director of Neonatal Services; and Alok Kumar, MD. Hamilton's neonatologists are recognized as among the top in the Southeast.

In the past, sick and preterm infants were transported from Hamilton Medical Center to other Level III facilities. Now, infants from Murray, Gordon, Fannin, and Pickens counties are transported to Dalton.

Medical Observation Unit

Hamilton Medical Center recently opened a special hybrid area of the hospital to serve Emergency Care Department patients who require several hours of close observation, but do not need to be admitted to the hospital.

Instead of waiting alongside others in the emergency room for test results, those with chest pain and other serious conditions are moved into private rooms within the medical observation unit. Once a patient is transferred to the medical observation unit, he is given the benefit of a private room, meals, prescription medicine administration, and full visitation privileges.

Mediavision

In 2011, Hamilton Medical Center became the first hospital in the U.S. to participate in a pilot study to test how an

interactive media tool called Mediavision can help entertain and inform patients.

As part of the study, Hamilton Medical Center's new medical observation unit rooms feature brand new, state-of-the-art, medical grade, touchscreen computers that provide patients with access to interactive patient education and entertainment features like television, movies on demand, music, games, Internet access, and virtual visits called "EasyVisits" with family and friends. Due to the success of Mediavision in the Medical Observation Unit, the interactive media system will soon be installed in patient rooms across the entire hospital.

Bottom Line on Babies, Breastfeeding, and Parenting

Hamilton's Turner Maternal and Infant Care Center recently began offering three free e-magazines titled, "The Bottom Line on Pregnancy," "The Bottom Line on Breastfeeding," and "The Bottom Line on Parenting." Subscribers receive weekly e-mails describing their child's or grandchild's development, classes and events available at Hamilton Health Care System, and much more. E-mails begin as early as week seven of pregnancy through age 3 of a child's life.

Bradley Wellness Center Continues 25-Year Tradition

In October 2011, Bradley Wellness Center celebrated 25 years of promoting fitness, nutrition, and other wellness services. The year was also full of many improvements and upgrades including the addition of massage therapy services, a new group fitness program called Group Power®, renovated men's and women's locker rooms, a new "Grab n' Go" Deli, and a free Wi-Fi network for members.

Healthier You Challenge

In a weight loss challenge modeled after NBC's "The Biggest Loser," Bradley

Wellness Center offered 10 participants the opportunity to receive personal training, group fitness activities, and nutrition information at no charge. The winner, Jose Rivera, lost 24.9 percent of his body weight and received a trip to Navarre Beach, Florida and a one-year membership to Bradley Wellness Center.

Awards and Recognitions

In addition to providing the highest level of patient care, Hamilton continues to achieve awards, accreditations, and national recognition in a variety of areas.

Quality Honor Roll

Hamilton Medical Center was named to the Georgia Hospital Association's (GHA) Partnership for Health and Accountability (PHA) Core Measures Honor Roll. The honor roll is based on clinical data provided by the federal Centers for Medicaid & Medicare Services (CMS), which administers the nation's Medicare and Medicaid programs. The data was collected from July 2010 to June 2011.

Hamilton Ambulatory Surgery Center

Hamilton Ambulatory Surgery Center recently received the prestigious Summit Award from Press Ganey™ for the sixth year in a row. The Summit Award recognizes top performing facilities that sustain the highest level of customer satisfaction for three or more consecutive years.

MRI Accreditation

Hamilton Medical Center and Hamilton Diagnostics Center have been awarded a three-year term of accreditation in magnetic resonance imaging (MRI) as the result of a recent review by the American College of Radiology (ACR). The ACR gold seal of accreditation represents the highest level of image quality and patient safety.

HAMILTON HEALTH CARE SYSTEM PROVIDES LEADERSHIP, PARTNERSHIPS
AND SEAMLESS RESOURCE COORDINATION TO MEET HEALTH CARE
NEEDS THAT ADVANCE THE QUALITY AND DIGNITY OF LIFE.

HealthGrades

Hamilton Medical Center was named a 2011 and 2012 Distinguished Hospital for Clinical Excellence by HealthGrades, the nation's most trusted source of health care provider information.

HealthGrades Hospital Quality and Clinical Excellence study, released earlier this year, objectively identifies those hospitals with the best overall clinical performance across all 26 medical diagnoses and procedures that the organization rates. These 268 top-performing hospitals represent only 5 percent of the nation's hospitals and each is designated as a HealthGrades Distinguished Hospital for Clinical Excellence.



Summary of Community Benefit

Fiscal Year Ended September 30, 2011

Direct Patient Care	
Cost of charity care	\$14,919,000
Uncompensated cost of Medicaid	6,136,000
Bad debt cost	13,065,000
Subtotal	\$34,120,000
Subsidized Health Services (Excluding Medicaid and Charity)	
Obstetric services	\$790,000
Behavioral health services	938,000
Home health services	855,000
Hospice care	919,000
Adult day care services	100,000
Cardiology professional services	1,132,000
Subtotal	\$4,734,000
Community Health Services	
Primary Care Services	\$723,000
Support of Northwest Georgia Healthcare Partnership	111,000
Clinical and community education	158,000
Athletic training services	390,000
Other miscellaneous services	439,000
Subtotal	1,821,000
TOTAL	\$40,675,000

Community Program Participants

Dare to Care 177

A two-part cardiovascular disease program that is free to men and women over the age of 60 and to those over the age of 50 with vascular risk factors such as high blood pressure, high cholesterol, diabetes, obesity, smoking, or a family history of vascular disease. The free screening includes a blood pressure check and a non-invasive ultrasound examination of the carotid arteries, abdominal aorta, and the circulation of the legs.

Take it To Heart 134

A two-part educational seminar and cardiac risk assessment that is free to anyone who has a family history of heart disease and who is not currently being treated by a cardiologist.

Back On Track 25

This free program educates participants about resources available to treat and alleviate back pain. Each participant qualifies for a discounted bone density scan to measure bone loss and help determine an individual's risk of developing fractures.

Joint Moves 100

This free program provides education on osteoarthritis and joint pain.

Think First 1,000

This free program provides education to children on preventing spine and head injuries.

Health Fairs 14

(Approximately 7,200 participants)
Hamilton Health Care System regularly participates in community health fairs across the region.

HEALTHGRADES, THE NATION'S MOST TRUSTED SOURCE OF HEALTH CARE PROVIDER INFORMATION, RECOGNIZED HAMILTON MEDICAL CENTER AS A CONTRIBUTING FACTOR IN WHY NEARBY CHATTANOOGA, TENNESSEE WAS NAMED THE SEVENTH BEST CITY IN THE U.S. FOR HOSPITAL CARE.

Hamilton Firsts... Still Leading the Way

- First hospital in the state to install a two-way radio system to communicate with physicians (1958)
- First hospital in the state to be accredited by the Joint Commission on Accreditation of Health Care Organizations (1959)
- First hospital in the state to establish a fully-developed Intensive Care Unit (ICU) (1964)
- First hospital in the state certified to accept Medicare patients. Administrator, Norman Burkett, and members of the Dalton-Whitfield County Hospital Authority were praised for their farsighted efforts. (1966)
- First hospital in the state to establish a hospital-based hospice program. (1984)
- First hospital in the state to perform a laser laparoscopic cholecystectomy, offering a far less invasive form of gallbladder removal. (1990)
- First Continuing Care Retirement Community (CCRC) in the region was opened on the Hamilton Medical Center campus (1994)
- One of two hospitals in the five-state region to offer the gastric band procedure to treat morbid obesity (2001)
- First hospital in the region to offer the latest generation of the surgical robot, da Vinci SI (2009)
- First hospital in the nation to participate in a pilot study to test how an interactive media tool, called Mediavision, can help entertain and inform patients (2011)

Hamilton Health Care System Statement of Operations

Fiscal Year Ended September 30, 2011

AMOUNT GENERATED FOR SERVICES AND PROCEDURES TO OUR PATIENTS AND RESIDENTS	\$639,758,000
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We were unable to collect these amounts for our patients covered by:

Medicare	(177,367,000)
Medicaid	(78,254,000)
Other private insurers	(70,826,000)

We wrote off this amount for patients who were unable to pay for their care (83,140,000)

Total amount of uncompensated care (409,587,000)

AMOUNT OF ACTUAL PAYMENTS RECEIVED FOR PATIENT CARE AND RESIDENTIAL SERVICES	230,171,000
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Amount of operating income we received from other sources 6,102,000

OUR TOTAL OPERATING REVENUE FOR THE YEAR	236,273,000
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Amount paid to provide the nursing and support staff for our patients and residents 115,345,000

Amount paid for supplies, utilities, fees, and other services 94,004,000

Additions to plant and equipment 13,045,000

Repayment of long-term debt 3,500,000

OUR TOTAL OPERATING EXPENDITURES DURING THE YEAR	225,894,000
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AMOUNT AVAILABLE FOR FUTURE EXPANSION, RENOVATIONS, AND PROPERTY REPLACEMENT	10,379,000
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