



Hamilton Health Care System's

2010 Community Benefit Report

At Hamilton Health Care System, we strive every day to deliver care that is:

- compassionate
- competent
- customer focused
- cost effective

We call this initiative “The Four C’s” and it provides a systematic approach to delivering the level of service that our patients and this community deserve and expect. This community benefit report highlights the progress we made in 2010 toward better serving our communities. We hope that it will provide evidence that we’re meeting the goal of our mission statement, which is “...to meet area health care needs with services that advance the quality and dignity of life.”

Capital Investments

From the very beginning, the focus at Hamilton has been on providing the highest quality health care for the residents of Northwest Georgia. Because health care technology is constantly changing, staying abreast of new developments requires major capital investments.

Hamilton invested more than \$16 million in approved capital upgrades in 2010. Nearly \$8 million was invested in acquiring new clinical and diagnostic equipment. Approximately \$8 million was invested in facilities enhancements.

Helping the Community

Facilities, machines, and equipment are important, but the innovation doesn’t end there. Hamilton continues to invest in the health of the residents of this region. In 2010, Hamilton contributed nearly \$39 million in service to the community through direct patient care and a variety of education, screening, and support activities.

Hamilton Community Programs: By the Numbers

Back on Track: 60 participants

Dare to CARE: 120 participants

Health Fairs: 20 / 13,736 participants

Joint Moves: 200 participants

Take it to Heart: 150 participants

Community Events

Health Mind & Body: 350 participants

Ladies Night Out: 2,000 participants

Senior Expo: 200 participants

Because the commitment to serve all patients regardless of their ability to pay remains a part of Hamilton's mission, fiscal discipline and careful planning are required.

Every year Hamilton provides vital medical services to thousands of patients who lack 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 more than \$31 million, plus other below-cost payments of more than \$4 million.

New and Enhanced Services

Dedicated Education Unit | The Dedicated Education Unit (DEU), a partnership between Hamilton Medical Center and Dalton State College Department of Nursing is the only one of its kind in this region. It was developed as an innovative strategy to create an optimal learning environment by engaging nursing students in meaningful clinical practice. This partnership allows Hamilton to build upon the strong relationship between the hospital and Dalton State College (DSC) to enhance nursing education in Northwest Georgia, giving student nurses practical experience to help them prepare for nursing practice in the real world.



In the traditional nursing education model one nursing faculty member is responsible for overseeing the clinical experiences of seven to nine nursing students. In the DEU, the clinical experience is a joint effort between DSC and Hamilton nursing staff. Specially trained hospital-based nurses act as staff Clinical Teachers, sharing their clinical experience, knowledge, and expertise with the students, with an instructor from the college always present on the unit when students are there.

So far, reaction has been positive from patients and physicians, as the unit carries out its motto, "Bridging the gap between nursing theory and the experience of clinical practice."



Hamilton Neonatal Intermediate Care Unit | Hamilton opened a Neonatal Intermediate Care Unit (NICU) this year to care for premature, sick, or low birth weight infants. Prior to the opening of the NICU at Hamilton, area babies needing that level of care were required to transfer to the Atlanta metro area or out of state.

Dr. Lizbeth Kennedy, Dr. Victor Thomas, and Dr. Alok Kumar operate Hamilton NICU. They are recognized as among the top neonatologists in the Southeast. They work closely with area obstetricians and pediatricians to provide specialty care to pregnant women and newborn infants at Hamilton.

Hamilton recently added a special transport unit that enables the transfer of sick newborns from other locations.

Healthier You | Hamilton expanded its weight management services to include a non-supplement weight-loss program in addition to surgical weight management and the Optifast® program. Healthier You is a new six-week program that focuses on behavior changes to facilitate safe and lasting weight loss. Classes cover diet/nutrition, food journaling, exercise and weight loss, restaurant practices, menu modification, and smart snacking. The program also includes a grocery store tour.





CaringBridge | Hamilton Health Care System recently began a partnership with CaringBridge, an organization that provides free, personalized, easy-to-create websites to help connect family and friends during a serious health event, care, and

recovery. The partnership with CaringBridge is a way to help support Hamilton’s patients when they’re faced with cancer, premature birth, injury, or other serious health situations.

Hamilton added a link on its website, hamiltonhealth.com, to make it easy for patients and their supporters to access. Through CaringBridge, families can easily update those who care with one accurate message. Family and friends offer support by visiting the site to read journal entries, view photos, and leave messages of love and support in the guestbook.

CaringBridge recently enhanced its service to meet the changing needs of those who use it. Recent service enhancements include:

- a mobile website for a streamlined experience from any Web-enabled smartphone
- a free iPhone application (app) so authors can update their journal and visitors can leave messages in the guestbook while on the go
- the ability to be notified via text message when a CaringBridge journal is updated
- Facebook Connect so authors can easily notify their Facebook friends when they have a new journal entry to share



Hamilton Physician Group, Dalton Cardiology, and Dalton Heart Center joined with Hamilton Medical Center to form a new practice—Hamilton Cardiology Associates, a part of Hamilton Physician Group. Physicians include cardiologists Phillip “Bates” Bailey, MD; John Poehlman, MD; Gary Olson, MD; and Stephen Rohn, MD.

The newly formed Hamilton Cardiology Associates is located at 1436 Broadrick Drive, Suite B in Dalton.



Sharing the building with Hamilton Cardiology Group, **Hamilton Specialty Imaging** is dedicated to outpatient nuclear medicine studies and other cardiac diagnostic studies.

Awards and Recognitions

While providing the highest level of patient care, Hamilton Health Care System continues to earn awards, accreditations, and national recognition in a variety of areas.

Blood Bank Accreditation | Hamilton Medical Center’s Blood Bank recently received full accreditation for transfusion services—with no deficiencies or recommendations—from the American Association of Blood Banks (AABB). The AABB accreditation program has been recognized by the International Society for Quality in Healthcare.

Gold Stroke Award | Hamilton recently received the “Stroke: Get With the Guidelines®” Gold Performance Achievement Award for providing care that’s consistent with the most up-to-date scientific guidelines. The recognition is the result of working with the American Heart



Summary of Community Benefit

FISCAL YEAR ENDED SEPTEMBER 30, 2010

Direct Patient Care

Cost of charity care.....	\$12,904,000
Uncompensated cost of Medicaid.....	5,050,000
Bad debt cost.....	13,760,000
Subtotal.....	\$31,714,000

Subsidized Health Services Excluding Medicaid and Charity

Obstetric services.....	\$878,000
Hospice care.....	1,141,000
Home health services.....	983,000
Behavioral health services.....	858,000
Cardiology professional services.....	434,000
Emergency ambulance services.....	588,000
Subtotal.....	\$4,882,000

Community Health Services

Athletic training services.....	\$528,000
Primary Care services.....	796,000
Mobile health services.....	207,000
Support of Northwest Georgia Healthcare Partnership.....	131,000
Clinical and community education.....	207,000
Low income residential services.....	14,000
Other miscellaneous services.....	281,000
Subtotal.....	\$2,164,000

TOTAL..... **\$38,760,000**

Association and American Stroke Association on the program. In 2001, Hamilton was selected as one of the original 48 participating hospitals with the “Get With The Guidelines” Stroke Program. In 2003, Hamilton chose to expand and improve the care it provides by becoming the region’s first Certified Stroke Center. During the past seven years, Hamilton has treated thousands of stroke patients and has also earned Silver and Bronze awards from the American Stroke Association.

Quality Honor Roll | Hamilton Medical Center and Murray Medical Center were named to the Georgia Hospital Association’s Partnership for Health and Accountability Quality Honor Roll. Hamilton is one of 62 hospitals in Georgia to be placed in the Presidential category, one of the highest on the list. The honor roll is based on clinical data provided by the federal Centers for Medicare & Medicaid Services, which administers the nation’s Medicare and Medicaid programs. The data was collected from October 2009 to September 2010.

The Partnership for Health and Accountability was formed in January 2000 by the Georgia Hospital Association as a unique, statewide collaborative bringing together health care providers with community agencies and individuals to achieve healthy communities.

Summit Award | Hamilton Ambulatory Surgery Center received the prestigious Summit Award from Press Ganey™ for the fifth 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. Hamilton Ambulatory Surgery Center is one of 80 Press Ganey client facilities to receive this honor in 2010.



Hamilton Health Care System Statement of Operations

FISCAL YEAR ENDED SEPTEMBER 30, 2010

AMOUNT GENERATED FOR SERVICES AND PROCEDURES PROVIDED TO OUR PATIENTS AND RESIDENTS	\$611,605,000
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We were unable to collect these amounts for our patients covered by:

Medicare.....	(164,152,000)
Medicaid.....	(72,460,000)
Other private insurers.....	(63,020,000)

We wrote off this amount for patients who were unable to pay for their care.....	(77,806,000)
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Total amount of uncompensated care.....	(377,438,000)
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AMOUNT OF ACTUAL PAYMENTS RECEIVED FOR PATIENT CARE AND RESIDENTIAL SERVICES	\$234,167,000
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Amount of operating income we received from other sources.....	7,792,000
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OUR TOTAL OPERATING REVENUE FOR THE YEAR	\$241,959,000
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Amount paid to provide the nursing and support staff for our patients and residents.....	119,541,000
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Amount paid for supplies, utilities, fees, and other services.....	98,758,000
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Additions to plant and equipment.....	16,383,000
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Repayment of long-term debt.....	3,334,000
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OUR TOTAL OPERATING EXPENDITURES DURING THE YEAR	\$ 238,016,000
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AMOUNT AVAILABLE FOR FUTURE EXPANSION, RENOVATIONS, AND PROPERTY REPLACEMENT	\$3,943,000
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