

2008 – 2009 REPORT TO OUR COMMUNITIES



A Year of Challenges and Accomplishments

O'Bleness Health System Board of Directors

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The O'Bleness Health System is a regional network of skilled healthcare professionals, dedicated support staff and convenient modern facilities with advanced technology. This report to our communities highlights our accomplishments over the past year and our plans for the near future.

Our leadership and associates met the many challenges and opportunities of the past year, bolstered by determination and commitment to make wise decisions that will stabilize our organization and move us toward a promising future. After the retirement of Rick Castrop as president and a period of interim leadership by Jan Jennings of American Healthcare Solutions, LLC, Clifford Young was appointed transitional chief executive officer.

Our Board of Directors sought guidance and expertise from a number of specialized consultants in the healthcare industry who have shared best practices from across the country. We have streamlined our workforce, stabilized our financial status with a positive margin, and successfully negotiated a new three-year agreement with Local 1252 of the American Federation of State, County and Municipal Employees. Once again we have achieved accreditation by The Joint Commission in recognition of meeting stringent national standards for quality. We have made all of our campuses tobacco-free. We have planned for additional services and technological advances to be implemented during the coming year and developed a strategic plan to guide our future decisions.

We remain true to our charitable mission of providing compassionate, quality health care for our patients — regardless of their ability to pay for services.

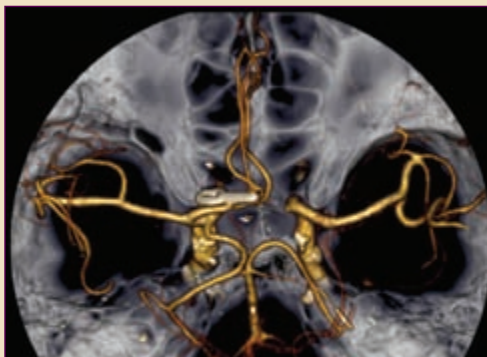
Advanced Technology

In our ongoing quest to provide the highest quality of healthcare services possible for the residents of southeastern Ohio, the **O'Bleness Health System** continually evaluates the latest advances in technology that are most needed in our region. Recently, we acquired several technological advances and will add several others over the next few months that will be new to our region. These technologies, which provide both diagnostic and treatment capabilities, represent extensive investment in quality health care for our communities.

- **O'Bleness Memorial Hospital** acquired advanced equipment and digital software that allows computerized mammographic images to be created, displayed and stored through a filmless system. **Digital mammography** improves early detection of some cancers and enhances images to better detect disease in dense breast tissue. Healthcare practitioners can easily share images through the **Picture Archiving and Communication System (PACS)**.

Digital mammography, available soon at O'Bleness' imaging satellite in the **Castrop Center**, was made possible by the efforts of **O'Bleness Development Council** volunteers who raised \$502,000 to fund the new system.

- O'Bleness Memorial Hospital has added an advanced **64-slice Computed Tomography (CT) scanner** to its digital diagnostic imaging capabilities. This technology provides highly-detailed, thin cross-section images and dramatically increases physicians' ability to accurately diagnose disease at an early stage. In a single image, physicians can see details of a combination of soft tissue (muscles, fat and organs), along with bones and blood vessels. Numerous conditions can be diagnosed, including those of the kidney, heart, liver, lung and spine as well as blood disorders, tumors and cysts. Unlike previous technology, the 64-slice CT has the capability to produce high-quality images of organs that move — such as the heart and lungs. Because physicians can see the heart in such detail, including vessel walls and surrounding structures, they can often identify the early onset of heart disease.



Scanned images are immediately available for review by physicians and healthcare practitioners who have access to O'Bleness' digital PACS. Radiology Associates of Athens personnel — radiologic technologists who conduct CT scans at O'Bleness and radiologists who interpret the scans — are specially trained in Computed Tomography.



- O'Bleness Memorial Hospital now offers **imaging services in three locations** with the addition of an imaging satellite at its **Meigs Medical Center** in Pomeroy, Ohio. X-rays of the chest, spine and extremities are available to patients who see physicians at the center and anyone with orders from other healthcare practitioners. A comprehensive array of imaging services are available at the hospital and its imaging satellite in the Castrop Center.

- **Heart services** have been enhanced recently in several hospital departments in addition to the advanced imaging of the **64-slice CT**. Additional enhancements are planned for the coming year.

The **Cardiopulmonary Department** at O'Bleness has added **Impedance Cardiography** equipment. Non-invasive and painless, the procedure measures the mechanical function of the heart. O'Bleness has purchased additional **heart telemetry equipment** that has expanded patient monitoring capabilities in the

Financial Health 2008 – 2009

The **O'Bleness Health System** closed its fiscal year on June 30, 2009, with a **positive margin of more than \$600,000**. Total revenue for O'Bleness Memorial Hospital and our system affiliates increased last year to a **record \$80 million**. For the first time in several years, revenue exceeded expenses, allowing our reserve resources to be preserved for future growth and improvements.

Inpatient admissions at the hospital totaled 2,917 last year and total outpatient visits increased to 124,000. Because more than 10 percent of our patients have no health insurance, we instituted a **Patient Financial Counselor** to help patients obtain financial assistance and explore payment options. In addition, efforts to increase the hospital's reimbursement rates for some patient services were successful.

Our efforts to decrease expenses reduced our workforce (now accounting for 49 percent of our expenses), reduced the number of affiliate organizations in the Health System, and adjusted our purchasing practices to reduce the cost of supplies and services by more than \$4 million. However, we absorbed the cost of **charity care** provided free or at a discount totaling **\$5.6 million**, and also **\$5.5 million in uncollectable accounts**. In addition, every year O'Bleness absorbs a **shortfall of more than \$10 million**

between the cost of caring for patients covered by **Medicare and Medicaid** and payment received.

As a **not-for-profit organization**, our exemption from certain taxes allows us to provide many benefits to the communities we serve. We care for many of our patients free of charge or at a reduced rate. We provide free health screenings and community health education. We continue to subsidize essential health services that may not pay for themselves, and invest extensively in physician recruitment and technological advances. Our Health System is proud to be one of the largest employers in the area with 642 employees, injecting almost **\$39 million in salaries and benefits** into the economy of our region, including over **\$5.7 million in healthcare costs** for our workforce.

The Board of Directors and administration of the O'Bleness Health System continue to address the challenges of a local healthcare environment as well as state and national economies that are constantly changing. We will continue to improve the quality of our care, increase access to care, and enhance service to our patients and their families. Just as we have for the past 88 years, we will continue to meet the expectations of our patients for **compassionate, quality health care close to home** — regardless of their ability to pay for services.



The Leadership Council for the O'Bleness Health System includes, front from left: Clifford E. Young, Chief Executive Officer; Lynn W. Anastas, Vice President – Community Relations; Larry E. Cooper, Vice President – Facilities; and Amy L. Beech, RN, BSN, CRM, Vice President – Nursing; and back, from left: Kimberly K. Dettwiller, Vice President – Finance; Candace N. Miller, Vice President – Quality Management; Sandra E. Leasure, Senior Vice President – Human Resources; Shawn B. Bail, Assistant Vice President; and Kristine M. Barr, Vice President – Information Management.

Quality Care

The **O'Bleness Health System** offers surgical services at two locations, **O'Bleness Memorial Hospital** and the **Athens Surgery Center**.

Orthopedic surgeons on O'Bleness Memorial Hospital's active medical staff include **Jason A. Reed, DO**; **Steven M. Miller, MD**; and **Lawrence M. Rubens, MD**. The three surgeons perform **total joint replacement surgery**; **arthroscopic surgery**; **fracture repairs**; and other **general orthopedic procedures**.

Reed will soon be using a **computer-assisted navigation system for total knee replacement surgery** in the hospital's surgery department. Manufactured by Stryker, this technology analyzes and displays data that will assist Reed in precisely aligning an artificial knee for improved stability and range of motion. In the future, the navigation system may also be used for hip replacement surgery.

Reed recently established his practice, **Orthopedics of Southeast Ohio**, at the **Castrop Center, Suite 380**, in the O'Bleness Medical Park. One of

Orthopedics



Reed's specialities is treating children. He focuses on pediatric fractures and sports medicine injuries.

He is affiliated with O'Bleness through the multi-specialty group, **Athens Medical Associates**.

Cancer



Patients with cancer now have access to several services at **O'Bleness Memorial Hospital** as well as at **O'Bleness Health System** affiliates.

- O'Bleness' **Oncology Suite** continues to

grow and provide chemotherapy services for patients with cancer, as well as others who need various types of infusions. The suite was recently relocated to a more spacious area on the third floor of the hospital that improves privacy for patients. **"Movies that Matter"** provides portable DVD players for patients to watch movies.

- O'Bleness Memorial Hospital offers diagnostic imaging at three locations — the hospital, the Castrop Center and the Meigs Medical Center. **Digital mammography** will be available soon at our imaging satellite in the **Castrop Center**.
- The **O'Bleness Health System** offers diagnostic laboratory testing for a number of conditions, including **cancer**, at three locations — the **hospital**, the **Castrop Center** and **Athens Medical Laboratory**.
- Last fall a **cancer discussion group** was started, where cancer patients, survivors and caregivers gather monthly to share stories and insights.
- At O'Bleness' **Sharing Hope Boutique**, women with hair loss due to cancer treatment can be fitted for a free wig or other head covering.
- **Look Good...Feel Better®** (LGFB) is a free program at O'Bleness for women who have appearance changes during cancer treatment — a licensed cosmetologist teaches women how to cope with skin chang-

Progressive Services

MidOhio Cardiology and Vascular Consultants (MOCVC), an affiliate of **OhioHealth**, now has a full-time **cardiologist** living and working in the Athens area.

Vipin B. Koshal, DO, is available to patients in MOCVC's Athens office in the **Cornwell Center for Cardiovascular and Diabetes Care** at the hospital. Koshal also sees patients at O'Bleness' **Meigs Medical Center** in Pomeroy.

O'Bleness Memorial Hospital's low-risk diagnostic **catheterization laboratory** for cardiac and vascular procedures has received a **three-year healthcare service license** from the Ohio Department of Health for its cardiovascular diagnostic capabilities. The comprehensive two-day, on-site review for the license resulted in a perfect score for the catheterization laboratory, which is located at the hospital in the **Cornwell Center**. **Mitchell J. Silver,**

es and hair loss. The American Cancer Society, which sponsors LGFB, recognized O'Bleness' program as one of the **top 20 in the United States** last year.

- A new, easier-to-use **colorectal cancer screening kit** is now available free at information desks at the hospital's front entrances and at the Castrop Center.
- An O'Bleness Health System affiliate, **Appalachian Community Visiting Nurse Association, Hospice and Health Services, Inc.**, is a home health and hospice agency providing a comprehensive range of services in a six-county area in southeastern Ohio. A team of caring registered nurses, therapists, medical social workers, home-care aides, nutritionist and volunteers are available to provide in-home care to clients coping with serious illness.
- Patients who choose O'Bleness for their cancer care now have access to **Positron Emission Tomography (PET) scanning** through the **Athens Cancer Center** in the **Castrop Center**.

Cardiology



DO, of MOCVC, is medical director of the catheterization laboratory. Additional MOCVC cardiologists see patients in the Cornwell Center as well as cardiologists with Nationwide Children's Hospital who specialize in **treating children with heart disease**.

In the near future we will use our new advanced **64-slice Computed Tomography (CT) scanner** to help detect signs of heart disease at its earliest stages by quickly and easily capturing images of the heart and coronary arteries. With this capability, delivery of high quality, noninvasive cardiac examinations will be enhanced.

The **Cardiopulmonary Department** at O'Bleness has added **Impedance Cardiography (ICG)** equipment. Noninvasive and painless, the procedure measures the mechanical function of the heart. The ICG test can determine how much blood your heart is pumping to your body; how much resistance your heart is pumping against; and how much fluid is in your chest.

Our Emergency Department will purchase **new heart monitors** in the near future as part of major improvements.

Due to increased enrollment, O'Bleness purchased an additional **telemetry monitor** for **HeartWorks**, our cardiac and pulmonary rehabilitation program offered in conjunction with WellWorks at Ohio University. About 100 new patients were enrolled last year — a record year for the program.

Excellence in Service

The **O'Bleness Health System** offers obstetrics and gynecology services through two practices affiliated with **Athens Medical Associates — Athens Obstetrics and Gynecology** and **River Rose Obstetrics & Gynecology**. With the addition of **Kathleen M. Bertuna, DO**, and **Jody M. Gerome, DO**, at River Rose, the Health System now employs seven physicians specializing in obstetrics and gynecology. These physicians deliver babies at the **O'Bleness Birth Center**.

Through an arrangement with **Nationwide Children's Hospital** in Columbus, **O'Bleness Memorial Hospital** will soon have **telemedicine capability** that allows pediatric patients, including newborns, to be monitored in Columbus, Ohio, by experienced pediatric specialists at Nationwide Children's.

The O'Bleness Women's Health Clinic combined with our Family Practice Clinic to form the **O'Bleness Family Medicine & Women's Health Center**, at **O'Bleness West**, 444 West Union St., in Athens. Resident physicians specializing in obstetrics and gynecology provide a resource for gynecological care for uninsured women and girls by offering preventative health care as well as examinations and tests. Family practice residents are also available by appointment.

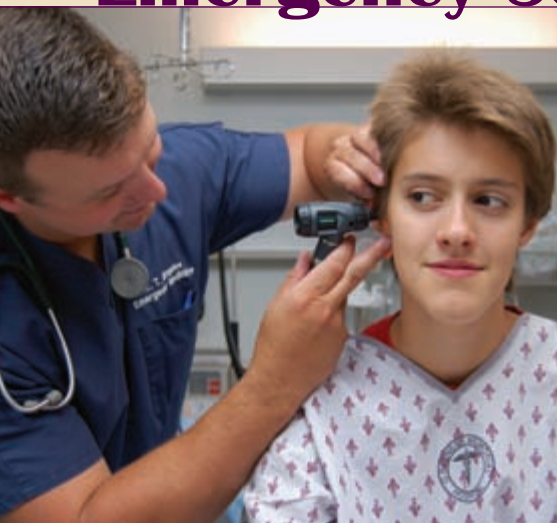
Women's Health



Digital mammography will soon be added to O'Bleness' imaging services at the **Castrop Center**.

O'Bleness physicians specializing in obstetrics and gynecology perform a number of minimally invasive surgical procedures, including the **InterStim® procedure** for urinary incontinence.

Emergency Services



O'Bleness' **Emergency Department** (ED) is improving our capabilities for providing **quality care** to patients. These improvements include **equipment upgrades**, **bedside reg-**

istration and **additional patient space**.

Several ED rooms were recently renovated and reconfigured, creating new space for triage, examinations and treatment of patients with eye, ear, nose and throat problems. In addition, a space has been des-

igned to isolate patients with infectious symptoms from patients in the main waiting area.

Our ED has purchased **15 new ophthalmology/otoscopes** that have dramatically improved microscopic examinations for patients with eye, ear, nose and throat problems. Also planned are **12 new cardiac monitors** that will allow a dozen patients to be monitored simultaneously through a central station.

Bedside registration for patients brought to the hospital by ambulance is improving the flow of patients through the ED.

The **O'Bleness Development Council** currently is raising funds to cover the costs — expected to be **\$500,000** — for ED improvements. The campaign was recently kicked off with two generous gifts. The **Guild of O'Bleness** gave \$13,000 and the **Charles G. O'Bleness Foundation** gave a gift of \$18,000. Charitable gifts can be made online by visiting the hospital's Web site at www.obleness.org, or by contacting the O'Bleness Development office at **(740) 592-9494**.

An Investment in Quality Health Care

HeartWorks cardiac and pulmonary rehabilitation program in the **Cornwell Center for Cardiovascular and Diabetes Care** at the hospital. During the coming year, major improvements to O'Bleness' **Emergency Department** will include the latest in **heart monitoring** equipment.

- The O'Bleness Health System is committed to striving for excellence in our surgical services. New **advanced high-definition equipment** for colonoscopy and gastroscopy procedures has been purchased for our **Athens Surgery Center**.

The **Surgery Department** at O'Bleness will soon add a **computer-assisted navigation system for orthopedic surgery**. The system will be especially beneficial for knee joint replacement surgeries. Manufactured by Stryker, the system analyzes and displays data that helps a surgeon align the artificial knee for improved stability and range of motion.

- O'Bleness Memorial Hospital is developing a **comprehensive wound care center** to be located at **O'Bleness West** on West Union Street in Athens. The center will offer a number of treatment options for healing difficult wounds, including **hyperbaric chambers** for concentrated oxygen therapy. This service is especially crucial in our area, in part due to the very high incidence of diabetes and an aging population. O'Bleness is collaborating with **Diversified Clinical Services**, an experienced organization with more than 300 wound care centers nationwide. The center will be staffed by physicians on the O'Bleness medical staff and hospital personnel.

- Through an arrangement with **Nationwide Children's Hospital** in Columbus, O'Bleness Memorial Hospital will soon have **telemedicine capability**. This technology will allow pediatric patients at O'Bleness to be monitored by experienced pediatric specialists at Nationwide Children's. High-definition telemedicine devices provide visual and audio communication for these medical specialists to consult on the care of pediatric patients in O'Bleness' **newborn nursery, Emergency Department** and **pediatric area**.

The hospital is also investigating a potential collaboration with **OhioHealth** to establish an **electronic intensive care unit (e-ICU)** in O'Bleness' **Intensive Care/Coronary Care Unit**. OhioHealth is a not-for-profit, faith-based healthcare organization based in Columbus, Ohio. This telemedicine capability would



give our patients and staff access to specially trained physicians called intensivists and nurses who perform remote critical care and cardiac monitoring from **Riverside Methodist Hospital** in Columbus.

- The **O'Bleness Health System** is collaborating with other healthcare providers in the region to establish **broadband connectivity** that will enhance communication and sharing of resources and information. This federally-funded initiative will connect non-profit healthcare providers in rural and urban locations. Faster connectivity is expected to be operational by the end of 2010.

- **O'Bleness' Management Information Systems Department** is exploring options for establishing an **electronic medical record** system for the hospital and its affiliates. An electronic medical record system will improve efficiency of storage and access to patient medical information, and will increase safety for patients.

- Patients who choose the O'Bleness Health System for cancer services now have local access to a **Positron Emission Tomography (PET) scanner**. The **Athens Cancer Center** in the Castrop Center has acquired the first PET scanner in the area. This powerful imaging technique assists in the diagnosis and treatment of many diseases, particularly cancer. PET gives information about the body's chemistry that is not available with other imaging techniques.

On the Horizon



The **O'Bleness Health System** has an ambitious agenda for the next year that includes new patient services, improved customer service, additional physicians, expanded technology and perhaps a corporate change that could result in additional resources and expertise.

Our healthcare professionals and support staff will continue to work diligently to deliver excellence in our **cardiology, orthopedics, surgery, and obstetrics and gynecology** services. The recent addition of specialists who live and work full-time in our community will significantly advance our progress in these areas.

O'Bleness Memorial Hospital will add a much-needed service for our region when we open our **wound care center at O'Bleness West** to provide comprehensive treatment for healing difficult wounds.

Improvements to **O'Bleness' Emergency Department** will continue over the next year, as the hospital's all-volunteer **Development Council** continues to raise funds toward its goal of \$500,000.

We will expand our **hospital medicine program** for inpatients who do not have a physician or whose doctor refers them to our hospitalist physicians.

Our information technology staff will develop a plan for instituting an **electronic medical record** system. Collaboration will continue to establish **telemedicine capabilities** as well as **broadband connectivity** among healthcare providers in southeastern Ohio.

The **O'Bleness Health System** is exploring the potential benefits of a closer relationship with **Ohio-Health**. O'Bleness has been affiliated with OhioHealth for 10 years and has collaborated on a number of projects including the Cornwell Center for Cardiovascular and Diabetes Care at O'Bleness. Benefits of a stronger relationship with OhioHealth could include **sharing resources, expertise, technology and medical staff** to benefit patients in our region.

The O'Bleness Health System will continue to invest extensively in **physician recruitment** and **advanced technology** in order to continue to provide **high-quality health care close to home** for the residents of southeastern Ohio.

Our Board of Directors, healthcare professionals, staff and volunteers are helping to build healthy communities and improve access to advanced healthcare services in our region.

Recognition of continuous quality

O'Bleness Memorial Hospital maintains a number of accreditations and licenses as a result of the quality of our services, staff, technology and facilities.

- **The Joint Commission** once again has awarded the hospital a full three-year accreditation.
- The **American College of Radiology** continues to accredit **O'Bleness' mammography services**.

- The **Ohio Department of Health** gave the **O'Bleness catheterization laboratory** a perfect score during license review.
- The **Ohio Department of Health** continues to license the **O'Bleness Birth Center**.
- The **College of American Pathologists** has once again accredited **O'Bleness' laboratory**.