

BE SAFE. BE CARING. BE KIND.



2019 **REPORT**

TO OUR COMMUNITIES

 **Health System**



 Health System

Serving you

It's our mission at Huntsville Hospital Health System to provide you and your family with health care services that are safe, caring and kind. Whether you're treated in one of our hospitals, emergency departments, outpatient facilities, or physician offices, our Health System exists to serve you.

In this 2019 Report to Our Communities, you'll find stories of people who demonstrate their commitment to caring every day. They represent thousands of Health System employees who work in communities across the Tennessee Valley. Health care is a complicated business with big challenges, but at its core, it's a people business. Our employees are our greatest asset, and we're proud that they work alongside highly trained physician members of our medical staffs in delivering care to our patients.

In the past year, Huntsville Hospital Health System continued to focus on the goal of safety in every patient interaction. Nothing we do is more important. We're pursuing safety and excellence through System-wide training of our staff and in the implementation of best practices that are learned from other providers and industries. The installation of a new computer system in 2019 in our Madison County facilities is further evidence of our commitment to advancing the quality of care that we provide to our patients.

As a community-owned, not-for-profit Health System, we also depend on the generosity of donors and volunteers whose support helps provide funding for life saving equipment, technology and needed programs. Philanthropy is critical in all of the communities that we serve and your support is greatly appreciated.

On behalf of the Health Care Authority of the City of Huntsville, and the 15,000 members of our staff who work across the region, thank you for allowing us to serve you and your family. We look forward to continuing to serve you in 2020.

David S. Spillers
Chief Executive Officer

Philip W. Bentley, Jr.
Chairman, Health Care Authority

The Health Care Authority of the City of Huntsville



Philip W. Bentley, Jr., Chairman
Mike Goodman, Vice-Chairman



Frank Caprio, Secretary-Treasurer
Amit Arora, MD



Kerry Fehrenbach
Bhavani Kakani



Macon Phillips, MD
Beth Richardson



David Smith

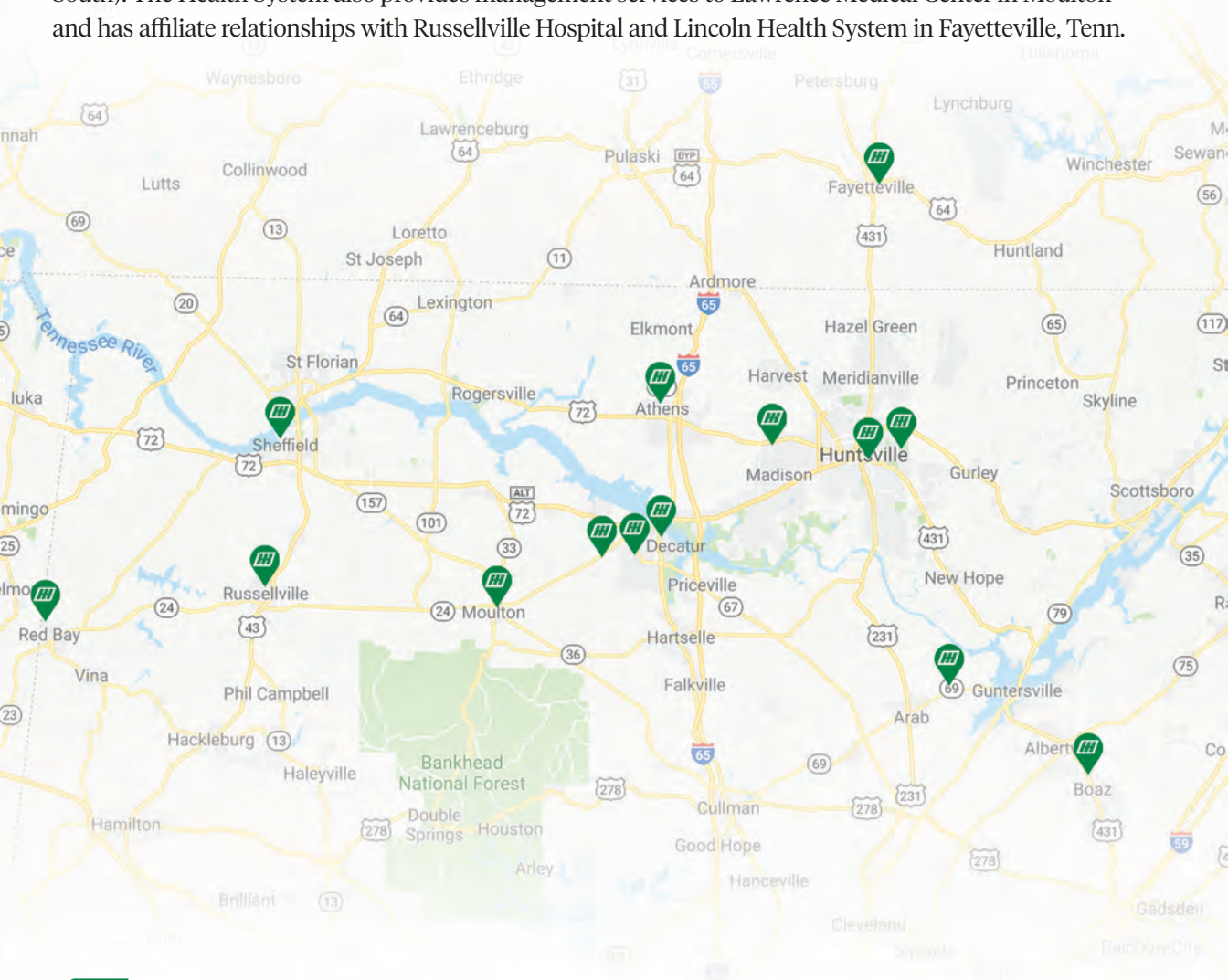


David S. Spillers **Jeff Samz**
Chief Executive Officer *Chief Operating Officer*



Huntsville Hospital Health System

Established in 1895, Huntsville Hospital is the second largest hospital in Alabama with 971 licensed beds. Huntsville Hospital is a community-owned, not-for-profit hospital and is governed by the Health Care Authority of the City of Huntsville. In recent years, the hospital expanded its service to the region through the development of Huntsville Hospital Health System, now operating Huntsville Hospital, Huntsville Hospital for Women & Children, Madison Hospital, Athens-Limestone Hospital, Decatur Morgan Hospital (three campuses), Helen Keller Hospital in Sheffield, Red Bay Hospital, and Marshall Medical Centers (North and South). The Health System also provides management services to Lawrence Medical Center in Moulton and has affiliate relationships with Russellville Hospital and Lincoln Health System in Fayetteville, Tenn.



 Health System



Our Mission

Provide high quality care and services that will improve the health of those we serve

Our Vision

To be one of the best health systems in America and consistently strive to provide clinical and service excellence

Our Values

Integrity, Excellence, Innovation, Accountability, Compassion and Safety

Health System Entities

Obligated Group

- Huntsville Hospital
- Huntsville Hospital for Women & Children
- Madison Hospital
- Huntsville Hospital Foundation
- Heart Center
- Spine & Neuro Center
- Caring for Life (Hospice Family Care)

Huntsville Hospital Physician Network

- Hazel Green Pediatrics
- HH Physician Care (8 locations)
- Clinic for Breast Care
- Digestive Disease Center (3 locations)
- Endocrinology & Diabetes Clinic
- Heart Center (7 locations)
- Heart Center Cardiothoracic Surgeons
- Lung Center (2 locations)
- Maternal Fetal Medicine
- Neurological Associates
- Obstetrics and Gynecology
- Pediatric Neurology
- Plastic & Reconstructive Surgery
- Huntsville Surgical Associates / Trauma Services
- Spine & Neuro Center (7 locations)
- Tennessee Valley Gynecologic Oncology
- Tennessee Valley Pediatric Surgery
- Valley Surgical Associates (2 locations)

- Athens-Limestone Hospital
- Decatur Morgan Hospital
- Decatur campus
- Parkway campus
- Decatur West
- Helen Keller Hospital
- Marshall Medical Centers
- North and South
- Red Bay Hospital

Other Ownership Relationships

- Continuum RX (Home Infusion)
- North Alabama Community Care
- The Surgery Center of Huntsville
- Alliance Cancer Care
- North Alabama Community Care Inc.
- CompOne
- First Community
- Health Group of Alabama (HGA)
- Occupational Health Group
- Laundry
- Medicaid Maternity Care
- Home Medical Equipment
- LHC Home Care
- HH Urgent Care

Management Agreement

- Lawrence Medical Center

Affiliate Relationships

- St. Jude Hospital Affiliate Clinic
- Lincoln Health System
- Russellville Hospital

Health System Statistics 2019

Admissions

130,170

ER Visits

387,450

Surgeries

95,427

Babies Born

7,989

Cardiac Catheterizations

11,213

Outpatient Visits

944,098

Employees

15,000

July 1, 2018 - June 30, 2019

Huntsville Hospital

The U.S. Space & Rocket Center's Saturn V replica is a can't-miss reminder of Huntsville's greatest feat: sending man to the moon in 1969. But did you know Huntsville Hospital predates Neil Armstrong's giant leap by nearly 75 years? The hospital launched in 1895 and celebrates its 125th Anniversary in 2020.



Tracy Doughty
*Senior Vice President
of Operations*

Admissions

54,639

ER Visits

79,147

Surgeries

36,270

Outpatients

332,476

Employees

7,791*

July 1, 2018 – June 30, 2019

*includes Huntsville Hospital,
Heart Center and Spine & Neuro Center

Be safe. Be caring. Be kind.

Leading the charge in nursing

In athletics a team often takes on the persona of the coach. It's true as well in complex organizations like hospitals. In a large hospital environment, that coach is the Chief Nursing Officer (CNO). At Huntsville Hospital, that's Arin Zapf.

Arin has been a nurse for 24 years with 22 of them at Huntsville Hospital. "I never intended to be in leadership," she recalled. "I truly enjoyed the bedside nursing experience." But opportunity and success kept following her, nudging her up the leadership ladder — from staff nurse to charge nurse to nurse manager to director of nursing practice. Then in July 2019, she was named chief nursing officer for Huntsville Hospital's three major facilities in Madison County.

As CNO, Arin is helping lead a cultural change in patient care at Huntsville Hospital. "Culture is the typical behavior and habits of a team or an organization. To build the right culture, you need the right people with the right attitude in the right place," according to Arin.

"We're seeing culture change that is helping us improve the care and service we provide to our patients. It's very exciting to watch managers and staff use consistent tools and practices in delivering care and in communicating with each other, with physicians, and of course, our patients," she said. Arin points to Huntsville Hospital Health System's "journey to high reliability" as a compass for the effort.

"Safety will always be priority number one," she said, "but we want to be caring and kind as well. Be safe. Be caring. Be kind. That says it all for us.



Arin Zapf, Chief Nursing Officer

5 BIG things...

1 Towering achievement

Huntsville Hospital's biggest construction project in 40 years is quickly taking shape. On track for a spring 2021 opening, the new Orthopedic & Spine Tower will feature seven floors of specialized surgical, post-surgical and physical therapy space in the heart of the hospital's downtown campus.

2 ER upgrades

Rapid growth in Madison County means more patients seeking emergency treatment. The ER responded by keeping 12 more treatment rooms open around the clock. Also, medical scribes are now being used to enter information into patients' electronic medical records in real-time during medical exams. This enables physicians to spend more time providing care.

3 Splendid scanner

Huntsville Hospital Heart Center became the first medical facility in North Alabama with Siemens' top-of-the-line cardiac CT scanner. The new diagnostic tool can fully scan a patient's heart in less than a second with remarkable clarity.

4 Be Safe. Be Caring. Be Kind.

Required high reliability education for all staff reflects the hospital's commitment to patient safety and eliminating harm. Providing safe care in a kind and compassionate manner is the goal of the new "Be Safe. Be Caring. Be Kind." initiative.

5 \$10.5M and counting

The Jean Wessel Templeton Community Health Initiative (CHI) surpassed \$10.5 million in grant funding awarded to deserving nonprofit groups since 1996. CHI provides monetary support to select nonprofits working to improve the health of Madison County residents. Last year's grant recipients included the Community Free Clinic, Health Establishments at Local Schools (HEALS) and First Stop, among others.



1Chart advances care

After a meticulously planned 22-month journey, the successful electronic medical record go-live was achieved.

Huntsville Hospital Health System's conversion to a single electronic medical record called 1Chart now houses all clinical information as well as gives practitioners one source to order and read all medical interactions and test results on inpatient and outpatient encounters.

The benefits also include a badge tap-n-go for physicians and approved staff to sign on to computers and 1Chart. This revolutionized how desktops and applications are accessed. The new electronic medical record replaced 25 other clinical systems to enable a true 1Chart record for each patient.

The journey represented the single largest information technology project in the hospital's history. In addition to focusing on higher reliability and reducing human error, efficiencies have yielded results in reduced wait times between a request from a physician, treatments, medical test, results and physician summaries.

Additional benefits for the patient include a HealthLife Patient Portal. Patients can now validate personal information via the portal as well as see lab results, radiology results and similar tests. Huntsville Hospital clinic patients will become able to use the portal to request appointments for clinic visits and order prescription refills.

In the coming months, the new 1Chart electronic medical record will be installed at the hospital's other ancillary sites across Madison County and at all nine Heart Center clinics throughout North Alabama.

Connecting people, community and care

Just as our community and hospital are growing, Huntsville Hospital Foundation continues to expand its impact and reach. Thanks to generous donors, the Foundation distributed a total of \$4,317,821 to Huntsville Hospital, Huntsville Hospital for Women & Children, and Madison Hospital in FY2019. Donor gifts provide cutting-edge technology and powerful programs for our community hospitals that otherwise wouldn't be possible. **Equipment and programs supported by the Foundation for Huntsville Hospital in 2019: \$2,441,750**



► The new **Highly Infectious Disease Response Unit** is now in place thanks to a grant from the Alabama Department of Public Health. In the unlikely event of an infectious disease in our region, Huntsville Hospital now has a designated negative pressure unit, safety equipment and the intensive training needed to triage patients in a safe way before transporting them to the regional treatment center at Emory University Hospital in Atlanta.

◀ The Foundation funded the needed items to provide comfort and care to outpatient chemotherapy patients, including treatment recliners, vital sign machines and temporal scanners.



The Foundation also provided assistance to patients and employees during their most vulnerable times.

- Donations enabled the Foundation to provide \$107,302 in patient assistance in 2019, helping 365 cancer patients with medication costs and living expenses.
- The Employee Lifesaver Club provided \$26,151 in employee assistance, helping 25 employees with bills, gas and other necessities during times of hardship.



Huntsville Hospital for
**Women &
Children**

With its graceful Japanese bridge, Big Spring International Park is one of the most photographed spots in North Alabama. Huntsville Hospital for Women & Children also features prominently in many family photo albums as the setting for one of life's most cherished moments: the birth of a child.

Elizabeth Sanders
*Vice President
of Operations*

Pediatric ER Visits
36,444

**Well Baby
Nursery Days**
7,396

**Neonate
Nursery Days**
20,157

Births
3,919

OB ER Visits
8,881

Employees
860

July 1, 2018 – June 30, 2019

Be safe. Be caring. Be kind.

A recipe for caring

Jasmine Hill doesn't hesitate when asked what she likes best about her job.

"I just love to lift people up," she says.

She's done plenty of that in her 21 years as a patient care tech and health care assistant in Huntsville Hospital for Women & Children's Mother Baby Unit. But Hill's caring nature doesn't stop when her shift ends.

Every fourth Saturday, she wakes up at 3 a.m. to cook and deliver breakfast to about 200 homeless residents living on the streets. It's the only hot meal some of them get all month, and Hill makes sure it's memorable.

Mountains of scrambled eggs and bacon. Hash brown casserole. Grits. Pancakes with maple syrup. Banana bread. Fresh fruit.

"If we are to be mirrors of God, we should help the poor and the hungry," Hill said.

Hill's homeless outreach began as a challenge from her pastor to perform "random acts of kindness" in the community. She and her husband, Marius Hill, an operating room tech at Huntsville Hospital, visited a homeless camp and found food in short supply.

Their enthusiasm to feed the homeless has become contagious, and the breakfast club has grown to include two of Hill's Mother Baby Unit coworkers — Tiffany Ambrose and Lindsay Hill — plus Huntsville Hospital infection preventionist Shoshannah Anderson.

When Hill drives up to a homeless camp now, residents gather around to give her hugs as a show of appreciation.

"Just having someone to talk to makes them feel like they are still loved," she said, "and still part of society."



Jasmine Hill, Health Care Assistant

5 BIG things...

1 Asteroid

Asteroid, a lovable golden retriever, is the new face of Huntsville Hospital for Women & Children's new Canines for Coping program. She's the first full-time hospital facility dog in Alabama.

2 Dr. Daves

Dr. Marla Daves is the second pediatric hematologist-oncologist at our St. Jude Affiliate Clinic. The clinic, one of just eight affiliate clinics in the country, treats children and adolescents diagnosed with cancer and blood disorders.

3 Kids Care 2

A second Kids Care pediatric critical care transport ambulance made its debut last year. We updated the design on both ambulances to depict day and night time scenes of Huntsville's downtown skyline.

4 Parking garage completion

Construction was completed on the new parking garage behind the hospital. An additional 600 parking spaces are now available for visitors and employees.

5 Small Baby Team

Our Small Baby Team is a group of clinical professionals specially trained to care for the smallest, most fragile babies in our Regional Level III Neonatal ICU. Thanks to their expertise, we're beating national survival benchmarks for these tiny patients.



Growing for our smallest patients

Huntsville Hospital for Women & Children completed a major expansion of the Level III Neonatal Intensive Care Unit (NICU). This expansion allows for 10 new patient beds, and increases capacity to care for up to 55 sick and premature infants at a time.

As the only Level III NICU in North Alabama, the unit is designated by the state as the only Region I Referral Center for babies who need critical, lifesaving medical care.

Each year, the NICU admits about 1,000 newborns with a wide range of health problems. This is the first major addition to the NICU since the unit moved to its current location 15 years ago.

Significant funding for the expansion was provided by Huntsville Hospital Foundation donors through the Melissa George Neonatal Memorial Fund. The Foundation's 2019 Miracle Bash and Swim for Melissa events raised a record \$220,000 in net proceeds for the NICU project.



Connecting people, community and care

Generous donors make it possible for the Foundation to provide innovative equipment to better serve pediatric and adult patients at Huntsville Hospital for Women & Children. The Foundation funds the many programs and extras that make the hospital experience fun, rather than scary, for young patients. Programs like Canines for Coping, Child Life, Music Therapy and Arts in Medicine would not be possible without donor support. **Equipment and programs supported by the Foundation for Huntsville Hospital for Women & Children in 2019: \$1,611,234**

Huntsville Hospital for Women & Children's new donor-funded **Infant Nutrition Lab** is the first and only facility of its kind in North Alabama. The lab provides a safe, aseptic environment for preparing breast milk for use in the region's only state-designated Level III Neonatal Intensive Care Unit. The lab is made possible by the Melissa George Neonatal Memorial Fund at the Foundation.



▶ The **Canines for Coping** program makes Huntsville Hospital the first in the state to offer a facility dog program. Our facility dog Asteroid brings comfort and joy to patients every day. Canines for Coping is made possible by a generous grant from PetSmart Charities and funding from the Huntsville Hospital Employee Lifesaver Club.



▶ Technologists are performing up to 50 ultrasounds a day, more accurately and in less time, thanks to a new **ultrasound machine and three ultrasound upgrades** at Huntsville Hospital Breast Center. This equipment was made possible thanks to proceeds from the 2018 Liz Hurley Ribbon Run.

Donor gifts provided six new **treatment recliners** for the St. Jude Affiliate Clinic. The new chairs are used during more than 1,400 infusions annually, keeping young patients more comfortable while they receive treatment close to home.





Madison Hospital

Madison's outstanding schools, tree-lined neighborhoods and quaint downtown are big draws for families. So is Madison Hospital, which has become an indispensable community resource since opening in 2012. Due to the city's rapid growth, the hospital is already planning an expansion to 120 inpatient beds.

Mary Lynne Wright
President

Hospital Board Members

Mike Goodman
Chairman
Beth Richardson
Ashley Burchfield, MD
Bobby DeNeefe
Gerald Dupree
Paul Finley
Matthew Hunt, MD
Carole Jones
Krishna Srikakolapu
Taron Thorpe
Clarence Tidwell
Carmeleita Winburn

Admissions

7,159

ER Visits

54,401

Surgeries

4,103

Births

1,501

Outpatients

31,806

Employees

670

July 1, 2018 – June 30, 2019

Be safe. Be caring. Be kind.

Leading by doing

In the hospital world, the position is known as “Weekend House Supervisor.” As the name implies, they’re the go-to person on weekends. At Madison Hospital, that’s Stephanie Craig, RN. She has been the House Supervisor since the hospital opened in 2012. It’s a job for leaders, and Stephanie is a perfect fit. First, it takes an experienced person. Stephanie was an ICU nurse at Baptist Memorial Hospital in Memphis before coming to Madison.

Secondly, you need a leader who is trained and confident in doing whatever is needed to help her patients and her team — like starting an IV in the arm of an elderly patient, assisting with life saving measures on a critically-ill patient or maybe even making a sandwich for a child sitting with his mother.

“I love the variety that the role provides me. You’re responsible for the hospital, but you’re still on the front line with patients, families, physicians, nurses and all of our hospital team,” Stephanie said.

“One of the things you learn in this field is that everybody on the team has a purpose in taking care of our patients. My job is to keep this place running smoothly and to make sure we keep our patients safe.”

Stephanie admits it’s a challenging environment, and “sometimes you just have to roll with the punches,” she smiles. “I can get a little assertive in critical conditions, but when you’re taking care of people who are sick and hurting, safety is the top priority.”



Stephanie Craig, RN

5 BIG things...

1 Breastfeeding Friendly Business

Madison Hospital became the state's first Breastfeeding Friendly Business. This special recognition from the Alabama Breastfeeding Committee is for workplaces that create an extra-supportive environment for breastfeeding mothers.

2 Endoscopy Center opens

The new 10,000-square-foot Madison Hospital Endoscopy Center doubles the space available on campus for colonoscopies and other endoscopic procedures.

3 Raising Better Bama Babies

Madison Hospital was the first hospital in North Alabama – and one of only two statewide – to earn the Better Bama Babies award for outstanding breastfeeding support. A program of the Alabama Breastfeeding Committee, Better Bama Babies recognizes hospitals that take specific steps to increase breastfeeding rates.

4 Expanded cardiac imaging services

The hospital's magnetic resonance imaging (MRI) scanner is now capable of producing detailed images of the heart. Some patients with anxiety or claustrophobia have trouble staying still during an MRI test, which can result in blurry images. For those patients, we offer sedation overseen by a certified nurse anesthetist.

5 Clean machines

We're proud of the appearance of our campus and are investing in a new street sweeper vehicle to keep our parking lots and common areas clean. Our Plant Operations team will make regular trips around campus to sweep up any litter.



Surgical surge

Madison's continued growth means more people are coming to Madison Hospital for their medical needs, including surgery. The opening of a new outpatient Endoscopy Center on campus allowed the hospital to convert two hospital endoscopy suites into state-of-the-art operating rooms, bringing the total to seven ORs (one of the ORs is reserved for scheduled C-section deliveries).

That extra surgical space has come in handy. In 2019, Madison Hospital welcomed plastic and reconstructive surgeon Tony Weaver, DO, and North Alabama Urology to our talented surgical team.

Madison Hospital now has 38 active surgeons representing a wide range of specialties. In addition to urology and plastic and reconstructive surgery, other services include orthopedic surgery (sports medicine, hand surgery and joint replacement), orthopedic spine surgery, general surgery, vascular surgery, inpatient endoscopy, OB-GYN surgery, pediatric dental surgery and ENT surgery.

These two new ORs feature stainless steel walls. Because it is a hard and non-porous material, stainless steel resists growth of bacteria, mold and mildew that can cause infections. It is also easy to clean and can withstand the strong chemicals used to disinfect operating rooms between surgeries. And unlike drywall, stainless steel withstands bumps from heavy equipment being wheeled in and out of the OR all day.

Connecting people, community and care

Philanthropy has played an integral role in the growth of Madison Hospital since it opened in 2012. Donor gifts benefit every area of the hospital, ensuring patients have access to the high-tech equipment and innovative programs this growing community needs, close to home. **Equipment and programs supported by the Foundation for Madison Hospital in 2019: \$264,837**



► Madison Hospital's new **Forget Me Not Alzheimer's program** is helping employees better communicate with and care for patients with Alzheimer's disease or dementia thanks to innovative, immersive training.

At Madison Hospital, patients who have anxiety and claustrophobia during their magnetic resonance imaging (MRI) don't have to worry thanks to a new high-tech **MRI-compatible Anesthesia System**. This is a great comfort and resource for the 6,800 patients who have an MRI exam at Madison Hospital each year. This innovative equipment was made possible thanks to proceeds from the Foundation's annual Party in the Park event.



Athens-Limestone Hospital

The historic, copper-domed Limestone County Courthouse has been an Athens fixture since 1918. Located just west of the Courthouse Square on Market Street, Athens-Limestone Hospital also has deep roots in downtown Athens. In 2018, the hospital established a new east campus and medical tower to serve residents of fast-growing east Limestone County.

David Pryor
President

Hospital Board Members

Camilla Gaston
Chairman

Max Boone, MD

Patrick Boyett, DO

Kyle Bridgeforth

John Curtis

Pat King

Ben Ladner, MD

Russ Mitchell

Rick Mould

Ray Neese

Tom Norton

Nauman Qureshi, MD

Shelia Smith

Admissions

6,986

ER Visits

31,979

Surgeries

7,457

Births

419

Outpatients

107,453

Employees

860

July 1, 2018 – June 30, 2019

Be safe. Be caring. Be kind.

When the nurse becomes the patient

Sometimes, roles in life are reversed. It happened at Athens-Limestone Hospital when an employee who usually provides medical care became the one who received it. A normal afternoon at the hospital took a scary twist when Blake Moore, RN, blacked out while reviewing patient charts with his nursing teammates.

By the time he hit the floor, Blake's heart was in trouble. This is not what you expect from a 30-year-old who was participating in a meeting seconds before. Brenda Elmore, RN, was among the nurses who swung into action to care for Blake. A nearby emergency room physician also came running to the scene.

It became apparent that Blake was in ventricular fibrillation, a cardiac arrhythmia condition that can be rapidly fatal as it starves the body's organs of oxygen. A person in "V-fib" is non-responsive. Reviving someone in this condition requires fast action and a trained team.

"As it turned out, Blake was in the right place at the right time," said Brenda. "He had access to people who were accustomed to responding to medical alerts and cardiac arrest. We used all of the tools we have to revive a patient including cardiac resuscitation, intubation and the defibrillator — all while on our hands and knees on the floor."

Blake later received a pacemaker and defibrillator to correct the electrical issues with his heart. He's back working with his team at Athens-Limestone Hospital. He's also living proof that sometimes you give, and sometimes you receive.



Blake Moore, RN

5 BIG things...

1 Going for gold

The Alabama Performance Excellence Program awarded Athens-Limestone Hospital a Gold Level 1 Commitment to Performance Excellence for the hospital's falls reduction project that was implemented by a multidisciplinary team.

2 Stars align

Athens-Limestone Hospital earned an overall four out of five Star rating designation from Hospital Compare. This rating covers seven areas including safety and patient experience.

3 From the heart

The American Heart Association recognized the hospital for its participation in the Get With The Guidelines - Resuscitation Program. This quality award recognizes the hospital for applying the most up-to-date, evidence-based treatment guidelines to improve patient care and outcomes.

4 Right choice

The Right Choice Addiction Withdrawal Care is a new service now available at Athens-Limestone Hospital. It offers hope and healing for those battling addictions.

5 Healing wounds

For the third year in a row the Advance Wound Care Center received the Center of Excellence Awarded by Healogics, the nation's leading wound care management company.



Answering the call

Continually adopting new advancements that improve the hospital infrastructure is just as important as acquiring new medical technologies. Two major recent investments at Athens-Limestone Hospital included a patient call system and a new fire alarm system.

Responding to patients' needs in a timely manner is important to a positive patient experience. The new call system includes house phones and computer monitors in nursing stations that help time and track calls for appropriate responses. The large monitors are also visual aids to ensure no patient request goes unmet.

Patient safety is paramount. The new fire alarm system replaces a zone fire location system and can pinpoint locations of alarms for better hospital staff and fire department response in an emergency. It also allows for better monitoring of critical power plant equipment and functionality of the plant operations in the building.



Connecting people, community and care

The outpouring of support from generous donors and major sponsors has given Athens-Limestone Hospital Foundation the ability to substantially fund the purchase of necessary medical equipment and technology to care for patients at Athens-Limestone Hospital. **Equipment and programs supported by the Foundation in 2019: \$102,058**

The employees at Athens-Limestone Hospital gave more than \$34,000 resulting in more than \$17,000 in **Helping Hands Grants** awarded to support patient care needs.



▶ The 2019 Pink Elephant Luncheon raised \$20,931. The luncheon was held at the Limestone County Event Center. More than 320 guests heard breast cancer survivor Karen Parker Grisham share her journey. Funds raised will provide **mammogram scholarships** for women who are not covered by health insurance and materials for women's diagnostics.



▶ The 2019 Athens-Limestone Hospital Gala raised \$65,541 to provide a **new GE Cardiac Ultrasound System** located in the Cardiovascular Department. This ultrasound system will serve patients needing cardiovascular testing such as a stress test. More than 250 guests attended this event at the Limestone County Event Center.

The 2019 Crystal Cup Golf Tournament raised \$28,251. This year's tournament proceeds will help purchase **new cardiovascular stress testing diagnostic equipment**. There were 102 golfers who teed off at Canebrake Golf Club.



Decatur Morgan Hospital

The new \$32 million Cook Museum of Natural Science signifies an investment in the community for generations to come. So does Decatur Morgan Hospital, which recently underwent a \$50 million renovation including a new emergency department, MRI facility and more private patient rooms.



Nat Richardson
President

Hospital Board Members

Nicholas Roth
Chairman
Reginald Gladish, MD
Judge David Breland
David Burleson
Melissa C. Craig
Mike Goodman
Rodney Harney, MD
Ken Schuppert
Scott Sharp, MD
C. Wallace Terry
Bill Wyker

Admissions

11,958

ER Visits

58,447

Surgeries

5,591

Births

304

Outpatients

166,828

Employees

1,445

July 1, 2018 – June 30, 2019

Be safe. Be caring. Be kind.

Treat them like family

For Jonathan Proctor, helping people was “bred into me,” as he describes it. The director of imaging services at Decatur Morgan Hospital “grew up in a family that spent their life serving.” His father is a pastor, and on the weekends Jonathan pastors a church in the Speake community as well.

Jonathan’s faith rightly guided him to a vocation that allows him to help others. “If you treat every patient like the family member who you hold dearest, you’re never going to walk away from a patient encounter that did not go well,” he said.

Proctor quickly admits that health care is a tough environment to work in, so he also sees his role as an encourager to his staff. “We need to help cheer each other up.” His example has been noticed by the leadership at Decatur Morgan Hospital, as Jonathan received the hospital’s first Department Head of the Year award.

Jonathan says he leads “the greatest imaging team in the state.” Not surprisingly, he demonstrates his commitment beyond his own team to other staff members at Decatur Morgan Hospital, serving as the lead instructor at the hospital ropes course where he teaches team-building.

Jonathan knows why he went into the health care field. He’s making a difference in the lives of others, and that has kept him coming back. “I still enjoy every day,” he said.



Jonathan Proctor, Director of Imaging Services

5 BIG things...

1 Priceville Primary Care

In response to the major growth planned for the Priceville area, Decatur Morgan Hospital opened a new primary care and walk-in clinic in the Wheeler Center near Priceville Town Hall. The new clinic is staffed with one provider, a nurse and support staff with room to grow.

2 Outpatient Clinic relocations

Decatur Morgan Women's Healthcare relocated to a beautiful new suite in the Medical Plaza at the Decatur Campus. Three of the pediatricians from Decatur Morgan Pediatrics also relocated to the Medical Plaza to better serve the community. Two pediatricians continue to see patients at the clinic on the Parkway campus.

3 New hospital unit

The Pulmonary Vascular and Cardiac Unit opened this summer. It is a 22-bed unit with beautifully appointed rooms, state-of-the-art technology and in-unit monitoring for patients who need this specialized care.

4 Improved dialysis services

A new 14-bed inpatient unit opened on the first floor. This is a general medical unit that is also home to the new Dialysis Unit with the state's first Tablo Dialysis System.

5 Cardiac Rehab

The Cardiac Rehab Service at our Parkway Campus received certification from the American Association of Cardiovascular and Pulmonary Rehabilitation. This is the only peer-reviewed accreditation process designed to review individual facilities for adherence to standards and guidelines developed and published by the AACVPR and other professional societies.



New home for emergency care

For more than two years, the Emergency Department at the Decatur Campus operated out of a temporary space originally designed as a 14-bed inpatient unit. Decatur Morgan Hospital held a long-awaited grand opening and ribbon cutting of an entirely renovated Emergency Department in February 2019. The project involved completely reworking the floor plan for more efficient work flow and through-put including the relocation of the ambulance entrance and pedestrian entrance.

The new department includes 35 treatment areas — up from 22 — including an Express Care area for non-urgent cases and a separate secure area dedicated to psychiatric patients.



Connecting people, community and care

Community support through Decatur Morgan Hospital Foundation has a tremendous impact on Decatur Morgan Hospital's ability to deliver care and stay true to its mission. From the Foundation's Board of Trustees to participants in our Lee Lott Power of Pink Walk, the generosity, friendships and support from the people and businesses of Morgan and surrounding counties is what makes this Foundation so strong. **Equipment and programs supported by the Foundation in 2019: \$530,000**



▶ Foundation funding provided renovations, **new furniture and playground equipment** for the Children and Adolescent Unit at our West Campus. Beltline Church of Christ has also partnered with the Foundation to improve the unit. The church keeps a clothing pantry stocked with clothing, shoes, pajamas and coats for young patients, and more than 40 members of the congregation have received special training to volunteer and mentor children in need.

◀ As always, our Power of Pink events raised much-needed dollars for the advancement of breast health at Decatur Morgan Hospital, including **new screening technology and free mammogram screenings** for uninsured and under-insured women in our service area.



The Foundation supported renovations to the Labor and Delivery Unit at the Decatur Campus, as well as improvements to community rooms and public waiting areas. The Foundation also continued to fund employee scholarships in 2019.

Helen Keller Hospital

Helen Keller, whose remarkable life story was immortalized on Broadway and in film, is Colbert County's best-known citizen. More than 50 years after her death, tourists still flock to her childhood home, Ivy Green. In 1979, local leaders posthumously honored Keller by renaming Colbert County Hospital after the famous author and activist.

Kyle Buchanan
President

Hospital Board Members

Steve Hargrove
Chairman
Alford Boyd, Jr.
Belinda Carmichael
Larry Collum
Ryan Conner, MD
Michael Gosney, MD
Larry Holcomb, MD
Aaron Karr, MD
Andy Mann
Mark McIlwain, MD
David Ruggles
Keller Thompson
Josh Vacik, MD

The data below includes statistics from Red Bay Hospital, an affiliate of Helen Keller Hospital.

Admissions

10,067

ER Visits

42,028

Surgeries

6,219

Births

746

Outpatients

56,796

Employees

1,159

July 1, 2018 – June 30, 2019

Be safe. Be caring. Be kind.

Caring for kids

Meet Jennifer Plemons-Kastberg, RN. Her story may not be known by many, but it's been written in the lives of many children from the Shoals area. Jennifer is a pediatric nurse at Helen Keller Hospital in Sheffield. She's been a nurse for 15 years. Like many nurses, she grew up in a nurse's home. Her mother, Sheila Plemons, is a lifelong nurse who also works at Helen Keller Hospital. Nursing is in their DNA. "It's always been a part of my life," Jennifer said.

Caring for kids is also in her blood. "I love pediatric nursing. We treat our patients like they are our own children. They come to us very sick, but most of them get well quickly," she said. Jennifer is quick to emphasize that treating every patient like family means delivering safe care. "You can't deliver quality care without safe care," she said.

One might think that Jennifer would look for a break from the world of children when she goes home. Nothing could be further from the truth. "My husband and I wanted to start a family but we had difficulty doing so. So in 2012, we were led to become foster parents."

Today, the Kastbergs do indeed have a biological child, but they also have an adopted child and two foster children in their home. In fact, over the past seven years the couple has fostered 15 children. When asked the age range of her foster family, Jennifer smiles and says, "We've carried one home from the hospital and we've let one go out in the world at 18."



Jennifer Plemons-Kastberg, RN

5 BIG things...

1 New wound care center
Our patients have access to state-of-the-art outpatient clinical wound care at the new Keller Wound Healing Center, which opened mid-2019. The center specializes in the treatment of chronic wounds using a variety of clinical treatments, therapies and support services.

2 Delivering a better labor experience
We recently completed extensive renovations to the hospital's Labor and Delivery area. All labor and delivery suites now have a more comfortable, homelike feel. The nursery was also updated with a new area that allows viewing accessibility for kids and adults.

3 Meet our robot
In May 2019, we introduced the Mako surgical robot. The Mako system is a highly advanced robotic arm that assists in joint replacement surgery. Helen Keller Hospital is the first hospital in Northwest Alabama to offer this innovative technology.

4 Withdrawal care
We kicked off our Another Chance addiction withdrawal care program in July. This program offers safe, confidential, individualized treatment for patients experiencing active withdrawal symptoms related to alcohol or drug use.

5 Listening to our patients
Red Bay Hospital held its first Patient and Family Advisory Council meeting in 2019. These meetings allow community members (past patients, family members, and others) to give feedback on how to improve the hospital. The first meeting brought many new ideas, and we look forward to the council's continued involvement.



Growing with our community

Patients and staff began experiencing the Emergency Department renovations after a ribbon cutting and open house in October. The expansion included five new emergency treatment rooms, improved patient reception and triage flow, and a new entrance. The renovation also included a dedicated psychiatric room as well as a Fast Track area with six treatment rooms and three recliners for patients waiting on test results.

All the rooms are equipped with a new computer, nurse call and cardiac monitoring systems. More than 42,000 people are treated in the Emergency Department each year. This expansion project will accommodate the region's growth and an expected 25 percent increase in patient visits.



Connecting people, community and care

The Helen Keller Hospital Foundation was established in 2000 to help the hospital provide the most advanced health care possible to Northwest Alabama. Thanks to your generous support during the past 20 years, the Foundation has provided the hospital more than \$2 million for various renovations, expansions and new equipment. **Equipment and programs supported by the Foundation in 2019: \$205,549**

The National Safe Sleep Hospital Certification program was created by Cribs for Kids with a goal to award recognition to hospitals that demonstrate a commitment for best practices and education in infant sleep safety. Helen Keller is close to becoming certified on a gold level as we incorporate the American Academy of Pediatrics Infant Safe Sleep guidelines, train staff on those guidelines, and educate parents on the importance of safe sleep practices.



▶ The Annual Ed Borden/ Steve Nesbitt Memorial Golf Tournament is one of the largest tournaments in the Shoals area. More than 50 teams participated, and the tournament raised more than \$72,000 for the Foundation.

The annual Profiles in Pink celebration of breast cancer survivors included a chili/soup/stew cook-off for employees and guests with all proceeds benefiting the **Cancer Resource Room**.



▼ Helen Keller Hospital became the first hospital in the Shoals to adopt the **SCOUT® Wire-Free Radar Breast Localization System** to provide easier, more compassionate care to women undergoing treatment for breast cancer. The SCOUT system decreases patient discomfort and provides real-time surgical guidance during breast surgery.



Party with a Purpose combined a women's luncheon, fashion show and a grand market. The event sold new and gently used designer purses with the proceeds benefiting **Helen Keller's breast cancer program**. More than 300 women attended, and the event raised more than \$10,000.



Marshall Medical Centers

The state's largest lake is a picture-perfect backdrop to Marshall County's inviting small-town atmosphere with excellent health care. From birdwatching to bass-fishing, Lake Guntersville draws people to live and work where others vacation, and Marshall Medical Centers makes that possible as the area's second largest employer.

Gary Gore
Chief Executive Officer

Hospital Board Members

Mike Alred
Chairman

Joe Abercrombie

Pat Allen

Liles Burke

Stan Chaffin

Wayne Crews

Roy Rollings

Donald Slappey, MD

Nancy Stewart

David Walker

Winter Wilson, DO

Admissions

7,079

ER Visits

52,986

Surgeries

5,852

Births

857

Outpatients

204,972

Employees

1,470

July 1, 2018 – June 30, 2019

Be safe. Be caring. Be kind.

No boundaries to caring

The field of medicine has often been described as a calling; a vocation that exhibits a personal commitment to service which can go above and beyond normal expectations. Take the example of Randall Stewart, MD. Through his longtime practice of internal medicine, he's cared for thousands of patients in Marshall County. But in more recent years, Dr. Stewart has stretched the boundaries of his service from North Alabama to Central America. In 2011, he took his first medical mission trip to Guatemala with Four Friends International. One week in the city of Jalapa confirmed that his calling was wherever he was led to care for the sick and injured.

In 2015, "we decided to build a clinic there," he recalled. Three years later, a second clinic was built 25 miles away. Together, the two clinics see about 1,200 patients a month. Although Stewart wishes he could spend more time in Guatemala, no one can question his commitment to the people there — his next visit will be his 20th.

Back in Marshall County, Stewart's goal with his patients is no different. As a hospitalist physician at Marshall Medical Centers, he treats some of the sickest patients in the hospital. Stewart also helps lead a new hospital initiative that focuses on providing safety, caring and kindness to every patient. His involvement in helping with this effort is not surprising. After all, safety, caring and kindness is good medicine — whether you're in Guntersville or Guatemala.



Randall Stewart, MD

5 BIG things...

1 Improved energy efficiency
Marshall Medical Center South in Boaz will soon begin a \$1.4 million project to replace windows on the front of the hospital and install new canopies over the Emergency Room and ambulance bay. The upgrades will improve the look of the building while also increasing energy efficiency.

2 Third-floor renovations
Marshall South completed an extensive renovation of Medical Surgical patient rooms located on the third floor. All rooms now have walk-in showers, updated ceilings and flooring, and new wall treatments.

3 Faster diagnosis and treatment
Upgrades to Marshall South's clinical laboratory in 2019 created a more efficient working environment. Lab departments across the hospital now have the latest blood sample analyzers that provide more detailed test results faster, giving physicians the information they need to quickly diagnose problems and begin treatment.

4 Imaging investment
A new Philips Ingenuity PET/CT scanner gives Marshall Medical Centers the latest diagnostic imaging technology – including improved image quality and enhanced tumor localization. And a new Philips large-bore therapy planning CT scanner provides more flexibility in scanning patients in the optimal treatment positions.

5 Live look
Marshall Medical Centers completed a \$1.6 million investment in new patient monitoring equipment that integrates with the electronic medical record system. Physicians can now get a live look at their patients' vital signs from anywhere on our campuses.



Smart monitors, great results

A \$1.6 million investment in a patient monitoring system at Marshall Medical Centers now allows staff to monitor the vital signs of critical care patients as they move through the hospital as well as during ambulance transport. The new monitors are wireless and portable, operating similar to a smartphone. This wireless technology means nurses can see their patients' oxygen level, heart rate and heart rhythm in real time rather than calling the nurses' station where hardwired monitors are located.

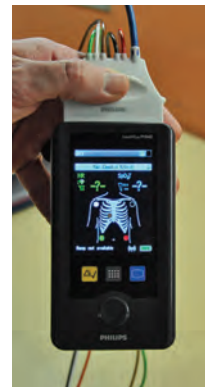
Now with the smart monitors, information travels with the patient and can be observed from anywhere in the hospital. There's even a smaller monitor a patient can wear in the shower.

The monitor is visible at the bedside and also releases to mount on the bed to follow the patient and keep vitals clearly displayed at all times. The monitors can also monitor oxygen saturation.

"Staff can push a button like a smartphone to turn on a screen and see pretty much everything they're looking at on the desktop," said Jeremy Pickard, biomedical technician at Marshall South. "There's no drop-off in patient connectivity."

Marshall South was upgraded first with a total of 44 new monitors; another 34 are currently being installed at Marshall North.

ICU Monitor Tech Linda Blevins said the upgrade greatly improves the ability to observe patients. "It's very user friendly," she said. "With a touch, we can see exactly what's going on."



Connecting people, community and care

The Foundation for Marshall Medical Centers develops the relationships and financial resources necessary to support Marshall Medical's mission of improving the health and well-being of our patients and their families. Every dollar donated provides funds for improvements which make philanthropy a critical factor in the system's ability to realize that mission and build a healthier community together. **Equipment and programs supported by the Foundation in 2019: \$732,000**

The Marshall Cancer Care Center received \$475,000 for the Closer to Home Capital Campaign which offers ongoing support to local cancer patients.



▶ The \$22,000 from the Foundation to Labor and Delivery services for **Halo Bassinets and a Resus IntelliVue MP5 Patient Monitor** better equip new mothers and our nurses to take care of our smallest patients.



▼ The Mammography Assistance Program received \$55,000 to offer **free 3D mammogram screening** to women in need.

Approximately \$180,000 was raised at the Foundation's 2019 Winter Ball hosted by the Marshall Women's Guild, an auxiliary of the Foundation, and earmarked for the **Marshall Cancer Care Center Patient Navigator Program Endowment**.



COMMUNITY BENEFIT

As a community-owned hospital, Huntsville Hospital is like a safety net for patients who have no ability to pay. Delivering charity care is one of the many ways that we benefit the community with services that are provided without payment or at a major discount to our actual costs. During 2019, Huntsville Hospital's operations in Madison County alone provided a combined **\$89,505,378** in free and/or below-cost services to thousands of adults, children and infants. Here are some of the ways this was accomplished.

\$15,886,166
Charity care
Non-reimbursed cost to hospital

\$58,966,434
Uncollected accounts
Cost to hospital

243 Events
5,068 people screened
Mobile Medical Unit



Huntsville Hospital's Mobile Medical Unit provides free health screenings at senior centers and many other locations across Madison County.

\$4,546,130
Medical education
Non-reimbursed cost of educating medical residents and interns



Huntsville Hospital helps train dozens of future family physicians and internal medicine specialists from UAB.

\$8,049,136
Medicaid
Non-reimbursed cost of care for Medicaid patients

\$250,000

Community classes, screenings and support for health events



Huntsville Hospital physicians and nurses go into the community to provide free primary care, including twice-monthly visits to the Downtown Rescue Mission.

Huntsville Hospital is a volunteer-governed hospital, and we depend on volunteers throughout our organization. The Hospital Auxiliary, American Red Cross and many individuals gave 155,000 hours of service to our hospital last year.

\$557,512

Community Health Initiative grants



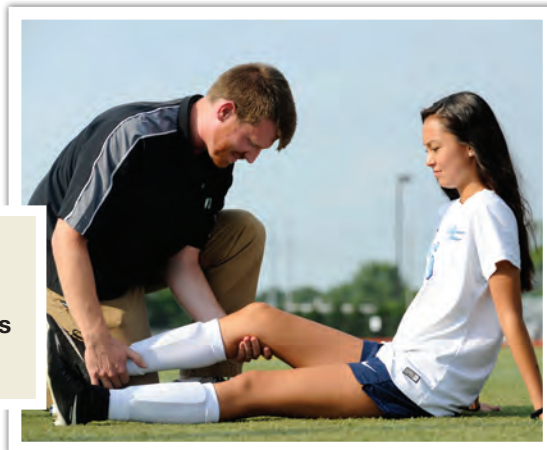
The Rock Steady Boxing program for Parkinson's patients was one of 10 local nonprofit groups to receive grant funding in 2019 through the Foundation's Jean Wessel Templeton Community Health Initiative.



155,000 hours Served by Volunteers

\$1,250,000

Support of schools



Huntsville Hospital provides free certified athletic trainers for most high schools in Madison County.

SAFETY & QUALITY MEASURES

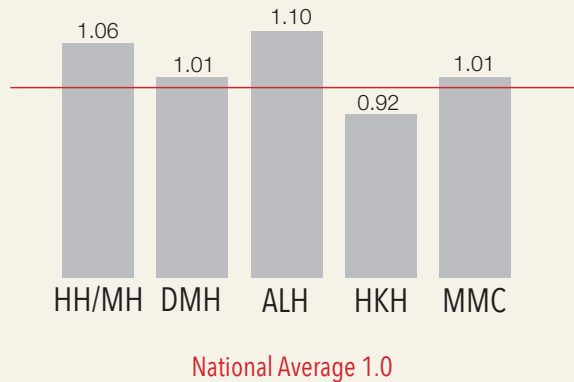
Huntsville Hospital Health System is committed to being a highly reliable organization — one where safety is not only the first priority, but the primary driving force in everything we do. Our journey to high reliability incorporates best practices from health care and from other highly reliable industries, including airlines and nuclear power. Our pledge to you is to Be Safe, Be Caring, Be Kind. To deliver on that pledge requires the development of a culture of safety that our patients can count on every day. We have started our journey in each of our Health System hospitals, and we're convinced that it will lead to safer and better care for you and your family. As you review the measures below, we will be transparent in our reporting and determined in our efforts to provide you with the quality care that you seek.

Patient Safety Indicators (PSIs) are a set of measures that provide information on potential hospital complications and adverse events following procedures. The measure shown to the right includes the following PSIs: decubitus ulcer, iatrogenic pneumothorax, postoperative hip fracture, perioperative hemorrhage or hematoma, postoperative acute kidney injury, postoperative respiratory failure rate, perioperative pulmonary embolism or deep vein thrombosis, postoperative sepsis, postoperative wound dehiscence and accidental puncture or laceration. This index value is a ratio of observed to expected events. The goal is to remain below a score of 1.0.

Data source: Hospital Compare
www.medicare.gov/hospitalcompare

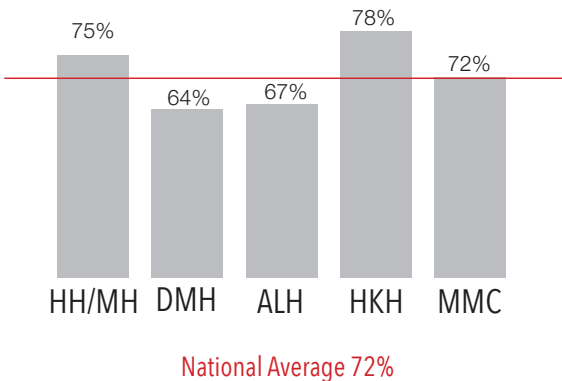
Patient Safety Composite Index

July 2016 – June 2018



Inpatient Likelihood to Recommend

April 2018 – March 2019



HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems)

is a national survey instrument and data collection methodology for measuring patients' perceptions of their hospital experience. The survey is conducted on behalf of CMS, which oversees Medicare and Medicaid. The "Likelihood to Recommend" question measures the percentage of patients who answered "always."

Data source: Hospital Compare
www.medicare.gov/hospitalcompare

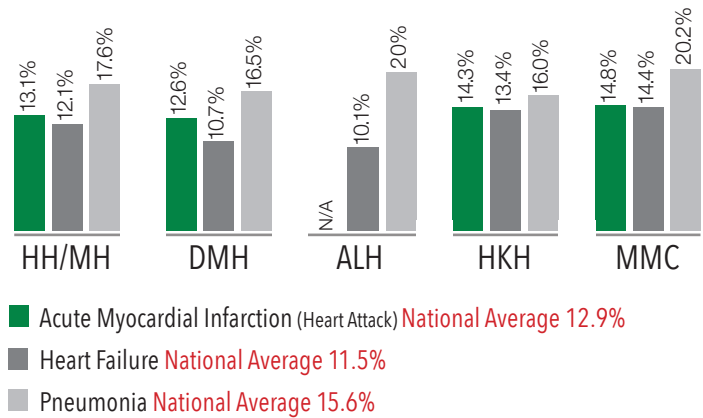
CHART KEY

- HH - Huntsville Hospital
- MH - Madison Hospital
- DMH - Decatur Morgan Hospital
- ALH - Athens-Limestone Hospital
- HKH - Helen Keller Hospital
- MMC - Marshall Medical Centers

*Huntsville Hospital data includes Huntsville Hospital and Huntsville Hospital for Women & Children. Decatur Morgan data includes Decatur and Parkway campuses. Helen Keller data does not include Red Bay Hospital.

30-day mortality rates are the percent of patients who expire within 30 days of being hospitalized. Mortality rates are considered an "outcome of care" measure and show what happened after patients with certain conditions receive care. The rates are "risk-adjusted," meaning the calculations take into consideration the patients' severity of illness upon admission.

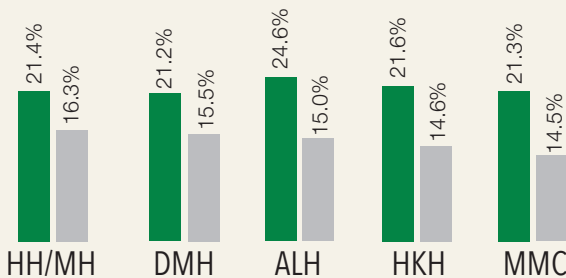
30-day Mortality Rates(30 days from admission)
Inpatient Medicare only | July 2015 – June 2018



Data source: Hospital Compare
www.medicare.gov/hospitalcompare

30-day Readmission Rates

(to any acute facility) Inpatient Medicare only
July 2015 – June 2018 (Heart Failure)
July 2017 – June 2018 (Hospital-wide)



30-day readmission rates are the percent of hospitalized patients who return to the hospital within 30 days of discharge. While some readmissions are appropriate, the measure is intended to highlight readmissions to the hospital that were potentially avoidable. The rates are "risk-adjusted," meaning the calculations take into consideration the patients' severity of illness upon admission.

Data source: Hospital Compare
www.medicare.gov/hospitalcompare

■ Heart Failure **National Average 21.6%**
■ Hospital Wide **National Average 15.3%**

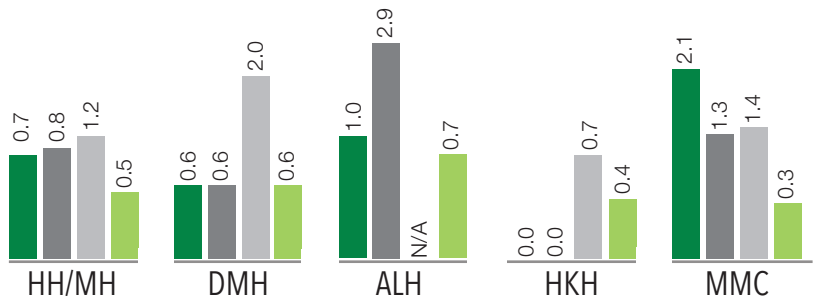
Health care-associated infections

(**HAIs**) are infections people get while receiving health care for another condition. HAIs can happen in any health care facility, including hospitals, ambulatory surgical centers, end-stage renal disease facilities, and long-term care facilities. HAIs can be caused by bacteria, fungi, viruses, or other, less common pathogens.

Data source: Hospital Compare
www.medicare.gov/hospitalcompare

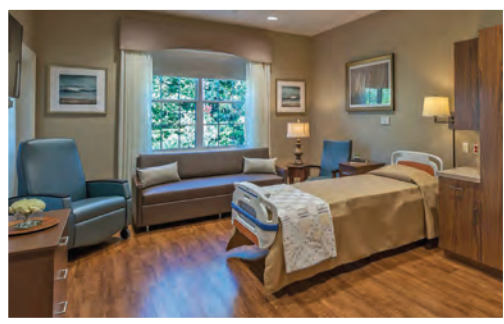
Health Care-Associated Infections Ratio

April 2018 – March 2019



■ CLABSI (Central Line-Associated Bloodstream Infection) **National Average 0.7**
■ CAUTI (Catheter-Associated Urinary Tract Infection) **National Average 0.8**
■ MRSA (Methicillin-Resistant Staphylococcus Aureus) **National Average 0.8**
■ C. Diff (Clostridium difficile) **National Average 0.7**

Ratio of the actual observed rate to the predicted rate.



Special services for a unique time

Huntsville Hospital's Caring for Life program brings together comprehensive inpatient and outpatient hospice services, as well as bereavement support for families who have lost loved ones. These services are delivered by specially-trained and compassionate staff members from Hospice Family Care.

When a hospice patient requires around-the-clock nursing care, our 15-bed inpatient facility is designed to provide the medical expertise to manage the symptoms so the hospice patient can return home for this special time.

Bereavement support services for children and teens who are coping with the death of a loved one are available through The Caring House, a separate facility operated by Hospice Family Care. The Caring House team helps these "often forgotten mourners" embrace grief and recognize it as a normal part of the coping process. Staff and volunteers with The Caring House provide support and therapy services to hospice families at no charge.





HH Health System

101 Sivley Road · Huntsville, AL 35801



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