

# 2010 Report to the Community



A University Health  
Systems Affiliate



## Message from the President

Sharon M. Tanner

At Albemarle Health, we strive to provide quality health care to every patient, every day, and to offer that care with a personal touch — the kind you can only get from your hometown health provider. During fiscal year 2010, we focused on three initiatives — improving the quality of the care we provide, helping our community meet its health care challenges and making sure residents of the Albemarle area have access to the skilled physicians they need.

Delivering quality health care means many things. Some are complex, and some are as simple as giving aspirin to a possible heart attack victim upon arrival, ensuring a pneumonia patient receives a pneumonia vaccine before discharge or giving a patient an antibiotic within one hour before surgery to help prevent infection. We measure and publicly report our compliance with these and other best practices. We at Albemarle Health improved our compliance throughout the year and currently exceed national benchmarks for heart attack and surgical care patients.

Additional indicators of the strides we have made in quality include a 40-percent reduction in events of patient harm, including zero cases of ventilator-associated pneumonia, and a 42-percent drop in catheter-associated urinary tract infections. Furthermore, we increased our handwashing compliance rate to 99 percent. In February, we passed our survey by The Joint Commission, and received full, three-year accreditation.

Our patients are seeing the improvements as well — our nationally standardized inpatient satisfaction survey shows Albemarle Hospital exceeded the national benchmark as well as the scores reported for all Hampton Roads hospitals in almost every category. In fact, 77 percent of

patients surveyed gave us an overall rating as the “best possible hospital.”

Like quality, community service continues to be a priority for Albemarle Health. In November 2009, our Healthy Communities department began Health & Beauty, an innovative program to combat high blood pressure. This free program encourages people to check their blood pressure in barbershops and beauty salons, using automatic blood pressure cuffs supplied by Albemarle Health. In all 40 participating locations, the program has raised awareness about heart disease and alerted many people to an unknown health condition.

To address the problem of low health literacy (an inability to understand health information and use it to make medical decisions), we have reviewed and rewritten all discharge instructions and patient education materials to ensure they can be understood by everyone. Throughout our community, we held a series of education programs titled *How to Make the Most of Your Doctor’s Visit*. The program teaches participants to communicate more clearly with their physician by using a set of three simple questions designed to ensure patients understand their health problem, what to do for it and why they need to do it.

A \$55,000 grant from the North Carolina Office of Rural Health enabled a partnership of the Albemarle Hospital Foundation, Albemarle Health and the North Carolina Community Foundation to provide health care to migrant and seasonal farm workers. Together, we provided primary care services, health education and referrals for specialty care to 120 farm workers through a series of medical field clinics in Camden, Chowan, Currituck, Gates, Pasquotank and Perquimans counties.

## Supporting Our Community

### Patient Services

Licensed beds	182
Admissions	5,471
Surgeries	9,728
Births	687
Emergency department visits	34,236
Outpatient visits	126,864

### Volunteerism

Volunteer staff	210
Hours donated by volunteer staff	21,250
Hours donated by Albemarle staff and physicians to the community	9,027

### Economic Impact

Total number of employees	999
Total salaries/wages/benefits paid in 09-10	\$54,314,000
Capital funds reinvested in 09-10	\$3,912,000

### Community Benefit and Unreimbursed Care

Community benefit*	\$8,641,000
Bad debt	\$14,445,000
Unreimbursed Medicare	\$4,411,000
Total	\$27,497,000

Fiscal year 2010 covers October 1, 2009, through September 30, 2010.

\*Community benefit includes charity care, unreimbursed Medicaid and other need-based government programs, and community benefit programs and services.

In September 2010, Albemarle Health kicked off Albemarle Project Access, a program designed to increase access to primary and specialty health care for low-income, uninsured residents of Camden, Chowan, Currituck, Gates, Pasquotank and Perquimans counties. Thirty-three local physicians have pledged to provide 337 free patient visits/services through the program. Costs for the program are covered by a \$65,000 grant from Access East Inc.



Curtis Moore uses an automated blood pressure cuff to monitor his blood pressure at Keystone Barber Shop, one of the 40 barbershops and beauty salons participating in Albemarle Health's free Health & Beauty hypertension awareness program.



Tamara Richards (standing), a certified lymphedema therapist, measures patient Birble William's swollen leg prior to beginning his lymphedema treatment, a new service offered at Albemarle Hospital. Lymphedema is caused by damage to the lymphatic system, and it results in painful swelling of the limbs.

The Albemarle Hospital Foundation also had a busy year. Through the Community Care Clinics in Elizabeth City and Tyner, patients received 33,619 free prescriptions — valued at \$7,771,815 — and were provided more than 3,000 free primary care visits. These numbers represent a 40-percent increase from fiscal year 2009.

Our employees again showed their commitment to the community in fiscal year 2010. They raised \$20,000 for the Albemarle Area United Way, making Albemarle Health the group's second largest donor. A variety of employee fundraising activities resulted in a \$7,300 donation to Relay for Life and earned us the Top Fundraiser designation in the large team division. Some employees' community service commitments took them far beyond the local area — three of our nurses volunteered for medical mission trips to Haiti following the devastating earthquake there. Albemarle Health and its medical staff contributed financially to help subsidize the nurses' trip to Haiti.

Providing for the future health care needs of the area includes recruiting skilled physicians to the area. Last year, we added a number of hospital-based physicians to our medical staff, including new emergency medicine physicians, hospitalists and an anesthesiologist. New community-based physicians were also added in cardiology,

orthopedics, obstetrics/gynecology, internal medicine and family medicine. Recruitment goals for next year focus on bringing in additional primary care physicians to meet the community's growing need.

The end of fiscal year 2010 also marked the end of the first full fiscal year of Albemarle Health's management agreement with University Health Systems of Eastern Carolina (UHS). Albemarle Health realized significant financial savings in supplies, equipment and services through the UHS affiliation. Future plans include increasing local access to specialists not available in our immediate area, such as a pediatric cardiologist, through a hospital-based outpatient specialty clinic staffed by UHS physicians.

Albemarle Health will continue to focus on patient safety, quality improvement and customer service in fiscal year 2011. All members of the Albemarle Health team have pledged themselves to *Our Noble Cause: Create a Healthier Community Together*. We believe we can achieve this by providing extraordinary care to every patient, every time. Thank you for allowing us to serve you this past year, and we look forward to meeting your health care needs in the future.

Sharon M. Tanner  
President, Albemarle Health



Eddie Filson, lead computed tomography (CT) technologist, uses Albemarle Hospital's recently upgraded 64-slice, high-definition CT scanner to perform a coronary CT angiography on a patient. This noninvasive test provides moving, three-dimensional images of the heart and helps physicians evaluate its structure and the flow of blood around it.

## Programs and Services

### 24-Hour Emergency Department

34 rooms including 8 minor care rooms  
Helipad  
Special room and SANE-trained nurse for sexual assault victims

### Diagnostic and Therapeutic Services

#### Cardiology

*Nuclear and non-nuclear stress testing*

*Transesophageal*

*echocardiography (TEEs)*

*Diagnostic cardiac*

*catheterization,*

*CTA cardiac imaging*

*Heart Clinic*

*Cardiac and pulmonary*

*rehabilitation*

#### Neurology

*EEG*

#### Imaging services

*64-slice high definition CT*

*Fluoroscopy*

*Magnetic resonance imaging*

*(MRI)*

*Digital mammography*

*DEXA bone density testing*

*Nuclear medicine*

*Ultrasound*

*Digital X-ray*

*Stereotactic breast biopsy*

*Mobile PET scan*

#### Laboratory/Pathology

#### Pharmacy

#### Rehabilitation Services

*Physical therapy*

*Occupational therapy*

*Speech therapy*

*Aquatic therapy*

*Wound care*

*Lymphedema treatment*

### Medical Services

#### Internal medicine

#### Family medicine

#### Cardiology (general and invasive)

#### Allergy and asthma

#### Endocrinology

#### Gastroenterology

#### Hospitalist

#### Intensive care and telemetry

#### Medical oncology

#### Nephrology

#### Inpatient acute dialysis unit

#### Neurology

#### Pediatrics

#### Physiatry (rehabilitation medicine)

#### Pulmonology

#### Radiation oncology

#### Rheumatology

#### Sleep Center

#### Outpatient infusion

### Surgical Services

#### General and laparoscopic surgery

#### Anesthesiology

#### Neurosurgery

#### Obstetrics and gynecology

#### Ophthalmology

#### Orthopedics, including total joint

#### replacement

#### Otolaryngology (ENT)

#### Plastic, reconstructive and hand

#### surgery

#### Vascular surgery

#### Urology

### Women's Services

#### Labor and delivery

#### Caesarean section

#### Postpartum care

#### Nursery

#### Outpatient diagnostic non-stress

#### test and ultrasound

### Pastoral Care (Chaplaincy)

### Community Programs

#### Advance directives

#### Area community health fairs

#### Breastfeeding classes

#### Camp NoWeezin pediatric asthma

#### camp

#### Childbirth classes

#### CPR classes

#### Health & Beauty program

#### Healthcare Decision Day

#### Health screenings

*Blood pressure*

*Cholesterol*

#### *Glucose*

#### *Prostate cancer*

#### *Skin cancer*

#### *Stroke*

#### Lifeline® Personal Response

#### System

#### Southgate Striders walking group

#### Speakers bureau

#### Wee Ones Baby Fair

#### Wesley Hospitality House

#### Women's Day

### Community Support

#### American Cancer Society Relay for Life

#### American Red Cross

#### Boys and Girls Club

#### Community Care Clinics of

Elizabeth City and Tyner

#### D.E.A.L. with Diabetes education program

#### Elizabeth City Area Chamber of

Commerce

#### Elizabeth City Housing Authority

#### Girls Inc.

#### Healthy Carolinians of the

Albemarle

#### Interfaith Community Outreach

#### La Casa

#### March of Dimes

#### Northeastern High School

#### N.C. Cooperative Extension

#### Pasquotank County High School

#### Port Discover

#### River Road Middle School

#### Sheep Harney Elementary School

#### Smart Pumpers

#### United Way

### Contributions

#### Albemarle Community Emergency Response Team

#### Albemarle Economic Development Commission

#### Albemarle Family YMCA

#### Albemarle Hospice

#### Albemarle Regional Health

Services

#### American Cancer Society

#### College of The Albemarle

#### Food Bank of the Albemarle

#### Elizabeth City School Foundation

#### March of Dimes

#### River City Community

Development Corporation

#### River Road Middle School

#### Special Olympics

#### United Way

#### Wesley Hospitality House

### Leadership

As of Oct. 1, 2010

### Albemarle Hospital Authority Board of Commissioners

Ginger S. Parrish, PhD, chair

Bettie Jones Parker, vice chair

Jeffrey L. Dixon, treasurer

James F. Perry, secretary

Sonja W. Hibbard, past chair

John Ayddlett

Neil DeNunzio, MD

Claudie J. Mackey, EdD

S. Paul O'Neal

Cecil Perry

Terri R. Riddick

Glover Shannon

Daniel S. Terryberry, MD

David R. Twiddy

Sue L. Weimar

### Albemarle Health Executive Team

Sharon M. Tanner, president

Ray Owings, vice president of finance

Daniel Drake, vice president of patient care services

Scott Helt, vice president of operations

Jan King Robinson, vice president of clinical services and organizational development

Phil Donahue, vice president of Albemarle Hospital Foundation and community outreach

Daniel Terryberry, MD, chief medical officer

Steve Clark, chief information officer

Janet Jarrett, executive director of Regional Medical Services and executive director of operations for APS Inc.

Lina Hodac, chief quality officer

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Regional Medical Center • 5200 N. Croatan Highway • Kitty Hawk, NC 27949 • 252-255-6000

Regional Oncology Center • 1144A N. Road St. • Elizabeth City, NC 27909 • 252-384-4122

Albemarle Health Sleep Center • 110 Medical Drive • Suite 8 • Elizabeth City, NC 27909 • 252-384-2350

Island Medical Center • 715 N. Main Highway • Manteo, NC 27954 • 252-473-2500

Gates County Medical Center • 501 Main St. • Gatesville, NC 27938 • 252-357-1226

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