

2012

Community Benefit Report



ENLOE
MEDICAL CENTER

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On the cover: Al Jones, Clinic Tech, and his puppet Dr. Coz, interact with a child during a public health fair.

Community Benefit Update

November 2012

Dear friends,

The Enloe story began over 99 years ago with a strong commitment to the community. This commitment continues today, as more than 3,200 employees, affiliated physicians and volunteers, and numerous local partners build on our rich history and keep the spirit of community service alive.

Each year Enloe Medical Center provides an update on the ways in which we have dedicated our resources to meet the current health needs of our community. This report gives an in-depth look at our community benefit programs and services.

It is important to note that the responsibility of an independent, non-profit hospital goes beyond delivering clinical care within the medical center. We must also identify and develop effective ways to improve the overall health of the residents living in our community. Our efforts are carefully considered as much for their future promise as for their immediate impact.

We are pleased to share this *Community Benefit Report* for the 2012 fiscal year. Thank you for the privilege of serving you.

Respectfully,



Mike Wiltermood
President/Chief Executive Officer



Myron Machula,
Chief Financial Officer

Benefit Summary: July 1, 2011 – June 30, 2012

Without Medicare Shortfall	Persons Served	Expense	Offsetting Revenue	Net Community Benefit	% of Expense	% of Net Revenue
Traditional Charity Care	6,180	4,985,113	0	4,985,113	1.3%	1.2%
Bad Debt	17,518	6,284,319	0	6,284,319	1.6%	1.6%
MediCal/CMSP	81,529	69,533,712	47,464,342	22,069,370	5.7%	5.1%
Community Education and Service	322,889	3,181,563	34,425	3,147,138		
Subsidized Health Services	17,144	2,753,381	1,371,097	1,382,284		
Total	445,260	86,738,088	48,869,864	37,868,225		

With Medicare Shortfall	Persons Served	Expense	Offsetting Revenue	Net Community Benefit	% of Expense	% of Net Revenue
Traditional Charity Care	6,180	4,985,113	0	4,985,113	1.3%	1.2%
Bad Debt	17,518	6,284,319	0	6,284,319	1.6%	1.6%
Medicare	73,001	175,988,780	139,399,705	36,589,075	9.4%	8.5%
MediCal/CMSP	81,529	69,533,712	47,464,342	22,069,370	5.7%	5.1%
Community Education and Service	322,889	3,181,563	34,425	3,147,138		
Subsidized Health Services	17,144	2,753,381	1,371,097	1,382,284		
Total	518,261	262,726,868	188,269,569	74,457,299		

	Charity	Bad Debt	Medicare	MediCal/CMSP	Subsidized
Persons Served (Count of Names)	2,417	9,242	19,946	20,561	7,232
Persons Served (Count of Encounters)	6,180	17,518	73,001	81,529	17,144

Patients by the Numbers

206

Heart Surgeries

496

Trauma Activations

539

Rehabilitation Inpatients

619

Behavioral Health Inpatients

681

FlightCare Patients

1,394

Live Births

11,829

Patients Seen for Diabetes

12,067

Same Day Surgeries

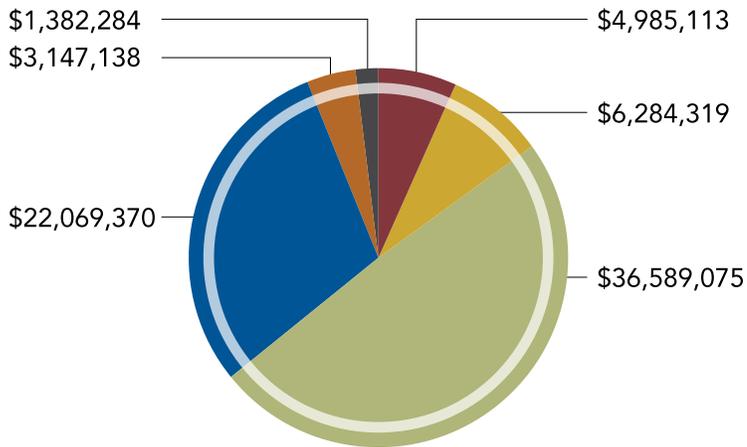
32,558

Emergency Room Visits

247,035

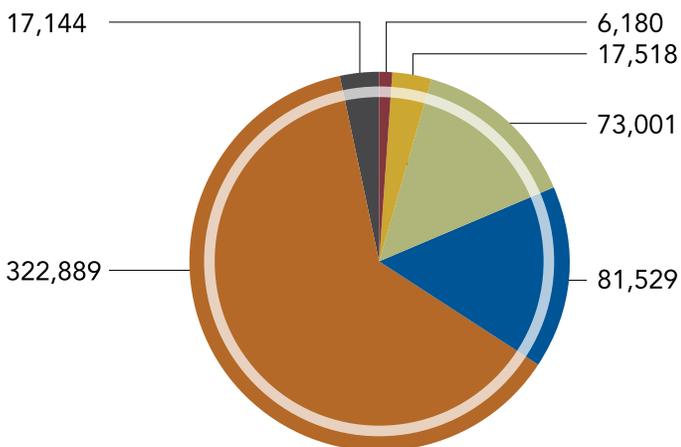
Total Individuals Served

Net Community Benefit with Medicare Shortfall



- Traditional Charity Care
- MediCal/CMSP
- Bad Debt
- Community Education and Service
- Medicare
- Subsidized Health Services

Persons Served



- Traditional Charity Care
- MediCal/CMSP
- Bad Debt
- Community Education and Service
- Medicare
- Subsidized Health Services

Modern Expansion Deepens Regional Roots

The original Enloe Hospital was founded by Dr. Newton Thomas Enloe in 1913 on Flume Street in Chico. The hospital in its current location on the Esplanade has had seven expansions, with the last in 1980. The Enloe Century Project expansion demonstrates our commitment to meet our community's growing health care needs and new state seismic requirements. This 191,000-square-foot expansion doubles the size of the medical center and adds 144 new private patient rooms. The Enloe Century Project began in 2007, with the Enloe parking structure opening in 2008. Once the new tower opens, the Emergency Center construction will begin, followed by construction of a park, the last phase of the project. Additionally, 28,000 square feet of existing hospital space is undergoing renovation to match the Magnolia Tower.

In June we invited our communities to tour and celebrate the new addition to the medical center before we opened the doors for patient care.

Community members at the Candlelight Prayer Walk.



Neighborhood Appreciation Barbeque

In an expression of our appreciation for our neighbors' patience and support during years of construction, Enloe hosted a Neighborhood Appreciation Barbeque. Our 236 guests shared dinner with employees, board members and other volunteers.

Silent Candlelight Prayer Walk

Enloe's Planetree Spirituality Initiative Team hosted an inspirational evening with the community. Guests offered heartfelt wishes for those who will enter the new tower and all Enloe facilities in the years ahead. It was a joyful evening as 250 participants walked around the medical center giving good thoughts and blessings according to their own faith tradition.

Donor Recognition Luncheon

Our donors' generosity help make the Century Project expansion possible for our community. At this special luncheon, we gave thanks and honored 250 donors.

Dedication and Ribbon Cutting

Our memorable dedication and ribbon cutting featured the Chico Community Band directed by Bernie Farmer; a Presenting of the Colors by the Boy Scouts of America Troop 31, directed by Carson Hunt (Eagle Scout candidate); and a dedication by Mike Wiltermood (President and CEO), Tom Lando (Board Chair), Kenneth Derucher (Foundation Board Chair), Attila Kasza, MD (Chief of Staff) and Maureen Duquette (Volunteers' Board President). Additional highlights were the Presenting of the Rose by



Nettleton Mother Baby Care Center Couplet Care Room.

Verda Mackay of Las Señoras and blessings by Dennis Ramirez, Tribal Chairman of the Mechoopda Indian Tribe of Chico Rancheria, and Terry Matthews of Enloe's Planetree Spirituality Initiative Team. More than 700 people attended, including the hospital community, donors, local partners and dignitaries — including Congressman Wally Herger.

Community Health Fair

More than 3,000 guests received free screenings, assessments and educational information at 42 health fair booths. The health fair was staged directly in front of the new tower, and offered informative tours of each floor. We greatly appreciated the local food vendors who donated 10 to 20 percent of their proceeds to the Enloe Foundation; businesses and organizations who partnered with us; and the 31 local pianists who volunteered to play at the various opening events.



An Eagle Scout Project by Carson Hunt, a Boy Scout from Troop 31, provided the new "Donate Life" flag, flag poles, and installation in front of the Magnolia Tower.

Physician Recruitment and Healthy Partnerships

Enloe Medical Center is on the eve of celebrating its 100th year of service in the North Valley. Enloe has identified the shortage of primary care physicians as an area of need in the community, and has increased efforts to fulfill this need. With 71 primary care physicians per 100,000 residents, Butte County ranks below the national average of 88 doctors per 100,000 people. The national shortage of doctors may reach 124,400 by 2025, according to a study by the Association of American Medical Colleges.

Enloe dedicated \$652,255 to recruiting physicians to the Chico area in fiscal year 2012. The reward came as we welcomed 10 new physicians and two physician assistants to the community this year.

Healthy Partnerships are essential to improving the quality of life in our community. Enloe Medical Center donated \$10,958 to community partners who provide community-building activities to increase education, health and economic development. Community partners include: American Red Cross, Boys & Girls Club, Chico Chamber of Commerce, Chico Community Ballet, Chico Economic Planning Corporation, Chico Elks Lodge, Chico Performances, Chico Rotary Club, CSU Chico Research Foundation, Wondrous Women and Work Training Center.

Tom and Tommy Stewart, MDs enjoying the great outdoors of northern California.



A New Addition to Radiation Oncology



Dr. Erik Stickney joined Enloe Medical Staff as Director of Radiation Oncology in April 2012. Before coming to Chico, Dr. Stickney served as a brigade surgeon for the U.S. Army Medical Corps in Afghanistan from September 2010 until May 2011.

Erik Stickney, MD

He served as Chief of the Radiation Oncology Department at Tripler Medical Center in Honolulu, Hawaii, from 2008 until his deployment, and as a radiation oncologist at Tripler Medical Center from 2004 to 2008.

Dr. Stickney is board certified in Radiation Oncology, and completed his residency in Radiation Oncology at the University of California Medical Center in San Francisco in 2004. He received his medical degree from Medical College of Wisconsin in Milwaukee and his bachelor's degree in Biology, Cum Laude, from the University of California at Los Angeles.

Dr. Stickney brings experience working with the latest radiation oncology techniques to north state. This includes treating patients with brachytherapy and Intensity Modulated Radiation Therapy (IMRT), both currently available at Enloe, as well as newer modalities of therapy.

Enhancing the Patient Experience

Patient-Centered Care

With the Planetree accreditation in sight, Enloe Medical Center is fully engaged in the Planetree philosophy: Care should be organized first and foremost around the needs of patients. Enloe continues to identify, develop and implement patient-centered care initiatives to create a positive healing environment as well as educating employees about the importance of nurturing the body, mind and spirit. Listed here are a few of our latest Planetree program initiatives:

“Renewing the Spirit of Enloe” staff training retreats focus on the patient’s perspective and the vital role staff play in personalizing, humanizing and demystifying health care.

The “Stories of Excellence” recognition program honors caregivers — employees, volunteers and

physicians — whose actions tell a story of human kindness, quality of clinical care, or exceptional customer service.

Our “Protect Patients’ Sleep” quality initiative is aimed at creating a quieter environment where patients can get more health-restoring sleep while in the hospital. The Magnolia Patient Tower was engineered with quiet in mind. Several features were designed to soften noise.

Our sustainability efforts have expanded to include two zero-emission electric vehicle charging stations in the Enloe Parking Structure and the installation of energy-efficient mechanical and electrical equipment in the new patient tower.

To learn more about Enloe’s patient-centered care efforts and Planetree visit www.enloe.org/planetree.

A sample of the photography used in the “Protect Patients’ Sleep” quality initiative.



Community Health and Wellness

Independently and in collaboration with local health organizations, Enloe Medical Center offers a variety of health and wellness talks, classes, services, trainings and support groups. Together we aim to improve the quality of life in the community we proudly call home.

Community Health Education

An important element of Enloe's community benefits is community health education. Education is a powerful tool for enhancing well-being. Enloe is proactive in organizing free public lectures, presentations, and other group programs and activities, led by medical professionals. We also provide health care professionals as guest speakers to various community groups, service clubs, classrooms and assisted-living facilities.

4,311 community members participated in cancer support activities, helping patients and families learn about their illness and teaching coping and prevention strategies.

Volunteers Irish McNeil, Marge Overson, and Sandy Lemieux connect with visitors at a Community Health Fair.



4,716 community members attended free health and wellness public lectures, parenting classes and community presentations. Topics included brain injury, cancer, diabetes, emergency preparedness, genetic testing, heart disease, Medicare, nutrition, obesity, parenting, pregnancy, stroke, trauma and wellness.

5,265 local students participated in demonstrations, talks and activities. Topics included ambulance service capabilities, behavioral health, first aid, injury prevention, perinatal education, nursing, safety and therapies. We also presented on prevention of injury and death from substance-affected driving.

9,135 community members participated in 16 free community health fairs. Partnering with local organizations Enloe provided health education; screenings for diabetes, hypertension, hyperlipidemia, stroke, and pulmonary function; and grip strength and aerobic capacity testing.

Community-Based Clinical Services

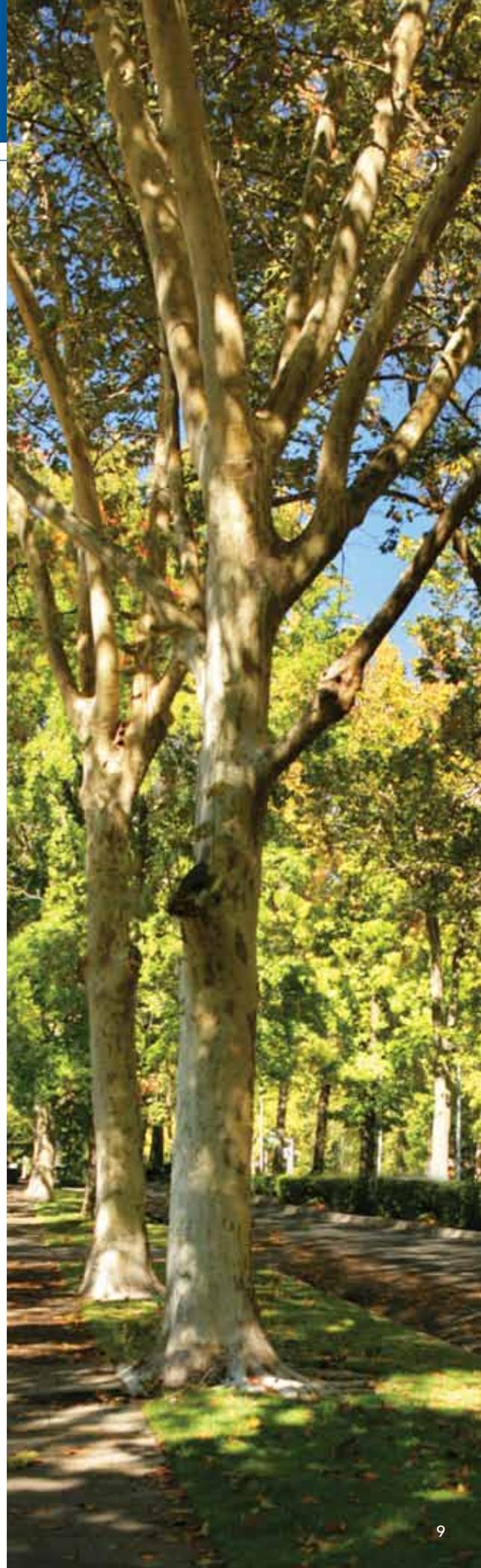
Enloe offers free health services and screenings to meet identified community needs or to improve community health. We offer these Community-Based Clinical Services on a one-time basis or as a special event in the community. *This year 3,762 community members participated* in these services and screenings, which included blood drives, cholesterol checks, diabetes screenings, flu vaccines and school physicals.



Team members from Butte County EMS. Pictured from left to right: Jill Hawkins, Chris Fullmore, Matt Hillar, and Dustin Consol.

Health Care Support Services

Health care support services increase access and quality of care to individuals, especially those living in poverty and other vulnerable populations. Enloe is committed to providing assistance to those in need. *Our efforts have served 1,506 community members* and include staff dedicated to financial counseling to assist with enrollment in public assistance programs; providing an electronic personal emergency response program to help individuals live independently; providing taxi vouchers to bring patients home upon discharge when private transportation is unavailable; and education to assist local spiritual care providers with patient and family interactions.



Future Health Care Professionals

Enloe Medical Center welcomes the opportunity to support students as they pursue health care careers. Recognizing that this future generation can help meet ongoing health care needs in the North State, Enloe collaborates with the region's schools to provide undergraduate and vocational training.

229 students received undergraduate training and instruction to become dietitians, pharmacists, respiratory therapist, paramedics, emergency medical technicians and other health professionals.

288 students interested in physical, occupational, and speech therapy were served through the Enloe Rehabilitation Center. They received the hours and staff oversight in inpatient and outpatient clinical settings that is required to apply to these academic programs. Staff also trains local RN and LVN students in making safe patient transfers.

2,461 RN, LVN and CNA students from Butte College, California State University, Chico School of Nursing and Feather River College completed their clinical hours at Enloe. Clinical hours include practice in responding to health event scenarios at the Rural Northern California Clinical Simulation Center at Enloe's Cohasset Campus.

Inspiring a Health Care Career

Enloe Medical Center's student programs offer an enriching, educational experience for students considering health care careers. Working with staff through internships, educational mentoring, job shadowing and career assistance, *460 students from local high schools and colleges* gained a detailed view of the industry while performing a limited range of duties.

Continuing Education and Training

Enloe Medical Center provides ongoing professional medical education through board discussions, conferences, lectures, rounds and training.

653 professionals received disaster and emergency readiness training from Enloe's Trauma Team.

Participants included members of the fire and police departments, ambulance services, and Butte County Interagency Rescue.

2,114 physicians, nurses and other health care professionals participated in continuing medical education coordinated by Enloe Education. Topics included angiography, behavioral health, cleft palate, neurology, pediatrics, perinatal care, STEMI, trauma and tumors.

California State University, Chico, School of Nursing students



Enloe FlightCare: Flying at the Speed of Life

FlightCare Program

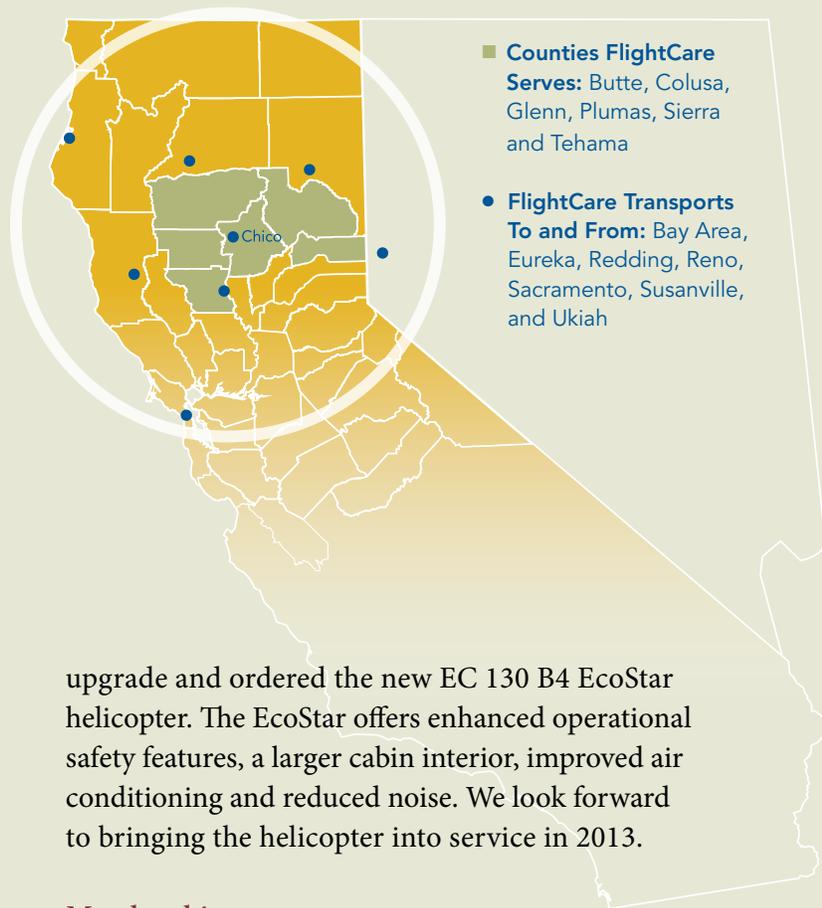
Enloe FlightCare was the first air ambulance service north of Sacramento. The program grew out of the need to rapidly transport patients from growing mountain communities to Enloe. Today FlightCare is equipped with state-of-the-art equipment, including a 12-lead EKG monitor as part of Enloe Medical Center's STEMI Receiving Center designation, providing the fast care needed for patients suffering the most urgent life-threatening heart attacks.

The FlightCare crew responds to an average of three calls per day within a 75-mile radius of Enloe, in six counties. The program has transported more than 16,000 patients since taking air in 1985. FlightCare was re-awarded a three-year accreditation in 2011 by the Commission on Accreditation of Air Medical Transport Systems, dedicated to providing "highly skilled flight nurse/paramedic teams to care for adult and pediatric patients."

Helicopter

FlightCare's AS-350 A-Star helicopter is approaching a milestone date in its operational life, requiring a complete tear-down, inspection and possible upgrades. In May 2012, Enloe opted for an aircraft

James Marshall, FlightCare Pilot and Flight Safety Officer



upgrade and ordered the new EC 130 B4 EcoStar helicopter. The EcoStar offers enhanced operational safety features, a larger cabin interior, improved air conditioning and reduced noise. We look forward to bringing the helicopter into service in 2013.

Membership

FlightCare has 8,000 member families in its FlightCare Program. Benefits include no-cost transportation for reasonable and medically appropriate use of the air ambulance. The program is affiliated with the Association of Air Medical Membership Programs (AAMMP), enabling members' benefits to transfer to reciprocating programs.

Night Vision Goggles

In 2001 FlightCare became one of the first U.S. air medical programs to be fully certified with the Federal Aviation Administration for use of night vision goggles. In 2011, Enloe was honored with two awards for its use of night vision goggles. Aviation Specialties Unlimited and *Vertical Magazine* presented a 10-year service award as well as a Community Awareness Award for proven leadership and pioneering in the use of night vision goggles to enhance safety.

Reinvesting in Your Hospital

Meeting Growing Needs

To meet the community's growing health care needs, it is essential to keep current in modern technology advancements. Our dedication to provide the best care possible means reinvesting our profits in these technologies.

Enloe Medical Center *reinvested \$46.6 million in facilities and equipment* for the fiscal year ending on June 30, 2012.

Major Purchases in Fiscal Year 2012

Description	Type	Amount
Hemodynamic Intermittent Pneumatic Compression	Medical Equipment	\$203,700
Type II Ambulance Van	Ambulance	\$207,200
Nursing Communication System	Communication System	\$267,000
Easy Diagnost Eleva Radiography System	Medical Equipment	\$436,200
Advanta 2 Bed System (127 beds)	Medical Equipment	\$780,200
Radrex-I Digital Radiography System	Medical Equipment	\$765,800
Information Technology Equipment	Information Technology	\$2,517,600
Radiation Oncology Linear Accelerator	Medical Equipment	\$3,843,800
Information Technology Systems	Information Technology	\$5,058,600
Century Project (Magnolia Patient Tower)	Building Project	\$32,559,000

Volunteer Community Boards 2011 – 2012

Enloe Medical Center

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(Effective 1/2012)
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(*Service completed 12/2011*)
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(*Service completed 12/2011*)
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(*Ex Officio*)

Enloe Medical Center

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Roseanna Galindo-Kuhn, *Director,*
Volunteer Services
Laura Hennum, VP

Our Mission

To improve the quality of your life
through patient-centered care



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