



A REPORT TO THE
Community
2010



CEO's Message

Dear Friends,

As I reflect on 2010, one word stands out—PROGRESS. Continual progress was observed throughout the year in each of our five pillars: *Growth, Finance, People, Quality, and Service.*

Our foundation stands firm on the strength of our pillars. This past year, we experienced progress in *Growth* through expansion plans at White River Medical Center (WRMC) and made tremendous progress on the rebuilding of Stone County Medical Center (SCMC). Progress in *Finance* was achieved through our ability to expand and improve healthcare services. An increase in the number of physicians and employees at White River Health System (WRHS) was an indicator of our progress in the *People* pillar. Progress in *Quality* was acknowledged through the recognitions we received for quality initiatives. Additionally, an increase in the number of health events conducted, as well as an increase in the number of attendees, was an indicator of progress in our *Service* pillar.

It is evident that progress is occurring all around us, and we are fortunate to have so many dedicated employees, volunteers, and physicians who work hard to maintain this strong progress. I am extremely proud of our employees' commitment to their coworkers, our patients, and our organization.

There is a reason that wherever you see a logo for our facilities, you will most likely see the words *The Care You Need, Where You Need It.* These are more than just words—they are our commitment to you, our patients. We have worked hard to extend our services throughout the region so we can provide you with quality care close to home. As we continue to expand and progress, you will see more state-of-the-art services and facility upgrades that truly enable us to provide the care you need, where you need it.

Best Regards,



Gary L. Bebow, FACHE
Administrator/CEO

Growth

The year 2010 resulted in a successful period of growth planning for WRHS. Growth took place internally with the recruitment of nine physicians. External growth was also evident, as WRMC made plans to expand and SCMC continued to rebuild.

Internal Growth

Due to a growth-oriented physician recruitment program, WRHS welcomed several highly-qualified physicians to its staff. Doctors Dwight Johnson and Marsha Taylor joined the staff at SCMC as Family Practice physicians.



Additions to the WRMC medical staff include (below, L to R) Doctors Jennifer McLaughlin, Dermatologist; Nathan McLaughlin and Rony Roche, Hospitalists; Garrett Sanford, Cardiologist; Jordan Weaver, Family Practitioner; David Yarnell, General Surgeon; and Katherine Yarnell, Psychiatrist.



External Growth

In an effort to efficiently accommodate the future anticipated growth of hospital services and to continue offering the latest in advanced healthcare, WRMC is planning a Ground Floor Renovation and Patient Tower Expansion. Designed with patients in mind, the focus of this project is on privacy, comfort, and efficiency. The renovation project will improve the infrastructure of the hospital by allowing more space for departments such as Dietary, Materials Management, Laundry, Telecommunications, and Maintenance; each are essential in keeping hospital operations running smoothly. By expanding these areas, we will be improving needs that are critical to providing quality patient care.

We want to provide each patient at WRMC with the highest level of comfort and care by increasing the number of available private rooms. The patient tower, which will be an extension to the east side of the hospital, will bring an additional 60 private patient beds to the hospital. It will also house state-of-the-art technology, making the hospital an even more advanced center for care.



SCMC prepares to wrap up construction of its new facility. A violent tornado bore down on the hospital in 2008, leaving destruction and debris in its wake. However, leaders and employees used this destruction as an opportunity to create a new, state-of-the-art hospital. Their determination and sustained commitment are paying off with tremendous progress having been made on the structure in 2010. Since placement of the final beam at the *Topping Out* ceremony, exterior walls have been completed and interior walls are near completion.

The focus of SCMC's new design is patient safety and privacy. The first



floor of the hospital includes the Emergency, Radiology, Respiratory Therapy, Laboratory, and Pharmacy Departments, as well as a Cafeteria, Gift Shop, and Administrative Offices. The hospital's design also allows space for a new MRI, as well as room for Employee and Community Health Education, which will accommodate SCMC's Diabetes Education Program. During the program, which is made available by a grant from the Health Resources and Services Administration (HRSA), educators help patients and families understand diabetes and develop plans to manage the disease.

The hospital's second floor consists of 25 private rooms, nursing support, and an area designed for patients to receive physical and occupational therapy.

The Surgery Department, which was undamaged by the tornado, will be connected to the new structure. The reconstruction of the facility is expected to be complete in the spring of 2011.

Finance

Key Stats

White River Health System

\$7.1 Million Charity Care

1,519 Employees

\$80.68 Million Annual Salaries + benefits

\$36.97 Million Supplies + Purchased Services

White River Medical Center

8,940 Admissions

29,998 Emergency Department Visits

686 Births

Stone County Medical Center

975 Admissions

7,430 Emergency Department Visits

White River Health System Foundation

\$1.11 Million Community Funds Raised for Services, Scholarships, + New Technology

\$3.17 Million Grants Benefitting Services, New Technology, + Future Renovations/Construction

Key Stats were obtained from unaudited financial statements.

People

From 1,500 to 1

A key component of WRMC's vision is to promote an environment where people desire to work. In 2010, this vision came to light as we saw the number of WRHS employees increase to more than 1,500. Each day, these 1,500 employees work together as a team focusing on one mission—providing quality patient care to those we serve.

At WRHS, each employee plays a vital role in contributing to the entire system. We have the utmost confidence in our employees' abilities to provide care to our patients, and we are proud of their desire to continuously improve the quality of care our patients expect and deserve.

We believe education is a driving factor in health care workers' ability to provide quality care and excel in their careers. In an effort to ensure that students pursuing a career in the healthcare field get the most out of their education, WRHS provides aide to students financially and through support of hands-on training. In 2010, WRMC provided over \$150,000 in educational assistance and scholarships, with the WRHS Foundation contributing an additional \$11,000 in scholarships to nursing students. Also, WRMC supported the University of Arkansas Community College at Batesville (UACCB) Nursing and Allied Health Program. Furthermore, we served as a major clinical training site for students, from various colleges, training in the fields of nursing, certified registered nurse anesthetist, occupational therapy, pharmacy, physical therapy, advanced practice nursing, and radiology.



Scholarship winners (L to R) Valerie Ragsdell, Mandy Tedeschi, Amanda Scribner, and Emmy McKibben (Perrin), pose with WRHS CEO Gary Bebow and WRHS Foundation President Dick Bernard.

Quality

At White River Health System, we are committed to providing the utmost in patient care. Every worker in every department plays a huge role in the quality care we provide to our patients. We strive for quality care because, first and foremost, it is what is best for our patients. It also shows that we have set the bar high, and we try our hardest to go above and beyond our goals.

Innovation + Initiation

In 2010, WRMC was recognized for two Quality initiatives, both of which reflect our commitment to providing quality care.

The Innovator Award honored WRMC for community health education programs. Understanding the key role that women play in family health and wellness, we focused our efforts on infection prevention education targeting women. WRMC was one of only sixteen hospitals in the state to receive this award.

+1500

Mission Statement

White River Health System promotes healthier communities and provides quality, efficient healthcare in an atmosphere of compassion, respect, and dignity.

Vision Statement

White River Health System is an environment where patients choose to receive care, employees desire to work, physicians want to practice, and families and visitors feel welcome.

WRMC was also recognized by the Arkansas Hospital Association for its initiative to prevent bloodstream infections. The BSI initiative in Arkansas is part of a nationwide effort to promote quality patient care and to recognize hospitals that take a proactive approach in preventing complications that may delay recovery. Bloodstream infections can lead to serious health conditions and, in rare cases, death. To prevent bloodstream infections, WRMC implemented a patient care protocol created by Johns Hopkins University that is nationally recognized as a clinical best practice. As a result, WRMC has experienced significant reductions in incidents of BSI, which has led to faster recovery times.

A Five-Star Facility

Stone County Nursing and Rehab Center (SCNRC), WRHS's long-term care facility located in Mountain View, earned a Five Star quality rating in 2010 from Medicare. The Five Star quality rating is a measurement based on the quality of care a nursing home provides. It is the highest quality rating a nursing home can receive, and SCNRC was one of fifteen percent of nursing homes in the state to receive the high rating.



Most Wired

In today's society, technology is at the forefront of efficiency. WRHS is taking advantage of new hospital technologies by implementing EMR (Electronic Medical Records), which earned WRMC the distinction of being among the most technologically advanced hospitals in the country. WRMC was one of 150 hospitals nationwide and the only hospital in Arkansas to win the Most Wired Award by the Hospital and Health Networks, a journal of the American Hospital Association. The journal recognizes hospitals that have made the greatest progress in adapting and implementing new technologies.



EMR is an electronic data management system that contains a patient's comprehensive medical history within a healthcare system. EMR improves patient care by providing caregivers with all the information needed to make timely decisions. It increases efficiency and improves patient outcomes.

All hospitals are required by Medicare to implement EMR by 2015; however, only ten percent of hospitals in the nation have currently taken the step. The conversion to EMR is a testament to our commitment to provide the state-of-the-art technology necessary to improve patient care.

Service

Through our commitment to Service, we strive to promote healthier communities. We serve members of our communities in a number of different settings. For example, we provide inpatient hospital care, outpatient services, and long-term care. We also have ten clinics conveniently located throughout North Central Arkansas to meet the healthcare needs of our rural communities. Additionally, we work hard throughout the year to provide wellness events to the communities we serve.

Because We Care

White River Health System, as a not-for-profit healthcare organization, provides hospital-based charity care to qualifying patients based on federally established financial guidelines. Charity care provided by WRHS helps relieve families in need from some of the financial burden associated with hospital care for families in need. In 2010, WRHS provided more than \$7M of healthcare services at no cost to qualifying patients.

Our employees appreciate the importance of giving, and they show it every year by hosting benefits to raise money for organizations such as the *American Cancer Society's Relay for Life*, *Susan G. Komen's Race for the Cure*, *March of Dimes*, *United Way*, and others. We are very proud of our employees' generous nature and compassion shown in support of these worthy organizations.

Inside These Walls

To promote healthier communities, WRHS hosts several community health events throughout the year at no cost to the public. In 2010, WRHS, along with several physicians, hosted the largest *Prostate Cancer Screening* event to date with more than 300 participants. Also this year, WRHS hosted two *Ladies Night Out (LNO)* events: the annual WRMC LNO in Batesville, co-sponsored by Citizens Bank; and the Drasco Medical Clinic LNO in Drasco. The North Complex, along with St. Michael's Catholic Church, hosted a community wellness event in Cherokee Village. SCMC promoted community health as well, by sponsoring a *Health Coalition* led by the Stone County Health Unit in Mountain View.

The Universal Truth

White River Health System goes beyond the doors of the hospital to deliver quality care to people in the region. CommHealth, a service of WRHS, conducts worksite wellness events at participating businesses. During these events, the CommHealth Team offers health screenings to employees and educates them about their health. WRMC also provides the services of Certified Athletic Trainers to area schools, including Lyon College and Batesville Junior and Senior High Schools. The Athletic Trainers help students with strength training, conditioning and injury assessment, as well as treatment.



WRMC PROS Certified and Licensed Athletic Trainer Keith Shireman (Batesville High School) works hard to ensure the safety of student athletes in a variety of sports.

Helping Hands

For thirty-five years, the WRMC Auxiliary Volunteers have contributed their time to help patients, visitors, and employees of the hospital. Volunteers come from all walks of life and share the common goal of helping others. Currently, more than 200 men and women serve as WRMC Volunteers. This generous group contributed almost 27,000 hours in 2010. Whether delivering flowers or e-mails to patients, escorting visitors, or providing information, the work our volunteers provide is a gift that is most appreciated by all who come in contact with them.



WRMC Auxiliary Volunteer, Dr. Gary Edwards (right), was honored by the Arkansas Hospital Auxiliary Association as the 2010 Volunteer of the Year for his service at WRMC.



Stacey Wright, WRMC's Trauma Program Manager, takes a pie in the face to help the WRMC Radiology Department raise money for the American Cancer Society's annual *Relay for Life* event.

Leadership

White River Health System Administration

Gary L. Bebow, FACHE
Administrator/CEO

Gary Britten, FHFMA
Chief Financial Officer

Thomas H. Cummins, MD
Chief Medical Officer

Tammy Gavin, FACHE
Chief Operating Officer
White River Medical Center

Frank Hilbert, MBA, CHCIO
Chief Information Officer

Gary McDonald
Associate Administrator
of Human Resources

Angela Richmond, MBA, FACHE
Associate Administrator
of Physician Services

Dede Strecker, MSN, RN
Chief Nursing Officer

Renie Taylor
Administrator/COO
Stone County Medical Center

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Ted Hall

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Charles McClain, III, MD

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Audrey Pool

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John "Jack" Stevenson

Van Thomas

Jim Wann

Donald Weatherman

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WRHS Administrator/CEO

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