

Building A Brighter Future: *A New Era of Healthcare*

2012 Community Report

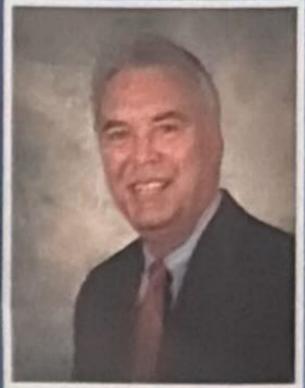


SOUTHEASTERN
MED



Celebrating **60** Years of Excellence
1952-2012

I'm pleased to share with you the 2012 Community Report Building a Brighter Future: A New Era of Healthcare.



Ray Chorey
President and CEO

Two words best describe what has occurred at Southeastern Med in 2012 – challenges and changes. The Affordable Care Act has brought many changes. While some were good, others created more hurdles. I am very optimistic that the changes made this past year will bring positive results.

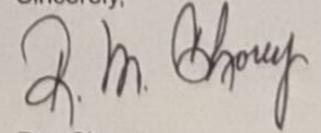
Southeastern Med is evolving and yet remaining dedicated to our mission of providing accessible, affordable and the highest quality healthcare. Through our investment in an electronic health record (EHR) and the purchase of the Cambridge Regional Cancer Center, we are working to better ensure the needs of our community are met today and in the foreseeable future with the dramatically changing healthcare landscape.

The addition of an EHR was certainly one of the biggest undertakings the hospital and physician offices have experienced in several years. A large component of the Patient Protection and Affordable Care Act, the EHR was labor intensive and costly to implement. Through the hard work of all involved, the hospital went live with EHR on April 1, 2012. Even though we continue to face challenges adjusting to this extensive change, we are already seeing improvements and efficiencies in how we deliver quality patient care.

We also continued our mission of being good community partners by hosting more community health screenings and increasing our visibility outside the hospital's walls by sponsoring more local events. It remains one of our primary objectives to continue to be more involved in the community. In 2013, the hospital will not only be seen as a place for the sick, but also as a center of wellness in the community.

Looking back over the last year, we are extremely proud of the care we provided our patients. Our physicians work very closely with hospital staff to give high-quality patient care. I am pleased to be among these physicians and associates because I know they care about the patient, the hospital and our impact on the community.

The changes occurring in healthcare are challenging, but the Board of Directors and Senior Management are committed to making every effort to do the right thing at the right time for the right reasons. There are other healthcare organizations that may be larger and have more elaborate facilities, but we are proud of the services Southeastern Med offers and the strength we provide to the local community.

Sincerely,

Ray Chorey
President and CEO

Service: Building Advanced Technology and Healthcare Services

Launching an advanced healthcare information system

As the hospital began its journey into the new era of healthcare reform, physicians at Southeastern Med put away their paper charts and began using an innovative on-line system to view their patients' records.

In 2012, Southeastern Med made significant investments in a new hospital information system, to electronically streamline patient medical records. On April 1, 2012, Southeastern Med celebrated the historic change with the launch of Meditech. This milestone had been in the works for more than 12 months as clinical, technical and administrative staff members collaborated to design a tool that would assist in improving the delivery of healthcare across the entire organization.

With a focus on quality and patient safety, Meditech, designed by Massachusetts-based Medical Information Technology Inc., unified clinical, administrative and financial information throughout Southeastern Med to provide the most advanced technology available to enhance patient care.

The use of Meditech allows caregivers to obtain and update a patient's medical record and medications and immediately access laboratory and X-ray reports, and other test results at the patient's bedside. In many cases, this information alters diagnosis and treatment decisions, as well as decreases the potential duplication of costly services. Meditech also promotes medication safety by notifying the physician if a drug being prescribed will have an adverse effect based on the patient's other medications. Meditech will also enable Superior Med physicians to schedule ordered tests to be completed at the medical center from their office.

Ultimately, the new system allows physicians to keep better track of their patients' health, no matter where they may be. "Before electronic medical records, if a physician was concerned about a patient, they had to call and have a nurse read the chart," Chorey said.

"Now, they have secure access to patient information anywhere they have internet access – from their offices to their homes."

With the federal government's passing of the Health Information Technology for Economic and Clinical Health Act, part of the American Recovery and Reinvestment Act, hospitals must now demonstrate they are meaningful users of Electronic Health Records (EHRs). The U.S. Department of Health and Human Services (HHS) outlined these criteria for meaningful use:

- Improve quality, safety, efficiency and reduce health disparities;
- Engage patients and families;
- Improve care coordination;
- Improve population and public health; and
- Ensure adequate privacy and security protections for personal health information.

"Technology plays a pivotal role in today's healthcare environment, and I am extremely proud of our organization's commitment to using technology to meet the highest standards in healthcare," Chorey said. "Our number one priority is to provide our patients the safest, affordable, high-quality care possible. By investing in and launching, Meditech, we are now at the forefront of using electronic medical records to better meet the needs of those we serve."



Keeping cancer patients close to home

Southeastern Med expanded its successful cancer service line by purchasing the Cambridge Regional Cancer Center, located across the street from Southeastern Med, from the American Oncology Associates, Inc.

"The purchase of the cancer center now allows Southeastern Med to care for area cancer patients," said Ray Chorey, President and CEO of Southeastern Med. "Rather than a patient traveling between multiple providers outside of the Cambridge area, cancer services are now centralized to meet the needs of our community."

The Cambridge Regional Cancer Center offers advanced hematology and medical oncology services for patients with many different types of cancer, including breast, lung, colon and genitourinary cancers, as well as benign and malignant blood disorders, such as anemia, lymphoma, leukemia and myeloma.

"With this purchase, Southeastern Med expanded its cancer services to include evaluation and treatment of hematologic disorders not previously treated in our community," said E. Edwin Conaway, Jr., MD, vice president of Medical Affairs at Southeastern Med. "Our oncologists work closely with our surgeons and medical staff to accomplish our mission at Southeastern Med to provide our patients and community with one-stop access to affordable, high-quality, comprehensive cancer care right here in Cambridge."

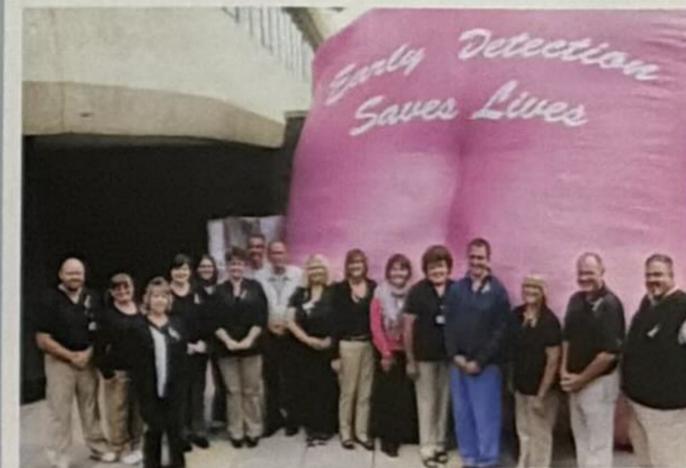
In the summer of 2013, the cancer center will begin providing radiation oncology services. The hospital used \$450,000 donated to the Guernsey Health Foundation to help purchase the facility.

"The acquisition of the Cambridge Cancer Center allowed us to build a complete community cancer program in Cambridge," said Michael Sarap, MD, FACS, surgeon with Southeastern Ohio Physicians, Inc. and Southeastern Med medical staff member. "Our cancer and breast care programs have earned and maintained accreditation from the National Commission on Cancer, and now we are moving forward to provide even better care for our cancer patients in their own hometown."

Southeastern Med and United Ambulance Promote Breast Health with Inflatable Breast Torso and Pink Ambulance

Southeastern Med's Tina Kiser Cancer Concern Coalition debuted its new inflatable torso during National Breast Cancer Month in October. The inflatable torso is an interactive educational tool that provides a close-up look at healthy breast tissue, benign lumps, malignant lumps and metastatic disease. The torso also highlights the importance of breast cancer screenings, symptoms and treatment options.

Local residents now see a pink ambulance rushing to emergencies. In honor of the battle against breast cancer, United Ambulance unveiled a new pink ambulance to respond to emergency calls in the Guernsey and Noble County area.



New Physicians and Services: Building care around you

Nabiel AlKhoury, M.D.



In October, Southeastern Med welcomed Nabiel AlKhoury, M.D., as its new medical oncologist/hematologist at the Cambridge Regional Cancer Center.

Dr. AlKhoury earned his medical degree from Tishreen University College of Medicine, in Lattakia, Syria and completed his residency in internal medicine at the University of Missouri, St. Luke's Hospital Program in St. Louis, MO.

Before joining the Cambridge Cancer Center, Dr. AlKhoury practiced as a medical oncologist/hematologist at Wheeling Hospital's Schiffler Cancer Center in Wheeling, W. VA. Prior to that, he was as a hematology/oncology fellow at the West Virginia University Health Sciences Center in Morgantown. Dr. AlKhoury also serves as an assistant professor at the West Virginia University School of Medicine in Morgantown, W.Va. His medical specialties include breast, lung and gastro-intestinal related cancers.

Dr. AlKhoury is the co-author of many medical articles. He also holds two board certifications in hematology and medical oncology from the American Board of Internal Medicine (ABIM). In addition to the ABIM, he is a member of the American Society of Clinical Oncology, the American Society of Hematology and Fellow at the American College of Physicians.

Joshua Paulick, M.D.



Joshua Paulick, M.D. joined Michael Sarap, M.D. and Clark Leslie, M.D. as a general surgeon at Southeastern Ohio Physicians, Inc. in August.

Dr. Paulick earned his bachelor's degree at Cedarville University in Ohio and his medical degree at the University of Cincinnati in 2007. He completed a General Surgery Residency at the Wright State University School of Medicine in Dayton. The program involved working in

six Dayton area hospitals providing patient care and receiving training in general surgery, breast surgery, trauma, surgical critical care, vascular surgery, surgical oncology, renal transplant, endocrine surgery, colorectal, thoracic and pediatric surgery, as well as endoscopy.

He holds additional certificates in Advanced Burn Life Support, Advanced Cardiac Life Support, Advanced Trauma Life Support and Fundamentals of Laparoscopic Surgery.

Southeastern Med Contracted with EmCare to Provide ER Services

As of Jan. 1, 2012, EmCare, the nation's leading provider of physician services, began providing emergency medicine management and staffing services for Southeastern Med's Emergency Department.

EmCare services over 750 client contracts at more than 500 hospitals nationwide ranging from high volume emergency departments to community facilities. By attracting the most qualified emergency physicians in the country, supported by experienced physician leadership, extensive resources and comprehensive quality, metric improvement and patient experience programs, EmCare is able to offer an unparalleled partnership in the delivery of a high standard of care.

EmCare's success is based on its commitment to quality physician leadership backed with comprehensive support programs that allow physicians to focus on patients and quality clinical medicine.

EmCare is a part of Emergency Medical Services Corporation, the leading provider of emergency medical services in the United States.



People: Building a Healthy Community

It takes more than blood pressure checks and medications to sustain a healthy lifestyle. At Southeastern Med, our role is not simply to treat illnesses but to also strengthen the community by providing a number of programs and health screenings throughout the year to promote good health and disease awareness.

Community Health Needs Assessment

In 2012, Southeastern Med completed a Community Health Needs Assessment required by the Patient Protection and Affordable Care Act. The purpose of the survey was to identify the health needs of the Guernsey County community and then adopt an implementation strategy to meet those needs. Hospital leadership will use the survey results to work collaboratively with other healthcare providers to meet the current and future needs of the community. Results will be shared with the community after the Board of Directors approval in mid 2013.

Vascular Screening

Vascular screenings offered in February 2012 at Southeastern Med revealed the importance of taking heart health seriously. Ninety-seven people between the ages of 37 and 64 participated in the free screening to help determine their level of risk for heart disease and cardiac issues, and the results were troubling.

The vascular health screening included:

- A complete lipid profile, which measures total cholesterol, HDL (good) cholesterol and LDL (bad) cholesterol, triglycerides (fat found in the blood) and glucose (the amount of sugar in the blood);
- An electrocardiogram (EKG) test, which is used to assess heart rhythm, diagnose poor blood flow to the heart muscle, diagnose a heart attack and evaluate certain abnormalities of the heart, such as an enlarged heart; and
- A blood pressure check.

Among those who participated in the screening, 2 percent had an abnormal EKG reading, 62 percent had high blood pressure, 68 percent had abnormal cholesterol levels, 36 percent had high triglycerides levels, and 44 percent had abnormal glucose levels.

Children's Health Fair

Despite the sticky hot weather, children, parents and associates gathered for Southeastern Med's 21st Annual Children's Health Fair on June 21, 2012 under the protection of the Cambridge City Park Pavilion. The superhero themed health fair attracted 290 children ages 3 to 11 who registered and visited 30 educational booths. With help from sponsors, children received a free t-shirt and food. The smaller crowd size allowed for parents and kids to spend time more at each booth to ask questions and receive information.



Older Adult Health Fair

In 2012, more than 200 older adults registered in attendance at Southeastern Med's Older Adult Health and Education Fair at the Guernsey County Senior Citizens' Center in October. This health fair, held annually since 1995, provides local older residents access to low-cost health screenings, including foot-health and hearing tests, flu vaccines, skin cancer screenings and lab screenings.

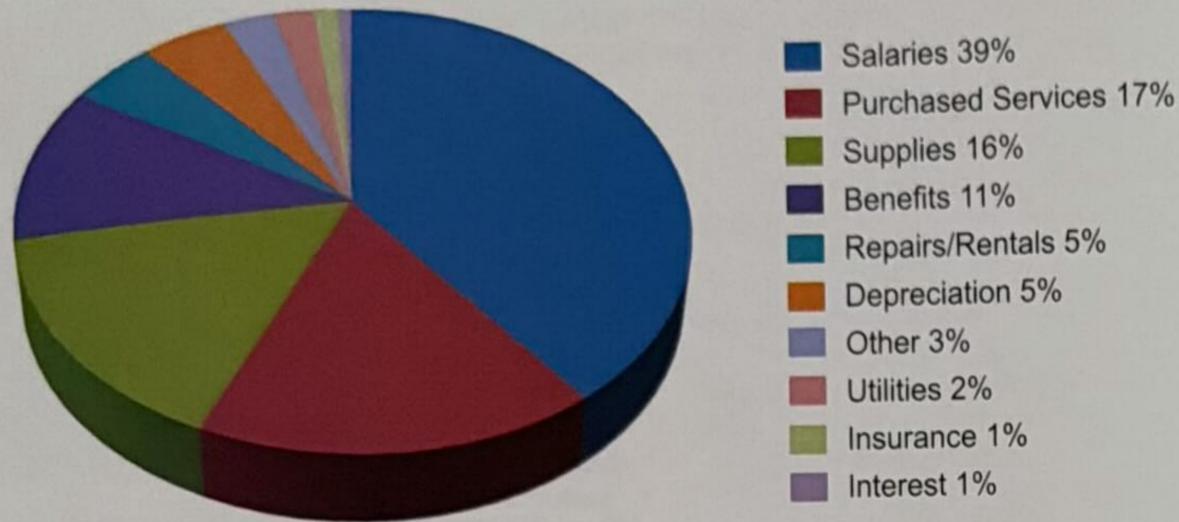
Thirty-three exhibitors, consisting of many Southeastern Med departments and area agencies, were on hand to answer questions and discuss the benefits of their services to help older individuals live healthier and safer lives.

Other screenings and events in 2012:

- quarterly blood pressure and diabetes screenings at Riesbeck's Cambridge location;
- bone density screenings offered five times a year;
- community health screenings in Byesville, New Concord and Caldwell;
- a healthy grilling lesson with Southeastern Med's Executive Chef Scott Lamphear;
- Group Lifestyle Balance, a community weightloss group offered at the Cambridge YMCA; and
- sponsored the Cambridge Main Street/Classic Ford 5K Run/Walk.

2012 Financial Performance

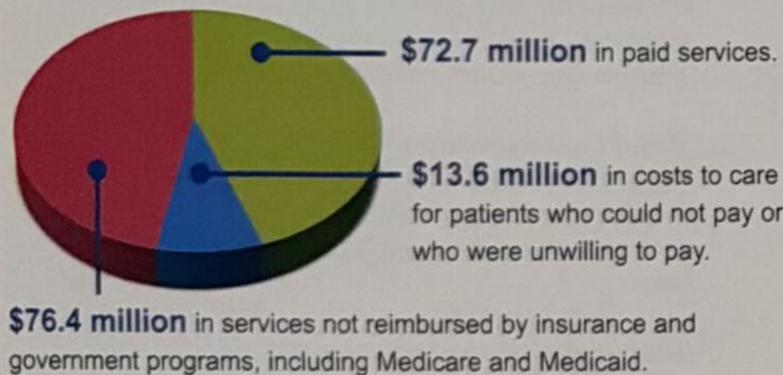
We spent \$72 million in 2012. Here is the breakdown:



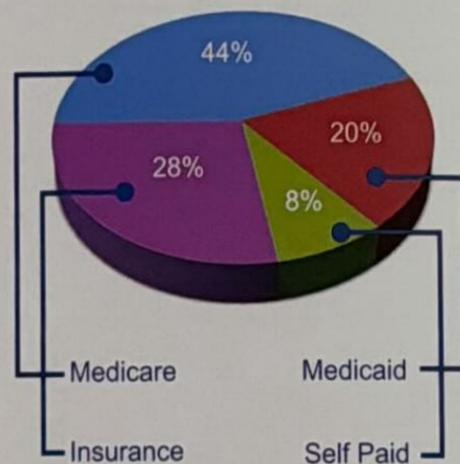
Hospital income exceeded expenses in 2012. Net revenue was nearly \$74 million, which produced a \$2.1 million operating profit. Every dollar was reinvested into the hospital, making necessary upgrades and improving our level of care. **We thank the community for entrusting us with their care.**

Uncompensated Charges

Last year, patient care charges amounted to **\$162.7 million**. Southeastern Med received payment for **\$72.7 million** of those charges and took a financial loss of **\$90 million**.



Charges by Payor



Inpatient Statistics

Admissions	3,947
Patient Days	12,181
Average Daily Census	33
Average Length of Stay	3.17

Newborns

Births	435
Newborn Days	818

Department Statistics

Radiology	43,491
Laboratory	325,129
Surgeries	3,538
Cardiac Caths	235
CVP Procedures	4,349
ER Visits (Including Fast Track)	30,071
Physical Therapy	58,848
Occupational Therapy	17,037
Endoscopy	2,004
Wound Care	3,958

Quality: Building a Future Based on Excellence

At Southeastern Med, we know how important a community hospital can be. That's why our staff is dedicated to offering top-notch healthcare services and advanced technology. We're committed to helping you stay close to home for all of your medical needs. Read on to see how we measure up to the Ohio and National averages, and you'll see our service attributes are quite competitive. These scores are based on data compiled quarterly by the U.S. Department of Health and Human Services to assist consumers in selecting the best hospital for their needs. Numbers indicate the percentage of patients who indicated the response in each category. Please visit www.HospitalCompare.HHS.gov to see the improvements Southeastern Med continued to make through 2013.

Service Attribute	Southeastern Med	Ohio Average	National Average
Their nurse "Always" communicated well.	79%	79%	78%
Their doctors "Always" communicated well.	78%	80%	81%
They "Always" received help as soon as they wanted.	69%	68%	66%
Their pain was "Always" well controlled.	71%	71%	70%
The staff "Always" explained about medicines before giving it to them.	66%	63%	63%
Their room and bathroom were "Always" clean.	73%	74%	73%
The area around their room was "Always" quiet at night.	56%	57%	60%
Yes, they were given information about what to do during their recovery at home.	86%	85%	84%
They give their hospital a rating of 9 or 10 on a scale of 0 (lowest) to 10 (highest).	68%	71%	69%
Yes, they would definitely recommend the hospital.	63%	71%	70%

Information based on the data collected from April 1, 2011 to March 31, 2012. www.HospitalCompare.HHS.gov

Philanthropy: Generosity with a Purpose

Southeastern Med Auxiliary

Founded in 1952, the Southeastern Med Auxiliary is committed to supporting the hospital's mission of providing the highest quality healthcare in a caring and safe environment through assistance and financial support. To date, the men and women of the Auxiliary have successfully raised more than \$3 million to help enhance patient care at Southeastern Med. In 2012, the Auxiliary completed its \$84,000 pledge toward the purchase of a GeneXpert® System for the hospital's Laboratory Department. This progressive system reduces turn-around-times for vital lab tests from days to hours, enabling doctors to make quicker, more informed treatment decisions.

Auxiliary members work hard to provide services and programs that directly benefit the hospital's patients, staff and visitors through vital fundraising initiatives. Annual fundraising events sponsored by the Auxiliary include the Wonderland of Trees, Daffodil Style Show and the Annual Golf Challenge. The Auxiliary's vending area at the hospital and the Southeastern Med Gift Shop contributed \$35,000 toward its fundraising efforts in 2012.

In addition to fundraising activities, the Auxiliary also supports a number of community outreach programs, including the Smoking Cessation Program, Softees for mastectomy patients, the Children's Health Fair, the Older Adult Health Fair, the Safe Sitter Program, Palliative Care, Camp Go and Diabetes Assistance

If you are interested in becoming an Auxiliary member or have any questions, please call the Auxiliary office at 740-439-8151. You may also serve the Auxiliary by becoming a volunteer in the Gift Shop. For more information, please call 740-439-8153.



Members of the Southeastern Med Auxiliary with the GeneXpert® System.

19th Annual Golf Challenge



Southeastern Med held its 19th Annual Golf Challenge on May 21 at the Cambridge Country Club with 135 registered golfers. This event is co-sponsored each year by Southeastern Med's Auxiliary and the Guernsey Health Foundation. The 2012 challenge helped raise more than \$36,000 toward the purchase of a GeneXpert® System for the hospital's Laboratory Department. Pictured above is the 2012 winning golf team sponsored by The Health Plan (l to r) Jeff Knight, Bob Roset, Dave Frey and Phil Wright.

Guernsey Health Foundation

Southeastern Med strives daily to provide high quality, comprehensive, patient-centered healthcare. It is only with community support that Southeastern Med can focus on also making its care affordable and available to everyone in the community.

Financial and in-kind donations to the Guernsey Health Foundation (GHF) help support the medical center's mission. Through fundraising efforts, the GHF uses contributions to purchase state-of-the-art equipment, update and renovate facilities and provide programs that help Southeastern Med remain a leading provider of medical care.

Both the GHF and Southeastern Med are Internal Revenue Designated 501(c)(3) organizations, making all contributions tax-deductible. The GHF exists to provide for Southeastern Med, so every donation remains locally to serve the needs of the community.

Donors may request for their donation to be used in a particular area of the medical center or in the areas the medical center has the most need. Gifts of cash, stocks, certificates of deposit, trusts or real estate are all appreciated. Memorial contributions may also be made.

For more information about the GHF or to make a contribution, please contact Debbie Stillion at 740-439-8106.

Donors: Thank you to our 2012 donors

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