

A Report
On Our
Service to the
Community

Fiscal Year
2012

our community
our commitment.



Regional Medical Center

benefitting our community



In our 180+ year history, Regional Medical Center has evolved many times, and we surely will do so more in the future. But throughout all this time one constant remains – our commitment to the health and well-being of this community. Whether you are a patient receiving care within our system or an individual we encounter in the community, it is our goal to improve your quality of life. In 2012, Regional Medical Center continued to touch lives through education and outreach activities in our own programs and in the time and talent donated by our employees in many worthwhile community events.

It is my pleasure to share some examples of how we are making a positive difference in the health of this community through enhanced healthcare services and community outreach.



Reginald W. Coopwood, M.D.
President and CEO



compassionate care and exceptional services

Whether an individual is admitted for inpatient care or receives care in the outpatient setting, the healthcare professionals at Regional Medical Center are committed to providing compassionate care and exceptional services to improve the health and well-being of the community. Regional Medical Center is anchored by nationally recognized Center of Excellence in trauma, burn, high-risk obstetrics and neonatal intensive care. Other specialty centers at the hospital include the Rehabilitation Hospital, a full service inpatient rehabilitation hospital, and a wound care center home to the largest hyperbaric chamber in the region. The system is also home to a network of primary care physician offices and an Outpatient Center including more than 30 specialty clinics.

Our commitment to quality patient care and positive experiences was evident in the service and campus improvements made in 2012.





service and campus improvements



The front of the hospital underwent a major change when a new front entrance and lobby was constructed, separating the main entrance of the hospital from the emergency entrance for the first time. The new main entrance gives guests immediate access to information and easy access to the elevators leading to the patient care units. As part of this expansion project, the Emergency Department also underwent an extensive renovation. In addition to a much improved environment for patients and guests, the new construction also was designed to create efficient patient flow and reduced wait times. The Emergency Department now includes private registration bays, three urgent care exam rooms and separate triage and guest waiting areas.



Medical imaging in the Outpatient Center received a face lift and the addition of the hospital's third CT scanner dedicated solely to outpatients. This new 64-slice CT machine in the Outpatient Center provides a more convenient location for patients. Patients are also seen in more timely and efficient manner, making it easier to accommodate same day and walk in appointments.

Renovations and service enhancements also took place in Women's Services. The post partum units were renovated to provide mom and baby a more comfortable stay. In addition to the newly renovated rooms, special "new mommy" meals, spa gifts designed to pamper, and educational materials to guide mom through the postpartum experience are all part of the enhancements made.



our services to the community

Outreach Programs

Regional Medical Center promotes a safe and healthy Mid-South by educating individuals on how to have an overall better quality of life. A variety of outreach programs administered by Regional Medical Center bring the expertise of the hospital staff into the community through education and support.

Injury Prevention Education/Trauma and Burn Outreach

Preventing injuries that lead to hospitalization is the primary focus of Regional Medical Center's robust injury prevention outreach efforts. From preschoolers to senior citizens, a total of 7,642 individuals took part in education opportunities of this nature in 2012 including topics ranging from fall prevention and safety to the dangers of distracted driving and avoiding situations of violence. Outreach efforts are directed to general audiences and more specific groups such as Emergency Medical Services/EMTs, firefighters and healthcare professionals.

Traumatic Brain Injury (TBI) Services

Traumatic Brain Injury (TBI) Services at the hospital provide support and education for survivors of TBI, as well as to their family and caregivers. In 2012, 1,954 TBI survivors, family and caregivers attended outreach events or TBI support group activities presented by the hospital.

Sunrise and Prenatal Programs

Regional Medical Center offers hands-on education to expectant mothers of all ages, including the Sunrise Program for pregnant teens designed to encourage early prenatal care to maintain optimal health during pregnancy and beyond. The Sunrise Program offers hands-on educational opportunities to teen moms-to-be with an emphasis on staying in school and education about pregnancy prevention. Programs for more experienced expectant mothers and an education partnership with Neighborhood Christian Center round out the childbirth programs offered. Combined, 446 expectant mothers were impacted by the hospital's birthing classes.



our services to the community

Community Partnerships & Outreach Activities



March of Dimes Walk



Health Loop Fair



Race For the Cure

Regional Medical Center is proud to partner with and support a wide array of community endeavors that strengthen and improve the overall health and wellness of the residents in the Mid-South. Through free health fairs, sponsorships, education opportunities and wellness events, Regional Medical Center is helping to shape a healthier future for this community.

Regional Medical Center employees regularly give of their time, talents and resources in service to the community. In 2012:

- Employees served 1,232 hours at more than 30 events volunteering in the community. Events included community-wide awareness events such as March of Dimes' March for Babies, the American Heart Walk and the Komen Race for the Cure, as well as neighborhood focused engagements such as the Memphis Medical Center Cleanup.
- Employees volunteered for more than 10 health fairs throughout the community, including those hosted by Regional Medical Center at Health Loop Primary Care Network locations.
- Employees pledged \$51,146 in the United Way of the Mid-South's "Live United" campaign.
- Regional Medical Center participated in community outreach events that touched more than 6,500 individuals, providing valuable health screenings and wellness information.

Regional Medical Center plays an active role in the health of our community through corporate sponsorships with organizations such as March of Dimes and the American Heart Association. Also, the system's involvement with Healthy Shelby, Triple Aim Project and Memphis Tomorrow is helping to ensure a healthier tomorrow for our community.



Employees cleaning up in the Medical Center

educating the healthcare leaders of tomorrow

The community benefits from the expert healthcare received in a teaching environment. Patients receive quality care from a team of health professionals, and the healthcare leaders of tomorrow learn from the best.

Regional Medical Center serves as one of the primary medical and surgical teaching sites for the University of Tennessee Health Science Center (UTHSC). More than half the doctors in Tennessee receive all or a portion of their training at the hospital through its affiliation with UTHSC. More than 500 residents and medical students from UTHSC train annually at Regional Medical Center. The hospital is also home to a pharmacy residency program accredited by the American Society of Health System Pharmacists and serves as the primary teaching site for the University of Tennessee college of Pharmacy.

In addition to the physician training programs with UTHSC, Regional Medical Center also has partnerships with several schools for nursing and allied health professionals. These affiliations include Arkansas State University, Christian Brothers University, Delta State University, Northwest Mississippi Junior College, Southwest Tennessee College, Union University, University of Alabama and University of Memphis.



financial commitment to the community



Regional Medical Center is committed to being good stewards of its resources to provide quality care to all patients the system serves. Regional Medical Center's financial stewardship allows the health system to continue serving our community. In Fiscal Year 2012, Regional Medical Center provided \$146,857,305* uncompensated care costs. Net revenue for Fiscal Year 2012 was \$318,934,000, including \$244,544,000 in net patient care revenue. Regional Medical Center net revenue sources includes net patient revenue, Shelby County Government appropriation, investments and other state and federal subsidies.

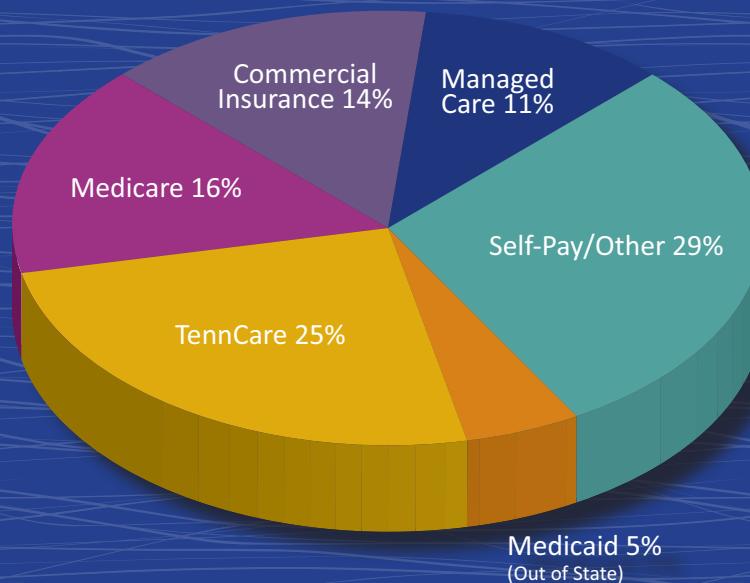


FY2012 Payor Mix (% of Gross Revenue)

	FY2012 Actual
Managed Care	11.5%
Commercial Insurance	14.1%
Medicare	15.8%
TennCare	24.7%
Medicaid (Out of State)	5.3%
Self-Pay/Other	28.6%



Net Revenue	\$ 318,934,000
Net Patient Care Revenue	\$ 244,544,000
Uncompensated Care Cost	\$ 146,857,305



*includes bad debt, charity care and uncompensated costs from governmental payors.

the med foundation

The MED Foundation, the hospital's philanthropic arm, supports Regional Medical Center through funds allocated for equipment, campus improvements and technology purchases. The Foundation is also committed to serving the community through outreach efforts and scholarship programs.

In FY2012, the MED Foundation raised a total of \$933,230 from individuals, foundations, corporations and organizations. In return, the Foundation funded a variety of special projects that provided hope and healing to thousands of patients. Some of the highlights include:

- A newly renovated Emergency Department waiting room made possible through gifts made by the Paul W. Barrett, Jr. Charitable Trust Foundation, First Tennessee Foundation, Mr. Thomas Garrett, and others.
- The second annual MED Night: A Soul Celebration gala featuring the soulful sounds of The Temptations Review featuring Dennis Edwards, The Four Tops, Thelma Houston and Marilyn McCoo and Billy Davis, Jr. The gala was co-chaired by Susan Arney and Leigh Shockey. Corporate sponsors included Drexel Chemicals; Southeastern Asset Management, Inc; Baker, Donelson, Bearman Caldwell & Berkowitz; Bank of America/Merrill Lynch; MedPay Assurance (now Avestus); and the University of Tennessee Health Science Center.
- Free mammograms and follow-up care for nearly 700 uninsured women in The MED's radiology department thanks to a \$102,000 grant from the Memphis/Mid-South Affiliate of the Susan G. Komen Race for a Cure.
- More than \$135,000 donated in The MED Pride Employee Campaign.
- Purchase of equipment and technology including two Continuous Renal Replacement Therapy Machines in the Burn Center and the Mosby Nursing Suite reference tool for healthcare providers in the hospital.
- Educational scholarships for 13 students who are pursuing careers in the healthcare field.
- Healthy Newborn Campaign, launched by the Young Leadership Council, raised funds for a new giraffe omnibed. Sometimes called a mini-ICU, the omnibed represents the most technologically advanced option for caring for premature infants.

The MED Foundation Board of Directors (Members during FY2012)

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About Regional Medical Center

Regional Medical Center is a healthcare system providing accessible, efficient, quality healthcare for individuals in the Mid-South. Focusing on compassionate care and exceptional services, Regional Medical Center is anchored by highly respected Centers of Excellence including trauma, burn, neonatal intensive care and high-risk obstetrics. In addition to its notable Centers of Excellence, the hospital provides an array of primary care, subspecialty clinics and outpatient services.

OUR MISSION: To improve the health and well-being of the people we serve by providing compassionate care and exceptional services.

OUR VISION: In collaboration with our academic partners, we will be the premier healthcare system advancing the quality of life in our communities.

QUICK FACTS for Fiscal Year 2012

Beds: 324 staffed beds
Employees: 2,421
Medical Staff: 483 physicians

Inpatient Admissions: 15,686
Emergency Department Visits: 48,400
Outpatient Visits: 129,800
Babies Delivered: 3,855

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**Staff and Board Members listed reflect positions held in FY2012, July 1, 2011 – June 30, 2012.*

our community
our commitment.



Regional Medical Center

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