



YOUR PARTNER IN A
HEALTHIER COMMUNITY.



2014 HALIFAX REGIONAL ANNUAL REPORT

MESSAGE FROM THE PRESIDENT



Our relationship with Novant Health Shared Services continues to provide value to our patients. Last year, our Board of Directors voted to extend the shared services agreement with Novant Health. This relationship helped us continue to improve quality of care, the patient's experience, and lowered the cost of healthcare in the Roanoke Valley.

We continue to move your Medical Center from a focus on the volume of sick care to the value of healthcare. This shift from volume to value requires patients and families to develop their roles in a trusting relationship with their primary care provider. In this relationship, primary care providers will guide patients through accidents, illnesses, and a focus on healthy behaviors.

Primary care providers will represent patients for their use of specialists and surgeons. Having the right specialists in the community ensures that needed services are within reach of patients who need them. Healthcare will be more convenient with local access and greater patient satisfaction.

To keep patients engaged in their care, they need resources to manage their health. Last year, Halifax Regional brought consumers improved connectivity to manage their health through the HalifaxHealthLink patient online portal, providing secure online access to their personal health record around the clock.

In 2014, we extended our reach to the community in partnership with other local organizations to positively help residents adopt a healthy lifestyle. With the generous support of the Kate B. Reynolds Charitable Trust, we partnered in the community-wide campaign "Get Fit, Stay Fit Roanoke Valley." This was a program of the Roanoke Valley Community Health Initiative to address child obesity and empower healthy lifestyles.

Halifax Regional continues to be a strong driver for health in the Roanoke Valley. Our physicians, staff, volunteers, and Board of Directors understand the needs of our region. We are working to transform the health of our community. We ask you to recognize our service and success and be our partner in creating a healthier community.

Will Mahone, *President & CEO*

OUR PEOPLE

Within any organization, people are the most valuable resource. It is essential to recruit and retain the most qualified and highly skilled people to help us meet our mission. Our people are the most important piece to providing an exceptional customer experience. Their commitment to quality and compassion for patients is the foundation of our culture of caring.

- Recruited six new physicians:



Dr. Hazel Duncan Guy
Hospitalist



Dr. Peter Muller
Wound Care



Dr. Sadaf Ijaz
Psychiatrist



Dr. Luis Rodriguez
Emergency Physician



Dr. Timothy Burke
Anesthesiologist



Dr. Leon Shaw
Anesthesiologist



John Otterbourg
Facility Services



Tiffany Mose
Executive Liaison

- Recruited a new Manager for Facility Services, John Otterbourg.
- Appointed our second Executive Liaison, Tiffany Mose. Tiffany completed a referring physician survey to improve communications with the Hospitalist service and is currently working to analyze primary care referral patterns.
- Our volunteers continue to play a vital role in the mission of Halifax Regional by helping patients, visitors, and employees

within the Medical Center. The program grew by ten new volunteers in 2014, bringing the total to 61 volunteers. This group provided over 10,280 hours of service last year. Additionally, the auxiliary awarded \$2,000 in college scholarships and \$600 to two high school health science programs. One volunteer even crochets baby hats for the newborn babies at our Birthing Center.

SERVICES & TECHNOLOGY

Providing our community with comprehensive, cutting-edge diagnostic equipment, high-tech procedures, a state-of-the-art facility, and improved services is vital to ensure patient and employee safety.

- Information Systems implemented a security alert system on all network PCs to immediately notify employees of emergency situations.
- Replaced both radiologic ultrasound machines with new models.
- Provided physicians and other providers with mobile device access to online radiology films and reports.
- Implemented electronic medical record and billing systems software at Halifax Works.
- Upgraded and replaced all intravenous (I.V.) pumps throughout the hospital.
- Implemented e-PharmPro for improved pharmacy quality and lower cost for patients.
- Implemented the Follow-My-Health clinical patient information portal, allowing for online access to patients' personal health records 24/7 securely and safely.
- Received state approval for three Behavioral Health Emergency Department beds to double the number of available beds. Also added a shower for long-stay patients and a separate nursing station.



QUALITY

Through continual quality improvement initiatives, you can have confidence that Halifax Regional is always working to provide patients with quality care and treatment. We strive for excellence and have achieved state and national accreditation and recognition for our patient care quality.

- The Diabetes Outpatient Education Program received reaccreditation by the American Association of Diabetes Educators.
- Developed and implemented a new Nursing Care model that increased by 27% the amount of time for direct patient care.
- Passed inspections by NC Board of Pharmacy for pharmacy services and pharmacy clean room.



COMMUNITY

Halifax Regional is committed to keeping you, your family, and your neighbors healthy. By working together, we can continue to make our community a healthier place to live, now and into the future.



- Added two partners to the Hotel 'Give Back' Program. These partners benefit the Halifax Regional Foundation by donating five dollars per room night for reservations booked for Medical Center-related purposes.
- Provided over 20 free breast cancer screenings at Roanoke Clinic in conjunction with Roanoke Valley Breast Cancer Coalition (RVBCC). The RVBCC also received the Spirit of Impact award from the Komen Foundation.
- Collaborated with Halifax County and Economic Development Services to create an economic impact assessment of the Medical Center. The study revealed an annual impact of \$152 million on the community, and that 1,252 direct, indirect, and induced jobs were supported by the Halifax Regional Medical Center.



- Employee fundraising campaigns raised over \$85,456 for the United Way, Relay for Life, and the Halifax Regional Foundation.
- Developed and launched a "Healthy Lifestyles" website. Working with nursing, dietitians, and health educators, the site supports the outreach of the Roanoke Valley Community Health Initiative (RV-CHI).



- Received a grant of \$622,509 from the Kate B. Reynolds Charitable Trust on behalf of The Roanoke Valley Community Health Initiative (RV-CHI) to launch "Get Fit, Stay Fit Roanoke Valley"—a campaign to promote healthy eating and active living among children, families and individuals in Halifax and Northampton Counties. The campaign is a comprehensive, five-year effort to engage residents across the two counties through education, physical activity and recreation at local parks, in addition to improved access to healthy food and workplace wellness projects.
- Planned and participated in State legislative lobbying to support Medicaid patients in Halifax and Northampton Counties.



RECOGNITION



Belinda Jones Hill, MA, RN, CCRN, Intensive Care Unit Manager, was named one of North Carolina's Great 100 Nurses for her compassion, commitment to excellence, and her drive to provide exceptional care. Since 1989, twenty-one Halifax Regional nurses have been recognized.



The Birthing Center was recognized by the Immunization Action Coalition for achieving the highest reported rate in North Carolina for protecting newborns from hepatitis B virus infection. Halifax Regional is the only medical facility in the state to be included on IAC's Hepatitis B Birth Dose Honor Roll.



The Birthing Center also received the Infant Safe Sleep Model of Excellence Award from the NC Healthy Start Foundation.

FINANCIAL STATEMENT

In 2014, Halifax Regional experienced a .092% operating profit of \$816,770. This follows 2013, in which the Medical Center generated a loss of 1,378,784. The primary reason for the profit in 2014 was a decrease in wages. Charity care was \$11,376,633, and bad debt was \$14,751,994. Healthcare reform and declining reimbursements from Medicare and Medicaid continue to make financial planning a challenge.

Financial Review

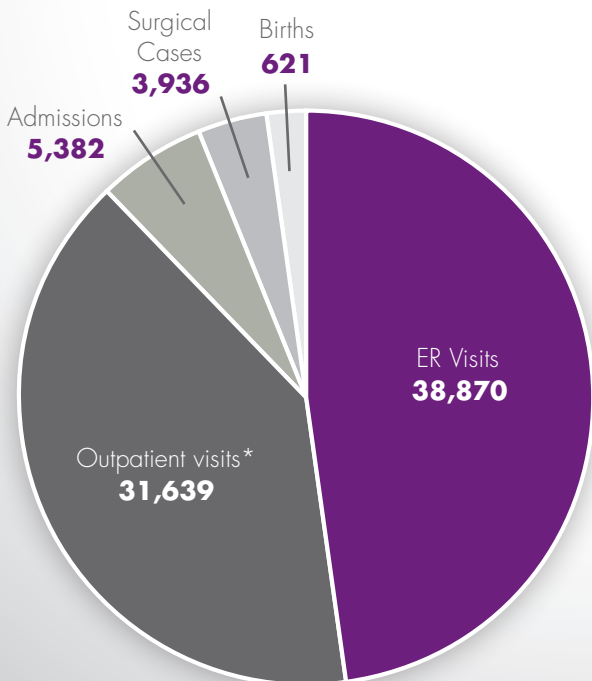
Year Ending September 30, 2014

Operating Income (net Revenue)	\$ 88,630,236
Expenses:	
Salaries & Benefits	\$ 45,366,542
Depreciation	\$ 4,170,728
Other	\$ 38,276,196
Total Expenses	\$ 87,813,466
Available for Reinvestment	\$ 816,770

Gifts and Grants

Kate B. Reynolds Get Fit, Stay Fit Grant (June 2014).	\$ 141,750
Kate B. Reynolds three new Behavioral Health beds (Jan. 2014)	150,000
Halifax County Rural Hope Grant (Wound Care June 2014)	117,389
Rural Health Group ECC Services (Mar. 2014)	21,034
Halifax Regional Foundation Annual Contribution (May 2014).	52,750
Halifax Regional Auxiliary Annual Contribution (May 2014).	21,553
Community Care Plan of Eastern Carolina- Case Management.	37,880
Community Care Plan of Eastern Carolina- Case Management Medicare.	58,633
Community Care Plan of Eastern Carolina- Pharmacy Management.	84,866
Total Grand Funds Received for 2014	\$ 685,855

2014 Utilization



*Excludes Emergency Department visits.

STRATEGIC GOALS FOR 2015

1. We will continue to pursue 100% achievement with core measures, patient safety goals, patient satisfaction measures, and confirmation by The Joint Commission.
2. We will optimize our relationship with Novant Health Shared Services to increase market share to Medical Center services and implement savings from system services and supply-chain scale.
3. We will continue work with Novant Health and the North Carolina Hospital Association to influence the North Carolina legislature and Governor for appropriate Medicaid reform.

Board of Directors

Bob Patterson, *Chairman*

Tom Lynch, *Vice Chairman*

Fannie Greene, *Treasurer*

Drewery Beale, *Secretary*

Vernon Bryant, *Past Chairman*

Dr. Danilo Bernardo, *Chief of Staff*

Will Mahone, *President*

Dr. Somasekhara Balla, *Past Chief of Staff*

Dr. Natarajan Rajan, *Board Member*

Johnny Draper, *Board Member*

William Hodge, *Board Member*

Evelyn Dawson, *Board Member*

J. Hugh Bazemore, *Board Member*

James Pierce, *Board Member*

Rev. Randy Martin, *Board Member*

Senior Management

Will Mahone, *President & CEO*

Karen Daniels, *Vice President of Nursing*

Sherry Jensen, *Vice President of Finance
& Clinic Operations*

Bruce L. Robistow, *Vice President,
Clinical & Support Services*

Our Mission

Placing Patients First by providing excellent and compassionate healthcare.

Our Vision

Halifax Regional will be a leading partner in a healthier community.



250 Smith Church Road
Roanoke Rapids, NC 27870
www.halifaxregional.org