



Treating you better begins with knowing you better.



Knowing you better

Reflecting on the past year, we honored several milestone anniversaries – 50 years for the Auxiliary, 25 years for EMS Education, 20 for ElderCenter and 10 for the Cancer Center. But there is a underlying truth to all those big numbers. At Parma Hospital, we take the time to appreciate the human concerns and needs behind the tests, the treatment, the diagnosis. The difference at Parma Hospital – where treating you better begins with knowing you better – is that the patients we care for are not just numbers. We are big enough to offer the services you need, but small enough to provide that care in a

personalized way. As the new CEO, it is humbling to witness the dedication of our staff. In regular rounds on the floors, on all shifts and in all areas, I have been awed by the commitment our employees have to this hospital – and to you, whom we serve. I have met numerous employees who have even returned to Parma Hospital after venturing to other facilities, and their reason for returning – as it is with so many of our patients – is it felt like home to them.

Throughout these pages, you will see the stories of our staff and physicians. Where else

but Parma Hospital could you find three generations of one family who have devoted nearly 60 years to a single employer? The grandmother, who just retired at year's end, misses her hospital family. The mother and daughter – like so many in the workforce – reinvented themselves and embarked on a new career, graduating from the Tri-C Nursing Program at Parma Hospital as RNs.

If you, too, feel strongly about Parma Hospital, “like” us on Facebook or follow us on Twitter to stay connected. As technology has exploded, we are linked in far more ways today to

our patients, visitors and friends since a decade ago, when Parma Hospital won its first award for being among the “most wired” in the country. We want to stay in touch with those who utilize our services and to hear from you throughout the year.

Thank you for the opportunity to serve you.



Terrence G. Deis
PRESIDENT & CEO

- Parma Hospital was founded by **6** cities.
- The hospital's **1,942** employees support the City of Parma with nearly **\$1.7** million in payroll taxes.
- There are **334** employees who have dedicated **20+** years to serving the community.

Chairman of the Board of Directors Kent A. Geist, Medical Staff President Michael Barkoukis, MD, and President and CEO Terrence G. Deis.

Silver and gold

The advanced level of care that area residents have come to expect of their community hospital starts at home for many. Residents of the six founding communities know that when they dial 9-1-1, they will be brought to Parma Hospital.

Since the Hospital opened its EMS Education Program in 1985, the program has graduated 1,300 paramedics and 550 Emergency Medical Technicians. Parma firefighter/paramedic Mike Frantz – an EMS instructor for the past decade and a

graduate of the program just like Manager Joe Toth – is a familiar face in the Emergency Department, where he has been bringing patients since the 1980s. These highly experienced instructors, who are actively working with or retired from area fire departments, also provide continuing education to the fire departments to keep the medics' skills sharp. Even cities not under Parma Hospital's medical control are finding it is a provider of choice for a growing number of patients.

- Approximately **12,000** patients come to Parma Hospital's ER by ambulance annually.
- In **25** years, the EMS program has graduated **1,300** paramedics.
- In the 13 years since EMT-Basic classes were added, **550** EMTs have graduated.
- The 17 instructors have a combined **370** years of EMS experience.

In the spring, as EMS Education was ringing in its 25th anniversary, Parma Hospital's stroke program earned the Gold Seal of Approval from the Joint Commission that accredits hospitals across the nation. With someone suffering a stroke every 45 seconds in this country, and Parma Hospital seeing among the highest number

of cases outside the tertiary centers downtown, a Stroke Team established systematic guidelines for patients presenting with a brain attack. Primary Stroke Center Certification was achieved under the guidance of Ali Saleh, MD, the leading hospitalist and recipient of a 2010 award as a Physician Pillar of Excellence at Parma Hospital.

Joe Toth, NREMT-P, EMSI, manages the program that has trained many of the region's emergency medical services and Mike Frantz – an EMT-P recently honored as Firefighter of the Year for the City of Parma – is among its longtime instructors. Gregory Oswald, MD, is the chairman of Parma Hospital's Department of Emergency Medicine, where EMS students log 125 of 443 total hours in clinicals.







Generations of caring

An annual retreat for hundreds of area women to refresh and renew themselves became the launching pad for a new program at Parma Hospital catering exclusively to women.

HealthiHer blends the personalized approach of Parma Hospital's practitioners with the specialized benefits of services tailored to women's unique needs. This program salutes those who make the bulk of health care decisions for their

families with a bevy of bonuses, from lifestyle coaching and discounted wellness classes to individualized nutritional analysis and free screenings.

The personal touch at Parma Hospital extends into new offerings like complimentary relaxation massages, with a physician order, by a licensed massotherapist. Palliative massage of the back, shoulders or hands eases muscle tension and soothes the nerves of anxious

patients. Diane Friedel LMT visits not with pills or shots but healing hands whose only purpose is to comfort patients.

Parma Hospital accentuates the intangible benefit of such invaluable services. At WellPointe Pavilion, the Hospital's premier outpatient center in the heart of Broadview Heights, women have the distinct advantage of digital mammography. These high-resolution images allow the radiologist a sharper

- Since the hospital opened in 1961, **65,767** babies have been born in Parma.
- Women make **80%** of the health care decisions for their families.
- The **240** attendees at the October HealthiHer retreat were invited to become charter members.

picture with greater detail and computer-aided detection indicates areas that require a second look. The friendly staff can obtain images from other facilities, even other hospitals, converting film to digital images. Any woman who has received a preliminary diagnosis from the on-site radiologist knows that no price can be placed on such peace of mind.

Carol Balasz, Diane Frederick RN and Carrie Kraft RN represent 3 generations of one local family that have dedicated their lives to Parma Hospital. In 2010, Carol retired after 29 years, and Diane and Carrie, previously in nursing support positions for nearly 30 years between them, graduated together from the Tri-C Nursing Program at Parma Hospital.

Take me to Parma

Rick Rybak awoke with chest pain at 3 a.m., fearing that a family history of cardiovascular disease had come knocking. Relatives had died young, in their 30s and 40s, before they had a chance to seek help. He wouldn't befall the same fate. Rushing to the ER, he was the lucky recipient of care in Parma Hospital's Emergency Department and Cardiac Catheterization Lab, with the fastest heart attack response times in the region.

Even in the middle of the night, the construction worker's blocked coronary artery was opened well under the 90-minute national standard. Among the benefits of a community hospital is that the clinical staff

are part of the community and don't mind the requirement that they live close to the hospital. They can assemble on short notice, even during off hours. This life-saving care is fostered by a multidisciplinary team, including doctors and staff from the Cath Lab, Heart Center and the Emergency Department, that truly puts the patients first.

Cardiologist Gerald Burma, MD, performed the catheterization that saved Rybak's life. In July, he set a record with a 14-minute STEMI that spared a man in his 40s. He notes that

quick door-to-balloon times depend on seamless teamwork between rescue squads, ER staff that receive the patient, the Cardiac Cath Lab where the intervention occurs and the Heart Center that recovers the patient. Some patients receive a 'Touch-n-Go' STEMI, where they remain on

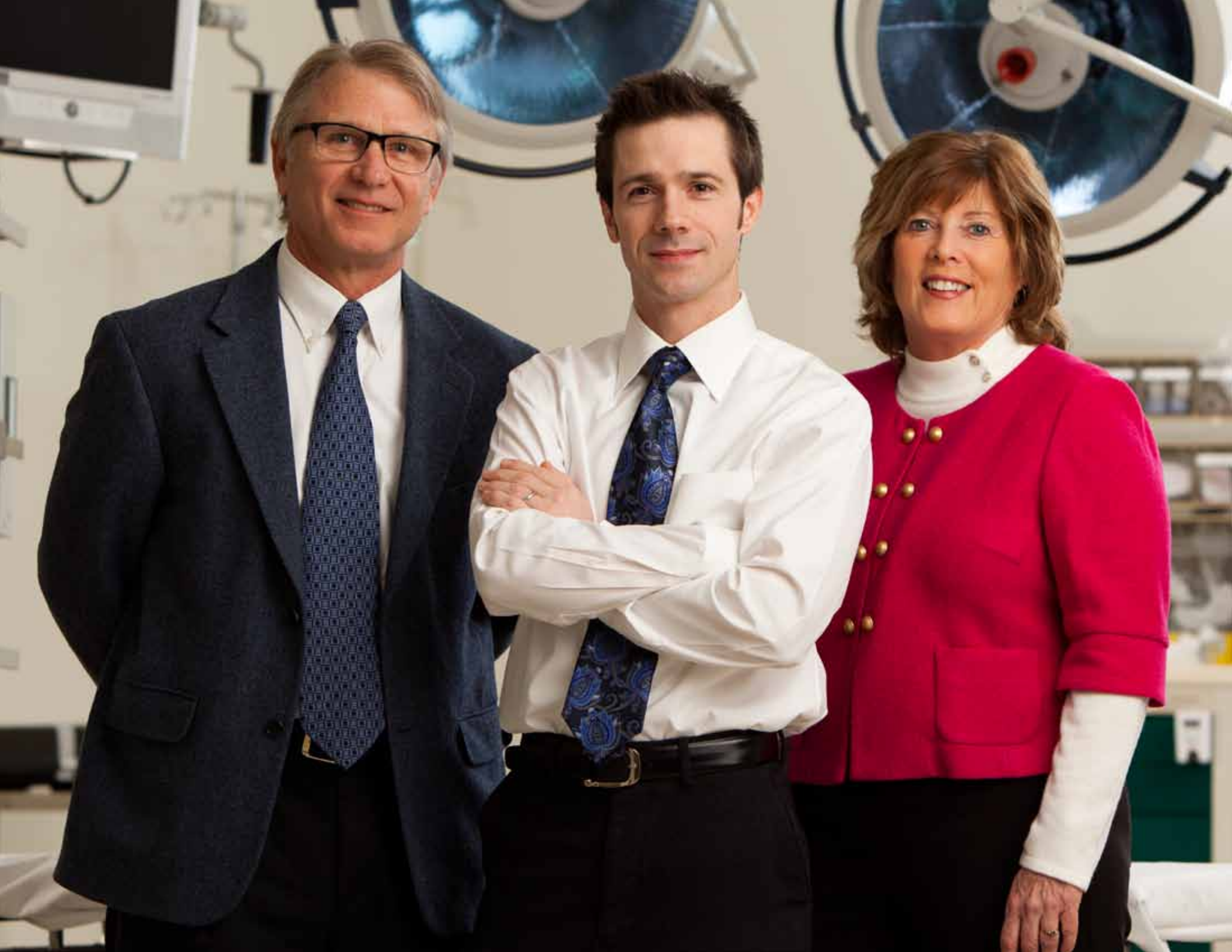
the EMS gurney for even quicker transfer. Dr. Burma's record STEMI was matched weeks later by cardiologist Jamie Cohen, MD, who also performed a life-saving angioplasty on a woman brought to Parma Hospital by helicopter from Sagamore Hills. "Take me to Parma," she declared.

Code STEMI refers to the amount of time it takes for a cardiologist to insert a balloon in a blocked coronary artery and restore blood flow to the heart.

- The national standard for door-to-balloon time – from arrival in the ER to the balloon inserted in the artery – is **90** minutes.
- Parma Hospital met that goal **100%** of the time.
- Median STEMI time was **29** minutes.
- Two STEMI's over the summer clocked in at a blistering **14** minutes each.

All Cardiac Cath Lab staff live within 30 minutes of Parma Hospital, so they can respond expeditiously for patients in crisis – even at 3 a.m. Michaline Baskiewicz, RN and Gerald Burma, MD were on the team that halted Rick Rybak's heart attack. Steve Neylon, right, manages the Cath Lab.





Backbone of orthopedics

Under the leadership of Blane McCoy, MD, of Southwest Orthopaedics, Parma Hospital continues a strong history of orthopedic excellence. In 2010, The Joint Commission awarded Parma Hospital certification for its total hip and total knee joint replacement programs, one of a select group of hospitals in Ohio to earn such a distinct honor following extensive, on-site evaluation. This Gold Seal of Approval hails Joint Camp, a

comprehensive program with up to six weeks of thorough coaching prior to surgery to help total joint replacement patients prepare for a successful recovery.

Patients with chronic pain have the option of the acclaimed Pain Center and, when needed, neurosurgery with Steven Fulop, MD. Dr. Fulop, a Parma native, performs minimally invasive spine surgery. His skills complement Parma Hospital's Spine Center, which treats patients

with acute and chronic pain, including osteoarthritis, degenerative disk disease and lumbar canal stenosis. Quality of life returns when patients can stand tall again with improved function and mobility.

The strength of the orthopedics program also captured the attention of the Lake Erie Monsters hockey team, which chose Parma Hospital as its Official Hospital in 2010. Surgeons from The Center of Orthopedic

- Patients can choose from **11** orthopedic surgeons on staff.
- Joint Camp starts **6** weeks before joint replacement surgery.
- The Geriatric Fracture Program ensures that older patients go to surgery within **24** hours of fracture for optimal recovery.

Surgery, another large orthopedic group that practices at Parma Hospital, attend every Monsters' home game at Quicken Loans Arena and handle evaluations and surgeries as needed. The team cited shared values of integrity and community outreach in choosing its health care provider.

Orthopedic Surgeon Blane McCoy, MD and Neurosurgeon Steven Fulop, MD, both raised in Parma, represent the talent that Parma Hospital offers in Surgical Services, managed by Director of Surgical Services Pam Yusz, RN.

The golden years

When Parma Hospital opened in August 1961, Rosalind Boehmer fielded questions at the Information Desk in the lobby. One of three remaining veterans of the 400-member volunteer force, she still devotes several hours each week to Parma Hospital. Fellow veteran Ruth Freitag translated a talent for organizing volunteers in the schools with service to the new hospital in town. She and Katie Montgomery, also a 50-year veteran, donate their time assisting visitors in the Surgery Waiting Room.

Through the years, the Auxiliary has demonstrated

proficiency in fundraising and supplementing the services of the hospital in creative ways. From raising money for hospital additions and outreach like the Mobile Health Unit in previous decades to purchasing wheelchairs for the Rehab Unit and lobby, scales for Home Health Care and modems for Parma EMS in the past year, they give every day in countless ways. In the 1960s and '70s, fundraising featured hat sales and dinner dances. In recent years, a juried arts and fine crafts show each autumn known as Arts at

the Center is among the major events throughout the year.

The Auxiliary continues to enhance the caring manner of the hospital in new ways. In 2010, they established greeters in the ER lobby and trialed a comfort cart on inpatient floors that is receiving rave reviews. A partnership with Project Search has also given developmentally

disabled young adults the opportunity to intern in departments such as Pharmacy and Radiology, as well as to manage a coffee cart that travels to nursing floors.

The Auxiliary has given hundreds of people a reason to get up every day... and all of us a reason to smile.

- The Auxiliary was founded **50** years ago, before the hospital opened.
- In 2010, the Auxiliary had **402** volunteers who donated **46,814** hours to Parma Hospital.
- In the spring, **9** junior volunteers were awarded scholarships to pursue careers in health care.
- The President's Call to Service Award was presented to **25** volunteers who have each given **4,000** or more hours of service.

Rosalind (Roz) Boehmer and Ruth Freitag joined the Parma Hospital Auxiliary 50 years ago during the planning stages for a new community hospital in Parma. They still volunteer every week, Roz at the Information Desk and Ruth in the Surgery Waiting Room.





Neusoft

Reaching out

Outpatient offerings continued to grow at Parma Hospital in 2010. The year began with the opening of the new Wound Center, an outpatient clinic to treat chronic, non-healing wounds and ulcers. Physicians in podiatry, infectious diseases and vascular and general surgery joined together to staff the clinic, located for ease of accessibility on the ground floor of Medical Arts Center 2 on the hospital campus.

By summer, the hospital had acquired Diagnostic Imaging at Ridge Park Square. Located in a modern office building that

anchors numerous physicians to this high-traffic area, Ridge Park gives patients who travel the I-480 corridor another alternative destination for CT scans, high-field MRI, mammography, ultrasound, DEXA scans, nuclear medicine and X-ray.

This year also marked the celebration of milestone anniversaries for two services where proximity and the comfort of locally provided care are paramount. The Cancer Center honored a decade since outpatient medical and radiation oncology treatment came to Parma Hos-

pital. Survivors celebrated with staff in recognition of the hope and healing that Parma Hospital, now partnering with the Cleveland Clinic Taussig Cancer Institute, has brought to the community.

In the 20 years since ElderCenter opened, the adult day services have grown from a single adult day care center serving a handful of seniors to a myriad of programs for adults of all ages and ability levels.

As noted in the Congressional Record in a proclamation honoring its anniversary, Elder-

Center is “a haven of recreation, socialization, medical care and exercise for adults with mild to moderate impairments.” Its unique DAY program, which helps older adults readapt to independent living following hospitalization, reveals “that the true power of wellbeing is in direct relationship to the partnership between home and community.”

- ElderCenter’s multiple programs serve a range of abilities and ages from **18** to **102**.
- The Hospital and its **4** outpatient facilities performed more than **53,000** outpatient radiology procedures.
- The Cancer Center has provided outpatient radiation therapy and medical oncology for the past **10** years.

Technologists Lynn Saunders (MRI/CT), Tim Klan (nuclear medicine) and Erika Kopnisky, (X-ray) are among the friendly staff at Ridge Park Square, Parma Hospital’s newest imaging facility.



A ray of light

It's an achingly familiar story: a man with young children loses his job and, consequently, his health care coverage. He has a heart condition that requires life-saving treatment that he cannot afford due to the loss of health insurance. Enter the Parma Health Ministry, a local clinic for the uninsured and working poor funded primarily through a grant from the Parma Hospital Health Care Founda-

tion. During his darkest days, they are his light. A respected cardiologist at Parma Hospital who donates time to the Parma Health Ministry provides medical care that saves the man's life - and spares the little ones their father. For more than two decades, the Foundation has been funding such critical programs, from expanding the hospital's range of care - to build a residential hos-

pice or expand adult day care - to helping those less fortunate access health care. Within and beyond Parma Hospital's walls, the Foundation has been supporting Parma Hospital's mission of excellent, personalized care. With your support, the Foundation can remain a beacon of hope, life and healing, growing in its quest to improve the health and wellness of the community for years to come.

The Foundation has given:

- \$**4.2** million to support Parma Hospital's mission and community outreach.
- \$**2.5** million to build Seasons of Life Residential Hospice.
- \$**300,000** to help create the Tri-C Nursing School at Parma Hospital.
- \$**300,000** to provide the core of the operating budget for the Parma Health Ministry.
- \$**205,000** to support the development of adult day services at the ElderCenter.

PARMA HOSPITAL HEALTH CARE FOUNDATION 2010 GRANTS

- Medical Care for the Uninsured: \$55,706
- Patient/Family Support at Parma Hospital: \$15,325
- Cancer & Cardiac Research: \$5,500
- Health & Science Education: \$21,000
- Human Services: \$12,000



Our mission: Supporting the health and well being of the community.

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The Foundation Board of Trustees is made up of leaders in health care and the community who are dedicated to maximizing the Foundation's support of Parma Hospital's unique mission. They give generously of their time and resources. From numerous planning meetings and special events to representing the Foundation at community functions, the Trustees serve as tireless advocates for community health and well being. They also lead by example as generous donors to the Parma Hospital Health Care Foundation.

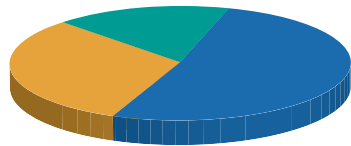
The Parma Hospital Health Care Foundation is a 501 (c) (3) non-profit organization supporting Parma Hospital's

mission through philanthropy. Because caring for the health of the community is a process that extends beyond the walls of the

hospital, the Foundation supports innovations in health care and seeks to fulfill unmet needs in health and wellness endeavors.

To learn how you can make a difference in the lives of others in the community, call the Foundation at 440-743-4280.

Financials & Statistics

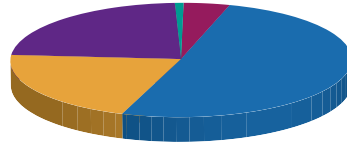


TOTAL SOURCES OF FUNDS \$183,993
(dollars in thousands)

- Inpatient: \$95,073
- Referred Outpatient: \$57,900
- Emergency, Home Health Care and other: \$31,020

TOTAL USES OF FUNDS \$183,993
(dollars in thousands)

- Salaries, wages and benefits: \$94,011
- Supplies: \$38,151
- Utilities, purchased services, fees and other operating expenses: \$42,347
- Interest: \$1,578
- Funds available for reinvestment in facilities, technology and services: \$7,906



2010 PATIENT CARE STATISTICS

INPATIENTS

Registered Beds including 11 Bassinets 332
 Admissions including Newborns 15,365
 Days of Patient Care including Newborns 70,737
 Surgical/Interventional Procedures 6,421
 Births 473

OUTPATIENTS

Referred Outpatient Procedures 881,699
 Emergency Department Visits 48,651
 Surgical/Interventional Procedures 9,584
 Home Health Visits including Hospice and Residential Hospice Days 46,330

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Parma Hospital Auxiliary

Five elected officers oversee the Auxiliary's property and funds, administering the affairs of its 402 members. In 2010, the group raised nearly \$40,000 from fundraising events and made over \$108,000 in contributions and donations to Parma Hospital.

To learn how you can enrich the lives of others through volunteerism, call 440-743-2372.

Parma Hospital Medical Guild

The Medical Guild supports Parma Hospital's mission through philanthropy. Their many volunteer hours benefit local charities as well as the hospital. They also work with the Parma Hospital Health Care Foundation through pledges and support of its annual events, including the Renaissance Ball and Golf Outing.

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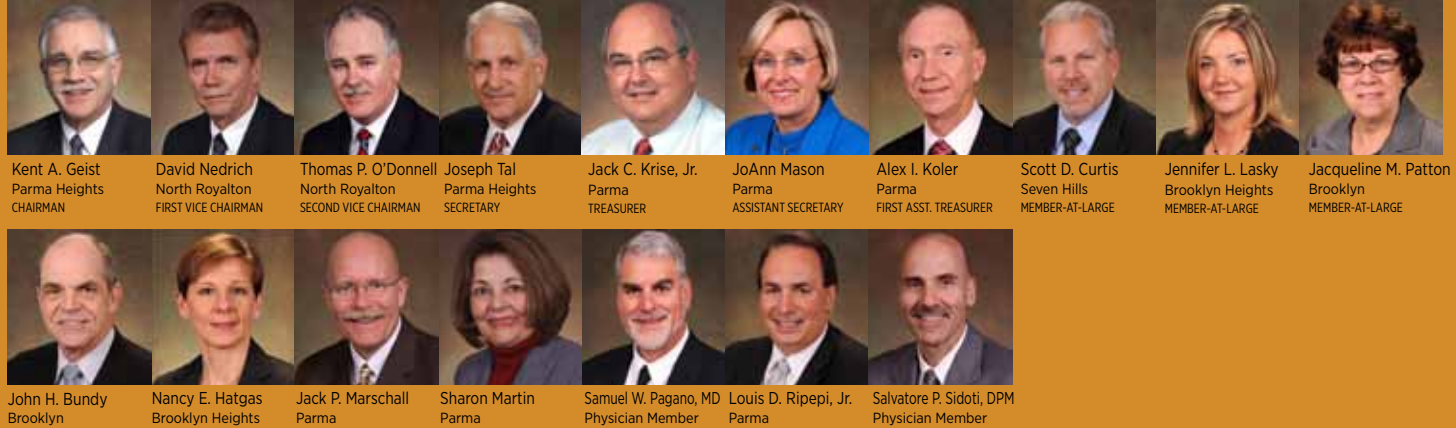
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Parma Community General Hospital

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