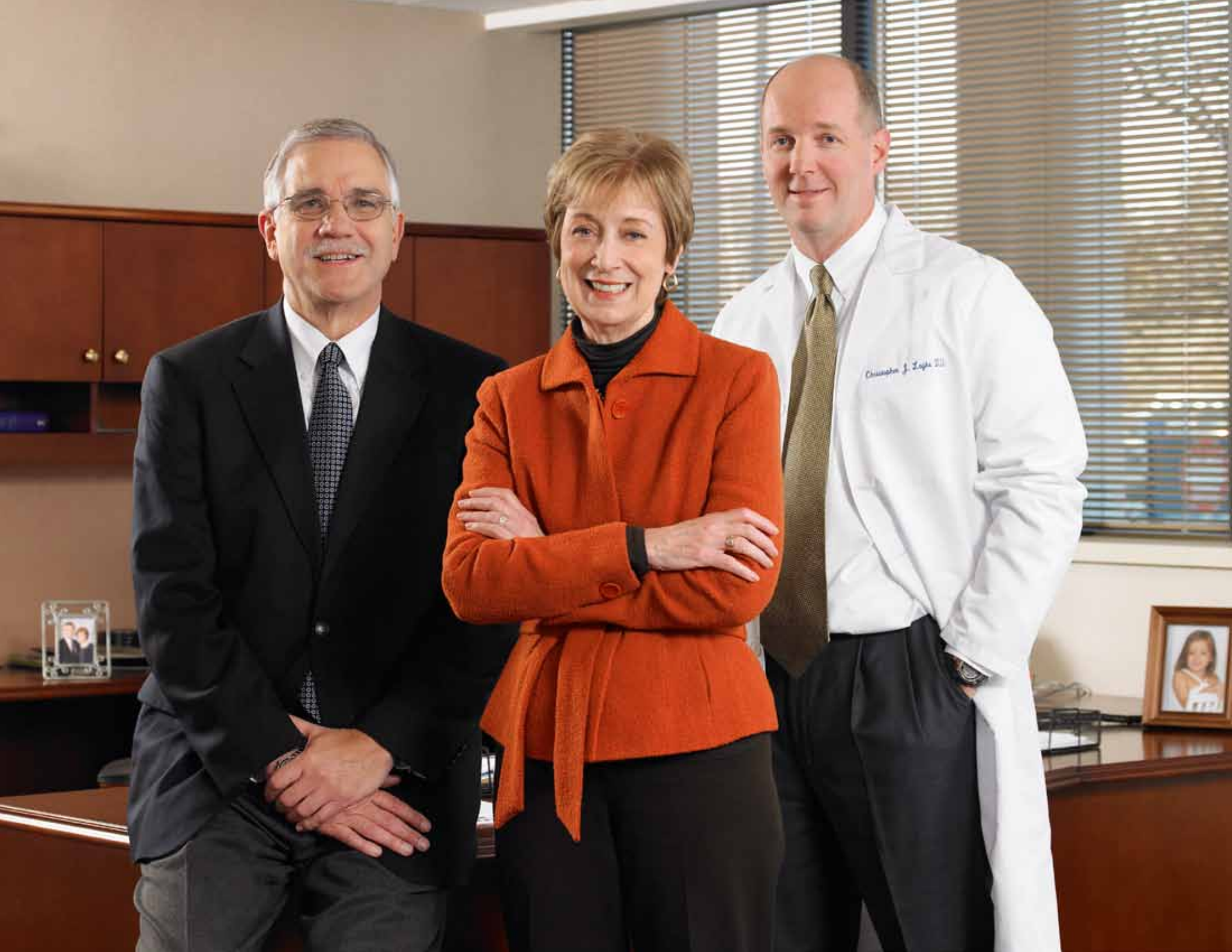




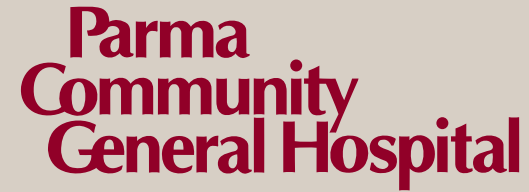
# Parma Community General Hospital

Community Report 2008

**Because we care.**



# COMMUNITY REPORT 2008



■ In a year when economic fortunes soured for so many individuals and industries, Parma Hospital was bolstered by a back-to-basics approach. Our emphasis on relationship-based care – the excellent, personalized care for which you’ve come to know us – serves the public well, for we turn to those we trust in times of need. And nearly everyone has experienced or witnessed the challenges at hand during this economic downturn. We have concentrated our energies on:

- Broadening Access
- Ensuring Safety
- Providing the Highest Quality
- A Commitment to Service

■ For years, some have marveled at how Parma Community General Hospital has managed to remain so strong, buffeted by the winds of an ever-changing environment in health care. We see that our patients appreciate the option of a provider where personalized care and excellent quality outcomes are the hallmarks. In cases where it can enhance our care, such as oncology, we have partnered with other

hospital systems to bring a greater array of services to our local community.

■ We remain strengthened by the relationships we have forged, whether with local EMS in improving efficiency of heart attack care or through organizations like the Senior Resource Network founded to give area groups a forum to improve options for elder care. We are proud of our quality awards, including accolades for excellence in orthopedics and cardiac care. You should be comforted to know that while you and your neighbors have noticed what sets Parma Hospital apart, so have organizations around the country who have visited Parma Hospital to see our programs.

■ We continue to invest in our hospital so that we remain your provider of choice. We are committed to serving you, upholding our most prized values of integrity, compassion and teamwork. Thank you for the opportunity.

Patricia A. Ruffin  
President and CEO

Medical professionals from as far away as Hawaii, Oklahoma and Connecticut have traveled to Parma Hospital to learn how well *Doc at the Door* pleases patients.

# ACCESS

Within our hospital and within the community at large, we're making it easier to receive efficient care

## The doctor is waiting

■ Step right into Parma Hospital, where physicians and staff await to provide you with excellent, personalized care. We were the first hospital in Northeast Ohio to introduce Doc at the Door, an innovative concept in emergency care that brings physicians closer to the front line of care. Patients now are routinely triaged in a renovated front area by a physician-led team within 30 minutes of arrival in the ER. Patient satisfaction scores have soared since Doc at the Door has taken off as the new standard of emergency care, with ratings better than 90 percent of comparable ERs across the country. We are beating all national benchmarks with this innovative approach. When you see the focus our physicians and staff have on your well-being, you will see that this is the type of individualized care that holds true throughout our organization.

## Expressly at your service

■ Parma Hospital took a bold step in extending affordable health care into the community with the opening of Community Express Care, a walk-in clinic to handle basic illnesses, immunizations and screenings for patients 2 and older. Located inside the Discount Drug Mart in Olmsted Falls, the clinic is staffed by nurse practitioners and overseen by a family practice physician on the hospital's medical staff. Most visits take just 15 minutes, and prescriptions can be filled inside the store before the patient leaves.

## A hit out of the home park

■ For more than two decades, our Home Run Vans have brought patients to the hospital who have no other means of transportation. As the hospital's service area has grown beyond its six founding communities, so has



community  
express care  
at PARMA HOSPITAL

community  
express care  
at PARMA HOSPITAL

HOT TAMALES

KISSABLES

mentos

WOLFF KAMOW  
FRESH  
CHEWS

LIFE SAVERS



the coverage area. Home Run now covers 11 cities, with two vans simultaneously traveling throughout southwestern Cuyahoga County and into parts of Cleveland every weekday.

In 2008, we provided 6,274 trips for patients coming to the hospital for surgeries, physical therapy, cancer treatments and appointments in areas like radiology.

Parma Hospital's heart attack response times are the fastest in Northeast Ohio. A coordinated effort with area EMS helps us achieve record times as low as 15 minutes – consistently below the 90-minute national goal.

# SAFETY

Staying technologically wired and personally linked to keep patient safety first

## Making minutes count

■ Before heart attack patients even arrive in the Emergency Department, a specialized team of responders is rushing to intercept the patient. In cases where an EKG reveals elevated ST enzymes, or a heart attack in progress, we call a “Code STEMI” to set the team in motion. Day or night, weekends or holidays, patients can count on rapid response. All area EMS are in sync with the hospital, with squads transmitting their EKGs electronically so the ER doctor can call the team. Sharing the outcomes with local

fire departments throughout the year has reinforced that we are all part of the same team, dedicated to saving lives.

## Right medicine every time

■ All inpatient units are experienced at use of bar-code scanning to ensure that patients get the right medication in the right dose at the right time, every time. With nearly 30,000 medications given at Parma Hospital every week in 2008, the computerized system known as EMAR/BMV ensures accuracy and safety.

Patients going home from our Acute Rehabilitation Unit have regained greater independence than patients in similar units across the country.

### **A critical picture**

■ Radiology acquired a 64-slice CT scanner that produces such detailed images it can capture organs in motion, such as the heart and lungs. This state-of-the-art equipment also gives cardiologists the ability to offer calcium scoring of the heart, a test that yields highly valuable information. Coronary artery calcium scoring can reveal early-stage heart disease that has not yet resulted in any symptoms. Cardiologists claim it's the single most accurate way to predict a person's risk of a heart attack.

### **Rest comfortably, safely**

■ Nearly 200 med/surg beds were replaced with a new style of patient bed that alerts caregivers if a patient at risk of falling is trying to get out of bed. The beds also are equipped with built-in scales and more ergonomic features. In one of the hospital's many initiatives to recycle whenever possible, the old mattresses were donated to MedWish, a Cleveland-based non-profit that sent them to health care facilities in Haiti and Central America.

# QUALITY

An expertly trained staff and experienced physicians draw admiration and accolades across the region and the nation

### **A culture of caring**

■ In awarding reaccreditation to the Acute Rehabilitation Center, CARF cited "a culture of caring" among the "tenured, qualified staff" and "competent, committed leadership." They also noted that this inpatient unit – with a 25-year track record of providing

comprehensive physical and cognitive rehabilitation for orthopedic, neurological and multiple trauma patients – exceeds both regional and national averages in helping patients regain functionality before discharge. The multidisciplinary team, blending the expertise of physicians, nurses, social workers,





therapists, pharmacists and dietitians, also involves the patients' families to ensure ongoing success as patients work toward returning to independent living.

### **In the stars for orthopedics**

■ Parma Hospital was the first in the region to perform bicompartamental arthroplasty, a new option over a total knee replacement that retains more of the patient's own anatomy. Such innovations keep Parma Hospital's orthopedics program strong and ranked among the Best in the Cleveland Area for Joint Replacement Surgery – and the winner of the Joint Replacement Excellence Award, according to the independent rankings firm HealthGrades. In 2008, Parma Hospital once again received five-star ratings for total hip and knee replacements and for hip fracture repair. And a new Joint Camp for patients planning to undergo joint replacement

surgery has been a smashing hit. Patients bring their loved ones with them to three sessions led by clinicians who teach them what to expect with surgery and how to prepare for the smoothest recovery.

### **Setting a standard for heart**

■ If all hospitals met the same standards as the 100 Top Hospitals for cardiovascular services – of which Parma Hospital was one in 2008 – more lives would be saved. The Thomson-Reuters 100 Top Hospitals cardiovascular award highlighted the success Parma Hospital has had – as one of only 30 community hospitals in the country – with a wide range of patients, from heart attacks and congestive heart failures to those undergoing interventions or surgery. Hospital stays are shorter and the quality of care is superior. In short, more lives could be saved if all hospitals performed like Parma Hospital.

In 2008, the Center for Orthopedic Care launched Joint Camp, a series of sessions with a specialized team that prepares patients for joint replacement surgery. This extra attention and instruction helps patients bounce back quicker after surgery.

The Cancer Center offered the latest drug therapies in 2008, including treatments for patients with immune disorders, non-Hodgkin's lymphoma and advanced metastatic breast cancer.

# SERVICE

Community remains our middle name, at the heart of our mission of service

## Close to home

■ Parma Hospital believes that high quality clinical services should be readily available in our community so that's why when it comes to cancer treatment, our Cancer Center has had a relationship with the Cleveland Clinic for many years. The combination of their specialized medical and radiation oncology expertise and our personalized care and attention give patients hope, support and the convenience of having the best possible care right in their own neighborhood.

## First line of defense

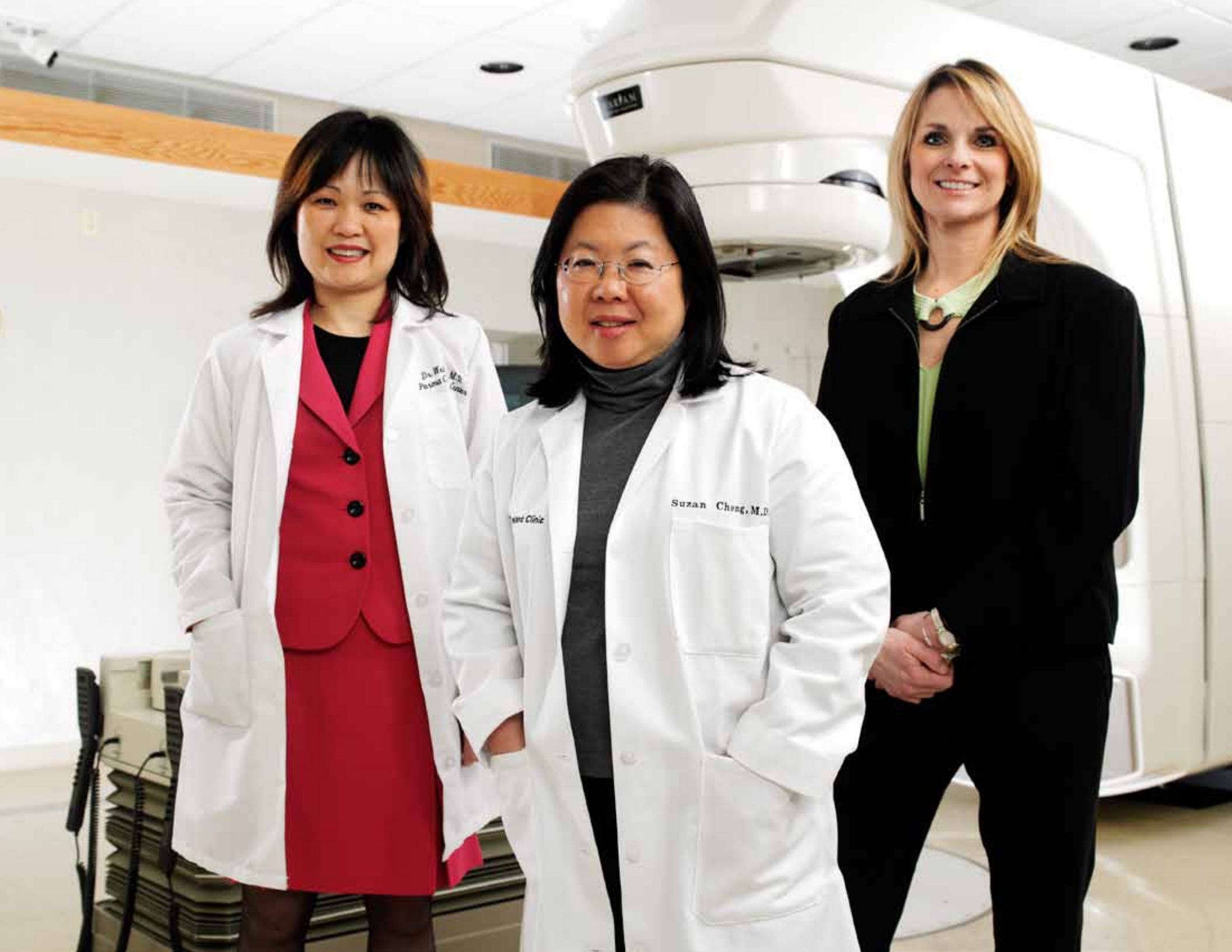
■ As autumn arrived, Community Health nurses covered the map to keep residents immunized against illness. Going to libraries, churches, polling places and businesses, they administered 3,709 flu vaccines and

165 pneumonia vaccines in 46 days of 2008.

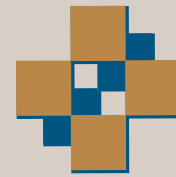
Throughout the year, Parma Hospital nurses trained 734 people in CPR, screened 511 people for cancer and other diseases and performed over 4,100 blood pressure checks. They also handled hundreds of screenings at public events like the Alzheimer's Association's Memory Walk – for which Parma Hospital scored its 12th consecutive honor as the Top Financially Contributing Team.

## Our middle name

■ Supporting the community is fundamental to our mission as a hospital. In 2008, Parma Hospital sponsored scores of events, from food drives for the Parma Heights Food Pantry and the Cleveland Food Bank to charity 5K runs in Parma and Broadview Heights.







Parma Hospital  
**HEALTH CARE  
FOUNDATION**

# Philanthropy to advance community health

■ The mission of the Parma Hospital Health Care Foundation – furthering philanthropy to advance community health – is most profoundly fulfilled through the Parma Health Ministry. This important care organization, which has provided medical care to uninsured patients in our immediate service area since 1995, also reflects Parma Hospital’s mission of providing excellent, personalized care.

## A Ministry of caring

■ Longtime Medical Director Rosetta Rowbottom, MD, points out that if not for the medical care and health services given through the Ministry, these patients would often go without good primary and specialized care. Dr. Rowbottom and the other physicians who volunteer their time and expertise are committed to doing as much as they can to assure that people in the Parma community receive quality care. Parma Hospital and members of the Medical Staff absorb the cost of treatments, surgeries and

hospital services used, such as radiology and lab, and local pharmacies provide discounted medications.

“It’s unconditional love in that Parma Hospital and the doctors who participate give without expectation of reward, other than the feeling of giving to someone in need,” says James Rambasek, MD, Chairman of the Foundation’s Board of Trustees and also a Parma Health Ministry physician. “The patients that I have treated have been the most appreciative ones in my practice.”

## Intangible rewards

Often it is the smallest bit of help that brings great relief says Debbie Hannan, Ministry coordinator. There are many ways to support the Foundation’s work, through sponsorship of annual events, donations, memorial gifts and more. For more information, call 440-743-4280 or go to [www.parmahospital.org/AboutPCGH/Foundation](http://www.parmahospital.org/AboutPCGH/Foundation).

# Parma Hospital Health Care Foundation

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## 2008 MAJOR GRANTS

### QUALITY & DIGNITY OF LIFE SERVICES

- **Parma Hospital ElderCenter**  
Adult day services . . . . . \$35,000
- **Parma Hospital Seasons of Life Hospice**  
Supplies for comfort and home like care. . . \$4,274
- **Parma Hospital Cancer Center**  
Education and support materials  
for patients . . . . . \$2,400
- **Parma Hospital Home Health Care**  
Supplies for visiting nurses . . . . . \$1,901

### EDUCATION OF CURRENT AND FUTURE HEALTH CARE WORKERS AND STUDENTS

- **Renaissance Service Awards**  
Honoring 11 area students who  
volunteer regularly . . . . . \$11,000
- **Tri-C Nursing School at Parma Hospital**  
Program support for graduates. . . . . \$2,155
- **Parma Hospital Emergency Department**  
Education program . . . . . \$515

### MEDICAL CARE AND HEALTH SERVICES FOR THE UNDERSERVED

- **Parma Health Ministry**  
Medical care for uninsured . . . . . \$43,367
- **All Faiths Pantry**  
Grocery delivery for underserved adults . . \$10,000
- **Cleveland Hearing and Speech Center**  
Hearing aids and treatment . . . . . \$10,000
- **Haven Hill Home, Brecksville**  
Care of adults with mental  
and physical impairments . . . . . \$10,000
- **Womankind**  
Maternal and prenatal care for uninsured  
women and infants . . . . . \$10,000
- **Centers for Families & Children, Parma**  
Mental health care support . . . . . \$5,000

### HEALTH RESEARCH

- **American Cancer Society**  
Relay for Life events (combined  
for Parma/Brooklyn/Route 82) . . . . . \$12,000

# Parma Hospital Auxiliary

■ The Parma Hospital Auxiliary, nearly 400 members strong, donated over 46,000 hours in 2008. Visible in every corner of the hospital in their new burgundy uniforms, they transport patients, assist family members in waiting rooms and run the Healing Grounds coffee shop in the lobby. With \$118,000 in contributions to the hospital, they bought new gurneys and a flat-screen television for the Emergency Department, an aquarium for the lobby, scholarships for junior volunteers, complimentary newspapers for patients, and equipment for the new employee fitness center. In the autumn, their successful Arts at the Center raised \$10,000 for the hospital's Home Run Van service.

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# Parma Hospital Medical Guild

■ Since its founding in 1989, the Medical Guild has donated nearly \$25,000 to Parma Hospital and the community. The Guild, which consists largely of physician spouses but welcomes other community members interested in supporting Parma Hospital, participated in

the planning of the first Renaissance Ball for area youths. They now work with the Parma Hospital Health Care Foundation annually on both the Ball and the Golf Outing. The Guild's many volunteer hours benefit local charities as well as the hospital. Their donations to Seasons of Life Hospice have brightened the lives of patients and their families throughout the year, culminating in decoration of the Residential Hospice during the holidays.

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# FINANCIALS & STATISTICS

## 2008 PATIENT CARE STATISTICS

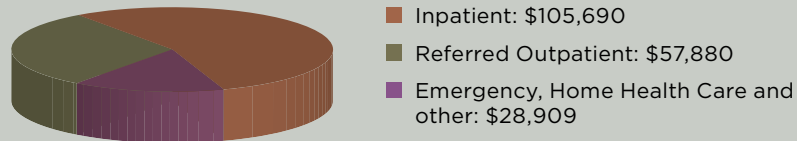
### INPATIENTS

Registered Beds including 11 Bassinets . . . . .	348
Admissions including Newborns . . . . .	17,340
Days of Patient Care including Newborns . . . . .	85,994
Surgical/Interventional Procedures . . . . .	7,286
Births . . . . .	588

### OUTPATIENTS

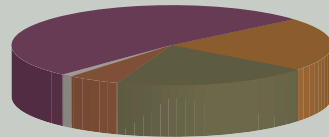
Referred Outpatient Procedures . . . . .	857,993
Emergency Department Visits . . . . .	47,099
Surgical/Interventional Procedures . . . . .	11,495
Home Health Visits including Hospice and Residential Hospice Days . . . . .	42,444

TOTAL SOURCES OF FUNDS (\$000) \$192,476



TOTAL USES OF FUNDS (\$000) \$192,476

- Salaries, wages and benefits: \$100,461
- Supplies: \$41,674
- Utilities, purchased services, fees and other operating expenses: \$38,553
- Interest and depreciation: \$2,058
- Funds available for reinvestment in facilities, technology and services: \$9,733



# COMMUNITY BENEFIT

## The epicenter of health, wellness

Parma Hospital's Health Education Center on State Road is a hub of wellness activities. Not only is it the site of screenings and vaccine clinics, it is the home of classes that enrich and exercise the body and mind. For more than two decades, the Health Education Center has been a place whether children form their first friendships through youth classes and adults stay active with fitness and personal wellness offerings. In 2008, over 7,400 men, women and children, from senior citizens to infants, were enrolled in 537 different classes or programs.

## Encore!

Our community health program also extended to Cuyahoga Community College, where Parma Hospital has participated in the Encore Campus for adults 55 and older. Hospital staff, including pharmacists, physicians, nurses and management, made Encore presentations at the Tri-C western campus through the "Health and Wellness Plus" classes.

## Raising awareness

Parma Hospital's lent its support to community-wide efforts to spread awareness about cardiovascular disease, cancer and Alzheimer's disease. The hospital was a corporate sponsor of the Alzheimer's Association's Memory Walk, with President & CEO Patricia A. Ruffin leading the event as the honorary chairperson. We continued our support of the American Heart Association's efforts to educate the public about the #1 killer of both men and women and sponsored the Go Red for Women campaign, the culmination of \$230,000 in contributions to the Heart Association over the past four years. And we participated in both the Relay for Life and Susan G. Komen Race for the Cure.

## In your neighborhood

Parma Hospital sponsored senior health fairs in Seven Hills and Parma Chamber of Commerce outings in North Royalton and Brooklyn just to name a few. Through the Speakers' Bureau, clinical specialists in areas from pharmacy to the ElderCenter shared their knowledge with organizations and civic groups.

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# MEDICAL STAFF



IN MEMORIAM

Donn Wolfson, MD

1951-2009

Dedicated Vice President of Medical Affairs  
Longtime Director of ICU Services

# Parma Community General Hospital

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[www.parmahospital.org](http://www.parmahospital.org)

We welcome your comments and questions.

Please address them to: Parma Hospital Marketing Department  
7007 Powers Boulevard · Parma, OH 44129-5495  
email: [comments@parmahospital.org](mailto:comments@parmahospital.org)

**Parma Community General Hospital 2008 Community Report**

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