

Parma Community General Hospital

Community Report **2007**





Patricia A. Ruffin
PRESIDENT AND CEO



Joseph W. Coleman
CHAIRMAN, BOARD OF TRUSTEES



Joseph A. Lahorra, MD
PRESIDENT, MEDICAL STAFF

People make the difference at Parma Hospital. Even with the most cutting-edge technology and the latest modalities in treatment, the nurses and physicians who care for you are the basis of the lasting impressions you form about your visit. At Parma Hospital, we take pride in the personal touch and the compassion of our employees. From the recovery room nurse whose fresh smile is the lingering image that remains with you as you emerge from anesthesia, to the doctor who pats you on the back and assures you that you will walk out of the hospital in good health, our friendly staff and skilled clinicians deliver excellent, personalized care. *Caring is a people thing.*

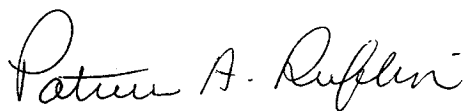
In 2007, Parma Hospital celebrated recognition for quality in surgery, outstanding outcomes for heart patients and excellence in bariatrics. We implemented systems to ensure safe administration of medications and set new records in emergency response times for heart attack patients. Options for minimally invasive surgery expanded and services like the Spine Center provided individualized treatment through the collaborative expertise of physicians in several specialties. Our community presence, from the comprehensive care delivered at WellPointe Pavilion to the assisted living options at Royalton Woods, grew, and programs like ElderCenter expanded to provide more alternatives in adult day care. Commitment to quality is a *people thing*.

MISSION STATEMENT

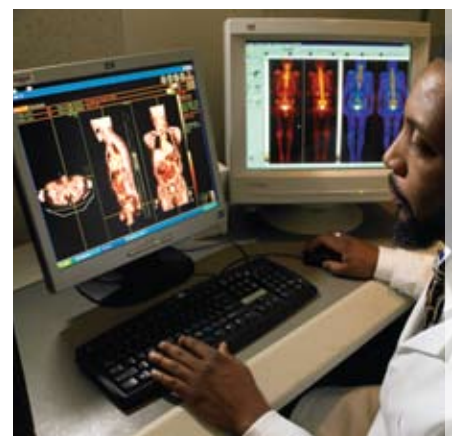
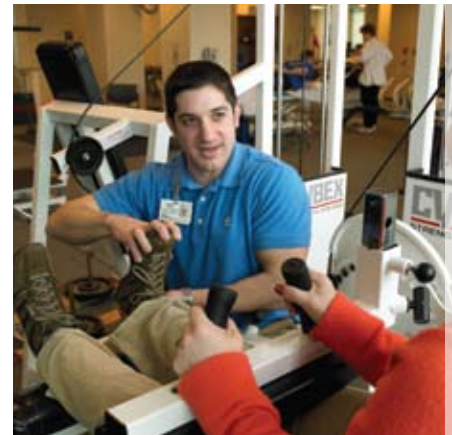
To provide excellent, personalized health care.

Nearly 275 employees have called Parma Hospital their home away from home for at least 25 years. Their dedication, which rings true every day, was seldom more evident than during the Valentine's Day blizzard of 2007, when several employees walked a mile or two to work and others picked up stranded co-workers. Some employees stayed beyond their shifts to ensure coverage for the many positions it takes to run a hospital smoothly, such as delivering meals and washing dishes. Teamwork and community support are *people things*.

More than 2,000 behind-the-scenes heroes support our mission every day. "I see them like a great puzzle with many pieces...a beautiful picture of care and respect," says one patient. Hospitals are more than doctors and nurses. They are the medical technologist in the Lab who realized, when her parents were patients, that the patients were hers as much as they were the nurse's or doctor's. These heroes are the reason an Emergency Department patient can declare he was "treated like a friend." It is also why a heart patient, raving about the angels who cared for him, concludes that the only reason anyone would choose a big-name hospital for their surgery is because "they don't yet know about the best-kept secret in their own neighborhood." We are here because we care, and because we know it really is a *people thing*.



Patricia A. Ruffin
President & CEO



Trust in your medical team

Parma Hospital was named one of the nation's 100 Top Hospitals for cardiovascular care by Thomson Healthcare, setting a national standard right here in our own community. If all heart hospitals achieved the same results as the Top 100, more than 7,000 lives would be saved and nearly 750 medical complications would be avoided annually. From heart and lung surgeries and heart valve replacements, to carotid stenting, atherectomies and electrophysiology to complement the diagnostic and interventional catheterizations, patients can expect high-quality heart care with the personal touch that enhances their recovery.

Whether it's open heart surgery, orthopedics, podiatry or cancer treatments, the compassionate care delivered by Parma Hospital staff continued to set us apart in 2007. The Northern Ohio Bariatric Center at Parma Hospital was designated as a Center of Excellence for demonstrating favorable outcomes for patients seeking weight loss surgery. Its proven track record, coupled with the personalized approach of extended one-on-one nutritional counseling with each patient, has helped our patients lose a combined 25 tons of weight since the Center's opening in 2003.

No matter the surgery performed, the surgical staff's commitment to the right care for every patient was underscored by the SCIP 6 Commitment to Quality Award from the Centers for Medicare & Medicaid Services. Parma Hospital was among only 10 in the state honored with a quality award for improving processes of care in surgery.



Cultivating life in her garden and caring for two rescue dogs, Carly Trainer has been called an "angel on earth" by friends and colleagues. With such a compassionate nature, she always knew oncology was her niche. "My patients are the best," says Carly, who remained in her hometown to care for its people. "They often come in smiling and happy with life, even though they're dealing with something scary."



Confidence in your caregivers

An electronic medication system was implemented hospital-wide in 2007 to ensure a higher measure of safety for patients. Each time a medication is now administered, the nurse or therapist must scan their name badge, the patient's wristband and the medication to ensure accuracy. Pharmacists enter approximately 1,500 orders every day, and well over 30,000 medications are given to patients each week at the hospital.

Parma Hospital puts a premium not only on safety but on efficient care. A national push from the American College of Cardiology to improve emergency care for heart attack patients led to the creation of a Code STEMI team to move patients more quickly through the Emergency Department and into the Cardiac Catheterization Lab to open blocked arteries. In the two years since its inception, response times have dramatically reduced. Parma Hospital repeatedly exceeds the national goal of 90 minutes, with several STEMIs coming in under 30 minutes.

Patients can count on quality care from Parma Hospital even after their discharge. Parma Hospital's Home Health Care Department was named to the nation's HomeCare Elite and ranks among the best providers in the country. Nurses, social workers, occupational, physical and speech therapists and aides all work to optimize a patient's ability to care for themselves.



An ardent sports fan, 16-year employee Kevin Zupancic marks the seasons by Opening Days, Bowl games and Daytona 500s, and the years by the anniversaries he shares with his wife, a nurse whom he met at Parma Hospital. He takes a personalized approach to the challenging but collaborative role of hospital pharmacy, where physicians, staff and patients are all his customers.



Convenience in your neighborhood

Parma Hospital has undergone a great deal of expansion since its founding in 1961. The broadening of our services has sought to meet the growing needs of patients and their families, from Seasons of Life Hospice, the first residential hospice in southwestern Cuyahoga County, to the assisted living options at Royalton Woods in North Royalton.

Patients in the southern reaches of Cuyahoga County continue to appreciate the added convenience of WellPointe Pavilion, the outpatient center at Royalton and Broadview roads in Broadview Heights, known for its spa-like ambiance and concierge approach. This gem has afforded patients with a satellite lab, physical and occupational therapy, and a full slate of imaging services, from MRI and CT scans to ultrasound, mammography and X-ray. Physicians in specialties ranging from cosmetic surgery and ophthalmology to cardiology, endocrinology and primary care have offices in WellPointe Pavilion's second-floor suites.

For older adults seeking supervised care and a social environment, the ElderCenter again expanded its programming in 2007. The full-service facility, located at the Health Education Center on State Road, added a new program for more active participants under 49. Club SODA (Service, Opportunities & Development for Active Young Adults) engages its members in volleyball, drama, service projects and crafts, while providing supervision, structure and a chance for each member to help plan programming.



Michael Debs, MD, an internist with an office in North Royalton, has seen Parma Hospital rapidly expand its services while retaining its personal touch during his 12 years on the Medical Staff. "At Parma Hospital, you're not a number," says Dr. Debs, who chose Parma Hospital for the birth of his three children.



Giving back to the community

Parma Hospital, home to award-winning cardiovascular care, proudly continued its sponsorship of American Heart Association events in 2007. President & CEO Patricia A. Ruflin chaired the Go Red for Women campaign to alert the public that cardiovascular disease is the #1 killer of women and men. In the past four years, Parma Hospital and its employees have given over \$230,000 to the American Heart Association through sponsorships and the fundraising efforts of many members of our Parma Hospital family.

The good people of Parma Hospital also gave of their time and energy to raise money for several other community organizations. The eighth annual Spaghetti Cook-off to benefit the Alzheimer's Association melded the talents of 11 area assisted living facilities, 14 nursing homes and numerous senior centers and civic groups, kicking off another sizzling season of fundraising that broke records. The hospital's Gold Sponsorship of the Parma Relay for Life also contributed toward the \$175,000 raised in the fight against cancer.

Through our WellPointe Pavilion in Broadview Heights, Parma Hospital also focused on the wellbeing of the community's younger residents by sponsoring the city's new community playground. For its contribution, Parma Hospital was one of the first recipients of the new Believe in Broadview Heights award. At year's end, employees showed that spreading cheer is second nature by supporting events that raised money for the Cleveland Foodbank, the City Mission and the Parma Lutheran Hunger Center.



A positive experience as a patient inspired Alice Andrews to join the Parma Hospital Auxiliary nine years ago. In the Gift Shop, where she volunteers with her husband of 31 years, Alice greets visitors with a warm smile. "The Gift Shop is an extension of the care and support people find readily available at Parma Hospital," Alice says. "We let people know we're listening with our hearts."



Fostering a healthy environment

Parma Hospital won a regional award in 2007 for its successful completion of an energy savings project that resulted in enormous savings in energy costs and usage. The project included installation of high-efficiency boilers, a laundry water recycling system and conversion to low-wattage lighting and low-flow plumbing. The changes will save Parma Hospital more than 2 million kilowatt hours of electricity and nearly 17 million gallons of water annually. Parma Hospital also outpaced many area municipalities in recycling, with a 16 percent rate of recycling compared to less than 11 percent by others.

The focus on health extends to the wellbeing of employees and their loved ones.

The state of Ohio recognized Parma Hospital with a Healthy Ohioans Healthy Worksite Award. Parma Hospital, the only Northeast Ohio hospital honored, won a silver award for offering employees a completely smoke-free work environment, discounted fitness classes, free health screenings and complimentary flu shots. Employees can also receive cash benefit payments for participating in an innovative health insurance program to catch potential health problems through screenings.

Finally, the leader of the hospital's 360-member volunteer force won regional recognition as Volunteer Administrator of the Year for her enthusiastic and effective management. With decades of experience as a nurse and patient representative, Andrea Sack has deftly handled the helm of the Auxiliary, demonstrating a knack for innovation, solutions and networking. She knows all of her volunteers by name, from the junior volunteers to the veteran auxiliaries who committed their time to this community hospital even before its opening in 1961. It is caring people like Andrea who enhance the healing environment that is Parma Hospital.



Harley Davidson owners tend to be very loyal to the brand. Perhaps that explains why Mark Rezabeck, who can often be seen out cruising on his bike, has worked at Parma Hospital for 34 years. More than likely though, the head facility engineer reflects the longevity and dedication that are part of the fabric of Parma Hospital.





Parma Hospital HEALTH CARE FOUNDATION

The 20th anniversary year of the Parma Hospital Health Care Foundation was one of transition as the Foundation developed strategies for expanding its capacity to meet community health and wellness needs. A new executive director and coordinator began working with the Foundation's Board of Trustees, guided by a refined mission: To gather, manage and distribute philanthropic funding to advance community health.

Twenty years of service

From assuring access to physician care for the underserved and uninsured and providing nutritious food for homebound older adults in need to helping fund the education of future nurses and service-oriented high school seniors at local schools, The Parma Hospital Health Care Foundation has supported the community in meeting a diverse range of health and human services needs for the past 20 years. The Foundation Trustees are more committed than ever to supporting that community. In addition to raising and distributing philanthropic dollars in 2007, they spent considerable time planning to ensure that the Foundation is well positioned to meet the challenges of the future.

A bright future – with your help

In reassessing its mission and how the Foundation can best serve the community, the trustees began a strategic planning process that incorporated analyzing operations and developing strategies for organizational governance and stewardship – the most important responsibilities of a non-profit board. The Foundation is charting a course for exciting growth that will enable the fulfillment of its mission. We also consolidated operations into a new office on the lobby level of Medical Arts Center 1 in front of Parma Hospital on Ridge Road, which has proven convenient for prospective donors who want to stop by and discuss donations or projects with the staff.

David Nedrich
Chairman, Board of Trustees



David Nedrich
CHAIRMAN, BOARD OF TRUSTEES



Marcia L. Ferguson
EXECUTIVE DIRECTOR

Annual events support student scholarships



Dr. & Mrs. Edward C. Cottle, left, and Dr. and Mrs. Robert A. George, right, were the co-chairs of the Parma Hospital Health Care Foundation's 2007 Renaissance Evening, a medieval-themed gala to support the Tri-C Nursing Program at Parma Hospital. The event also honored the volunteerism and community involvement of exceptional students from 10 area high schools, as well as a junior volunteer from the Parma Hospital Auxiliary.

The Foundation holds two major events annually as part of its financial development program. The Renaissance Evening in March provided a wonderful time for guests who enjoyed entertainment with a medieval theme. The 2007 event supported scholarships for area high school seniors who are leaders in volunteerism and service in their communities. It also raised funds for tuition and books for future nurses studying in the Cuyahoga Community College Nursing Program at Parma Hospital. In 2007, the second class of future nurses graduated from the program and began working in nursing units throughout Parma Hospital. The annual Golf Classic in June, held at Elyria Country Club, also raised funds for the Tri-C Nursing Program at Parma Hospital.

As the health care system wrestles with ways in which to meet the growing health care needs of local, regional and national communities, there is much you can do to support health and wellness. The Foundation calls upon many physician practices, businesses, corporations, friends, volunteers and numerous others to join the cause of fund development in support of the many program and service requests. These fine community members respond most generously with gifts of their time, money and energy, showing creativity and passionate support. A Philanthropic Partnership Program now underway will give potential event sponsors and donors a full overview of the opportunities that exist throughout the year to support the community through the Foundation. The Foundation is committed also to providing greater recognition to the individuals and organizations who lead the way in philanthropy.

Educating future nurses

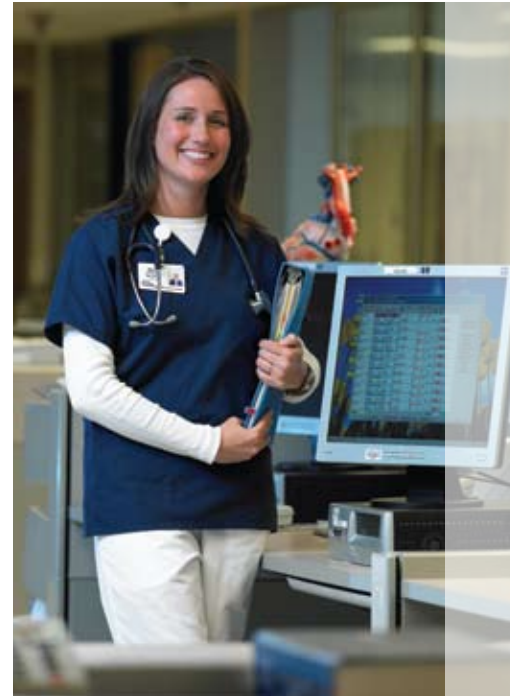
In 2007, Parma Hospital celebrated the completion of its second graduating class of students in the Tri-C Nursing Program at Parma Hospital. These future nurses accepted positions in nursing units throughout Parma Hospital and began careers in the dynamic field of nursing. The Foundation, through its two major fundraising events in 2007, raised more than \$160,000 toward tuition, books and supplies for students in the program. The nursing program, which Parma Hospital initiated with Tri-C as a local response to a regional and national shortage of nurses, exemplifies the strong community partnerships that bolster the hospital. The Department of Labor has declared nursing the top occupation in terms of job growth. The Foundation demonstrated steadfast support of the hospital's investment in its future, strengthening the workforce and giving employees opportunities for advancement. The program can only improve the community's health and wellness.

A walkway to the future

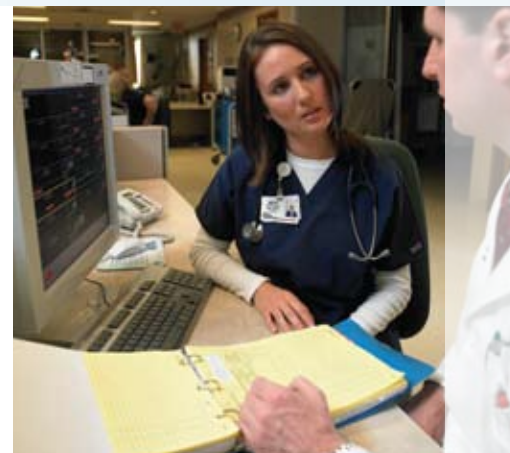
As part of its mission to advance community health and wellness, the Foundation seeks opportunities to enhance the holistic care and healing environment of Parma Hospital.

In 2007, the Foundation began working with Seasons of Life Hospice to create a Memorial Walkway in honor of former patients and loved ones. Located at the residential hospice, the walkway will provide a stable and beautiful pathway for patients to safely enjoy the sloping grounds on the property.

Ground has been broken and pavers in two sizes already are being sold. To purchase a memorial brick for the walkway, personalized with your own sentiments, call the Foundation office at 440-743-4280.



An exercise specialist with a master's degree, Beth Grady switched to nursing for the flexibility and versatility. When she completed the Tri-C Nursing Program at Parma Hospital, a job was waiting for her. Now the avid runner and newly licensed RN can take a more comprehensive approach to the cardiovascular care of her patients.





OUR MISSION:

To gather, manage and distribute philanthropic funding to advance community health.

Major Grants

GRANTS AWARDED TO COMMUNITY PROGRAMS IN 2007:

All Faiths Pantry.....	\$10,000
American Cancer Society's Relay for Life, Parma.....	10,000
American Cancer Society's Relay for Life, Strongsville.....	2,500
Cleveland Hearing and Speech Center.....	10,000
Domestic Violence Center.....	8,500
HealthSpace Cleveland's Health on Wheels.....	10,000
Parma Health Ministry.....	43,067
Renaissance Scholarship Awards.....	11,000
Womankind.....	8,300

FUNDS PROVIDED TO PARMA HOSPITAL PROGRAMS:

Cancer Center.....	\$3,234
ElderCenter's Designed Around You (DAY) program.....	25,000
Seasons of Life Hospice.....	23,000
Tri-C Nursing Program at Parma Hospital.....	164,365

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For a list of donors, visit www.parmahospital.org/foundation

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Parma Hospital Auxiliary

The healing environment of Parma Hospital is enhanced by the helping hands of the Auxiliary. Nearly 400 active volunteers donated 50,000 hours of their time in 2007. They directed visitors at the Information Desk, assisted patients and family members in waiting rooms, transported patients leaving after surgery and helped visitors in the Gift Shop. From the veterans who have given 46 years of dedicated service to the junior volunteers just beginning to reap the rewards of volunteerism, the Auxiliary provides an invaluable service to the hospital. And in 2007, they also donated \$70,000 to benefit hospital services. For volunteer opportunities, call 440-743-2372.

Parma Hospital Auxiliary Contributions and Donations to Parma Hospital

American Heart Association	\$4,506
American Heart Association Go Red for Women	200
American Heart Association Heart Walk Donation	3,000
Christmas Decorations for Hospital	2,375
Complimentary Plain Dealer Newspapers for Patients	8,864
Continuous Positive Airway Pressure Unit for Emergency Department	915
Cookies for Employees	200
Decorative Plants for the Lobby	610
Flat Screen Televisions for Maternity	6,602
Holiday Baby Rompers	627
Hospital Employee Gift Cards	11,245
Maternity Pillows	500
Nightingale Lamps	829
Non-invasive Bilirubin Analyzer	3,795
Ophthalmoscope and Otoscope for Sixth Floor	927
Parma Hospital Health Care Foundation	6,000
Parma Hunger Center	1,155
Picnic Tables for Royalton Woods	3,054
Respiratory Equipment Boxes	247
Teddy Bears for Emergency Department	410
Volunteer Referrals	400
Walker Bags for Rehab	4,390
Womankind	11,400
Total	\$70,279

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Andrea Sack
DIRECTOR
VOLUNTEER SERVICES



A retired Parma Heights firefighter, Frank Dirk began volunteering at Parma Hospital a decade ago following recovery from a heart attack and a stint in Cardiac Rehab. He remains active with a senior softball league, weekly volunteering as an outpatient surgery transporter and annual participation in the Heart Walk with the Auxiliary team.



PARMA COMMUNITY GENERAL HOSPITAL 2007 Financials & Statistics

Patient Care Statistics

INPATIENTS

Registered Beds
including 11 Bassinets 348
Admissions
including Newborns 18,126
Days of Patient Care
including Newborns 89,786
Surgical Procedures 4,891
Births 607

OUTPATIENTS

Referred Outpatient
Procedures 808,870
Emergency Department Visits . . 46,574
Surgical Procedures 11,605
Home Health Visits
including Hospice and Residential
Hospice Days 43,256



Total Sources of Funds (\$000) - \$193,379

- Inpatient: \$110,007
- Referred Outpatient: \$55,658
- Emergency, Home Health Care and other: \$27,714

Total Uses of Funds (\$000) - \$193,379

- Salaries, wages and benefits: \$99,785
- Supplies: \$40,498
- Utilities, purchased services, fees and other operating expenses: \$37,686
- Interest and depreciation: \$13,207
- Funds available for reinvestment in facilities, technology and services: \$2,203



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Lynn Kikta



Donna Lazo



Shirley Mandel



Linda McCoy



Toni Sidor



Mary Beth Talerico



Chrystyna Williams

Accreditations, Certifications & Memberships

Accreditations

- American Association of Blood Banks
- American College of Radiology
- American College of Surgeons Commission on Cancer
- Centers for Medicare & Medicaid Services
- College of American Pathologists
- Commission on Accreditation of Allied Health Education Programs
- Commission on Accreditation of Rehabilitation Facilities
- The Joint Commission
- Joint Review Committee on Educational Programs for the EMT-Paramedic
- Ohio Organization of Nurse Executives for continuing nursing education
- Ohio State Medical Association for continuing medical education

Certifications

- Clinical Laboratory Improvement Amendment
- Federal Drug Administration Mammography Quality Standards Act
- Ohio Department of Health – Catheterization Lab
- Ohio Department of Health – Maternal/Infant
- Ohio Department of Health – Radiation Oncology
- Ohio Department of Health – Radiology

Memberships

- The Advisory Board Company
- American College of Cardiology
- American College of Obstetricians & Gynecologists
- American Health Care Association
- American Health Information Management Association
- American Hospital Association
- American Society for Healthcare Risk Management
- Better Business Bureau
- Bioethics Network of Ohio
- Center for Health Affairs
- Cleveland Health Network
- Health Care Compliance Association
- Society for Healthcare Consumer Advocacy
- Healthcare Information and Management Systems Society
- Infusion Nurses Society
- National Association for Healthcare Quality
- National Hospice & Palliative Care Organization
- Northeast Ohio Bereavement Council
- Ohio Association of Adult Day Services
- Ohio Association of Blood Banks
- Ohio Council for Home Care
- Ohio Department of Mental Health
- Ohio Health Care Association
- Ohio Hospice & Palliative Care Organization
- Ohio Hospital Association
- Ohio Organization of Nurse Executives
- Ohio Society for Healthcare Consumer Advocacy
- Ohio Society of Directors of Volunteer Services
- Ohio State Medical Association
- Society of Thoracic Surgeons

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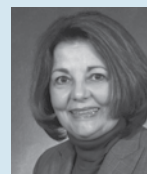
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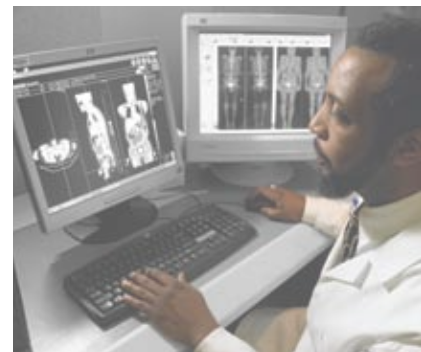
On the cover:

Top to bottom: Gail Conrad, Medical Technologist, Laboratory; Mike Scharf, Physical Therapist, Outpatient Physical Therapy; Jackie Clink, RN, Surgical Recovery; Reginald Burton, Lead Nuclear Medicine Technologist, Radiology

Parma Hospital welcomes your comments and questions. Please address them to:
Mark White, Director of Marketing, 7007 Powers Boulevard, Parma, OH 44129

Parma Community General Hospital Community Report 2007

Administrator: Paul Schneider, Vice President, Planning & Development
Writer & Coordinator: CJ Sheppard, Communications Specialist, Marketing
Art Direction & Design: Marty Pytel, Manager, Creative Services



Parma Community General Hospital

7007 Powers Boulevard · Parma, OH 44129 · 440-743-3000
www.parmahospital.org