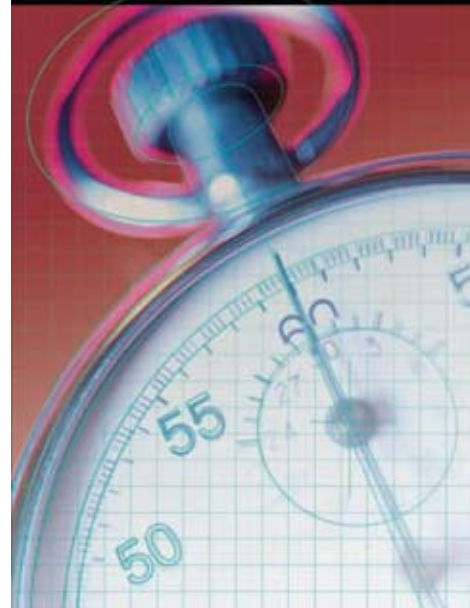




*only*  
 CULLMAN REGIONAL MEDICAL CENTER

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## Introduction

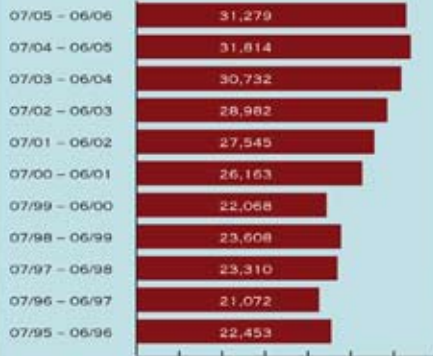
When faced with a life-threatening emergency, the one thing that every patient wants is quick, convenient access to a quality emergency department at a technologically advanced medical center.

While many people see the mission of an Emergency Department in many different ways, the simple reality is that Cullman Regional Medical Center's Emergency Department is—first and foremost—here to save lives of critically ill or injured people.

Providing quality emergency services is the primary community mission of Cullman Regional Medical Center.

*In America, there is a one in three chance that you, or a loved one, will wind up in an emergency room this year.*

### GROWTH IN EMERGENCY DEPARTMENT VISITS



<b>CORNERSTONE GIFT PLAN</b> \$500,000 or more The Emergency Department at Cullman Regional Medical Center <i>Five annual payments of \$100,000</i> <i>20 quarterly payments of \$25,000</i> <i>60 monthly payments of \$8,333</i>		
<b>LEGACY GIFT PLAN</b> \$250,000 or more The Stroke Center The Chest Pain Center The Trauma Center <i>Five annual payments of \$50,000</i> <i>20 quarterly payments of \$12,500</i> <i>60 monthly payments of \$4,166</i>		
<b>PACESETTER GIFT PLAN</b> \$100,000 or more Emergency Center Main Lobby Front Desk, Emergency Department Emergency Department Nurses Station Helipad <i>Five annual payments of \$20,000 or more</i> <i>20 quarterly payments of \$5,000</i> <i>60 monthly payments of \$1,666</i>		
<b>VISIONARY GIFT PLAN</b> \$50,000 or more Catheterization Surgery Room (2) Minor Trauma Room (2) Catheterization Lab-Waiting Area Family Waiting Area Ambulance Bay Decontamination Area Pediatric Treatment Room Triage Room (2) Minor Trauma Lobby <i>Five annual payments of \$10,000</i> <i>20 quarterly payments of \$2,500</i> <i>60 monthly payments of \$833</i>		
<b>BENEFACTOR GIFT PLAN</b> \$25,000 or more Emergency Treatment Room (10) ED Director's Office Walk-In Patient Vestibule Family Consult/Reassessment Room Expedited Care Nurses Station Ambulance Entrance Vestibule Staff Break Room EMS Office Vending and Telephone Area <i>Five annual payments of \$5,000</i> <i>20 quarterly payments of \$1,250</i> <i>60 monthly payments of \$416</i>		
<b>CHAIRMAN'S CIRCLE GIFT PLAN</b> \$10,000 or more Patient Dressing Room (4) Soiled Materials Holding Storage Clean Materials Holding Financial Assistance Office Ambulance Bay Telephone Area Medicine Holding Registration Area (3) Ambulance Bay Nurses Station <i>Five annual payments of \$2,000</i> <i>20 quarterly payments of \$500</i> <i>60 monthly payments of \$167</i>		
<b>GOLD CIRCLE GIFT PLAN</b> \$5,000 – \$9,900 Donors in the Gold Circle Gift Plan will have their name recognized as part of a special plaque to be prominently displayed in the Emergency Department Lobby at CRMC. <i>Gifts may be paid monthly, quarterly, or annually over five years.</i>		
<b>SILVER CIRCLE GIFT PLAN</b> \$1,000 – \$4,900 Donors in the Silver Circle Gift Plan will have their name recognized as part of a special plaque to be prominently displayed in the Emergency Department Lobby at CRMC. <i>Gifts may be paid monthly, quarterly, or annually over five years.</i>		
<b>BRONZE CIRCLE GIFT PLAN</b> Less Than \$1,000 Donors in the Bronze Circle Gift Plan will have their name recognized as part of a special plaque to be prominently displayed in the Emergency Department Lobby at CRMC. <i>Gifts may be paid monthly, quarterly, or annually over five years.</i>		



## Hospital Management and Leadership

While owned by Cullman County, CRMC operates as an independent community hospital. It has no shareholders and 100 percent of the operating margins (profits) are reinvested back into hospital operations, medical technology, and education programs.

Today, the hospital is governed by a 14-person Board of Directors. As of 2006, a new board appointment process was expanded to include more members of the community and medical staff. All nine members of The Healthcare Authority of Cullman County serve on CRMC's board. Also included are the Chief of the Medical Staff and the Hospital CEO. Collectively, these 11 board members select the three additional board members from the community.

### CRMC BOARD OF DIRECTORS

R. Clyne Adams, D.M.D.	David McKoy
Eddie Burkart	Jay Mullins
Rev. Jack Collins	Jo Ann Persall, Ed.D.
Doug Doggett	Brownie Price, M.D.
Stephen Donaldson	Steve Seidel, M.D.
Steve Glasscock	Jim Weidner
Robin Hall, M.D.	Jerry Weathersby

### CRMC FOUNDATION BOARD OF TRUSTEES

Emmett Blocher	Sarah Hicks
Chris Borden, Pharm.D.	William Holcomb, M.D.
Clark Branch, Jr.	Randy Johnson
Del Brock	Nancy McClellan
Rev. Jack Collins	Steve Murphree, D.V.M.
Jane Calvert	Charlie NeSmith
Judge Kim Chaney	Darlene Norris
Jonathan Echols, D.M.D.	Cheryl Rutledge, R.N.
Mike Eckenrod	Rodney Sanders, M.D.
Herman Ensor, M.D.	Jim Weidner
Clint Frey	Silvia White
Steve Glasscock	Jeb Williamson
Betty Haynes	Alan Wood

## Quality Healthcare— When it is Needed Most

The true quality of a hospital is revealed when the patient is faced with a life-threatening emergency. When a delay may mean a permanent disability or even death, having a quality hospital nearby is critical.

Almost 32,000 times each year, the people of Cullman County and the surrounding area learn the true value of a quality community hospital when they turn to the Emergency Department at Cullman Regional Medical Center.

Quality is what those patients get with CRMC's Emergency Department:

- Ranked #1 in the state of Alabama for patients who suffer a heart attack.\*
- Designated as a Level Two trauma center—the only one between Huntsville and Birmingham (with UAB as the only Level One trauma center in the state).
- Recognized as one of the first hospitals in the state to be designated by the American Heart Association as a Tier 1 Coronary Artery Disease Facility and a Tier 1 Stroke Facility.



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\* Alabama Quality Assurance Foundation, Alabama's quality assurance organization for the Centers of Medicare and Medicaid Services (CMS)



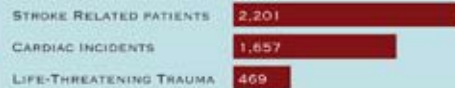
## The Emergency Department— A Mission of Life

Cullman Regional Medical Center is proud to be the hospital of choice for the people of Cullman County and the surrounding area. More than 93 percent of the people who choose to get their hospital care locally choose Cullman Regional Medical Center.

While 30 percent of the people of Cullman County work in or around Birmingham and undoubtedly find receiving standard care there during regular business hours more convenient, driving to Birmingham isn't the best option when it comes to emergency care. When minutes often mean the difference between life and death, the Golden Window—that time when a patient has the best opportunity for an optimal outcome—doesn't leave time for the patient to drive to Birmingham or Huntsville.

The realistic choice to ensure survival and a quality recovery is CRMC's Emergency Department.

### STROKE, HEART, AND TRAUMA PATIENTS TREATED AT CRMC'S EMERGENCY DEPARTMENT IN 2006



## Health Care Economics and the Community Hospital

CRMC is a non-profit, community hospital. It operates to benefit the community as a whole and, unlike a for-profit business, has no shareholders. All of its operating margins—what businesses call profits—are reinvested in medical technology, educational programs, or healthcare services.

CRMC gets paid about 34 cents for every dollar it invoices private insurance companies, Medicare, or Medicaid. And its profit margin on what cash it receives is less than two percent, which is comparable with other community hospitals throughout the country.

Additionally, CRMC provides a variety of public health benefits and education programs. These programs are part of the hospital's overall mission and do not generate financial returns.

### Economic Development

CRMC is the county's third largest employer, providing more than 1,000 jobs to local residents. With an annual payroll of more than \$48 million, CRMC creates a direct economic impact of over \$150 million in purchasing power. This "economic impact" is money that is spent, over and over, in restaurants, movies, car dealerships, appliance stores, and for a host of other day-to-day purchases by employees and vendors.

Additionally, CRMC attracts business executives looking to locate plants and businesses in the area. Education, taxes, roads, and healthcare are the most important issues considered by business executives considering where to locate a plant or company. CRMC is the jewel that shines bright in assisting in economic development.

### EDUCATION PROGRAMS

- BabyFirst
- Community Education Center
- HealthFirst
- HealthTalks Speakers Bureau
- Pastoral Care Services
- Prenatal Education
- SAFE
- SeniorChoice Senior Program and Services
- Social Services
- Support Groups including:
  - Alzheimer's
  - Cancer (Various Types)
  - Diabetes
  - Head Injury
  - Ostomy
  - Many More
- WomenFirst Program and Services



## Treating Non-Emergency Patients in an Emergency Setting

Throughout America, hospital emergency rooms are filled with non-emergency patients. CRMC is no different. These non-emergency patients account for as much as 60 percent of the patient flow through CRMC's Emergency Department and include both insured and uninsured (or underinsured) patients.

When illness or injury occurs at 3 a.m., that patient is going to an Emergency Department. Whenever the need for care is immediate, the Emergency Department will be the first choice. More than 92 percent of the time in this area, the Emergency Department of choice will be CRMC.

CRMC's mission is to provide excellent care 24 hours a day, seven days a week. Anyone who comes to the Emergency Department will receive, at a minimum, a thorough medical evaluation. If necessary, CRMC will either provide needed care or arrange for other medical options, depending on the severity of the symptoms.

### Treating Those That Have No Place to Turn

In 2006, CRMC provided direct patient care of \$7,000,000 to people who either didn't have access to insurance, couldn't afford the care, or were between working assignments (such as construction workers). Generally, those living at 150 percent or less of poverty (approximately \$24,000 for a family of four) receive some level of reduced fee in the Emergency Department.

To provide this care, CRMC is paid \$400,000 a year by local government. CRMC provides this care because of a commitment to its mission of community-based healthcare.

Having unhealthy people in the workplace or shopping in a community is not in the community's best interest. Certainly having sick, untreated children sitting next to healthy children in school is a health hazard waiting to happen. The same holds true of having a sick worker at work, infecting others within that place of employment. CRMC gladly fulfills the role of providing care when no other option exists, whether the patient is insured or not.

*CRMC receives \$400,000 in local government tax support ... yet provides over \$7,000,000 in care to patients who can't pay*

## The Redevelopment of Emergency Services

To meet a growing community need, Cullman Regional Medical Center seeks to redevelop its Emergency Department to provide additional life-saving options, as well as faster service with greater privacy.

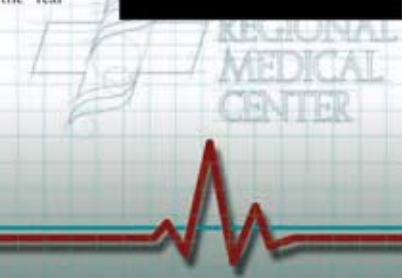
While this redevelopment includes additional space for more services, it also recognizes the need for an overhaul in how emergency services are delivered. These changes will allow CRMC to provide appropriate care to both non-emergency patients, as well as true, life-or-death emergencies.

As such, the redevelopment of the Emergency Department will improve all areas of operations, including:

- A renewed focus on **proper staffing at peak time and utilizing midlevel professionals**, such as nurse practitioners and physician assistants, to allow for non-emergency patients to be seen more quickly and efficiently.
- A renewed focus on the **importance of communication, compassion, and commitment to patient satisfaction**, as well as healthcare quality.
- The implementation of 12-lead echocardiogram systems onboard CRMC ambulances that will allow **real-time transmission of critical cardiac information** while the patient is being transported to CRMC.

Included in this renovation and expansion are **two larger and better equipped triage rooms** and a **special pediatric room and family waiting area**. Here, small children can be secluded from the "real world" of today's busy emergency room.

*Just adding space won't solve the problems, but a better floor plan, with added services, will provide faster service and more privacy.*





## Better Care Starts with an Efficient Floor Plan

While more floor space doesn't guarantee quicker or more compassionate care, it is a key ingredient to having CRMC's Emergency Services meet the expectations of the community. The current design is neither efficient nor private.

Most patient dissatisfaction with the Emergency Department comes from non-healthcare issues such as waiting times, privacy, and security. CRMC acknowledges that the hospital has not always met these community expectations.

The redevelopment plans for the Emergency Department include an **expansion of as much as 3,000 square feet** and the **complete renovation of the current 5,000 square feet**. These plans take into account the new urgent care centers in the community and recognize that while usage numbers will likely grow, the availability of urgent care centers will keep that usage growth to a manageable number.

The current eight-bed "open bay" concept, where patient beds are separated only by curtains, will be replaced with 16 enlarged, **private Treatment Rooms** to improve both privacy and security. The **Pediatric Treatment Room** will be specifically designed for CRMC's younger patients, and a special **Family Waiting Area** will seclude children from the sometimes unsettling reality of a modern Emergency Department.

CRMC will also dedicate at least three of the **Minor Trauma Rooms** to an **Expedited Care Program**. These rooms will be used mostly by midlevel practitioners (nurse practitioners, physician assistants, and others) for non-emergency care. This will allow emergency physicians to focus their talents on real, life-threatening emergencies.



Plans also call for two new, enlarged and better equipped **Triage Rooms** to allow for faster triage of arriving patients.

From a true lifesaving capability, CRMC will create three **Major Trauma Rooms**—one each for **Chest Pain, Stroke, and Major Trauma**. These rooms will be specifically equipped to handle each type of emergency in the most efficient and effective manner. These types of emergencies will have direct and easy access to support services such as Diagnostic Imaging and the Cardiac Catheterization Center.

Through a unique partnership with UAB, local patients can now see a UAB-certified **Interventional Cardiologist** without having to be transported to Birmingham, allowing for future treatment to be received locally.

