

# 2011

Report to the Community



Please take a moment to read our Report to the Community and become acquainted with Holland Hospital's efforts throughout the past year to provide high-quality health care for residents throughout our Lakeshore communities.

Use the attached calendar to keep track of your goals and activities throughout 2012. Each month contains health tips and resources available at Holland Hospital. At the back of the calendar you'll find

useful information on:

- Recommended health screenings
- Holland Hospital phone directory
- Our locations throughout Holland and Zeeland

Holland Hospital's 300 physicians and 2,100 nurses and staff members are dedicated to helping you and your family achieve the best health possible, 365 days a year. Following are highlights of the past year.

## Our Mission

To continually improve the health of the communities we serve in the spirit of hope, compassion, respect and dignity.

## Our Vision

In partnership with our medical staff, to be the pre-eminent stand-alone hospital in West Michigan as measured by benchmark customer service, business growth, financial performance and clinical excellence.

THOMSON REUTERS



# GROWING SERVICES, EXPANDING FACILITIES



## Holland Hospital Medical

**Building.** Our newest location next to I-196 in Zeeland provides convenient access to Holland Hospital primary care physicians, specialists and other services. The Holland Hospital Medical Building opened in September 2010 with Lakeshore Health Partners—Family Medicine, LHP—Walk-In Care, and lab and X-ray services. Medical specialists also see patients at the Zeeland location.

## Comprehensive Women's Services in One Location.

Beginning in 2011, medical care dedicated to women's health is now available at the Holland Hospital Medical

Building in Zeeland. Services for women include:

- Bladder and Pelvic Health Services
- Bone Health Services for osteoporosis screening and treatment
- Breast Health Services for digital mammography and preventive care
- Women's Midlife Services for the physical and emotional changes of midlife

Women's health experts celebrated the new services in October with health seminars open to Lakeshore-area women. More women's seminars will be offered in the future.

## Physician Expertise

**Holland Hospital Medical Groups** reflect close partnerships between the hospital and more than 50 primary care and specialty health care providers. This proactive collaboration ensures that high-quality care and advanced technology are available in the Lakeshore area.

Holland Hospital Medical Groups include:

- Lakeshore Health Partners physician practices
- The Bone & Joint Center
- Western Michigan Urological Associates



Since forming in 2008 in cooperation with Holland Hospital, **Lakeshore Health Partners (LHP)** has steadily expanded to offer a greater number of physicians and medical specialties for area residents. All LHP practices are equipped with a seamless record system. They include family medicine, pediatrics, internal medicine, internal medicine/pediatrics, podiatry, neurology, ear, nose and throat, home health and our team of hospitalists. Visit [lakeshorehealthpartners.com](http://lakeshorehealthpartners.com).

**Patient-Centered Medical Homes** offer a collaborative approach to comprehensive primary care, resulting in higher quality care and lower costs. Many local physician offices, including all Lakeshore Health Partners family medicine, internal medicine and pediatric practices, have been recognized as Patient-Centered Medical Homes.

## Latest Technology Supports Quality Care

### Expanded MRI capabilities.

Our new 3T magnetic resonance imaging (MRI) unit provides higher resolution images for better visualization and detection of subtle abnormalities within the body.

Introduced this year, Holland Hospital's breast MRI program

is an important screening tool, in addition to mammography, for women at high risk for breast cancer. It is also used to evaluate newly diagnosed breast cancers, the effects of chemotherapy, and breast implants.

**PET CT Scan.** Preparations are under way to offer mobile positron emission tomography (PET) CT scanning at our Medical Building in Zeeland. PET-CT is most commonly used in the diagnosis and monitoring of oncology patients, but also has applications for cardiac, neurology and other patients.



# REACHING OUT FOR HEALTHIER COMMUNITIES

## Expanded Surgical Services.

Phase 1 of our multiyear "Operation Improvement" for the hospital's surgical services facility was completed in 2011. New surgical suites provide expanded space for advanced procedures such as da Vinci robotic-assisted surgery.

A collaborative partnership with physicians has led to hospital ownership of the Surgery Center of Western Michigan in north Holland.

## New Joint Replacement Center

**Marks One Year.** Hospital teams worked with area orthopedic surgeons and national joint care experts to develop our

joint replacement program into a top-performing "destination center." Since opening last fall, the new Joint Replacement Center has been designated a Blue Distinction Center for Knee and Hip Replacement by Blue Cross Blue Shield, and in May 2011 earned a top national award for long-term pain reduction and functional improvement based on exceptional ratings from patients. Each year, close to 400 Lakeshore residents, as well as people from Grand Rapids, Kalamazoo, Muskegon and other regions, choose Holland Hospital for their joint replacement procedures.



- Holland Hospital was selected as one of Thomson Reuters' 100 Top Hospitals for the sixth consecutive year. The award recognizes hospitals that demonstrate superior performance.
- In 2011, Holland Hospital was one of only 167 hospitals nationwide to be awarded the ACTION Registry "Get with the Guidelines" Gold Award from the American College of Cardiology Foundation. This is the third year we have received this honor for consistent, best practice treatment for heart attack.
- The Midas+ Platinum Quality Award for Excellence in Clinical Outcomes by Affiliated Computer Services, Inc., honored Holland Hospital for achievement in the areas of quality outcomes, care efficiency and consistent delivery of evidence-based best practices in nursing and medicine.
- For the ninth consecutive year, we were named one of West Michigan's 101 Best and Brightest Companies to Work For by the Michigan Business and Professional Association.
- Our Endoscopy Center received a Certificate of Recognition for superior practices and adherence to quality guidelines from the American Society of Gastrointestinal Endoscopy.

## Health Education from the Experts

- The Physician Lecture Series was introduced in January 2011. The community's response to the free, monthly talks has been enthusiastic, with an average of 70 people per lecture.
- Physicians also provided information on specific health conditions and treatments in free seminars offered throughout the year. Topics included hip and knee pain, men's health topics and services for women.
- In April 2011, Holland Hospital sponsored the Lakeshore premier of *Hot Flash Havoc*, an informative documentary about menopause. Nearly 400 women attended the event.
- Recently, the Physician Advisory Group for Sports Medicine was formed to promote safe sports participation. The group brings together Holland Hospital sports medicine specialists, emergency physicians and other experts to serve as a community liaison for injury prevention and safe practices for student athletes.

## Wellness at Work in the Community

- Our Center for Good Health is the hub of hundreds of wellness programs, fitness classes and community health presentations. Last year, 11,000 participants received tools and training for leading a healthier, more positive life.
- The center is also the leading provider of Worksite Wellness services, which are proven to increase morale and productivity while reducing health care costs. Last year, we brought personalized health programs to employees in more than 25 businesses in Holland, Zeeland and Hudsonville.

## Contributions to the Community: \$36.4 Million

Holland Hospital is committed to providing the highest level of medical care to improve patients' health, regardless of their ability to pay. We are also focused on strengthening the quality of life and well-being in our communities through our investment in comprehensive community benefit programs.

Unpaid Medicaid	\$9.0 million
Unpaid Medicare	\$6.5 million
Charity Care	\$6.7 million
Bad Debt	\$10.2 million
Other Community Benefits	\$4.0 million
Community Education and Outreach	
Holland Community Health Center	
Cash, In-Kind Donations and Contributions	
Medical/Health Professional Education	

# Holland Hospital Leadership

## BOARD OF DIRECTORS

**Gregory Maybury, Board Chair**  
Hope College

**Donald Komejan, Treasurer**  
Holland Charter Township

**William Fraenheim, M.D., Secretary**  
West Michigan Heart

**Mark Stid, M.D., Chief of Staff**  
Lakeshore Health Partners—  
South Washington Family  
Medicine

**Leslie Brown**  
Metal Flow Corporation

**Jane Clark**  
Holland Area Chamber  
of Commerce

**Barb DePree, M.D.**  
Holland Hospital

**Chuck DePree**  
Ottawa Gage, Inc.

**Becca Dernberger**  
Manpower, Inc.

**Roger Gamache**  
Gamache & Associates

**Dawn Garcia Ward**  
Warner, Norcross & Judd

**Kristen Manos**  
Sanderson Berry

**James Stroop**  
Lakewood Construction

## EXECUTIVE TEAM

**Dale Sowders**  
President and CEO

**Chuck Kohlruss**  
Vice President, Human  
Resources and Operations  
Support

**Mark Pawlak**  
Vice President, Ancillary  
Services and Quality

**Terry Steele**  
Vice President,  
Finance and CFO

**William Vander Vliet, M.D.**  
Vice President, Medical Affairs

**Patti VanDort**  
Vice President, Nursing  
and CNO

**Julie Lepzinski**  
Assistant Vice President  
Holland Hospital Medical  
Groups

# Holland Hospital REPORT TO THE COMMUNITY

## Vital Statistics

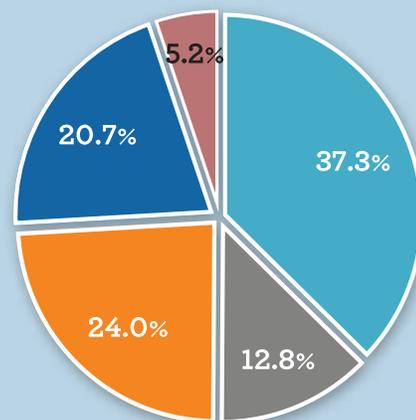
Physicians	300
Employees	2,100
Volunteers	500
Licensed Beds	209
Patient Discharges	8,400
Patient Days	29,700
Births	1,800
Surgeries/Endoscopies	14,300
Emergency Room Visits	41,700
Urgent Care Visits	33,000
Outpatient Visits	336,000
Home Health Visits	43,000
Lab Tests	632,100
Radiology Procedures	104,400

## Financial Statement

April 1, 2010 –  
March 31, 2011

Operating Revenue	\$196 million
Operating Expenses	\$190 million
Operating Income	\$6 million
Operating Margin	3.1%

Source: Holland Hospital FY 2011 audited financial statement.



## PAYER MIX

Sources of patient revenue

- Medicare
- Medicaid
- Managed Care
- Commercial
- Self-Pay and Other

## OPERATING COSTS

As percentage of operating expenses

- Salaries and Employee Costs
- Supplies and Purchased Services
- Utilities and Other Expenses
- Depreciation and Interest
- Bad Debt

