



Respect



Commitment to Care



- Report to the Community 2004 -

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From the President ...

This report highlights the many ways that the Licking Memorial Health Systems family works together to improve the health of the community. This past year, we expanded our services by opening a new facility in Pataskala and planned two new physician practices in Heath and Hebron. We added new technology to different areas within the Hospital to improve patient safety and to help control costs. Services were expanded in various areas throughout the Hospital and with the Licking Memorial Health Professionals.

We care deeply about our patients, both current and future. They are the reason we constantly challenge ourselves to raise the standard of excellence. They are the reason we remain steadfast in our 107-year commitment to provide the highest quality care.

We take great pride in the achievements we have made over the past year, knowing that our hard work has benefited our patients, their families and the community. We are grateful to the individuals and corporations that have supported this work. Together, we will make a difference in the lives of the many individuals who visit Licking Memorial Health Systems. Most importantly, we will continue to work toward meeting our mission statement of improving the health of the community.

Bill

William J. Andrews President

ommitment to

Communication ...

Communication with the community remained a high priority in 2004, and as a result, Licking Memorial Health Systems (LMHS) launched its updated Web site at www.LMHealth.org. Prior to upgrading the Web site, there were approximately 2,000 hits monthly, and now there are more than 350,000 hits per month. The Web site contains a comprehensive health information package, which covers more than 20,000 diseases, symptoms and treatments. This educational material is written so it can be easily understood and presented in various forms of media. The LMHS Web site can be used to find a physician or to find pertinent information before using the Hospital services. Family members and friends can send their loved ones a card that will be delivered to the patient's room.

The Community Connection, a monthly newsletter published for the community, was introduced in 2004. This publication contains health information, items of interest and the latest LMHS news. The Community Report Card, a monthly publication comparing national measures and goals to LMHS performance, continues to provide the community with valuable information. Contact Public Relations at (740) 348-1572 if you would like to be placed on the general mailing list.





Licking Memorial Health Systems (LMHS) makes every effort to offer high-quality, accessible health care services in the community, close to home. Licking Memorial Health Professionals, a group of more than 70 medical professionals dedicated to improving the health of the community, has offices conveniently located throughout Newark, Granville, Hanover, Heath, Hebron, Johnstown, Pataskala and Utica, and our physicians represent many medical specialties. The Heath and Hebron offices were opened in early 2005. Ramon Barcelona, M.D., practices medicine at the Licking Memorial Family Practice – Heath, and Megan Miller, D.O., practices medicine at the Licking Memorial Family Practice – Hebron

The Pataskala facility was officially opened in May 2004 with a Ribbon Cutting Ceremony and an Open House. Colleen Shaffer, M.D., and Aaron Clark, D.O., moved their family practice into the brand new facility. Next, LMHS identified the need for obstetrics and gynecology (OB/ GYN) and Pediatric Services in Pataskala. That need was confirmed by the results of a survey sent to Pataskala residents. Mary Testa, D.O., started practicing OB/GYN at the Pataskala Health Campus in early 2005. Plans are being finalized to expand further in Pataskala by adding a pediatric practice.

Achievement ...

Licking Memorial Health Systems (LMHS) takes pride in having an award-winning Hospital. Because of their commitment to improving the health of the community, certain employees and community members were honored at the Lifetime Achievement Reception, which was held at The Reese Center in Newark on December 19, 2004:

- Robert "Bob" Kent 2004 Lifetime Achievement Award
- Don Day Volunteer of the Year
- Angel Schneider-Wilson Manager of the Year
- Leslee Arthur, Diane Swain and Jason Black – President's Award
- Linda Crothers-Hurst, R.N. Nursing Award for Clinical Excellence
- Larry Pasley, M.D., F.A.C.S. Physician of the Year





Licking Memorial Hospital (LMH) contracted Korda/Nemeth Engineering, Inc., Columbus, Ohio, to design a comprehensive backup power electric supply system. As a result, they won an award in the 2005 Engineering Excellence Awards competition. The backup system was conceived after the August 2003 failure of the electrical power grid throughout much of the northeastern United States. The power facility includes three generators. Two generators are capable of providing complete power to the Hospital, with the third serving as a backup.

Housed on the sixth floor of LMH, Hospice of Central Ohio has inpatient rooms available for seven terminally ill patients. When a weatherrelated widespread power outage hit in December 2004, Hospice patients receiving home care were at high risk for not receiving proper care. The Hospital loaned Hospice extra beds and equipment so they could expand the capacity of their unit to 14 patients.

Respect ...

The mission statement of Licking Memorial Health Systems (LMHS) is to "Improve the Health of the Community." LMHS certainly lives up to that mission by co-sponsoring events or making donations – such as used automobiles – to other organizations. Some sponsorships include sports teams and school activities to promote healthy lifestyles.

Many times, LMHS employees and volunteers participate in activities to help those in need of assistance. LMHS employees care about the community in which they live and strive to make a difference.

Some employees traveled halfway around the world to help people living in third world countries to learn more about healthier lifestyles. Another employee assisted upper Appalachia residents with major repairs to their homes in the Steubenville area. Obsolete or older-model medical equipment and supplies are donated to agencies in third world countries.

Licking Memorial Hospital (LMH) received a certificate of appreciation from the 3rd Squadron, 7th U. S. Cavalry, for the contribution of health care supplies. These supplies were used to provide care for both United States soldiers and Iraqi citizens.





Classes are offered to the community at the Hospital throughout the year to educate people about prevention, early detection, symptoms or treatments of various diseases. Some of these educational programs included free screenings for those attending the event. The Development Council coordinated a Speaker's Bureau in 2004, and several speakers have made presentations to various groups on a wide variety of topics. Contact Public Relations at (740) 348-1572 to schedule a speaker.

Licking Memorial Health Systems employees offer information and screenings at various health fairs held in businesses and in the community. The 2004 Women's Health Expo was quite a success with more than 750 individuals attending the event at the Cherry Valley Lodge. LMHS teamed up with Indian Mound Mall in early 2005 to offer a Mall Walker Program with monthly screenings available.

Excellence ...

Information technology has become an important contributor to the efforts of health care institutions in providing better patient care, improving efficiency and reducing costs. Licking Memorial Hospital (LMH) spent approximately \$4,555,000 by adding the following equipment in 2004:

- Computerized Tomography (CT) "Sensation 16" Scanner which improves the diagnosis and treatment of patients, and provides the finest image quality and advanced clinical applications.
- Positron Emission Tomography (PET) mobile unit, one of the most advanced and powerful diagnostic imaging techniques available to diagnose numerous diseases.
- Picture Archival and Communication System (PACS), a unique technology that provides faster, more accurate care for patients in addition to improving efficiency and the safety of patients receiving radiology exams and allows LMH to become a near filmless environment by the end of 2004.
- C-Arm, which is a mobile fluoroscopic technology that improves turn-around time of radiology and surgical procedures. Two mini-C-Arms dedicated to fractures of small bones were purchased one for the Emergency Department to use with the diagnosis of fractures and the other in Surgery for fracture repairs.

During the 2004 election, President Bush stated that computerized medical records and electronic prescriptions can "save money and lives." Licking Memorial Health Professionals' physicians have been using an electronic medical record since 2000, which "improves the health of the community."





In 2004, Licking Memorial Hospital (LMH) combined all outpatient clinics into one administrative service. These clinics are easily accessible for patients and include the following: Pain Clinic, Wound Clinic, Anticoagulation Clinic, Renal Anemia Clinic, Sleep Laboratory, Outpatient Infusion Clinic, and Neurovascular Clinic. Six new elevators were installed at LMH. Licking Memorial Health Professionals added a new audiology service to the Licking Memorial Otolaryngology practice in 2004.

LMHS strives to provide state-of-the-art care and meet or exceed national standards established by standard setting organizations. In 2004:

- The Laboratory Department received recertification by demonstrating compliance with the Joint Commission on Accreditation of Healthcare Organization (JCAHO) national standards for health care and safety and earned the Gold Seal of Approval.
- Maternity Services received Level II Obstetrics and Newborn licensure from the Ohio Department of Health, which makes it possible for expectant mothers with select high-risk conditions to remain in Newark for delivery at LMH rather than be transferred to Columbus.
- LMH received the designation of Accredited Chest Pain Center, making it the 11th accredited Chest Pain Center in Ohio and the 82nd in the nation. This accreditation assures patients they are treated based on best practice by the American Heart Association and American College of Cardiology guidelines.
- The Diabetes Self-Management Education Program at LMH was certified by the American Diabetes Association, which assures a high-quality education program is available for patients with diabetes.

Fund Raising...

The Licking Memorial Hospital (LMH) Development Council was established in 1987 to increase charitable giving to LMH and to enhance and promote meaningful community relations for the Hospital. Approximately 75 community volunteers serve on various committees. This group of community leaders is the foundation of LMH's success because it is dedicated to ensuring the latest advances in medical technology are available to the citizens of our community.

Community leaders who serve on the Development Council have diverse backgrounds and expertise. They are interested in Licking Memorial Health Systems and committed to its mission of improving the health of the community.

In 2004, the Development Council was revitalized as the membership was expanded and committees were redirected with new goals. The members are ambassadors for Licking Memorial Health Systems and educate the community about the many accomplishments and successes made throughout the year.





Three main fundraising events took place in 2004:

- Golf Gala: The Licking Memorial Hospital (LMH) Development Council sponsored the 2004 Golf Gala on Monday, August 30, 2004, at Moundbuilders Country Club. Eighty-eight golfers enjoyed a beautiful day making the event a huge success.
- Community Cornerstone: A reception was held on September 29, 2004, to thank those individuals in the community who have supported LMH by pledging an annual gift of \$100 or more. The LMH Development Council founded the Community Cornerstone Club in June 1987 to recognize their deep appreciation for Licking Memorial supporters. Individuals who reach different giving levels receive various pieces from the "Main Street Collection." Each building represents different giving levels.
- PRIDE: Licking Memorial Health Systems (LMHS) employees displayed a lot of PRIDE (Providing Resources In Dedicated Employees) by participating in the employee fundraising campaign, which generates money for specific projects within the Health Systems.

Facts at a glance ...

2004 Statistics

Auxiliaries

Volunteers (Hours)	
TWIGS (Dollars)	\$70,427
Development Council (Dollars)	\$141,479

Charity and Uncompensated Care

In 2004, Licking Memorial Health Systems provided more than \$16.2 million in uncompensated care, of which \$4.2 million was charity care.

Licking Memorial Health Systems has provided more than \$98.5 million in uncompensated care since 1995, the year that the Licking Memorial Health Professionals was formed.

Hospital-Admissions (Adult & Pediatric)	7,293
Hospital-Average Daily Census	
Hospital-Average Stay	3.1
Hospital-Emergency Department Visits	51,650
Hospital-Patient Days (Adult & Pediatric)	22,451
Hospital-Patient Meals Served	76,827
Babies Delivered	1.058

Hospital-Registered Beds	227
Coronary	
Intensive Care	11
Medical/Surgical	135
Obstetric	17
Psychiatric	9
Nursery	
Chemical Dependency	5

Laboratory Tests	526,352
LMHP Physician Practices,	
Patient Encounters	196,856
Operating Expenses	\$98,645,092*
Pharmacy Units	
Pounds of Laundry	
Radiology Procedures	
Radiology, Ultrasound	
Radiology, CT Scans	
Radiology, MRI Scans	
Rehabilitation, Occupational Therapy	
Patients Served	
Rehabilitation, Physical Therapy	
Outpatient Procedures	
Average Companies Served	
Per Month by Company Care	
Salaries / Benefits	\$53 257 672
Staffing, Full Time Equivalent Employees	
Staffing, Medical Staff	
Staffing, Consultants	
Surgical Procedures	
Inpatient	
Outpatient	
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* Unaudited



Many of our \Box

gift. Others remember loved ones with memorial contributions. We appreciate all donations to the Hospital; contributions, large or small, make a difference and all gifts are tax-deductible.

Donors may restrict their gifts to a specific program or service. Donations can be allocated to a general account, allowing Licking Memorial Health Systems to use the gift for the most urgent need. To make a gift or support one of our programs, please contact Veronica Link, Vice President of Development and Public Relations, at (740) 348-4102.

Founder

(\$100,000 plus)

Mary E. Babcock Helen Marie Brooke The Lindorf Family Foundation PRIDE — LMH Employees Frederick R. Reese Albert K. Ridout, Ph.D TWIGS

Benefactor

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(\$25,000-49,999)

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(*denotes commitment of at least \$10,000)

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Golden Corporate Honor Roll (\$10,000-24,999)

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The LMH Cornerstone Club is a very special group of people who support the Hospital with a minimum donation of \$100 each year.

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The TWIGS are the sole providers of these important funds. All of the profits from the TWIGS' numerous fund-raising activities exclusively benefit LMH. TWIGS stands for Togetherness, Willingness, Imagination, Giving and Sharing. TWIGS 4, TWIGS 6, TWIGS 8, TWIGS 11, TWIGS 13, TWIGS 14, TWIGS 21, TWIGS 22, TWIGS 24, TWIGS Executive Board, MedBen donation through TWIGS member Jeanne Olsen

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Contributions in the name of a friend or relative also may be made to the Hospital. Individuals who have made a contribution are listed below the name of the person they have chosen to honor or remember.

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PRIDE Donors

This special group of LMHS employees supports the Hospital financially every payday. As an integral part of the Development Council, PRIDE members join the community in supporting, building and maintaining an excellent healthcare organization.

◆Cornerstone Bronze
◆Cornerstone Silver
◆▲Cornerstone Gold
+Pride 1000 Club
++Pride 1500 Club
+++Pride 2000 Club
++++Pride 2000 Club
**Pride 500 Club
****Caduceus Society
***** John Alford Fellowship

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♠Gregory Gant +LaNita Garnack ++Beverly Geiger ++Elliott Gerber ♠♠E. Suzanne Gibson **Sandra Gienger ++Patricia Gill ++Doree N. Good ♦Andrea Goodin ♦Kimberly Goodwin +Charles B. Gordon **Sarah Gordon Shana Gordon **▲**▲Roanne Gottschalk +Nancy Griebel ++Wanda G. Grover ▲Jennifer Grower **♦**Katrina Grumm ♦Samantha Guilliams **≜**▲Julie Guinta Penny Gutridge ♦Dan Haggerty ++Kathryn Hahn ++Diana L. Hall ♦Norma Hampton **Sarah Harmon Julie Harper +Lvnda Harper ▲Annette Harris Tonva Harris ***Doug Haughn **≜**≜Lisa Hayes Susan Havman +Terri Hazlett ♦Jill Henry-English **♦**♦♦Lea Hess +Carol Hickman Denise Hicks Onie Hill ++Rebecca (Sue) Hill *****Shari L. Hively ♦Anne Hohman ♦Brenda Holman Mariann Holman ♦Donna Holmes **≜**∮Julia Holtz ***Katherine Hoover Vicki Hoskins ++Douglas Howe ****Hsien Hsu, M.D. ***Carol Ann Hubbuch ++Susan Huddv +Cynthia A. Hughes ++Donald E. Hughes +Annie Hunt ++Celia L. Hunter ♦Beth Hunter-Hannah ***Carol Hutchison ▲Tezra Inscore Pamela Jackson ♠Timothy Jackson

Alma Freda Jacobs +Susan Jansheski +Becky Johnson **Margaret Johnson ++Mary L. Johnson **♦** Todd Johnson Regina Johnson ♦Wayne Johnson ***Mary L. Johnson-Vance ◆Delores Jones ++Donald L. Jones ****Jacqueline Jones, M.D. **Rachel Jones ▲Sandra Joseph Elizabeth Kaercher +Alford P. Kanuch ++++Christopher B. Keck Cathy Kellner +++Rosalie Kellv ***Brenda Kendall **Kathryn Kern ♦Carolvn Kidd ♦Cindy Kikeli ♠Darlene King ♦Starlene Kinser ++Marilyn Klingler ▲Teresa Knicely Christina Knighton ♦Denise Koncelik Deborah Kozak ++Michele C. Kruger ♦Ashlee Lake Carla Landis **♦**♠Jordana Lang ▲Traci Lautenschleger **Kathleen Lawrence +Barbara Lechner +Linda Leduke +Elizabeth Lee ****Diane LeMay, M.D. Vickie Lemmon +John Lieberth Christine Lindskog ♦Charles Link *****Veronica Link +Peggy Lombardo ♦Loretta Long ♦Patricia Love **♦**♦€Cvnthia Lovell Patricia Luckeydoo ♠Debra Lyday Terry Lyons ***Rhonda Maddern ***Renee Mallett ♦Ashish Manek ♦Ruth Mann ▲Lisa Marinacie ♦Sandra Markle Deanna Markus ***Debra Matesich

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◆Douglas Predmore ♦Diana Priest ♠Traci Priest **♦** Tina Proffit **♦** Joseph Ouackenbush Debra Ramsev **♦**Carol Randall ++Drema Reaser +Chervl Rechel ♦Anna Rehl ♦Michael Rehrer **Mary Reid ***Lorei Reinhard Debbie Rhodes ♦Susan Riley ♦Charles Rine ♦Norma Robberts ♦Carrie J. Roberts ♦Diana Roberts Tina Roberts **♦**Susan Robertson **Cvnthia Robinson **♦**♦Wanita Roffey **Catherine Rogers Christopher Rohner **♦**Glenn Ronken +Chervl Rose ***Patricia Ross +Janette Rucker **♦**♦Julie Russell ♦Karoline Russell **≜**Annita Ryan ***Stephen Schlicher +Judy Schmitt ◆Angela Schneider-Wilson +Karen Schopp **Frances Scono **Yvonne Sellars Richard Selzer ◆Donna Shaner **Donna Shannon ++Rhonda L. Shaw ++Constance Y. Sheets Georgia Sheley **Katrina Shepherd +Patricia Shipp Julie Siddle **Shayn Sidwell ♦Harry Siebert Linda Sines ▲Teresa Sipos Rose Slavter ♦Angela Smith Eve Smith ***Jeffrev Smith Lynne Smith ◆Patricia A. Smith **♦**Teresa Smith ♠Anita Snow Nancy Snow ++Steve Snow

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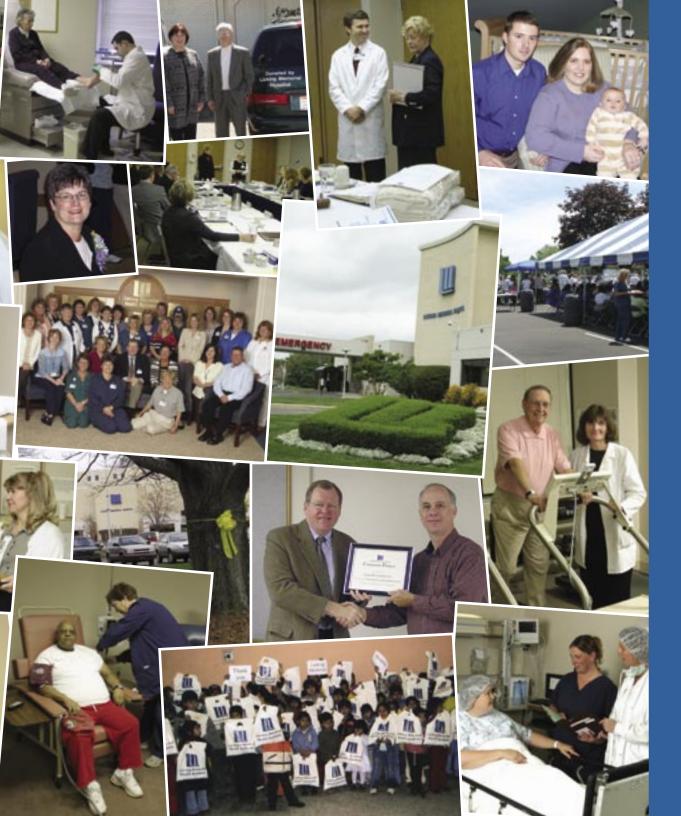
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Year in Review

Clinical excellence. Patient care. Patient safety. During 2004, we focused on these three critical issues while delivering health care to the residents of Licking County. We continue to monitor and report data on various measures to the community via our Community Report Cards. These measures are compared to state and national standards, as we think consumers of health care and members of the community have a right to know about Licking Memorial Hospital's quality of care.

It is a privilege to be able to serve the community and meet new friends as our paths cross. We value the community service that various organizations provide to our patients and others in need. We would like to pay a special salute to all the men and women serving in the Armed Forces. Our employees were honored to be a part of the send-off for the 211th Maintenance Unit when they left for Iraq to serve our country.





We are thankful to those community partners who have worked with us on various projects throughout the year. We appreciate the work done by the TWIGS groups and their support for Licking Memorial Hospital. Our volunteers are important to us, and we consider them an essential part of our team.

Our employees are an important asset to Licking Memorial Health Systems. We make it a point to celebrate employee successes and their involvement in community organizations and activities. We hope you enjoy our photo collage, sharing our memories from the past year.

Commitment to the future ...

Licking Memorial Hospital announced plans in late 2004 for the construction of a 90,000 square foot Critical Care Pavilion. This two-story addition, providing both a new Emergency Department and Surgery Department, will cost approximately \$35 million including construction, equipment and professional fees. The addition will incorporate cutting-edge technology and will offer more privacy for patients and their families.

The building will be constructed in front of the Hospital and the two buildings will be connected. The project is in the final planning stages and construction is anticipated to begin by the summer of 2005. It is estimated the Critical Care Pavilion will be completed by late-2007.

Mission Statement Licking Memorial Health Systems Exists to Improve the Health of the Community.

> Slogan Measurably Different ... for Your Health!



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