

Caring for our communities and economic well-being

When we think about what we do every day at Novant Health, it's about giving our patients world-class technology, clinicians and care when and where they need it. We care for the economic health of our communities in equally remarkable ways.

Healthcare jobs and investments are key economic drivers, but to better understand our influence, Novant Health commissioned an independent study to measure the economic impact of Novant Health across North Carolina, where we have our greatest concentration of employees and facilities.

The findings are an eye-opener. Last year, just in North Carolina, the value of Novant Health's economic activity was estimated to be \$5.9 billion. The number of jobs we created – directly and indirectly – was more than 44,000, and we generated \$623 million in tax revenues.

These jobs include approximately 21,000 Novant Health employees and an additional 23,000 jobs for our families, friends and neighbors that are created through the local goods and services we purchase. To think of it another way, for every one person employed by our system, we create slightly more than one additional job in the communities we serve.

A cup of kindness

Two Novant Health Kernersville Medical Center nurses brighten a patient's hospital stay with a taste of home

Coffee addicts everywhere know that their day doesn't really begin until they get their morning fix. And for those die-hard premium coffee drinkers who crave a venti, sugar-free, non-fat, no foam, white

chocolate mocha with non-fat whip, a regular cup of joe just doesn't cut it.

Annette Cook, RN, the assistant nurse manager for Kernersville Medical Center's

operating rooms, and Cathy Schoolfield, the hospital's scrub tech supervisor for sterile reprocessing, understand. Several times a week, the duo meets up at their local Starbucks to grab grande peppermint mocha Frappuccinos® with extra shots before beginning their shifts.

During one of their early-morning visits, they met Ann Decker – a Kernersville resident who frequented the same Starbucks at the same time – and learned she was scheduled to have total knee replacement surgery at Kernersville Medical Center in January.

Caring for our communities and economic well-being *continued*



That's a lot of mortgage payments, car payments, vacations, college tuitions and much more that are made possible because of what we do every day.

"We now have a better understanding of our significant impact on the North Carolina economy," said Novant Health President and CEO Carl Armato. "We drive jobs and tax revenue, and are a vital contributor in keeping North Carolina economically and physically healthy."

Additionally, we provided nearly \$111 million in charity medical care for the uninsured in North Carolina plus an additional \$347 million in unreimbursed health services to those with Medicare and

Medicaid coverage and patients from other government programs. Novant Health subsidized an additional \$39 million in health services for the state of North Carolina.

Why is our economic contribution important? What do the jobs we create both directly and indirectly have to do with healthy communities?

Numerous studies compiled during several decades confirm that health is directly related to economic status. Data compiled by the National Center for Health Statistics show that as an individual's income increases, they report that they are healthier. Additionally, individuals with higher incomes are less likely to develop chronic diseases such as diabetes.

Caring for our communities in every way possible speaks to our brand promise of helping people focus on getting better and staying healthy. It is all part of how we are reinventing the healthcare experience to be simpler, more convenient and more affordable. Our mission to improve the health of communities is not only a medical mission, but it is an economic one as well.

To read the full study, download a fact sheet and learn more, visit NovantHealth.org/study.

A cup of kindness *continued*

"They asked what time my surgery was and I said I didn't know but I hoped it would be early," Ann recalled. "They said, 'You want it early? We'll get you in early.' I just thought that was so nice. I really appreciated them helping me out."

But Annette and Cathy weren't done. On the day of Ann's surgery, they tried to stop by and say, "Hi," but got caught in another surgery. As they met up at Starbucks the following morning, though, they immediately thought of Ann.

"She had always been really cheerful and extremely nice, and we thought she'd probably be missing her morning Starbucks," Cathy said. "So we decided to bring her back her favorite drink."

Armed with a caramel macchiato, Cathy and Annette headed to Kernersville Medical Center, and knocked on Ann's door a little after 6:30 a.m.

"It was such a shock to see them, but I don't think anything made me feel better than seeing them walk through



the door with that caramel macchiato," Ann said. "Those girls were so awesome - I tell everyone about what they did. It's something I'll never forget."

From left: Cathy Schoolfield, Novant Health Kernersville Medical Center scrub tech manager for sterile reprocessing; patient, friend and fellow coffee lover Ann Decker; and Annette Cook, OR assistant nurse manager

Submit your remarkable stories to RemarkableStories@NovantHealth.org.

Around the system

Each year, VHA, Inc., identifies member organizations that demonstrate extraordinary levels of performance in clinical excellence and healthcare operations. **Novant Health received 13 awards for excellence in clinical care** and nine of our hospitals were honored with VHA Membership Recognition awards for improving patient care quality and safety in the areas of MRSA reduction, reducing preventable heart failure readmissions and falls with injury reductions. VHA is a national network of not-for-profit healthcare organizations that work together to drive maximum savings in the supply chain arena, set new levels of clinical performance, and identify and implement best practices to improve operational efficiency and clinical outcomes. VHA serves more than 1,350 hospitals and more than 72,000 non-acute care providers nationwide.

Novant Health, via **Novant Health Shared Services** and in collaboration with Alliant Management Services, will



work with Alleghany Memorial Hospital and the residents of Sparta, N.C., to improve access to quality healthcare in the community.

Novant Health physician clinics are introducing online scheduling. Patients may schedule appointments in real time at clinics using the online tool available at MyNovant.org. A number of clinics across North Carolina and Virginia have just launched this capability; all Novant Health primary care providers who are live on the Dimensions electronic health record system

will begin offering online scheduling in June. As part of our brand promise, Novant Health is striving to make healthcare remarkable. We truly believe that offering tools like online scheduling, which provide easy access and enhance patient satisfaction, will significantly contribute to making this promise a reality.

Diversity MBA Magazine named Novant Health as one of its **"50 Out Front for Diversity Leadership: Best Places for Diverse & Women Managers to Work."** The national leadership publication targets

managers, executives, professionals, students and the business community. Its annual list recognizes companies that allow and encourage managers and women of diverse backgrounds to advance and develop into leadership roles. The ranking process for this year's "50 Out Front" added research and evaluations to include companies that implement intentional strategies based on accountability, succession planning, representation, workplace inclusion, recruitment and board diversity.



As a participant in LEAP, Novant Health Prince William Medical Center was selected as a finalist for the Virginia Health Quality Awards. LEAP partners, (LEARNING from our community to apply EXPERTISE in an ACTION oriented PARTNERSHIP), include skilled nursing and rehabilitation facilities, home health organizations, hospice agencies and the local Area Agency on Aging. They've all signed a community charter to improve care transitions and outcomes for patients. The group reviews readmission data and discusses collaborative initiatives to reduce avoidable hospitalizations.

Spotlight on the top healthcare legislative issues in N.C.

Did you know that Novant Health actively partners with government officials to provide feedback about legislation and educate them on the many ways our organization cares for the communities we serve? In January, the North Carolina General Assembly convened their 2013 long legislative session. They have been actively discussing many issues of importance to our health system. Here is a snapshot of a few of those issues.

Tax reform

The North Carolina House and Senate have both passed tax reform proposals. While the House proposal does not change our not-for-profit sales and use tax exemption, the Senate proposal seeks to cap these exemptions at \$7.5 million the first year, \$5 million the second year, \$1 million the third year, and \$100,000 thereafter.

Novant Health earns this tax exemption every day by providing charity care and other benefits to the communities we serve. In 2012, Novant Health's sales and use tax exemption was \$21 million, so under the Senate proposal we would lose \$13.5 million the first year, \$16 million the second, \$20 million the third, and eventually almost \$21 million per year. If you live in North Carolina, it is critical you contact your House and Senate members and tell them to support the House tax reform proposal in order to protect their community hospitals.

Hospital transparency

Several N.C. senators introduced SB473, *Healthcare Cost Reduction & Transparency*. The original legislation set up an unrealistic system of reporting that would not have been useful to the public. However, Novant Health, the North Carolina Hospital Association (NCHA) and others worked with the bill sponsors to make drastic improvements to the bill.

The legislation now calls for the N.C. Department of Health and Human Services to make available to the public a website that lists the top 100 DRGs and 10 Radiology CPTs as identified by the Medical Care Commission. Hospitals must provide data for those DRGs indicating the charges, average payment accepted from the uninsured, the Medicare and Medicaid reimbursements from the previous year, the range of payments from the top five insurance companies, and the payments received by the State Employees Health Plan.

It also requires hospitals to transmit the charity care data contained in the annual 990 form filed with the federal government and post the information in a conspicuous location in the hospital. The legislation also requires that hospitals provide an itemized bill upon request that is in plain, easily understandable language.

The bill passed the full Senate and is awaiting action in the House.

If you have any questions, please contact Marci Wilding, vice president of government relations, at mwilding@novanthealth.org or 919-226-1679.

Around the system *continued*

Other notable honorees include Verizon, Bank of America, GE, Intel and Allstate.

The American Heart Association recently named Novant Health as a **Gold Fit-Friendly Worksite for creating a culture of wellness**. Companies that receive the award offer employees healthy eating options at work, a wellness culture, and physical fitness and nutritional activities. Examples of the initiatives we were recognized for include providing employees with onsite fitness classes, walking paths, fun competitions and a wellness portal; designating wellness ambassadors to share information with coworkers; and offering navigators that meet with staff to set goals related to physical activity, weight loss and overall wellness.

Novant Health Rowan Medical Center received the American Heart Association's 2013 Mission: Lifeline Bronze Quality Achievement Award. It recognizes medical centers nationwide that provide a high standard of care for patients who have suffered the most severe heart attacks. To achieve this award, medical centers must have 85 percent or greater compliance for treatment in several key areas, including the ability to open a blocked artery and restore blood flow to the heart within 90 minutes or less.