2010


Lehigh Valley Health Network

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Greater Hazleton Health Alliance

2010 Community Service Report
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Introduction

Greater Hazleton Health Alliance Community Service Report 2010
Running a Marathon

The Greater Hazleton Health Alliance believes it must maintain a steady, upward pace to be a contender in the healthcare marathon, always planning for course changes and challenges up ahead. In the field of healthcare that includes provision of high quality medical services, investments in technology, enhanced service lines, changes in demographics, formation of community and medical partnerships, and compliance with new regulations, such as the implementation of the electronic health record (EHR) that is federally mandated by 2014.

Our steady improvement over the past five years has allowed us to surpass expectations in the areas of quality care, financial stability, community service, volunteer and charity work, patient safety, and new or expanded healthcare services.

Being ahead of the curve has enabled our organization to flourish in times of economic uncertainty and healthcare challenges. We remain strong as a community hospital with local community leadership.

We are poised to provide the Greater Hazleton communities with excellence in both inpatient and outpatient care by meeting or exceeding benchmark standards in patient-centered care, providing comfortable testing environments with exceptional customer experiences, and continually investing in state-of-the-art technology and equipment. Visit us and see what all the talk is about—join us in our journey to service excellence.
Who We Are

The Greater Hazleton Health Alliance is a not-for-profit healthcare system that is dedicated to providing high quality, state-of-the-art, customer-friendly health and wellness services to more than 100,000 residents in a large tri-county area. The Greater Hazleton Health Alliance is comprised of the following affiliated entities:

Hazleton General Hospital – A 150-bed inpatient acute care facility providing quality medical and surgical services; emergency services including an accredited primary stroke center; a family birthing center; inpatient rehabilitation, an accredited bariatric program, and a home care service.

Hazleton Health & Wellness Center – Hazleton General Hospital’s state-of-the-art outpatient facility and a one-stop shop for all of your outpatient needs – from therapy and fitness to imaging, cardiology, travel health, and more. As the only hospital-based outpatient center in the area, it has the full resources of Hazleton General Hospital at its fingertips.

Alliance Medical Group – A multi-specialty healthcare provider network that delivers high quality family and specialized medical and surgical care.

GHHA Mission:

To provide compassionate, patient-centered, quality healthcare services and to contribute to the ongoing development of a healthier community.

GHHA Vision:

To be the preferred healthcare provider in the Hazleton community and throughout the tri-county region, contributing toward creating a healthier community.
Dear Friends and Neighbors,

The Greater Hazleton Health Alliance is an organization of movement and action, progressiveness and resourcefulness. Our organization has grown significantly over the past several years and 2010 was no exception. The loyalty and commitment our community has shown to its local healthcare system by using its services is vitally important to our continued success and to the ongoing availability of local healthcare services. You, your family, and our community friends are why we do what we do—we are friends helping friends, neighbors helping neighbors.

We are fortunate to have a devoted Board of Directors that serves as the backbone of our organization. This leadership is comprised of a diverse team of local business and professional men and women making local decisions about local healthcare. Additionally, we continue to be successful in recruiting some of the region’s most talented healthcare providers—physicians, managers, and staff experienced and willing to direct the most effective and efficient way healthcare is delivered in our community. Together, we form an alliance to uphold the mission and values of our organization and provide our patients with the high quality healthcare they expect and deserve.

2010 was a year of continued strategic planning to best prepare our organization for the exciting, but challenging, changes ahead with the upcoming implementation of healthcare reform initiatives. Guided by our Board of Directors, we are doing our utmost strategically to ensure we have the facilities and services to meet the demands of healthcare both locally and regionally.

I am proud to serve the Greater Hazleton area in my role as President and Chief Executive Officer of the Greater Hazleton Health Alliance. I am equally proud of the commitment our staff has towards your healthcare and thank them for the valuable services they provide.

In this Community Service Report, it is my honor to showcase some of the key ways our healthcare team benefits our community.

Sincerely,

James D. Edwards

www.ghha.org  www.hazletonhealthandwellness.org
Ladder of Recognition

Numerous regional and national organizations have recognized the Greater Hazleton Health Alliance for the significant, positive impact it has made on healthcare in the Greater Hazleton area. To our community, this is a testament to the high quality, safe care you receive as a patient in our healthcare system.

- 2010 HealthGrades Patient Safety Excellence Award
- 2010 National Patient Safety Award
- HealthGrades Excellence in Pulmonary Care and Patient Safety recognitions
- Primary Stroke Center Reaccreditation
- Quality Care Recognition in US News and World Report's America's Best Hospitals Issue - July 2010
- American Stroke Association's Get With The Guidelines Stroke Gold Plus Award
- American Heart Association's Get With The Guidelines Heart Failure Gold Plus Award
- American Heart Association's Get With The Guidelines Coronary Artery Disease Silver Award
- Regional record of 51 minutes "door-to-balloon" time for heart attack care through MI Alert program
- Mammography Quality Standards Act and Program three-year accreditation of mammography services
- Manufacturers' Association of Eastern Pennsylvania's Honorary Mention Award for community involvement
- 2010 Silver Aster Award for the quality content of the Northeast Bariatric Center website: www.nebariatrics.com

The Greater Hazleton Health Alliance provided $3,971,000 in uncompensated care in 2010.
$1.2 million spent on providing free or low cost community programs, community outreach, and financial contributions.
Setting a New Pace in Healthcare

One can make the analogy that successful healthcare systems approach quality care like a baseball pitcher—methodically and composed, always focused on delivering that perfect pitch. Healthcare providers must practice the highest level of medicine each and every day, while maintaining their professionalism and striving for excellence in all areas of quality care and customer service. Paying acute attention to the details enables our organization to deliver successful results to our patients time and time again. It is that attention to detail that sets us apart from other healthcare systems—working to identify areas of improvement, investing in cutting-edge technology, employing healthcare providers that believe in the values and high standards of the Alliance.

We maintain our standards of excellence in quality care by continually comparing our system with other national healthcare organizations so that we can stay abreast of new trends and medical processes. This provides us with a snapshot of how we are doing compared to regional and national benchmark standards of care that we want to not only achieve, but also exceed.

Patient Safety a Priority

Patient safety is about delivering the right care at the right time in the right setting. This culture of safety is what guides the actions of the healthcare professionals at the Greater Hazleton Health Alliance each and every day. Patient safety is an important part of our healthcare system and it defines quality healthcare.

In 2010, Hazleton General Hospital, an affiliate of the Greater Hazleton Health Alliance, was the proud recipient of the HealthGrades Patient Safety Excellence Award for the third consecutive year, an honor that recognized the hospital’s patient safety ratings for being in the top five percent of U.S. hospitals.

Hazleton General Hospital performed better than average in the following categories rated by HealthGrades, a leading independent healthcare ratings organization that tracks trends in a variety of patient safety issues through hospital records and proven evidence-based indicators.

- Lack of pressure sores or bed sores acquired in the hospital
- Avoidance of collapsed lung due to a procedure or surgery in or around the chest
- Lack of infections acquired at the hospital
- Absence of hip fracture after surgery
- Adequate organ function and electrolyte and fluid balance after surgery
- Lack of deep blood clots in the lungs or legs after surgery
- Avoidance of severe infection following surgery
- Lack of surgical wound site breakdown

Here are some of the other initiatives Hazleton General Hospital worked on in 2010 to ensure patient safety:

- Implementation of Electronic Medical Record (EMR)
- Design of Bedside Medication Verification (BMV) program
- Continued best practice in pressure ulcer prevention
- Implementation of catheter-associated urinary tract infections (UTI) reduction program
- Implementation of surgical site infection reduction program
- Promoted best practice use of beta blockers and timely antibiotic administration

Our hospital’s facility-acquired pressure ulcer prevalence for 2010 averaged 3.5%, well below the national acceptable benchmark of 6%.
"We grow with our community as it continues to evolve. This includes adapting our standards of patient satisfaction, always striving for higher levels of excellence."

Reaching Higher Levels in Patient Satisfaction

When many think of healthcare, they think about hospitals, healthcare providers, services, medical technology, and new office locations. While this is the most traditional view of healthcare, it also includes a patient's experience as well. No longer are healthcare systems merely concerned with providing a variety of high quality services; rather, they want to be sure those services are being delivered in a manner that meets or exceeds the basic and emotional needs of patients.

Excellence in patient satisfaction plays as important a role in quality care as making patients feel better. Open communication among care teams and patients fosters positive relationships that promote new heights in patient satisfaction.

There may be times, however, when that communication breaks down, leaving patients vulnerable and unsure about what to do. In these situations, the patient advocate acts on behalf of a patient's needs. The patient advocate:

- Acts on behalf of the patient and ensures an unbiased investigation of the facts related to the patient concern, complaint, or grievance.
- Assists patients and their families in acquiring information regarding course of treatment, continuity of care, and any post discharge questions a patient or family member may have.
- Educates patients in regards to their rights. Any questions that may arise regarding privacy, release of information, living wills, visitors' rights, etc., are often explained to the patients through the advocate.
- Maintains communication with patients and their healthcare providers to help ensure patient understanding of procedures, thereby reducing fear and increasing patient compliance, resulting in a higher percentage of successful treatment and also ensuring patient safety.
Setting the Bar in Specialized Care

Part of the ongoing vision of the Greater Hazleton Health Alliance is providing access to specialized services that enable patients to receive high quality care in the comfort of their own community. Two examples include the collaboration efforts with Lehigh Valley Health Network to begin planning for a Level III Trauma Center and Chest Pain Center at Hazleton General Hospital.

Both of these advanced emergency programs will raise the bar in specialized services for our local residents. There has been tremendous movement on these fronts in the past year, and the planning teams continue to work together to move the process forward.

Excellence in Emergency Care

Providing life-saving care requires highly skilled, emergency-trained, compassionate healthcare professionals who can succeed time and time again in stressful, emergency situations. The Alliance's partnership with Lehigh Valley Health Network's emergency physicians allows our hospital to staff its Emergency Department with physicians who are all board certified in emergency medicine. Together, we are able to provide advanced services to a wider range of patients. Our mission is to deliver the utmost care during the most critical of circumstances 24 hours a day, seven days a week. This partnership enables patients to be assessed and treated quickly and efficiently, with more serious trauma and cardiac cases transferred to a tertiary care facility such as Lehigh Valley when necessary. No patient in need of emergency medical services is ever turned away.

Getting on the Fast Track

Upon entering the Emergency Department, all patients are triaged based on the severity of their medical condition. The Fast Track Program serves as an alternative to a traditional Emergency Department setting by offering urgent care (sinus infections, colds, minor sprains, etc.) to patients who seek assistance in an emergency-care setting. This program is expected to help decrease the length of wait times during peak hours and decrease the number of patients who choose to leave without being seen.

Hypothermia Therapy Saves Lives

The Emergency Department physicians are using an innovative treatment for those patients suffering from cardiac arrest. During a crisis such as cardiac arrest, the body's organs compete for oxygen, resulting in less blood flow (which carries oxygen) to the brain. This can lead to permanent brain damage if not treated properly. Hypothermia therapy works to lower a patient's body temperature to 91 degrees, allowing the brain cells to function on less oxygen. This cutting-edge treatment is saving lives and reducing the risk of brain damage in our patients.

Excellence in Stroke Care

Hazleton General Hospital was the first accredited Primary Stroke Center in Northeastern Pennsylvania. This designation assures our patients that they receive the highest quality care from the onset of a stroke through rehabilitation. Hazleton General Hospital and Lehigh Valley Health Network developed an award-winning Stroke Alert Program. Potential stroke patients who enter the Emergency Department are quickly assessed and provided with a CT scan in 20 minutes or less. This quick assessment allows our stroke team to initiate the proper treatment that is essential to save lives and reduce the debilitating effects of a stroke.

Georgianne Sandrock, a resident of the Hazleton area and a retired LPN, recognized she was experiencing the onset of a stroke. "I was at home when I recognized the symptoms and immediately called the EMT," said Georgianne. She was rushed to Hazleton General Hospital as part of the Stroke Alert Program. The experienced team of healthcare professionals stabilized her condition and transferred her to Lehigh Valley Health Network for additional treatment. "I spent six days in the neurological ICU at Lehigh Valley. When it came time for my inpatient therapy, I said that I wanted to return home to the Gunderson Rehabilitation Center at Hazleton General Hospital. The team at Gunderson designed a program especially for my specific needs. All of my needs were fulfilled with compassion and support by every department, from my rehabilitation team and nursing to clergy, dietary, and housekeeping," said Georgianne.

Georgianne says one of the most important impacts of her stay at the Gunderson Rehabilitation Center is the friendships she made along the way. "I want people in the community to know that we have the medical assets right here in Greater Hazleton if we should need it," said Georgianne.
Excellence in Emergency Cardiac Care
Heart disease and various cardiac complications are prevalent in the Greater Hazleton area. Hazleton General Hospital and Lehigh Valley Health Network developed an award-winning MI Alert Program in a proactive effort to increase the positive results of emergency cardiac cases. The MI Alert Program allows smaller community hospitals like Hazleton General—along with EMS personnel specially trained in cardiac assessment and emergency care—to quickly identify heart attack patients, assess and stabilize their condition, and quickly transfer them to a tertiary care facility like Lehigh Valley Health Network in 90 minutes or less so advanced treatment and life-saving procedures, such as cardiac catheterizations, can be performed.

Hazleton General Hospital currently holds the regional record for the MI Alert Program—an astonishing 51 minutes from Hazleton General Hospital’s emergency door to Lehigh Valley’s cardiac catheterization lab.

Excellence in Bariatric Care
The Northeast Bariatric Center at Hazleton General Hospital is a designated Bariatric Center of Excellence, fully accredited by the American Society for Metabolic and Bariatric Surgery and the Surgical Review Corporation. Being a Center of Excellence is a distinguished honor that recognizes our adherence to strict standards of excellence in performance, quality, patient satisfaction, and successful surgical outcomes for our bariatric patients. The team provides a comprehensive and multi-disciplinary program for the surgical treatment of obesity including laparoscopic adjustable gastric banding, laparoscopic gastric bypass surgery, and laparoscopic sleeve gastrectomy.

Excellence in Joint Replacement
The Healthy Steps Joint Replacement Program at Hazleton General Hospital went into full swing during 2010. This specialized joint replacement program assists patients on their journey of discovering a new and improved quality of life after joint replacement surgery by offering advanced surgical options with extensive education. Patients receive a book that details all areas of the program including what to expect during the joint replacement process, pre-admission testing, surgery, post surgery, rehabilitation, and beyond. The Healthy Steps Joint Replacement Program was developed to ease patients’ worries and anxieties before, during, and after joint replacement surgery so that they can engage in a quality experience from start to finish.

Rosemary Meier could barely tie her shoelaces let alone play on the floor with her grandchildren. “The osteoarthritis became so bad that I couldn’t keep up. I couldn’t even walk around at the Penn State games,” said Rosemary. “I decided to attend the Healthy Steps Joint Replacement Program informational session in March. By April I had a consult and was scheduled for surgery in June. I experienced such positive results throughout the entire process. Staff remembered me from pre-admission testing and came over to wish me luck.” That’s the kind of care and compassion indicative of an intimate community hospital—we’re friends taking care of friends, neighbors taking care of neighbors.

Today, Rosemary is once again climbing steps at the Penn State games, playing on the floor with her grandchildren, and experiencing an improved quality of life thanks to the Healthy Steps program.

“I’ve worked here longer than I’ve lived anywhere. I’ve been a patient here—I’ve been part of a successful system. My family and friends have been patients here. I trust the physicians and caregivers with those I love.”

- Mary Wydock, RN, Emergency Department

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Growth

Growing With Our Community

It is all about growing with our community by meeting the diverse needs and expectations of those we serve. Much like a child experiences various stages of growth, so do organizations. The Greater Hazleton Health Alliance is fortunate to have the support of a strong backbone to assist throughout the process, including a dedicated board of directors and medical, nursing, support, administrative, and office staff that approach health and wellness in a team-oriented manner. Together, we create an unmatched continuum of care, providing the best in individualized, compassionate care to our community. Below are insights from our team.

“Good nurses are able to take care of the task at hand and provide excellent patient care, but great nurses believe in going above and beyond through small acts of kindness that leave a lasting impression.” Jim Edwards, President and CEO of the Greater Hazleton Health Alliance.

“I have been a part of this healthcare system for the past 41 years because, first and foremost, I love my job and I love the people I work with. The people here are caring and committed to quality patient care. I appreciate having the opportunity to work with this team to promote quality care for everyone. I remain a part of this team because I'm able to serve the community I live in. This is the community I care about. I see the Alliance continuing to make itself better and that's what I respect and what makes me want to be a part of it.” Elaine Curry, Medical Staff Library/GHHA Community Library - Hazleton General Hospital.

“I've been practicing medicine in the community for the past 30 years, most recently as part of Alliance Medical Group. I love the fact that we can provide small towns with access to 'big city' quality care, services, and healthcare providers. I want to be a part of this because our organization is growing into the future of medicine and bringing about positive change. We're actually here on the cutting edge, working together to provide the highest level of quality care.” Gene Gorski, MD, Medical Director - Alliance Medical Group.

“I've worked with the Alliance at several locations, most recently at the Hazleton Health & Wellness Center. What I like is that we are a small organization and that everyone gets to know one another. It increases communication. That relationship extends to our patients.” Joe Aquilina, Occupational Health Client Services & Customer Service Coordinator - Hazleton Health & Wellness Center.

“I am glad to be able to work in the same community where I live. The people I work with here are like an extended family. We care about each other and take pride in our work. We want to make the Alliance a quality healthcare system for our families, neighbors, and friends. The Alliance is very focused on customer service and serving the community's needs.” Diane Pauline, Alliance Medical Group Business Office.

“I have worked for the Alliance system since 1995, most recently as a Nurse Practitioner for Alliance Medical Group. I have always said that the Hazleton area delivers excellent medical care. There are so many great staff members. I love working within a small community system because everyone gets to know everyone like family. Because I have worked many years within the system, physicians value my opinion because they have seen what I can do and trust me. I like that the most.” Heather Sugarman, RN, MSN, CRNP, Alliance Medical Group.
Building a Healthier Community

Healthcare is as much about the deliverance of quality medical services as it is about the partnerships that are developed to assist in meeting the health and wellness needs of our community. The Greater Hazleton Health Alliance has aligned itself with regionally and nationally known health and education organizations to provide area residents with access to specialized care right here in our own community.

For instance, our partnerships with Lehigh Valley Health Network and Hershey Medical Center have allowed the Alliance to offer award-winning heart attack, stroke, and burn programs through MI Alert, Stroke Alert, and Tele-Burn, as well as pediatric cardiology and electrophysiology services. Combining our knowledge and resources provides our community with greater access to a wider range of specialty services.

In addition, the Alliance partners with local education institutions to offer employees continuing education opportunities in a variety of fields including healthcare administration, nursing, leadership, and business. The Alliance also offers opportunities for healthcare students to complete clinical rotations, internships, and job shadowing.

Most importantly, we believe in giving back to the community that supports us. We support a variety of community organizations and events that are closely aligned to our mission. Alliance staff, as well, serves the community through their volunteer work with the Greater Hazleton Health Alliance and with various community organizations.

Educational Partnerships
We partner with the following institutions of higher learning to provide ongoing education and training for our staff, as well as serving as a training and internship site for nurses, medical assistants, medical students, pharmacists, physician assistants and other health professionals.

- The Commonwealth Medical College
- Misericordia University
- Luzerne County Community College
- Penn State Hazleton
- Hazleton Area Career Center
- Wilkes University
- Thomas Jefferson University
- DeSales University
- Drexel University
- Kings College
- Marywood University
- McCann’s School of Business & Technology

Community Partnerships
These are just some of the many community organizations and events supported by the Greater Hazleton Health Alliance.

- United Way
- Big Brothers/Big Sisters
- Miller Keystone Blood Center
- Leadership Hazleton
- Greater Hazleton Area YMCA & YWCA
- Funfest
- American Cancer Society
- Chamber of Commerce
- Hazleton Chapter American Red Cross
- Hazleton Area Career Center's Health Occupations
- Serento Gardens
- Greater Hazleton Area Civic Partnership and the Greater Hazleton Rails to Trails
- Standard Speaker, Newspaper in Education Program
- First Night Hazleton 2010
- Alzheimer's Association
- Susan B. Komen's Swing for the Cure at Eagle Rock
- Domestic Violence Service Center
- Martin's Mission 2010
- Partners in Education
- Freeland YMCA

$12.9 million of total community benefit was provided in 2010.
Making Strides for Our Future

Your healthcare team at the Greater Hazleton Health Alliance is making great strides to best anticipate the needs of our community for both the short and long-term future. While it is difficult to predict the future direction of healthcare, it is certain that technology will be leading the way.

In 2010, the Greater Hazleton Health Alliance invested nearly $3,000,000 in new equipment and facility improvements to ensure state-of-the-art experiences at its Alliance facilities. Furthermore, the technological enhancements and upgrades are essential to ensure that our organization can achieve national benchmark standards of patient care and safety. That is all around great news for our patients.

A Team Approach to Improving Quality Care
In 2010, the Greater Hazleton Health Alliance was highly successful in implementing various information systems' tools and upgrades to increase the workflow, productivity, and quality and safety of patient care.

Since 2009, the Alliance has implemented various components of the electronic health record (EHR) in anticipation of federal mandates put forth by the Patient Protection and Affordable Care Act. The EHR is a multi-year, multi-million dollar project that provides physicians and caregivers at any Alliance facility with immediate electronic access to a patient's medical history and test results at the click of a mouse. This is particularly important in emergency situations when having the most current and complete health information at your caregivers' fingertips is critical in the treatment process. To best accommodate physicians and their patients, the Alliance started planning for implementation of the EHR in Alliance Medical Group (AMG) physician offices during the 2010 fiscal year. This will allow AMG healthcare providers to immediately access their patients' medical information from Hazleton General Hospital, the Hazleton Health & Wellness Center, and any other AMG healthcare specialist office.

A Meditech information system upgrade allowed for automation of the patient care process through the electronic Physician Care Manager (PCM). The PCM includes selections for physician rounding reports, patient pharmacy profiles, and much more in an effort to streamline patient information and our physicians' workflow.

Program design for the Bedside Medication Verification (BMV) program began in 2010. Bedside Medication Verification is an innovative system that uses barcode scanning technology to confirm patient identity and medication information and then compares it against existing data available in the electronic medication administration record (eMAR). This technology acts as a safeguard against medication errors, thus providing efficient, quality, safe care to patients.

Plant and Equipment Investments
The following highlights some of the major investments the Greater Hazleton Health Alliance made during 2010:

- Cardius X-ACT triple head cardiac nuclear medicine camera - A new service added to the Cardiology Department at the Hazleton Health & Wellness Center.
- GE Optima digital radiographic system - The first of its kind in the state of Pennsylvania. This innovative system produces clear images in seconds, reduces patient wait times, and provides immediate access to test results.
- Siemens Vista chemistry/immuno-chemistry analyzer - New laboratory technology that allows for increased volumes of chemistry tests and provides faster test results for cardiac markers, which is especially important to stroke patients.
- Spect/CT Nuclear Medicine Camera - Hazleton General Hospital was the only hospital in the area at the time to utilize this advanced combination CT and nuclear medicine technology.
- Facility Improvements - Major improvements were made at Hazleton General Hospital and other campus facilities to maintain a most optimal and safe physical plant for staff, patients, and visitors.
- Patient/Service Elevators at HGH - Two elevators were replaced to provide better service and quicker access for staff and patients.
We are working towards maintaining a financially viable organization through diligent financial stewardship while at the same time giving back to our community. - Jim Edwards, President & CEO Greater Hazleton Health Alliance

Expansion of Services

Our dedicated employees combine individual talents and skill sets with that of other staff throughout the organization to provide patients with an unmatched, individualized healthcare experience from start to finish. Poised, enthusiastic, and efficient team members are a large part of our organization’s success in growth and volumes.

In addition to technological enhancements and upgrades, another area of impressive growth is the Greater Hazleton Health Alliance’s expansion of services. This includes the exciting preliminary stages of seeking Level III Trauma and Chest Pain Center accreditations, both of which would significantly enhance the quality of care in the community.

The outpatient cardiology/pulmonary team at the Hazleton Health & Wellness Center started to organize a pulmonary rehabilitation program, one developed with a multi-disciplinary team approach in mind. The program is aimed at assisting patients who suffer from chronic respiratory disease—COPD, severe asthma, chest wall disease, cystic fibrosis, bronchiectasis, interstitial lung disease, lung cancer, selected neuromuscular diseases, post-polio syndrome, and perioperative conditions.

As a designated Bariatric Center of Excellence, the team at the Northeast Bariatric Center is committed to helping its patients achieve healthy weight loss through proven successful surgical outcomes. This comprehensive program provides patients with the opportunity to become educated about the process, undergo appropriate testing, and achieve a healthier lifestyle upon completion of the program. In addition to traditional treatments, including laparoscopic adjustable gastric banding and gastric bypass surgery, the Northeast Bariatric Center began offering laparoscopic sleeve gastrectomy procedures in 2010.

In addition to expanding services, the Alliance is expanding into areas with unmet needs. One example is the expansion of the Healthy Beginnings Plus program into the Hometown area to better serve those women in need of state subsidized low cost prenatal care.
Community

Here to Serve You

The difficult economic times of 2009 poured over into 2010. As the recession worsened, many in our community lost their jobs and their health insurance, which placed increased demand on community service organizations that care for low-income people. Many faced shrinking charitable donations and reduced state and local revenues.

As a healthcare system, we, too, faced economic uncertainties. We began to see a decrease in admissions as some people put off elective surgeries due to lack of insurance. We saw an increase in patients with Medical Assistance insurance.

But rather than scale back our efforts, we saw the needs of our community and were able to maintain and in some areas increase the scope of our community outreach activities. We are proud of our staff who volunteered more hours for their community than they ever had before. We worked hard to promote community and environmental health.

From infancy through adulthood and beyond, you are our community. We are grateful to offer you a continuum of care through each stage of life: helping mothers bring children into the world through the Family Birthing Center, providing appropriate pediatric care to help children become strong adults, offering specialty services through Alliance Medical Group to assist with all of your health-related needs, and even providing comfort, compassion, and care at the end stages of life through home health services. The Greater Hazleton Health Alliance believes in going the extra mile for its community:

- Free education programs (151), health fairs and screening events (85), and screenings (3,642).
- 6 community blood drives to support Miller Keystone Blood Center, the only center that provides blood supplies to our hospital.
- 4,247 rides and 62,018 miles via our patient shuttles were provided free to patients visiting HGH, HHWC, Healthy Beginnings, doctors' offices or other healthcare locations.
- 6,455 hours of staff volunteer time in our community.

In 2010, we recycled more than 45 tons of paper, plastics, etc. This illustrates a commitment not only to our patients, but also to our environment.

Communicating With You on a New Level

The Greater Hazleton Health Alliance is reaching out to you through traditional and modern-day means, always striking a balance between the comfort and security of personal contact and the excitement of contemporary technology. Schedule appointments and register for events by phone or online. Enjoy a complimentary copy of Healthy Horizons, an award-winning publication, via mail or view it on our websites. Follow us on Facebook or read about us in the newspaper. There is something for everyone!

Visit our websites:
www.ghha.org  www.hazletonhealthandwellness.org  www.nebariatrics.com

Not Going Green, We ARE Green

As does every large organization, we accumulate a significant amount of waste. In 2009, the Greater Hazleton Health Alliance decided to do something about it and implemented a recycling initiative, which was designed in a way that makes the recycling process as easy and convenient as possible for staff and visitors alike. All bins are color-coded, labeled, and placed in close proximity to the trash cans to guide patients, visitors, and employees as to the proper disposal of trash. Nearly every product can be recycled minus a few exceptions. Based on an average 300 tons of waste per year, 15% of it is now recycled. Some of our other recycling initiatives include but are not limited to the following:

- Use of mercury-free light bulbs in many areas throughout the hospital.
- Use of green seal of approval adhesives and cleaning products.
- Recycling of oil from the transport vehicles.
- Use of 100% recycled carpeting materials in some areas throughout the hospital.
Healthy Employees Promote Healthier Patients

Simple but true. Our organization's philosophy is that healthy employees promote healthier patients. In 2010, the Greater Hazleton Health Alliance created a formal Wellness Committee to promote health and wellness in the workplace. This team is comprised of employees representing various areas of the organization who come together to plan motivating educational programs and beneficial health fairs and screenings, provide health education materials, and much more. Encouraging staff to learn more about and practice healthy living, including awareness to disease prevention and early detection, will reflect a healthy living attitude in the care of patients.

“"I've been a part of the Alliance for 27 years. I love my close interaction with fellow employees to encourage communication and promote a healthier workplace. It’s those close bonds and the family-like atmosphere that makes the Alliance special to me."

- Donna Thomas
Employee Health Nurse.

Alliance Family Fun & Health Day

In 2010, residents of the Greater Hazleton area were invited to a new annual event called Alliance Family Fun & Health Day. This event, sponsored by Hazleton General Hospital, the Hazleton Health & Wellness Center, and Alliance Medical Group, offered the community an opportunity to meet and mingle with their local Alliance healthcare providers and area emergency services providers, ask questions, receive free health screenings and educational information, and take part in fun activities. All this was provided at no cost to the community and was fun for all ages. The key objective of this event was to promote good health, disease prevention, and early detection through health awareness and education.

A Cultural Spin on Healthcare

The Greater Hazleton area is rich in cultural diversity and the Greater Hazleton Health Alliance has adapted its healthcare services to accommodate the unique needs of its community, which includes significant growth in the Spanish population. The Greater Hazleton Health Alliance has expanded its services to include more Spanish-speaking staff including bilingual Emergency Department patient liaisons and medical staff. This improves the lines of communication and contributes to the delivery of high quality care and continued excellence in patient satisfaction. Listed below are some diversity-related initiatives of the organization.

- Diversity training has been and continues to be provided to Alliance staff.
- Bilingual staff and physicians are being recruited to work in our organization, which assists in more effective communication with the growing Spanish-speaking population.
- The hospital sponsors a candidate, usually from the Hispanic/Latino community, to participate in the Chamber of Commerce's Leadership Hazleton program.
- A telephone translation system, which interprets more than 100 languages, is available throughout all Alliance facilities.
- Essential health documents are produced in Spanish.
- Medical education information is available in Spanish through the Alliance’s Community Health Library.
- The hearing and speech impaired are able to communicate with Alliance staff through a free text relay link on the homepages of our websites - www.ghha.org and www.hazletonhealthandwellness.org.
- A leaf symbol has been placed on select furniture, bathroom doors, and equipment throughout all Alliance facilities to signify support of individuals with above-average weight.

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'Walking With You'
The Greater Hazleton Health Alliance has a warm place in its heart for our senior population in the community and offers programs that will help to promote their continued independence. We offer a number of support groups, partner with Meals on Wheels to provide nutritious, warm meals, and provide free shuttle services to and from Hazleton General Hospital and the Hazleton Health & Wellness Center for outpatient diagnostic testing and rehabilitation, and to doctors’ appointments.

Many of our seniors serve as positive role models in our community so it is important for them to practice good health and wellness habits, and know where to go when a health problem does arise. The Alliance encourages its senior population to remain physically, mentally, and emotionally fit through awareness, education, and activity. One such program that encourages independence, healthy living, and physical activity is Senior Choice. For nearly 20 years, the program has touched many lives throughout the community. Members enjoy free health fairs and screenings, monthly Lunch & Learn education programs, a discounted fitness membership, social events such as bus trips, performing arts shows, an annual picnic, and much more.

'Taking Baby Steps'
The Greater Hazleton Health Alliance is by your side from birth and beyond and believes strongly in the importance of prenatal care. Healthy Beginnings Plus is a state-funded program designed to provide low-income mothers with an opportunity to receive prenatal care. This program is available to pregnant women who are eligible for Medical Assistance. Healthy Beginnings Plus offers regular mother and fetal check-ups, ultrasounds, as well as birthing classes and support groups. Mothers in the program deliver at Hazleton General Hospital's Family Birthing Center. In 2010, this program opened a second office location in Hometown, Pennsylvania, to meet the growing needs of mothers in that community.

Equally important is our adolescent population who experience the yo-yo effect of a sometimes uncomfortable transition from childhood into adulthood. James Caggiano, MD, FAAP, a local pediatrician for more than 30 years and a part of Alliance Medical Group, recognized a need for improved mental health in adolescent and young adult patients.

In 2010, he spearheaded an innovative mental wellness program at Alliance Medical Group's pediatric office to secure a healthy and stable future for adolescents and young adults in the community. This pilot program, which was developed by the Center for Family Intervention Science at Children's Hospital of Philadelphia, is funded through a federal grant and is provided at no additional cost to patients. It is integral in detecting early signs of depression, anxiety, domestic abuse, eating disorders, or suicidal thoughts through a web-based system.

As part of the pilot program—coined the Garrett Lee Suicide Prevention Project—participating healthcare providers and staff are provided with advanced training in the web-based behavioral health screening tool, learn how to interpret the results to properly assess a patient’s psychological well being, and obtain useful information about approaching patients with the results. This has created heightened awareness and education for local participating healthcare providers so they can best help their struggling patients.

'Family Birthing Center Support Classes'
- 6 week labor and delivery classes
- Breastfeeding classes and support group
- Infant and child CPR classes
- Parenting classes
- Sibling classes
- Free car seat checks

'Commitment to Care'
The Greater Hazleton Health Alliance’s healthcare mission is to provide necessary medical care to all persons, regardless of one’s ability to pay. No patient will be denied treatment due to inability to pay. A financial assistance program is available to patients who meet certain financial criteria. Financial counselors are available to discuss financial concerns with patients, determine eligibility for government insurance programs, and/or assist with the charity care application process. A discount payment program is also available to patients who don’t meet the criteria of charity care. Our staff is available to help you meet your medical financial obligations. Call us at 570-501-4813.

3,642 health screenings were provided free to the community to promote early detection and wellness.
Finance
Our Economic Impact
The success of any organization relies heavily on successful leadership, dedicated staff, effective communication, excellence in customer satisfaction, organizational sustainability, and financial stability. This year's report details our success in all of these areas, the last of which is the financial component. Financial stability is an essential factor since it steers our healthcare system in the direction of long-term investments, our community being one such investment. As a not-for-profit healthcare organization, the Alliance is able to remain focused on its patients instead of the shareholders. Simply put, any operating revenues in excess of operating expenses is given back to the community in the form of new and improved healthcare services and programs, free education programs, health fairs and screenings, cutting-edge technology and facility equipment, and more.

Noteworthy Numbers

<table>
<thead>
<tr>
<th>Metric</th>
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<tbody>
<tr>
<td>Net GHHA revenue</td>
<td>$115,185,000</td>
</tr>
<tr>
<td>Total community benefit</td>
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<tr>
<td>Community benefit as % of total expenses</td>
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<tr>
<td>% of patient revenue from Medicare</td>
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<td>Births</td>
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<td>Healthy Beginnings Plus visits</td>
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<td>Number of employees</td>
<td>951</td>
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<td>Employee wages</td>
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Community Benefit
Each entity of the Greater Hazleton Health Alliance contributed to the community benefit programs in 2010 for a system-wide total contribution of $12,945,000.

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151 free community education programs were held on a variety of health and wellness topics.

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Diversification of Patients Seen by Payor Mix

- Medicare: 50.4%
- Blue Cross: 21.8%
- Medical Assistance: 13.4%
- Commercial: 5.5%
- HMO/PPO: 2.9%
- Self Pay: 3.8%
- Workers Comp: 1.8%
- Other: 0.4%

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Mission of Hazleton General Hospital

To serve the healthcare needs in the Greater Hazleton area by providing emergency, diagnostic and therapeutic medical services; conducting educational programs for medical and professional staff and the public; and delivering these programs and services with compassion and appropriate standards of quality.

Mission of Alliance Medical Group

To provide professional, proficient, and proactive services, encompassing the total healthcare needs of every patient in the community.
Mission of Hospital-based Outpatient Services at Hazleton Health & Wellness Center

To create a Health and Wellness Experience that fosters a culture of Confidence, Consideration and Caring... one Individual at a time.

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