

# COMMUNITY REPORT 2009



SOUTHEASTERN  
MED



## GROWING A STRONG AND HEALTHY COMMUNITY

### LETTER TO THE COMMUNITY

As we reflect on 2009, I am extremely proud of our employees, physicians and volunteers for their unwavering commitment to the patients we care for here in the medical center and to the communities we serve. In 2009, healthcare reform and the challenging economy had significant impacts on Southeastern Med, yet, the medical center continued to provide high quality, comprehensive healthcare to patients in Guernsey, Noble and surrounding counties.

Despite the state of the economy and weight of the additional tax, in 2009, Southeastern Med showed incredible growth as we successfully recruited an urologist, an orthopedic surgeon, an Ears, Nose and Throat (ENT) specialist and a pediatrician. The medical center also worked closely with OSU to revitalize its cardiology services with the addition of Dr. Stephany Moore. Many departments continued to increase volumes, including Surgery, Radiology, Laboratory Services, Wound Care, Endoscopy and Cardiac Catheterization Labs. The medical center also improved patient care and safety with the investment in SMART intravenous (IV) pump technology.

In addition to the growth, Southeastern Med found itself in a reactive mode due to the economic recession and its impact on the medical center. Staffing levels were adjusted and many cost reduction steps were initiated as a result of reimbursement changes in Medicare and Medicaid programs, and insurance companies increasing

customer deductibles and co-pays, increasing the medical center's charity and bad debt expenses. The State of Ohio also imposed a new state hospital franchise tax on tax-exempt hospitals. Within 2009 and 2010, Southeastern Med will lose \$1.9 million through the new hospital tax.

While we live with continued uncertainty about the final impact the challenging economy and healthcare reform will have on the medical center, Southeastern Med continues to provide high quality care and recruit first-class physicians and healthcare professionals. It will take time to analyze the healthcare reform and truly understand its effects, positive and negative. We hope the final outcome will have an appropriate balance and result in a healthier, more stable healthcare system.

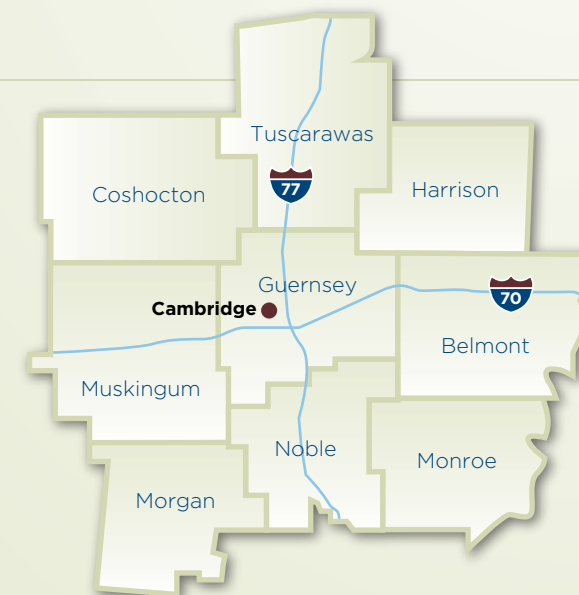
On the following pages, you will read about how Southeastern Med is working through the challenges to provide the highest quality healthcare to patients in Guernsey, Noble and surrounding counties. If you have any thoughts, questions or concerns, feel free to contact me.

Sincerely,

*Ray M. Chorey*  
Ray Chorey, CEO



Ray Chorey CEO



### COMMUNITY AND POPULATION WE SERVE

Southeastern Med, located in the city of Cambridge, is at the crossroads of Ohio at Interstate 70 and 77, but its services extend far beyond the medical center's walls. They encompass an area including Guernsey and Noble counties that extends north to Newcomerstown, east to Belmont County and west serving portions of Muskingum County.

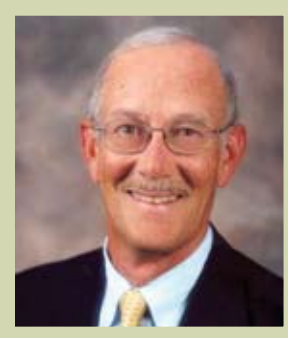
## BOARD OF DIRECTORS



Andrew Dix

**Andrew Dix** is a native of Defiance, Ohio. He earned his Bachelor's of Arts degree from Wittenberg University in Springfield, Ohio. Before accepting his current position as publisher of The Daily Jeffersonian located in Cambridge, Dix was employed by The Alliance Review in Alliance, Ohio where he served as the advertising director from 1998 to 2006.

Dix currently serves as a member on numerous local boards including The Camco Financial Corporation, Guernsey County Community Foundation, Cambridge Chamber of Commerce and the Muskingum Watershed Conservancy District's Development Advisory Committee. He also is a member of the Cambridge Rotary Club.



Phil Hearing

**Philip Hearing** is a retired Southeastern Med employee. He obtained his Bachelor's of Arts Degree from Ohio University in Athens. Hearing began his career in 1970 at Southeastern Med, which was then known as Guernsey Memorial Hospital. He served in numerous positions, including Personnel Director, Assistant Administrator, Vice President of Administration, Senior Vice President, and Chief Operating Officer. He retired after a 9-year-term as President and CEO of the medical center from 1995 to 2004.

## NEW MANAGEMENT TEAM MEMBERS



Angie Long

**Angie Long, RN, MSN/MBA/HC** (Registered Nurse, Master's of Science in Nursing/Master's of Business and Healthcare Administration) became the vice president of Nursing.

As the Vice President of Nursing, Long supervises all nursing directors and associates and is responsible for finances and staffing in the following departments of the medical center: Nursing Administration, Nursing Education, Intensive Care Unit, Respiratory Therapy, Medical Surgical, Infection Prevention, Surgical Services, Ambulatory Services, Endoscopy, Wound Care and the Childbirth Center.

Long obtained her Associate's Degree in Nursing from Central Ohio Technical College in Newark, Ohio in 1998. She earned her Bachelor's Degree in nursing from Ohio University in 2002, and most recently in 2007, she graduated from the University of Phoenix with a Master's of Science in Nursing Administration/Master's of Business and Healthcare Administration.

**Michael Campbell** was appointed director of Critical Care Services. As director of Critical Care Services, Campbell is responsible for overseeing the overall functions, budgeting and staffing needs of Southeastern Med's respiratory, Intensive Care Unit (ICU) and hemodialysis services.

Campbell served four years in the U.S. Navy as a hospital corpsman, where he was responsible for duties similar to a Licensed Practical Nurse (LPN). After leaving the Navy, Campbell started his career at Southeastern Med in 1997 as a nursing technician. He graduated from Ohio University Zanesville as a registered nurse in 2001.



Michael Campbell

## NEW MANAGEMENT TEAM MEMBERS CONT.



Cathy McIntire

**Cathy McIntire, RN, CNOR** (Registered Nurse, Certified Perioperative Nurse) accepted the position of director of Infection Prevention.

A native of Newcomerstown, McIntire graduated from Riverside Methodist Hospital School of Nursing in 1974. After graduation, she immediately began her life-long career at Southeastern Med, where she worked as a nurse on the Medical-Surgical patient units, the Emergency Department, and then in Surgical Services. She also served as a charge nurse while working in those areas before becoming the director of Surgical Services.

With her new position come many new responsibilities. McIntire has the challenge of preventing and controlling the incidence of infection. She is also responsible for the mandatory reporting of incidences or outbreaks of infection, as well as educating others in ways to prevent the transmission of infection.



Kelli Warden

**Kelli Warden, RN, BSN, CNOR, TNCC** (Registered Nurse, Bachelor's of Science in Nursing, Certified Perioperative Nurse, Trauma Nurse Course Certification), became the director of Surgical Services. The Surgical Services Department includes the surgical suites, sterile processing, the post-anesthesia care unit (PACU), the outpatient surgery department and pre-admission testing unit.

After graduating from Meadowbrook High School, Warden obtained a Bachelor's of Science in Nursing from the University of Akron. In 1993, she began her nursing career at Southeastern Med on 2 South, which was the cardiac and stroke unit.

In 1995, Warden accepted a position as a circulating nurse in the Surgical Services Department. While working as a circulator, she took on the role of charge nurse. In the summer of 2005, she was appointed to the position of Perioperative Clinical Coordinator. In this position, Warden was responsible for the day-to-day activities of the Surgical Services Department, which helped to prepare her for the Surgical Services director role she recently accepted.



Ron Cobb

**Ron Cobb, RN**, was appointed director of the Endoscopy Department, Ambulatory Services Area (ASA) and Wound Care Unit.

Cobb is a 1979 graduate of Shenandoah High School and Guernsey Noble Vocational School. While attending the nursing program at Ohio University's Zanesville Campus, he began his career at Southeastern Med in 1989 as a unit assistant.

After graduating from OU as a registered nurse in 1992, Cobb worked in Southeastern Med's Emergency Department. In 2002, Cobb accepted a position at Appalachian Behavioral Health. He returned to Southeastern Med in March 2003 as the Endoscopy Nurse Coordinator, a position he's held until accepting the director position.

**Shelly Cale, RN**, assumed the role of director of the Emergency Department. As the Emergency Department director, Cale oversees the operations of the main Emergency Department (ED). Cale graduated from Cambridge High School and Muskingum Area Joint Vocational School in 1977 as a Licensed Practical Nurse. She later received her Associate's Degree in Nursing from Belmont Technical College in 1991.

Cale's nursing career began at Southeastern Med immediately following her graduation from high school. She has worked in many different departments and units, including Geriatrics, Cardiac Step Down, Intensive Care, Endoscopy and the Emergency Department, where her passion for nursing has remained. For the past 15 years, Cale has served as a Team Leader in the Emergency Department where she helped with scheduling, performance appraisals, daily operations of the department, patient care and managing the ED nurses.



Shelly Cale

## FINANCIAL REPORT

### Southeastern Med Prepares to Pay New Hospital Tax

Did you know most of Ohio's hospitals, including Southeastern Med, are non-profit, charitable organizations? Non-profit hospitals operate with the exclusive mission of caring for patients and community members by reinvesting its profits in programs, services, jobs and equipment to improve health in the community, not by returning dividends to stakeholders.

For the first time ever in 2009, all Ohio hospitals, including non-profit, made cutbacks, delayed capital improvements and planned even more for the future, as they braced for the state's new hospital franchise tax. Southeastern Med's assessment from this new tax is \$1.9 million throughout the next two years.

This tax will continue to have an impact on hospital staffing levels and physician recruitment. It will also affect the medical center's future growth and improvements, and its ability to invest in physicians, new technology and equipment. Unlike most businesses, hospitals are expected to provide efficient, quality health care, regardless of ability to pay to anyone who walks through the doors. The state of our local economy has placed tremendous burden on the medical center and its staff even without the additional tax. Our Board of Directors, administration, staff and physician stakeholders are continually seeking ways to provide high-quality, affordable healthcare close to home.

The franchise tax on hospitals was a part of the \$1.1 billion in new state agency fees introduced to balance the state general revenue fund. While hospitals will recoup a portion of the tax during the next two years through a five percent increase in Medicaid reimbursement and an expansion of the Medicaid supplemental payment program, these payments will fall significantly short of fully reimbursing what hospitals were assessed.

### Financial Assistance Program

Southeastern Med has a policy and defined guidelines for identifying and assisting low-income and uninsured individuals who reside in the community, who do not have the ability to pay full charges. Southeastern Med provides quality health care and services to all individuals regardless of race, sex, national origin, income level, sexual orientation, handicap or age.

As an inherent theme in its mission as a healthcare institution, Southeastern Med cares for the sick that are medically or financially indigent and assist patients who cannot pay for part or all of the care they receive.

Southeastern Med provides charity care assistance to household incomes that maintain up to 250 percent above the Federal Poverty Level. Patient eligibility of assistance is based on his or her household size and proof of household gross income earned in the three months prior to the date of service. Southeastern Med accepts all applications for determination and eligibility is examined on a case-by-case basis.

### Southeastern Med's Charity Care and Bad Debt Write Offs Charity Care

Providing quality care with compassion is Southeastern Med's mission regardless of ability to pay. In 2009, Southeastern Med provided \$5,093,000 of charity care, which is hospital services provided to patients that meet the financial assistance guidelines. Since 2008, charity care increased 65 percent. Southeastern Med's financial assistance guidelines allow patients to receive healthcare at reduced rates based on their financial status. The medical center's goal is to work with each individual patient to fully explore payment options, including government assistance programs and payment plans.

### Bad Debt

In 2009, Southeastern Med recognized \$6,293,000 in bad debt. Bad debts are accounts that have not been paid by the responsible patient. These accounts may be referred to an outside credit agency. Since 2008, bad debt expenses decreased 5 percent.

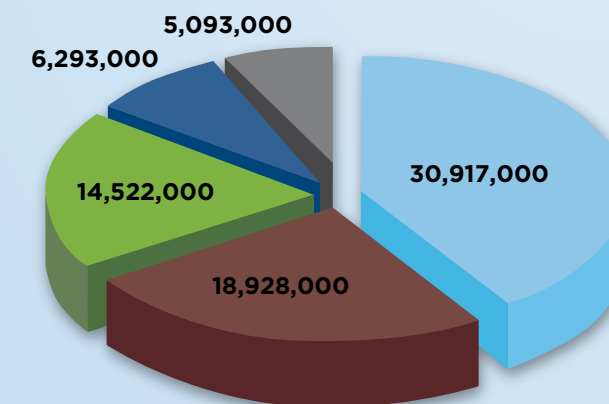
### Medicaid/Medicare

Southeastern Med provided \$49,845,000 in unreimbursed services through Medicaid and Medicare programs in 2009. Unreimbursed costs of treating Medicare and Medicaid patients is the difference between the medical center's actual cost to provide that care and government reimbursement. Since 2008, unreimbursed services through Medicaid and Medicare programs decreased 6 percent.

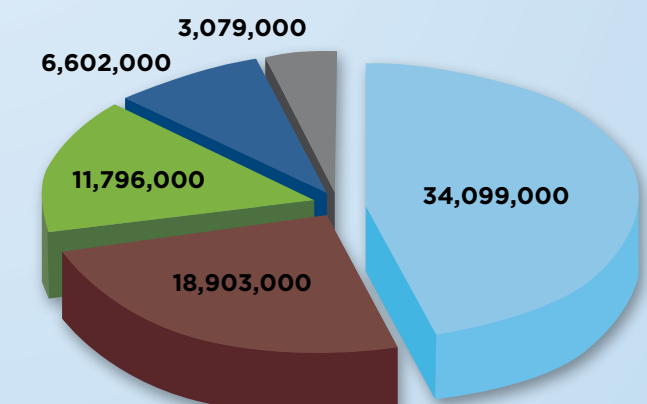
## HOSPITAL DATA YEAR END 2008 AND 2009

	2008	2009
<b>Full Time Employees</b>	648	627
<b>Salary Expenses</b>	\$28,590,000	\$27,047,000
<b>Acute Care (excluding Newborns)</b>		
Admissions	4,680	4,149
Patient Days	15,502	12,925
Average Daily Census	42	35
Average Length of Stay	3.36	3.13
<b>Newborns</b>		
Births	528	491
Newborn Days	1,013	948
<b>Radiology - I/P</b>	12,016	10,160
<b>Radiology - O/P</b>	48,527	48,115
<b>Total Radiology</b>	60,543	58,275
<b>Laboratory - I/P</b>	98,787	92,037
<b>Laboratory - O/P</b>	234,937	248,756
<b>Total Laboratory</b>	333,724	340,793
<b>Surgeries</b>	3,115	3,204
<b>Cardiac Caths</b>	290	143
<b>CVP Procedures</b>	8,086	6,364
<b>ER Visits (Including Fast Track)</b>	41,813	42,796
<b>Fast Track</b>	7,518	7,845
<b>Physical Therapy</b>	51,432	52,103
<b>Occupational Therapy</b>	20,843	21,121
<b>Endoscopy</b>	2,023	2,066
<b>Wound Care</b>	4,349	3,785

2009 DEDUCTIONS FROM REVENUE

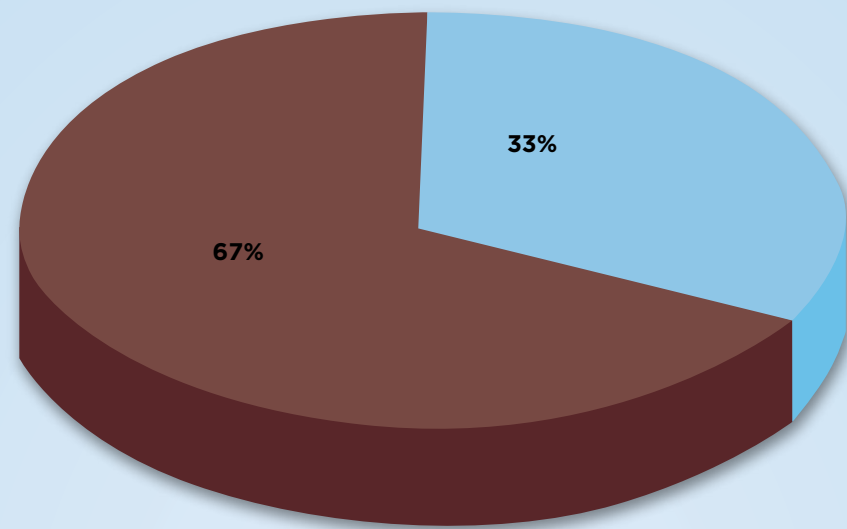


2008 DEDUCTIONS FROM REVENUE



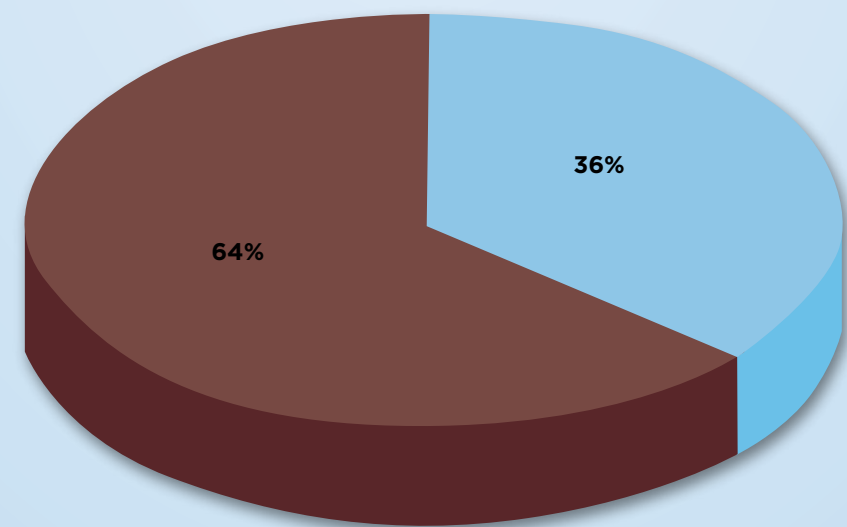
- Amount of Medicare Charges Not Paid
- Amount of Medicaid Charges Not Paid
- All Other
- Bad Debt Expense
- Charity Care

2009 GROSS INPATIENT/OUTPATIENT REVENUE



■ Inpatient \$46,050,000  
 ■ Outpatient \$94,862,000

2008 GROSS INPATIENT/OUTPATIENT REVENUE



■ Inpatient \$50,991,000  
 ■ Outpatient \$89,916,000

AWARDS AND ACCREDITATIONS



**Michael Sarap, M.D.**, with Southeastern Ohio Physicians, Inc. and a Southeastern Med medical staff member, was the recipient of the 2008 John Sidlo Standard of Excellence for Vision, Leadership, and Legacy Award from the Cambridge Area Chamber of Commerce.

Dr. Sarap graduated from Steubenville High School in 1974 as valedictorian. He graduated with honors with a degree in biology from Kenyon College in 1978. In 1982, he received his doctorate from the University of Cincinnati College of Medicine and completed his residency in general surgery at Marshall University College of Medicine, Huntington, W.Va., in 1987.

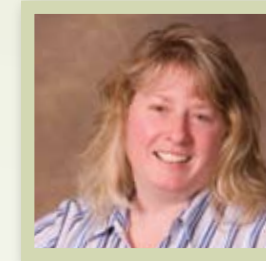
Dr. Sarap is a member of the American Medical Association, American Trauma Society and American College of Surgeons, where he serves as the current president. Dr. Sarap was certified by the American Board of Surgery in 1988 and was recertified in 1998 and 2006. He is certified in Advanced Trauma Life Support as a provider and instructor.



**Cheryl Keller, BS, RN, CTTS** (Registered Nurse, Certified Tobacco Treatment Specialist) was a nominee for the Ohio Hospital Association's (OHA) 2008 Albert E. Dyckes Health Care Worker of the Year Award. Keller has more than 40 years experience as a registered nurse in medical/surgical, intensive care

and chemical dependency units with management experience in all these areas. She currently works as the director of Quality Care Management.

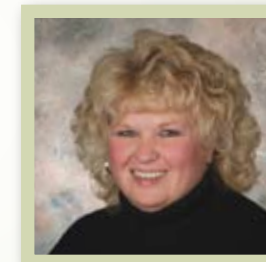
In addition, she is Southeastern Med's only Certified Tobacco Treatment Specialist (CTTS), which she earned from the Mayo Clinic College of Medicine in 2007. This certification enables her to educate others about the dangers of tobacco use. Keller has lead numerous hospital groups and was instrumental in developing Southeastern Med's clinical pathways to improve quality and consistency of care. She also served as the co-chairperson of the task force that made Southeastern Med a tobacco and smoke-free campus. She can also provide the needed treatment to tobacco users. Keller also organized and instructs Southeastern Med's free tobacco cessation classes for community members.



**Diane Burch**, coordinator of Volunteer Services, passed the examination to be a Certified Administrator of Volunteer Services (CAVS) by the American Society of Directors of Volunteer Services (ASDVS), the national organization for administrators of volunteers in hospitals. Her CAVS

certification not only benefits the Volunteer Service Administration but also sets industry standards of excellence in healthcare volunteer management. Certification supports the mission and ethics of the ASDVS and the American Hospital Association, while recognizing professionals for their unique skills and knowledge in the field.

Burch started her career with Southeastern Med in 2000 as the secretary of Volunteer Services and became coordinator of Volunteer Services in 2004. As the coordinator, she recruits and trains new volunteers, maintains personnel files and conducts yearly educational sessions. Burch also schedules the volunteers to work in various departments and handles the problems volunteers encounter. Southeastern Med currently has 200 active volunteers ranging from 14 to 99 years old.



**Leisa Arnold, MHA, RT (R)** (M) [Masters in Health Administration, Radiologic Technologist - Radiography/Mammography], an associate in the Diagnostic Imaging Department, was elected as the president of the Ohio Society of Radiologic Technologists in April. She traveled to New Mexico to

attend a leadership-training program and American Society of Radiologic Technologists national meeting. Arnold attended R.T. in D.C. in Washington, DC, for her 4th consecutive year. R.T. in D.C. is a national advocacy event to encourage legislators to pass the CARE Bill. The CARE Bill, if passed, will establish a federal minimum standard for the education and credentialing of radiologic professionals. While at the event, she met with Ohio Representatives Zack Space and Charlie Wilson. She also was part of the R.T. Advocacy Committee.

**Accreditations:**

- The Childbirth Center passed an inspection from the Ohio Department of Health to maintain maternity licensure.
- The Heart and Vascular Services achieved accreditation for its commitment to provide high-level patient care in noninvasive testing for the diagnosis of peripheral arterial disease (PAD) by the Intersocietal Commission for the Accreditation of Vascular Laboratories.
- The American College of Radiology awarded Southeastern Med and Community HealthLink with a three-year term of accreditation in mammography.
- The Commission on Cancer granted a three-year approval of our Cancer Program and services.

## OUTREACH TO OUR COMMUNITY

### United Way

Southeastern Med pledged to raise more than \$14,000 to help the United Way of Guernsey County to reach its goal of \$250,000 in 2009. This annual United Way campaign, which kicked-off in September 2009, solicits donations from employees at area businesses by celebrating the spirit of giving to those in need.

"It's our way of giving back, and the United Way does important work throughout Guernsey and Noble counties," said Sarah Larrick, Human Resources Coordinator at Southeastern Med. "It focuses attention and resources on area agencies, such as the Salvation Army, Hospice and Haven of Hope, that rely on grants and special money to help to ensure a better community."

Medical center employees are asked annually to participate in the United Way of Guernsey County campaign by making a pledge through a payroll-deduction program and participating in a cake auction fundraiser, parking space raffle and a 50/50 drawing.

### Health Screening

It takes more than blood pressure checks and medications to sustain a healthy lifestyle. At Southeastern Med, our role is not simply to treat illnesses but to also strengthen the community. We continue to care for our community by providing a number of programs and services throughout the year to promote good health and disease awareness for people to improve their lives, including vascular, bone density and diabetes screenings, several times a year.

In 2009, more than 300 older adults registered in attendance at Southeastern Med's Older Adult Health and Education Fair at the Guernsey County Senior Citizens' Center in October. This health fair, held annually since 1995, provides area older residents access to low-cost health screenings, including foot-health and hearing tests, flu vaccines and lab screenings.

Thirty exhibitors, consisting of many Southeastern Med departments and area agencies, were on hand to answer questions and discuss the benefits of their services to help older individuals live healthier and safer lives.

### Keeping Kids Healthy

Despite the rainy weather, children, parents and associates gathered for Southeastern Med's 18th Annual Children's Health Fair on June 11, 2009 under the protection of the Cambridge City Park Pavilion. The dinosaur "Don't let healthcare become extinct" theme attracted 275 children ages 3 to 11 who registered and visited 36 educational booths. With help from sponsors, children received a free t-shirt and food. The smaller crowd size allowed for parents and kids to spend more time at each booth to ask questions and receive information.

### Camp Go!

Southeastern Med and the Cambridge Area YMCA, with help from the Guernsey County Health Department, completed the third summer of Camp Go! in June 2009. Camp Go! is a week-long summer day camp with the primary focus to help kids get healthy kid style. Campers spent the week at the Cambridge YMCA learning about a variety of kid-friendly sports and physical activities, as well as making nutritional food choices and understanding the food pyramid.



Southeastern Med Heart Screenings



Children's Health Fair



## FIGHTING CANCER

### Colorectal Cancer

Southeastern Med's Tina Kiser Colorectal Cancer Coalition purchased a 20-foot inflatable colon to be used as an interactive educational tool that allows visitors to get a close-up look at healthy colon tissue, tissue with nonmalignant colorectal diseases, colorectal polyps and various stages of colorectal cancer. Those who walk through the colon also learn about the importance of colorectal screenings, prevention, risks of developing colorectal cancer, symptoms and treatment options.

### Breast Cancer

Determined to save lives and end breast cancer, the Columbus Affiliate of Susan G. Komen for the Cure awarded Southeastern Med more than \$40,000 to help fund the medical center's Power Me Pink project. Southeastern Med's Power Me Pink project will break economic barriers by providing women 35 years and older who are uninsured or underinsured with breast health education, clinical breast exams, mammograms and additional testing if necessary. Since 2008, Southeastern Med, National City Bank and the National Breast Cancer Foundation, Inc. (NBCF) have worked together to provide free or reduced-cost mammograms for area women who are uninsured or underinsured, age 40 and older, and earn less than 250 percent of the poverty level. Volunteer physicians Michael Sarap, MD, Vickie Pavlik, MD, and Tammy Lawson, Nurse Practitioner, provide the free clinical breast exams.

### Cancer Events

Each year, associates at Southeastern Med come together to raise funds for the Leukemia & Lymphoma Society's Light The Night Walk and the American Cancer Society's Relay For Life events to bring help and hope to people battling cancers.

The Light The Night walk is an evening filled with inspiration. During this leisurely walk, walkers carry illuminated balloons - white for survivors, red for supporters and gold in memory of loved ones lost to cancer - to bring light to the dark world of cancer.

The American Cancer Society's Relay For Life is a life-changing event that celebrates the lives of people who have battled cancer, remember loved ones lost and a chance to fight back against the disease. At Relay, Southeastern Med's team, along with other teams, camp out at Meadowbrook High School and participants take turns walking or running around a track or path. Because cancer never sleeps, relays are overnight events up to 24 hours in length, and each team is asked to have a representative on the track at all times.

Southeastern Med's 2009 Relay for Life team successfully raised more than \$6,128 for the American Cancer Society during the annual event at Meadowbrook High School June 19-20. The overall event raised a grand total of \$100,390 for the American Cancer Society. Southeastern Med's team consisted of 68 registered walkers.



Relay for Life



Tina Kiser Colorectal Cancer Coalition and 20-foot educational colon

## UNITED AMBULANCE

United Ambulance provides 24-hour advanced life support care and transportation for both emergent and non-emergent patients. United Ambulance went into service in November of 1983, and at that time, the unit consisted of six employees working on 2 ambulances. Today, United Ambulance has nine ambulances and two wheelchair accessible vans, employs 51 employees and is the primary Advanced Life Support responders in Guernsey and Noble counties.

United Ambulance is responsible for providing prehospital emergency medical care to sick and injured citizens. It is not uncommon for United to answer several calls for service in a 24-hour period. In 2009, United had more than 7,100 ambulance runs and nearly 2,300 wheelchair van transports.

United Ambulance's emergency medical technicians (EMT) and paramedics are state certified and meet or exceed state requirements for continuing education annually. Its EMTs are CPR certified, and its paramedics are ACLS (Advanced Cardiac

Life Support) and PALS (Pediatric Advanced Life Support) certified. In addition to the Basic Life Support skills performed by EMTs, which includes bleeding control, splinting and oxygen therapy, United Ambulance's paramedics perform significantly more advanced skills such as in-depth patient assessments, cardiac monitoring and evaluation, defibrillation and cardioversion, and advanced airway maintenance such as intubation.

Each ambulance is equipped with state of the art equipment similar to that which is found in a hospital emergency department or critical care unit, including an EKG monitor and defibrillator, an external pacemaker, intravenous and blood draw supplies and advanced airway equipment with specialized monitoring equipment.



United Ambulance

## RECRUITING FOR OUR FUTURE

### New Physicians

Southeastern Med plans for future growth by its continuing commitment to recruit the highest quality physicians and train medical students, nurses and other associated healthcare professionals.

New physicians joined Southeastern Med's team in 2009 to bring specialized medical care to the community.

**Thomas M. Picklow, MD, FACS**, Urologist, joined Cliff Maximo, MD, at Southeastern Med, as a partner-in-practice to deliver the latest urological services and treatments, including a variety of minimally invasive laser procedures. For the past 15 years, Dr. Picklow had a private practice in the Cleveland and Youngstown, Ohio areas, where he delivered urology services to almost 6,000 patients a year.

Dr. Picklow brings extensive training and experience in utilizing the latest laser surgery techniques in the field of urology to the community. He also has an impressive list of professional memberships, published works and urological-related presentations.

Dr. Picklow earned his undergraduate degree from Case Western University in Cleveland and his medical degree from The Ohio State University College of Medicine in Columbus. He completed his surgery and urology residencies at the University of Cincinnati, where he was chief resident from 1992 to 1993. Dr. Picklow is a Fellow of the American College of Surgeons and is Board Certified in Urology.

**Corey A. Jackson, DO**, joined Southeastern Ohio Orthopedics and became a medical staff member of Southeastern Med. Dr. Jackson earned his undergraduate degree in physical therapy from Daemen College in Amherst, New York and his Doctor of Osteopathic Medicine degree from the Ohio University College of Osteopathic Medicine in Athens, Ohio. He completed his Orthopedic Surgery residency at Doctors Hospital in Massillon, Ohio.

He is devoted to treating common orthopedic conditions, such as sprains, strains, broken bones, and joint problems, but his scope of practice also includes treatment options for osteoarthritis, carpal tunnel syndrome and rotator cuff injuries.

**Joel R. Link, MD**, Otolaryngologist, joined practice with Emmanuel Noche, MD. Dr. Link is a specialist in the field of Otolaryngology, which is the medical term for an Ear, Nose, and Throat (ENT) surgeon. He earned his undergraduate degree in biology from Villanova University in 1978. He is a graduate of Oral Roberts University School of Medicine, and he completed his ENT and General Surgery residencies at Tripler Army Medical Center in Honolulu, HI from 1983-1987. Dr. Link joins Southeastern Med from Sumter Regional Hospital in Americus, GA.

Dr. Link provides medical and surgical services for patients afflicted with conditions affecting the head and neck, such as infections, diseases and disorders of the nose, ears, mouth, throat, face, voice box, sinuses, esophagus, skull base, and thyroid, parathyroid and salivary glands.



Thomas M. Picklow, MD, FACS



Corey A. Jackson, DO



Joel R. Link, MD

### MEDICAL AND NURSING STUDENTS GAIN CLINICAL EXPERIENCE AT SOUTHEASTERN MED

With an eye on the future of recruiting new physicians and medical associates to Southeastern Med, the medical center and its physicians have made a commitment to mentor medical and nursing students. Our commitment to excellence in education and high quality patient care makes Southeastern Med one of Lake Erie College of Osteopathic Medicine's (LECOM) and several other universities center for medical training. Students from LECOM and the Physician Assistant Program at Marietta College learn clinical care working side-by-side Southeastern Med's experienced physicians.

During students' third and fourth years at LECOM, they are required to complete a total of 24 clinical rotations with a LECOM affiliate hospital. Clinical rotations provide medical students with critical experiences needed to help them select a postgraduate specialty. LECOM has clinical education teaching agreements with more than 100 hospitals. Southeastern Med began hosting LECOM students in June 2007 and has rotated 44 students through the program with an additional 35 students scheduled through June 2011. Specialties students have rotated through include pediatrics, OB/GYN, internal medicine, urology, pulmonary/critical care, surgery, family practice, anesthesia, emergency medicine and orthopedics.

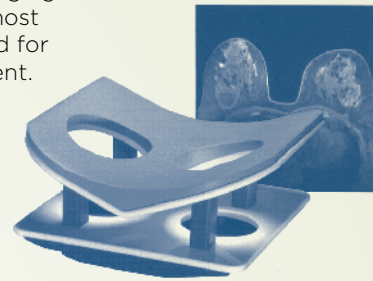
Students from the Physician Assistant Program at Marietta College gain clinical experience at Southeastern Med by completing rotations in pediatrics, OB/GYN, internal medicine and surgery. Physician assistants are health care providers who practice medicine with physician supervision in a variety of practice settings, from family and emergency medicine to other specialties.

Southeastern Med began hosting physician assistant students from Marietta College in 2007 and have rotated more than 30 students through the program with additional students scheduled through 2011.

In the Fall 2009, the first group of nursing students from Muskingum University's newly developed nursing program visited Southeastern Med weekly to acquire clinical experience. Muskingum University's nursing program began admitting students in the Fall of 2008, and the first graduating class will be 2012. The program is offered to both undergraduate students and also as part of the Muskingum Adult Program to those currently holding the RN licensure. Nursing students from Belmont Technical College, Ohio University-Zanesville, and Kent State-Tuscarawas also utilize Southeastern Med to acquire clinical experience and observe in Surgery, the Emergency Department, Cardiac Catheterization Lab, Cardiac/Pulmonary Rehabilitation, Respiratory Therapy, Intensive Care Unit, Endoscopy and Wound Care.

### New Services and Procedures

Southeastern Med's Auxiliary purchased Breast Array Coils, which allows the Diagnostic Imaging Department to perform breast MRI. Breast MRI investigates concerns first detected with mammography, physical exam or other imaging exams, but it does not replace the initial need for a yearly mammogram. Breast MRI is useful for staging breast cancer, determining the most appropriate treatment and for patient follow-up treatment. Breast MRI also increases the likelihood for breast cancer to be detected in an early stage. Southeastern Med is the only local medical facility to provide this extraordinary diagnostic capability.



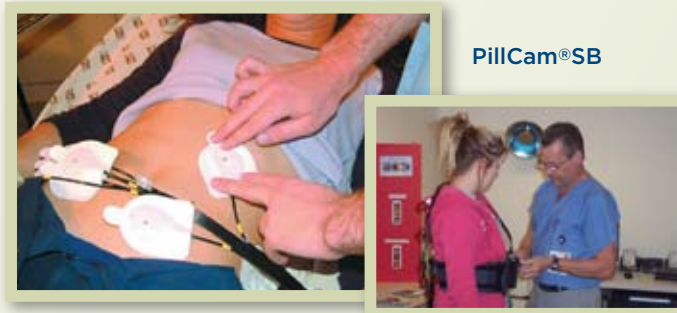
Open Breast Array

Southeastern Med's Endoscopy Department added two new procedures, the PillCam<sup>®</sup>SB and the Medtronic Bravo<sup>™</sup> pH Monitoring System. Southeastern Med is the only hospital in the area providing these services, and Drs. Jackson Flanigan, Michael Sarap, and Clark Leslie with Southeastern Ohio Physicians, Inc. are the only group of surgeons who perform these procedures locally.

The PillCam<sup>®</sup>SB video capsule, which contains a video camera, light source and digital signal transmitter, is swallowed by a patient to conduct a capsule endoscopy of the small bowel. With the PillCam, the entire testing process is painless and convenient.

The Medtronic Bravo<sup>™</sup> pH Monitoring System is a patient-friendly, internally placed capsule that measures esophageal pH levels in patients with severe heartburn, also called gastroesophageal reflux disease (GERD). Both procedures allow patients to go about their daily activities while the tests are performed.

Southeastern Med's Sports Medicine and Rehabilitation Services began offering lymphedema services to help patients manage and treat swelling or edema and its symptoms. Breanna Hagan, PT, DPT, CLT, (Physical Therapist), (Doctor of Physical Therapy), (Certified Lymphedema Therapist) earned her certification as a Complex Lymphedema Therapist to make this new service possible.



PillCam<sup>®</sup>SB

### ECONOMIC AND COMMUNITY DEVELOPMENT

#### Federally Qualified Health Care Clinic

Southeastern Med has thrown its support behind efforts by Muskingum Valley, McConnellsville and Ohio Hills to expand federally qualified health clinics (FQHC) into the area to improve health care access to a growing number of uninsured people within Guernsey and Noble counties.

Collaborative relationships between the medical center and a FQHC would benefit both by distributing resources effectively and efficiently to increase the health status of the community and decrease medical center losses from preventable emergency room visits.

Clinics with the FQHC status receive higher reimbursement rates for Medicaid patients and are allowed to compete for additional grant funding. In the stimulus package, \$11 billion was set aside throughout five years for FQHCs to develop organization capacity, add patients and enhance services.

To receive the designation, a clinic must provide comprehensive primary and preventative care services, including dental and mental health care. The clinic must also use a sliding scale payment system, be run by a board made up of a majority of patients, and follow specific performance and accountability requirements.

In order to qualify for a FQHC, the community must demonstrate that it's located in a medically underserved area. Within the next few months, Southeastern Med, in collaboration with the Guernsey County Health Department, will administer a Community Health Needs Assessment to identify the strengths and service gaps to better meet the healthcare needs of those in the community.

#### The East Ohio Hospital Alliance

The high cost of implementing enhanced services and health information technology presents a barrier for smaller hospitals as they strive to provide high quality patient care. In 2009, the Board of Directors from Southeastern Med, Coshocton County Memorial Hospital and Genesis Health Care System approved the East Ohio Hospital Alliance which allows Southeastern Med, Coshocton County Memorial Hospital and Genesis Health Care System to work collaboratively to increase buying power and obtain the volume discounts given to larger health care systems. The alliance enables the hospitals to remain independent and leverage their joint purchasing power to acquire advanced technology and services to improve patient care and broaden the scope of services they offer.

*The following information was updated on April 9, 2010 from patient surveys collected from April 2008 to March 2009.*

	Southeastern Med	Average for all reporting hospitals in Ohio	Average for all reporting hospitals in the United States
Percent of patients who reported that their nurses communicated well	77%	75%	74%
Percent of patients who reported that their doctors communicated well	80%	78%	80%
Percent of patients who reported that their pain was well controlled	72%	69%	68%
Percent of patients who gave their hospital a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest)	68%	66%	65%
Percent of patients who reported YES, they would definitely recommend the hospital	65%	68%	68%



The previous pages conveyed our confidence that Southeastern Med, in consideration of the significant challenges in today's healthcare world, remains dedicated to providing high-quality, cost effective, comprehensive, affordable, patient centered healthcare in a safe and caring environment. Every day, we provide care striving to adhere to our core values of high ethical standards with compassion, dignity and respect. The relationship between Southeastern Med, physicians and associates as well as our community must be that of a partnership. Our future rests on you, community members, choosing us for all of your healthcare needs. Trust that we accept the expectations and faith you have placed in us.

