



401 North Ewing Street
Lancaster, Ohio 43130
www.fmchealth.org

NEWS RELEASE

Contact: Donna Stalter
Fairfield Medical Center
Public Relations Specialist
(740) 687-8108
donnas@fmchealth.org

(For immediate release)

ANNUAL STATE OF THE CENTER OVERVIEW

LANCASTER, Ohio (April 7, 2009) – People from the Lancaster community and surrounding areas attended the annual “State of the Center,” held today at Fairfield Medical Center (FMC). The presenters for the evening were Mina Ubbing, Chief Executive Officer; Dr. Shashi Gogate, 2009 Board Chair; Sky Gettys, Chief Financial Officer; Dr. Jerry Roche, Chief Medical Officer; Cynthia Pearsall, Chief Nursing Officer; and Howard Sniderman, Chief Operations Officer.



From left, Dr. Jerome Roche, Chief Medical Officer, Cynthia Pearsall, Chief Nursing Officer, Mina Ubbing, Chief Executive Officer, Howard Sniderman, Chief Operations Officer, and Sky Gettys, Chief Financial Officer.

Topics included an overview of healthcare in today's economy and its impact on FMC, finances/audited financials, identity theft protection at FMC, community benefits, quality and safety measures, Diley Ridge Medical Park update, information on Hospitalists at FMC, 12-bed unit update, new technology at FMC (Admin-RX), and physician recruitment. The presentation will air on the Lancaster School Network, (LSN) Thursday, April 9, 2009 and Friday, April 10, 2009 at 3:00 pm and 10:00 pm. Additionally, the presentation will air on Saturday, April 11, 2009 and Sunday, April 12, 2009 at 3:00 pm and 7:00 pm.

One of the main topics discussed today is how the economy has affected FMC and the impact it will have in the future. Mina Ubbing, Chief Executive Officer, commented, "We pledge to do our best to keep caring for our patients with quality, compassion, efficiency, and safety. Locations of care may change and services may have to be prioritized, but we will remain a safety net for your communities, here 24 x 7 to care for you and your loved ones."

Financially, Sky Gettys, Chief Operations Officer, commented, "The bottom line is that FMC was challenged by the tough economic times just like most organizations, but we are weathering the storm to provide high quality care to our patients." Sky also highlighted FMC's community contribution to the community by stating, "We measure the impact of FMC community benefit by breaking it down into three categories, charity services at \$3,059,521, community activity/betterment at \$2,955,672, and non-profitable services at \$4,820,492. Thus, FMC's total community benefit is \$10,835,685."

Dr. Jerome Roche, Chief Medical Officer, reported on FMC's quality and safety report. He presented a number of metrics with benchmarks to show that FMC is doing well in comparison and demonstrated areas that need improvement. Dr. Roche also touched on a new physician group at FMC called Hospitalists. FMC recently contracted with Community Hospitalists, a branch of Physician Staffing, called the Cleveland Company that has provided our in-house physician coverage for the past 8+ years. Community Hospitalists has named Dr. John Graham to be the site director for our program. Dr. David Dunbar will also be involved in the Hospitalists program. Dr. Graham is a graduate of the University of Pittsburgh School of Medicine, performed his residency at Allegheny General Hospital, and is board certified in Internal Medicine. He also has a background in Anesthesia. Hospitalist is the term used for doctors who are specialized in the care of patients in the hospital. Dr. Roche explained, "A hospitalist's average day consists of admitting, managing, discharging, and consulting for hospitalized patients. The first priority for the Hospitalists Program at FMC is to assist the unassigned patient load from the Emergency Department and to provide hospital-attending service to other physicians upon request. This is a new concept that Hospitals are utilizing and FMC is proud to offer such high quality care to its patients."

Cynthia Pearsall, Chief Nursing Officer, explained the importance of the 12-Bed Unit at FMC and cohorting patients by physician group. This model is designed to increase nurse time at the bedside and improve teamwork and communication between patients, families, physicians, and other healthcare providers. Pearsall commented, "For the most part, there are no physical differences in the layout of the units that are 12-Bed Units. Nurses will be reporting to one another at the patients' bedside during shift change and rounding with the physicians who are a part of this layout. FMC is not the only hospital to look into this new 12-Bed Unit model. It has been used in hospitals across the states with great success and we are glad to implement it at FMC."

Last but not least, Howard Sniderman, Chief Operations Officer, presented a simulated video of the construction at Diley Ridge Medical Park that is well underway and is on schedule to open in early 2010. The 24-hour emergency center will feature access to ground and air transport and will be staffed by emergency medicine physicians, emergency-trained nurses, technicians, and support associates. 40-50 new professional positions will be created by the center, with even more jobs generated as physicians establish practices in the Medical Offices. Many people have asked how to apply for positions at Diley Ridge Medical Park. Positions will be posted through: www.mountcarmelhealth.com, www.fmchealth.org, www.dileyridgemedicalpark.com. Sniderman commented, "The collaboration between Mount Carmel Health System and Fairfield Medical Center benefits all citizens of northern Fairfield County as the two health systems combine their resources for the good of the community."

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