

Community



2010 BENEFIT REPORT

Community

BENEFIT BY THE NUMBERS:

\$33.8 MILLION

2010 MISSION REGIONAL MEDICAL CENTER BENEFIT

Community benefit encompasses programs and activities that provide treatment or promote health and healing in direct response to identified community needs. Community benefit programs and activities meet at least one of these key objectives:

- Improve access to health care services
- Enhance the health of the community
- Advance medical or health care knowledge
- Relieve or reduce the burden of government or other community efforts

TO OUR COMMUNITY

Mission Regional Medical Center (MRMC) is a 297-bed, private, non-profit hospital that provides inpatient and outpatient hospital services to the people of the Rio Grande Valley. For over half a century, MRMC has provided quality health care, in modern facilities offering the latest in medical technology, close to home. The hospital also provides many other benefits to the broader community to prevent or manage diseases, support like-minded civic efforts, and promote a healthier community for the future.

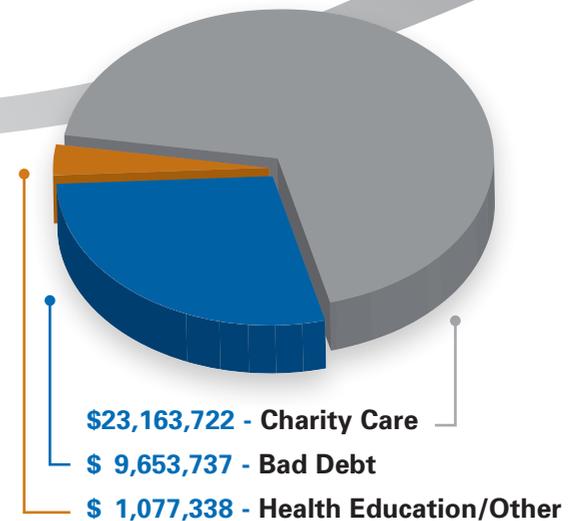
We are proud to be the only not-for-profit hospital in the central and western part of Hidalgo County. By supporting a non-profit hospital, you are assured that 100% of any excess revenue generated by the hospital is reinvested into the community's health care needs, instead of benefiting individuals or stockholders. Mission Regional Medical Center reinvests by providing innovative capital equipment, upgrading and expanding facilities and services, providing charity care, community education and underwriting losses sustained from offering certain specialty services which qualify for little or no reimbursement. Our community outreach provides area residents with access to services, information and tools they can use to remain healthy. From children to seniors, we are positively affecting the lives of those we are privileged to serve.

We continue to strengthen the partnerships with local communities and civic organizations, and we encourage our hospital staff to become outstanding volunteers and leaders serving the region.

In 2010, the hospital provided more than \$33.85 million in uncompensated care alone. Please read on to learn more about the overall impact we have in the community and our continued efforts as we move forward.

Sincerely,

Javier Iruegas, CEO, FACHE



OUR COMMUNITY'S HEALTH *Access*



As a Community Hospital we provide access to people who may otherwise have difficulty accessing health care services. Programs are available to assist those who may not be able to afford the rising cost of care. We also provide education to patients who may not fully understand their health issues.

Our programs range from disease-specific health education, to free screenings, training, support, volunteering and leadership. Community partnerships encompass schools, city governments, social and civic organizations, neighborhood organizations, and national health-education and prevention organizations. We're proud of our community involvement that helps us achieve our mission.

THE LOCAL SAFETY NET CHALLENGE

Helping our uninsured and underinsured population resolve their health care issues is a complex challenge. However, we know the ultimate benefit of doing so is beneficial to patients, families and the community overall. Linking people to quality, proactive health care keeps them healthy and productive, and reduces the overall financial burden for us all. MRMC's Charity Care Policy identifies and assists individuals who otherwise lack financial resources to meet their financial responsibility for services rendered and to determine their eligibility for charity care.

The hospital posts phone numbers in all patient registration areas where patients may call to learn more about the hospital's uninsured/charity care policy.

In 2010, MRMC admitted approximately 62,000 patients and the Emergency Department processed an estimated 23,000 patients. Of those emergency room encounters, 6,277 (27%) were "self-pay". Self-pay refers to patients who do not have health insurance and often need to pay on a monthly basis over a period of time.

CONNECTING WITH OUR SENIOR RESIDENTS

MRMC began the Seniority Program many years ago to create better health care access for senior residents age 55 and older. The program offers quarterly sessions that include health screenings and education. In 2010, MRMC provided 800 complete lipid panels to Seniority Program members, plus health education on a variety of topics.

THE S.A.F.E. PLACE

In fiscal year 2010, after years of planning, MRMC opened the S.A.F.E. Place, a Sexual Assault Forensic Exam Unit. The S.A.F.E. Place at MRMC cares for victims of assault and abuse, neglect, and collects forensic evidence for Crime Lab analysis when authorized by Law Enforcement.

Certified S.A.F.E. nurses are assigned a dedicated section of the Emergency Department for maximum confidentiality and privacy, and their services are available 24/7. Any victim of sexual assault can visit the S.A.F.E. Place or contact the unit by phone at 956-323-1133. Victims are also referred by organizations including the police, support groups, schools, colleges, hospitals, clinics, physicians and/or volunteers.

With assistance from The City of Mission and Harley Davidson of McAllen, funding was secured for the purchase of a Secure Digital Forensic Imaging (SDFI) Camera. The acquisition of the SDFI camera by MRMC made it the first and only acute care medical center in Hidalgo County to possess this specialized piece of equipment. The images captured by the SDFI camera are used specifically to document injuries inflicted on victims of abuse, assault and neglect. This evidence may then be used by law enforcement to prosecute the alleged perpetrators of these acts.

Since opening its doors, 195 victims have been seen by our Certified S.A.N.E. Examiners at the S.A.F.E Place in MRMC.

HEALTHIER COMMUNITY *Outreach*

Community outreach is one of many steps MRMC takes to improve the health of the community by extending our mission beyond the hospital to segments of our population that may not have transportation or the means to come to us, so we go to them.

MATERNITY CARE

One of the more vulnerable segments of our population is expectant mothers living in rural areas where access to prenatal and maternity care is difficult to obtain. That's why MRMC continues to operate two outreach Maternity Clinics.

They are located in Sullivan City and Alton, both in rural Hidalgo County, serving approximately 3,758 women in 2010 – an increase of 712 patients compared to the previous year.

The clinics are staffed with physicians, nurse practitioners, nurses and social workers. Their goal is to provide the best health care during pregnancy and immediately following the birth of the baby.

Maternal Services include:

- Prenatal care and continued education throughout the pregnancy;
- Laboratory and Ultrasound testing;
- Instruction knowledge on what danger signs to look for during pregnancy that should be reported to the clinic;
- Nutritional information and counseling;
- Prenatal vitamins;
- Assistance with referrals for smoking cessations, WIC or addiction counseling; and
- Information on and other specialty services as needed.

SIXTEENTH ANNUAL COMMUNITY HEALTH FAIR

Through the years, our community commitment keeps growing as we work to serve the most vulnerable and historically underserved residents in the community.

For the past 16 years, we have spearheaded and sponsored a Community Health Fair in partnership with the City of Mission, Mission Consolidated Independent School District, Sharyland Independent School District, Mission Chamber of Commerce and other community organizations.

In 2010, the health fair was held at a local high school gym, and department stations were set up with an estimated 50 employees providing a variety of screenings to approximately 1,500 residents for free.

- The Laboratory provided 550 full lipid panel and PSA screenings;
- Infection Control provided 175 flu shots;
- Imaging Services provided 179 Bone Density Exams;
- Nutritionists provided nutritional information and Body Mass Index measurements; and
- Nurses screened for blood pressures and glucose levels.

Plus, other community organizations partnered with us to offer services such as assisted living, home health, DME, chiropractic services, vision screenings and primary care and specialist physician services.

The Mission Fire and Police Departments also provided education and materials dealing with Fire and Personal safety.

DIABETES ALERT

In collaboration with the American Diabetes Association and local H-E-B stores, MRMC participated in the Annual Diabetes Alert Day. In 2010, approximately 300 residents received glucose screenings, Body Mass Index measurements, blood pressure, glaucoma screening, nutrition education, diabetes outreach and education materials—all of which were provided by MRMC nurses and nutritionists.

HALLOWEEN SAFETY FAIR

In an ongoing commitment to provide a safe and fun Halloween alternative for over 1,500 residents of the City of Mission and surrounding communities, MRMC hosted an annual Halloween Safety Fair. Several hospital departments decorated booths, promoted Halloween safety and distributed reflective trick-or-treat bags and glow-in-the-dark necklaces. The Mission Police Department and Fire Department also participated in the event.

SCHOLARSHIPS

MRMC provides financial support in the form of scholarships to seniors interested in pursuing a career in the health care industry. In 2010, 12 students from six local high schools were each awarded a \$1,000 scholarship.

HEALTHIER COMMUNITY

Education

MISSION PINK

When patients approached the Breast Care Center at MRMC regarding the need to educate the community about the importance of breast self examinations and mammograms, the response was Mission Pink Walk-Run for Breast Cancer Awareness.

The event was originally planned for 500 participants; however, more than 1,200 turned out for the event. The success was due to all who participated in the walk/run to raise Breast Cancer Awareness. Thank you to the survivors who provided their testimony about their battle with breast cancer. They also encouraged women not to forgo mammograms, adding that, "Early detection is the best prevention."

The event raised a total of \$22,000; \$8,000 was donated to the Susan G. Komen Foundation for the Cure, and \$14,000 was donated to the Breast Care Center at Mission Regional Medical Center.



OUR COMMUNITY PARTNERS

Connections

MRMC supports many local organizations in a variety of ways. These partnerships build a greater sense of community and a shared commitment toward our common goals of improving the overall community's health and quality of life. Below are just a few of the many organizations we support.

CITY OF MISSION "TRASH BASH"

Once a year, hospital staff and their families volunteer to clean up the environment, in a locally designated area within the city, all in an effort to improve the appearance of the community.

CYSTIC FIBROSIS FOUNDATION

We are the principal sponsors and organizers of this foundation in the Rio Grande Valley. The biggest annual event we sponsor is the Cystic Fibrosis Walk, Great Strides Taking Steps to Cure Cystic Fibrosis.

AMERICAN DIABETES ASSOCIATION

We participate, sponsor and support the American Diabetes Association in various events throughout the year (Diabetes Walk for the Cure and Diabetes Alert), and serve on their committees and board.

OUR MISSION is to provide quality care and superior service to improve the health of the communities we serve.

Quality Health Care, Close to Home.



**Mission Regional
Medical Center**

Quality Health Care, Close to Home.

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