BUILDING A BETTER FUTURE:
A NEW ERA OF HEALTHCARE

2011-2012 ANNUAL REPORT

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MERCY®
CEDAR RAPIDS

I'm pleased to share with you the
2011-2012 ANNUAL REPORT
for Mercy Medical Center and
MercyCare Community Physicians.

***Timothy L. Charles**, President and CEO*

This year's report features many accomplishments as our entire system leads the effort with our community to provide accessible, affordable and the highest quality healthcare. Through new partnerships, like the University of Iowa Health Alliance and the formation of an Accountable Care Organization, we are working collaboratively to better ensure the needs of our community are met today and in the foreseeable future with the dramatically changing healthcare landscape.

Mercy is evolving and yet remaining dedicated to a mission of improving the health of the communities we serve throughout the Corridor and Eastern Iowa. In this report, you will see many examples of this through our strengthened commitment to the patient experience by aligning with Planetree; setting the standard for world-class cancer care with the opening of the new Hall-Perrine Cancer Center; and the recruitment of a fellowship trained oncology surgeon to ensure we offer the best care close to home. Additionally, Mercy's Business Health Services has continued to develop innovative solutions for local companies, large and small, to ensure their employees have access to the best healthcare right here at home affordably, with increasing emphasis on prevention and wellness.

The changes occurring in healthcare delivery are challenging, but we remain resolute in our commitment to dedicate all our resources to care for you and our community delivered with *The Mercy Touch*®. Thank you.

Sincerely,

Timothy L. Charles
President and CEO

The Mercy Medical Center Board of Trustees views Mercy as a **CRITICAL COMMUNITY ASSET** *with the long-standing goal of remaining independent, with local leaders making key decisions for the organization and the healthcare of our citizens.*

The changes in healthcare over the next few years will be massive and challenging - even for large healthcare systems. It became apparent to the Mercy Board that as an independent hospital Mercy must enter into effective collaborative agreements with other, larger healthcare providers to jointly work on the challenges of escalating costs, improving quality and maintaining patient satisfaction. Mercy's membership in the University of Iowa Health Alliance will create economies that meet these challenges. For example, each of the four Alliance members would have spent millions of dollars on information technology, staffing and other costs associated with meeting upcoming regulations; due to the collaboration, we will be able to shoulder these costs together.

In addition to joining the Alliance, Mercy has accomplished many goals in the past fiscal year to ensure the hospital has a sustainable and bright future. A high point this year was the opening of the Hall-Perrine Cancer Center, which builds on Mercy's longstanding legacy as the area's cancer care leader. This state-of-the-art cancer center offers world-class care to patients with direct access to a coordinated, integrated care team with a unified care plan. With the area's only radiation center integrated right into the cancer center and the hospital's inpatient services just a few steps away, it ensures the best care – all under one roof.

We also made the decision to implement Epic, an electronic health records system that can easily adapt to new healthcare requirements and technologies and allows for continuous monitoring of patient care quality metrics. Patients will have one integrated health record, accessible whether they are receiving care in a MercyCare Clinic, the hospital emergency department, a MercyCare urgent care facility or as an inpatient in the hospital. This is a giant step forward in patient safety and improves efficiency.

Based on Mercy's successes over the past fiscal year, we are looking forward to achieving goals set for the future. On behalf of the Board of Trustees, thank you for reviewing this Annual Report and for your loyalty to Mercy Medical Center and MercyCare Physician Services.

Sincerely,

Kyle Skogman
Chairman of Mercy Medical Center's Board of Trustees

Mercy Medical Center Board of Trustees

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Atrium at the new Hall-Perrine Cancer Center

Collaboration: *Building a better future together*

We know the healthcare system can be overwhelming, expensive and difficult for patients to navigate. Mercy – Cedar Rapids is committed to ensuring healthcare is delivered in a way that keeps costs down and makes it simpler for patients to get the care they need.

One of the best ways to achieve these goals is through collaboration. In the past fiscal year, we've formed strategic relationships, developed an optimum organizational structure, and paved the way for affiliations and alignments with like-minded organizations and individuals to achieve shared goals.

DID YOU KNOW? *The Congressional Budget Office projected in 2009 that national healthcare spending would be 31% of GDP by 2035 and 46% by 2080.*

University of Iowa Health Alliance (UIHA)

One of the most exciting ways we will be transforming healthcare in Iowa and contiguous areas is by participating in the UIHA. Announced June 28, 2012, the UIHA includes more than 50 hospitals and 160 clinics from four entities, including Mercy – Cedar Rapids.

The other three UIHA members are:

Dave Vellinga
President & CEO
Mercy Health Network

Mercy Health Network (MHN) is a statewide system comprised of 11 owned and 27 contract-affiliated hospitals, and 142 physician clinics with 625 physicians. MHN is based in Des Moines and includes the Mercy Medical Centers in Des Moines, Sioux City, Mason City, Dubuque and Clinton. It also includes owned community hospitals in Centerville, Dyersville, New Hampton, Primghar, West Des Moines and Oakland, NE.

Doug Cropper
President & CEO
Genesis Health System

Genesis Health System (GHS), is a system of four owned medical centers in Davenport, DeWitt and Silvis, IL, two affiliated critical access hospitals and numerous outpatient centers including urgent care clinics and ambulatory surgery centers. Genesis Health Group has more than 160 physicians. Genesis is based in Davenport and serves a 10-county region of Eastern Iowa and Western Illinois.

Jean Robillard, MD
Vice President for
Medical Affairs
University of Iowa

University of Iowa Health Care (UI Health Care), based in Iowa City, is the state's only comprehensive academic medical center. It includes University of Iowa Hospitals and Clinics, the University of Iowa Roy J. and Lucille A. Carver College of Medicine, and University of Iowa Physicians, the state's largest multi-specialty physician group practice that includes 1,432 physicians, residents and fellows. There are also 7,482 non-physician employees.

Members of the alliance are working together to advance the highest quality of healthcare services, to improve the health status of patients and communities, and to achieve efficiencies that will help member organizations reduce the rising cost of care for their patients. UIHA will create a platform for sharing expertise, selected support services and information technologies needed to succeed in the emerging "accountable care" systems and payment programs.

Mercy Medical Center & UI Health Care Form an ACO

In spring 2012, Mercy Medical Center and UI Health Care made plans to collaborate and form an Accountable Care Organization (ACO) through the Medicare Shared Savings Program (Shared Savings Program). Those plans became a reality when the ACO was approved by Centers for Medicare & Medicaid Services (CMS) on July 9, 2012.

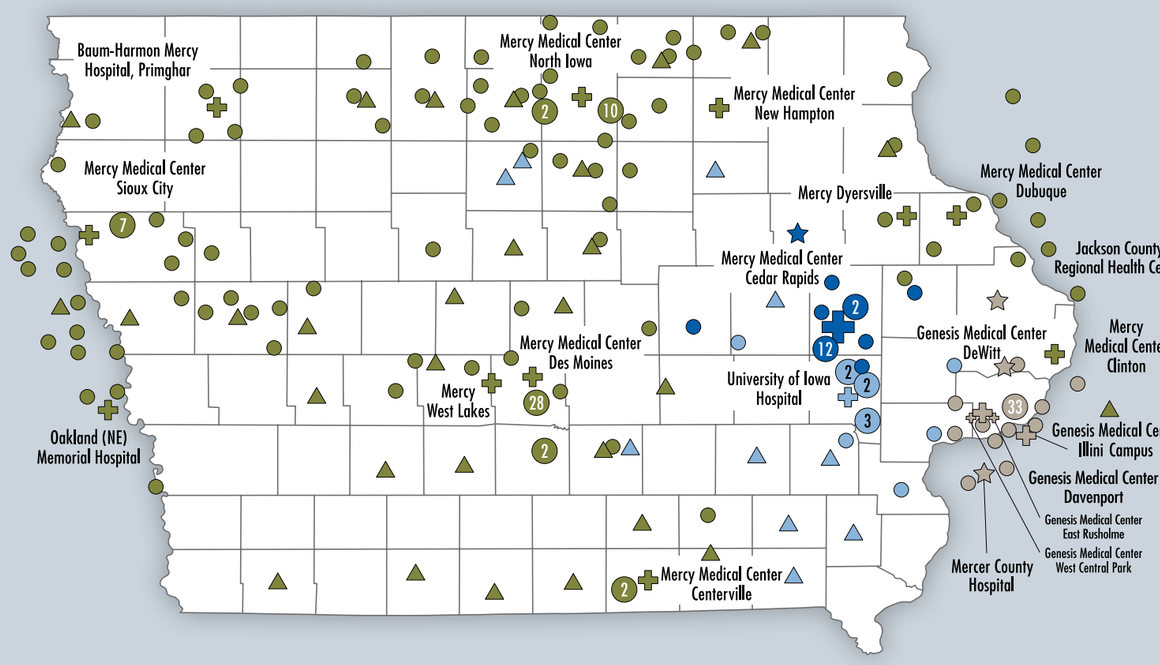
Instead of patients trying to navigate the complex health system on their own, ACOs emphasize relationships with primary care providers and work hand-in-hand with patients to meet their healthcare needs. Doctors and hospitals in this Mercy-UI Health Care ACO will communicate with you and with each other to make sure you get the care you need when you're sick, and the support you need to stay healthy.

Through the Shared Savings Program, Mercy and UI Health Care will work with CMS to provide Medicare fee-for-service beneficiaries with high quality service and care, while reducing the growth in Medicare expenditures through enhanced care coordination utilizing the concept of population health management.

Neurohospitalist Services

Mercy Medical Center contracts Neurohospitalist Services from Physicians' Clinic of Iowa, PC, Neurology. What does this mean for patients? You can be assured that a neurologist is available 24/7 to provide timely, appropriate stroke care to patients at Mercy. Part of this agreement also includes a significant investment in patient and family education regarding post-stroke rehabilitation and care through Mercy's Stroke Clinic.

MEMBERS OF THE UNIVERSITY OF IOWA HEALTH ALLIANCE



Mercy Health Network Medical Centers (11)	MHC Physician Clinic (142)	MHN Affiliate Hospital (27)	Integrated Physicians: 625
University of Iowa Hospital	Physician Clinic UI Health Care (12)	Affiliate Hospital (10)	Integrated Physicians: 1,432
Genesis Health System (2)	Genesis Heath Physician Clinic (42)	Genesis Critical Access Hospital (3)	Integrated Physicians: 167
Mercy Medical Center: Cedar Rapids	MercyCare Physician Clinic (20)	Mercy Cedar Rapids Affiliate	Integrated Physicians: 82

What is an ACO?

An ACO is a group of doctors, hospitals and other healthcare providers who come together voluntarily to give coordinated high quality care to their Medicare patients. The goal of coordinated care is to ensure that patients, especially the chronically ill, get the right care at the right time, while avoiding unnecessary duplication of services and preventing medical errors. When an ACO succeeds both in both delivering high-quality care and spending health care dollars more wisely, it will share in the savings it achieves for the Medicare program. (From CMS website)

Quality: *Building a future based on excellence*

You may learn more about Mercy's quality initiatives at our quality website (www.mercycare.org/quality) and through our ***FIRST-EVER QUALITY REPORT****, which will be released later this fall. A few highlights are listed here.*

Mercy Medical Center's Birthplace Tdap Immunization Program

Mercy designed this program to protect our youngest patient population from the recent outbreak of pertussis *(whooping cough)*. In Iowa alone, there have been more than 686 cases - a 484% increase compared to the previous five-year average.

Mercy worked in close cooperation with Linn County Public Health to put a Tdap *(the vaccine against diphtheria, tetanus and pertussis)* program in place in January 2012 to give newborn babies an extra layer of protection from whooping cough before they go home from the hospital, as recommended by the Centers for Disease Control and Prevention (CDC).

Because adults may not have been vaccinated or their vaccinations may no longer be effective and since newborns cannot receive the vaccination, Mercy has been offering the Tdap immunizations to new dads, significant others, grandparents, caregivers or anyone else in contact with the newest addition to the family.

100% For 3 Years

Cam Campbell, MD

During a heart attack, every second counts and opening a blockage is critical to minimize permanent damage to the muscle of the heart. For three consecutive years, Mercy continues to be the area's only hospital providing 100 percent of its cardiac patients with "Door to Balloon" times of less than the national standard of 90 minutes. Door to balloon time measures the amount of time from a patient's arrival at the hospital to time of diagnosis and treatment initiation, resulting in the opening of the patient's blocked artery.

This sustained achievement has been one of the direct benefits of Mercy's co-management agreement with Cedar Rapids Heart Center and the leadership of Cardiologist Dr. Cam Campbell, also Medical Director of Mercy's Cardiovascular Services.

Matthew Aucutt, MD

A number of other factors also contributed to this accomplishment: strong physician leadership across several departments, area ambulance services activating cardiac alerts in the field and Mercy's Emergency Department's management of the process *(led by Dr. Matthew Aucutt, Medical Director)*, and the active engagement by the cardiovascular lab staff. Dr. Campbell credits staff and physician dedication to this initiative as a major factor in achieving and sustaining this goal.

MercyCare Community Physicians: Medical Home

MercyCare Community Physicians is committed to preventing illness – not just treating them. By shifting the focus from treating health problems to preventing them, medical costs are reduced and chronic conditions are better managed. Catching health problems in their early stages greatly improves the odds for survival.

MercyCare is so committed to this mindset that all locations are working to become Patient-Centered Medical Homes as certified by the National Committee for Quality Assurance. The Medical Home is a simple innovative approach to healthcare that starts with your family doctor and provides coordinated, personalized, high-quality care. The Medical Home focus is coordination—enhanced care coordination leads to illness prevention because patients are scheduled to receive all necessary preventive care for their age and chronic conditions are better managed so they don't escalate into larger, life threatening problems.

The Medical Home is a simple innovative approach to healthcare that starts with your family doctor and provides ***COORDINATED, PERSONALIZED, HIGH-QUALITY CARE.***

Timothy Quinn, MD

"Since beginning our quality program in January 2010, we've consistently outperformed national averages for proactive screenings, preventive care and management of chronic conditions. ***WE INCENTIVIZE HIGH-QUALITY CARE,*** *not quantity. We've had patients come in for general physicals who have received help scheduling appointments for screenings, imaging or tests that detected cancer early enough for it to be treated successfully."*

- Dr. Timothy Quinn, President of MercyCare Community Physicians

MercyCare Quality Programs

MercyCare providers participate in five quality programs through Wellmark, PQRS, Humana, Meaningful Use and the NCQA Medical Home to ensure their patients are receiving the best possible care. MercyCare is unique because in January 2010 they started their own quality program, which now measures more aspects of healthcare than any other quality program they take part in.

Quality programs like MercyCare's measure the quality of patient care by tracking many different metrics of wellness. As of July 1, 2012 there were 199 different metrics being tracked in MercyCare clinics, such as percentage of patients who have had mammograms, percent of patients who have had their Body Mass Index (BMI) checked at their appointment, percent of patients who have complete allergy lists in their charts, etc.

Molecular Breast Imaging (MBI)

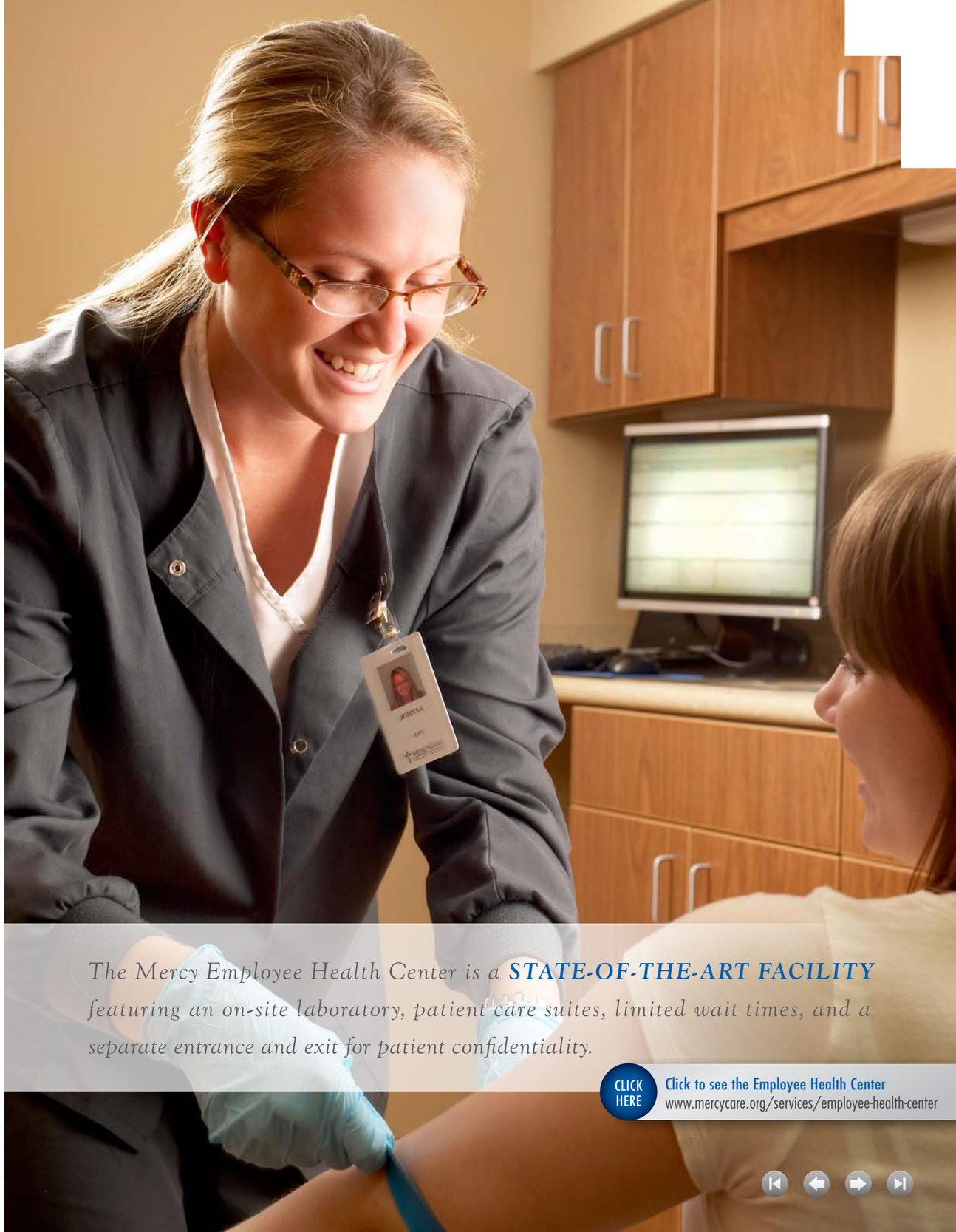
This new, high-tech tool is used to detect breast cancer early and increase the chance of saving lives. Mercy was the first hospital in Iowa to offer low-dose MBI beginning in Oct. 2011. The first FDA-cleared technology used for breast imaging as a complement to mammography, MBI identifies tumors in dense breast tissue that are often not visible with X-ray based analog or digital mammography. Earlier detection means earlier treatment and increased survival rates.

Timothy Sagers, MD

Business Health Services: Mercy's Employee Health Center

In October 2011 Mercy Medical Center opened the community's first onsite employee health center, designed to meet the healthcare needs of Mercy's 2,780 employees and their families. The new Mercy Employee Health Center offers convenient access to coordinated care provided through the services of MercyCare Community Physicians. Employees also can utilize the center for work injuries that do not require emergency care, preventative wellness, health coaching and other healthcare needs.

"This model of employee healthcare is on the cutting edge of what progressive companies around the country are doing. An employee health center can be integrated into any business seeking ways to improve employee health and wellness," explains Dr. Timothy Sagers, Medical Director of Mercy's Employee Health Center.



The Mercy Employee Health Center is a ***STATE-OF-THE-ART FACILITY*** *featuring an on-site laboratory, patient care suites, limited wait times, and a separate entrance and exit for patient confidentiality.*

CLICK HERE

Click to see the Employee Health Center
www.mercycare.org/services/employee-health-center

Patient-Centered Care: *Building care around you*

Sr. Susan O'Connor

The Mercy Touch® & Planetree

Sr. Susan O'Connor, Vice President of Mission Integration, is enthusiastically championing Mercy's Planetree initiative, which is really an expansion of *The Mercy Touch*. In Oct. 2011, Mercy announced its membership with Planetree, a national organization with a model of care for a patient-centered, holistic approach to healthcare, promoting mental, emotional, spiritual, social and physical healing.

PLANETREE

Mercy's Dennis & Donna Oldorf Hospice House of Mercy scores high for Planetree attributes. From healing gardens, to family support spaces and wide open kitchens for meals, this house is a wonderful example of ***HOW TO BEST PROVIDE PATIENT-CENTERED CARE IN A HEALING SPACE.***

Click to tour the Hospice House of Mercy
www.mercycare.org

Mercy's Epic Leadership Team, left to right: Penny Glanz, Mike Trachta, Dr. Brad Beer and Dr. Donald Hilliard

Epic

In February 2012, Mercy and MercyCare Community Physicians invested in a new electronic patient information management system called Epic. This system will have a tremendously positive impact on the organization's ability to offer *The Mercy Touch* through a more seamless delivery of care for patients. Epic allows Mercy Medical Center and the MercyCare clinics to integrate multiple information systems at various points of contact into a single patient record through the most advanced medical record system available. This single patient record is accessible anywhere in the Mercy system–whether the patient seeks care at the Emergency Department, Urgent Care, family provider or hospital.

Mike Trachta, Chief Operating Officer at Mercy Medical Center, was instrumental in bringing Epic to Mercy as the system to help us move into a new era of healthcare.

One of the key benefits of Mercy's collaboration with UI Health Care involves Mercy's conversion to Epic as the system already in use at UI Hospitals and Clinics. UI Health Care medical information specialists will advise Mercy on ways to implement Epic in a faster, more efficient and lower-risk manner. With both organizations using Epic, clinicians will have secure, online access to comprehensive patient health records to support safe, effective, and more efficient care at any Mercy or UI Health Care location.

In addition, a benefit to patients with Epic is the incorporation of a new tool, Epic's MyChart Patient Portal. This patient portal will provide patients with secured access to their health information and new, convenient methods of communicating with your physician's office.

Learn more about Epic - One Patient. One Record.
www.mercycare.org/news/mercy-touch-magazine

"The basic premise of 'one patient, one record' sounds simple, but in healthcare it is immensely complex. I am most excited about the quality and patient safety implications of one, continuously updated, patient record – available to all providers at all times."

- Mike Trachta, Executive Vice President & Chief Operations Officer

Mike Trachta

"Many hospital employees and physician staff members have provided essential support and assistance preparing for the future changes using the Epic system. Physician advisory groups have been formed and will meet regularly to make recommendations as needed."

- Dr. Donald Hilliard, retired family physician & Mercy's Chief Medical Information Officer

"Mercy has always provided excellent healthcare to the people of the community. Now, more than ever before, we will be able to monitor and track that quality of care. Epic, by design, allows for the continuous ability to generate reports on different types of quality metrics. In an instant, we will be able to know how we are doing on items, such as how are our diabetic patients doing with regards to their blood sugars, or how are our heart patients are doing with their blood pressure control. Epic has created tools that put an amazing amount of information into the hands of our providers and nurses. The best part is that Epic makes these tools easy to use and easy to customize."

- Dr. Brad Beer, Physician at MercyCare Blairs Ferry & Epic Physician Champion

"One patient, one record is the benefit of EPIC. This fact allows all caregivers access to the patient's story. Having this knowledge improves our interdisciplinary collaboration and communication to achieve the highest possible standards of patient-centered care."

- Penny Glanz, Operations Director for Outpatient Services & Epic Nursing Champion

Urgent Care Expansion & Access

MercyCare North and MercyCare South are established urgent care clinics in Cedar Rapids and MercyCare just opened another urgent care clinic in Marion, so residents in this growing community don't have to travel as far. Healthcare can't always wait for a regular appointment with your doctor; so many MercyCare clinics offer extended and weekend hours. All offer same-day appointments for acute illness. Urgent care is also available for MercyCare patients who need care for acute health problems after hours or can't wait to get in to their primary care provider.

MercyCare Urgent Care

We're Open:

7:30 a.m. - 8 p.m.,
Monday through Friday

8 a.m. to 3 p.m.,
Saturday and Sunday

Most holidays

Laura Reed

Patient Satisfaction

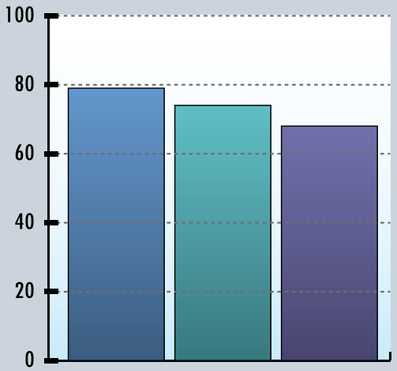
"Our founders, the Sisters of Mercy, were concerned about meeting the needs of all people by acting quickly to help those in distress. It also meant they worked to transform processes, systems, policies, structures and attitudes that promoted apathy and injustice. These women were truly the pioneers of innovative and systemic change to secure long-term results. They provided the foundation for what we have already encountered due to healthcare change and what we have yet to discover related to healthcare reform. Our strong foundation to build upon as we continue to navigate changes related to healthcare reform."

- Laura Reed, Senior VP of Patient Care Service & Chief Nursing Officer.

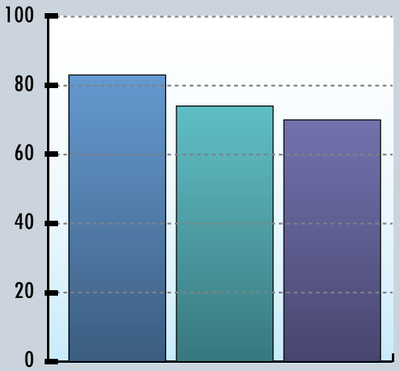
Mercy Exceeds State & National Benchmarks for Patient Satisfaction According to HCAHPS

HCAHPS *(Hospital Consumer Assessment of Healthcare Providers and Systems)* is a national, standardized survey that asks patients about their experiences during a recent hospital stay. Created to publicly report the patient's perspective of hospital care, the survey asks a random sample of recently discharged patients about important aspects of their hospital experience.

PATIENTS WHO GAVE THEIR HOSPITAL A RATING OF 9 OR 10*



PATIENTS WHO REPORTED YES, THEY WOULD DEFINITELY RECOMMEND THE HOSPITAL



- Mercy Medical Center
- Average for all reporting Hospitals in Iowa
- Average for all reporting Hospitals in the United States

From Hospital Compare: HCAHPS *(Hospital Consumer Assessment of Healthcare Providers and Systems)* provides a standardized instrument and data collection methodology for measuring patient's perspectives on hospital care.

**Patients who gave their hospital a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest)*

Top 100 by WomenCertified

Mercy Medical Center has been identified as one of the country's Top 100 Hospitals for Patient Experience based on female patient satisfaction scoring by WomenCertified®, a trusted referral source for top businesses and brands identified among women.

Mercy Medical Center's commitment to community benefit is reflected in the ***25,905 COMMUNITY BENEFIT HOURS*** *submitted by employees.*

Mercy's Day of Caring

The value of Mercy's Community Benefit for the past fiscal year totaled $38.6 million. Incorporated in the $38.6 million is $5 million in charity care and $28 million in uncompensated government care. That's the value of Mercy Medical Center's community benefit in quantifiable terms. But in no way does this tell the real story – the stories about lives changed by the way we live out our mission to improve the health of our community, one person at a time.

Community Benefit: *Building up our community*

It's as Simple as Child's Play

Mercy's support has made a tremendous difference in the seven Linn County Head Start sites by providing $5,000 toward the purchase of physical activity items, such as:

HEALTHY FOOTSTEPS

- New balls the children can play with outside
- New equipment to use indoors to increase physical activity
- Books, puzzles, and pictures about nutrition that staff can use to help teach the children about the importance of being healthy.

Through the Linn County Head Start Centers, 303 children and 261 families were reached by providing not only equipment and items, but also through information handed to parents that included recipes and fun tidbits of information about physical activity and nutrition.

Parish Nursing

Mercy Medical Center has further developed a Parish Nurse Outreach Ministry with six parish nurses who provide a holistic approach with individuals, families, congregants and surrounding neighborhoods. Mercy became an affiliate of International Parish Nurse Resource Center to begin offering the program in March 2010 at a reduced rate to area nurses. To date, 51 nurses have graduated from the hospital's Parish Nursing program. In the last fiscal year, Mercy hired five parish nurses and placed them in six sites in the community, and 12 nurses graduated from the program.

Studies show having parish nurses helps reduce hospital admissions and increases patients' compliance with disease processes because they have someone they know and trust to discuss concerns.

Laurie Jasper is a parish nurse at Olivet Neighborhood Mission *(a partner with HACAP)*, a Family Resource Center providing a one-stop source of many services available to low income persons. As a parish nurse, Laurie provides blood pressure checks to volunteers and clients at Olivet Mission. She listens to their stories, as they share their struggles and pain *(names have been changed to protect identities of the individuals in the stories below)*:

John's story
John's discusses his struggles with a mental health illness, and how he is having difficulty sleeping. Laurie listens as he opens his heart.

Tina's story
Tina is quiet and reserved as she enters the Mission. Her demeanor reflects the effects of abuse. Laurie places herself between Tina and her significant other and asks in a whisper, "Are you safe?"

Rob's story
Rob, in his 70s, is in the end stages of renal disease. He had a recent surgery to his left arm and it is red and swollen. His blood pressure is 168/88 and his heart rate is 70. He didn't take his antibiotics today. When asked about it, he says, " I will be fine. I will see my doctor on Monday." His appointment is at the Veterans Administration Hospital in three days. Laurie stresses that he needs to see a doctor today.

Preventive Screenings

Preventing illness or detecting it sooner saves lives. Mercy Medical Center understands the importance of prevention and provides health screening services to patients at no charge.

Peripheral Vascular Disease Screening and Heart Health Education program:	518
Blood pressure screenings:	786
Skin cancer screenings:	62
Prostate cancer screenings:	66
Head & neck screenings:	59
Foot screenings:	218

Sr. Mary Lawrence Community Center

Mercy celebrated the opening of the Sister Mary Lawrence Community Center in downtown Cedar Rapids on Sept. 6, 2011. The new facility at 420 6th Street SE provides office space and direct client services for a number of local non-profit organizations, including Kids First Law Center, Gems of Hope, Young Parents Network, Boys & Girls Club, Catholic Charities and Metro Catholic Outreach. Mercy leases the space to tenants for $1 per year plus the cost of monthly utilities.

Hall-Perrine Cancer Center

World-Class Care

The doors of Hall-Perrine Cancer Center (HPCC) opened in March 2012 with Oncology Associates at Mercy moving into the third floor. This floor is dedicated to bringing world-class care in the area of medical oncology and hematology with an adjacent pharmacy - which will soon feature the nation's first IV chemotherapy robot.

Patients can meet with their care team, all in one place, in one visit. A nurse navigator, surgeon, medical oncologist and radiologist all meet with a patient at once – shortening the time between diagnosis and treatment. Hall-Perrine Cancer Center held 45 Lung and 48 Multidisciplinary cancer conferences in 2011. These conferences, which discussed over 600 cancer patients, provide physicians with the opportunity to provide a diagnosis, tumor staging, treatment, and outcomes of cancer patients. Treatment recommendations are made that will provide the highest quality of care. Representatives from the major disciplines including: medical oncology, radiation oncology, surgery, pathology, plastic surgery, and radiology participate in discussing diagnostic and therapeutic alternatives for the cancer patient. Patient confidentiality is maintained at all times.

Outreach Services

Medical oncologists travel to Outreach Clinics in the surrounding area, including Anamosa, Independence, Manchester, and Vinton. This enables the continuity of high quality oncology care for patients with limited access, or limited transportation to oncology health services.

CLICK HERE **Click to see the Hall-Perrine Cancer Center**
www.hallperrinecancercenter.org/cancer/

Oncology Associates at Mercy Medical Center

Medical Oncologists at HPCC

Martin Weisenfeld, MD, FACP

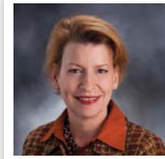
Leila Kutteh, MD

Jasmine Nabi, MD

Deb Wilbur, MD

Executive Director

Dee Eadie joined Mercy Medical Center as the executive director of Hall-Perrine Cancer Center in December 2011. She previously served as the Cancer Center Administrator of the University of Virginia (UVA) Health System since 2007, managing the Emily Couric Cancer Center, and as a Clinical Instructor in the UVA School of Nursing.



Dee Eadie

Best Care for All

Mercy believes the best care should be available to everyone. Since 2001, we have invested over $21.6 million in equipment used in cancer services. Mercy provides cancer care regardless of an individual's ability to pay and offers assistance with radiology, laboratory and inpatient care services.

In addition, as a nonprofit healthcare organization, all profits go toward patient programs and services. Mercy provides more than $500,000 annually in un-reimbursed support services to cancer patients and their families. Those expenses include everything from cancer screenings, early detection and education programs, to patient support groups and a survivor wellness program.

Giving Back: Community Events & Education

Sponsorship and involvement in cancer-related community events allow Hall-Perrine Cancer Center to give back to the community while raising awareness and funding for cancer research. In conjunction with the American Cancer Society and other community agencies, Hall-Perrine Cancer Center sponsors annual cancer screenings and programs for the community at large.

The Programs for 2011 Included:

- Especially for You After Breast Cancer Support Group
- US TOO! Prostate Cancer Education & Support Group
- General Cancer Support Group
- Celebrating Life Retreat for Cancer Survivors
- Thrive Cancer Fitness & Wellness Program
- Journey to Wellness activities
- Breast Cancer Screening
- Skin Cancer Screening
- Cervical Cancer Screening
- Prostate Cancer Screening
- Head & Neck Cancer Screening
- ACS I Can Cope
- Gems of Hope Monthly Workshops
- ACS Relay for Life
- Public Forums on Breast, Colon, Prostate, Head & Neck, Lung and Skin Cancer
- Public Forums as related to cancer or cancer treatment on Genetics, Smoking Cessation, Exercise and Nutrition
- Health Fairs
- ACS Daffodil Days
- Annual ACS Gala
- Dancers Against Cancer

Meet Dr. Vincent Reid, Fellowship Trained Cancer Surgeon

Hall-Perrine Cancer Center added a new level of cancer expertise when it welcomed fellowship-trained oncologic surgeon Dr. Vincent Reid. Director, Surgical Oncology at HPCC. Dr. Reid was trained at Sloan Kettering Cancer Center in New York, and brings a wealth of experience in treating multiple cancers, with interests in cancers of the head, neck, melanoma care and breast cancer among others.

Vincent Reid, MD

The entire cancer center was thoughtfully planned with input from former and current patients, their family members, physicians and other cancer experts to ***MEET THE NEEDS OF PATIENTS AND THEIR FAMILIES****, like the choice between private or semi-private infusion areas.*

Comprehensive, Patient-Centered Services

We understand that a cancer center with world-class care means providing services that go beyond prevention, diagnosis and treatment. Hall-Perrine Cancer Center offers supporting services that are of great value to patients, even though they are not reimbursed – that's the difference of *The Mercy Touch*. These include services like nurse navigators, social workers, dietitians, exercise specialists, genetics nurse practitioners and massage therapists.

Empowering Patients

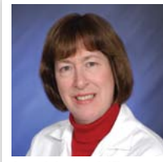
The Thrive program empowers cancer patients by giving them the tools to assist in maintaining and improving their health and wellness from diagnosis through survivorship. In 2011, Thrive received a grant from the Cancer Support Community and LIVESTRONG which gave the opportunity to host the six-week community-based program, Cancer Transitions: Move Beyond Treatment.

Hall Radiation Center

Mercy's Hall Radiation Center provides the region's most sophisticated cancer technology, including the Varian linear accelerator, Trilogy Linear Accelerator, Iowa's first TomoTherapy image-guided radiation therapy system, a Large Bore CT simulator, state-of-the-art PET/CT scanner, IMRT 3 dimensional radiation, Brachytherapy and High Dose Rate (HDR) radiation therapy. Dr. Janet Merfeld, Radiation Oncology of Cedar Rapids, is the Medical Director.

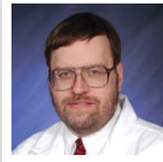
Last fiscal year, 14,621 treatments took place at Hall Radiation Center – home to the advanced technology and expert treatment staff serving Eastern Iowa since 1956, when it was established by Margaret and Howard Hall, well-known Cedar Rapids community leaders and philanthropists.

Radiation Oncology of Cedar Rapids
Radiation Oncologists at HPCC



Janet Merfeld, MD

Wook Lee, MD



Kevin Murray, MD

Awards & Recognitions: *Building a showcase of recognition*

Jeff Cash

"Mercy understands the ***IMPORTANCE*** *of health information technology, and is committed to continual progress by utilizing our technology investments to enhance patient care delivery,"* - *Jeff Cash, Sr. Vice President and CIO at Mercy*

- Chest Pain Center Accreditation with Percutaneous Coronary Intervention from The Society of Chest Pain Centers
- Most Wired by the American Hospital Association
- High Performing Hospital in Pulmonology in U.S. News & World Report's 2011-12 Best Hospitals
- Certified by the QOPI® Certification Program, an affiliate of the American Society of Clinical Oncology, and its Quality Oncology Practice Initiative®.
- Top 100 Hospitals for Patient Experience by WomenCertified
- Breast Imaging Center of Excellence by the American College of Radiology
- Accredited by the Commission on Cancer (CoC) of the American College of Surgeons
- State and national recognition in the CareChex® 2011 release of America's Top Quality Hospitals:
  - » #1 in the State and among the Top 100 in the Nation for both Major Orthopedic Surgery and Joint Replacement
  - » Top 100 in the Nation for excellence in Overall Hospital, Overall Medical and Overall Surgical Care
  - » Top 100 in Nation for excellence in Gastrointestinal Care, Gastrointestinal Hemorrhage, Hip Fracture Repair, Joint Replacement, Major Bowel Procedures, Neurological Care, Major Orthopedic Surgery, Pulmonary Care and Stroke Care
- 41 nurses recognized as 100 Iowa Great Iowa Nurses since 2005
- Accredited by the Intersocietal Commission for the Accreditation of Echocardiography Laboratories

Financials

Phil Peterson

"Healthcare delivery is changing in unprecedented ways to drive higher quality, affordability and satisfaction. This opportunity requires substantial investments in new skills, methods and technologies. In the new fiscal year, our challenge is to successfully implement Epic and forge new relationships with physicians, payors, employers and other providers. Thanks to prudent fiscal management and the generosity of Mercy supporters, we are poised to strengthen ***OUR POSITION AS A LEADER IN HEALTHCARE.*** *Our strong financial position allows us to reinvest in the technology, services and facilities that will ensure our future remains bright." - Phil Peterson, Executive Vice President & Chief Financial Officer*

Medical Overview 2011-2012

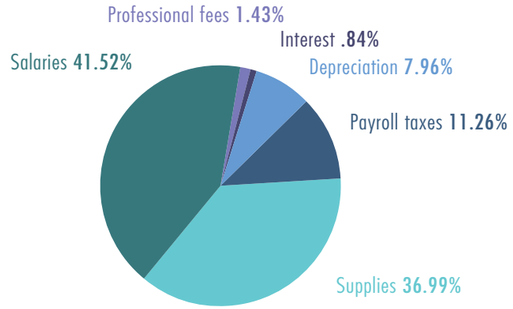
Outpatient Visits	238,253
MercyCare Community Physicians Clinic Visits	248,565
Urgent Care Visits	66,876
Emergency Visits	46,938
Dialysis Visits *(Cedar Rapids and Vinton)*	21,884
Hall Radiation Center Treatments	14,603
Women's Center - Mammographies	13,428
Inpatient Discharges	11,191
Women's Center - DEXA Screenings	6,090
Endoscopy - Inpatient Procedures	520
Endoscopy - Outpatient Procedures	614
Katz Cardiovascular Center Cardiovascular Lab Patient Visits	2,854
Births	710

Community Expenditures *(including care of the uninsured and underinsured)*

	2010	2011	2012
Costs in excess of Medicare reimbursement *(Costs of providing the services less the amounts received from Medicare)*	$23,173,000	$24,116,000	22,125,000
Other community benefits *(Includes subsidized health services, financial contributions)*	$4,388,000	$4,195,000	3,739,000
Free service *(To patients who meet Mercy's free-service guidelines)*	$5,608,000	$5,074,000	4,414,000
Costs in excess of Medicaid reimbursement *(Costs of providing the services less the amounts received from Medicaid)*	$1,671,000	$4,320,000	1,292,000
Physician education	$1,053,000	$882,000	634,000
Total	**$35,893,000**	**$38,587,000**	**$32,204,000**

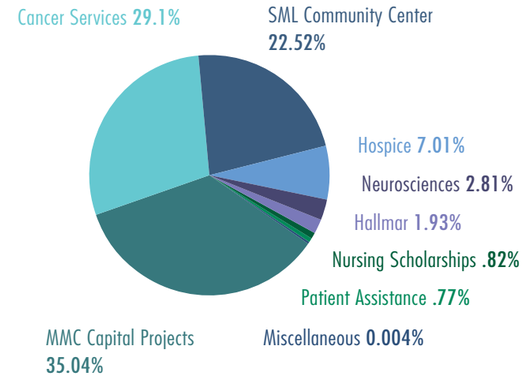
Financial Overview 2011-2012

Professional fees	$4,221,000
Interest	$2,474,000
Depreciation	$23,581,000
Payroll taxes and benefits	$33,355,000
Supplies and other	$109,524,000
Salaries	$122,970,000
Total	**$296,125,000**



Foundation Gifts

Mercy Medical Center Capital Projects	$1,089,032
Cancer Services	$904,558
Sister Mary Lawrence Community Center	$700,000
Hospice	$217,854
Neurosciences	$87,360
Hallmar	$60,000
Patient Assistance & Education	$23,803
Nursing Scholarships & Education	$25,336
Miscellaneous	$150
Total	**$3,108,093**



Foundation Funds at Work

The Mercy Foundation is celebrating 35 years of supporting the mission of Mercy Medical Center. Since the Foundation was started in 1977 by Sr. Mary Lawrence Hallagan it has given over $69,312,682 million to Mercy Medical Center to enhance and elevate the level of care and services for patients and families in our area. In the last fiscal year, the Foundation provided $3,107,114 in support.

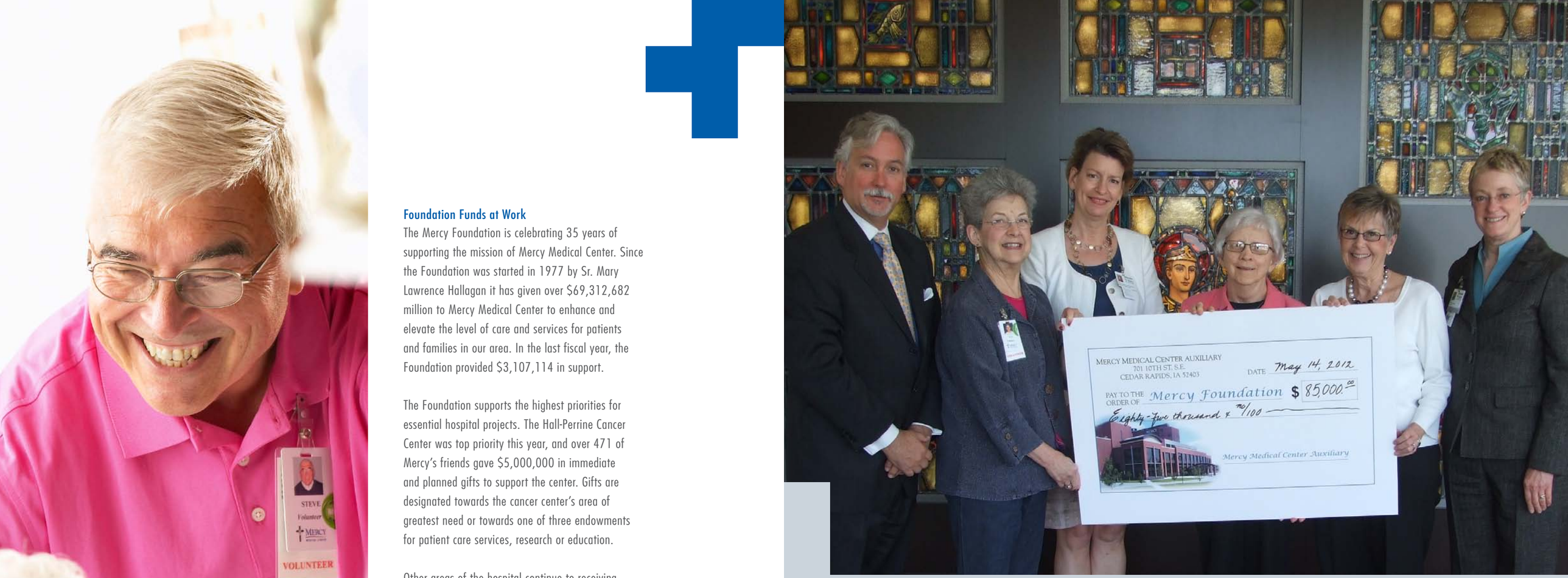
The Foundation supports the highest priorities for essential hospital projects. The Hall-Perrine Cancer Center was top priority this year, and over 471 of Mercy's friends gave $5,000,000 in immediate and planned gifts to support the center. Gifts are designated towards the cancer center's area of greatest need or towards one of three endowments for patient care services, research or education.

Other areas of the hospital continue to receiving funding to provide educational speakers, new technologies, scholarships and expand services. For more information about giving to the Mercy Foundation, visit *www.mercycare.org/ways-to-give*.

Volunteers Extend *The Mercy Touch*

In the last fiscal year Mercy volunteers donated 115,303 hours of service *(with a monetary value of $2,512,450)*. There are 880 active volunteers, both adult and students, who serve 87 departments in 196 positions. New volunteers this year numbered 347 and five additional departments were staffed by volunteers.

CLICK HERE **Click to Donate to The Mercy Foundation**
https://givetomercy.mercycare.org/donate



The Mercy Auxiliary presented an $85,000 check in May 2012 to support the Hall-Perrine Cancer Center.

Pictured, from left to right are: *Tim Charles, Mercy president and CEO; Sue Pearson, Auxiliary co-leader; Dee Eadie, Hall-Perrine Cancer Center executive director; Sr. James Marie Donahue, Chairman of the Board, Mercy Foundation; Joyce Klimes, Auxiliary co-leader; and Sue Hawn, Mercy Foundation president.*

Outstanding Auxiliary Support

Mercy Auxiliary has a membership of approximately 400. The organization's more visible projects include the Christmas showcase; Mercy Medical Center's Flowers & Gift Shop as well as a newly opened shop Hall-Perrine Cancer Center; Spring Luncheon; and Uncommon Grounds coffee corner. In 2011-12, the Auxiliary raised and contributed $85,000 to Mercy to benefit the Hall-Perrine Cancer Center, and awarded two $1,500 scholarships to Mount Mercy University healthcare students.

Current Auxiliary Leadership

Co-Leaders: *Joyce Klimes & Sue Pearson*
Secretary: *Marge Grawe*
Treasurers: *Susie Valliere & Laura Staudacher*

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