

2012 YEAR IN REVIEW

STAR of the Year
Jeanne Nourse



AnMed Health by the Numbers (FY 2012)

Adult admissions	21,489
Births.....	1,953
Average daily census (adults only).....	256
Average length of stay	4.3 days
Emergency Department visits.....	107,784
Inpatients lab procedures.....	1,205,941
Outpatient lab tests.....	1,751,085
Radiology procedures.....	159,479
Surgeries and endoscopies.....	14,390
Heart and vascular procedures.....	7,790

Letter from the CEO

Moving forward together

2012 has been a year of great accomplishments and new adventures. From pursuing new accreditations to strengthening AnMed Health's presence in northeast Georgia, AnMed Health has pushed through a year of industry-wide turmoil to improve care for the communities we serve.

This fall, Nursing Services welcomed surveyors from the American Nursing Credentialing Center (ANCC) for a three-day site visit as part of its application for the Magnet Recognition Program®. The Magnet Recognition Program® recognizes health care organizations that provide the best nursing care and uphold professional nursing practice. If recognized, AnMed Health would become only the third hospital in South Carolina to achieve this designation.

The Magnet® site visit marked the end of years of work formalizing processes and compiling stories of our nursing culture. When the final application was complete, Nursing Services had submitted a 5,000-page document detailing stories of community involvement, nursing research, best practices and shared governance. A crowd of cheering nurses greeted surveyors at AnMed Health Medical Center. Our nurses' passion for their patients moved surveyors to tears at several points during their visit. It will be months before we learn if AnMed Health has received Magnet® recognition, but for many of us, the site visit confirmed what we already know – AnMed Health's nursing culture is something to be proud of.

As we push new boundaries in excellence, we're also pushing new boundaries in how and where we provide care. Investments in new technology (see page 4) are allowing physicians to treat patients less invasively and more effectively. An expansion in northeast Georgia (see page 6) will allow us to better serve an area that has been driving to Anderson for years. These things would not be possible without an engaged medical staff, passionate caregivers and the ongoing support of our donors and volunteers. Their enthusiasm allows us to move forward year after year and it shows in the feedback we receive from you. In 2012, AnMed Health's patient satisfaction scores once again exceeded the national average in federally-reported surveys (see page 8).



As we celebrate all that we've accomplished in 2012, AnMed Health and the health care industry still have much work to do to improve the accessibility and affordability of health care services. With the roll out of the Affordable Care Act, the cost of care will be spread more evenly among everyone who uses the health care system. There will also be increased demand for primary care and preventative care as more people gain insurance coverage. AnMed Health must continue to grow to meet the challenges ahead of us. And with everyone working together, I know we will.

We're in this together,

John A. Miller Jr., FACHE
CEO, AnMed Health



AnMed Health's vision is to be recognized and celebrated as the gold standard for health care quality and community health improvement.

2012 Star of the Year – from cover


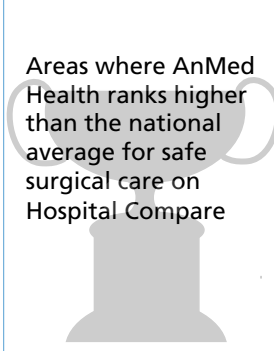



Occupational therapist **Jeanne Nourse** runs the Lymphedema Center in Radiation Oncology and often works with cancer patients who experience lymphedema as a side effect of their treatment. Nourse is known for making adaptive devices out of just about anything. In 2012, she was named AnMed Health's STAR of Year after making a nose splint for a patient who lost her nose to an aggressive basal cell cancer.

When the patient finished radiation therapy and returned to her doctors at MUSC, the staff was so impressed with Nourse's work that they emailed AnMed Health to say thank you. Before Nourse's intervention, the patient had become a recluse, only leaving the house for doctors' appointments.

"She said the bandage changed her life," wrote Sandra Zambetti, a registered nurse at Hollings Cancer Center. "She was able to go shopping and out in public without the horrific stares she experienced without 'the bandage.' I would like to thank Jeanne Nourse for helping our mutual patient. She is indeed an angel."

<p>3</p> <p>"Best of" Lists in 2012</p>  <ul style="list-style-type: none"> Thomas Reuters Top 100 Hospitals U.S. News & World Report's Best Regional Hospitals Becker's Hospital Review's 100 Best Community Hospitals 	<p>3</p> <p>National Excellence in Healthcare Awards from PRC</p>  <ul style="list-style-type: none"> AnMed Health Women's and Children's Hospital AnMed Health Kids' Care AnMed Health Pediatric Therapy Works 	<p>4</p> <p>Awards for employee wellness</p>  <ul style="list-style-type: none"> The Gold Medal from SCHA's Working Well initiative The Gold Apple from SCHA's Working Well initiative The Gold Star from SCHA's Working Well initiative American Heart Association Fit-Friendly Worksite - Platinum Level 	<p>2</p> <p>Awards for fast and effective heart attackcare</p>  <ul style="list-style-type: none"> ACTION Registry-GWTG Platinum Performance Achievement Award American Heart Association/ Mission: Lifeline Bronze Award 	<p>7</p> <p>Accreditations by outside organizations</p>  <ul style="list-style-type: none"> The Joint Commission Primary Stroke Center American College of Surgeons Commission on Cancer Intersocietal Commission for the Accreditation of Vascular Laboratories The American Academy of Sleep Medicine American Academy of Cardiovascular and Pulmonary Rehabilitation Asthma Self-Management Education certification from the American Association for Respiratory Care
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One of the Nation's 100 Most Wired Hospitals and Health Systems

<p>3</p> <p>Palmetto Gold Nurses</p> 	<p>6</p> <p>Safe Surgical Care</p>  <p>Areas where AnMed Health ranks higher than the national average for safe surgical care on Hospital Compare</p>	<p>2</p> <p>Awards for excellence in rehabilitation</p>  <p>Joint Commission certification for hip fracture rehabilitation</p> <p>HealthSouth's National President's Circle Award</p>	<p>140</p> <p>Clinical Trials</p>  <p>Clinical trials hosted at AnMed Health in 2012 (includes roughly 100 cancer clinical trials, and 40 cardiovascular and nephrology clinical trials)</p>	<p>A</p> <p>Hospital Safety Score</p>  <p>AnMed Health's Hospital Safety Score from the Leapfrog Group</p>
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Better technology leads to better care

We've all heard the saying, "Knowledge is power." In few places is that more evident than in health care.

With better information, doctors can more accurately diagnose a patient's condition and more effectively prescribe treatment. When surgeons have a better view inside the patient's body, they can operate with greater precision and efficiency. And when scientists better understand the body's inner-workings, patients previously considered untreatable get a new lease on life.

Medical technology improves every year, which is why AnMed Health continues to invest in new equipment and better treatments. In 2012, AnMed Health invested in a number of new technologies. Today, these investments are improving care for patients with lung disease, heart rhythm problems and major depression.

Lung cancer is one of the most difficult cancers to treat and the second most commonly diagnosed cancer in Anderson County. Survival rates for all forms of cancer are much higher when diagnosed early. But many lung cancer patients don't have symptoms until the disease has advanced, making this type of cancer difficult to diagnose in its early stages.

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In 2012, AnMed Health invested in two pieces of equipment to help doctors diagnose lung cancer sooner. Using Endobronchial Ultrasound (EBUS), doctors can check and biopsy suspicious lymph nodes as small as one centimeter without surgery. A second tool, the Veran SPiN Drive, allows physicians to locate and biopsy a lesion without ever leaving the airway. The SPiN Drive system can reach further into the lungs than a traditional bronchoscope for a quicker diagnosis and better treatment options.

"Adding an eye to the traditional bronchoscope expands our vision beyond what we can see with the naked eye. This is making a significant impact on the timely diagnosis and treatment of lung cancer," said Dr. Abhijit Raval of AnMed Health Pulmonary

and Sleep Medicine. "AnMed Health has proven to be a promoter of innovative health care by investing in new technology."

Like lung cancer, heart rhythm problems can also be difficult to diagnose. Called arrhythmias, irregular heartbeats don't always cause signs or symptoms, but can be fatal if left untreated.

Atrial fibrillation is an irregular heart beat that increases the risk of stroke and heart disease and is often associated with palpitations, fainting and chest pain. When medicine and lifestyle changes are not enough to control this condition, patients have another option thanks to a complete renovation of the electrophysiology lab at AnMed Health Heart and Vascular Center. Using a relatively new procedure called ablation, doctors can remove the tissue causing the irregular heart beat. The doctor inserts a thin, flexible tube into a blood vessel and guides it to the spot where the heart is misfiring. The doctor then destroys the tissue by either heating or freezing it. Nearly 85 percent of patients who have an atrial fibrillation ablation experience complete elimination or significantly reduced heart rhythm problems.

Robotic technology gives doctors in the electrophysiology lab even greater accuracy and stability during atrial fibrillation ablations and other procedures. Previously, procedures were done using a manual technique that required physicians to perform manipulations at one end of the catheter. This made procedures extremely difficult. Using a robotic catheter system, doctors can control the catheter from a workstation with greater precision than the human hand could provide. This allows doctors to place catheters deliberately and accurately within the heart. It also reduces radiation exposure for the patient and physician by decreasing the number of images needed during an electrophysiology procedure.

In 2012, AnMed Health also became the first facility in the Upstate to offer NeuroStar TMS Therapy. This non-invasive, non-drug therapy is designed to treat adults with major depressive disorder. Transcranial Magnetic Stimulation, or TMS, offers hope to patients who are unable to control their depression with traditional methods.

Using magnetic waves, the device sends bursts of energy to stimulate the brain. The magnetic fields activate the brain cells by releasing neurotransmitters like serotonin, norepinephrine, and dopamine – the brain chemicals which improve mood.

Therapy takes place in an office setting and each session lasts about an hour. During this time, patients sit wide-awake in a comfortable chair. A small curved device, about the size of a cupped hand, rests on the patient's head, delivering magnetic stimulation to the area of the brain involved with regulating mood. These magnetic field pulses are the same strength as those used in MRI (magnetic resonance imaging) machines. After treatment, patients can drive their car and go about their day at school, work or home.

Most patients receive five treatments a week for five to seven weeks, for an average of 25 to 35 treatments. In open-label clinical trials, after four to six weeks of treatment:

- 1 in 2 patients improved significantly
- 1 in 3 patients were free of depression symptoms

Since opening AnMed Health TMS Center of the Upstate, 93 percent of patients treated with TMS have seen improvement in their depression and 53 percent report being healed of their depression completely.

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"I got all the support from AnMed Health to start this procedure and bring this cutting-edge technology to Anderson," said Dr. Fahd Zarrouf, medical director for TMS Center of the Upstate. "This is not unusual for AnMed Health, as it all the time puts patients first and 'putting patients first' means looking for the best technology and advances to help them."



Dr. Fahd Zarrouf of AnMed Health TMS Center of the Upstate explains the treatment to a potential patient.

Setting an example in innovation

Some innovations are the result of new technology, others come from pushing the limits of the technology you already have. In 2012, GE Healthcare recognized AnMed Health among its Customer Innovation Award winners for the way Surgical Services used GE's surgery scheduling software to improve patient outcomes.

Centricity Perioperative, GE's surgery scheduling software, allows AnMed Health's surgery department to manage inventory, scheduling, nursing documentation and pre-op and post-op care with one program. One of the biggest challenges in health care is communication among providers. AnMed Health is overcoming that hurdle by interfacing remotely with surgeons' offices to ensure the correct procedure is scheduled and an accurate and complete work up is completed on each surgical patient before they arrive at the hospital. As a result, everyone involved in the patient's care has specific information

Stronger Together

The AnMed Health Physician Network welcomed eight new practices and 18 new physicians in 2012. Today, the Physician Network is home to 40 physician practices with wide variety of expertise. Network physicians include family medicine doctors, pediatricians, OB-GYNs, internists, cardiologists, neurologists, gastroenterologists, orthopedists, pulmonologists, urologists and surgeons. Find a doctor near you at www.AnMed-Health.org.

New Practices

- AnMed Health Clifton W. Straughn, MD**
 105 Buford Avenue
 Anderson, SC 29621
 (864) 512-5901
 Home to Dr. Clifton W. Straughn
- AnMed Health Gastroenterology Specialists**
 118 Montgomery Drive
 Anderson, SC 29621
 (864) 224-1692
 Home to Dr. Shahzad Sheikh
- AnMed Health Gynecologic Oncology**
 2000 East Greenville Street, Suite 3100
 Anderson, SC 29621
 (864) 225-5131
 Home to Dr. David Griffin
- AnMed Health Neurology Consultants**
 2000 East Greenville Street, Suite 2800
 Anderson, SC 29621
 (864) 226-7636
 Home to Drs. Sairah Bashir, Paul A. Brill, Arthur E. Jordan, Kumar Patel, Patti J. Patterson and H. Dean Reeves II.

Growing in size and strength to meet a community's changing needs

At 8:30 a.m., cars and trucks begin pulling into AnMed Health Wren Family Medicine in steady 10-minute intervals. A woman is hunched over a clipboard completing new patient paperwork as James Young waits for his friend, Bill, who stopped in for a flu shot.

Since James became eligible for Medicare, he's started looking for a new doctor. Bill's recommendation and the proximity to James' home have James seriously considering Wren Family Medicine. The practice provides primary care, lab testing and radiology services, and is home to two physicians, Dr. Mike Seemuller and Dr. Kimberly Kyker.

"It being close, it's a lot easier to drive here than to Anderson or Greenville," James said.

Close to home is nice, but the office's prompt service and responsive staff is what caused Susan Ashley to leave her previous provider for Wren Family Medicine. Stephen Turner echoed a similar sentiment as he waited for his name to be called. The practice's location near Highways 8 and 81 is convenient, but the office's younger physicians and the ability to get appointments quickly are what separate Wren Family Medicine from other practices in the area.



AnMed Health Wren Family Medicine

Wren Family Medicine opened in January and was one of three major AnMed Health developments in 2012. AnMed Health also announced plans to affiliate with Elbert Memorial Hospital in Elberton, Ga., and to open a medical complex in Hartwell, Ga. All three developments reflect an industry-

wide shift toward building strong systems of care.

"When health care is accessible and close to home, communities are healthier because people can get the care they need before a small health problem turns into a large health problem," said AnMed Health CEO John Miller. "By building a system of care, we can create a seamless transition from the primary care doctor's office to diagnostic testing and specialists' treatment, which improves the quality and cost of care."

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 —AnMed Health CEO John Miller.

The developments in Wren, Hartwell and Elberton were custom-designed to meet the needs of each community. In Hartwell, AnMed Health plans to offer primary care, lab testing, radiology and some specialty services. Unlike Wren Family Medicine, which was AnMed Health's first development in northern Anderson County, AnMed Health has had a presence in Hartwell since AnMed Health Hartwell Family Medicine opened in 1996.

"When I came to AnMed Health 30 years ago, many Hart County patients came to Anderson to go to the doctor and receive hospital care," Miller said. "Over the years, as the Ty Cobb system in Royston grew, and physicians and specialists from Athens began reaching out to serve the Hartwell community, more and more patients started going to Athens for care."

In the spring of 2012, Hart County Hospital closed and Ty Cobb moved its inpatient care to Lavonia. At the same time, a private group of developers approached AnMed Health about partnering in a senior living development. Quick access to medical services would help draw residents to their development, and the location would give AnMed Health better visibility along U.S. 29, the main route into Hartwell from Anderson.

The senior living development, called Oakview Crossing, is a 40-acre project with space for restaurants, retail and offices. AnMed Health purchased six acres at the front of the development for the medical building. AnMed Health's part of the development will begin construction after the New Year and open in late 2013.

In Elberton, Elbert Memorial Hospital and AnMed Health are forming an affiliation that will allow AnMed Health to oversee the hospital's operations. As an affiliate of Carolinas HealthCare System (CHS), AnMed Health has seen firsthand the benefits of shared resources and expertise. Buying in bulk through CHS has helped AnMed Health to control costs, and sharing best practices across CHS's 40 hospitals gives clinicians a wealth of research and ideas for improving patient care.

The affiliation between AnMed Health and Elbert Memorial Hospital focuses on improving outpatient services and building physician relationships.

While Elbert County has a strong and active primary care group, residents also want access to more specialty care close to home. More than 70 percent of Elbert County residents admitted to hospitals each year leave Elbert County for care.

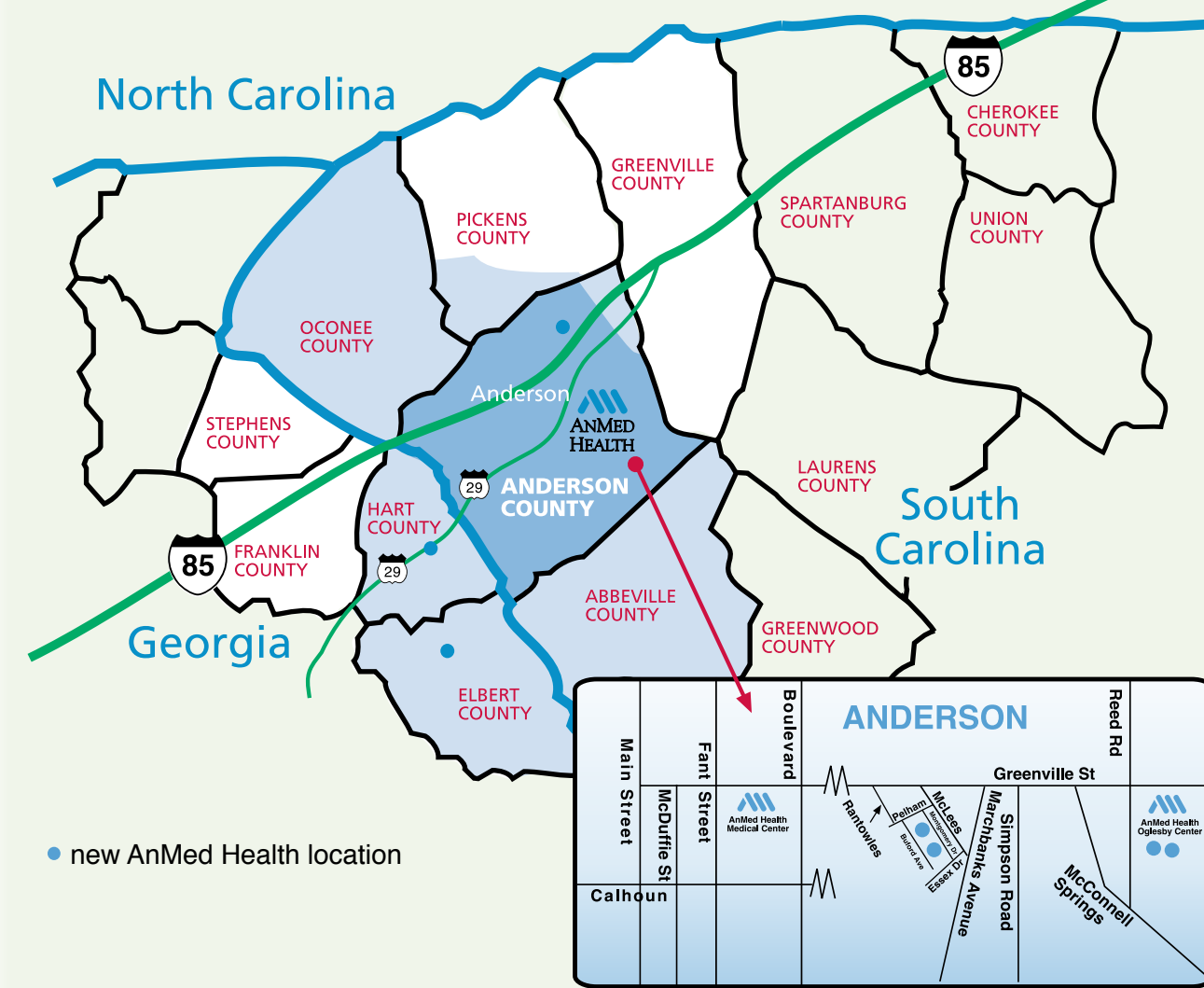
AnMed Health will work toward designating Elbert Memorial Hospital as a Critical Access Hospital, which allows rural community hospitals to receive more favorable reimbursement rates. If the hospital is successfully designated as a Critical Access Hospital, AnMed Health and Elbert Memorial Hospital will raise support for a replacement hospital.

"Our goal is to provide excellent care, every day, everywhere," Miller said. "If patients need to be admitted to a hospital or receive specialized treatment, we hope they will choose to continue their care with a member of the AnMed Health family, whether it's in Elberton or Hartwell."

New Physicians

- Dr. Katherine Beben**
 AnMed Health
 Anderson Family Medicine
- Dr. Elias Darido**
 AnMed Health
 Metabolic and Bariatric Surgery
- Dr. Syed W. Malik**
 AnMed Health
 Pulmonary and Sleep Medicine

New care sites announced in 2012



In Your Words

"My care and treatment at AnMed Health was excellent. We have only good remarks for the cardiology doctors, nurses and staff."

– James Andrew Patterson

"Excellent service. Staff and doctors were amazing. Very polite, helpful and courteous. I would recommend the hospital to everyone. Thanks again to ALL of you. My wife had placenta abruption and if it hadn't been for your quick action and professionalism my little sweet daughter may not be here. I want to personally thank all of you."

– David Harper

"I could not have asked for better care while I was in the hospital after having our daughter. The nurses that took care of me, Amanda and Jennifer, were very caring and compassionate with me, my husband and our daughters. We were beyond pleased with the care we received at the hospital."

– Leslie Pope

"Quality of care and staff was outstanding. Each person who cared for me was simply outstanding. I was born in that hospital 57 years ago and still love Anderson. Thank you."

– Robert C. Hoover

There's no greater feedback than the thanks we get from you.

Our efforts to live up to AnMed Health's mission and vision are founded on a passion for serving others, a desire to exceed patients' expectations, and a relentless pursuit of excellence and quality. At AnMed Health, we use three primary methods to measure patient satisfaction.

Every month, Professional Research Consultants (PRC), a health care marketing and research firm, asks former patients to rate aspects of their care on a five-point scale (Excellent, Very Good, Good, Fair, Poor). Gathering patient feedback helps AnMed Health to celebrate successes and identify areas of improvement. In 2012, three areas – AnMed Health Women's and Children's Hospital, AnMed Health Kids' Care and AnMed Health Pediatric Therapy Works – earned PRC National Excellence in Healthcare Awards for ranking in the top 10 percent of PRC's client database.

AnMed Health also gets patient feedback from the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Survey. HCAHPS (pronounced "H-caps") is the first standardized and publicly-reported national survey of patients' perceptions of their hospital experience. While many hospitals use organizations, such as PRC,

to collect patient satisfaction data for internal use, there was no common metrics or national standards for collecting and publicly reporting information about patient experience. That's where HCAHPS comes in.

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From January to December 2011, the most recent data available, 73 percent of patients rated AnMed Health as a 9 or 10 on a scale of 1 to 10 where 10 was the highest rating a hospital could receive. Seventy-five percent of AnMed Health patients said they would recommend AnMed Health to family and friends, which exceeds both the national and state average of 70 percent.

Not every patient gets called on by surveyors, which is why AnMed Health also invites patient feedback by mailing comment cards to everyone admitted to the hospital throughout the year. This allows every patient the opportunity to tell us how we're doing.

