

QUALITY CARE

Central Carolina Hospital offers a range of acute care services based on community need.

What's Central to Our Hospital?



Physician Specialties

- Anesthesiology
- Cardiology
- Dentistry
- Dermatology
- Emergency Medicine
- Family Practice
- Gastroenterology
- General Surgery
- Gynecology
- Hospitalist
- Internal Medicine
- Nephrology
- Neurology
- Obstetrics
- Oncology
- Ophthalmology
- Orthopedics
- Otolaryngology
- Pathology
- Pediatrics
- Plastic Surgery
- Podiatry
- Pulmonary Disease
- Radiology
- Rheumatology
- Urology

Measuring Quality

At Central Carolina Hospital, we use several measurement tools that are recognized throughout the healthcare industry to ensure Quality.

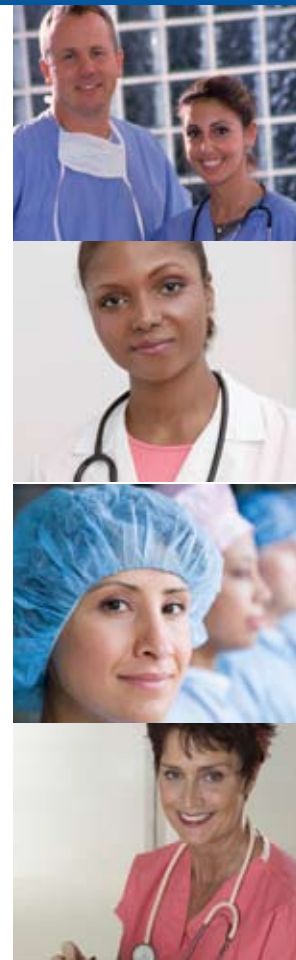
The Centers for Medicare & Medicaid Services (CMS) and The Joint Commission defined a set of standards - "core measures" - for heart attack, heart failure, pneumonia, and surgical infection prevention. As a participating hospital, we publicly report our quality measures. Those results are available online at several websites including www.nchospitalquality.org.

To measure our operational success, we use a Balanced Scorecard. We review four key areas: Quality, Service, People, and Cost & Growth. These areas monitor the national core measures and infection control; physician, employee, and patient satisfaction; employee retention and turnover; admissions and outpatient visits; and financial strength.

Patient satisfaction surveys are an essential tool in communicating quality to our staff. We continually conduct and review surveys to ensure any variances in patient care are recognized before they become trends.

With a continual system of checks and balances in an ever-changing, technology-driven industry, we are committed to what's most important to us...

YOU



Hospital Services

- Cardiac Cath Lab
- Cardiology including EKGs, Stress Tests, Holter Monitors, and Cardiac Event Monitors
- Cardiovascular Lab
- Cardiac & Pulmonary Rehab
- Diagnostic Imaging Services*
- Emergency Medicine with FastTrack & EMS
- GI Lab (Endoscopy, Colonoscopy, ERCP)
- Hospitalists
- Infusion Therapy
- Inpatient Dialysis
- Labor & Delivery (The William H. White, Jr., MD Birthing Center)
- Laboratory
- Lithotripsy
- Medical/Surgical Nursing with ICU
- Neurodiagnostic Lab (Sleep Center & EEG)
- Nutritional Services
- Occupational Health
- Pathology
- Physical & Occupational Therapy
- Pulmonology
- Respiratory Therapy
- Surgical Services
- Women Services

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*Diagnostic Imaging services include 64-Slice CT Technology, Bone Densitometry, Digital Mammography with CAD, Fluoroscopy, MRI, Nuclear Medicine, Ultrasound, & X-ray



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Community Report
FISCAL YEAR 2007

CCH
Central Carolina Hospital

To Our Community:

Fiscal Year 2007 was a busy year at Central Carolina Hospital. We focused on four strategies last year: Patient Satisfaction, Physician Satisfaction, Technology, and Growth.

PATIENT SATISFACTION: Our goal is to “Always Provide Excellent Service.” We finished the year with a 5-Star rating from our patients for our Birthing Center and 4-Star ratings in both Outpatient Surgery and Inpatient Services. And while we appreciate the positive feedback, we are always keeping our eyes open for areas we can improve. In our Emergency Room, we have been working diligently to reduce your wait times by putting processes in place such as Fast-Track and MedHost and restructuring our patient flow so that you can be seen as quickly as possible.

PHYSICIAN SATISFACTION: Our physician satisfaction scores improved over the previous year in both satisfaction rate and participation rate. Fifty-nine percent of the medical staff shared their thoughts on how we are doing in the areas of administration, communication, community relations, nursing, non-nursing, operational efficiency, physical environment, quality patient care, global ratings, and communication of survey results. The overall satisfaction scores increased 10.7 points to 71.1% and identified focal points for us to target in the new year.

TECHNOLOGY & GROWTH go hand in hand. We invested nearly \$6 million in capital investments with diagnostic and surgical technologies, building renovations and maintenance, medical equipment, and hospital systems equipment. We added new technologies such as digital mammography, 64-slice CT technology, MedHost patient management software for E.R., Stealth surgical equipment, sleep center equipment, and call system equipment. Our medical staff grew significantly, and we welcomed eighteen physicians including primary care doctors, pediatricians, emergency medicine physicians and specialists in neurology, nephrology, radiology, cardiology, general surgery, orthopedics, anesthesiology, and hospitalists.

During 2008, we will continue investing in our community with new technologies, services, and surgeries. We will focus on recruiting new physicians to meet the growing needs of our community, continuing with our facility improvements and measuring both quality and customer service.

At Central Carolina Hospital, we are committed to becoming your hospital of choice, and we want you to know we're listening.



A Message from **Doug Doris**
Chief Executive Officer

Investing in our community means we must invest in our technology, our facility, and our services.

Hospital Quick Facts

Service Area.....Sanford, Lee County, and surrounding communities
 Number of Beds137 licensed beds
 Type of HospitalAcute Care
 AccreditationsThe Joint Commission, FDA/ACR for Mammography, and CAP/CLIA for Lab and Arterial Blood Gas Lab

PeoplePeoplePeoplePeoplePeoplePeople



Community Benefit

► By serving on boards of civic groups, being involved with the Chamber of Commerce and Economic Development Corporation events, using local businesses whenever possible, and offering our community free health screenings, we will help strengthen our community.

► Together, the staff and hospital supported local nonprofit agencies with over \$54,000 in contributions benefiting:

- Boy Scouts of America
- Boys & Girls Club of Lee County
- Bread Basket
- Central Carolina Community College
- Enrichment Center of Lee County
- March of Dimes
- Relay For Life
- Sanford Pottery Festival
- Temple Theatre
- TLC Home
- United Way
- Veterans
- Willing Hands
- YMCA

► We provided free public health screenings to over 1,500 people throughout the year and donated over 500 pounds of food to feed the needy.

► Central Carolina Hospital also contributes significant funds to cover unreimbursed and charity care as well as bad debt (bills that patients can't or won't pay).

AT A GLANCE



2007 Financial Summary

Salaries, Wages & Benefits\$31,494,756
 Unreimbursed & Charity Care\$10,581,891
 Bad Debt\$7,671,903
 Capital InvestmentsNearly \$6 million
 Utilities\$1,160,994
 Sales Tax\$545,689
 Property Tax\$322,154
 NC Franchise Tax\$25,111

2007 Annualized Statistical Summary

Admissions.....4,963
 Average Daily Census.....56
 Average Length of Stay.....4.15
 Births.....894
 Emergency Visits.....29,805
 Patient Days.....20,595
 Surgeries.....3,848
 Employees.....715
 Physicians.....91
 Volunteers.....130



As Sanford and Lee County grow, Central Carolina Hospital will remain focused on providing the quality care our community needs.