

lafayette general medical center



JOURNEY

to excellence

2009 ★ RESPONSIBILITY REPORT



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Hawaii

the road ahead



American Poet Maya Angelou said it best:

*“ . . . people will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel. ”*

Like many hospitals, customer service is at the core of our business and the foundation of everything we do. Unlike many hospitals, we have begun a journey moving toward a *true culture of excellence* in hospital care.

We established aggressive benchmark targets involving funding, service, growth, people and quality. And, as you'll see in this report, from our *HealthGrades™* awards, employees [and physicians] have become engaged in and inspired to perform at the highest levels. In the midst of this transformation, growth opportunities continue to emerge, even in difficult economic and health care environments.

Developing and sustaining a hospital culture that strives for performance excellence and achieves high levels of customer and employee satisfaction isn't easy,

but it's a journey

well worth taking.

David L. Callecod, FACHE
PRESIDENT/CEO

people

2009 saw the implementation of the hospital's first *Standards of Behavior* program, outlining a model of behavior expected from each and every employee. Focused on improving quality of care and service, the program places attention on supportiveness, etiquette, respect, vibrancy, integrity, communication and excellence through monthly motivational campaigns. Each employee has committed to the program by signing a contract agreeing to abide by these "model" behaviors during the duration of their employment at Lafayette General.

A new recognition program called *Making a Difference* was initiated, honoring employees whose actions made a difference in the lives of those outside the organization.

Employees donated some **1,454** lbs. of nonperishable food to area charitable organizations through United Way. Then, again, at Christmas they donated **371** lbs. of frozen turkeys to Second Harvest Food Bank.

The 2009 Council of the Atchafalaya Association of Perianesthesia Nurses was comprised entirely of LGMC nurses—an unprecedented accomplishment.



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service

PEDIATRICS

Our outcomes are now consistently and significantly **better than the majority of neonatal intensive care units in the United States** and around the world, according to the national database of the Vermont Oxford Network.*

A developmental **nursing task force** addresses the premature infant's special growth and development needs.

Two of our NICU nurses received **certification in neonatal nursing**.

*The Vermont Oxford Network is the premier voluntary network for NICUs worldwide.

WOMEN'S SERVICES

The Pavilion for women and children continues to climb in the number of deliveries since its opening in 2008. In 2009, the **number of births increased by 6.13%** from the previous year's record-breaking count.

Lafayette General was once again awarded **GIFT re-certification** (Guided Infant Feeding Techniques) certification from the State for our encouragement and support of breastfeeding patients.

Three nurses became **Internationally Board-Certified Lactation Consultants**. **100% certification in Intermediate Fetal Monitoring** makes our staff qualified to interpret fetal heart rate and contractions, consequently providing safe maternity care.

Our **ranking in patient satisfaction** speaks for itself: from October through December, 2009, Pediatrics was ranked in the 99th percentile nationally in patient satisfaction, as reported by Press Ganey.

CARDIOLOGY

Cardiologists Mike Mounir, MD, Charles Mayes, MD, Mark Campbell, MD, and Kenneth Entes, MD formed Cardiology Physicians Clinic of Lafayette General.

LGMC was the first in Louisiana to treat peripheral arterial disease using the Jetstream/Pathway device, a procedure that breaks up plaque in the leg, while at the same time suctioning out the deposits.



★ ★ ★ COMMUNITY SERVICES ★ ★ ★

- ★ Trying to stay ahead of the **H1N1** virus, LGMC presented a business education seminar, on the subject, to executives at the LITE Center. Representatives from over 40 businesses attended. Additionally, 30,000 brochures on the flu were sent to all Lafayette Parish school children.
- ★ Free PSA screenings and a motivational speaker highlighted our annual **Cancer Survivors Day** in June.
- ★ At the American Heart Association's **Go Red for Women** conference, Lafayette General was the presenting sponsor.
- ★ Our sponsorship was also visible at the **Susan G. Koman Race** for a Cure.
- ★ Saints Streets Endoscopy Center provided over 200 **free colorectal screening kits** in March to promote colon cancer awareness and prevention.
- ★ The CyberKnife staff partnered with the American Cancer Society, again, to offer "Man to Man" support and education seminars, culminating with a **free prostate screening that served 74 men**.
- ★ During Heart Month, consumers were offered a wide variety of free screenings along with educational seminars, including heart-healthy cooking demonstrations. A partnership with KATC TV 3 brought **record numbers to LGMC for heart-related information**.





growth

PEOPLE SERVICE GROWTH QUALITY FUNDING OUR FUTURE

A \$70 million *total renovation project* began in August that will expand the size of some 200 patient rooms by 100 square feet and improve their aesthetics and amenities, add 12 ICU beds and change the appearance of the exterior of the hospital. Construction is slated for completion by the *fall of 2011*.

Patients with hard to reach lung lesions may be able to receive a diagnosis sooner, thanks to a new advanced navigation bronchoscopy. The technology, called the *inReach™ System*, provides a three-dimensional virtual “roadmap” of the lungs, in a minimally-invasive manner.

A new *Gamma Camera* allows techs in Nuclear Medicine to get closer to patients, from infants to plus-size, for superior image resolution.

Complex respiratory infections are a major challenge faced by hospitals. LGMC was the *first hospital in Louisiana* to use the revolutionary Target Enriched Multiplex Polymerase Chain Reaction (Tem-PCR) allowing physicians to test for multiple infections, both viral and bacterial, in as little as four hours.

In 2009, a unique procedure, *single-incision gall bladder surgery* was introduced at Lafayette General Surgical Hospital involving a single incision to the bellybutton, as opposed to four small incisions.

Lafayette General opened its newest walk-in clinic, *Family Health Plaza South*, in Sugar Mill Pond, servicing the growing Youngsville, and surrounding, area.

An alliance with a local group of gastroenterologists formed *Lafayette General Endoscopy Center* in late summer. Housed in the Burdin-Riehl Center, the group brings technologically-advanced endoscopy services and equipment to LGMC's campus.

The *Chronic Care Team* was established to help patients with chronic illness (and their family members) achieve the best quality of life possible, positively influence the course of their disease, and provide assistance in making difficult end-of-life decisions.



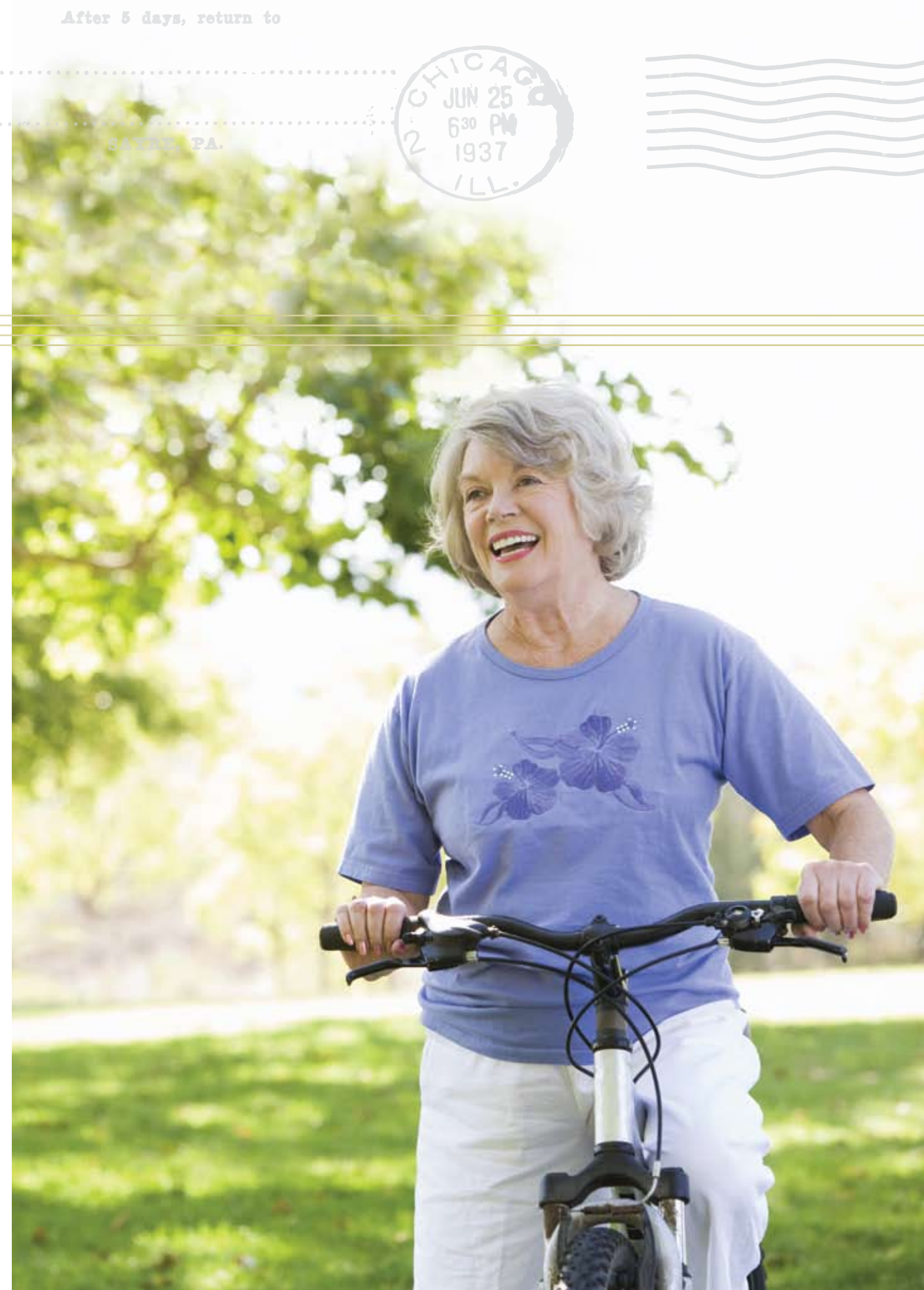
quality

HealthGrades™, the leading independent organization that rates healthcare, and the source in the U.S. for patients when choosing providers, recognized Lafayette General with honors in several areas of service excellence:

- ★ Awarded the *HealthGrades*™ *Orthopedic Surgery Excellence Award in 2010* and ranked among the top 5% in the nation for overall Orthopedic Services in 2010. Additionally, LGMC received *Five-Star ratings* for *Joint Replacement, Spine and Total Knee Replacement Surgeries*.
- ★ Recipient of the *HealthGrades*™ *Gastrointestinal Surgery Excellence Award in 2010* and ranked #1 in Louisiana for GI Surgery.
- ★ Recipient of the *HealthGrades*™ *Prostatectomy Excellence Award in 2010* and ranked among top 5% in the nation for Prostatectomy in 2010.
- ★ The hospital was one of only 242 hospitals, from 5,000, in the nation to receive the *2009 HealthGrades*™ *Patient Safety Excellence Award*.
- ★ Consumer assessments of Lafayette General, compiled by National Research Corporation, acknowledged LGMC's quality healthcare services with *NRC's Consumer Choice Award* for 2009/2010. NRC measures consumer healthcare satisfaction in over 250,000 households in the U.S.
- ★ LGMC ER staff received the *2009 Organ Donation National Medal of Honor* from the U.S. Department of Health and Human Services. The award is given to the nation's leading hospitals for their success in increasing donation rates within their facility.
- ★ In October, all campus properties were declared *100% smoke free*.

After 5 days, return to

SAYRE, PA.



funding OUR FUTURE

Membership Corporation

Revenue ★	\$224,013,000
Expense	\$(223,927,000)
Net Income	\$86,000
Capital Spending (Investment in Equipment and Technology)	\$15,491,000
Community Dividends ★★	\$44,137,000
Cost of Charity Care	4.1%\$1,816,000
Unpaid Cost of Medicaid Services	31.6%\$13,971,000
Unpaid Cost of Medicare Services	63.2%\$27,883,000
Corporate Sponsorships and Donations	0.3%\$116,000
Pastoral Care	0.5%\$234,000
Community Health and Education Programs	0.0%\$10,000
Nursing Scholarships (\$10,000 individual; \$70,000 ULL)	0.2%\$80,000
Employee Volunteer Hours for Community Programs	0.1%\$27,000
	100.0% \$44,137,000

★ Includes all non-operating items

★★ Cost of Charity Care, Unpaid Cost of Medicaid Services, Unpaid Cost of Medicare Services, Corporate Sponsorships and Donations, Pastoral Care, Community Health and Education Programs, Nursing Scholarships (\$10,000 individual; \$70,000 ULL), Employee Volunteer Hours for Community Programs



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**Lafayette General
Medical Center**

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