

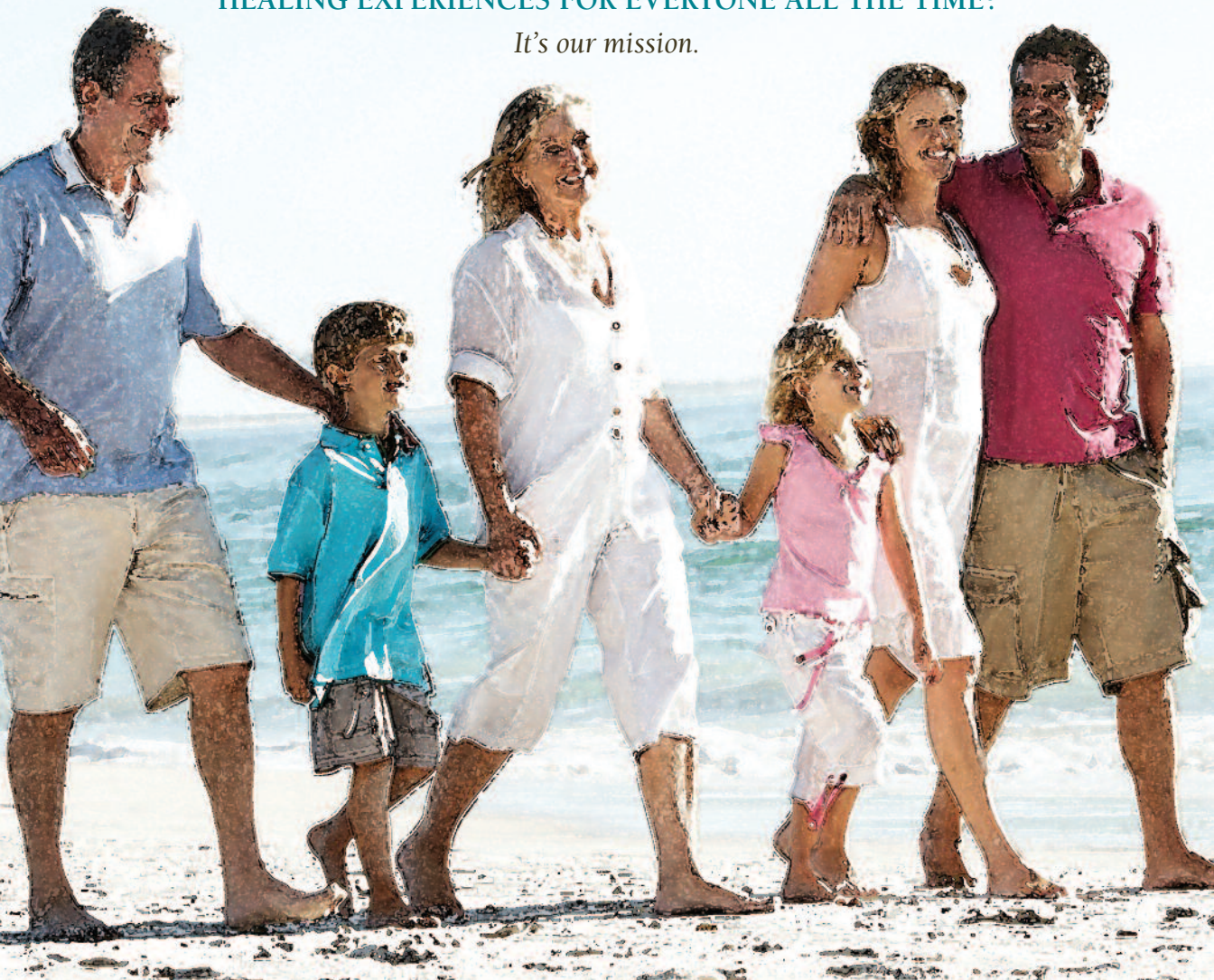
*Healing Families.  
Healing Communities.®*



COMMUNITY BENEFIT REPORT  
2011



*Health care is a calling—it is a calling to serve. Unlike any other profession,  
we are invited to share in the most profound moments in people’s lives.  
That’s why we—your Parrish Medical Center care partners—promise to provide*  
**HEALING EXPERIENCES FOR EVERYONE ALL THE TIME®**  
*It’s our mission.*



## GREETINGS FROM THE CHAIRMAN OF THE BOARD

---

PARRISH MEDICAL CENTER (PMC) is proud to be Brevard County’s only independent, public, not-for-profit community hospital. For more than 50 years, PMC has served the community of North Brevard and is recognized as One of America’s Finest Healing Environments®.

It is an honor to be designated as a not-for-profit hospital. It means that every dollar earned is a dollar invested in programs, services, technology and health professionals dedicated to improving the health and well-being of our community members.

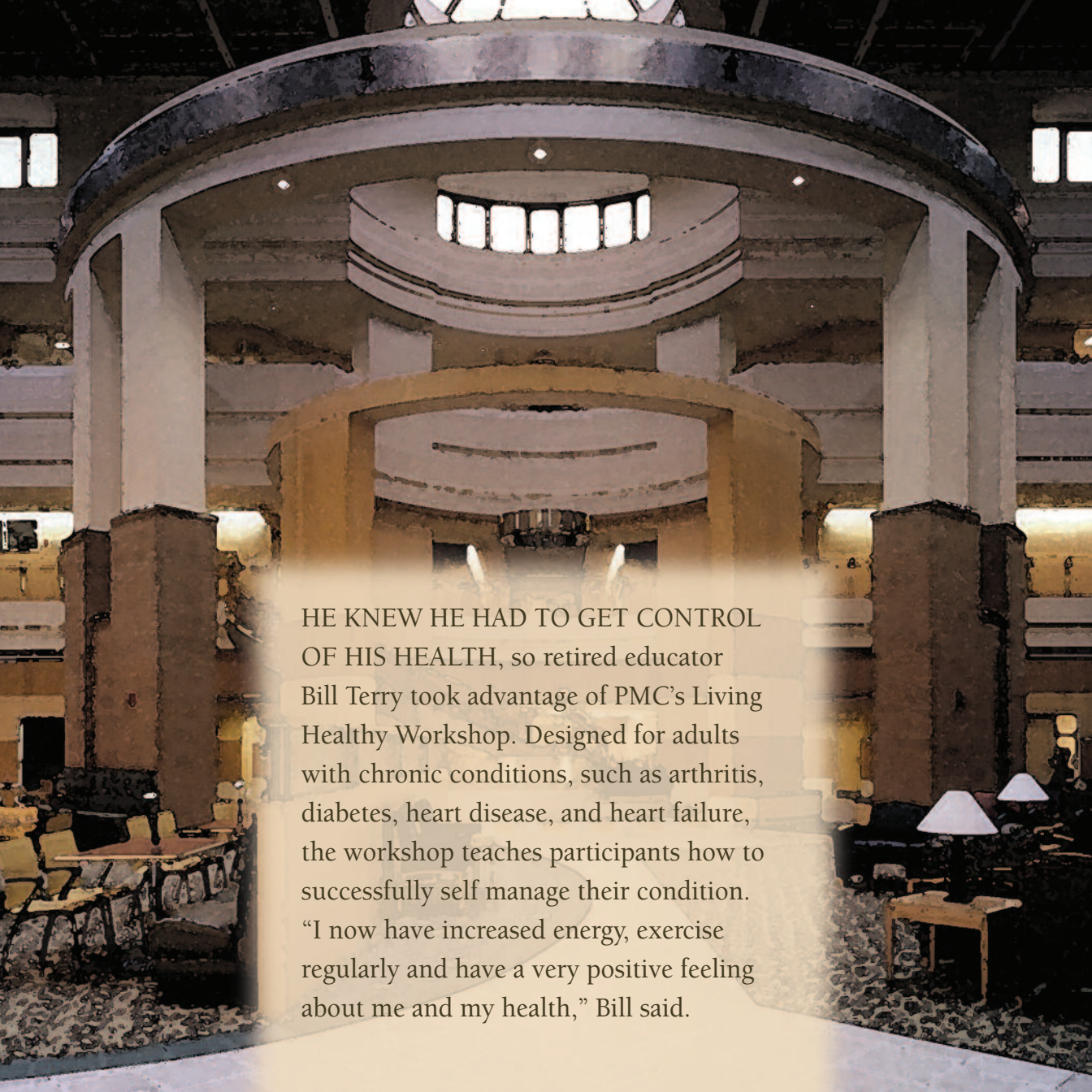
As an independent, public hospital we do not answer to corporate investors or shareholders. We answer to the citizens of North Brevard. Decisions about what health priorities to invest resources into are made based on the results of a biennial community health needs assessment (conducted every two years); input from a community health advisory board; and other community health status sources.

On the following pages you will not see the typical “annual report.” It’s a community benefit report that’s about the many ways PMC is living its vision of *Healing Families—Healing Communities®*.

After reading this report, I am confident you will take as much pride in our community hospital as the Board does.

**J.J. Parrish III**  
Chairman of the Board





HE KNEW HE HAD TO GET CONTROL OF HIS HEALTH, so retired educator Bill Terry took advantage of PMC's Living Healthy Workshop. Designed for adults with chronic conditions, such as arthritis, diabetes, heart disease, and heart failure, the workshop teaches participants how to successfully self manage their condition. "I now have increased energy, exercise regularly and have a very positive feeling about me and my health," Bill said.

## PARRISH MEDICAL CENTER'S PROUD 50-YEAR TRADITION OF SERVICE

FOUNDED IN 1958, we were a single-story, 28-bed facility set within an orange grove on the banks of the Indian River. The land we stood upon was graciously donated by the prominent Parrish family. That same year, the National Aeronautics and Space Administration (NASA) began operations at Cape Canaveral.

The rapid population growth in the 50s and 60s created increased demands for health care services. In 1964 we broke ground on our first major expansion with a seven-story, 96-bed patient tower. The patient tower was completed in 1966. By 1981 we needed to expand again increasing the total number of licensed beds to 210. In 1991 the emergency department was expanded. As the community continued to grow and change, so did the medical center. It was clear by the late 90s that the existing facility could not continue to meet the community's needs. That marked the beginning of our journey to become One of America's Finest Healing Environments®. In 2002, PMC introduced the first healing hospital of its kind to the community.

### 2011 Capacity:

Number of beds: 210

Number of employees: 1,150

Number of volunteers: 400

Number of physicians: 114

Total Admissions (with newborns): 8,100

Total Births: 650

Total Surgeries: 7,845

Total Outpatient Visits: 74,527

Total Emergency Visits: 39,339

*America's #1 Healing Hospital*





SOMETIMES THINGS HAPPEN IN OUR LIVES THAT CHANGE EVERYTHING. For Titusville resident Joanne Houck that something was a diabetes diagnosis. She attended PMC's award-winning Diabetes Self-Management classes for persons newly diagnosed or with uncontrolled diabetes. Today, Joanne is controlling her diabetes with diet and exercise.

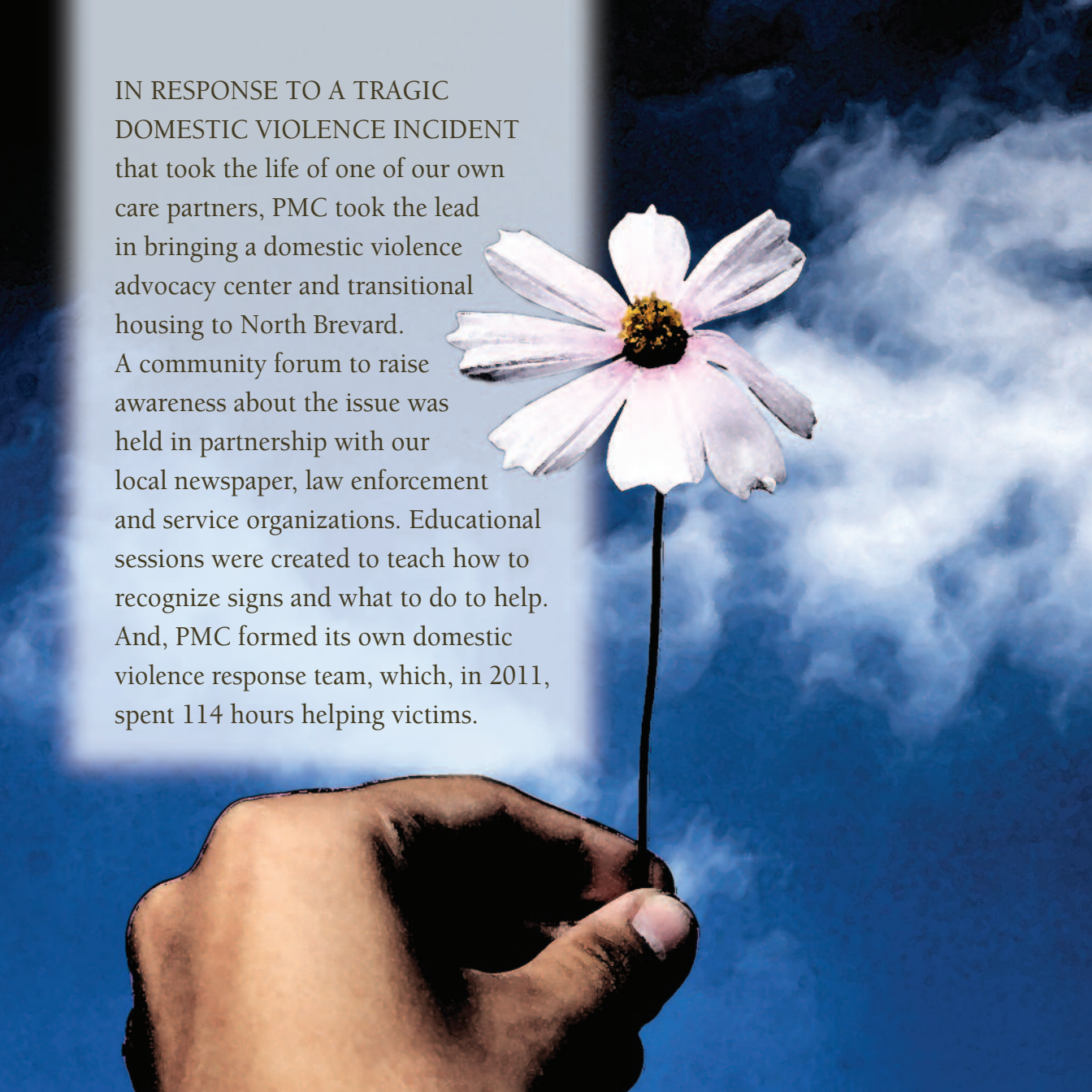
## HEALING ENVIRONMENT LEADERS

---

HEALING IS A PROCESS that can be enhanced with the right environment—a healing environment.

As nationally recognized leaders in providing therapeutic healing environments, our distinctive approach to health and wellness care blends the science of evidence-based medicine with the art of healing. Every aspect of Parrish Medical Center and our family of programs and services are designed to promote healing.

- Named a HealthGrades Distinguished Hospital for Outstanding Patient Experiences™ and Clinical Excellence™
- Ranked in top five percent in the nation in clinical quality
- Earned the Gallup Great Workplace Award; PMC is one of the most productive and engaged workforces in the world
- Earned J.D. Power and Associates Distinguished Hospital Program™ Award for An Outstanding Inpatient Experience
- Named America's #1 Healing Hospital, Baptist Healing Trust, Nashville, TN
- Earned 9 Disease-Specific Gold Seals of Approval™ for healthcare quality from The Joint Commission—more than any other Central Florida hospital, and one of only seven in the nation (out of more than 5,000) to have earned 9 or more. PMC gold seals include:
  - Acute coronary syndrome (heart attack treatment)
  - Breast health
  - Diabetes management
  - Heart failure management
  - Hip & knee replacement
  - Palliative (comfort) care
  - Stroke care
  - Wound care

A close-up photograph of a hand holding a single pink cosmos flower. The hand is positioned at the bottom left, with the thumb and index finger gripping the stem. The flower has several light pink petals and a dark brown center. The background is a bright blue sky filled with soft, white clouds. The lighting is natural, suggesting an outdoor setting.

IN RESPONSE TO A TRAGIC DOMESTIC VIOLENCE INCIDENT that took the life of one of our own care partners, PMC took the lead in bringing a domestic violence advocacy center and transitional housing to North Brevard. A community forum to raise awareness about the issue was held in partnership with our local newspaper, law enforcement and service organizations. Educational sessions were created to teach how to recognize signs and what to do to help. And, PMC formed its own domestic violence response team, which, in 2011, spent 114 hours helping victims.

## COMMUNITY HEALTH IMPROVEMENT

---

Every other year, we conduct a COMPREHENSIVE COMMUNITY HEALTH NEEDS ASSESSMENT. This assessment tells us the health priorities specifically relevant to the people within our community. Annually, PMC invests in community programs and services designed to prevent, early detect, diagnose, treat, and manage diabetes, heart disease, respiratory disease, stroke and orthopedic conditions—identified as North Brevard's health priorities.

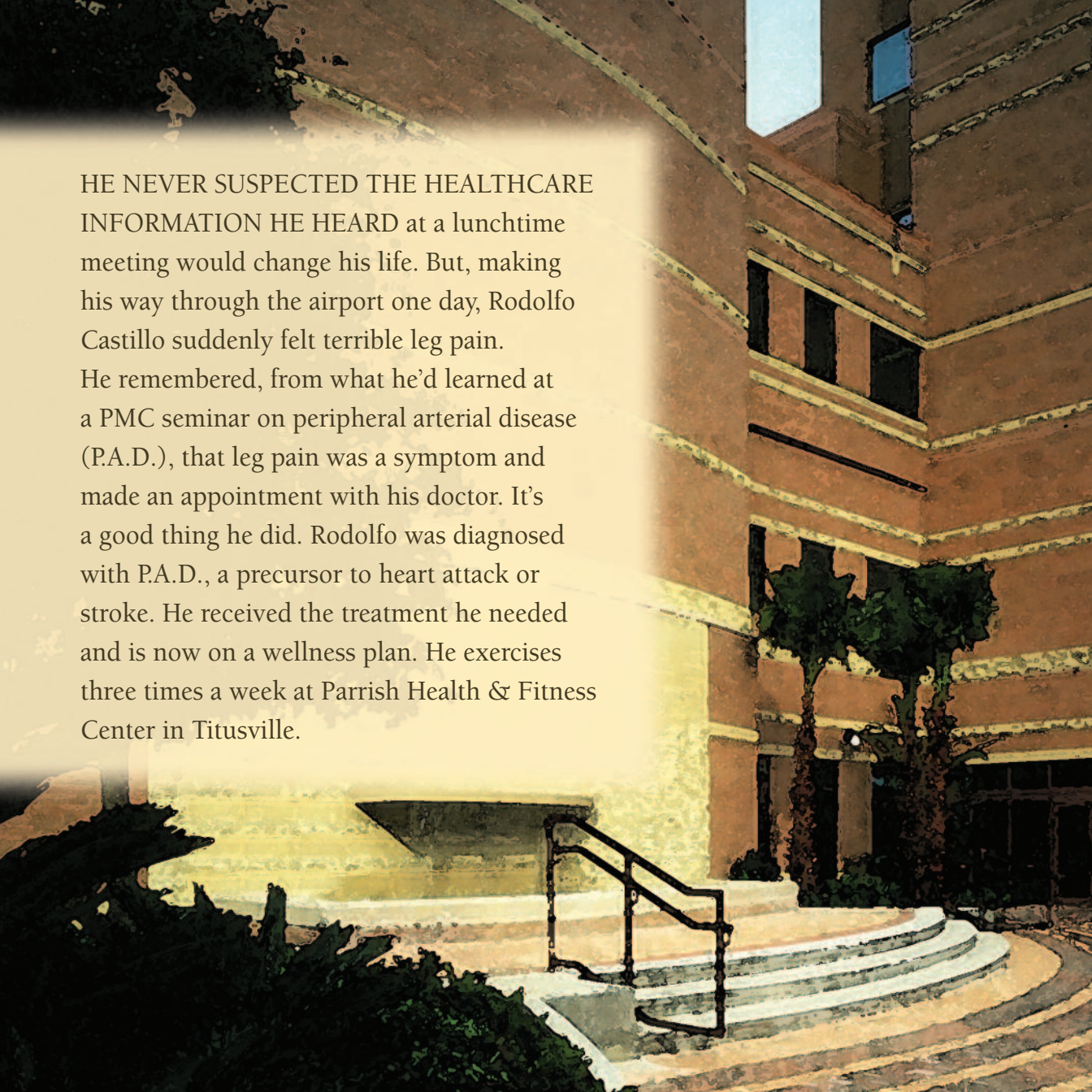
### COMMUNITY-BASED Health Education

- In 2011, our team of care partners have helped thousands of people learn how to be and stay healthy by speaking at or leading hundreds of workshops, classes, seminars and support groups. Our health education programs are offered free or at a reduced cost. We also offer a speaker's bureau free of charge to community groups.

### COMMUNITY Wellness

- Health fairs and screenings: PMC care partners participate in numerous health fairs and screening events throughout the community to support injury and illness prevention and early detection. Complementing our efforts is our Direct Access Testing service that offers low cost routine lab tests for anyone who wants to monitor their health status with no doctor's order needed.
- Parrish Health & Fitness Center is a full service, medical fitness center featuring American College of Sports Medicine certified personal trainers, physical and cardiac rehabilitation therapists, nutrition and weight loss counseling, and is a resource for many of PMC's health initiatives.





HE NEVER SUSPECTED THE HEALTHCARE INFORMATION HE HEARD at a lunchtime meeting would change his life. But, making his way through the airport one day, Rodolfo Castillo suddenly felt terrible leg pain. He remembered, from what he'd learned at a PMC seminar on peripheral arterial disease (P.A.D.), that leg pain was a symptom and made an appointment with his doctor. It's a good thing he did. Rodolfo was diagnosed with P.A.D., a precursor to heart attack or stroke. He received the treatment he needed and is now on a wellness plan. He exercises three times a week at Parrish Health & Fitness Center in Titusville.

## COMMUNITY Building

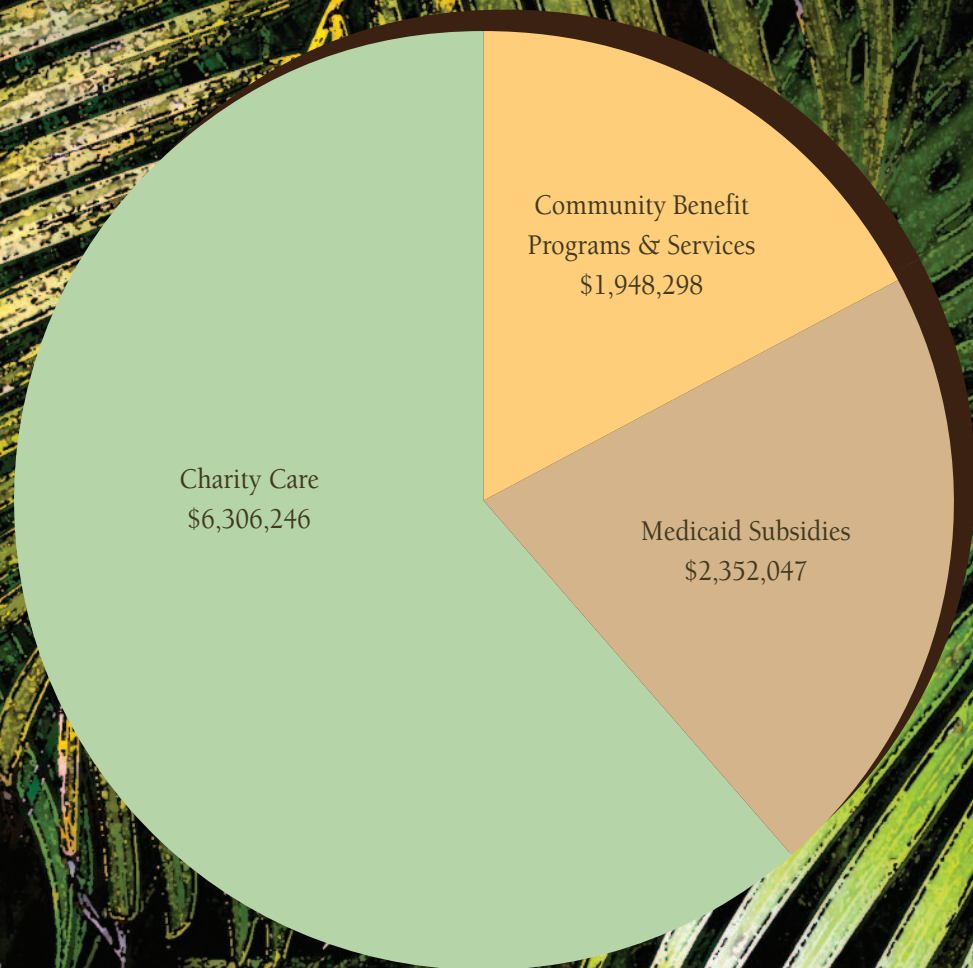
- PMC is *Healing Families—Healing Communities*® through its support of, and partnership with, the Brevard Health Alliance (BHA), a federally funded healthcare clinic serving the uninsured and under insured members of our community. The funding provided to the BHA from PMC supports their operations and medication assistance programs.
- We are our community's largest employer. We not only have a role in safeguarding the health of individuals and families, but we also have a role in safeguarding the economic health of our community. As such, PMC partners with the Economic Development Commission (EDC) of Florida's Space Coast, the Space Coast Economic Development Commission (SEDC), our local Chambers of Commerce, city and county officials, Brevard Workforce Development Board, among many others to strengthen our community's infrastructure.

## COMMUNITY Health Improvement Impact

- 18,072 community members attended our classes, workshops, health fairs and support groups
- 726 community members screened for diabetes
- 489 community members screened for peripheral arterial disease (P.A.D.)/heart disease
- 450 community members completed diabetes education classes
- 67 community members completed the Living Healthy Workshop
- 1,147 community members were served by PMC's Speaker's Bureau

*Healing Families. Healing Communities.®*





As this chart shows, the total  
COMMUNITY BENEFIT  
for 2011 was \$10,606,591.

## COMMUNITY BENEFIT

Charity Care: \$6,306,246

Community Benefit Programs & Services: \$1,948,298

**Community Health Improvement Services: \$1,239,543**

- Community Health Education (health fairs, support groups, speakers bureau, screenings)
- Community Based Clinical Services (Brevard Health Alliance, prescription assistance, etc.)
- Health Care Support Services (social services assistance, medical equipment)

**Health Professions Education: \$450,993**

- Scholarships and continuing medical education

**Financial and In-Kind Contributions: \$54,881**

- Local schools, churches, athletic clubs, charities, etc.

**Community Building Activities: \$202,881**

- Economic development, domestic violence, homelessness, hunger, mentoring, life safety, cultural development programs, etc.

Medicaid Subsidies: \$2,352,047

**TOTAL COMMUNITY BENEFIT: \$10,606,591**

**Cost in Excess of Payment**

Medicare Shortfalls: \$16,459,582

Bad Debt: \$5,194,442

**TOTAL VALUE TO THE COMMUNITY: \$32,260,615**





## SIGNATURE SERVICES

---

### HEALING IN NATURE®

#### Parrish Healthcare Center at Port St. John

Medical offices and outpatient diagnostics, sleep disorder and physical therapy center

- Digital radiology technology: CT, MRI, PET, Ultrasound, Mammography, x-ray
- MedFast Urgent Care Center
- Physician offices
- U.S. Green Building Association silver LEED® certified

### HEALING GENERATIONS®

#### Parrish Health Village West

Three of the community's most notable historic houses have been renovated and are now home to the following services:

- Philanthropy House (Jess Parrish Medical Foundation)
- Carey's Guest House: features three suites for overnight stays
- Heritage Hall: a meeting place for health and wellness education

### THE ART OF HEALING HEARTS®

#### Parrish Cardiovascular Care

*Care and treatment of routine and complex heart, lung and vein conditions*

We believe the art of healing hearts blends the precision of science with the colorful palette of human experience to enhance the quality of life.

- Joint Commission Gold Seal designations for excellence in acute coronary syndrome (heart attack), heart failure, stroke, and diabetes
- Healthgrades® Clinical Excellence award and five star ranking recipient
- The region's only Spirit of Women Network HeartCaring® certified hospital for excellence in gender-sensitive heart care





## SIGNATURE SERVICES (Continued from previous page)

---

### THE POETRY OF MOTION®

#### Parrish Orthopedic Care

*Bone, muscle, joint, spine and sports medicine care and treatment*

Bones, muscles, and joints work together like an intricate rhythm to create poetry in motion.

We provide the care, experience and innovation for all the parts that keep you moving.

- Healthgrades® Clinical Excellence award and five star ranking recipient
- Joint Commission Gold Seal® Certified

### THE SPIRIT OF WOMEN®

#### Parrish Women's Care

*Obstetrics and gynecology care and treatment*

Somewhere between the dreaming and the doing, between magic and everyday life, lies the Spirit of Women. We are the region's only national Spirit of Women Network Hospital. That means we are part of a national coalition of hospitals that adhere to national standards of excellence in women's health set forth by the Office of Women's Health and Department of Health and Human Services.

- Spirit of Women Premier Status certified for excellence in gender-specific care

### THE SYMPHONY OF HOPE®

#### Parrish Cancer Care

*Cancer prevention, detection, and treatment in affiliation with the Moffitt Cancer Center in Tampa*

We are where experience and healing unite in harmony and become a symphony of hope. We are your Cancer Care team, an accomplished orchestra of family-centered healthcare professionals.

- Accredited by the American College of Surgeons Commission on Cancer. Only 20 percent of all hospitals earn this distinction
- Joint Commission Gold Seal® Certified





## REACHING OUT

---

WE ARE PROUD TO REACH OUT INTO THE COMMUNITY and partner with other organizations that are serving to improve the quality of life of individuals, families and communities. We are proud to have supported the following organizations in 2011.

- American Cancer Society
- American Heart Association
- American Red Cross
- ANGEL Foundation
- BIMDA
- Boy Scouts of America
- Brevard Achievement Center
- Brevard Community College
- Brevard Health Alliance
- Brevard Schools Foundation
- Children's Home Society
- Civilian Military Community Foundation
- Doctor's Goodwill Foundation
- Healing in Motion Van Transportation
- Hidden Potentials
- Junior Achievement
- Juvenile Diabetes Foundation
- KLD Youth Foundation
- LEAD Brevard
- Local Churches, Schools and Sports Leagues
- March of Dimes
- Moore Heritage Cultural Festival, plus other Local Cultural Events and Organizations
- National Veteran's Homeless Support
- North Brevard Charities
- North Brevard Coalition of Human Services
- North Brevard NAACP
- North Brevard Renaissance
- Pilot Club
- Prevent of Brevard
- Sentinels of Freedom
- Space Coast Economic Development Commission
- Titusville Area Chamber of Commerce
- Titusville Rotary Club
- The City of Titusville
- United Way
- University of Central Florida Medical School
- Women's Center
- YMCA Family Center





## REACHING OUT (Continued from previous page)

---

ONE OF OUR PRIME OBJECTIVES IS HELPING COMMUNITY MEMBERS. If we can help you stay healthy, that benefits everybody—you, your family and our community. The Living Healthy program is just one way we do this. We also sponsor a variety of support groups, classes and workshops for all ages.

### CHILDBIRTH/BABY CARE EDUCATION

- **Beginning Breastfeeding Class**, free for new mothers and their babies
- **Moments to Miracles**, childbirth education class
- **New Baby Day Camp**, for big brothers and sisters

### CHILDREN'S ACTIVITIES

**Respite Nights**, a parent's night out, for children with special needs, siblings, and friends held at The Children's Center and Parrish Health & Fitness Center

#### **The Children's Center Activities:**

- Mom's Morning Out for ages 2–3
- Playgroup Pals for ages 1–3
- MAK Gathering (Mothers and Kids) Support Group—birth to age 2

### HEALTH EDUCATION

- **Diabetes Group Class and Diabetes Survival Skills**
- **Living Healthy** for those living with a chronic condition
- **Parrish Health & Fitness Center** exercise, nutrition, wellness classes
- EMMI online education for surgical procedures and chronic condition management
- **Crash Course on Aging**
- **First Aid and CPR** classes
- **Caregiver Academy** by Parrish Senior Solutions
- **Caregiver Boot Camp** by Parrish Senior Consultation Center

### SUPPORT GROUPS

- A.W.A.K.E. Sleep Disorders Support Group
- Better Breathers: Pulmonary Support Group
- Cardiac & Pulmonary Wellness Programs
- Caregiver Support Group
- Diabetes Support Group
- Grandparents Raising Grandchildren
- Look Good, Feel Better, for cancer survivors
- Parkinson Support Group of North Brevard
- Parrish Partners Cancer Support Group
- Pulmonary Hypertension Support Group
- Stroke-Heart Survivors Group





## PARRISH MEDICAL CENTER'S FAMILY OF SERVICES

---

Parrish Medical Center's family of services is available for you in many locations to help you, and your family, stay healthy. Loving care is right around the corner.

### Parrish Medical Center

951 N. Washington Avenue, Titusville

### Home Health

830 Century Medical Drive, Ste. A, Titusville

### Parrish Healthcare Center at Port St. John

5005 Port St. John Parkway, Port St. John

Diagnostic Imaging

Laboratory Services

Physicians Offices

Sleep Center

### Infusion Center

830 Century Medical Drive, Ste. B, Titusville

### MedFast Urgent Care Center

5005 Port St. John Parkway, Port St. John

### Occupational Medical Services

494 N. Washington Ave., Titusville

### Senior Consultation Center

805 A Century Medical Drive, Titusville

### Senior Solutions Center

805 B Century Medical Drive, Titusville

### Parrish Medical Offices

7075 N. US Highway 1, Port. St. John

### The Children's Center

5650 S. Washington Ave, Titusville

### Diabetes Education

603 N. Washington Avenue, Titusville

### Dialysis Center

830 Century Medical Drive, Ste C, Titusville



# PARRISH MEDICAL CENTER LEADERSHIP

## Board of Directors

J. J. Parrish III, Chairman  
Robert L. Jordan, Jr., C.M., Vice Chairman  
Herman A. Cole, Jr., Treasurer  
Billie Fitzgerald, Secretary  
Peggy Crooks  
Patricia C. Manning, Ed.D.  
Lee Moore  
Jerry L. Noffel  
Maureen Rupe

## Executive Management Committee

George Mikitarian, President and CEO  
Lisa Alexander, M.D., VP of Medical Affairs  
Edwin Loftin, Jr., VP, Nursing  
Chris McAlpine, Sr. VP, Professional Services/Administration  
Bill Moore, VP Support Services/Chief Information Officer  
Tim Skeldon, Sr. VP, Finance/CFO

## 2012 Medical Staff Officers

Ravi Rao, M.D., President  
Mark Storey, M.D., President-Elect (Vice President)  
Kiran Modi, M.D., Secretary-Treasurer  
David McMahon, M.D., Immediate Past President

## Medical Staff Department Chairs & Members at Large

Anesthesia: Vanessa Williams, M.D.  
Diagnostic Imaging: Richard Mayer, M.D.  
Emergency Medicine: Francisco Garcia, M.D.  
Family Practice: Rodolfo Torres, M.D.  
Internal Medicine: Ashish Dalal, M.D.  
Obstetrics/Gynecology: Donna Ivery, M.D.  
Pathology: Pedro Carmona, M.D.  
Pediatrics: Ayesha Rashid, M.D.  
Surgery: Ara Deukmedjian, M.D.  
Members-at-Large:  
Kiran Modi, M.D.  
Ramesh Patel, M.D.

## Auxiliary Executive Committee

Bill Terry, President  
Patricia Mullins, President-Elect  
Edith Pierce, Vice President  
Evelyn Fisher, Secretary  
Peggy Cochran, Treasurer  
Nancy Turgeon, Immediate Past President

## Community Health Partnership

Susan Arneson, Community Member  
Gloria Barone, Parrish Medical Center  
Matthew Barringer, Vitas  
Bill Brown, WIN/Vet Program, Coalition  
for the Hungry and Homeless of Brevard County  
Theresa Butts, Parrish Medical Center  
Andrea Chestnut, Brevard Parks and Recreation  
Sheryl Cost, Brevard Workforce Development  
Kathy Daniels, City of Titusville  
Jeff Davis, Brevard Parks and Recreation  
Heather Dimmig, Community Services Council  
John Doctor, The Women’s Center  
Libby Donoghue, 211 Brevard  
Lori Duester, Parrish Medical Center  
Cindy Flachmeier, Community Services Council  
Marcia Gaedcke, Titusville Area Chamber of Commerce  
Lisa Gurri, Brevard Health Alliance  
Robynne Hester, North Brevard Coalition  
of Human Services  
Jennifer Johnson, Brevard Workforce Development  
Lori Johnson, Brevard Health Alliance  
Rochelle Jones, Coalition for the Hungry and Homeless  
of Brevard County  
Deborah Kelly, Boeing Corporation

Shawna Kelsch, ROCK, Reduce Obesity  
in Central Florida Kids  
Dave Krepcho, Second Harvest Food Bank  
of Central Florida  
Terry Lane, Brevard Parks and Recreation  
Elizabeth Lee, United Way of Brevard  
Christopher Manion, MD, Parrish Medical Center  
Chris McAlpine, Parrish Medical Center  
Bill Moore, Parrish Medical Center  
Gail Morrison, Florida Department of Health  
Pam Ortiz, North Brevard Charities Sharing Center  
Dina Reider-Hicks, Space Coast Economic  
Development Council  
Alice Robbins-Fox, Brevard Health Alliance  
Joe Robinson, North Brevard Charities  
Sharing Center  
Greg Smith, Parrish Medical Center  
Pat Stevenson, Titusville Area Chamber  
of Commerce  
Jennifer Taylor, Indian River City United  
Methodist Church  
James Tulley Jr., Mayor, Titusville City Council  
Molly Walker, American Heart Association

*Our Shared Values:*  
*Safety, Loyalty, Integrity, Compassion, Excellence and Stewardship*



*Healing Families.  
Healing Communities.®*



**parrishmed.com**

951 N. Washington Avenue  
Titusville, Florida 32796