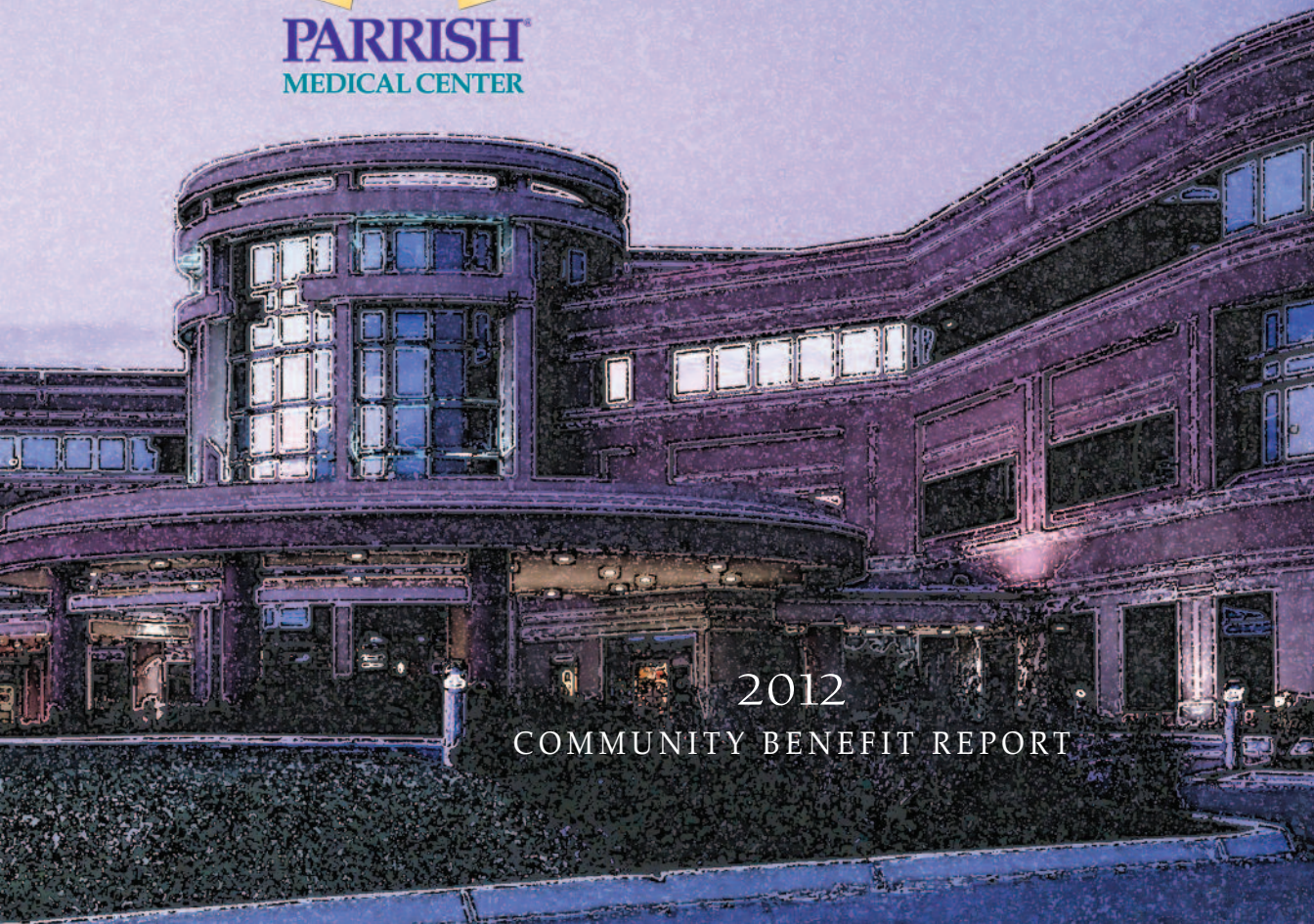


HEALING FAMILIES HEALING COMMUNITIES



2012

COMMUNITY BENEFIT REPORT



*In many cultures, an origami crane
is given as a wish for good health.*

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. PMC has served North Brevard for 55 years, and is recognized as One of America’s Finest Healing Environments®.

As a not-for-profit hospital, every dollar earned is a dollar invested in programs, services, technology and health professionals—all dedicated to improving the health and well-being of our community members.

Because we are an independent, public hospital, we answer to the citizens of North Brevard—not investors or shareholders. In fact, we use 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 to make decisions about the health priorities in which we invest our resources.

This annual report is actually a community benefit report. It will tell you about the many ways PMC is living its vision of Healing Families—Healing Communities®.

The PMC board of directors is very proud of our community hospital, and everything it does to help maintain and promote our residents’ good health and well-being. I know after reading this report you will be as proud as we are of the women and men who make this happen.

Herman Cole Jr., Col, USAF, Ret.
Chairman of the Board



THOMAS IS A MAN'S MAN.

He has tattoos on his arms, wears a biker t-shirt and rides a big motorcycle. But when his wife needed him because of her Alzheimer's disease, Thomas didn't hesitate to take on the role of full-time caregiver. And he joined the Caregiver Support Group sponsored by Parrish Senior Solutions. He's been a faithful member ever since.

PARRISH MEDICAL CENTER'S PROUD 55-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.

2012 Capacity:

Number of beds: 210

Number of employees: 1,073

Number of volunteers: 361

Number of physicians: 156

Total Admissions (with newborns): 8,019

Total Births: 636

Total Surgeries: 7,593

Total Outpatient Visits: 74,057

Total Emergency Visits: 40,787

America's #1 Healing Hospital



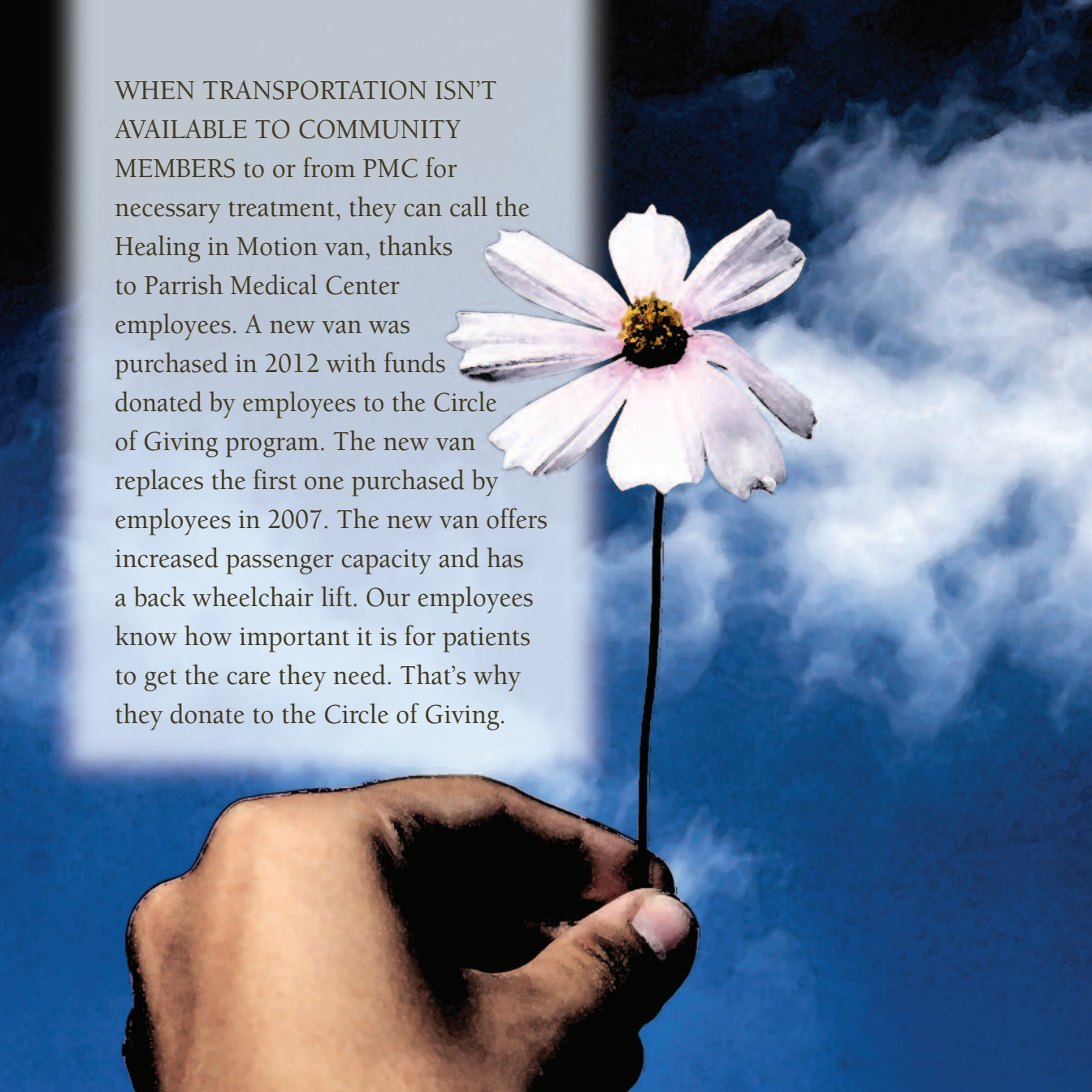
THE BREVARD HEALTH ALLIANCE DENTAL VAN was made possible, in part, through PMC's support and partnership with the BHA. The van brings dental care into the community where it is most needed—to those with limited means. PMC lives our vision of Healing Families—Healing Communities®.

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.

- Earned “A” rating in Leapfrog Group’s 2012 Hospital Safety Reports
- Named a HealthGrades Distinguished Hospital for Outstanding Patient Experiences™ and Clinical Excellence™
- Ranked in top five percent in the nation in clinical quality
- Earned 2nd Hospital Of Choice Award from the American Alliance of Healthcare Providers (AAHCP)
- 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)
 - Hip replacement
 - Breast health
 - Knee replacement
 - Diabetes management
 - Palliative (comfort) care
 - Heart failure management
 - 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.

WHEN TRANSPORTATION ISN'T AVAILABLE TO COMMUNITY MEMBERS to or from PMC for necessary treatment, they can call the Healing in Motion van, thanks to Parrish Medical Center employees. A new van was purchased in 2012 with funds donated by employees to the Circle of Giving program. The new van replaces the first one purchased by employees in 2007. The new van offers increased passenger capacity and has a back wheelchair lift. Our employees know how important it is for patients to get the care they need. That's why they donate to the Circle of Giving.

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.

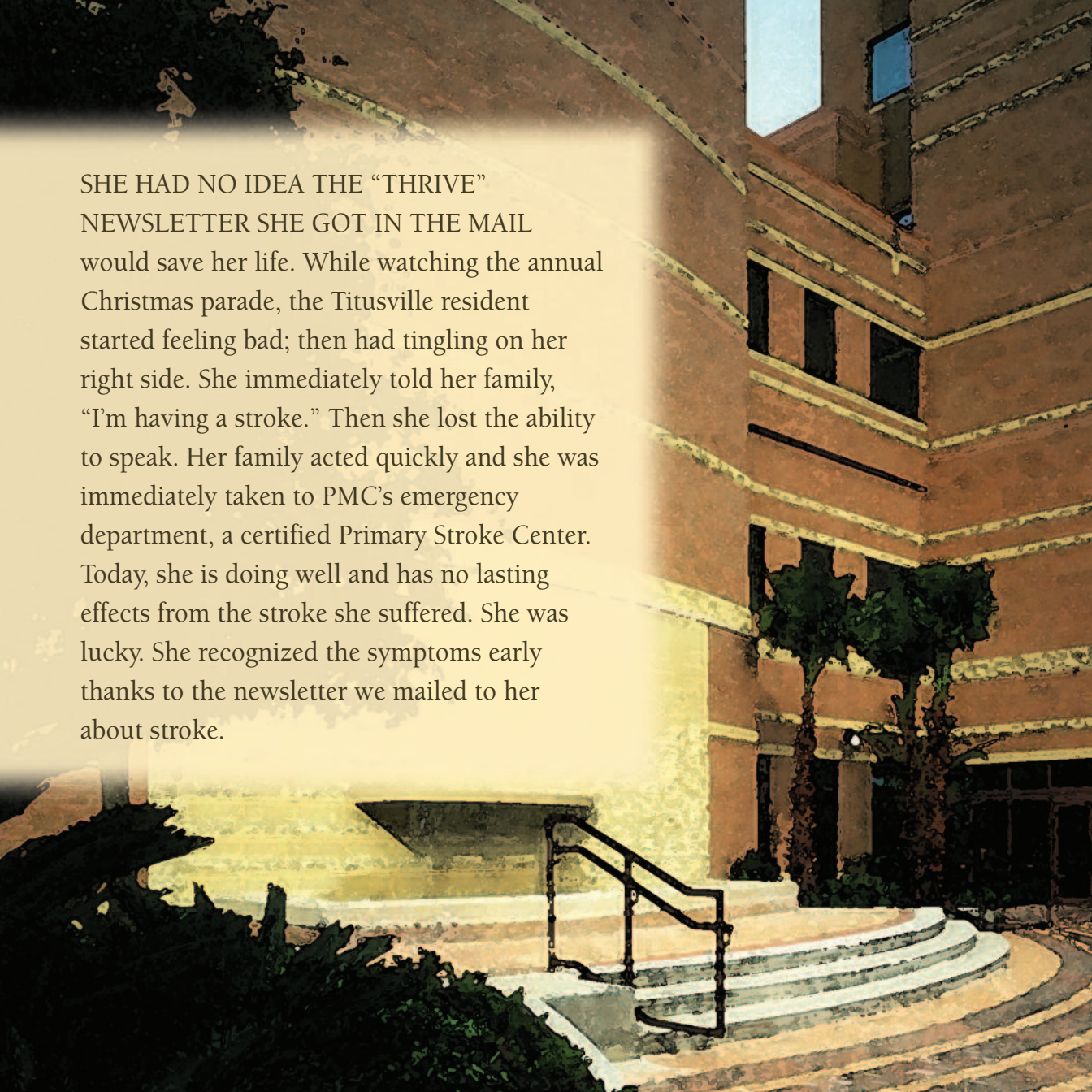
PMC is Healing Families—Healing Communities® through its support of, and partnership with, the Brevard Health Alliance (BHA), a federally funded healthcare clinic serving the uninsured and under insured members of our community. The funding provided to the BHA from PMC supports their operations and medication assistance programs.

COMMUNITY-BASED Health Education

- In 2012, 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.



SHE HAD NO IDEA THE “THRIVE” NEWSLETTER SHE GOT IN THE MAIL would save her life. While watching the annual Christmas parade, the Titusville resident started feeling bad; then had tingling on her right side. She immediately told her family, “I’m having a stroke.” Then she lost the ability to speak. Her family acted quickly and she was immediately taken to PMC’s emergency department, a certified Primary Stroke Center. Today, she is doing well and has no lasting effects from the stroke she suffered. She was lucky. She recognized the symptoms early thanks to the newsletter we mailed to her about stroke.

- 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 counseling, and is a resource for many of PMC’s health initiatives.

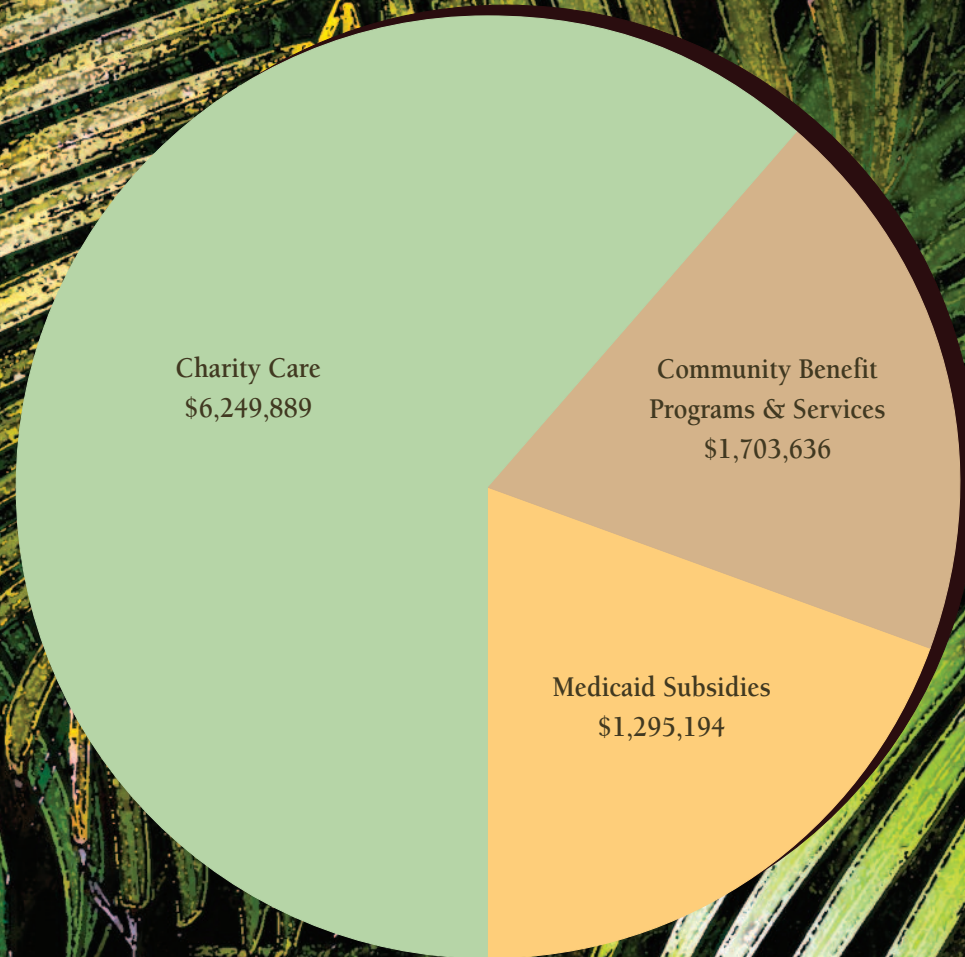
COMMUNITY Building

- 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

- 9,040 community members attended our classes, workshops, health fairs and support groups
- 177 community members screened for diabetes
- 606 community members screened for peripheral arterial disease (P.A.D.)/heart disease
- 292 community members screened for hypertension
- 65 community members completed the Living Healthy Workshop
- 327 community members completed fall prevention programs
- 695 community members were served by PMC’s Speaker’s Bureau

Healing Families. Healing Communities.®



As this chart shows,
the total COMMUNITY BENEFIT
for 2012 was \$9,248,719

COMMUNITY BENEFIT

Charity Care: \$6,249,889

Community Benefit Programs & Services: \$1,703,636

- Community Health Improvement Services: \$969,489
Community Health Education (health fairs, support groups, speaker's bureau, screenings)
Health Care Support Services (Brevard Health Alliance, prescription assistance, social services, etc.)
- Health Professions Education: \$410,086
Scholarships and continuing medical education
- Financial and In-Kind Contributions: \$317,854
Local schools, churches, athletic clubs, charities, etc.
- Community Building Activities: \$6,207
Economic development, domestic violence, homelessness, hunger, mentoring, life safety, cultural development programs, etc.

Medicaid Subsidies: \$1,295,194

TOTAL COMMUNITY BENEFIT: \$9,248,719

Cost in Excess of Payment

Medicare Shortfalls: \$19,241,084

Bad Debt: \$6,185,384

TOTAL VALUE TO THE COMMUNITY: \$34,675,187

Contributions to community organizations not included in Community Benefit: \$73,504



SIGNATURE SERVICES

HEALING IN NATURE®

Parrish Healthcare Center at Port St. John

Medical offices and outpatient diagnostics, sleep disorders center 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 – Auxiliary House: 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® Quality Achievement award for PMC cardiac program
- Healthgrades® Clinical Excellence award and five-star-ranked 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-ranked recipient
- Joint Commission Gold Seal® Certified

WOMEN'S CARE

Obstetrics and gynecology care and treatment

The PMC women's services care team offers diagnosis and treatment approaches for every stage of a woman's life, including comprehensive breast health, family-centered birthing services (including midwife and lactation services), gynecologic and wellness care within America's finest healing environments. To help you achieve your best health now, we've brought our special brand of women's services into your neighborhoods with two beautifully appointed women's diagnostic centers located inside the Parrish Healthcare Center at Port St. John and Parrish Medical Center. These centers are your one-stop healing environments for every woman's wellness needs.

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 2012.

- Aging Matters
(formerly Coalition for Human Services)
- American Cancer Society
- American Heart Association
- American Red Cross
- 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
- Junior Achievement
- Junior League of North Brevard
- Juvenile Diabetes Foundation
- KLD Youth Foundation
- LEAD Brevard
- Literacy Alliance of 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
- Wheelchairs for Kids
- 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 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
- **Matter of Balance Workshop**
- **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

Senior Consultation Center

805 A Century Medical Drive, Titusville

Senior Solutions Center

805 B Century Medical Drive, Titusville

Parrish Medical Offices

7075 US Highway 1, Port. St. John

The Children's Center

5650 S. Washington Ave, Titusville

Diabetes Education

7075 US Highway 1, Ste. 300, Port. St. John

Dialysis Center

830 Century Medical Drive, Ste C, Titusville

PARRISH MEDICAL CENTER LEADERSHIP

Board of Directors

Herman Cole Jr., Col, USAF, Ret., Chairman
Robert L. Jordan Jr., C.M., Vice Chairman
Peggy Crooks, Treasurer
Billie Fitzgerald, Secretary
J.J. Parrish III, Member at Large
Jerry Noffel
Stanley E. Retz, CPA
Maureen E. Rupe
Ashok C. Shah, MD

Executive Management Committee

George Mikitarian, President and CEO
Edwin Loftin, Jr., VP, Nursing
Chris McAlpine, Sr. VP, Professional Services/Administration
Tim Skeldon, Sr. VP, Finance/CFO

2013 Medical Staff Officers

Mark S. Storey, M.D., President
David B. McMahon, M.D., President-Elect (Vice President)
Kirin R. Modi, M.D., Secretary–Treasurer
Ravi Rao, M.D., Immediate Past President

Medical Staff Department Chairs & Members at Large

Anesthesia: Vanessa Williams, M.D.
Diagnostic Imaging: Joseph Flynn, D.O.
Emergency Medicine: Khalid Siddiqui, M.D.
Family Practice: Pamela Tronetti, D.O.
Internal Medicine: Ashish Dalal, M.D.
Obstetrics/Gynecology: Donna Ivery, M.D.
Pathology: Pedro Carmona, M.D.
Pediatrics: Douglas Barimo, M.D.
Surgery: Ramesh Patel, M.D.
Members-at-Large:
Kiran Modi, M.D.
Joseph Rojas, M.D.

Auxiliary Executive Committee

Michael Van Heusen, President
Diane Brown, President-Elect
Edith Pierce, Vice President
Margaret Yoder, Secretary
Peggy Cochran, Treasurer
Bill Terry, Immediate Past President

Community Health Partnership

Carmen Baez, Space Coast Area Transit
Matthew Barringer, Vitas
Andrea Chestnut, Brevard Parks & Recreation
Sheryl Cost, Brevard Workforce
Stephanie Cotton, Brevard County Fire Rescue
Peggy Crooks, Parrish Medical Center
Heather Dimmig, Community Services Council
Libby Donoghue, 211 Brevard
Lori Duester, Parrish Medical Center
Cindy Flachmeier, Aging Matters in Brevard
Marcia Gaedcke, Titusville Chamber of Commerce
Jenny Gessler, Women’s Center in Brevard
Johnette Gindling, Space Coast Health Foundation
Lisa Gurri, Brevard Health Alliance
Pam Hamilton, Florida Department of Health
Robynne Hester, Vitas
Dawn Hohnhorst, Parrish Medical Center
Valerie Holmes, Brevard C.A.R.E.S.
Liana Hotusing, Vitas
Lori Hundley, Hundley Management
Marie Hunsaker, St. Gabriel’s Episcopal Church
Rochelle Jones, Coalition for the Hungry & Homeless
Deborah Kelly, Boeing Corporation
Shawna Kelsch, ROCK – Reduce Obesity in Central Florida Kids
Mary Kofil, Parrish Medical Center
Dave Krepcho, Second Harvest Food Bank
Elizabeth Lee, United Way of Brevard
Jim Liesenfelt, Space Coast Area Transit
Chris Manion, MD, Parrish Medical Center
Pat Manning, Parrish Medical Center

Chris McAlpine, Parrish Medical Center
Lynne Meagher, Brevard County SHINE
Teresa Miles, Children’s Home Society of Florida
Gail Morrison, Florida Department of Health
Pam Ortiz, North Brevard Charities Sharing Center
Holly Paschal, Brevard Workforce
Donna Peters, Food Bank of Central Florida
Robert Rains, United Way of Brevard
Dina Reider-Hicks, Economic Development Commission
Alice Robbins-Fox, Brevard Health Alliance
Kristi Sands Van Sickle, Florida Institute of Technology
Kim Scarboro, Vitas
Doug Scragg, Brevard County Sheriff’s Office
Mike Scully, Brevard County Sheriff’s Office
Roger Seaton, Vitas
Greg Smith, Parrish Medical Center
Melissa Spraker, Parrish Medical Center
Maria Stahl, Florida Department of Health
Pat Stevenson, Titusville Chamber of Commerce
Jennifer Taylor, Indian River City United Methodist Church
Pauline Taylor, Hospice of St. Francis
Gloria Thomas, Parrish Medical Center
Maureen Tills, Health First Inc.
James Tulley Jr., Mayor, City of Titusville
Roberta Van Dusen, Brevard Health Alliance
Gloria Velez, Parrish Medical Center
Alicia Walker, Brevard Community College
Molly Walker, American Health Association
Ella Wilson, Florida Department of Health
Joyce Young, Brevard Workforce

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

transforming
HEALTH
CARE



parrishmed.com

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