

Willia Call Children



2013

COMMUNITY BENEFIT REPORT

#1 HOSPITAL
IN ALL OF
CENTRAL
FLORIDA

For clinical care, patient experience and low cost*

*Rated by Centers for Medicare & Medicaid Services

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®.



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 more than 55 years, and is recognized nationally as One of America's Finest Healing Environments[®]. As a not-for-profit hospital, every dollar earned is a dollar invested back into programs, services, technology and health professionals — all dedicated to improving the health and well-being of our community.

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

It/Matters WHEN LIVING WITH A CHRONIC CONDITION

CHRONIC CONDITION HELP: A Vietnam veteran from Orlando found the help he needed with the Parrish Diabetes Education program. Now he's living a healthier lifestyle and is managing his diabetes better. It's just one PMC program that's helping community members learn to live with a chronic condition.



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.

Later in 2007, the Parrish Healthcare Center at Port St. John opened to preserve and protect the health of the residents of Port St. John, Canaveral Groves and the surrounding communities. It features physicians' offices, a four-bed sleep disorders center, physical rehabilitation and an urgent care center.

2013 FACTS

Beds: 210

Employees: 1,060

Volunteers: 376

Physicians: 165

Admissions

(with newborns):

7,378

Births: 575

Surgeries: 6,803

Outpatient Visits:

69,870

Emergency Visits:

40,251

HALLETS WHICH HOSPITAL YOU USE WHEN YOU WANT THE HIGHEST QUALITY AND SAFETY

That's why we're pleased and proud to share with you that Parrish Medical Center (PMC) has earned even more quality and safety designations that will add to your confidence when you need hospital services.



HEALING ENVIRONMENT LEADERS

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

QUALITY AND SAFETY DESIGNATIONS IN 2013

- Earned "A" rating in Leapfrog Group's October 2013 Hospital Safety Reports
- Earned "A" rating in Leapfrog Group's May 2013 Hospital Safety Reports
- Parrish Medical Center ranked as Central Florida's No. 1 hospital, America's
 No. 5 independent public hospital, and in the top six percent of all U.S.
 hospitals. These rankings are based on data compiled by the Centers for
 Medicare and Medicaid Services (CMS) on clinical care, the quality of the
 patient experience, and low cost.
- Earned Women's Choice Award® distinguishing PMC as one of the 2013 America's Best Hospitals for Patient Experience in Orthopedics. The award is based on robust criteria that include female patient satisfaction measurements as well as clinical excellence considerations.
- Earned four disease-specific certification gold seals from the Joint Commission in acute coronary syndrome, breast cancer, heart failure and stroke.
- Recognized by the Joint Commission as a Top Performer on Key Quality Measures for heart attack, heart failure, pneumonia and surgical care.
- Earned HealthGrades® quality achievement award for the cardiac program. PMC was chosen as one of the best in the country.

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 and their contributions to our Circle of Giving. The van offers a spacious passenger area with a back wheelchair lift. Our employees know how important it is for patients to get the care they need regardless of resources.



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 2013, our team of care partners 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 speakers bureau free of charge to community groups.
- PMC care partners participate in numerous health fairs and screening events throughout the community to support injury and illness prevention and early detection.

ACCESS TO CARE

PMC is HEALING FAMILIES — HEALING COMMUNITIES® through its partnership with organizations such as:

- Brevard Health Alliance (BHA), a federally funded healthcare clinic serving the uninsured and underinsured members of our community. The funding provided to BHA from PMC supports their operations and assistance programs.
- 2-1-1 Brevard, a helpline available 24 hours a day, 365 days a year to provide assistance and referral in times of emotional, financial, and community crisis.
- Parrish Medical Group (PMG), a team of board certified specialists dedicated to providing comprehensive, collaborative treatment options ensuring coordinated care that's easy to manage.
- Community Health Partnership (CHP), a diverse group, representing many agencies
 throughout Brevard County, working to promote and improve the health and well-being
 of our community.
- 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.

It/Natters TO HAVE CONVENIENT ACCESS TO CARE

It's fast to get your lab work done at one of four locations in the county. Convenient diagnostic imaging is available in Port St. John and Titusville. Those needing a primary care physician or specialist have access to more than nine locations within Parrish Medical Group (parrishmedgroup.com).



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, and Brevard Workforce Development Board, among many others, to strengthen our community's infrastructure.

COMMUNITY Health Improvement Impact

- 9,147 community members attended our classes, workshops, health fairs and support groups
- 350 community members screened for diabetes
- 624 community members screened for peripheral arterial disease
 (P.A.D.)/heart disease
- 430 community members screened for hypertension
- 550 community members completed self-help programs
- 2,827 community members attended a variety of support groups
- 1,661 community members were served by PMC's speakers bureau
- 540 callers with health and social service needs assisted through PMC's Community Health Navigator

COMMUNITY BENEFIT

The total community benefit for 2013 was \$8,768,237

Community Benefit Programs & Services: \$1,485,237

Charity Care: \$6,115,000

Medicaid Subsidies: \$1,168,000



COMMUNITY INVESTMENT

COMMUNITY BENEFIT PROGRAMS & SERVICES:

- Community Health Improvement Services: \$1,485,237
 Community Health Education (health fairs, support groups, speakers bureau, health screenings), Health Care Support Services (Brevard Health Alliance, prescription assistance, social services, etc.),
 Community Benefit Operations
- Health Professions Education: \$211,925
 Scholarships and continuing medical education
- Financial and In-Kind Contributions: \$192,048 Local schools, churches, charities, etc.
- Community Building Activities: \$64,387
 Economic development, domestic violence, homelessness, hunger, mentoring, life safety, cultural development programs, etc.
- CHARITY CARE: \$6,115,000
- MEDICAID SUBSIDIES: \$1,168,000

TOTAL COMMUNITY BENEFIT: \$8,768,237

COST IN EXCESS OF PAYMENT:

Medicare Shortfalls: \$16,607,000

Bad Debt: \$4,254,474

Contributions to community organizations not included in

Community Benefit: \$101,903

TOTAL COMMUNITY INVESTMENT: \$38,499,851

How you live your life

Keeping a positive outlook is great medicine. Laugh, love and play. It's the key to living longer and enjoying every moment of this gift of life. Join PMC's FREE program for personalized health education by visiting parrishmed.com/bridge.



SIGNATURE SERVICES

HEALING IN NATURE®

Parrish Healthcare Center at Port St. John

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

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

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 and stroke
- HealthGrades® Quality Achievement award for PMC cardiac program
- HealthGrades® Clinical Excellence award and five-star-ranked recipient

HOW YOU TREAT YOUR BODY

Eat well. Exercise often. Sleep enough. It's a simple formula for a healthy body. It's our mission to keep you healthy through education, prevention, early diagnosis and the best treatment, when you need us.



SIGNATURE SERVICES (CONTINUED)

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
- Women's Choice Award for Orthopedic Care

THE SPIRIT OF WOMEN

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, 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

It/Natters HOW WE REACH OUT TO OUR NEIGHBORS

There's a transformation going on within your community.

Parrish Medical Center is reaching out to create a better tomorrow for our neighbors. That's our vision becoming real:

Healing Families — Healing Communities®



REACHING OUT

PMC REACHES OUT INTO THE COMMUNITY and partners with other organizations that are serving to improve the quality of life for individuals, families and communities. We are proud to have supported the following organizations, among others, in 2013.

- Aging Matters
- American Cancer Society
- American Heart Association
- American Red Cross
- BIMDA
- Boy Scouts of America
- Brevard Achievement Center
- Brevard Health Alliance
- Brevard Schools Foundation
- Doctor's Goodwill Foundation
- Economic Development Commission
- Florida Today ACA Community Forum
- Healing in Motion Van Transportation
- Junior Achievement
- Junior League of North Brevard
- 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
- Promise in Brevard
- Sentinels of Freedom
- Shoes for the Needy
- Space Coast Economic Development Commission
- Titusville Area Chamber of Commerce
- Titusville Rotary Club
- The City of Titusville
- United Way
- Women's Center
- YMCA Family Center

It/ Natters HOW YOU TEACH YOUR CHILDREN

Children learn by example. Whether it's education or even showing kindness to animals and others, your actions can mean all the difference in how they live their life. Your example will lead their way.



REACHING OUT (CONTINUED)

MANY OF OUR SERVICES INVOLVE TEACHING COMMUNITY MEMBERS.

If we can help you stay healthy, that benefits everybody — you, your family and our community. The Healthbridge Education Series 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

SUPPORT GROUPS

- A.W.A.K.E. Sleep Disorders 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

HEALTH EDUCATION

- HealthBridge Education Events
 January: Everyday Activity for Every Body
 February: Love Your Heart
 March: Eat Right, Your Way, Every Day
 April: Breathe Easy at Home
 May: Your Hips Don't Lie... importance of
 movement and dance for healthy bones
 June: Live Safely at Home
 July: Live Healthy and Keep Your Independence
 August: The Brain You Save My Be Your Own
 September: Healthy Aging Mind, Body and Spirit
 October: Early Detection Early Treatment
 November: Sweet Dreams Baby
 December: Stress Less Holidays
- Diabetes Group Class and Diabetes Survival Skills
- Living Healthy for living with chronic conditions
- 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
- Caregiver Academy by Parrish Senior Solutions
- Caregiver Boot Camp by Parrish Senior Consultation Center
- Ask Me 3[™]

It/Natters WHAT OUR COMMUNITY SAYS ABOUT US

Our patient experiences speak for themselves. It's why we are recognized as One of America's Finest Healing Environments[®]. See more stories of healing experiences at parrishmed.com/healing.



COMMENTS FROM PATIENTS

"Over the past year we have been patients at various times and cannot say enough about the wonderful care we have received. This has included doctors, nurses, LPNs and auxilians. PMC is the greatest healing environment ever!" — Hubert and Dorothy G.

"Today I was indeed fortunate to receive care in the ER at Parrish Medical Center.

I was astonished at not only the degree of their expertise, but also the people skills and genuine devotion demonstrated toward me during each step of my treatment. I was left with clear evidence that this community has a state-of-the-art facility and class act that make it all come together... my sincere gratefulness and thanks." — Mary W.

"I was having a stroke and my care at Parrish Medical Center was excellent. The nurses, technicians, and assistants did everything they could to make my stay as pleasant as possible. They are to be commended for their positive attitude and quality care. I can say from experience, Parrish Medical Center is one of the best healing facilities in the country." — James F.

"My family and I would like to extend our most sincere thanks to the staff at Parrish Medical Center. During my recent stay I was fortunate enough to cross paths with some of the most caring and skilled nurses, doctors and office staff in the medical profession. I was treated with compassion and dignity... everyone made me and my family feel at ease. The care and treatment I received proves that fine practice of medicine and patient care are the foremost concern of this medical center." — Earl S. and Family

"The diabetes program is exceptional in the care and support that they have given me. I don't know what I would do without them."

Patrick D.

It/Natters WHICH HEALTHCARE PROVIDER YOU USE

We're more than just an extraordinary hospital. You'll find the same level of quality and compassion you expect from Parrish Medical Center throughout our family of outpatient locations and services.



PARRISH MEDICAL CENTER'S FAMILY OF LOCATIONS

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

INFUSION CENTER

830 Century Medical Drive, Ste. A, Titusville

830 Century Medical Drive, Ste. B, Titusville

PARRISH HEALTHCARE CENTER

AT PORT ST. JOHN

5005 Port St. John Parkway, Port St. John

Diagnostic Imaging

Laboratory Services

Physicians' Offices

Sleep Center

MEDFAST URGENT CARE CENTER

5005 Port St. John Parkway, Port St. John

PARRISH MEDICAL CENTER LABORATORY

PARRISH HEALTH & FITNESS CENTER

2210 Cheney Highway, Titusville

951 N. Washington Avenue, Titusville

SERVICES

1709 Garden Street, Titusville

2210 Cheney Highway, Titusville

5005 Port St. John Parkway, Port St. John

805 A Century Medical Drive, Titusville

PARRISH MEDICAL GROUP OFFICES

7075 US Highway 1, Port St. John

SENIOR CONSULTATION CENTER

THE CHILDREN'S CENTER

5650 S. Washington Ave, Titusville

SENIOR SOLUTIONS CENTER

805 B Century Medical Drive, Titusville

DIALYSIS CENTER

DIABETES EDUCATION

830 Century Medical Drive, Ste. C, Titusville

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

For maps, driving instructions and phone numbers, please visit parrishmed.com/locations and download the PMC HealthBridge app at parrishmed.com/app.



OUR SHARED VALUES:

SAFETY, LOYALTY, INTEGRITY, COMPASSION, EXCELLENCE AND STEWARDSHIP

BOARD OF DIRECTORS

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J.J. Parrish III, Member at Large

Jerry Noffel

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Natalie Sellers, VP, Communications, Community

& Corporate Services

Jeremy Bradford, VP, Ambulatory Services

2014 MEDICAL STAFF OFFICERS

David McMahon, M.D., President

Ara Deukmedjian, M.D., President-Elect (Vice President)

Joseph Rojas, M.D, Secretary—Treasurer

Mark Storey, M.D., Immediate Past President

MEDICAL STAFF DEPARTMENT CHAIRS & MEMBERS AT LARGE

Anesthesia: Vanessa Williams, M.D.

Diagnostic Imaging: Michael Sorbello, D.O. Emergency Medicine: Khalid Siddiqui, M.D.

Family Practice: Christopher Manion, M.D.

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:

Ravi Rao, M.D.

Joseph Rojas, M.D.

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Michael Van Heusen, President

Diane Brown, President-Elect

Donna Harold, Vice President

Karen Vester, Secretary

Peggy Cochran, Treasurer

Bill Terry, Immediate Past President

COMMUNITY HEALTH PARTNERSHIP

2-1-1 Brevard

Aging Matters of Brevard
American Cancer Society
American Health Association
Benton House Assisted Living

BETA (Birth, Education Training and Acceptance)

of Titusville

Boeing

Boys and Girls Club of Central Florida

Brevard Achievement Center Brevard Alzheimer's Foundation Brevard County Emergency Services

Brevard County Schools

Brevard County Sheriff's Office

Brevard Family Partnership Brevard Cares

Brevard Health Alliance Brevard Parks and Recreation Brevard Senior Center

Brevard Workforce

Cancer Care Centers of Brevard Changes Youth & Family Services Children's Home Society of Florida

Circles of Care City of Titusville

Coalition for the Hungry & Homeless

Comfort Keepers

Community Based Care of Brevard

Community Services Council

District 1 County Commissioner's Office

Dixie Crossroads

Eastern Florida State College

Economic Development Commission of Florida's

Space Coast

Florida Department of Children and Families
Florida Department of Health Brevard County —

Multiple Departments

Florida Health

Florida Institute of Technology

Florida's 8th District Congressional Office

Food Bank of Central Florida Goodwill of Central Florida

Grace Equine Rescue and Therapy for Humans, Inc. (GERTH)

Happenings of Port St. John, Inc.

Health First Inc.

Healthy Start

Healthy Start Brevard

Hidden Potentials

Hospice of St. Francis Hundley Management

Indian River City United Methodist Church

Individual Community Members
Jess Parrish Medical Foundation

Joe's Club

Love Inc. of Brevard

March of Dimes

National Veterans Homeless Support North Brevard Charities Sharing Center

North Brevard Coalition of Human Services –

Representing over 100 agencies

North Brevard Medical Support/Parrish Medical Group

PMC Children's Center

Port St. John Community Advisory Group

Publix

Reduce Obesity in Central Florida Kids (ROCK)

Royal Oaks Nursing and Rehabilitation Center

Salvation Army

Sand Point Assisted Living

Second Harvest Food Bank of Central Florida

SHINE

Space Coast Area Transit

Space Coast Center for Independent Living

Space Coast City Guides

Space Coast Health Foundation
Space Coast Volunteers in Medicine

St. Gabriel's Episcopal Church
Titusville Chamber of Commerce

Titusville Fire Department

Titusville Police Department

United Way of Brevard County – Representing

80+ agencies

University of Central Florida

Vista Manor

Vitas Innovative Hospice Care

Wellcare

Women's Center in Brevard





HEALING EXPERIENCES FOR EVERYONE ALL THE TIME®

951 N. Washington Avenue Titusville, Florida 32796

PARRISHMED.COM