



Healing in every sense

2014
community report

Parrish Healthcare's family of services has been nationally recognized for clinical quality, patient safety, patient's hospital experience, low cost and healing environments. It's all been for one purpose: to provide better healthcare for our community.

We're one of America's finest healing environments®. And one of the safest.

Our Vision

Healing Families – Healing Communities®

Our Mission

Healing experiences for everyone all the time.®

Our Values

Safety • Loyalty • Integrity • Compassion
Excellence • Stewardship

This annual community benefit report will tell you about the many ways we are fulfilling our vision, mission and values.

Nothing means more than seeing the joy in the face of a person who has overcome illness or injury. Or a smile shared by a patient's family member. It's why healthcare is so rewarding to us. Modern medicine can create miracles. The professionals of Parrish Healthcare see them every day in the faces of the people we serve.



Our History

North Brevard County Hospital District, dba Parrish Medical Center, was formed in 1958 by the State of Florida as a special taxing district, public, not-for-profit community medical center. We started as a humble 28-bed single-story hospital set in the middle of an orange grove on the banks of the Indian River.

Today, we are Parrish Healthcare, an award-winning, nationally recognized industry leader for healthcare quality, safety and low cost.

Today, Parrish Healthcare includes:

- Parrish Medical Center, a 210-bed acute care hospital and one of America's first evidence-based healing environments
- Parrish Healthcare Centers, neighborhood-based centers featuring diagnostics, urgent care, physician offices and other health services
- Parrish Medical Group, a multi-specialty physician group featuring three certified medical homes
- Parrish Medical Group Diagnostics, retail-based, diagnostic and urgent care centers
- Parrish Health & Fitness Center, comprehensive medical wellness center
- Parrish Home Health Services
- Parrish Wound Healing Centers
- Parrish Diabetes & Nutrition Centers

Throughout our distinguished history, as the communities we serve change and grow, so do we.



Quality and Safety

Awards and Recognitions

Parrish Healthcare's leadership in quality and patient safety is evidenced by the national recognition that we have earned over the years.

Our proven quality and safety performance place us in the top percentile of all US hospitals.

Parrish Medical Center became the 29th member of the Mayo Clinic Care Network, the first in Central Florida and third in Florida. Now we can access Mayo clinical resources such as AskMayoExpert and connect with Mayo physicians on complex cases using eConsults. In addition, the organization can consult Mayo about its best practices in clinical and business processes.

Parrish Medical Center earned its sixth straight "A" Hospital Safety Rating from The Leapfrog Group in October 2014. Only 204 hospitals across the country and 17 in Florida have received "A" grades in all six reports released by Leapfrog since spring 2012. We are the only Brevard County hospital to have earned six "A" ratings.

Parrish Medical Center was rated #1 safest hospital in Florida by Consumer Reports, based on the Centers for Medicaid and Medicare Services data related to preventing infections, mortality rates, communication with patients, readmission rates and overuse of imaging. PMC's score of 68 (out of 100) makes it the top-rated hospital in Florida. The top hospital in the US this year had a score of 78.

Parrish Medical Center is one of only 37 hospitals in the United States to receive Consumer Reports' highest rating in preventing surgical-site infections, centralline infections and infections stemming from urinary catheters. Consumer Reports hospital ratings include information on each of those infections and combines them into an overall infections rating that reflects a hospital's ability to prevent infections.
(Data is from April 2012 to March 2013.)

Parrish Medical Center was recognized as a Top Performer on Key Quality Measures® by The Joint Commission, the leading accreditor of healthcare organizations in the United States. We were recognized as part of The Joint Commission's 2014 annual report for attaining and sustaining excellence in accountability measure performance in four categories: heart attack, heart failure, pneumonia and surgical care. This is the second year we have been recognized as a top performer in these four categories.
(From The Joint Commission's Annual Report, "America's Hospitals: Improving Quality and Safety")

Parrish Medical Center has earned four disease-specific Gold Seal certifications from the Joint Commission for acute coronary syndrome, breast cancer, heart failure and stroke patient care.

Parrish Medical Center's Clinical Laboratory was accredited for another two years by the College of American Pathologists. The CAP Laboratory Accreditation Program helps to improve patient safety by advancing the quality of pathology and laboratory services through education, standard setting and ensuring laboratories meet or exceed regulatory requirements worldwide.

Parrish Medical Center's Transfusion Services were accredited for another two years by AABB, an international, not-for-profit association representing individuals and institutions involved in the field of transfusion medicine and cellular therapies. Our participation in the AABB assessment represents a strong commitment to quality outcomes and patient safety.

Parrish Medical Center's Cancer Care Program earned three-year continued accreditation from the Commission on Cancer of the American College of Surgeons.

Parrish Medical Center's Diagnostic Imaging Breast Ultrasound Program and CT Scanners earned continued three-year accreditation from the American College of Radiology.

Our County

Located halfway between Jacksonville and Miami, Brevard County extends 72 miles from north to south. Our primary service area is North Brevard County, which includes communities from the Beach Line (SR 528) north to the Volusia County line and west to the Orange County line.

Brevard County Demographics

Sources: Healthy Measures for East Central Florida Brevard County www.cflhealthymeasures.org

Population:	Average Household Income:	Adults with Usual Source of Healthcare:
98,804	\$47,522	79.3%
North Brevard	North Brevard	People with a regular source of healthcare receive proper medical services when they need them. Accurate diagnoses and treatment leads to better health outcomes.
Source Census Bureau: PSA 32780, 32796, 32927, 32926, 32754	Source Census Bureau: PSA 32780, 32796, 32927, 32926, 32754	

Adults with Heath Insurance:	Children with Health Insurance:	Adults Reporting Difficulty Accessing Healthcare:
75.9%	89.7%	40.6%
Having health insurance lowers barriers to accessing care, which is likely to prevent the development of more serious illnesses.	Children with health insurance are more likely to have better health throughout their childhood and adolescence. They are more likely to receive required immunizations, fall ill less frequently and receive treatment when they do get sick.	Access to comprehensive, quality healthcare services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. It impacts: overall physical, social and mental health status; prevention of disease and disability; detection and treatment of health conditions; quality of life; preventable death; and life expectancy.



Our Community

We conduct a biannual health needs assessment to determine the health priorities specifically relevant to the people within our community. We invest millions of dollars in programs and services designed to prevent, early detect, diagnose, treat and manage diabetes, heart disease, respiratory disease, stroke and orthopedic conditions, all of which were identified as North Brevard's health priorities. In addition, the lack of transportation, health insurance coverage and dental care were also identified as barriers to a healthy community in Brevard. We have implemented a number of strategies to address the identified community health priorities.

Healthy Measures

We are a member of the Brevard Healthcare Forum, which serves as the health planning body for Brevard County and seeks to foster collaborative relationships that facilitate the sharing of data and expertise to address community health priorities.

As members of the Forum, we funded and continue to support Healthy Measures of East Central Florida (Healthy Measures), which aims to improve the quality of life for Brevard residents. Healthy Measures includes a diverse group from the public, private and non-profit sectors to gain a better understanding of our community's health issues using data to compare our community to other Florida counties as well as national benchmarks.

Healthy Measures enables us to:

- Use data indicators to identify and prioritize health challenges
- Share best practices that have worked in other locations around the country for addressing local health concerns
- Support our local community coalitions as they address health concerns
- Disseminate this information to a wider audience than using printed materials
- Monitor our progress toward improving community health

2-1-1 Collaboration

In collaboration with 2-1-1, an FCC-reserved number for easy access to information about health and human services, we have placed skilled social workers in their call center to help individuals address transportation needs to get to doctor visits and other medical appointments; match individuals with resource to access health insurance; find affordable solutions to fill prescriptions; or register for smoking cessation classes, weight management programs, diabetes education, among other available programs and resources.

These 2-1-1 social workers, known as navigators, also support our hospital care teams to help provide smooth transitions from hospital to home. The navigator provides various educational resources to promote healthy choices from smoking cessation and weight management to information on managing health risks and chronic diseases. Feedback is collected post-referral to help with ongoing process improvement.

Brevard Health Alliance Collaboration

In 2010, Parrish partnered with the Brevard Health Alliance, a federally qualified community health center, to assume management of our then 14-year-old Community Medical Clinic. Partnering with the Brevard Health Alliance allowed us to expand access to health services to the uninsured and underinsured members of the community.

In 2014, we further expanded our relationship with the Brevard Health Alliance by placing a BHA-certified medical assistant in our emergency department to serve as a health navigator for medically underserved patients. The health navigator works with underserved patients who are discharged from the emergency department and do not have a primary care physician. This helps ensure that our patients schedule a post-emergency-visit appointment to get the follow-up care they need to help them live a healthier life.

Because of the success with patients in the emergency department, the program has grown to include inpatient units at Parrish. The health navigator visits patients in their rooms to explain available resources, schedule follow-up appointments and enroll qualified individuals.

Annually, Parrish Medical Center's emergency department serves more than 40,000 people. Of those, more than 20 percent are uninsured or medically underserved with no medical home. Since adding the health navigator to our emergency care team, an average of 90 patients per week are being enrolled with the Brevard Health Alliance and getting connected with a medical home. Our rate of enrollment is already exceeding those documented at the Brevard Health Alliance's other four Brevard County locations combined.

We added a Brevard Health Alliance mobile unit to our main campus in April 2014. The mobile unit visits the hospital every Tuesday bringing healthcare services, urgent dental services, diagnostic services and medication assistance to community members who need them most. Currently, the mobile unit serves 13 to 15 patients every week.

Healing Partnerships

Healing Families – Healing Communities® Together

Inventive partnerships allow us to respond to the needs of our community to better manage health and impact wellness. As a result, Brevard County residents now experience a more coordinated approach to care.

We formed the Community Health Partnership in 2010. The Partnership includes a diverse network of health and human services, municipalities, schools, civic groups, nongovernmental social service agencies, businesses, local and state associations, churches, state departments, law enforcement, fire departments, libraries and community residents.

This network shares information, leverages resources, coordinates services and ensures that local residents can easily find the help, information and services they need.

Partners In Healing

We understand the important role of spirituality and faith in the healing process. As a healing hospital, we partner with local faith communities to provide patients with emotional and spiritual support after they leave the hospital.

The Partners in Healing program addresses any questions or concerns patients may have about their care. The mission of the program is to ensure that patients are supported spiritually and emotionally once they have been discharged. The program ensures patients have everything they need for a full recovery. Since its start in October 2013, the Partners in Healing program has expanded to include 14 local congregations.



Health Education in the Community

If we can help you stay healthy, that benefits everybody in our community.

In 2014, our team of care partners helped our community learn how to be and stay healthy by providing health screenings across Brevard County.

- Almost 10,000 community members attended our workshops, classes, seminars, health fairs and support groups.
- Over 1600 community members were screened for chronic conditions.
- More than 2500 community members attended a variety of support groups.
- Over 1800 community members were served by Parrish's speakers bureau.
- More than 500 callers with health and social service needs were assisted through our Community Health Navigator.

Childbirth/Baby Care Education

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

Children's Activities

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
- Respite Nights, a parents' night out for children with special needs, siblings and friends

Pre-Surgical Patient Education

- Online education for surgical procedures and chronic condition management

Grocery Store Tours

- Visits to grocery stores with a registered dietitian to learn the secrets of healthy shopping



Health Education

in the Community continued

Healthbridge Patient Education | Healthcare Simplified

- Personalized health page
- Provides latest local and national health news
- Communication with physicians for appointments, prescription refills and view lab results
- Online access to exclusive health education video library
- RSVP online for events and classes
- Ask Me 3™ Initiative offers questions for every physician visit

HealthBridge Events

- January: Living Healthier in 2014
- February: Getting to the Heart of the Matter
- March: Enjoy the Taste of Eating Right
- April: Palliative Care and Fearless Cafes
- May: One Breath at a Time
- June: Good Night Sleep Tight
- July: Home Sweet Safe Home
- August: Everyday Wisdom for a Healthy Mind, Body and Spirit
- September: Get Prepared for Holiday Eating
- October: Early Detection, Better Outcomes
- November: Type 2 Diabetes: Are You at Risk?
- December: Holiday Survival Guide

Living Healthy with Chronic Conditions

- Learn how to improve quality of life by actively managing your health

Matter of Balance Workshop

- Learn how to reduce the risks of falling with at-home action plans and simple exercises to improve strength and balance

Support Groups

- A.W.A.K.E. Sleep Disorders Support Group
- Cardiac & Pulmonary Wellness Programs
- Caregiver Academy
- Caregiver Boot Camp
- Caregiver Support Group
- Crash Course on Aging
- Diabetes Support Group
- Grandparents Raising Grandchildren
- Look Good, Feel Better for cancer survivors
- Parkinson Support Group of North Brevard
- Parrish Partners Cancer Support Group



Our Financials

210	1,200	300	165	7,262
ACUTE CARE BEDS	EMPLOYEES	VOLUNTEERS	PHYSICIANS	ADMISSIONS (WITH NEWBORNS)
626	6,252	68,895	42,281	
BIRTHS	SURGERIES	OUTPATIENT VISITS	EMERGENCY VISITS	

Community Benefit Programs & Services



Cost in Excess of Payment

\$22,590,300	\$4,152,600	\$105,000
Medicare/Medicaid	Bad Debt	Contributions to community organizations not included in Community Benefit

TOTAL COMMUNITY INVESTMENT: \$34,500,600

Programs and Services

This is an abbreviated list of our programs and services. Please visit parrishmed.com for the complete list.

- Auxiliary

Behavior Health

Business Development

Cancer Care

Cardiovascular Care

Cardio Pulmonary Rehabilitation

Children’s Center

Communications & Community Services

Community Health Partnership

Corporate Services (Human Resources & Org. Development)

Cardiac Catheterization

Diabetes Education & Nutritional Services

Diagnostic Imaging/Radiology

Dialysis Center

Endocrinology

Emergency Care

Family Practice

Financial Services

Florida Health Network

Gastrointestinal Care

Geriatrics

Gift Shop

Healing in Motion Van

Health & Fitness Center

Health Information Management

Health Village
- Home Health

Hospitalists

Infusion Center

Intensive Care

Jess Parrish Medical Foundation

Lab Services

Lifeline Medical Alert

Mayo Clinic Care Network

Neurology

OB/GYN

Occupational Health Services

Orthopedics

Palliative Care/Hospice

Patient Experience Program

Parrish Medical Group Physician Practices

Pediatrics

Physical & Occupational Rehabilitation

Podiatry

Senior Solutions Center

Sleep Disorders Center

Spine Care

Spiritual Support

Sports Medicine

Stroke Care

Support Groups

Urgent Care Centers

Wound Healing Centers

Programs and Services

continued

Reaching Out

Parrish recognizes other organizations working to improve the quality of life for families within the community. We are proud to have the opportunity to support with financial and in-kind donations, as well as participation in fundraising and awareness events.

- Aging Matters
 - American Cancer Society
 - American Heart Association
 - American Red Cross
 - Big Brothers Big Sisters
 - BIMDA
 - Boy Scouts of America
 - Brevard Achievement Center
 - Brevard Health Alliance
 - Doctor’s Goodwill Foundation
 - Economic Development Commission
 - Florida Today ACA Community Forum
 - Greater Titusville Renaissance
 - Healing in Motion Van Transportation
 - Hope for North Brevard
 - Junior Achievement
 - Junior League of North Brevard
 - Juvenile Diabetes Foundation
 - LEAD Brevard
 - Local churches, schools and sports leagues
 - March of Dimes
 - Moore Heritage Cultural Festival,
- plus other local cultural events and organizations
 - National Association for the Advancement of Colored People
 - National Veteran’s Homeless Support
 - North Brevard Charities
 - North Brevard Coalition of Human Services
 - Pilot Club
 - PREVENT! of Brevard
 - Promise in Brevard
 - Sentinels of Freedom
 - Space Coast Economic Development Commission
 - Titusville Area Chamber of Commerce
 - Titusville Rotary Club
 - Titusville Towers
 - The City of Titusville
 - United Way
 - Women’s Center
 - YMCA Family Center

Our Locations

Available for you just around the corner.

Parrish Medical Center 951 N. Washington Avenue, Titusville	Jess Parrish Medical Foundation 921 N. Washington Avenue, Titusville
Parrish Healthcare Center at Port St. John 5005 Port St. John Parkway, Port St. John	Urgent Care Centers 5005 Port St. John Parkway, Port St. John 3045 Columbia Blvd., Unit 108A, Titusville
Parrish Health & Fitness Center 2210 Cheney Highway, Titusville	Parrish Wound Healing Centers 951 N. Washington Avenue, Titusville 5005 Port. St. John Parkway, Port. St. John
Parrish Medical Group Offices 7075 US Highway 1, Port St. John	Parrish Physical & Occupational Rehabilitation 951 N. Washington Avenue, Titusville 5005 Port. St. John Parkway, Port. St. John 2210 Cheney Highway, Titusville 5650 S. Washington Avenue, Titusville
Parrish Medical Group Diagnostic Center 3045 Columbia Blvd., Unit 108A, Titusville	Parrish Laboratory Services 951 N. Washington Avenue, Titusville 2210 Cheney Highway, Titusville 5005 Port St. John Parkway, Port St. John 3045 Columbia Blvd., Unit 108A, Titusville 1709 Garden Street, Titusville
The Children’s Center 5650 S. Washington Avenue, Titusville	Senior Solutions & Senior Consultation Center 805 A Century Medical Drive, Titusville
Diabetes Education & Nutrition Services 7075 US Highway 1, Ste. 300, Port. St. John	For maps, driving instructions and phone numbers, please visit parrishmed.com/ locations and download the Parrish HealthBridge app at parrishmed.com/app .
Dialysis Center 830 Century Medical Drive, Ste. C, Titusville	
Home Health 830 Century Medical Drive, Ste. A, Titusville	
Infusion Center 830 Century Medical Drive, Ste. B, Titusville	

Our Leadership

Board of Directors



Back row left to right:
Robert L. Jordan Jr., C.M., Vice Chairman
Billie Fitzgerald, Secretary
Herman Cole Jr., Col, USAF, Ret., Chairman
Peggy Crooks, Treasurer
J.J. Parrish III, Member at Large

Front row left to right:
Stanley E. Retz, CPA
Maureen E. Rupe
Ashok C. Shah, MD
Jerry Noffel

Executive Management Committee



George Mikitarian
President and CEO



Tim Skeldon
Executive VP,
Corporate Finance



Chris McAlpine
Sr. VP, Administration
Transformation/CTO



Edwin Loftin Jr.
VP, Acute Care Services/CNO



Natalie Sellers
VP, Communications, Community
& Corporate Services

Our Leadership

continued

2015 Medical Staff Officers
Ara Deukmedjian, M.D., President
Amanda Ryan, D.O., President-Elect
Nabil Itani, D.O., Secretary–Treasurer
David McMahon, M.D.,
Immediate Past President

Medical Staff Department
Chairs & Members at Large
Anesthesia: Vanessa Williams, M.D.
Diagnostic Imaging: Kirit Patel, M.D.
Emergency Medicine: Khalid Siddiqui, M.D.
Family Practice: Christopher Manion, M.D.
Medicine: Ravi Rao, M.D.
Obstetrics/Gynecology: Tanya Taival, D.O.
Pathology: Pedro Carmona, M.D.
Pediatrics: Douglas Barimo, M.D.
Surgery: Ramesh Patel, M.D.

Members-at-Large:
Nabil Itani, D.O.
Donna Ivery, M.D.

Auxiliary Executive Committee
Michael Van Heusen, President
Richard Hart, First Vice President
Nancy Turgeon, Second Vice President
Karen Vester, Secretary
Peggy Cochran, Treasurer
Bill Terry, Immediate Past President

Community Health Partnership Members
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

Community Health Partnership Members continued:
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.
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 over eighty agencies
University of Central Florida
Vista Manor
Vitas Innovative Hospice Care
Wellcare
Women’s Center in Brevard





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ParrishMed.com