



# Memorial Hospital

Annual Report to City Council | Dec. 8, 2014

George Hayes, Memorial Hospital, CEO

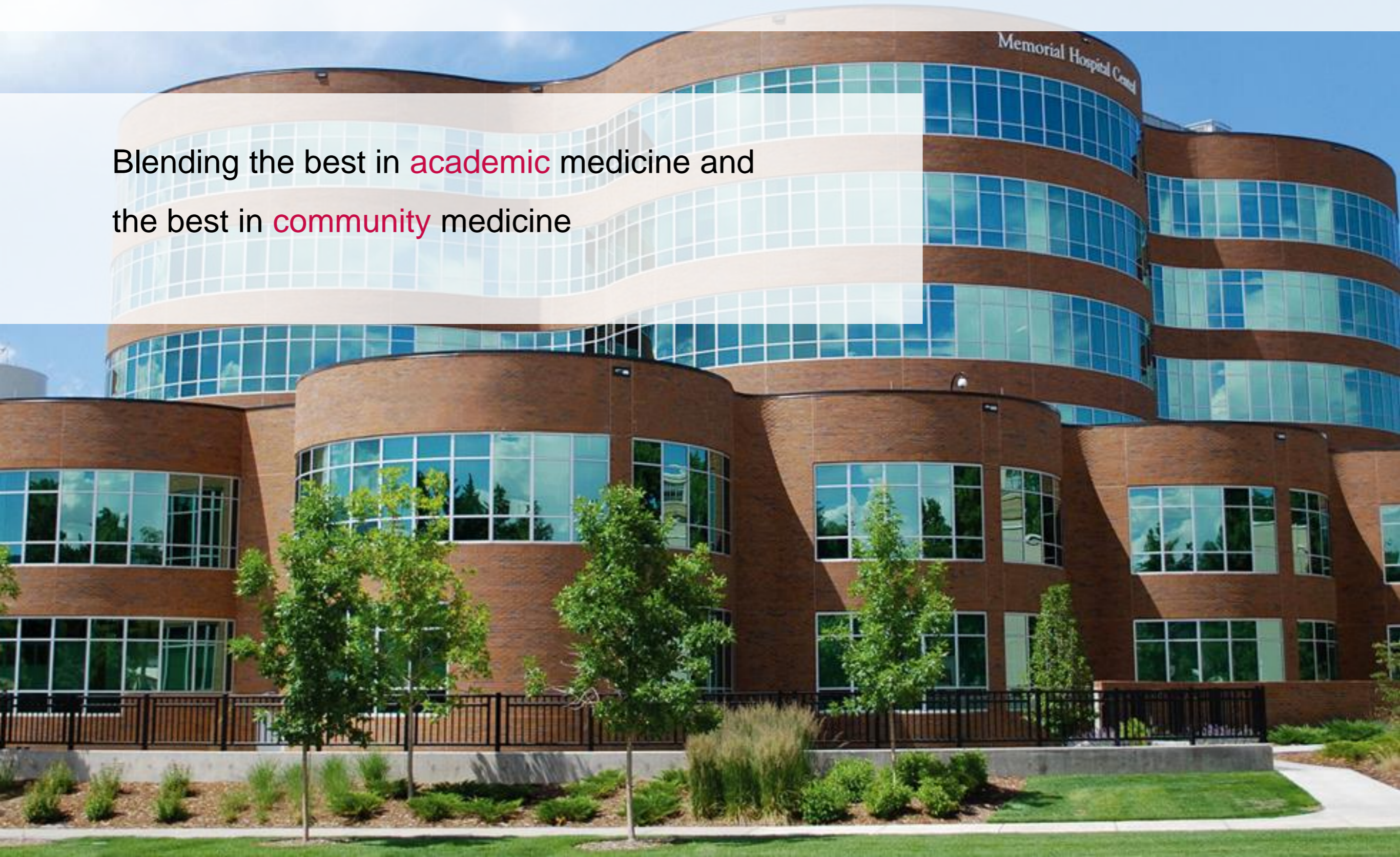
Greg Raymond, Children's Hospital Colorado,  
Regional Vice President for Southern Colorado



UNIVERSITY  
of COLORADO HEALTH

# Blending the **Best**

Blending the best in **academic** medicine and  
the best in **community** medicine



# Fiscal Year **2014**



399,992 Clinic Visits  
564 Inpatient Beds  
19,261 Acute Inpatient Admissions  
77,166 Patient Days  
20,420 Surgeries  
4,194 Deliveries  
3,549 Employees

# Comprehensive Care



Birth Center

Cancer/Oncology

Cardiology

Emergency and Trauma

GI/Endoscopy Lab

Inpatient Care

Intensive Care Unit

Laboratory

Memorial Star Transport

Orthopedics

Outpatient Surgery

Radiology

Rehabilitation

Respiratory

Women's/Maternal Services

# More **Options** For Patients

A photograph of two surgeons in an operating room. They are wearing blue scrubs, blue surgical caps, and white masks. They are focused on a patient who is lying on a table, covered with blue drapes. The background shows various medical equipment and a bright, sterile environment.

Telestroke

Intraoperative Radiation Therapy (IORT)

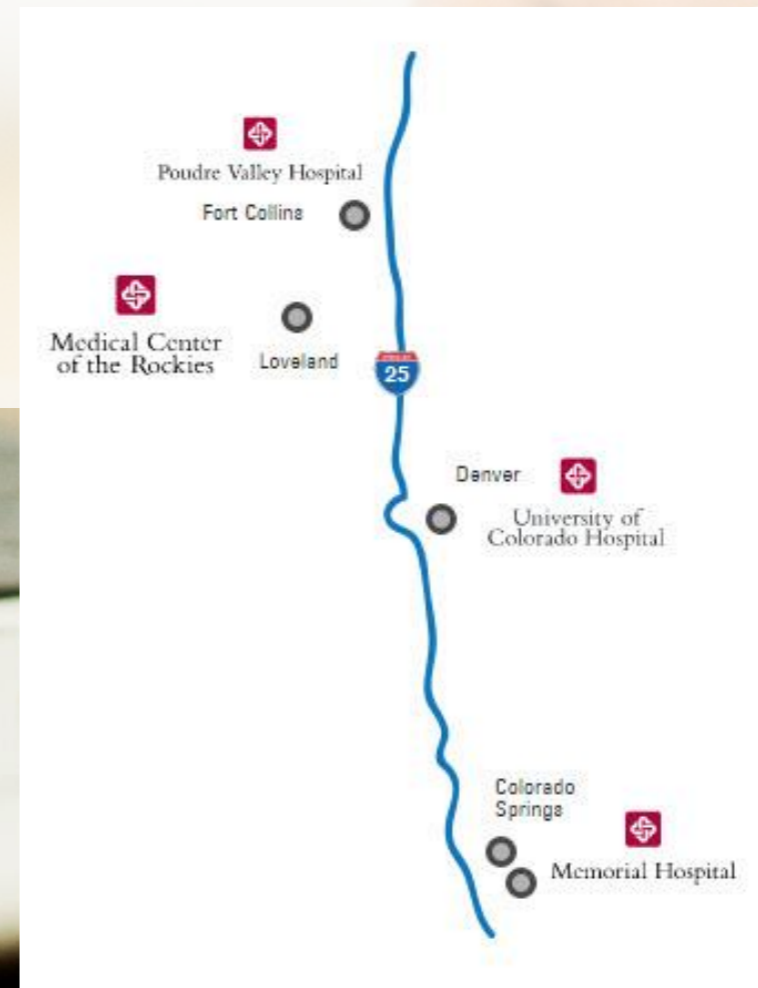
Subcutaneous Implantable Cardioverter Defibrillator  
(S-ICD)

Clinical Trials; Lead Academic Participating (LAPS) Grant

# More Convenience

My Health Connection allow for real-time, 24/7 access to medical records, visit summaries, lab results and more

Nearly 20 outpatient clinics connected to Memorial and UCHealth through electronic medical records



# Committed to **Community**

## Indigent Care, Medicaid/mgd Medicaid, Self-pay Charges

	Memorial Central	Memorial North
FY13	\$453,351,878	\$64,027,948
FY14	\$453,211,866	\$73,532,084

# Committed to **Quality**



Ranked 5<sup>th</sup> nationally for heart failure readmission rates

Exceeding national benchmarks for interventional cardiology and stroke treatment

Primary Stroke Center Accreditation;  
Chest Pain Center Accreditation

Triennial accreditation from the Joint Commission



# Committed to **Quality**




ED fall protocol adopted nationally

Trauma Consortium

Fall rate

Clinical integration in oncology and cardiology services

# Workforce Engagement



Employee engagement measured each spring;  
75 percent participation

First-ever physician satisfaction survey administered  
in October (results pending)

# Patient Satisfaction



Patient satisfaction as measured by how often we receive the most positive response (Top Box)

	Jan – Mar 2014	Apr – Jun 2014	Jul – Sep 2014
Inpatient	71.49	71.62	74.06
Emergency	64.96	64.75	64.87
Urgent Care	66.57	63.85	76.81
Outpatient	78.95	78.74	82.41
Ambulatory	80.79	80.08	83.15
Medical Practice	84.73	81.17	84.52

# Care Closer to **Home**

Developing a strong physician network in Colorado Springs: 84 physicians & six primary care locations

Alignment with the CU School of Medicine

Joint Ventures and partnerships with community practices

UCHealth Plan Administrators



# Community **Impact**

Car Seat Safety Checks

CSFD EMS Education

Forensic Nurse Examiner  
(FNE) training

HealthLink callbacks and  
post-discharge follow up

Participation in city-wide  
SkyFall exercise

Peak Vista

# Community **Impact**



Colorado College Athletics

Sky Sox Baseball

U.S. Olympic Training Center in Colorado Springs

# Community Health Needs



Completed a community needs assessment which identified the following health needs:

- Breastfeeding education
- Diabetes prevention
- Weight management

# On the **Horizon**

Trauma Center expansion

Magnet designation for nursing

Further partnership with Children's Hospital Colorado to address women's and children's health needs

Annual \$3M contribution to the CU School of Medicine Branch Medical Campus

Additional capital investment

Continued physician recruitment





# Children's Hospital Colorado

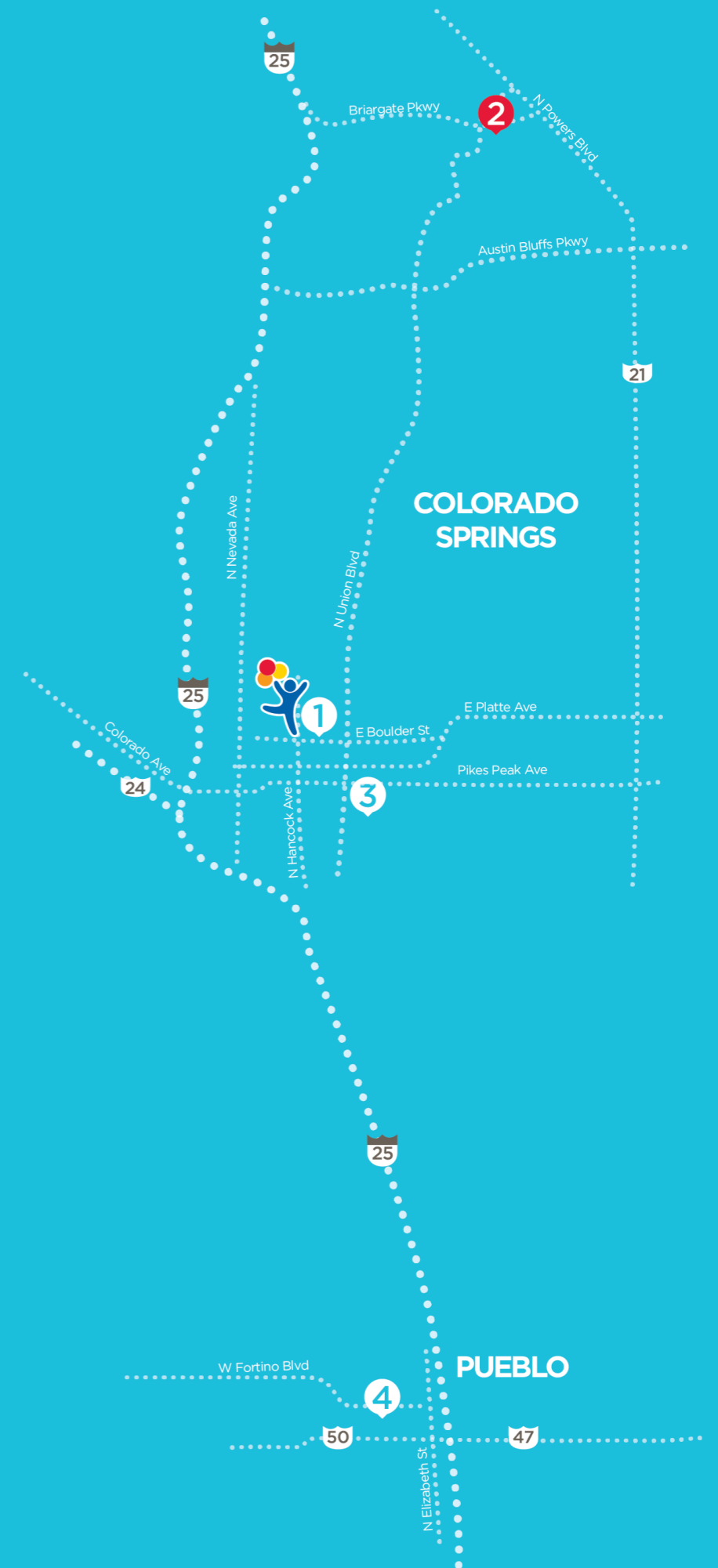
**Colorado Springs**



# Expanding Pediatric Care in the Community

Four Children's Hospital Colorado locations in Southern Colorado

1. Memorial Hospital Central
2. Briargate
3. Printers Park
4. Pueblo





# Providing Quality Care in the Community

Target Zero is Children's Colorado's multi-year campaign aiming for zero preventable harm events, including:

Adverse Drug Event (ADE), Catheter-Associated Urinary Tract Infection (CAUTI), Central Line-Associated Bloodstream Infection (CLABSI), Preventable Code Outside ICU, Falls, Patient ID, Pressure Ulcers, Surgical Site Infections

## Children's at Memorial Central Scorecard

### 2014 Year-to-Date Achievement

Quality and Patient Safety Reducing Preventable Harm	●
Service Referring Physician Satisfaction	●
Service Patient/Family Satisfaction	●
People Improve Employee Engagement	●

● On or Above Target   ● Near Target   ● Below Target   ● Metrics Not Yet Available





# Improving Access & Economic Development in the Community

- Children's Hospital Colorado is keeping kids' care in the Springs with **over 500 employees** and **over 30 pediatric specialists** living and practicing in the community
- Increased resources to ensure **24/7** pediatric pharmacy and respiratory therapy
- New after hours and weekend access to Urgent Care services



# Caring for the Community

24 major community partnerships, including:





# Benefitting the Community

In 2014

- **\$11,4571,000** contributed in financial assistance and charitable care provided by Children's at Memorial Hospital Central
- **\$326,000** contributed in cash and in-kind contributions through sponsorship and partnership support to community organizations

Planned for 2015

- Community Needs Assessment and Implementation Plan addressing the biggest health challenges faced by kids in Colorado Springs





# Introducing Ourselves to the Community

In 2014, after conducting in-depth market research, a consumer marketing campaign was launched to introduce Colorado Springs to all of our Colorado Springs services. The campaign utilizes the following channels:

- Cable TV
- Print – Colorado Springs Style and Colorado Springs Gazette
- Billboards, bus signage, and grocery cart signage
- Digital
- Radio
- Colorado Springs Public Radio
- Public Service Announcements on KOAA





# Introducing Ourselves to the Community



# Introducing Ourselves to the Community



Say hello to  
Dr. Amel Kurbegov  
Pediatric Gastroenterologist  
Children's Hospital Colorado  
Colorado Springs

**YOUR NEIGHBORS**

**OUR DOCTORS**

After hours urgent care now available at Briargate

You may recognize Amel from around town, but did you know that Dr. Kurbegov is also recognized as one of the top pediatric experts in Colorado? And he's just one of over 30 pediatric experts who choose to call both Children's Hospital Colorado and Colorado Springs home. Learn more at [childrenscolorado.org/coloradosprings](http://childrenscolorado.org/coloradosprings).

Colorado Springs  
Children's Hospital Colorado



Say hello to  
Dr. Grace Houser  
Pediatric Pulmonologist  
Children's Hospital Colorado  
Colorado Springs

**YOUR NEIGHBORS**

**OUR DOCTORS**

After hours urgent care now available at Briargate

You may recognize Grace from around town, but did you know that Dr. Houser is also recognized as one of the top pediatric experts in Colorado? And he's just one of over 30 pediatric experts who choose to call both Children's Hospital Colorado and Colorado Springs home. Learn more at [childrenscolorado.org/coloradosprings](http://childrenscolorado.org/coloradosprings).

Colorado Springs  
Children's Hospital Colorado



Say hello to  
Dr. Chad Stewart  
Pediatric Cardiologist  
Children's Hospital Colorado  
Colorado Springs

**YOUR NEIGHBORS**

**OUR DOCTORS**

After hours urgent care now available at Briargate

You may recognize Chad from around town, but did you know that Dr. Stewart is also recognized as one of the top pediatric experts in Colorado? And he's just one of over 30 pediatric experts who choose to call both Children's Hospital Colorado and Colorado Springs home. Learn more at [childrenscolorado.org/coloradosprings](http://childrenscolorado.org/coloradosprings).

Colorado Springs  
Children's Hospital Colorado



Say hello to  
Dr. Rosie Norrell  
Pediatric Surgeon  
Children's Hospital Colorado  
Colorado Springs

**YOUR NEIGHBORS**

**OUR DOCTORS**

After hours urgent care now available at Briargate

You may recognize Rosie from around town, but did you know that Dr. Norrell is also recognized as one of the top pediatric experts in Colorado? And he's just one of over 30 pediatric experts who choose to call both Children's Hospital Colorado and Colorado Springs home. Learn more at [childrenscolorado.org/coloradosprings](http://childrenscolorado.org/coloradosprings).

Colorado Springs  
Children's Hospital Colorado



# Introducing Ourselves to the Community



**When things go bump in the night.**

**After hours urgent care for kids**  
Children's Hospital Colorado, Briargate

**Now open at Briargate**  
Bad coughs and broken bones don't always happen conveniently during your pediatrician's office hours. However, your child can still get the pediatric attention they deserve by visiting our After Hours Urgent Care at Briargate. Our complete team of pediatric experts will be here to partner with you and your child's doctor to keep your kids healthy, safe and well. Learn more at [childrenscolorado.org/briargate](http://childrenscolorado.org/briargate).

**More than 30 pediatric specialists available**



Bring this ad into our Briargate location for your very own **Balloon Boy** night light.

**After hours urgent care for kids**  
4125 Briargate Parkway  
Colorado Springs, CO 80920  
5 pm–Midnight, Monday through Friday  
Noon–Midnight, Saturday, Sunday  
(719) 305-KIDS  
[childrenscolorado.org/briargate](http://childrenscolorado.org/briargate)



# Educating the Community



# Keeping Kids in their Community



Thank You



# Discussion & **Questions**