



2011 Annual Report



Message from the President



Advancements in quality care, new technology and strong support from the communities we serve made 2011 a successful and outstanding year for Ozarks Medical Center. In the past year we have seen tremendous growth, including a 16 percent increase in surgeries, a 5 percent increase in admissions, and a 12 percent increase in our Emergency Department visits. This growth has allowed us, despite economic challenges, to add new physicians, expand services and make improvements to our facility, all to better serve our patients.

One of the most exciting advancements at OMC this past year was \$2.9 million in improvements made to our OMC Cancer Treatment Center. The project included the purchase of a new linear accelerator, which is used to administer radiation therapy. Each dollar invested in this facility and every ounce of effort put forth were part of OMC's commitment to lead the fight against cancer and keep our community healthy. We know how important it is for a person who is battling cancer to be able to receive therapy close to home, where they can have the support and personal attention they need. We are proud to provide the latest advancements in cancer treatment at OMC.

We also had great success in our efforts to recruit expert physicians to our medical team. In 2011, we welcomed nine new physicians and in the past three years, 33 physicians have joined the OMC medical staff. The addition of these physicians and specialties, such as gastroenterology, nephrology and interventional cardiology, mean more individuals in our community no longer have to travel long distances from home to receive the specialized care they need.

As our services grow, OMC remains committed to our number one priority, delivering safe, quality care. Recently, OMC was asked to present to a national audience about our success with CUSP (Comprehensive Unit-Based Safety Program to prevent infection and improve patient safety). In addition, OMC Riverways Home Care Services was named in the top 100 of 9,724 home care agencies in the nation based on Medicare data, including quality outcomes. We are proud to serve as a model for quality health care for hospitals around the country. From those who provide care directly to patients to the OMC Board of Directors, every person is working to ensure that every patient receives top quality care and that OMC meets and exceeds national standards for quality and safety.

As we look forward to 2012, we are excited about continued progress at OMC. This summer, we hope to break ground on a new 13,000 square-foot clinic in Mountain Grove, that will replace the current 5,300 square-foot Mountain Grove Medical Complex. This new clinic will give us the space and resources to provide the care this growing and thriving community needs. We also have plans to purchase the Parkway Shopping Center in 2012, where we have been leasing space since 1988. Once purchased, we plan to renovate 20,500 square feet of the 44,000 square feet of space OMC currently rents at a projected investment of \$2.1 million for the purpose of improving delivery and access to health care services for patients. OMC will also continue to lease space to retail outlets. We feel this is a positive move for both OMC and our community as OMC continues to invest in the local economy and make strides to improve patient care. We have excellent neighbors in the Parkway Center and we look forward to working closely with the other tenants.

2011 was a successful year for inpatient volume, outpatient services and revenues. However, many challenges lie ahead as we face the uncertainty of health care reform and continued payment reductions. We are fortunate to have outstanding physicians, caregivers and staff who possess the skills and, most importantly, the compassion that make them more than ready to face the challenges ahead. We will continue to focus on what we do best, which is providing the safest, highest quality and compassionate care possible for our patients, right here in our community. With the support of the community, we are looking forward to achieving even greater milestones in 2012.

A handwritten signature in black ink, reading "David M. Zechman". The signature is fluid and cursive.

David M. Zechman, FACHE
President & CEO

Nationally Recognized for Quality

Patient Safety

Quality and safety are top priority at Ozarks Medical Center. At all levels of care and administration, patient safety and quality care are the focus of every person's actions for every patient, every time. OMC has implemented a Comprehensive Unit Based Safety Program (CUSP) and has been recognized nationally for our patient safety efforts. CUSP is designed to improve the safety culture by frontline staff identifying risks before harm reaches the patients and integrating safety practices into the daily work of a clinical area.



ICU: A focus of the 12-bed Intensive Care Unit CUSP program was to reduce and eliminate dangerous central line-associated bloodstream infections. Because of the efforts and dedication of the ICU team, they have had **ZERO** incidences of these infections in more than two years.

CUSP to reduce the incidences of catheter associated urinary tract infections and as a result of their efforts, they had **ZERO** of these infections in 2011.

2 North: The 2 North nursing floor became involved in



Quality Awards & Recognition - Top 100

Riverways of Ozarks Medical Center was named one of the Top 100 home health agencies in the nation by HomeCare Elite. The organization compiles and compares data from 9,724 Medicare-certified home health agencies in the United States in order to create the list of the 100 top-performing agencies. Winners were ranked by an analysis of performance measures in quality outcomes, quality improvements and financial performance, with quality outcomes and quality improvements being the most heavily weighted in the consideration for the top performing agencies. Quality outcomes look at how often home health agencies gave the recommended care or treatments. Measures include the



management of oral medication, transferring patients, ambulation and surgical wound status.



Missouri Alliance For Home Care – Three individuals from Riverways Home Care of Ozarks Medical Center were honored by the Missouri Alliance for Home Care (MAHC). Social Worker Angie Pereira and Riverways Chaplain Ron Richardson received the Above and Beyond Caregivers Award and Riverways Hospice Volunteer Barbara Pereira received the Volunteer Award.

Our Health Care System at a Glance

- 114 Beds
- Approximately 1,261 employees
- 11-county service area serving a market of 160,000 people
- More than 100 doctors on medical staff

Primary/Family Care Clinics

- Alton Medical Clinic
- Gainesville Medical Clinic
- Internal Medicine Clinic
- Mammoth Spring Medical Clinic
- McVicker Family Healthcare, Mountain View, Mo.
- Mountain Grove Medical Complex
- Shannon County Medical Clinic
- Salem 1st Care, Salem, Arkansas
- Thayer Medical Clinic
- Urgent Care Clinic, West Plains

OMC Specialty Clinics

- Behavioral Healthcare
- Cancer Treatment Center
- Digestive Health & Liver Specialist
- Heart Care Services
- Nephrology Clinic
- Neurosciences Center
- Orthopaedic Clinic
- Ozark Works/Occupational Medicine
- Pain Management Clinic
- Rheumatology Clinic
- Surgical Specialists Clinic
- Women's Health Care Clinic

Key Indicators

	2010	2011
• Admissions	5,946	6,198
• Births	720	720
• Emergency Department Visits	21,121	23,657
• Inpatient Surgeries	1,103	1,107
• Outpatient Surgeries	1,788	2,233
• Riverways Home Health Visits	15,784	15,368
• Visits by Riverways Aides	76,972	76,761
• Riverways Hospice visits	12,292	11,141
• Behavioral Healthcare Clinic visits	189,176	191,405
• Physician Clinic Visits	140,122	139,178
• Rehabilitation Services Procedures	126,135	136,471

Growing for the Community

New Clinics

Rheumatology Clinic - Ozarks Medical Center celebrated the grand opening of a new Rheumatology Clinic location with a ribbon cutting and open house in January 2011. The clinic, located at 2900 Independence Square in West Plains, is home to OMC's team of rheumatologists Dr. Melinda Reed, Dr. Anne Winkler, Dr. Anthony Tay and Dr. Mark Jarek.



Women's Health Care - Ozarks Medical Center Women's Health Care held a ribbon cutting ceremony in March at the clinic location at 1627 Gibson Street in West Plains. The clinic houses the practices of Brian Israel, MD, and Selma J. Taylor, DO, both of whom provide total obstetrical and gynecological care, including surgery.

OMC Digestive Health and Liver Specialist Clinic -

In 2011, Ozarks Medical Center welcomed Board Certified Gastroenterologist Husam A. Barakat, MD, to the OMC medical staff. Dr. Barakat provides gastrointestinal and liver care at the new OMC Digestive Health and Liver Specialist Clinic, located in Suite 214 of the Doctor's Pavillion at 1115 Alaska Avenue in West Plains.



Ozarks Medical Center
**Digestive Health and
Liver Specialist**

The Right Care. Right Here

Advancements in Technology

Cancer Treatment Center

In October, Ozarks Medical Center celebrated more than \$2.9 million in improvements and advances made to the Cancer Treatment Center at a community celebration and ribbon cutting. Included in the project was the purchase of a new Varian Linear Accelerator, the machine used by Radiation Oncologists Dr. Morgan Barrett and Dr. Patricia Barrett in the delivery of radiation therapy. The new linear accelerator allows physicians to even more precisely treat tumors while minimizing exposure to healthy tissue surrounding the tumor. The linear accelerator also has the latest imaging technology, which means radiation oncologists can obtain images of the cancer site just before each treatment in order to adapt each daily treatment to changes



in a tumor. The open house was also a welcome to Dr. Liana Makarian, OMC Hematologist and Oncologist, who joins Dr. Charles Morgan, Hematologist and Oncologist, in practice at the OMC Cancer Treatment Center.

Growth in Clinical Services

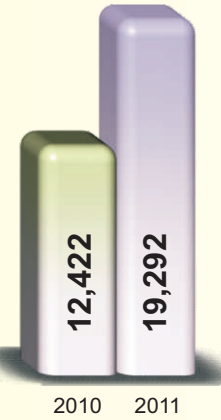


Ozarks Medical Center
Cancer Treatment Center
The Right Care, Right Here

Radiation Oncology Procedures



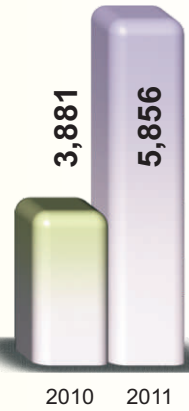
Hematology/Oncology Procedures



New Patients

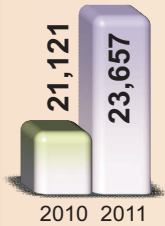


Clinic Visits



Ozarks Medical Center
Emergency Department
The Right Care, Right Here

Annual Visits

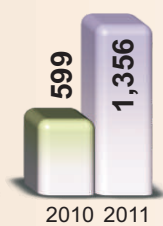


Ozarks Medical Center
Orthopaedic Clinic
The Right Care, Right Here

Clinic Visits

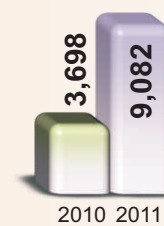


Surgeries



Ozarks Medical Center
Pain Management Clinic
The Right Care, Right Here

Clinic Visits



Ozarks Medical Center
Behavioral Healthcare
The Right Care, Right Here

Clinic Visits



Ozarks Medical Center
Heart Care Services
The Right Care, Right Here

Angioplasty Procedures on Patients



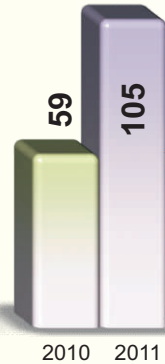
Cardiac Catheterizations



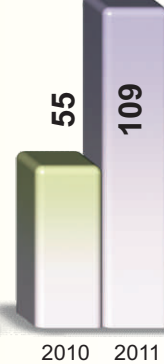
Heart Attack Patients



Peripheral Interventions



Peripheral Angiograms



New Physicians



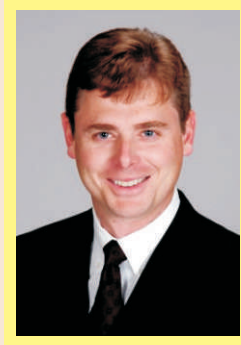
Husam A. Barakat, MD
Gastroenterologist



Mazhar Rahman, MD
Hospitalist



Rodrigo G. Goh, MD
Hospitalist



Douglas Green, MD
Neurosurgeon



Jerry D. Howard, MD
Radiologist



Vikas Kumar, MD
Neurologist



Liana Makarian, MD
Hematologist/Oncologist



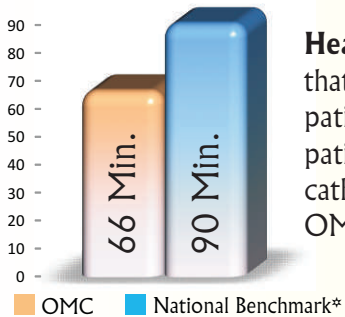
Suranga Dharmaratne, MD
Hospitalist



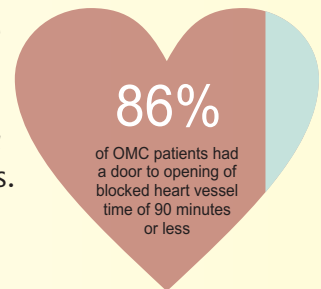
Jesse Rhoads, DO
Psychiatrist

Life Saving Care

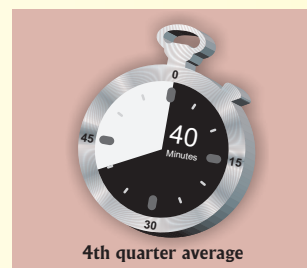
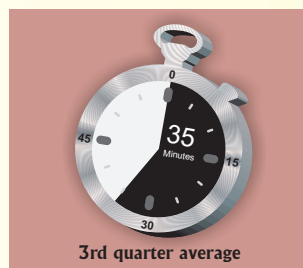
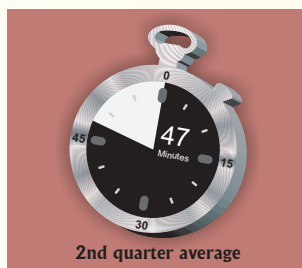
OMC is providing lifesaving care for stroke and heart attack in times that are well below the average, reducing the chance of permanent brain and heart damage and improving patient outcomes.



Heart Attack - Door-to-balloon times is the quality measure that indicates the amount of time between a heart attack patient's arrival at the Emergency Department to the time that patient's blocked heart vessel is reopened in the cardiac catheterization lab. The national benchmark* is 90 minutes. OMC's average in 2011 was 66 minutes.



Stroke - The national benchmark to administer clot-buster treatment to a patient suffering from stroke is 60 minutes. OMC's average for the 172 stroke patients treated in 2011 was below 48 minutes.



*The door-to-balloon national standard is set by the American Heart Association.

Smoke-free commitment

Ozarks Medical Center was recognized by the Breathe Easy West Plains Coalition for the health care organization's commitment to its smoke-free policy. OMC rededicated its campus as smoke-free and tobacco-free, placing new signage around the hospital campus and making further efforts to educate patients, visitors and staff about the policy. All of OMC properties are smoke-free and tobacco-free; including leased, owned or operated property. The goal of this policy is to create a smoke-free environment that is safe for all of our patients, visitors and employees.



Excellence in Governance

The Missouri Hospital Association presented a 2011 Excellence in Governance award to Greg Beykirch, former board chair and current board secretary of Ozarks Medical Center. The award recognizes Beykirch's contributions to the health care community. Beykirch was one of seven board members from around the state to receive the award.



Employer of the Year

Experience Works, the nation's largest organization serving older workers through the Senior Community Service Employment Program (SCSEP), named Ozarks Medical Center as the 2011 Missouri Employer Champion. OMC was recognized for their leadership and commitment to developing strong business partnerships with Experience Works and hiring older workers.



Reflections for Living

A new service by Riverways of Ozarks Medical Center offers specialized care for patients with dementia and cognitive impairment. Reflections for Living is designed to provide support every step of the way by providing compassionate, quality care for the body, mind and spirit for patients and their family members.



Zimmer Mobile Learning Center

A 45-foot, 18-wheel rock star-style bus pulled into West Plains on June 7, giving more than 75 individuals who toured the traveling education facility an up close look at new advancements in orthopaedic joint replacements, which are offered by OMC orthopaedic surgeons. The Zimmer Mobile Learning Center travels the United States giving visitors a hands-on learning experience.



Community Awards

Several representatives of Ozarks Medical Center were recognized by the West Plains Chamber of Commerce at its 2011 awards banquet. OMC Board of Directors Secretary Greg Beykirch was named Humanitarian of the Year, Board Member Judy Ingalsbe was named Volunteer of the Year, President and CEO David Zechman was honored for three years of service on the Chamber Board of Directors, and Senior Executive Director of Marketing, Planning and Public Relations Gay Watson was recognized as a new board member.

Show-Me Excellence

OMC received two Show-Me Excellence Awards, presented by Missouri Hospital Association for Public Relations and Marketing. The recognition included a first place award for the advertising and marketing campaign that promoted the OMC Emergency Department grand opening in July 2010. OMC was also awarded second place for its monthly electronic newsletter to the public, OMCNews.

Relationships

Fulton County Hospital - In October, OMC entered into a management agreement with Fulton County Hospital (FCH) in Salem, AR and is now providing day-to-day oversight of that 25-bed facility. As part of the agreement, OMC Chief Financial Officer Kim Thompson has been serving as the interim administrator since October 2011 while the search for a new CEO is conducted. FCH has been able to obtain supplies at the same bulk discount as OMC and made cuts to costs that are in line with best practice hospital procedures. In addition, OMC and FCH have been



working on ways to improve the hospital facility operations, and in December, 21 volunteers from OMC, along with Salem community members, assisted in painting eight patient rooms in the hospital.

We Honor Veterans

Riverways Hospice of Ozarks Medical Center became a national partner of We Honor Veterans, a pioneering campaign developed by National Hospice and Palliative Care Organization in collaboration with the Department of Veterans Affairs. The service provides the care and support to veterans that reflect the important contributions made by these men and women.

Events

In 2011, OMC hosted and participated in a number community activities to encourage living well and to raise funds for those in need. Events included:

- Blue Jean Ball
- Ladies First Women's Health Fair
- Ladies First Heart to Heart Chats
- Easter Egg Hunt
- Fun Run 5K and 1.5 mile walk/run
- Docs vs. Jocks Basketball Challenge
- Heart of the Ozarks Health Fair
- Life After Loss Grief Seminar
- Doctor's Day
- Riverways Memorial Service
- Trunk or Treat
- Lights of Life
- Line of Love
- Support Groups
- Grizzly Game Sponsorships
- Diabetes Fair



Denim, dancing, food and fun were enjoyed by approximately 500 people at the Third Annual Ozarks Medical Center Foundation Blue Jean Ball in September. The event raised \$50,506 for local health care.



Local physicians were the champions of the 18th Annual Docs vs. Jocks (DVJ) basketball challenge, which raised more than \$4,200 for two local pediatric patients.



339 participated in the annual OMC Fun Run, which raised more than \$3,000 to help OMC patients, who are in need and undergoing cancer treatment, pay for medication and transportation costs.



What happens at Ladies First
Stays at Ladies First

A crowd of 538 attended the Third Annual Ladies First. The Las Vegas style event included health care presentations, 48 exhibitor booths, fitness demonstrations, fashion show, prize giveaways and a special appearance by Elvis!



Community Benefit/Impact

In 2011

- 137 classes were offered by OMC Education Services with approximately 952 participants. Classes included First Aid, Basic Life Support, Advance Cardiac Life Support, Pediatric Advance Life Support, Non-Violent Crisis Intervention, Basic Cardiac Dysrhythmia, 12-Lead and Heart Saver CPR.
- 190 volunteers contributed 30,597 hours to OMC, the equivalent of 14 full-time employees.
- \$72,500 in scholarship reimbursements were awarded to a total of 15 community recipients, who are future health care providers, including physicians.
- \$63,294.16 in tuition reimbursements were awarded to a total of 50 employees, who are advancing their education in health care.
- \$54.13 million in annual wages were paid to 1,261 employees.

Screenings and Community Outreach

- **West Plains Heart Health Screening** – 271 participated in the cholesterol and blood glucose screening and a screening for Peripheral Arterial Disease (PAD)
- **Mountain Grove Heart Health Screening** – 73 participated in the cholesterol and blood glucose screening and a screening for Peripheral Arterial Disease (PAD)
- **Breast Cancer Screening** – 64 women were screened during OMC's first-ever breast cancer screening in October
- **Prostate Cancer Screening** – 105 men were screened for Prostate Cancer in September
- **Colorectal Cancer Screening** – 139 participated in the free colorectal cancer screening
- **Falls Prevention** – OMC Rehabilitation Services hosted this free event to promote awareness of the risk and complications associated with falls
- **Athletic Physicals** – 364 local student athletes received free athletic physicals at OMC



Grants

- \$10,000 Missouri Foundation for Health: Co-Occurring Disorders Programs at Behavioral Healthcare
- \$10,000 Missouri Foundation for Health: Co-Occurring Disorders Programs at Behavioral Healthcare
- \$2,500 Ozark Health Advocacy Foundation: Purchase of a hearing screening machine for Obstetrics
- \$3,000 MultiPlan: Funds for free community cancer screenings (received in 2010)

Our Leadership

Board of Directors

Marge Slayton (Chair)
Kevin Gleghorn (Vice-Chair)
Kenneth L. Joplin (Treasurer)
Greg Beykirch (Secretary)
Logan Dale
Walter R. Holloway, MD
Judy Ingalsbe
Robert A. Martin, MD
John McCormack, MD
Charles Morgan, MD
Travis Morrison
Christopher Nicholas, MD
Roger D. Shaw, III, DVM
Travis Smith
Bill Wood

Medical Staff Officers

Robert Martin, MD - Chief-Elect
Richard Bowles, MD - Secretary/Treasurer
Charles Morgan, MD - At-Large Board Member

Foundation Board of Directors

Roger D. "Dusty" Shaw – Chairman
Newt Brill
David Gohn
Ken Joplin
Travis Smith
Greg Beykirch
Shawn Marhefka
David Zechman

Administrative Staff

David M. Zechman, FACHE, President
& Chief Executive Officer
Jeannie M. Looper, Chief Operating Officer
Michael A. Gross, Chief Financial Officer
Edward R. Henegar, DO, Vice President of
Medical Affairs
Mary J. Dyck, Vice President of Clinical Services

Volunteer Chaplains Executive Committee

Billy Cawthron, President
Erman Crony, Vice President
Cathy Raves, Secretary
Bill Raves, Member at Large

Our 11-County Service Area



Mission

...to provide high quality, compassionate health care and promote wellness in the communities we serve.

Vision

...to be trusted as the best place to give and receive high quality, compassionate health care.