



# Creating a Healthy Community

2010 Community Report



It's All About...

# Creating a Healthy Community



We continue to build on a legacy of caring by providing quality health care, giving back to our community, and planning for the future through educational support.

## To Our Community and Friends:

Our world is constantly changing. Advances in medicine continue to help our patients live longer, healthier lives. We have expanded and renovated the facilities at Houston Northwest Medical Center to better meet the needs of our growing community. And the neighborhoods where we live and work have developed to reflect a thriving, vibrant society.

Throughout all these changes, Houston Northwest Medical Center has—and continues to be—focused on providing the high level of quality health care that our patients and the greater northwest Houston area deserve. We have accomplished this by ensuring a positive work environment for our employees and staff, and consistently offering compassionate care using advanced technology. We also thank Drew Kahn for his years of leadership to our hospital as chief executive officer and will build on his legacy by continuing to forge beneficial partnerships with both public and private entities for the betterment of all.

We appreciate the trust you have placed in Houston Northwest Medical Center for more than 35 years to care for you and your family. We look forward to a continuation of our commitment to reach all members of our community through education, preventive screenings, support groups, and financial assistance.

Sincerely,



**LINDA MERCIER**  
*INTERIM CHIEF EXECUTIVE OFFICER*

# It's All About... Our Community

Caring for our community extends well beyond the walls of our hospital. Throughout the year, we participated in several initiatives that will culminate in positive, long-term improvements for our surrounding neighborhoods.

## Sheriff's Office

In an effort to help reduce crime and improve access to Harris County Sheriff's Office crime prevention programs, Houston Northwest Medical Center donated office space to deputies for a storefront operation to be conveniently located in the community on the hospital's campus.

## Lone Star College

Houston Northwest Medical Center and Lone Star College-North Harris (LSC-North Harris) have worked together for more than 23 years to offer nursing students a comprehensive nursing school program. Recently LSC-North Harris purchased two office buildings within walking distance to the Houston Northwest Medical Center campus to be used for the college's Health Professions Building.

## Green Medians

Houston Northwest Medical Center proudly supports Green Medians and the beautification of our community. This project, which is an initiative of the Houston Northwest Chamber of Commerce, is designed to help improve traffic flow for the more than 65,000 cars that pass through FM 1960 daily, as well as beautify the area by turning gray, concrete medians into fully-landscaped green medians.



◀◀◀ Harris County Sheriff Adrian Garcia, Major Edwin Davis of the Harris County Sheriff Office's Community Support Division, and Drew Kahn, former chief executive officer at Houston Northwest Medical Center attending the ribbon cutting ceremony at the storefront operation located on the hospital's campus.



We are helping to build a healthier community by participating in events that have a direct impact on the wellness of those who live and work in the northwest Houston area.

Our dedication to the health and wellness of our community includes:

- Reaching out to more than 7,500 Aldine Independent School District, 4,500 Spring Independent School District, and 5,500 Klein Independent School District employees to raise awareness about heart disease among women.
- Partnering with local Chick-Fil-A restaurants to collect toy donations for Northwest Assistance Ministries.
- Becoming the first Community of Respect™ Medical Center in the Anti-Defamation League's Southwest Region.
- Teaming up with the Gulf Coast Regional Blood Center and hosting several blood drives throughout the year.
- Supporting The Cynthia Woods Mitchell Pavilion annual Children's Festival by offering a free Teddy Bear Clinic for children designed to help ease their fears of going to the doctor.

\$32,796

Raised by Houston Northwest Medical Center employees on their own time to support local walks benefiting local non-profit organizations, including the American Heart Association, American Cancer Society, American Diabetes Association, Breast Cancer Network of Strength, and Susan G. Komen Foundation.

# It's All About... Health Improvement

At Houston Northwest Medical Center, we believe the greatest opportunity for long-term health improvement is to empower individuals to make informed health decisions through education and to encourage prevention of disease through wellness and early detection.

To help members of the community safeguard their health, we offer a variety of health screenings, seminars, and programs aimed at identifying conditions at early stages. Throughout the course of the year, we sponsored numerous events on a wide range of health topics, ranging from breast, skin, colon and prostate cancer, to fall prevention, heart disease, stroke and diabetes.

We also teamed up with local business partners to encourage healthy lifestyle choices, such as co-hosting an inaugural Family Butterfly Walk with Legacy Land Trust. This event was a community-wide effort to engage families to have healthy fun while spending time outside, getting some exercise, and learning more about butterflies and nature in their own neighborhood.

Our dedication to health and wellness is part of our culture and is evident in the fact that Houston Northwest Medical Center has been recognized as a Platinum-Level Start! Fit-Friendly Company by the American Heart Association's Start! Movement for helping our employees eat better and move more.



“We are committed to reducing the incidence of disease through prevention and education programs.”

—Marc Biehl, director of Business Development

More than **415**  
EZ-detect colon  
cancer kits were  
requested as a result  
of the hospital's  
community aware-  
ness campaign  
in 2009.

Houston Northwest Medical Center continues to meet the growing health demands of our community. This commitment is reflected in providing new and innovative treatment options for patients, additional healthy food options when dining in the hospital, and at-home colorectal cancer screening kits.

In the Rehabilitative Services Department, patients are now swinging, running, throwing, catching and hitting their way through rehabilitation therapy using Wii video games.

A new SUBWAY® restaurant was recently opened in the hospital to give guests and staff members nutritional fast food options. Having SUBWAY conveniently located on the campus reflects the hospital's commitment to service by giving employees and visitors even more healthy food choices in addition to those available in the cafeteria.

To help increase awareness about colorectal cancer and the importance of early screening, Houston Northwest Medical Center offers free EZ-detect colon cancer kits that can be done in the privacy of home. The kits are available during National Colorectal Cancer Awareness Month in March. Regular screenings can often find colorectal cancer early, when it is most likely to be curable.

“The Wii video games are integrated into our therapy,” said Courtney Bryan, PT, director of Rehabilitative Services. “Patients enjoy the video games because they are fun and provide a therapeutic benefit. Plus, people of all skill levels can play.”



**6,985**

Calls made to our  
community health line  
in 2009

**2,746**

Health care consumers who  
attended a class, support group,  
screening, seminar, blood drive  
or special program  
in 2009

**10,626**

Number of screening and  
diagnostic mammograms  
performed in 2009

# It's All About... Quality Care

Quality care is not just something we talk about. We provide it every day. Quality care is reflected in the experience our staff members have to use some of the latest technology when offering advanced medical treatment.

Quality care is checking on patients as we would a member of our own family. It is the gentle touch we offer to patients before they go into surgery and the reassuring word we provide to children who may be away from home for the first time. Quality care means we constantly look for ways to improve and always treat patients as individuals.

Over the years, Houston Northwest Medical Center has earned numerous awards for quality health care. These commendations have been made possible because of our dedicated team of health professionals. Everyone, from doctors, nurses and allied health professionals, to support staff and administrative personnel, has worked diligently to set us apart from other medical facilities and make us the hospital of choice for our community.

At Houston Northwest Medical Center, our ability to quickly recognize and treat patients suffering from a heart attack has earned us the distinction of being recognized as Houston's first Cycle III Accredited Chest Pain Center with PCI. You can count on us because we are focused on improving the quality of life for our patients by delivering quality health care and offering advanced medical treatment.



“We care for each child as if they are our own. Children’s services are just one of our many specialties.”

—Terry Kirk, RN, chief nursing officer

## Houston Northwest Medical Center is recognized by numerous organizations for quality in health care.

- The Society of Chest Pain Centers recognizes the hospital as a Cycle III Accredited Chest Pain Center with PCI for providing high quality care to cardiac patients.
- The American Heart Association honors the hospital with the Get With The Guidelines®—Coronary Artery Disease Gold Achievement Award and the Get With The Guidelines—Heart Failure Gold Achievement Award.
- The Institute for Healthcare Improvement has named the hospital as a Mentor Hospital for heart attack. Houston Northwest Medical Center is the only hospital in Texas with this distinction.
- The Texas Department of State Health Services has designated the hospital a Level III trauma facility.
- The National Consortium of Breast Centers, Inc. recognizes The Breast Center as a Certified Quality Breast Center of Excellence. Houston Northwest Medical Center is the only hospital in Texas and one of eight in the nation to earn this distinction.
- The American Society for Metabolic and Bariatric Surgery designates the hospital as a Bariatric Surgery Center of Excellence®.
- TMF Health Quality Institute, the Medicare Quality Improvement Organization for Texas, honors the hospital with the Texas Health Care Quality Improvement Award.
- Tenet Healthcare Corporation recognizes the hospital with the prestigious Tenet Circle of Excellence Award for the third consecutive year.
- The Diabetes Self-Management Education Program at Houston Northwest Medical Center has been recognized by the American Diabetes Association for Quality Self-Management Education.
- The American College of Radiology designates the hospital as an Accredited Facility in the areas of Mammography, Stereotactic Breast Biopsy, Breast Ultrasound, Computed Tomography, Magnetic Resonance Imaging, Nuclear Medicine, and Ultrasound.
- The Breast Center is designated a Breast Imaging Center of Excellence by the American College of Radiology.
- The Intersocietal Commission for the Accreditation of Vascular Laboratories designates the hospital as an Accredited Vascular Laboratory in the areas of Extracranial Cerebrovascular, Peripheral Arterial, and Peripheral Venous.



# It's All About... Health Care Education

We believe that by investing in the education of doctors, nurses and allied health professionals today we are helping to ensure that quality medical care will be available to patients in the future.

At Houston Northwest Medical Center, we are committed to providing comprehensive nursing school programs developed by accredited colleges and institutions. By working with the Health Occupational Science Program at Carl Wunsche Senior High School, we are able to offer high school students an opportunity to rotate through various hospital departments to observe necessary skills and procedures. We also are proud to finance scholarships through our Auxiliary to help students pursuing a health-related degree.

We have forged strong affiliations with local schools and institutions of higher learning including:

- The Health Occupational Science Program at Carl Wunsche Senior High School (a Career Academy in Spring Independent School District).
- Houston Community College.
- Lone Star College-Kingwood.
- Lone Star College-North Harris and Lone Star College-Tomball.
- Lone Star College System Continuing Education Program.
- Texas Women's University.

“We value our long-standing relationship with Lone Star College-North Harris. We have worked together for more than 24 years to offer nursing students a comprehensive nursing school program.”

—Jan Jeansonne, education manager



Each year the Auxiliary at Houston Northwest Medical Center awards scholarships to graduating high school seniors from the Aldine, Klein and Spring school districts, as well as several college students. The scholarships, which are funded by proceeds from the hospital gift shop, help cover the costs of tuition, books and associated fees for students enrolled in a medical training program or pursuing a medical or health-related career in college. Since its inception in 1973, the Auxiliary has awarded more than \$2 million in scholarships.

The hospital also funds several scholarship endowments through the Klein and Spring Education Foundations and Lone Star College Foundation.

Houston Northwest Medical Center's close proximity to Lone Star College enables the sharing of resources, the continuing ability to provide clinical experience for students, and the forging of an even stronger bridge between academia and service. Many graduating nurses from the college participate in the hospital's RN Nurse Residency Program, which helps prepare students for the work they will do as nurses, as well as enhance their clinical skills and knowledge.



“This year marked a milestone in the Auxiliary’s history. Proceeds from the hospital gift shop, which the Auxiliary operates, have funded more than \$2 million in scholarships given to local students pursuing a medical or health-related career.”

—Linda Mercier, interim chief executive officer

# It's All About... Compassionate Care

Compassion, a strong work ethic, and a culture of caring are the backbone of Houston Northwest Medical Center. Our staff members have not only the experience to provide quality health care, but also the innate understanding of what patients need so they can benefit from a high level of medical care. Our nurses, allied health professionals, support staff, and administrative personnel are always focused on improving the quality of life for each and every patient.

This compassionate care that is a hallmark of Houston Northwest Medical Center is exemplified in the recognition of several staff members who represent everyone at the hospital who treats each patient with consideration and dignity.



**Elaine Johnson, RN**, staff nurse/educator, received the Broad Shoulder Award from *Houston Woman Magazine*. The award is given to “a woman who exemplifies sincere friendship and provides comfort and support in good times and bad.”



**Grace Heffron, RN**, ambulatory care staff nurse, has been inducted into the Tenet Heroes Hall of Fame, Tenet Healthcare Corporation's highest award for employees.



**Pat Ruffing, RN**, occupational health case manager, has been named one of the 10 outstanding nurses to receive the Salute to Nurses Award from the *Houston Chronicle*. Winners were selected from approximately 1,700 nominations submitted by newspaper readers.

“We believe that compassionate care involves treating each patient as a member of our family by supporting each patient’s right to be a decision maker in his or her care, and understanding that each patient possesses an identity of his or her own that must be preserved and respected.”

—Tamara Mitchell, M.D., medical director of The Breast Center and radiologist on the medical staff at Houston Northwest Medical Center

# It's All About... Leadership

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## Members of the Medical Executive Committee

Back row from left to right:

Asaf Qadeer, M.D., Richard Noel, M.D., LaBaron Washington, M.D., Khawaja Azimuddin, M.D., Mary K. Crow, M.D., and Ralph Norton, M.D.

Middle row from left to right:

Glenn Morgan, M.D., Louis Knight, M.D., Gustavo Grieco, M.D., Dexter Turnquest, M.D., and Rupin Kadakia, M.D.

Front row from left to right:

Rami El-Wali, M.D., George Davis, M.D., Alan Bentz, M.D., Michelle McLellan, M.D., and Robert Wessels, M.D.

Not shown:

Syed Arshad, M.D., Lynn Copeland, M.D., Frank Corredor, M.D., Thrity Desai, M.D., Richard Foley, M.D., Larry Grissom, M.D., Padmavati Kumashi, M.D., Herbert O'Brien, M.D., and Phillip Sutton, M.D.



# It's All About... Supporting Our Community

Some companies sponsor community events. Others hold food drives. And a number of businesses support local walks to benefit non-profit organizations. Throughout the year, Houston Northwest Medical Center does all these things—and much more. We also offer a variety of health screenings and seminars, coordinate blood drives, and staff health fairs. We do all this because we are committed to using our resources to improve the health and well-being of our community.

Each year, the hospital hosts, participates or sponsors more than 50 events, including the MS 150 Bike Ride, Relay for Life, Salute to Law Enforcement, and many more.

The hospital also partners with numerous organizations to raise money for various worthy causes.

We have participated in walks benefiting the American Heart Association, American Cancer Society, American Diabetes Association, and Susan G. Komen Foundation. In addition, we have supported Northwest Assistance Ministries through food and toy drives.

Throughout the year, we provide assistance to reach as many members of our community as possible by supporting numerous non-profit organizations such as the following:

- Cell Phones for Soldiers
- Houston Intercontinental Chamber of Commerce
- Houston Northwest Chamber of Commerce
- Klein ISD Education Foundation
- Lone Star College Foundation
- Northwest Assistance Ministries
- Pearl Fincher Museum of Fine Arts
- South Montgomery County Woodlands Chamber of Commerce
- Spring Independent School District Education Foundation
- The Cynthia Woods Mitchell Pavilion



“We all take pride in taking an active role in supporting our community. We not only work here, we live here too.”

—Tosha Morton, RT(R)(M)(CT), The Breast Center manager

# Financial Community Benefits

For the 12-month period January 1, 2009, through December 31, 2009

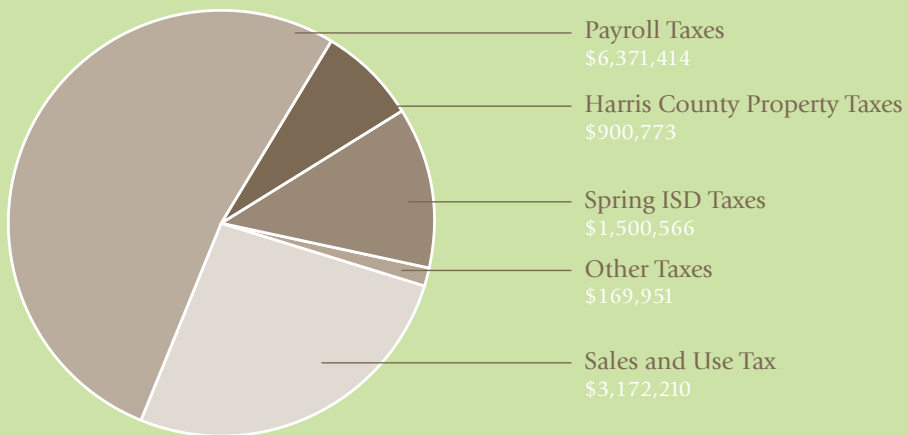
## 2009 Charity and Discounted Cost of Care

Charity	\$ 6.5M
Loss on Public Programs (Medicaid)	\$ 9.3M
Community Health Improvement Services	\$ 0.1M
Total Community Benefit <sup>1</sup>	\$15.9M
Uncollectible <sup>2</sup>	\$17.9M
Total Unreimbursed Cost of Care and Community Health Improvement Services	\$33.8M

<sup>1</sup>Total Community Benefit is unreimbursed care based on Catholic Health Association guidelines, which include standardized approaches for counting community benefit using consistent accounting methods.

<sup>2</sup>Uncollectible is cost of care for patients who have not met charity guidelines and did not pay for their care.

## 2009 Schedule of Tax Expense





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