

 Health
Connected
in caring and community

Report to Our Communities | **2024**
Huntsville Hospital Health System



Mission

To provide high quality care and coordinated services that improve the health of our communities



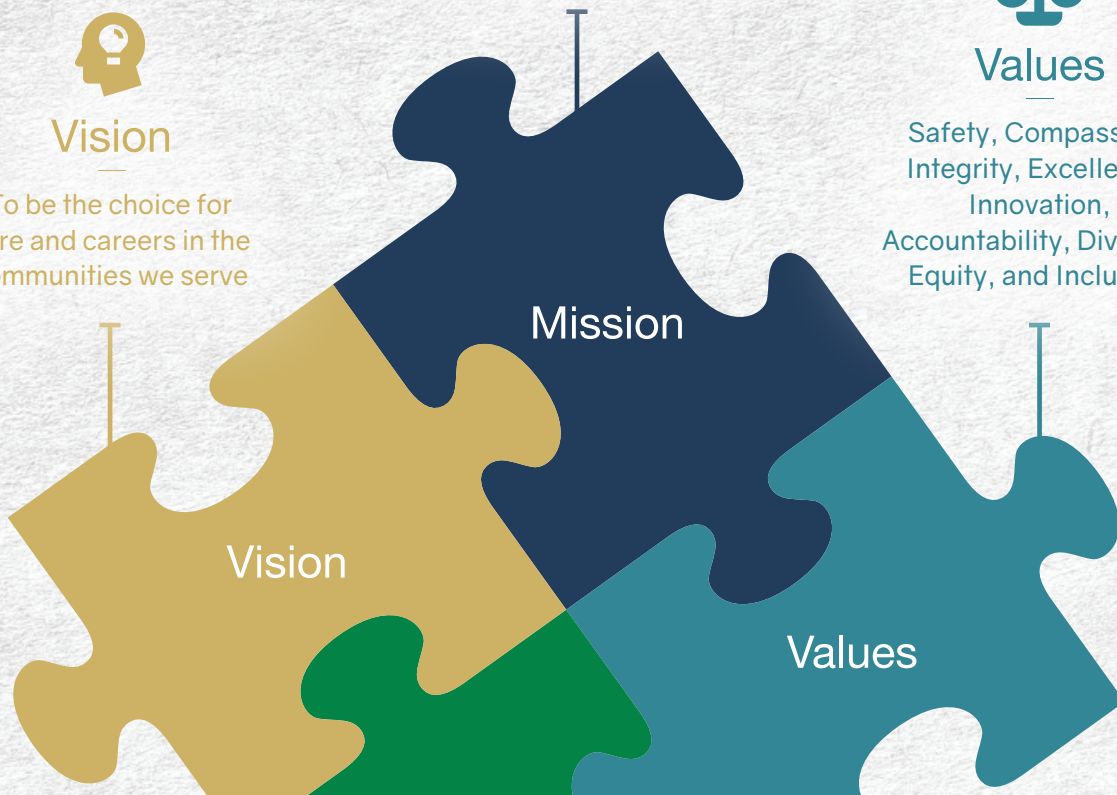
Vision

To be the choice for care and careers in the communities we serve



Values

Safety, Compassion, Integrity, Excellence, Innovation, Accountability, Diversity, Equity, and Inclusion



Health

HUNTSVILLE HOSPITAL HEALTH SYSTEM



Jeff Samz
Chief Executive Officer



Philip W. Bentley, Jr.
*Chairman, Health Care Authority
of the City of Huntsville*



We are stronger when we are *Connected*

We have all read or heard about the challenges that rural hospitals are facing. Some have curtailed critical services and some have even closed. This picture is true in some parts of Alabama, but thankfully, there is a different picture in the Tennessee Valley. Hospitals in our region are challenged, but we remain open for service to our local communities. How is this so? We believe that one of the main reasons is the connective strength of Huntsville Hospital Health System. Together, we are helping each other to continue to fulfill our local missions.

In this 2024 Report To Our Communities you will find evidence of the connected strength of Huntsville Hospital Health System. You will also find a brief review from our hospitals, as well as a report on the quality measures in our facilities. Safety will always be the number one priority for our Health System, regardless of where we serve you.

Included in this report is a list of the local board members in each hospital in our system. You will know many of them. They are volunteers who are committed to their communities and to the patients in their local hospitals. We thank them for their dedication and service. Indeed, we thank all of our team members who help us deliver care and services throughout the region — nearly 20,000 employees, hundreds of physicians, and thousands of community members who support us with their resources and advocacy.

We especially thank all of our patients for choosing Huntsville Hospital Health System and our services for your care. It is a privilege to serve you.

Jeff Samz
Chief Executive Officer

Philip W. Bentley, Jr.
*Chairman, Health Care Authority
of the City of Huntsville*

The Health Care Authority of the City of Huntsville
Governing body of Huntsville Hospital Health System



Philip W. Bentley, Jr.
Chairman



Mike Goodman
Vice-Chairman



Frank Caprio
Secretary-Treasurer



Amit Arora, MD



Jim Bolte



Kerry Fehrenbach



Tharon Honeycutt



Janice Johnson



Michael McFadden, MD



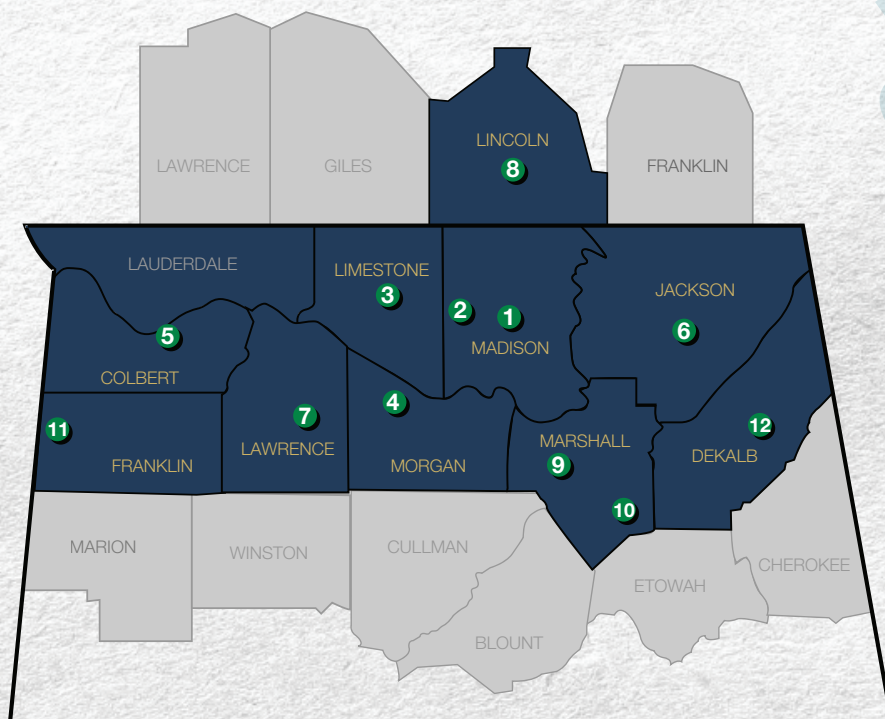
Beth Richardson



Roy Rollings

Health System Hospitals

1. Huntsville Hospital
Huntsville Hospital for Women & Children
2. Madison Hospital
3. Athens-Limestone Hospital
4. Decatur Morgan Hospital (Decatur Campus)
Decatur Morgan Hospital (Parkway Campus)
Decatur West Hospital
5. Helen Keller Hospital
6. Highlands Medical Center
7. Lawrence Medical Center
8. Lincoln Health
9. Marshall Medical Center North
10. Marshall Medical Center South
11. Red Bay Hospital
12. DeKalb Regional Medical Center



Entities and Relationships

System Entities

Huntsville Hospital
Huntsville Hospital for Women & Children
Madison Hospital
Huntsville Hospital Foundation
Caring for Life (Hospice Family Care)
Athens-Limestone Hospital
Decatur Morgan Hospital
- Decatur campus
- Parkway campus
- Decatur West
DeKalb Regional Medical Center
Helen Keller Hospital
Highlands Medical Center
- Cumberland Health & Rehab
- Highlands Health & Rehab
Lincoln Health System
- Donalson Care Center
Marshall Medical Centers
- North and South
Red Bay Hospital

Heart Center

The Orthopaedic Center (TOC)
Spine & Neuro Center
Physicians Network

Other Ownership Relationships

Continuum RX (Home Infusion)
North Alabama Community Care
The Surgery Center of Huntsville
Alliance Cancer Care
North Alabama Managed Care Inc.
CompOne
Health Group of Alabama (HGA)
- Occupational Health Group
- Laundry
- Medicaid Maternity Care
- Home Medical Equipment
LHC Home Care
HH Urgent Care
HH Wound Care
North Alabama Specialty Hospital

Management Agreement

Lawrence Medical Center

Affiliate Relationships

St. Jude Hospital Affiliate Clinic

Emergency Medical Services

HEMSI (Huntsville Emergency Medical Services, Inc.)
City of Decatur
Colbert County
Franklin County
Limestone County
Lincoln County, TN
Jackson County
Marshall County
Morgan County



Connected in caring and community

From its inception, a primary purpose of Huntsville Hospital Health System has been to connect hospitals across our region in ways that improve the health in local communities. Better health from better health care. Even in today's challenging environment, our Health System is making meaningful strides in the communities that we serve across the Tennessee Valley.

The strength of being connected is evident in many ways, including workforce training, upgrading facilities and technologies, moving toward a common electronic medical record, recruiting more physicians, and sharing expertise of all kinds. By connecting, we are delivering better care to our patients and working to strengthen the condition of our local hospitals. Here is a sample of the connections that are improving our hospitals and the care that is delivered in our region.

Connected by mission

When your mission, vision and values are the same, progress is more likely. All of our hospitals serve as the health care safety nets for their respective communities. We exist to serve our patients and we share resources and expertise among our facilities on a daily basis.

Connected through information systems

We are working through our system of hospitals to build a common electronic medical record so that whether you are a patient in Helen Keller Hospital in Sheffield or in Huntsville or Marshall Medical Center, your physician will be looking at the same computer screen with the same information. It's an ongoing, massive project but it is worth it.

Connected with telemedicine

Telemedicine services save time and lives. Specialty physicians in Huntsville and elsewhere are delivering online care to patients throughout our system. From our North Alabama Neuro Stroke Network to a Telemedicine Psychiatric Consult service, we are connecting Emergency Departments to help diagnose and treat patients in rural communities.

Connected for rural health

Standalone hospitals are under siege, especially those located in rural communities. Our Health System is reaching out to hospitals in our region. We believe that health care is best delivered locally but doing so has become very difficult in many rural counties. Together, we are working to keep locally delivered care available in our region. Just recently, DeKalb Regional Medical Center in Fort Payne joined the Health System, becoming the 14th hospital to be a part of our organization.

Connected for specialty care

The availability of specialized care is critical in a region like ours. Long-term acute care is one example. This specialty is for patients with serious medical conditions that require care on an ongoing basis but no longer require intensive care or extensive diagnostic procedures. North Alabama Specialty Hospital has opened in the former Encompass facility in Huntsville. There will be 47 beds for long-term acute care patients.

Connected with ambulance services

Dialing 911 connects you with the local emergency response system, which sets in motion your emergency transport team. Our Health System provides ambulance services in multiple communities and we're excited that HEMSI (Huntsville Emergency Medical Services, Inc.) joined our team in early 2024.

Connected in workforce development

For several years the biggest challenge in health care has been staffing. Huntsville Hospital Health System is aggressively developing our own workforce in conjunction with colleges and universities in our region. Our efforts are paying dividends for our Health System — nurses, radiology technologists, operating room staff, pharmacy technicians and other needed professionals are receiving training from our team and coming to work for us upon graduation. It is a win-win connection for our hospitals and our communities.

Connected for growth

The population growth projections for North Alabama and the Huntsville metro area are well known. It's phenomenal and it's happening now. Health care is vital and we are actively planning and responding to it. New facilities, like the Orthopedic & Spine Tower and the new Bed Tower in Marshall Medical Center South, are evidence of our commitment. Further expansion in our growth corridors is a key strategy for us, as is physician recruitment and workforce training. North Alabama and southern Tennessee depend on Huntsville Hospital Health System.





STATISTICS

102,602 
ADMISSIONS

1,217,830
OUTPATIENTS 

340,062 
ER VISITS*

100,946 
SURGERIES

 9,733
BABIES BORN

19,597 
EMPLOYEES

\$5.5 Billion
ECONOMIC IMPACT**

\$215 million
DIRECT CAPITAL INVESTMENT

\$175,262,278
ACTUAL COST OF UNCOMPENSATED CARE

Data for fiscal year ending June 30, 2023

*Includes adult, pediatric and obstetrical patients.

**Calculated by IMPLAN model from Alabama Hospital Association



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Shannon Phillips
Lisa Graben

MILESTONES IN OUR HOSPITALS

Huntsville HOSPITAL



Tracy Doughty
President and
Chief Operating Officer

- HEMS I joins the system
- The Orthopaedic Center (TOC) joins the system
- LPN Launch program graduates begin employment
- Specialty Pharmacy receives URAC accreditation
- Imaging Center opens in Orthopedic & Spine Tower
- Gateway Medical Clinic opens to support Team Redstone
- North Alabama Specialty Hospital relocates to medical district
- 1,000th TAVR cardiac procedure performed
- Stroke program recognized for excellence by AHA

Huntsville Hospital for WOMEN & CHILDREN

- Pediatric cardiology now offered at the Heart Center
- New pediatric surgeon joins hospital
- Delivered more than 5,000 babies in 2023
- New Kids Care ambulance in service
- Canines for Coping program expanded

Athens-Limestone HOSPITAL



Traci Collins
President

- Earned Medicare 4 star rating from CMS
- Ambassador program with city and county high schools
- Recruited thirteen new physicians
- New service lines: Mental Health Clinic and Gastroenterology Clinic; firsts in Limestone County
- Nurse apprenticeship program with Calhoun Community College

Decatur Morgan HOSPITAL



Kelli S. Powers
President

- Leapfrog safety score of B
- Nurse apprenticeships with area colleges
- Emergency Medicine-trained physicians in both emergency departments
- Added Pet/CT imaging technology

Madison HOSPITAL



Mary Lynne Wright
President

- Robotic surgery program initiated
- Apple, a petite black labrador retriever, joins the Madison care team
- Partnered with Madison Fire Department on Safe Haven Baby Box
- Obstetrics certified midwife program established
- Participated in Madison City Schools Ambassador program

Helen Keller & Red Bay HOSPITALS



Kyle Buchanan
President

- Cerner/1Chart electronic medical record system implemented in hospital
- Keller Initiative for Nursing Diversity – Scholarships at University of North Alabama
- Joint Commission certification for sepsis treatment
- Expansion of robotic surgery program at Keller

Highlands MEDICAL CENTER



Ashley Pool
President

- Added pain management service
- Opened pediatric practice
- Recruited general surgery and OB/GYN physicians
- Added an employee health clinic
- Nursing apprenticeships with Northeast Alabama Community College
- Building renovations and facility updates
- Outstanding performance in preventing infections

Lincoln MEDICAL CENTER



Mary Beth Seals
President

- Completed high reliability training
- Established a Certified Nurse Assistant training program
- Established occupational health program
- Home Health and Hospice programs receive national best practice awards
- Participated in One Day of Hope event

Marshall MEDICAL CENTERS



Chris Rush
President

- Marshall South bed tower opens with 64 new patient rooms
- Growth in rheumatology and sleep service lines
- Robotic assisted surgery now available at the north and south campuses

Lawrence MEDICAL CENTER



Dean Griffin
President

- Upgraded MRI to latest technology
- Successful Joint Commission survey

DeKalb Regional MEDICAL CENTER



Darrell Blaylock
President

- Part of HH Health as of April 1
- Located in Fort Payne
- 115 licensed beds
- Leapfrog Grade A



SAFETY & QUALITY REPORT

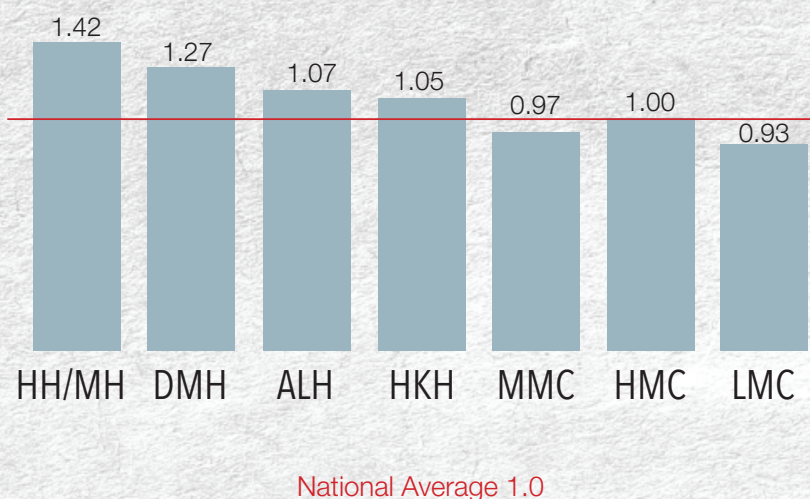
Huntsville Hospital Health System is committed to providing safe, quality care to our patients. Developing a culture of high reliability is inherent in our pledge to Be Safe, Be Caring and Be Kind in all that we do. As we continue to focus on improving our care for you, we remain transparent in the reporting of our safety and quality measures. The following charts reflect the most recent periods for which data is available. The measures provided show the progress and the challenges in our journey.

Patient Safety Indicators

(PSIs) are a set of measures that provide information on potential hospital complications and adverse events following procedures. The measure shown to the right includes the following PSIs: decubitus ulcer, iatrogenic pneumothorax, postoperative hip fracture, perioperative hemorrhage or hematoma, postoperative acute kidney injury, postoperative respiratory failure rate, perioperative pulmonary embolism or deep vein thrombosis, postoperative sepsis, postoperative wound dehiscence and accidental puncture or laceration. This index value is a ratio of observed to expected events. The goal is to remain below a score of 1.0.

Patient Safety Composite Index

July 2020 - June 2022



Data source: Hospital Compare
www.medicare.gov/hospitalcompare

CHART KEY

HH - Huntsville Hospital
MH - Madison Hospital
DMH - Decatur Morgan Hospital
ALH - Athens-Limestone Hospital

HKH - Helen Keller Hospital
MMC - Marshall Medical Centers
HMC - Highlands Medical Center
LMC - Lincoln Medical Center

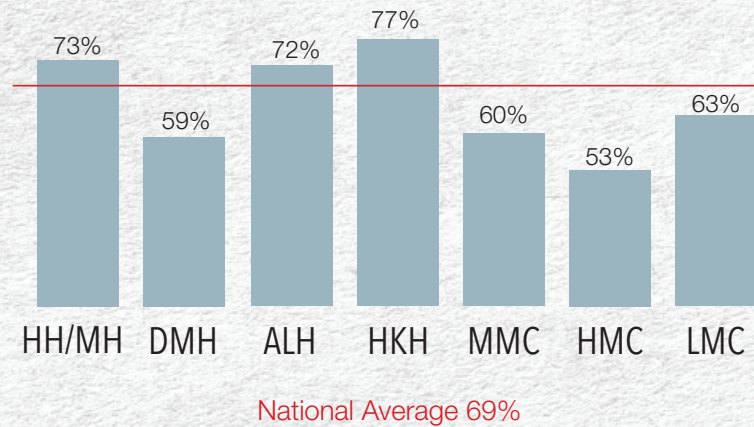
**Huntsville Hospital data includes Huntsville Hospital Main, Huntsville Hospital for Women & Children and Madison Hospital. Decatur Morgan data includes Decatur and Parkway campuses. Helen Keller data does not include Red Bay Hospital.*

HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) is a national survey instrument and data collection methodology for measuring patients' perceptions of their hospital experience. The survey is conducted on behalf of CMS, which oversees Medicare and Medicaid. The "Likelihood to Recommend" question measures the percentage of patients who answered "always."

Data source: Hospital Compare
www.medicare.gov/hospitalcompare

Inpatient Willingness to Recommend

July 2022 – June 2023

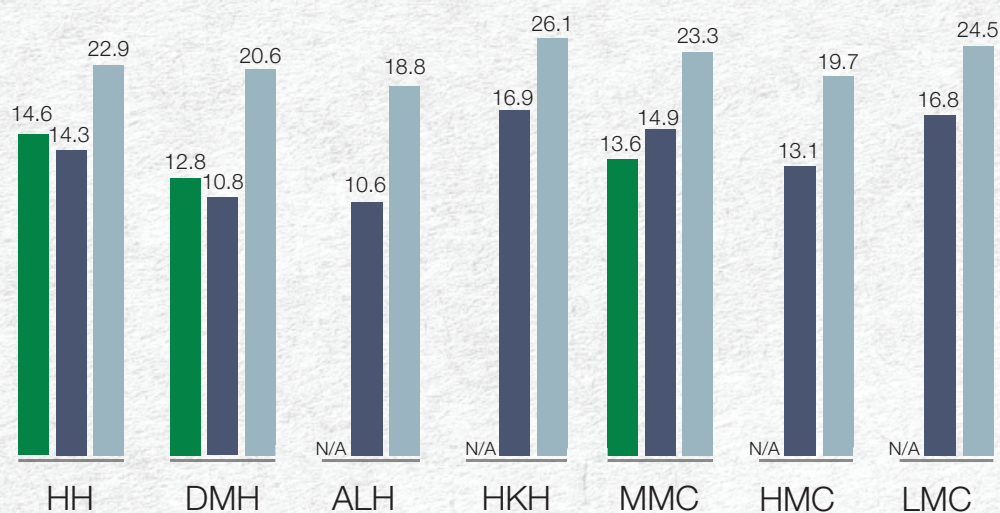


30-day mortality rates are the percent of patients who expire within 30 days of being hospitalized. Mortality rates are considered an "outcome of care" measure and show what happened after patients with certain conditions receive care. The rates are "risk-adjusted," meaning the calculations take into consideration the patients' severity of illness upon admission.

Data source: Hospital Compare www.medicare.gov/hospitalcompare

30-day Mortality Rates (30 days from admission)

Inpatient Medicare only | July 2019 – June 2022



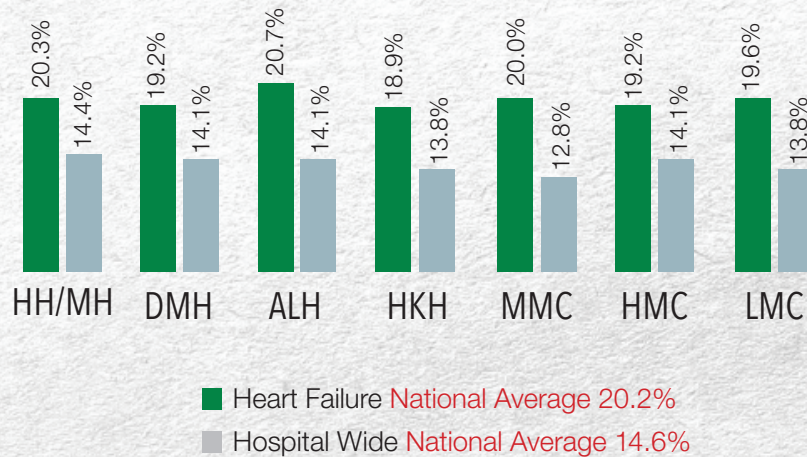
■ Acute Myocardial Infarction (Heart Attack) **National Average 12.6%**
 ■ Heart Failure **National Average 11.8%**
 ■ Pneumonia **National Average 18.2%**

30-day Readmission Rates (to any acute facility)

Inpatient Medicare only

July 2019 – June 2022 (Heart Failure)

July 2021 – June 2022 (Hospital-wide)



30-day readmission rates

are the percent of hospitalized patients who return to the hospital within 30 days of discharge. While some readmissions are appropriate, the measure is intended to highlight readmissions to the hospital that were potentially avoidable. The rates are “risk-adjusted,” meaning that the calculations take into consideration the patients’ severity of illness upon admission.

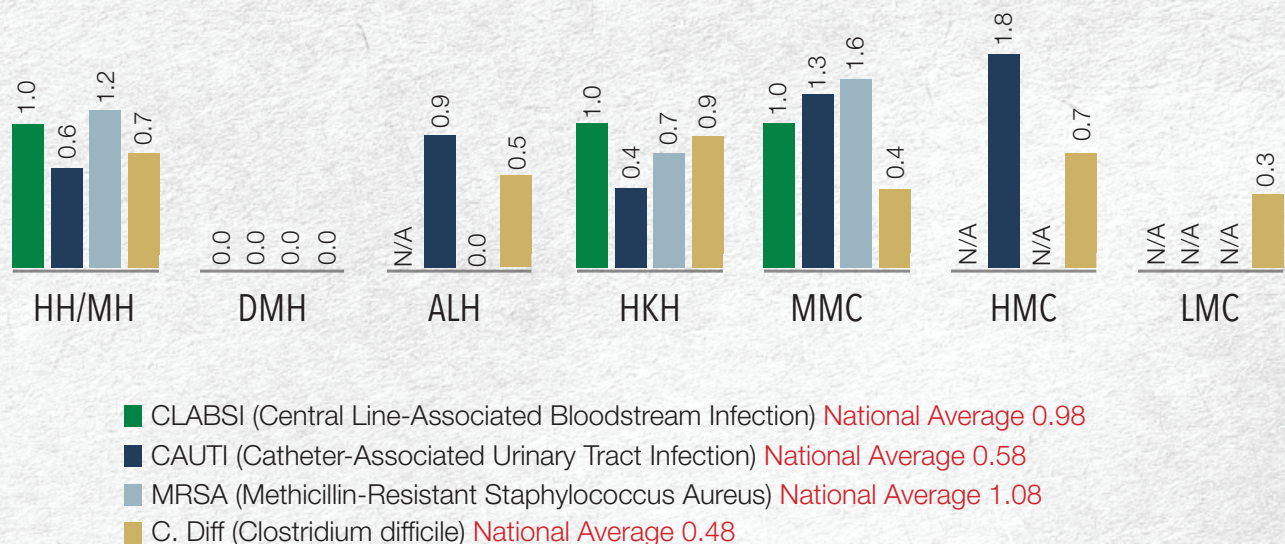
Data source: Hospital Compare
www.medicare.gov/hospitalcompare

Health care-associated infections (HAIs) are infections people get while they are receiving health care for another condition. HAIs can happen in any health care facility, including hospitals, ambulatory surgical centers, end-stage renal disease facilities, and long-term care facilities. HAIs can be caused by bacteria, fungi, viruses, or other, less common pathogens.

Data source: Hospital Compare www.medicare.gov/hospitalcompare

Hospital-Acquired Infections

July 2022 – June 2023



Ratio of the actual observed rate to the predicted rate.



HUNTSVILLE HOSPITAL HEALTH SYSTEM

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hh.health



This publication is produced by the HH Health System Marketing Department.