

CHARLOTTE REGIONAL MEDICAL CENTER



ANNUAL REPORT
September 2011

809 E. MARION AVE, PUNTA GORDA, FL 33950



Growth and Development – 2011 in review

Growth and development are an important part of any community, and Charlotte Regional continues to grow and develop in ways that will provide quality services to the community in which we live.

In early May, Charlotte Regional installed the **da Vinci® Si™ Surgical System** and is the only hospital in the community with this equipment and technology. The system allows physicians to perform robotic-assisted minimally invasive surgery offering many benefits to patients including less pain, a reduced risk of infection, smaller incisions, and shorter hospital stays with quicker recoveries. The equipment allows patients to have access to the latest and best surgical solutions in their hometown.

Over the past year, the hospital has opened a brand new **Outpatient Center** in its Medical Office Building, offering patients spacious and comfortable waiting and testing areas with views of Charlotte Harbor.

Patient Admitting was relocated from the Main Lobby to the Emergency Room Lobby in allow for more patient privacy and streamline the admitting process.

Charlotte Regional also **recruited nine (9) physicians** who have made Punta Gorda their home and bring expertise in the areas of Electrophysiology, Family Practice, Internal Medicine, Interventional Cardiology, Neurology, and Orthopedic Surgery.

We've added some new life to all the buildings on campus with a **fresh coat of paint** giving us a Southwest Florida feel that blends in with the downtown Punta Gorda design aesthetic.

In an effort to integrate new technology and offer our physicians and staff a more efficient way to manage patient medical records, Charlotte Regional recently went live with **Horizon Patient Folder (HPF)**, an electronic medical record. The HPF technology allows authorized physicians and staff to review, analyze, and complete patient records in electronic form. Because the record is in electronic form, many people can review the record at the same time, allowing for increased efficiency and improved continuity of care.

Patient Safety continues to be a top priority as evidenced by the installation of the **Care View** system in August. Care View is a patient monitoring system designed to reduce the risk of falls by allowing nurses continual observation of movement from the nursing station.

Mission and Vision

“Caring Professionals Dedicated to Serving Our Community”

Charlotte Regional Medical Center is an award-winning hospital with several services that have earned us nationwide distinction. Our caring professionals are dedicated to serving our community, and we strive to provide the highest quality of care to each and every patient. We value and respect our customers and are committed to providing them with improved healthcare services close to home.





G2G Launch – November, 2010

“The G2G Professional Development Team is all about “creating a culture of learning and growth” for our associates. Our team is all about setting an example and being a positive catalyst for change...that matters most to us and our community.”

- Faye Peraza, Professional Development Team Chairman

“Innovation is a multidisciplinary team effort at CRMC. We gather the best ideas from the employees and physicians who are working with our systems every day in an collaborative effort to improve our quality, productivity and efficiency and to expand our service lines to better serve our patients and our community.”

– Chris Miller, WOW Innovation Team Chairman



Getting to Great

In the fall of 2010, Charlotte Regional began the “Getting to Great” or G2G program. This program provides professional development and training to all employees of the hospital to empower associates in creating a culture of excellence. The guiding principles of the G2G program enable every staff member of the hospital to focus on communication, learn as professionals, and provide outstanding customer service. These guiding principles are:

- We are servant leaders
- We do the right thing
- We don’t settle

The six G2G teams include the Associate “A” Team, WOW Innovation, Professional Development, Patient Satisfaction, Communications, and Physicians Relations.

Up and Coming

The transition of the cardiac program to Peace River Regional Medical Center in early 2012 offers CRMC the opportunity to expand existing programs, develop new ones, and offer facility enhancements to our patients and visitors.

- The da Vinci® is currently being used for urologic procedures, but will expand into general and gynecologic surgery in late 2011 with new procedures and applications to be added in 2012.
- Expansion of Orthopedics, Spine & Neurology programs.
- Expansion of psychiatric services at Riverside Behavioral Health to better serve the needs of our community and offer patients the services they need close to home.
- The New Vision inpatient medical stabilization program for adults with drug, alcohol, and other related health issues will begin in September 2011.
- Remodeling of our Intensive Care Unit (ICU).
- Addition of private patient rooms.
- Remodeling of the main lobby.



Charlotte Regional Medical Center is committed to helping seniors make healthy choices that enable them to live their lives to the fullest.

Ever-changing advancements in health care allow patients to live longer and improve their overall health. Senior Extra hosts a variety of events to share the latest health care news with local seniors. Participating seniors benefit from a wide array of learning opportunities such as medical lectures, screenings, exercise classes, walking groups, and health fairs.

With more than 500 members, Senior Extra helps foster relationships and provide social networking opportunities for seniors in our local community. Members participate in local charity events as well as enjoy various play dates such as card parties, movie days, Pottery Palooza, BINGO, and more. Discounts to area merchants are also a highlight of the program.

Creating a community of knowledgeable, empowered seniors is a priority at Charlotte Regional. Good medicine combined with preventative care helps everyone.



Charlotte Regional joined many other Punta Gorda businesses in the American Heart Association's Start! Heart Walk on February 5, 2011 and raised \$14,200 for the American Heart Association.

Charlotte Regional and the Community

"Not only is Charlotte Regional Medical Center the largest private employer in Punta Gorda, the hospital is a huge community partner in sponsoring many programs throughout the community"

***Harvey Goldberg, Mayor of Punta Gorda
Moderator-Elect, Charlotte Regional Board of Trustees***

Charlotte Regional believes that being a community partner is an important corporate responsibility. The hospital participates in several community events and offers other services to the community. In 2010, the hospital supported various organizations with donations that totaled over \$85,000. So far for 2011, over \$50,000 has been donated.

In December of 2010, the hospital partnered with several area restaurants to offer heart-healthy food items and heart-healthy alternatives on menus as part of the hospital's new **Healthy Hearts Dining Program**. The Heart Healthy choices at participating restaurants are highlighted on the menu with the special Healthy Hearts Dining Program symbol.

Charlotte Regional provided an annual sponsorship to **Team Punta Gorda** for the Pedal & Play event that took place on March 19, 2011 and sponsored the Harbor Run/Walk event on March 26, 2011 for Main Street Punta Gorda.

For the **Relay for Life of Punta Gorda** that took place on April 9, 2011, the Charlotte Regional team raised nearly \$ 15,000 for the American Cancer Society.

Charlotte Regional and the Community (Continued)

Twenty team members from Charlotte Regional joined together to participate in the Punta Gorda Chamber of Commerce **Dragon Boat Festival** on April 23, 2011. The team enjoyed competing in the fun sporting event and building relationships with other teams from the community.

During the month of April, Charlotte Regional became the newest host site for bicycles as part of TEAM Punta Gorda's successful **Bicycle Loaner Program**. The program has several locations where residents and visitors can use a bicycle for free to ride around the beautiful city of Punta Gorda. Charlotte Regional purchased two bicycles and is proud to be part of a program that promotes a healthy and active lifestyle.

On May 3, 2011 Charlotte Regional donated a life-saving **Automated External Defibrillator (AED)** to **Carmalita Athletic Park**. Due to its strategic location, it can be used by many including the BMX track, the skate park, the horse arena, the Pop Warner Football complex and the county building across the street. The education department from Charlotte Regional also offered free AED training to all softball coaches, players, umpires, and family members who use the Carmalita Athletic Park most frequently.

Charlotte Regional proudly backed the Proclamation signed by Mayor Harvey Goldberg declaring May, 2011 as **Exercise is Medicine® Month** in Punta Gorda. The hospital's Wellness Center scheduled several events designed to promote exercise and overall wellness such as the Harbor Walk and a Wellness Fair.

From January through April of every year, Charlotte Regional offers **Mini-Medical School** lectures, a free lecture providing the community with important health information and the ability to ask questions of some of the area's leading physicians. The lectures are held at Charlotte Regional's Medical Office Building in the 4th floor conference room and complimentary refreshments are served to all attendees.

Charlotte Regional also works with the **Virginia B. Andes Volunteer Community Clinic** on an ongoing basis to provide various pro-bono services to patients that have qualified medical needs and limited or no financial resources. In 2010, the hospital provided over \$60 Million dollars of services to the community that were uncompensated.



Dragon Boat Festival- April 23, 2011



Bicycle Loaner Program with Team Punta Gorda – April, 2011



AED Presentation at Carmalita Athletic Park – May 3, 2011



Exercise is Medicine Month Proclamation at City Hall

Awards and Recognition

Charlotte Regional strives to provide the community with the highest quality of care and has applied for and received several awards and recognition for quality programs that were implemented.

- Charlotte Regional received a **Get with the Guidelines® - Stroke Bronze Performance Achievement Award** from the American Stroke Association for its commitment and success in ensuring that stroke patients receive treatment according to nationally accepted standards and recommendations.
- For the adamant commitment that the hospital has made to quality improvement in patient safety, Charlotte Regional was awarded a 2008-2011 **Patient Safety Award by FMQAI**, the Medicare Quality Improvement Organization for Florida.
- The American Association for Respiratory Care (AARC) recognized the quality respiratory care provided by Charlotte Regional and named the hospital as achieving **Quality Respiratory Care Recognition (QRCR)** for ensuring patient safety by adhering to strict criteria for respiratory care services.
- Charlotte Regional Medical Center has been named a **Blue Distinction Center Florida for Knee/Hip Joint Replacement®**, a national designation award from Blue Cross Blue Shield of Florida. The goal of Blue Distinction® is to identify medical facilities that deliver better overall quality and medical outcomes for a specific area of specialty care, helping patients and doctors to make informed hospital choices.
- Gladys Darcelin, RN, Cardiac Care, was named Health Management Associates, Inc.'s **Nurse of the Year**.
- Richard Alter, R.Ph., MBA, was named Health Management Associates, Inc.'s **New Pharmacy Director of the Year**.



“Charlotte Regional provides state-of-the-art orthopedic care in joint replacement with protocols and programs that have been mimicked across the country.”

Mark J. Davis, M.D.
Medical Director of Joint Academy
Incoming Chair of the Medical Executive Committee



809 E. MARION AVE
PUNTA GORDA, FL 33950

941-639-3131
WWW.CHARLOTTEREGIONAL.COM