



## CEO Community Update — September 2011



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### Special points of interest: July Data

- New associates hired & replacement positions **4**
- Total hospital admissions **123**
- Obstetrics/Birthing admissions **68**
- Emergency room visits **1383**
- Surgical cases **174**
- Outpatient registrations **6829**

### QHR (Quorum Health Resource)

**Benefits:** A total of \$35,965.50 was saved during the month of August through Quorum contracts.

**For the 4th time**  
**Rated a "Top 100 Hospital" for Community Value**

[www.sturgishospital.com](http://www.sturgishospital.com)

### QHR Updates:

- The QHR Monthly Operational Review Call was held on September 14.
- QHR provides monthly health articles which can be accessed on our website. [www.sturgishospital.com/resources\\_articles.php](http://www.sturgishospital.com/resources_articles.php)

### Other Important News:

- Our Marketing and Information Systems Departments have teamed up to develop a new social media initiative for Sturgis Hospital. On Oct 3 Sturgis Hospital launched its Facebook and Twitter pages. Social media has proven an ability to extend our marketing initiatives and gives our content a much wider viewing audience. Be sure to *like us* on Facebook and *follow us* on twitter.
- I am pleased to announce that Josephine (Jo) Iden has accepted the position as the Administrative Director of the Sturgis Medical Group replacing Cathie Murray who retired the end of September. Jo has had many years of experience in Practice Management in the South Bend/Mishawaka area. She was most recently in the position as Director of Clinical and Practice Operations for Saint Joseph Regional Medical Center. She started in her new position on September 26.
- I received information from the AHA related to important positions for Sturgis Hospital as the "Super Committee" begins its work on deficit reduction. Because Fred Upton is on this "Super Committee," we are in a position to advocate for this agenda. If you have an opportunity to talk to Congressman Upton, please make the case for fair funding for Medicare and Medicaid. I will keep you posted as the issues become clearer.
- We had an internal medicine resident visit us during the week of October 3. He seemed very interested in continuing to discuss the opportunity to join SMG.
- We continue to work toward adding ENT and urology clinics at Sturgis Hospital and hope to have a completed plan in October.
- We have continued to move forward with our evaluation of the emergency department and hospitalist services.
- We were recently notified by our insurance carrier that we qualify for a 10% underwriting discount due to completion of our annual risk assessment. Shari Ransberger and her staff spend significant time and energy in completing the risk assessment and action plans, but there is a handsome payoff with the reduction of our premium. Thank you to Shari and her staff.
- During the week of September 20, I held Town Hall Meetings to update associates on the current state of affairs at Sturgis Hospital and the state of the hospital industry regionally and nationally.
- Sturgis Hospital is now on Facebook and twitter — check it out.



Here are some facts about the *Cost of doing business* for our hospital:

- ◆ **2011 Charity Care: Aug \$127,581 (YTD \$935,225) too little income to pay charges**
- ◆ **2010 Charity Care: Aug 72,095 (YTD \$1,138,094) too little income to pay charges**