



Annual Report to the Community for the 2010 Operation Year

Good Health Good Business

Wouldn't it be great for the Lower Valley to have a business contributing a \$21 million dollar annual payroll?

Guess what? We do. The 2010 payroll for Sunnyside Community Hospital and Clinics was \$21,360,000.

The majority of our staff members live less than 30 minutes from their job. Our payroll stays home too. A survey of the place of residence showed 91% of our 400 employees live throughout the Valley, primarily in Sunnyside and Grandview.

"We believe in treating everyone like family in our hospital and clinics" said CEO Jon Smiley. "That means providing health care services like we would expect our closest family members to receive. It makes sense for the quality of care, but it also makes sense from a business standpoint, because most of us live right here in the Valley."

"Sunnyside Community Hospital and Clinics are committed to your good health, and committed to being a good business serving the communities of the Lower Valley," Smiley said.

In addition to that sizeable annual payroll, the hospital works with more than 80 businesses based in the Yakima Valley – most of those in Sunnyside and Grandview, and a few in Prosser that aren't counted in that Yakima County total.

A local board of trustees governs the hospital. Those trustees have a commitment to the support of local healthcare, but also the support of local business. It is a positive relationship for both sides. Local healthcare means employees can get the care they need and get back to work. It means more businesses will locate here as we work our way out of the recession. Expanding businesses look at the availability of quality local healthcare for their workers. (Other factors of course include affordable housing, weather, schools.)

"Our policy on purchases is to keep things local whenever possible," said Smiley. "While there are some pieces of medical equipment and medical supplies that cannot be purchased locally, so many other things can."

Buying locally when available pumped approximately \$2.5 million into the Valley in 2010. "Food, lumber, office supplies, paint, dozens and dozens of goods and services," Smiley said.

"That means your dollars spent on healthcare locally, are dollars that are reinvested in the community again and again. So, even if you have never been inside the hospital, you've benefited because of the business of local healthcare," Smiley said.

While we can't change the weather, we are on duty 24 hours a day for healthcare. The hospital and clinics provide essential health services. These services run all the way from the care of expectant women to newborns, to geriatric care of patients in the hospital and in our clinics. We have surgery specialties including OB/GYN, ENT, General Surgery and Orthopedic Surgery.

A majority of our patients come into the hospital for treatment and leave the same day. That is called "outpatient" care. It means when you come to our hospital for treatment you can get back home quickly and conveniently.

The hospital and clinics are also taking a serious approach to our own community involvement. Even though we are a non-profit corporation we encourage our employees to get involved. We also invest nearly \$100,000 a year in programs like Sunnyside Promise, United Way, Rotary, and countless school projects and support for service and social groups.

2010 STATISTICAL REPORT	
Discharges:	1,925
Births:	536
Inpatient Surgery:	302
Outpatient Surgery:	1,248
Emergency Dept. Visits:	22,984
Observations:	674
Outpatient Visits (Ancillary Services):	40,965

Newly Expanded Grandview Medical Center Opens to Community



L to R: sitting - Loni Messmore, Ivonne Godinez, MA, Shelli Dion. **Back L to R:** LaDona Bailey, MA, Tracy Bryson, MA, Jessica Reyes, Dr. Stacey Hedlund, Shanon Eickman, LPN, Liza Jasso, Dr. April Biggs, Ty Nielson, PA-C, Veronica Madrigal, Nick Bregante, PA-C., and Dr. Karen Easton (photo inset).

Grandview Medical Center is continuing to grow. Patients come from throughout the Valley, and as far away as Tri-Cities. The team at Grandview Medical Center is excited about the growth and change in their office. They welcome the opportunity to care for you and your family. The history of this practice goes back 15 years to the recruitment of Dr. Karen Easton. Dr. Easton first practiced with Dr. Lloyd Butler who worked at the office (in addition to his Sunnyside office) to launch improved hospital services in Grandview.

In 2002, Dr. April Biggs was recruited as the second fulltime physician. In 2009, the Hospital Board determined it was time for the practice to grow again. The office more than doubled in size when construction was completed last year. A third physician, Dr. Stacey Hedlund, has joined the office staff. Dr. Hedlund is a Pediatric specialist, bringing a new dimension of care to our Grandview patients.

Grandview Medical Center now also has two Physician Assistants: Nick Bregante and Ty Nielson.

Providers Join SCH Team

2010 was a year of unprecedented success in physician recruitment for Sunnyside Community Hospital and Clinics.

Six of the eight physicians recruited in 2010 are pictured here. Dr. Amr Khalil and Dr. Y Sophie Zhao are OB/GYN specialists who work at Lincoln Avenue Medical Center. Dr. Derek Weaver is a specialist in Family Medicine and Obstetrics working at Birch Street Medical Center in Grandview. Dr. Patrick Moran works at Lincoln Avenue Family Medicine and is also a specialist in Family Medicine and Obstetrics. Dr. Ana Garcia is a specialist in Pediatrics who recently started work at Sunnyside Pediatrics. Dr. Stacey Hedlund is a specialist in Pediatrics who has joined Grandview Medical Center.

The two other physicians who signed contracts with the hospital will be joining our medical community in the coming weeks and months. Dr. Aisha Rahim is an Internal Medicine specialist who will work on the hospitalist team. Dr. Michael Hubbell is an Ear, Nose & Throat specialist. He will join the hospital after completing his final year of training next summer (2012).



Top row: left to right: Dr. Amr Khalil, Dr. Y. Sophie Zhao, Dr. Derek Weaver and Dr. Patrick Moran. Second row: far left, Dr. Ana Garcia and Dr. Stacey Hedlund. Not pictured: Dr. Aisha Rahim, & Dr. Michael Hubbell. Dr Garcia started her new position March 28. Dr. Rahim will begin her hospitalist job August 1st. Dr. Hubbell will join the ENT practice of Dr. William Combs in 2012.



Quality Care - Services People Need

One of the lessons we learned as children has been reemphasized in today's healthcare business. The key to controlling the spread of infection is washing and sanitizing your hands. This is important for all health care workers, but also for patients and families visiting the hospital and clinics.

We take this challenge very seriously. In fact,

we've been recognized for the past three years for our adherence to halting the spread of infection. The awards have come from the Washington State Hospital Association. You will see hand sanitizers all over our hospital and clinics. We encourage you to use them, and encourage you to remind us to use them when we are taking care of you.



In 2010 the hospital received three quality improvement awards at the Rural Healthcare Quality Network meeting in Seattle. Sunnyside was recognized for adopting STEMI Protocols. A STEMI is a type of heart attack where time is of the essence to prevent damage to the heart muscle.

The hospital was also recognized for adopting OB care guidelines from the American College of Obstetricians and Gynecologists. These guidelines ensure that delivery occurs when it is safest for the baby.

Sunnyside was also honored for reporting information to the Centers for Medicare and Medicaid Hospital Compare website. Critical Access Hospitals are not presently required to do this.

Dr. Steven Lee, Specialty Center Surgical Group, has become certified in a new treatment for men and women with varicose veins.



The procedure is called VNUS. Medical experts (and patients) agree VNUS has revolutionized treatment for varicose veins.

Varicose veins are not always a cosmetic issue according to Lee. The underlying cause can now be treated in the office with this new VNUS procedure. Dr. Lee said the procedure is minimally invasive and offers fast and mild recovery. It is also covered by most insurance plans.

Dr. Lee has been doing the VNUS procedure for more than a year, after receiving specialized training. For more information patients can contact his office at 837-7722.



Sunnyside Community Hospital has the only Digital Mammography in the Yakima Valley. Digital Mammography is the state-of-the-art in Breast Imaging, it uses computers and digital detectors to produce an image that is displayed on high resolution monitors. On the monitors, the radiologist can adjust the brightness, contrast and zoom in for a closer look.

It is truly the best possible resource for diagnosis of potential breast health issues. Four certified mammography technologists provide this service daily. Self referrals are available. (left to right: Coleen Goulet, Elvira Montelongo, Cherillynn Damron, Casey Ruggles.) Women age 40 and older are still advised to have a mammogram annually.

In 2010 the hospital also added 4 D Ultrasound to the Imaging Department. This technology allows for live 3 D images of the baby inside an expectant mom. This service is offered routinely to all expectant mothers and has been very well received.

For information on Imaging services call 837-1760.



In 2010 the Cardiopulmonary Department started an Asthma Education Program. Two of the Cardiopulmonary Department's Respiratory Therapists obtained the designation of Certified Asthma Educator to further validate the program. Educating the patient with asthma is considered to be one of the most important components of treatment. With proper education, patients can recognize symptoms earlier and respond to changes with a predetermined action plan developed by their physician and the asthma educator. The patient is taught about asthma pathophysiology, asthma medications and proper techniques, triggers and trigger avoidance and peak flow meter use.

Making the patient an informed partner with the Physician and Asthma Educator can significantly improve the management of the disease. Asthma can be a crippling disease to many individuals as well as their families. At Sunnyside Community Hospital we are making a difference by offering the asthma patient a program to help them control this disease and live a normal life.

Volunteers and Auxiliary



Top L to R: Patricia Mejia, Theresa Wiggins, Betty Brown, Barbara Skinner, Leo Thompson, James Griffin, Phyllis Bruhn, Neva Rowe, Jim Woods **Bottom L to R:** Emily McMillan, Diane Schlosser, Joyce Thompson, Karen Lemmon, Joyce Taylor, Elizabeth Cerrillo

Not pictured: Valentin Arriaga, Terry Babcock, Pat Barr, Edna Bustraan, Donna Biggerstaff, Sandra Ellingson, Jesus Fierro, Mabel Kluth, Donna Langworthy, La Nyce Linde, Jean Nisely, Louise Nishi, Helen Orr, Cindy Rasmusson, Elaine Reichert

Volunteer Services 2010 Department Activity

Our volunteer team comes from all walks of life. Young, seasoned or in-between, the giving of time and talent is what makes our volunteers of such value to our staff and the patients we serve.

Volunteer of the Year: Karen Lemmon, retired Sunnyside Postmaster.

Awarded 10,000 volunteer hours to SCH: Louise Nishi

A part of what was once a traditional volunteer program has now evolved into a **clearing house** for introducing young people to healthcare careers which is on the forefront of hospital volunteer programs nationwide. 2010 departmental stats:

- 35 In-house volunteers (includes 10 gift shop volunteers)
- 21 Job shadow students (area high schools)
- 20 Senior-project students (area high schools)
- 40 YV Tech NAC students (Sunnyside High School)
- 13 WSU 6th-quarter nursing students (preceptorship)
- 5 intro to radiology tech job shadows
- 3 Adult - WorkSource (to gain job skills)
- 11 Internships
- 2010 - Volunteer hours increased over 17.6% in one year.

Over the past 10 years, we are proud to say that we've provided job shadows for two students who are now attending medical school, "Growing our own!"

Auxiliary

Our hospital Auxiliary members are proud to be of service to the community. The Auxiliary staffs the hospital gift shop and demonstrates their commitment to healthcare by hundreds of hours of service and fundraising annually.

Every spring the Auxiliary awards scholarships to students pursuing healthcare careers. Those scholarships amounted to \$10,000 in 2010. (The 2011 awards will be announced in May.)

Yolle Guizar was the Sunnyside Chamber of Commerce Healthcare Person of the Year in 2010. Yolle was honored for her work in Patient Financial Services along with her years of volunteer service through the Auxiliary.

Transforming Inpatient Care and Culture



Members of the Nurse Management Team: left to right, Nancy Hultberg (seated); Debbie Amos; Donna Dill, Jean Clark, CNO, (seated); Yolanda Desmarais.

Sometimes just saying, “shussssh!” isn’t enough to control excess noise.

The Ambulatory Care Unit (ACU) is a fast paced care area where multiple care discipline - nursing, physicians, diagnostic imaging, anesthesia, and support staff - converge to quickly assess patients, assure they are fully ready for procedures and move them appropriately. Patients normally come in early in the morning and leave the department in the afternoon. A high level of care is delivered quickly.

This atmosphere, coupled with small space, led to high levels of noise, a sense of confusion, competition for patient information, and at times an atmosphere of “frenzy.”

A meeting was held with staff to do a root cause analysis of what was and was not working in the ACU. After completing a department analysis noise was a problem identified by staff in ACU. Tackling that problem involved everyone who interfaced with patients and staff in the busy department.

The result was a project to reduce unit noise, establish “quiet time” and designate a “quiet space” to reduce staff overtime and allow staff to complete patient documentation during assigned shifts.

The unit staff wanted to reduce unnecessary noise and impose control over their environment to accomplish necessary tasks of patient care within the scheduled time

allocated while providing a more healthful environment for both patients and staff.

Staff felt it was hard to complete tasks with a high volume of noise, multiple people talking at once, and cramped quarters when all parties were doing chart work. Some patients had commented on the noise volume and had overheard conversations that should have remained private.

A Yacker Tracker was used to help reduce noise levels and distractions in desk area. The Yacker Tracker is a unit that measures noise volumes and provides a stop light technology to let you know when it exceeds the settings of noise volume norm. (A yellow light indicates volumes are rising. A red light indicates noise levels have been exceeded. A green light indicates satisfactory noise control.)

A quiet area was set up and an established time was used for staff to be able to close a door and finish charting undisturbed. Chart reviews have shown that charting has improved, overtime is less, and staff satisfaction has improved. The department also remodeled the desk area with staff input to make forms and chart pieces more accessible. This helped to reduce traffic and noise.

The project took 7 months to complete. There was 6 months of data that was collected pre and post project. Overtime decreased 77%. The majority of overtime happened on Thursdays and Fridays so help was offered on those days when volumes were high. Staff logged hours into their quiet space that was used.

The feeling of “frenzy” was gone. The result is a smoother running ACU. Things are quieter. The Yacker Tracker was so popular it was loaned out to other nursing departments who have reported similar results.

Rest is a key to recovery from illness or injury. Quiet is the key to productive staff. This project has been a win win in that sense. Staff are working more productively, and comments and complaints about noise have diminished significantly.

Human Resources Report

Turnover Rate for 2010: 8.19%

Turnover decreased this year by .6% from 2009. The majority of the turnover in 2010 was due to employees who moved on to other opportunities in other organizations, retirement or personal reasons. The Hospital has been successful in recruiting highly qualified employees. HR continues to work with the various departments and areas to ensure that Hospital employees are working in a positive, comfortable, and pleasant environment that lends itself to long-term employment.



***Minority Employee Statistics**

Based on population information provided by City-Data approximately 84% of the population in the primary service area is minority. Of the Hospital employees for the 2010 fiscal year, 46% were minority. This number increased this year by 3.5% from 2009. The Hospital and the Human Resources Department remain committed to improving in this area. We continue to take additional steps in the recruiting process to make minorities aware of our open positions and we are consistently working to improve all aspects of diversity at the Hospital, as it greatly enriches our environment.

***Gender Employee Statistics**

Females hold the majority of positions at the Hospital comprising 83.9% (339 female employees) of the regular work force.

The human resources department facilitated and processed 69 new hires and several reclassifications/transfers (includes regular employees, both part-time and full-time), according to established recruitment and selection procedures to meet the needs of the Hospital/Clinics in conducting operations.

The "interpreter call center" made process improvement changes in managing the increasing number of incoming calls and requests for interpretive services. The call center receives approximately 1,000 requests per month. Work continued in developing a culture of employee safety.

An employee engagement survey was completed. Out of the 355 employee eligible to participate in the survey, 296 employees completed the survey – resulting in an 83% participation rate. The overall job satisfaction dimension came in at 82% favorable. We were very satisfied with the outcome of our survey and look forward to offering another survey in 2011. We worked with various departments to resolve various personnel and other problem issues and are continuing to work with various departments in developing creative solutions for HR issues.

HR coordinated with Compliance and HIPAA to offer a mandatory hospital-wide training to review compliance, HIPAA and our new Website, Social Networking policy. We had a 95% participation rate for attendance.

HealthTech Management Services Comes to the Valley

HealthTech Management Services provides management support and resources to community and rural hospitals through consulting and management services. Hospitals choose HealthTech Management Services to provide management or consulting services because the company has a national reputation built on:

- Quality patient care, the primary driver for the success of every hospital;
- Financial strength, including a consistent record of profitability and excellent capital resources;
- One of the industry's best track records, with nearly 40 years of experience successfully operating hospitals across the nation;
- Our commitment to state-of-the-art technology as part of a hospital's growth strategy; and
- A proven model for balancing local decision-making with industry expertise.

CEO Jon Smiley said the move into the HealthTech System was a natural for Sunnyside. HealthTech purchased Brim Healthcare in 2010, and the transition has been smooth and seamless. HealthTech provides resources to Sunnyside Community Hospital that would not be available to a stand alone facility.

HealthTech Management Services works with hospitals in fifteen states.



Foundation Continues to Build

The Sunnyside Community Hospital Foundation saw several changes during 2010. In March, Jonica Bridges was selected to fill the Development Director position that had been vacant for nine months.

Long-time Board of Directors' officer Maxine Van de Graaf stepped from active to honorary membership status. Maxine and family have been major supporters of Sunnyside Community Hospital through service and donations to the Foundation for more than a decade. We thank Maxine and her family sincerely.

Three annual events are hosted by the Foundation: The 18th Annual Golf Tournament saw a decline in players, but an increase in net revenue per player. The 2010 Evening in the Park had its largest guest list, a silent auction added, and a sizeable increase in net revenue. The Festival of Trees beautifully kicked off the holiday season, once again locating at The Mini Mall. Together with proceeds from this event, and a grant from our local Wal*Mart Distribution Center employees, funds for eight new pieces of Oximetry equipment in the Cardiopulmonary Department were garnered.

Continued financial support was received from AB Foods, Airports Ranches, ARGUS Insurance, Arvidsons, Barroms, Benton REA, Blehyl Farm, Canam Steel, E. Charvet, Daily Sun News, Dairy Production Medicine, Dickies, Durfeys, Grubenhoffs, HAPO, Hart & Winfree, Kershaw Sunnyside Ranches, Lower Valley Credit Union, Meiningers, Mercers, Mt. States, Powers, Rasmussens, Roberts, Sewells, Shonan USA, Smileys, Smiths, Trulls, Vierecks, Wrungs, Yakima Federal Savings & Loan.

About 20% of our hospital and clinic staff are actively contributing to the foundation. In 2010 their contributions were nearly \$30,000.

Board Representatives Lead Hospital & Clinics



Jim Sewell
Hospital Board Chair



Dr. Michael Gawlik
Hospital Chief of Staff



Jon Mercer
Foundation Board Chair &
Hospital Board Chair-Elect



Dr. April Biggs
Chief of Staff Elect

We like to say that our middle name is "Community". We have a hospital board and a foundation board comprised of community volunteers that makes sure that is true.

Hospital Board

Dave Ballinger
Mary Ann Bliesner
Peggy Brewer
Michael Gawlik, M.D.
Jesse Hernandez, Jr.
Jonathan Mercer, DVM
Katheryn Norris, D.O.
Chris Rivas
Jim Sewell
Coke Smith, M.D., Ex Officio
Jim Trull
Francesco Vinci, M.D.
Steve Winfree, Ex Officio

Foundation Board

Jon Mercer, DVM, President
Mary Ann Bliesner, Vice President
Walt Bell, CPA, Treasurer
Pete Sartin, Trustee
LJ Emerson, Trustee
Verden Haddox, Trustee
Maxine Van de Graaf, Honorary
Jon Smiley, SCH CEO - Ex-Officio
Jim Sewell, SCH Board President - Ex-Officio
Dr. Michael Gawlik, MD, SCH Chief of Staff - Ex-Officio

Our Chief of Staff serves as a non-voting member of the Foundation Board, and also provides medical input to questions that come before the Hospital Board.

The board members are instrumental in working with the hospital administration and consultants from Health Tech Management Services to develop and plan for future hospital and clinic operations.

Our Board members are elected to be a cross section of the community. They serve without compensation and are dedicated community volunteers. Several physician members are also elected to the boards for their medical expertise.



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