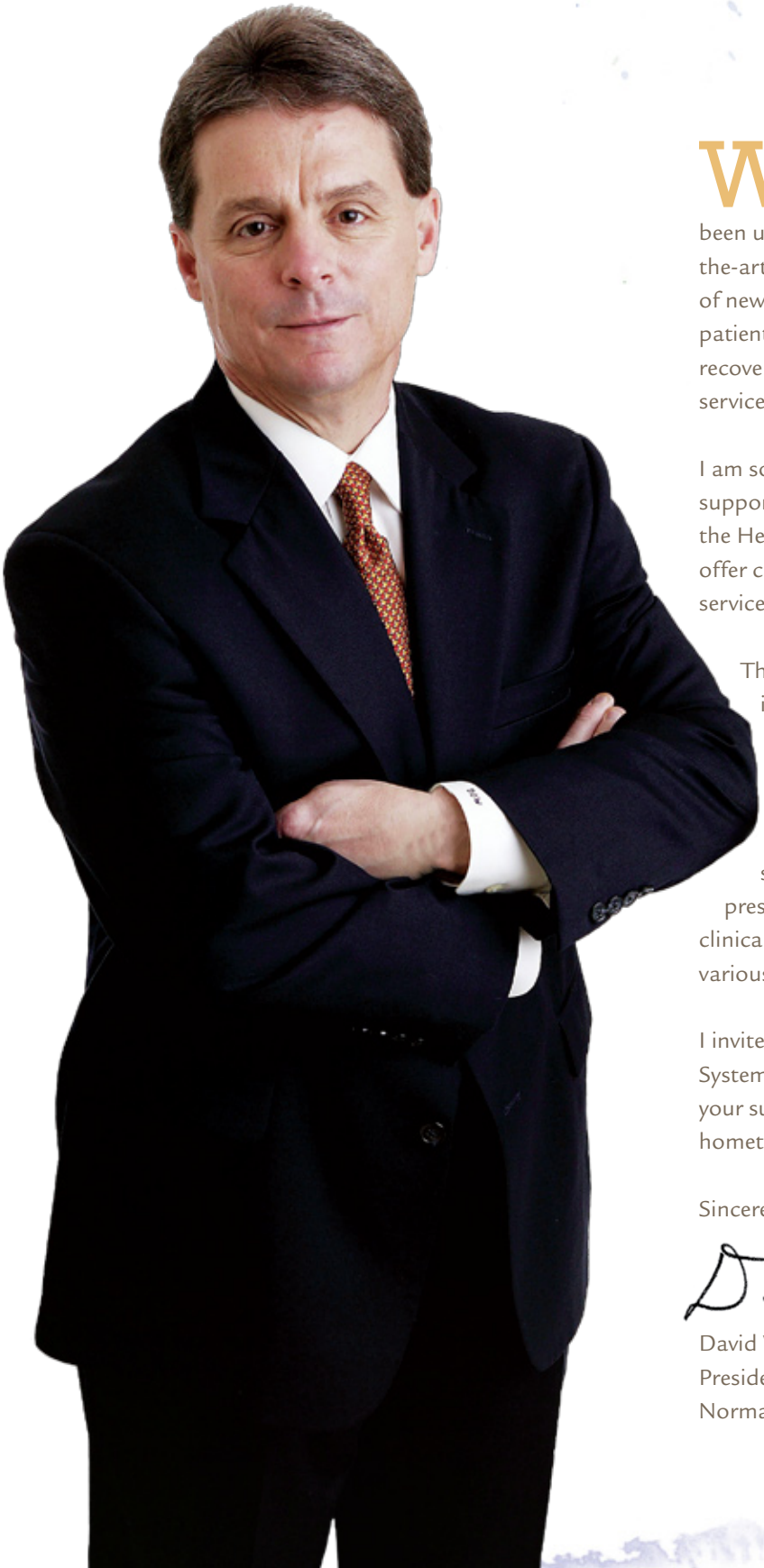
2009

NORMAN REGIONAL HEALTH SYSTEM ANNUAL REPORT



Welcome.

It's a word we've been using a lot this year. Welcome to our brand-new, state-of-the-art hospital, the HealthPlex. Welcome to a record number of new physicians joining our Health System. Welcome to each patient we care for, from babies entering the world to those recovering from illness. Welcome to a new era in health care services for south central Oklahoma.

I am so proud of our employees, volunteers, physicians and supporters, who through their collaborative efforts opened the HealthPlex specialty hospital. This 152-bed facility will offer cardiology and vascular services, orthopedics and spine services and women's and children's services.

The Health System's entire staff has done an amazing job in not only opening up the doors of this new facility, but also continuing the excellent work at Norman Regional Hospital, Moore Medical Center and our other locations throughout the community. Physicians we've recruited to the area include OB/GYNs, pediatricians, surgeons and neurologists, to name a few. We've gained prestigious certifications, been honored with numerous clinical and community awards, and were available to help at various community events.

I invite you to read on to learn more about what the Health System has been doing this past year. I also thank you for your support and taking the time to learn more about your hometown hospitals.

Sincerely,

David Whitaker

David Whitaker, FACHE
President and CEO
Norman Regional Health System

Reaching New Heights

NORMAN REGIONAL HEALTHPLEX

What was once an empty stretch of field is now a state-of-the-art, brand new, breathtaking hospital.

After years spent envisioning, planning and constructing, the concrete reality is here. Norman Regional's new HealthPlex specialty hospital is open. With its opening, Norman Regional Health System has truly reached new heights in delivering expert care to its community.

Welcome to the future of healthcare!

The HealthPlex is a 152-bed, state-of-the-art specialty hospital with three main areas of service: cardiology and cardiovascular services, orthopedic and spine services and women's and children's services.

The HealthPlex Hospital was designed with healing in mind. The spacious hospital supports families staying close to patients with large rooms, plentiful natural light and nature elements, comfortable waiting areas, room service, WiFi access and more.

The HealthPlex Hospital is a wonderful addition to the award-winning facilities that make up the Health System – including Moore Medical Center in Moore, and Norman Regional Hospital, located on Porter Avenue in Norman.

Heart & Vascular Institute

The Heart & Vascular Institute offers a full continuum of cardiac care services ranging from a 10-bed Chest Pain Center, to heart catheterization and interventional procedures, to open heart surgery. When you require care, our dedicated team is there to meet your needs, 24 hours a day.

The Chest Pain Center offers state-of-the-art emergency cardiac care. From the time patients arrive at our door to providing them proper treatment, seconds count. The Heart & Vascular Institute is designed to allow for fast assessment and action, ensuring the best possible results for our patients.

Patient rooms can convert to intensive care rooms as necessary, allowing patients to remain in one room throughout their stay.

If you are experiencing chest pain, please call 911. Emergency medical personnel are educated on treatment options and which facility is best for your medical needs.

Orthopedic & Spine Center

The HealthPlex Hospital's Orthopedic & Spine Center has the latest technology available to physicians in order to perform elective procedures, whether it's repairing a sports injury or having a joint replaced.

Our team of orthopedic surgeons and neurosurgeons are highly skilled and use the latest techniques and technology. Many of our minimally invasive surgical techniques can be performed on an outpatient basis.

If you do require an overnight stay, the expert staff at the HealthPlex Hospital know exactly how to take care of your specialized needs. Physical and occupational therapy, integral parts of your recovery plan, are provided by experienced therapists on the unit.

Women's & Children's Pavilion

The Women's & Children's Pavilion is the three story structure on the west side of the hospital. Our knowledgeable staff provides care for women and children of all ages. We provide specialized gynecological surgery, maternity and newborn/pediatric services.

The rooms at the Women's & Children's Pavilion are completely private. Each suite features hardwood-like flooring, beautiful furnishings, state of-the-art medical equipment, and plenty of natural light.

Our Neonatal Intensive Care Unit can care for up to 26 babies at a time, almost double the amount we were able to care for at our previous location.

HealthPlex Main Entrance

Innovative Care

The difference is in the details. From a touch-panel control screen in the operating room to where a window is placed in a patient room, all the seemingly small things have been meticulously planned in the new HealthPlex specialty hospital.

The entire 400,000 square foot structure, from its landscaping to its top tower has been designed with healing in mind. Where a window or door is placed may not seem important, but the space in which our patients are cared for plays a key role in their condition and recovery.

The design of the HealthPlex hospital is part of a national trend towards evidence-based design, which is a design plan that improves outcomes for patients and improves the performance of hospital staff.

The HealthPlex hospital has larger, private patient rooms, which studies have shown can reduce infection better than semi-private rooms. Patient satisfaction can be a major factor in recovery, and the HealthPlex has been designed to ensure every patient has the most comfortable stay possible. Each room is equipped with individual light and temperature controls. Patients can order room service, and the new hospital features a coffee shop with gourmet selections.

Reducing the stress of patients and visitors is another important concept of the design philosophy.

"We want to encourage families to stay with their loved ones during their hospital stay," said Daryle Voss, chief administrative officer of the HealthPlex. *"We've seen time and again how much faster a patient can respond to treatment when they are surrounded by family and friends."*

Many rooms are outfitted with sleeper sofas. The HealthPlex hospital offers several comfortable, conveniently located waiting areas. The hospital's outdoor areas feature a walking trail that surrounds a reflecting pool, outdoor seating off of the cafeteria, interior garden areas and more all designed for the patient or their family to step into a quiet, contemplative space.

Another unique feature of the HealthPlex hospital is that it was designed to provide intuitive way-finding, that is the architectural and design details that make it easier for people to find their way and remember how they got there. Aspects such as plentiful natural light, changes in ceiling height, art pieces and even the texture of the flooring contribute to people easily finding their way in an unfamiliar space.

"We are very proud of the efforts and forethought that went into the design, creation, and implementation of one of Oklahoma's most advanced operating rooms."

Integrated Operating Rooms

While subtle details make a difference, the HealthPlex also contains big, bold new technology. The most advanced of these is the HealthPlex's Integrated Operating Rooms.

An Integrated Operating Room is a specially designed and built surgical suite that combines audio, visual and other commands into one central location or control panel. This system allows complete control of every electrical device in the surgical field. A nurse can sit at the touch-screen control panel and easily and efficiently control the environment in the operating room. Included in the controls are x-ray image displays, picture capturing, vital sign monitoring and many other patient care values. This centralization of controls allows the surgical team to keep their eyes completely on their work and concentrate their collaborative efforts.

"We took what we felt was missing at other hospitals, and put that into our surgical suite 'creation equation', and now have the most advanced operating rooms in the region," said Jeff Barlow, manager of Norman Regional's surgical services. *"We are very proud of the efforts and forethought that went into the design, creation, and implementation of Oklahoma's most advanced operating rooms."*

Norman Regional looked into Integrated Operating Rooms because they significantly improve patient safety. Patient information is easily accessible and checklists performed before a surgery are easier to document. Surgeons, nurses and other staff can also perform their jobs more efficiently in an Integrated Operating Room due to incorporated digital technology and access capabilities.

Community Connections

Nearly 3,000 people attended Norman Regional Health System's celebration of the new HealthPlex specialty hospital. The HealthPlex Community Open House was a huge success and the perfect opportunity to show off the new hospital.

During the two and a half hour open house, visitors toured the facility and looked at areas such as the Neonatal Intensive Care Unit, state-of-the-art operating rooms, patient rooms and more.

During the open house the Norman Regional Health Foundation hosted the first ever HealthPlex Rubber Duck Derby. Visitors could adopt a duck to race on the HealthPlex Lake for a shot at one million dollars. More than 4,000 rubber ducks raced to the finish line for some fabulous prizes. While no one won the one million dollar prize, several great gifts were awarded.

A dedication ceremony was held for the HealthPlex hospital on Wednesday, October 28. More than 300 people attended the ceremony which celebrated the opening of the new building. Speakers included Cheryl Parsons, Chair of the Norman Regional Health Authority Board; David Whitaker, President and CEO of Norman Regional Health System; Daryle Voss, Chief Administrative Officer of the HealthPlex, and Lieutenant Governor Jari Askins.

Many other local dignitaries attended the ceremony and ribbon cutting. At the ceremony a plaque was revealed that recognized those who helped mold the HealthPlex from its beginning vision to its concrete reality.

Norman in the News

Local media was out in full force at the HealthPlex Community Open House. Reporters from the Norman Transcript and Oklahoman stopped by for a tour and to interview visitors. Radio station KREF 1400 AM broadcasted live from the event and interviewed several members of our staff about the new hospital.

Exceeding *the* Ordinary

Bedside Medication Verification

In an effort to increase the safety of patients seeking care through Norman Regional Health System by decreasing preventable medication errors, a new state-of-the-art patient bar coding is now in place at all three Health System hospitals.

Meditech's Bedside Medication Verification program or "BMV" was launched at Moore Medical Center in March 2009. With the implementation of BMV, the Health System became a leader in the state when it comes to safely administering medication. The project, which involved multiple departments in each hospital, including nursing and pharmacy, greatly increases the safety factor for medication administration to patients.

"We are clearly ahead of the curve and one, if not the only, health system in the state that has 100 percent bedside medication verification for inpatient care utilizing barcode technology," said John Meharg, director of Health Information Technology.

By scanning barcode labels on medication and on wristbands worn by the patients, BMV utilizes the "Five Rights" of medication management: right patient, right medication, right dosage, right route and right time.

> *We are clearly ahead of the curve and one, if not the only, health system in the state that has 100 percent bedside medication verification for inpatient care utilizing barcode technology.*

"The process will be stopped immediately if one of the elements is not correct, therefore eliminating a medication error from occurring," stated Janet Johnson, director of Clinical Informatics.

National studies have shown that medication administration errors account for 38 percent of medication errors and without electronic systems to monitor the process, only two percent of drug administration errors are intercepted.

"This technology catches potential errors before medication is administered to the patient, making it a much safer environment for the patient," said Dr. Brian Yeaman, Chief Informatics Officer. *"Physicians can easily see when and what type of medications were given to their patient when reviewing the electronic medical record, thus saving time for the physician and other care givers."*

The implementation of the BMV program was one of the reasons Norman Regional Health System was named one of the nation's Most Wired, Most Improved Health Systems by Hospital & Health Networks magazine.

Blueprint for Excellence

Norman Regional Hospital's Emergency Department on the Porter campus was honored this year for its outstanding emergency care to patients by VHA, a national alliance of non-profit hospitals. Norman Regional's Emergency Department was one of only two in the region selected to serve as a role model to other hospitals and the first in the nation to have average length of stay values that routinely fall below the national average.

VHA will share with other facilities our Emergency Department's methods to decrease length of stay, wait times and patients who leave without being seen by a physician. The average length of stay at Norman Regional is 121 minutes, 30 minutes below the national average.

"The team in our Emergency Department is one of the best in the state," said Dr. Robert Frantz, recent Medical Director of Norman Regional Hospital's Emergency Department. *"The ER staff is always on the same page focusing on one common goal. We want to treat the patient in a timely manner, get them feeling better and either send them on their way home or refer them to a doctor who will be able to help them further."*

VHA brings together health care organizations nationwide, through the alliance, to become smarter and stronger, so each can become its individual best - to become the nation's Best Performers.

Norman Regional Hospital's Emergency Department is a 44 bed, Level III Trauma Center. All emergency physicians are board certified in emergency medicine. Norman Regional's ER is one of the busiest in the state with 70,000 patient visits per year.

Using Technology for Quicker Care

Norman Regional's ambulance service EMSStat is breaking the mold when it comes to responding to emergencies throughout the community. Thanks to a partnership with an OU student and the City of Norman, EMSStat ambulances can respond to calls more efficiently.

Each ambulance is now equipped with a mounted GPS system inside the cab which makes it easier for paramedics to respond to emergencies. The GPS units provide paramedics with the exact location of the emergency, directions on how to get there and even a picture and floor plan of the building they are responding to, all on a computer screen within seconds of the call for help.

The GPS software was developed by OU PhD student Moshe Gutman. *"I saw the need to bring our first responders up to the 21st century,"* Moshe said.

The software which took about a year to create allows Norman dispatchers to see all ambulances in service. It also gives dispatchers the ability to quickly send the ambulance closest to the emergency.

"We used to have to use old map books to figure out where we are going. We'd have to sit there and flip through the pages," said EMSStat crew chief Sean Lauderdale. *"Now the computerized maps help us get to where we are going faster and more efficiently. If time matters, we'll hopefully be able to shave off some of that time and provide a better outcome."*

Centers of Excellence

Norman Regional Health System has earned the Gold Seal of Approval™ from The Joint Commission for Primary Stroke Centers. The Gold Seal of Approval is a clear sign that Norman Regional is compliant with the most stringent standards of performance.

Stroke is the nation's third leading cause of death. Each year about 700,000 people experience a new or recurrent stroke. On average, someone suffers a stroke every 45 seconds. Someone dies of a stroke every three minutes. With urgent and immediate care from providers like Norman Regional, people can survive and go on to live happy, healthy lives.

"Time equals brain loss," said Dr. James E. Duncan, medical director of Norman Regional's Stroke Program. *"Time matters and at Norman Regional the moment a patient comes through our Emergency Rooms doors our multidisciplinary team is ready. From our ER physicians and lab technicians to the nurses and neurologists, a patient suffering what could be a life changing event is getting the best care available."*

The Joint Commission seeks to continuously improve the safety and quality of care provided to the public through the provision of health care accreditation and related services that support performance improvement in health care organizations. Norman Regional Health System's Bariatric Program and Outpatient Diabetes Center have also been given the Joint Commission's Gold Seal of Approval.

Norman in the News - BMV at Moore Medical Center

When Norman Regional Health System launched the Bedside Medication Verification program at Moore Medical Center, the media took notice.

Reporter Anita Blanton with KOCO Channel 5 interviewed key players of the program and a patient who benefited from the extra safety measure. You can see her story by logging on to www.NormanRegional.com and looking in the media room section.

making a difference

Hearts for Hearing Brings Hope to Local Children

Imagine a life without the sounds of birds chirping or cars honking or a life without ever hearing someone tell you they love you.

Being born with hearing problems happens. In fact, hearing loss is the most common birth defect and affects more than 150 infants in Oklahoma each year. Moore Medical Center, along with the help of non-profit Hearts for Hearing, is helping to bring sound to young ears that have never heard sound before.

Hearts for Hearing is a progressive and award-winning team of experienced hearing health professionals who believe that every child and adult with hearing loss deserves the opportunity to listen and talk. With the help of audiologists, speech-language pathologists, certified auditory-verbal therapists, physicians and educators help patients and their families prepare for optimal listening and spoken language outcomes.

Babies born in Oklahoma undergo a hearing test within hours of being born. If hearing loss is detected and the family desires spoken language outcomes for their child, the Hearts for Hearing team begins further evaluation.

That evaluation leads many children to the operating rooms at Moore Medical Center. The children, sometimes just weeks old, undergo testing to determine their level of hearing loss. And for the families, this testing doesn't cost a penny.

Health System anesthesiologist Dr. Joe Voto knows a thing or two about hearing loss in a child. His son was diagnosed with 50 percent hearing loss in both ears. After receiving help for his young son from Hearts for Hearing, Dr. Voto decided he wanted to give back.

"Kids (with hearing problems) need to be put to sleep in an operating room setting so an auditory brainstem test can be conducted," said Voto. *"I asked Ryan Gehrig, the Vice President and Chief Administrative Officer of Moore Medical Center, if he'd be willing to donate the operating rooms and basic supplies if we as*

anesthesiologists donate our time. He said 'Absolutely, we'd love to do that.'"

From September 2008 to July 2009, Moore Medical Center, Norman Anesthesia Providers and the Hearts for Hearing program provided 50 Oklahoma children with hearing tests.

The operating rooms, anesthesiologist services and equipment were all donated by the Health System for a total cost of $289,884.

"It's really unbelievable that Moore Medical Center has donated all of that, because it's a lot of money. This is a tremendous gift to the children and families of Oklahoma," Voto said. *"Families now come here from all over the state to receive these services. It's a great collaborative relationship that makes things happen for kids who would never get this."*

To find our more about the Hearts for Hearing program log on to heartsforhearing.org or call them at (405) 548-4300.

Helping Cancer Patients Look Good and Feel Better

Cancer can rob a woman of her energy, appetite and strength. The loss of hair, changes to the skin and other appearance-related side effects of cancer can be crushing for many women going through treatment. But it does not have to take away her self-confidence.

Norman Regional Health System has teamed up with the American Cancer Society, the National Cosmetology Association and the Personal Care Products Council Foundation to offer female cancer patients in Cleveland County a world-wide program and support group called Look Good... Feel Better.

"A diagnosis of cancer changes your life. The treatment phase of your cancer journey can be a struggle," said Cecyle Haley, program coordinator of Norman Regional's Cancer Management Center. *"The Look Good... Feel Better program provides women with free information and tools needed to continue to look their best which helps them feel better and more in control during a difficult part of their life."*

The free program enlists the help of licensed cosmetologists from the Moore/Norman area to teach female cancer patients in active treatment how to cope with the changes in their appearance. These cosmetologists donate their time and skills to help women with everything from filling in eyebrow lines to finding a wig or other hair accessories that works best, all done in a comfortable and supportive atmosphere.

The American Cancer Society provides free cosmetic kits worth $250, and loaded with name brand make-up for every skin tone to each woman during the group sessions.

To find out when the next Look Good... Feel Better session will be held at NRHS, call (405) 307-1705.

Walk N' Talk With the Mayor series connects citizens, improves health

Norman Regional's Healthy Community promotes living a healthy lifestyle in the Norman community. One of its most successful programs is Walk N' Talk with the Mayor, a series of walks with Mayor Cindy Rosenthal that highlight areas in Norman. The series began in spring of 2007. Walk N' Talks are held monthly, weather permitting. The walks are free, open to the community, stroller and pet friendly and are a great way for community members to find out what is going on in Norman, talk with the Mayor, and get in a bit of exercise. Mayor Rosenthal answered questions about why wellness programs are important to her and her community.

Q. Why do you find the Walk 'N Talk series beneficial?

A. The walks provide a regular reminder of the importance of exercise for good health. The walks are also designed to provide citizens with a chance to learn about different assets and initiatives in our community.

Q. Is it important to you to be a supporter of living a healthy lifestyle? If so, why?

A. It is well-understood that exercise and a healthy lifestyle are the best and most easily accessible prevention measures which a citizen can embrace. At a very basic level, promoting walkability in our neighborhoods and bicycling as a form of transportation are important strategies for community development.

Q. Have you seen the health of Norman residents improve since the inception of the Healthy Community Walk 'N Talk with the Mayor series began?

A. Across the country there is a growing awareness of the need for more healthy lifestyles. I have been happy to be a local advocate for these programs.

Q. What's been your most memorable moment during this walking series?

A. Two of my most memorable moments were the community bicycle ride, which attracted grandparents and grandchildren as well as lycra-clad cyclists, and the 5K walk, which turned out quite a crowd. With each walk, we highlight some of the city's initiatives whether it is to improve bicycle safety or to feature art initiatives in the Downtown area or to illustrate the trail opportunities available through better stormwater management.

Norman in the News

Look Good...Feel Better

Helping cancer patients, one make over at a time! This year with the help of the American Cancer Society, Norman Regional Health System launched the Look Good... Feel Better program at Norman Regional Hospital. The program which gives women $250 worth of make-up, wigs and other beauty products for free has caught on like wildfire. To see why, watch a transformation in progress by logging on to NormanRegional.com and looking in the media room section for the video clip called "Look Good... Feel Better."

celebrate

Dr. McCullough Earns Award

After devoting 47 years of his life to the well being of Norman residents, a Norman Regional Health System surgeon was recognized for his life-long dedication to medicine. The University of Oklahoma College of Medicine Alumni Association named Dr. Gerald W. McCullough the 2009 Private Practice Physician of the Year.

McCullough, a Bartlesville native, has practiced in Norman since opening his general, trauma and vascular surgery practice in 1962.

During his career McCullough became a diplomat of the American Board of Surgeons, was chief of staff at Norman Municipal Hospital and later at Norman Regional Hospital. He also co-created the Emergency Medical Service system for the state of Oklahoma. Dr. McCullough has served the state and the nation teaching advance trauma life support at all medical schools in a five-state area. In 2009, he was recognized by his physician peers with the Harold Belknap Heart of Gold Award, which honored his service to the community and leadership.

Dr. McCullough and his wife Marilyn have been married for 56 years. They have four daughters, a son and several grandchildren.

Norman Regional Receives Awards for Outstanding Clinical Performance

Norman Regional Health System has been recognized for achieving clinical excellence from the VHA Oklahoma/Arkansas regional office, one of 17 regions for VHA Inc., the national health care network.

Norman Regional has been recognized for achieving clinical excellence from the VHA Oklahoma/Arkansas regional office, one of 17 regions for VHA Inc.

Norman Regional was awarded for:

- Improving overall clinical quality based on CMS and Joint Commission core measures
- Outstanding performance in infection prevention
- Outstanding performance in emergency department care
- Norman Regional was awarded the Superior Clinical Performance Award. Only one organization received this award from a group of 31. Recognition in this category was reserved for organizations in which the average of the aggregate scores for all four reported measurement sets was 95 percent or greater for all four quarters, beginning with the 4th Quarter of 2007 and ending with the 3rd Quarter of 2008.

Norman Regional was also honored with awards for:

- Clinical Excellence Award, Central-line Associated Blood Stream Infection
- High Performance Award, Emergency Department, Left Without Being Seen
- High Performance Award, Emergency Department, Length of Stay

Most Wired

Norman Regional was named one of the nation's Most Wired, Most Improved Health System. Results for the 2009 Most Wired Survey and Benchmarking Study are in the July 2009 issue of Hospital & Health Networks magazine.

"We are extremely pleased to be recognized for the ongoing Information Technology (IT) efforts made by Norman Regional Health System and

Senior Leadership for our commitment to providing safe, quality patient care," states Greg Terrell, senior VP and chief operating officer. *"This award represents a strategic plan that enhances patient care, increases patient safety and awareness, eliminates waste and reduces the potential for medical errors."*

Norman Regional Health System is a leader in the state when it comes to safely administering medications to inpatients. During the year, NRHS introduced bedside medication verification (BMV) for inpatients at all of the NRHS hospitals.

The project, which involved multiple departments in each hospital, including nursing and pharmacy, greatly increases the safety factor for medication administration to patients.

"This technology catches potential errors before medication is administered to the patient, making it a much safer environment for the patient", said Dr. Brian Yeaman, Chief Informatics Officer. *"Physicians can easily see when and what type of medications were given to their patient when reviewing the electronic medical record, thus saving time for the physician and other care givers."*

This year, 556 hospitals and health systems completed the survey, representing 1,314 hospitals. The Most Wired Survey is conducted annually by Hospital and Health Networks magazine, the journal of the AHA, which uses the results to name the 100 Most Wired hospitals and health systems. It focuses on how the nation's hospitals use information technology for patient safety and quality, customer service, business process improvement, workforce management and public health and safety.

HealthPlex Tower

NRHS Hyperbaric & Wound Care Center Receives National Award

Norman Regional's Hyperbaric & Wound Care Center has been awarded the Center of Distinction Award. This award is presented to the top ten centers in the country for exceeding benchmarks in quality issues for 12 consecutive months. These quality indicators include percentage of wounds healed, patient satisfaction, median days to heal, management of wounds that cannot heal and access to care.

Norman Regional Personal Trainer Named to National Fitness Board

Chat Williams, wellness coordinator at Norman Regional's Health Club, has been named to the board of directors of the National Strength and Conditioning Association, a professional organization for fitness and strength/conditioning professionals.

NRH Nurse Named to State Board of Nursing

Lauri Jones, RN, was appointed by Governor Brad Henry to the Oklahoma Board of Nursing. The board governs the practice of nursing in Oklahoma and rules on policy issues, disciplinary actions on licensure and more.

Lauri has been a registered nurse since 1981 and has worked at Norman Regional since 2001. She is currently the nurse manager for floors 4 and 5 North, Med/Surg units.

EMSStat Crew Chief Named to Advisory Council

Sean Lauderdale, EMSStat crew chief, has been appointed to the Emergency Response System Development Advisory Council by the Speaker of the House. The council oversees EMS rules and operations in Oklahoma. Norman Representative Scott Martin nominated Sean for this position.

Completing a Vision

Norman Regional Health Authority Board

Seated Board, 2009

Cheryl Parsons, Chair
Stephen Lindsey, MD, Vice Chair
Muhammad Anwar, MD
Jeffrey Burcham, OD
Tom Clote
Terry Garrett
George Ingels, MD
Russ McReynolds
Robin Wiens Campbell

Norman Regional Executive Team

David Whitaker, President/CEO
Greg Terrell, Sr. VP/Chief Operating Officer
Ken Hopkins, VP/Chief Financial Officer
Nancy Brown, VP, Chief Nursing Officer
Meegan Carter, VP, System Access and Managed Care
Kathey Drummond, VP, Community & System Support Services
Ryan Gehrig, VP, Enterprise Systems
William B. McMillan, MD, VP, Medical Affairs
Daryle Voss, VP, Chief Administrative Officer - HealthPlex

a simple THANK YOU

Thank you. It's perhaps one of the most beautiful phrases. Norman Regional is helping this phrase be heard more often through its Guardian Angel program, which honors those working in the Health System.

It's a phrase Pam Moser used frequently when receiving cancer treatment at Norman Regional Hospital this year. She said the doctors, nurses and staff at the Cancer Management Center made her feel safe and took as much time as she needed to answer her questions and concerns.

"Every time I felt so taken care of and in such capable hands," Moser said. *"I felt like I was totally enveloped with good care."*

When her treatment was over, Moser said, it almost felt like saying goodbye to family. She wanted a way to honor those who had helped her and thought the Guardian Angel program was the perfect opportunity to express her feelings.

"You can express your gratefulness in words, but this (the Guardian Angel Program) put a bit of oomph behind the words," Pam said.

A guardian angel can be a physician, nurse, housekeeper, dietician, laboratory technician, transporter, physical therapist, receptionist or any other Health System caregiver who provides extraordinary service, dedication and sensitivity to the needs of patients or patients' family members or loved ones.

Each Guardian Angel is honored among their peers and receives a specially designed lapel-pin to signify their angel wings. Donations of any amount are accepted to honor a Guardian Angel.

See a list of our Guardian Angels on page 17.

HealthPlex Lake waterfall

Letters of Gratitude

Dear Norman Regional Health Foundation,

education

A Foundation grant permitted me to receive certification from the well-known Mayo Clinic as a Tobacco Treatment Specialist. With this specialized training, I reach people daily with transforming life information. The health of our community grows daily as the Foundation continues to support programs to increase expertise in the area of healthcare. I am very grateful for their assistance.

Sincerely,
Jerry Deming RN, BSN

scholarship

Thank you so much for awarding me a scholarship this year. You all have been so generous to me over the past two years and I want you to know how much I truly appreciate it. This scholarship money really helps make ends meet while I complete my CRNA out of state. Thank you again and I hope to see you all again soon!

Sincerely,
Jenny Fleck

equipment

A big cheer went through our office yesterday when we received the two electronic blood pressure cuffs that were so generously donated by the Foundation. Health for Friends relies on our volunteers to assist in our in-take process, which includes the taking of blood pressures. The donation of these cuffs will help to expedite that process by giving the nurses and practitioners the assurance that these readings are accurate and do not need to be retaken.

In the past few years Health for Friends has become more and more involved in treating and helping the population we serve in managing chronic illnesses such as high blood pressure and diabetes. Your donation will help us to serve the uninsured in Norman with greater efficiency and economy.

With greatest of Thanks!
Staff and Volunteers at Health for Friends

Donate Now!

When you make a gift to the NRH Foundation you are helping to make our community health system outstanding. You are playing a vital role in providing quality healthcare right here at home, now and for the next generation.

To donate call 405.307.1077 or visit NormanRegional.com (go to Quick Links then Donate Now).

GUARDIAN ANGELS

January - December 1, 2009

In Honor of 3 North Nursing Staff
Dennis and Margaret Shockley

In Honor of 4 North Staff
William Meggison

In Honor of 3 West Staff
George Richtmeyer

In Honor of Shawna Aguilar
Rickey and Susan Tomkins

In Honor of Lindsey Alveraz
Jerry and Charlotte Lewis

In Honor of Kim Anable
Kimberley Donaldson

In Honor of Dr. Anwar
Catherine Price

In Honor of Tosha Barber
Carol Melton

In Honor of Mike Baumgarner
Zoilio and Charito Mercelo

In Honor of Julie Benedict
Jerry and Charlotte Lewis
Pamela Moser

In Honor of Sally Benn
Anonymous

In Honor of Kristy Brock
Dr. Richard Brock

In Honor of Debbie Brown
Michael O'Rourke

In Honor of Dr. Burks
Pamela Moser

In Honor of NRHS Cardiac Care Unit
Preston and Patti Tremble

In Honor of NRHS Care Committee
Marilyn M. Geiger

In Honor of Dr. John Christiansen
Jim and Marilyn McCloskey

In Honor of Dr. Janea Clapp
Terry Shaw

In Honor of Crystal Cohea
Jesse Reed

In Honor of Dr. Tom Connally
Larry and Mollie Chesshir
Paul and Bertie Machel

In Honor of Dr. Jeff Crook
Mary Mutchek

In Honor of Dr. Edward Dakil
Leslie and Donna Brown

In Honor of Jerry Deming
Karen Leonard

In Honor of Twanna Donalson, PA
Sally Meyers

In Honor of Kathey Drummond
Clyde Brawner
Brenda Finkle
Marilyn M. Geiger
Paul Pape
Paula Price

In Honor of Mike Garner
Stephen Gillies

In Honor of Dr. Robert Gaston
Pamela Moser

In Honor of Carmen Gunter
Jerry and Charlotte Lewis
Pamela Moser

In Honor of Tammy Hammond
Dr. Patricia Hathaway White, PhD

In Honor of Diana Henderson
Jewell Hunter

In Honor of Marti Holbrook
Frank and Jo Dawkins

In Honor of Kyle Hurley
Carol Melton

In Honor of Dale James
Dr. David and Lisa Porter
Nelda Toal

In Honor of Sara Johnston
Richard and Laura Pringle
Larry Milvo

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Georgia Lampton

Jack DeArmon, Sr. Memorial
Marilyn M. Geiger

Charles Echols Memorial
CEBA

Leona J. Fisher Memorial
Marilyn M. Geiger
Jay and Joy Haverfield
Rita Shumate

Myra Foster Memorial
Evelyn Brandon

Patricia Gill Memorial
Marilyn M. Geiger

Patti Gipson Memorial
Fred and Lisa Gipson

Lorraine Goff Memorial
Gordon and Kathey Drummond

Robbie Elizabeth Lee Hackler Memorial
Gordon and Kathey Drummond
Marilyn M. Geiger

Mary K. Harrison Memorial
Gordon and Kathey Drummond
Marilyn M. Geiger

Troy Hatfield Memorial
H. Rainey and Mary Powell

Elsie Louise Henderson Memorial
Marilyn M. Geiger

Letha Marie Bruce Herd Memorial
Gordon and Kathey Drummond

Jim Hill Memorial
Marilyn M. Geiger
Lynn and Jerry Weber

Helen Louise Hromada Memorial
Marilyn M. Geiger

Betty J. Hughes Memorial
Larry and Sallie McBrier

Betty Kinney Memorial
Jerry and Lynn Weber

Patrick Krittenbrink Memorial
Gordon and Kathey Drummond
Marilyn M. Geiger

Jack Lacock Memorial
Georgia Lampton

Mildred Faye Long Memorial
Mildred Cella

Janice Miller Marks Memorial
William S. Miller

Ron Martin Memorial
Gordon and Kathey Drummond
Marilyn M. Geiger
Chris and Susie Graves
Daryle and Sherri Voss

Barbara Mason Memorial
Georgia Lampton

B.L. McCloskey Memorial
William G. White

John Hilleary McElheny Memorial
Judy Wampler

Henry J. Murry Memorial
Cheryl Hamilton

Sue Elliott Nixon Memorial
Marilyn M. Geiger
Chris and Susie Graves
Stanley S. Poteat

Art Pugh Memorial
John and Traci White

Troy Warren Ragsdale Memorial
Max and Virginia Huddleston

Dorothy Ann Randle Memorial
Tom and Pat Martin
Marilyn M. Geiger

Dr. Joseph Alois Rieger Memorial
Marilyn M. Geiger

William Richardson Memorial
Dr. Bill and Ann Harris

Ruth Smallberg Memorial
Jerry and Lynn Weber

Robert M. Spector, MD Memorial
Preston and Patti Trimble

Alice Murphy Stevens Memorial
Larry and Sallie McBrier
Billie Spector
Harold (Steve) Stevens
Judy Wampler

Father of David Tan Memorial
Jerry and Lynn Weber

Thurman Toal Memorial
Gordon and Kathey Drummond

Dr. Roy Troutt Memorial
Marilyn M. Geiger

Arvilla H. Vaughn Memorial
John A. Vaughn

Daniel Morgan Wyatt Memorial
Gordon and Kathey Drummond
Marilyn M. Geiger

David Timothy Wright, II Memorial
Jeff and Trisha Crow
Kathey and Gordon Drummond
Marilyn M. Geiger
Tony and Brenda Snow

Vaniver "Van" Hill Young, Sr. Memorial
Gordon and Kathey Drummond
James and Betty Silman

Auxiliary *appreciation*

Not only do the amazing volunteers at our Health System donate their time, they also donate funds to improve our Health System. Through Auxiliary grants, NRHS was able to improve our facilities and reach out to our community. Here are a few thankful words from departments who benefitted from our Auxiliary's generosity:

Dear Norman Regional Auxiliary:

The Surgery Department would like to give a huge thanks for supplying us with the funds to purchase Flight Boards for each one of our surgical suites. These flight boards enabled us to be the first operating rooms in the state to implement this VHA Blueprinted process that meet pre-procedural site and patient verification along side a time-out that truly impressed our Joint Commission surveyors.

Needless to say, the funds that were provided assist our surgical crews to communicate the absolute needs of every patient who visits us for care, and forecast possible complications. We and all of our patients thank you!

Sincerely,
Jeff Barlow
Manager, Surgical Services

Dear Norman Regional Auxiliary:

The Physical Performance Center applied for and received a grant to purchase Exercise Pro software that allows us to create customized home exercise programs for our clients, complete with illustrations. It has the capability to save protocols that can be retrieved and edited if required for specific patients which is a great time-saving feature.

In addition, it contains hundreds of patient education handouts. We are so appreciative of the Auxiliary for assisting us in providing high quality patient care and education.

Thanks so much,
Debbie Christian, PT
Manager, Physical Rehabilitation

Dear Moore Medical Center Auxiliary:

We consider ourselves very lucky to have our volunteers. Our volunteers always greet our patients and visitors with a smile, eager to provide help or information. Our patients often comment on the kindness and willingness of our volunteers to serve their needs.

Our volunteers escort our patients to their point of service and are always happy to deliver any necessary paperwork to other departments and nursing units. Our volunteers seem to have an endless supply of energy.

We would like to thank our volunteers for all they do. They are a valuable asset to our health system.

Thanks,
Wendy Stamper
Supervisor, Registration
Moore Medical Center

Dear Auxiliary:

We would like to thank the health system's Auxiliary for the numerous grants they have awarded the Speech-Language Pathologists who work at the Rehabilitation Unit, in Acute Care and also at the Physical Performance Center of Norman Regional Heath System.

We have been provided with therapy materials, standardized testing materials, a pediatric table and chair set, and a wonderful Voice Analysis Program, just to name a few. The Auxiliary has enabled us to keep up-to-date materials as well as having some of the newest available products to meet the varied needs of our diverse patients.

We feel that our services have steadily grown as a result of the generosity of Auxiliary's grants. We are very fortunate to have the Auxiliary. I know that our patients, their families and the parents of the children we serve have all benefited greatly from the grants we have received.

We would love to send a huge 'Thank You' to the Auxiliary for helping us so many times.

Thank You!
Lisa Robertson, MSCCC/SLP
Shelly Terry, MSCCC/SLP
Melanie Goodner, MSCCC/SLP
Julia Jones, MSCCC/SLP

Yearly Financials
BY THE NUMBERS

Assets	2009	2008
Current Assets		
Cash and cash equivalents	$35,028,581	$22,764,200
Short term investments	$23,589,821	$41,942,511
Restricted cash for capital acquisitions (current)	$17,795,895	–
Restricted cash and investments (current)	$6,797,320	$16,111,689
Patient accounts receivable, net of allowance for uncollectible	$50,141,701	$62,529,763
Estimated amounts due from third-party payers	$3,644,995	$999,034
Supplies	$8,444,946	$7,716,291
Prepaid expenses and other	$5,161,791	$5,455,371
Total current assets	$150,605,050	$157,518,859
Noncurrent Cash and Investments		
Held by trustee for debt service	$24,975,473	$26,577,403
Held by trustee for capital acquisitions	$17,795,895	$31,623,193
Total held by trustees	$42,771,368	$58,200,596
Less amount required to meet current obligations	($24,593,215)	($16,111,689)
Total noncurrent cash and investments	$18,178,153	$42,088,907
Capital Assets, Net	$291,880,911	$248,844,794
Other Assets		
Deferred financing costs, net	$5,527,242	$5,743,765
Other	$8,995,666	$9,470,683
Total other assets	$14,522,908	$15,214,448
TOTAL ASSETS	$475,187,022	$463,667,008

Liabilities & Net Assets	2009	2008
Current Liabilities		
Accounts payable	$28,979,151	$22,046,979
Accrued payroll and expenses	$14,057,134	$14,533,751
Accrued interest payable	$3,661,712	$3,824,988
Estimated self-insurance costs (current)	$2,920,000	$2,710,000
Current maturities of long-term debt	$6,794,775	$3,475,112
Total current liabilities	$56,412,772	$46,590,830
Long-term Debt	$245,719,591	$233,077,444
Estimated Self-Insurance Costs	$1,408,372	$1,509,989
Pension Liability	$1,312,877	–
Total Liabilities	$304,853,612	$281,178,263
Minority Interest in Medical Park West	$3,394,644	$3,274,336
Net Assets		
Invested in capital assets, net of related debt	$31,851,483	$35,503,575
Restricted non-expendable permanent endowment	$19.090	$19,090
Reistricted expendable for:		
Debt Service	$21,313,761	$22,752,415
Specific Operating Activities	$1,628,335	$2,526,643
Unrestricted	$112,126,097	$118,412,686
Minority Interest	–	–
Total Net Assets	$166,938,766	$179,214,409
TOTAL LIABLITIES & NET ASSETS	$475,187,022	$463,667,008

Patient Volume	2009	2008
Admissions		
Norman Regional Hospital	16,143	17,382
Moore Medical Center	1,752	1,743
TOTAL	17,895	19,125

Consolidated Balance Sheet for fiscal years ending June 30, 2009 and 2008

Women's & Children's Pavilion Waiting Area

Women's & Children's Pavilion Entrance

keep *in* touch

Norman Regional strives to keep our community up to date on our growth. Please keep in touch with us!

Website: NormanRegional.com
Facebook: Facebook.com/normanregional
Twitter: Twitter.com/normanregional

Sign up for our monthly eNewsletter which features local health news, upcoming events, wellness tips and more at NormanRegional.com.

Want to share your experiences as a patient at our Health System with others? Visit our 'For Patients' area on NormanRegional.com and tell your story.

Our Mission

Norman Regional Health System will provide quality and compassionate health care services and education to our regional community in a responsive, efficient and safe manner.

Our Vision

Norman Regional Health System will improve the quality of life in our regional community.

Want to see more? Take a virtual tour of the HealthPlex online at NormanRegional.com.
Get 360 degree views of the HealthPlex's operating rooms, nursery, patient rooms and more!