



HERITAGE VALLEY COMMUNITY CONNECTION

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John “Tito” Francona Heart & Vascular Center Opens

Behind a solitary door and newly installed signage in Heritage Valley Beaver’s main corridor, lies the newest, state-of-the-art addition to Heritage Valley Health System. Completed in January 2011, The John “Tito” Francona Heart & Vascular Center is Heritage Valley’s innovative hub of interventional cardiology.

According to the Pennsylvania Department of Health, diseases of the heart are the leading cause of death among persons in the state. Recognizing the need for specialized treatment in heart and vascular diseases, Heritage Valley implemented a plan to add to the existing heart and vascular services as well as expand capacity.

“The expansion of the Heart & Vascular Center has been a staged transition in all aspects,” said Jeffrey A. Lins, MD, FACC, Director, John “Tito” Francona Heart & Vascular Center. “What were previously stand-alone departments have merged into a streamlined delivery system with merged staffs, updated processes and the latest technology to treat all facets of cardiac and vascular care.”

More than two dozen interventional and diagnostic cardiologists, cardiothoracic and vascular surgeons and radiologists collaborate on care delivered at Heritage Valley’s Heart & Vascular Center. Those located in offices in the community refer patients to the new Francona Heart & Vascular Center for specialized testing and treatments.

The John “Tito” Francona Heart & Vascular Center represents not only a physical expansion but also an expansion in services for persons requiring specialized cardiac care. Electrophysiology and cardiac computed tomography have been added to the established services of heart catheterization, coronary interventional procedures and peripheral vascular procedures.

The center includes four completely modernized procedure rooms that are operating room capable and designed to facilitate a variety of interventional cardiac and vascular procedures. There are 15 individualized patient care bays where patients are prepped for testing and recover after their procedures. A dedicated waiting room and consultation room for families were also added to improve the comfort and privacy of families.

“The modern look and feel of the center is remarkable, but one of the most improved aspects is simply the location of the center,” said Lisa Smith, director of cardiology at Heritage Valley Beaver. The John “Tito” Francona Heart & Vascular Center is located between the emergency and radiology departments at Heritage Valley Beaver. The location is accessible to the ambulance entrance for emergency cardiac cases and makes transfer of patients between the areas more efficient.

“Excellent patient care and improved clinical outcomes are our primary objective,” added Donna Myers, manager of the center. “We’re seeing everyday how the recent changes translate into improvements in patient care.”

The center is named for John “Tito” Francona, a former major league baseball player and long time supporter of Heritage Valley Beaver Foundation. For more than 20 years, Tito has sponsored a golf outing that has raised more than \$2 million in funds for cardiology and oncology services at the hospital.



Procedure room at the John “Tito” Francona Heart & Vascular Center

Talking With CEO Norm Mitry



As this issue of *Community Connection* goes to press, the state of our nation’s healthcare system remains a part of our national dialogue. Affordability and access are foremost in that debate. Healthcare systems throughout the country – including Heritage Valley Health System – are examining their operations in anticipation of healthcare reform and to deal with a persistently difficult economy.

In this issue, we’ve included a “Special Report” detailing how we’re dealing with the challenges of today and tomorrow and how we’re doing so by maintaining a focus on quality, service excellence, cost control and compassionate care. These are the key elements in building and maintaining our seamless delivery system and are concurrent with the objectives of healthcare reform. Our efforts have been proactive as we know that those healthcare providers that fail to respond to the new environment will compromise their very mission of service to the community and possibly even their existence.

Our lead story on the opening of the John “Tito” Francona Heart & Vascular Center exemplifies our commitment to providing convenient access to the highest level of quality healthcare in our community.

The new Heart & Vascular Center is but one indication of how Heritage Valley Health System has been quick to realign and expand service offerings to reflect the needs of our communities. This, as well as our commitment to convenient access to quality care, delves into the core of what Heritage Valley Health System strives to provide to the communities we serve each and every day, helping us remain uniquely connected to our community...for life.

Norman F. Mitry
President/CEO
Heritage Valley Health System

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Innovative Senior Care Program Planned

Heritage Valley Health System and Lutheran SeniorLife announced a proposed joint venture with CJ Betters Enterprises to implement an innovative senior care program that aims to restore individuals to a home in the community. The program, GREEN HOUSE®, is supported by the Robert Wood Johnson Foundation and will be an expansion of LIFE Beaver County into the former Aliquippa Hospital site.

GREEN HOUSE® is a de-institutionalization effort that is carried out through the transformation of long-term care by creating an intentional community that directly supports a culture of abundant life so that each person can reach their highest potential.

A GREEN HOUSE® home is a self-contained residence, designed like a private home, housing up to 10 residents. The physical space is not meant to be “homelike” but to be home for residents needing skilled level of care. One unique feature in this home is that it is staffed by self-managed work teams that share all care and household responsibilities.

The proposed expansion builds upon the successful joint venture between Heritage Valley and Lutheran SeniorLife, LIFE Beaver County located in Center Township. With 192 persons enrolled, LIFE Beaver County is a community-based program designed to provide an alternative to nursing home care, helping to restore and preserve adult independence for older individuals who wish to remain in their homes or who choose to live with family members.

Heritage Valley Health System Launches Quality Website

Heritage Valley Health System has launched a section of their website aimed at sharing quality data from its two flagship facilities, Heritage Valley Beaver and Heritage Valley Sewickley. The “Quality: How do we compare?” section of the health system’s website, www.heritagevalley.org/quality, provides data on Heritage Valley’s clinical performance, patient safety and customer satisfaction results.

Heritage Valley’s website includes information on a variety of quality measures that are evidenced-based, scientifically researched standards of care which have been shown to result in improved clinical outcomes for patients. Specific measures on pneumonia, heart attack, heart failure, and surgical care are tracked and published on the website as well as submitted on a quarterly basis to the Centers for Medicare and Medicaid Services (CMS).

Care provided at Heritage Valley follows National Patient Safety Goals established by Joint Commission, a nonprofit organization that accredits and certifies healthcare organizations and programs in the United States. Data that reflects Heritage Valley’s progress in patient fall and infection prevention measures is shared on the site. Additionally, information regarding customer satisfaction at Heritage Valley is collected through a variety of methods and appears on the site.

Heritage Valley Receives Quality Spirit Award

Heritage Valley Health System’s Staunton Clinic is the recipient of the 2010 Spirit of Excellence Award for Quality from *Modern Healthcare* and Sodexo Health Care Services. Heritage Valley received the award in recognition of the development and implementation of a proactive treatment protocol for bipolar patients that resulted in a 40% decrease in emergency department visits, a 62% decrease in inpatient admissions and a 71% decrease in total days of inpatient hospitalization.

The goal of the project developed by Heritage Valley Staunton Clinic was to provide proactive care to bipolar clients and intervene with more intensive care when patients appeared to be heading for a period of decompensation, or a period of emotional or mental health deterioration. Additional proactive protocols for intervention in care were implemented; the team, as well as clients and their families, were educated to recognize symptoms and warning signs of deterioration; clients identified as heading toward decompensation were seen by a psychiatrist within 72 hours; and clients received more frequent contacts and medication checks by Staunton Clinic staff.

There were 98 entries in the 2010 Spirit of Excellence Awards program which spotlights creative and innovative programs that support organizational excellence, patient satisfaction, customer service, employee satisfaction, commitment, and community participation.



Pictured left are the Heritage Valley Health System Staunton Clinic team members who developed the “Proactive Intervention Project with Bipolar Patients to Reduce Emergency Visits and Hospitalizations.”

The team members from left to right are Jim Boaks, Jodee Kirchner, Mark Oros, Brian Reynolds, Amanda Ervin, Michael Fortunato, M.S.Ed., and Kathy Brynda.

Emergency Department Receives QualityBLUESM Award

The Patricia S. Snyder Emergency Department at Heritage Valley Sewickley recently received a QualityBLUESM Award from Highmark for operational improvements in Emergency Department Throughput. The award was presented for greatest percentage change, a 92% decrease, in patents that “left without being seen;” a 19% reduction in emergency department arrival to admission or discharge time; and 50% reduction in the door to physician time.

Heritage Valley Sewickley’s project was recognized as most improved among 31 other facilities participating in projects to address Emergency Department Throughput. While data that helped garner the award was collected from July 2009 to June 2010, interdepartmental teams have been meeting and developing new processes for many years.

“While the recognition from Highmark is an honor, we are also proud that the Heritage Valley Sewickley emergency department has patient satisfaction scores in the 98th percentile for the nation in December 2010,” added Dr. Thomas Pangburn, System Medical Director, Heritage Valley Emergency Services. “This indicates to us that the patients are pleased as well.”

Heritage Valley Endocrinology Opens in Beaver

Persons with diabetes, thyroid and other hormone disorders are now able to receive specialized care close to home. In December 2010, Heritage Valley Health System opened Heritage Valley Endocrinology in Beaver with new physicians Alejandro R. Gonzalez, M.D. and Noah D. Lubowsky, M.D., board-certified endocrinologists.

“We are looking forward to partnering with patients and their primary care providers to deliver endocrinology locally,” said Dr. Gonzalez. The practice requires that patients have a referral from their primary care physician before they are seen in the office.

Prior to joining Heritage Valley, Dr. Gonzalez functioned as the Chief of the Nephrology and Endocrinology divisions and was the Medical Director of the Joslin Diabetes Clinic at West Penn Hospital. He is also a Clinical Assistant Professor of Medicine at the University of Pittsburgh and Temple University. Dr. Lubowsky worked at West Penn Hospital and Forbes Regional Hospital as well as taught medical residents at West Penn before coming to Heritage Valley.

Heritage Valley Endocrinology is located at 1 Peartree Way in Beaver with office hours Monday through Friday, 8:00 a.m. to 4:30 p.m. For more information, call 724-728-9404.

Heritage Valley Health System presents...

AN EVENING WITH MARVIN HAMLISCH AND THE PITTSBURGH SYMPHONY ORCHESTRA

Saturday, March 12, 2011 at Heinz Hall

Please contact Susie Abercrombie at 412-749-7050 or email foundation@bvhs.org for more information.

Proceeds benefit
Heritage Valley Beaver Foundation and
Heritage Valley Sewickley Foundation

Order tickets online at
www.heritagevalley.org or call
412-749-7050.

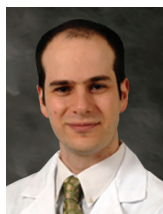
Presenting Sponsors:



Dick and Ginny Simmons

UPMC HEALTH PLAN

Physician Profile



Jonas Cooper, M.D.

Jonas Cooper, M.D., M.P.H., F.A.C.C., is the newest addition to the Heritage Valley Heart & Vascular Center. Dr. Cooper specializes in cardiac electrophysiology. Electrophysiologists measure and treat the electrical rhythms of the heart, including rapid, slow and irregular heartbeats. Dr. Cooper sees patients at the Sharon Road and Wexford Heart & Vascular Center locations.

Dr. Cooper completed his residency and fellowship in cardiology and electrophysiology at Washington University in St. Louis and earned his medical degree from Washington University School of Medicine. He was an assistant professor of medicine in cardiology at Washington University prior to joining Heritage Valley. He also earned his master's degree in public health from Harvard University. Dr. Cooper has been published in his field of expertise, has received awards and accolades and is certified in internal medicine, clinical cardiac electrophysiology and is a fellow with the American College of Cardiology. Dr. Cooper resides in Pittsburgh with his family.

Calendar of Events



March 12

An Evening with Marvin Hamlich
Heinz Hall
5:30 p.m.

May 11

Sewickley Card Party
Allegheny Country Club, 11:30 a.m.

May 14

Heritage Valley Spring Health Fair
The Mall at Robinson
1:00 p.m. to 5:00 p.m.

June 7

Ladies Classic
Golf -- Sewickley Heights Golf Club, 8:30 a.m.
Tennis -- Edgeworth Club, 10 a.m.



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1-877-771-HVHS (4847)

Announcements

Heritage Valley Rheumatology Adds Physician, Location

Heritage Valley Rheumatology announces the addition of Laurie W. Mathie, M.D., board-certified rheumatologist, to the practice medical staff. Dr. Mathie will see patients at the current Hopewell location at One Hospital Drive as well as at the practice's new Cranberry location at 1185 Freedom Road in Cranberry Township. To schedule an appointment at either location, call 724-857-0591.

New Pulmonology Office Opens

Heritage Valley Pulmonology opened a new office in January. Jeffrey A. Erukhimov, M.D., who specializes in sleep medicine, is the physician at the new location at 274 Third Street in Beaver. To schedule an appointment, call 724-774-2942.

Cardiac CT Services Offered at Heritage Valley

Cardiac Computed Tomography, or Cardiac CT, services are now available at Heritage Valley Beaver and Heritage Valley Sewickley. A new service of the Heritage Valley Heart & Vascular Center, Cardiac CT is a painless, non-invasive test that uses a 64-slice CT Scanner with the latest technology to produce high quality images of the heart. To schedule Cardiac CT services, call 1-866-901-7388.

Heritage Valley Health System Board Officers Announced

The Board of Directors of Heritage Valley Health System recently announced its new board leadership for 2011. The leadership team, effective January 1, 2011 is: Garry Hogan, Chair; G.R. Orr III, Vice Chair; Johannah Robb, CPA, Secretary; and A. Gary Chace, Treasurer.

Heritage Valley Foundation Board Officers and New Board Members Announced

The Boards of Directors of the Heritage Valley Beaver Foundation and Heritage Valley Sewickley Foundation recently announced their board leadership for 2011. The leadership for the Heritage Valley Beaver Foundation, effective January 1, 2011 is: I. David Atcheson, DMD, Chair; Tom Leydig, Vice Chair; Judy Madder, Secretary/Treasurer. The leadership for the Heritage Valley Sewickley Foundation, effective January 1, 2011 is: Scott Elste, Chair; Greg Smith, Vice Chair; Lynn Vescio, RN, MSN, MS, Secretary/Treasurer.



The Heritage Valley Beaver Foundation is pleased to welcome Alex Sebastian to its Board of Directors. Mr. Sebastian is the award winning proprietor of the Wooden Angel Restaurant in Beaver. He previously served on the Heritage Valley Beaver Foundation Board and its predecessor board from 1989 to 2006 and on the Heritage Valley Health System Board of Directors from 1999 to 2006.



The Heritage Valley Sewickley Foundation is pleased to welcome James D'Antonio, M.D. to its Board of Directors. Dr. D'Antonio is a board certified orthopaedic surgeon at Greater Pittsburgh Orthopaedic Associates and has spent his entire career in adult reconstructive surgery at Heritage Valley Sewickley. Dr. D'Antonio holds honors from several professional societies and has long been involved with research and design of total hip and total knee replacements.



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HERITAGE VALLEY COMMUNITY CONNECTION • SPECIAL REPORT •

Heritage Valley's Commitment to Community Remains Strong

Businesses, individuals and nonprofit organizations face challenges in dealing with the current, unpredictable economy. The healthcare industry nationwide is no exception. The existing economic situation, unprecedented healthcare reform changes and, locally, the decline in population has health systems and hospitals looking to become even more financially cautious as they work to ensure that much needed, high quality healthcare services are available to the communities they serve. However in western Pennsylvania, a region that has faced economic hardships in the past, experience shows that adverse situations can result in innovations and improvements otherwise unrealized.

Heritage Valley Health System is among the most well-positioned health systems to weather the continued uncertainties of the economy and healthcare reform. In carrying out its mission to improve the health and well-being of all people in the community it serves, Heritage Valley is committed to maintain and add high quality specialized healthcare services, develop efficiencies in health system operations and take advantage of market opportunities that are consistent with the goal of providing exceptional health services across a seamless delivery system.

Heritage Valley's strategic focus on customer/patient satisfaction, quality and safety, fiscal responsibility, and market expansion/community health has served it – and the communities it cares for – well. In addition to being named Blue Distinction Centers for Specialty Care[®] by Blue Cross and Blue Shield companies, Heritage Valley has received multiple Achievement Awards from the Hospital and Healthsystem Association of Pennsylvania (HAP), been named a Bariatric Surgery Center of Excellence by the American Society for Bariatric Surgery (ASBS), and was the only Western Pennsylvania health system recognized by *Modern Healthcare* magazine in its "Best of the Rest" list of top integrated healthcare providers. An indicator of Heritage Valley's proactive fiscal approach are the favorable ratings it has received from the top financial services companies including Standard & Poor's (AA-), Fitch (A+) and Moody's (A1), who recognize the Health System's commitment to strategic vision, physician recruitment, information technology, cost control, restructuring operations where necessary, service excellence, and compassionate care. (continued on back)



Heritage Valley Beaver



Heritage Valley Sewickley

As the largest employer in the airport corridor with more than 4,300 employees, Heritage Valley is deeply embedded in the region and committed to remain a flourishing asset. The Health System's more than 400 physicians are the "gatekeepers" to community health, acting as the primary point of contact with the System. They are backed by diagnostic and testing centers, outpatient surgery centers and ConvenientCare walk-in clinics, located inside area Walmart stores. Heritage Valley's clinical specialties include Cardiology, Cardiothoracic and Vascular Surgery, Orthopedics, Cancer Treatment, Maternal and Child Health, Women's Health, Rehabilitation and Behavioral Health. Additionally, Heritage Valley was awarded the designation of Blue Distinction Centers for Specialty Care® for Cardiac Care at Heritage Valley Beaver, Bariatric Surgery at Heritage Valley Sewickley and both hospitals were recognized for Knee and Hip Replacement.

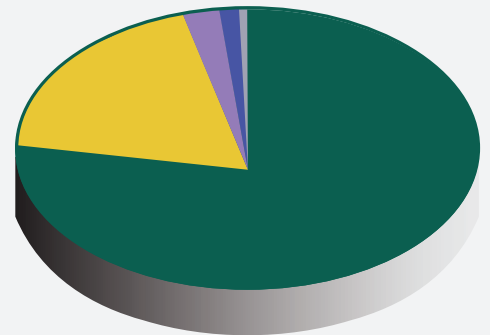
More than a decade ago, Heritage Valley's Board of Directors took an early lead in the adoption of electronic health records (EHR) technology, believing it would help control costs, improve patient care coordination and lead to increases in overall quality. Today that investment is paying dividends by offering patients new levels of convenience by streamlining registration, enabling quicker prescription fills, introducing the online personal health record and providing physicians with access to clinical records anywhere in the System. The Heritage Valley EHR system has been recognized internationally with major awards, including the 2009 MS-HUG Healthcare Innovation Award for Clinical Records-Inpatient from Microsoft Health Users Group. It is considered a model for the deployment of a regional hub enabling access to patient health information for providers in many locations. Into the future, the Heritage Valley EHR system will further improve convenience and quality, while lowering costs through the elimination of redundant testing procedures.

Heritage Valley remains committed to the delivery of high quality healthcare for people in this region, regardless of past, present or future challenges. It has proven its ability to deliver diverse care specialties in the community, develop innovative, technologically advanced solutions to improve healthcare delivery, all the while remaining financially sound. This type of strategic management will continue as Heritage Valley pledges to stay "Uniquely Connected. For Life."

For more information about Heritage Valley Health System, visit www.heritagevalley.org or call 1-877-771-HVHS (4847).

2010 Community Benefit Report

Our community benefit effort totaled \$23,789,008 and included charitable care, community health fair sponsorships, absorption of non-reimbursed expenses for the care of Medical Assistance and the Medicare patients, the subsidization of selected community health services and education through our School of Nursing.



- Medical Assistance/Medicare Shortfall
- Charity Care
- School of Nursing Subsidy
- Family Practice Subsidy
- Other

Medical Assistance Shortfall.....	\$13,128,222
Medicare Shortfall.....	\$4,651,399
Charity Care.....	\$5,064,146
School of Nursing Subsidy.....	\$505,692
Family Practice Subsidy.....	\$136,816
Other.....	\$302,733

TOTAL REPORTABLE COMMUNITY BENEFIT.....\$23,789,008