

Cultivating Wellness



Stories of Care:

Annual Report to the Community

2012 | 2013



**SAN JUAN REGIONAL
MEDICAL CENTER**

sanjuanregional.com



Cultivating Wellness

The connection between living a healthy lifestyle and a vibrant and fulfilling life cannot be separated; the two are connected just as rich soil, water, and sunshine are connected to the abundant vegetation it produces.

At San Juan Regional Medical Center, our community benefit initiatives provide a wealth of tools, resources, and services to help our community live healthy lives.

Although the fruits of our labor are not handpicked from a garden, they are personalized with your needs in mind, and are deeply rooted in our history as a community hospital.

Promoting health and growing wellness is the goal of our work and the subject of this ***Stories of Care, Annual Report to the Community.***



Table of Contents

Stories of Care: Annual Report to the Community from
San Juan Regional Medical Center

A Year in Review

Welcome from Rick Wallace, President and CEO page 5

Community Impact

A message from Sandy Williams, Board of Directors Chair page 7

San Juan Regional Medical Center, Inc. and Affiliates

Consolidated Statements of Operations page 9

Community Benefit Summary page 10

Stories of Care

- How to Prevent a Heart Attack and Mr. Juan Hart™ page 13-14
- Childbirth Education Classes page 15-16
- Low-Cost Blood Screening page 17-18
- Colorectal Cancer Presentations page 19-20





A Year in Review

Welcome From Rick Wallace

In years past, we've accomplished notable growth and expanded our services for greater health and wellness in the Four Corners. We renovated San Juan Regional Rehabilitation Hospital, constructed a medical office building to house specialized services, and have developed an innovative pediatric therapy clinic. But over the *last year*, our continual focus on service has shifted from physical construction to strengthening safety and quality.

We've worked to fine-tune our internal processes, and sharpen our patient-first philosophy. Our highest regard for safety and quality, along with our mission and core values, continue to guide us. It is our desire to serve our patients that drives our community benefit initiatives. As a community hospital, these are free services that have been tailored to respond to identified health needs.

In this *Stories of Care* I invite you to read about some

of the services we provide to create a healthier community. Our extensive childbirth education classes, low-cost blood screenings, colorectal cancer presentations, and the How to Prevent a Heart Attack campaign, for example, are featured here.

The most important ingredients to sustaining wellness are the resources that help you make informed decisions about your health. Aside from providing safe, quality care, we're pleased to promote health within the community, by making these resources available to you.



Rick Wallace
President and CEO





Community Impact

*A message from Sandy Williams,
Board of Directors Chair*

At San Juan Regional Medical Center, we're dedicated to sustaining community health. As the leading employer in San Juan County, we believe our actions contribute to our communal health in many ways. For example, we're conscious of reducing our waste and energy use, including recycling several tons of old electronic items annually; we're proud to provide our patients and visitors with clean air on all of our tobacco-free campuses; and we employ over 1,800 people, contributing to the financial wellbeing of many families in the Four Corners.

In this annual report you'll find our statements of operations along with our community benefit summary. But if we look deeper into the meaning behind these financial reports, we uncover stories that show how individuals have been impacted by our services. These stories have blossomed from initiatives we've funded

and needs that we've responded to, enhancing the welfare of our vibrant community.

Just as rich soil nourishes a plentiful garden, San Juan Regional Medical Center provides services that help our community thrive. Read about them here, in our annual report.



Sandy Williams
Board Chair

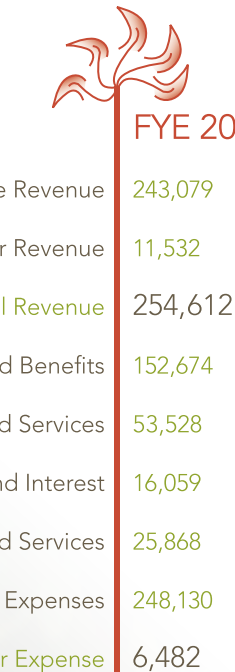




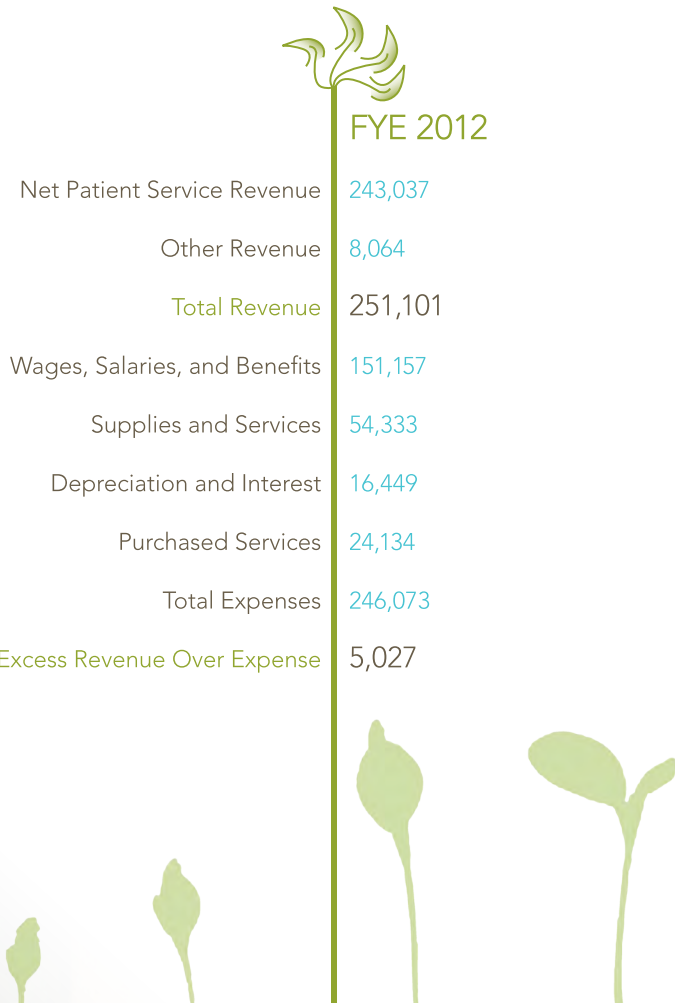
San Juan Regional Medical Center, Inc. and Affiliates

Consolidated Statements of Operations (in thousands)

Annual Report to the Community 2012-2013



	FYE 2013
Net Patient Service Revenue	243,079
Other Revenue	11,532
Total Revenue	254,612
Wages, Salaries, and Benefits	152,674
Supplies and Services	53,528
Depreciation and Interest	16,059
Purchased Services	25,868
Total Expenses	248,130
Excess Revenue Over Expense	6,482



	FYE 2012
Net Patient Service Revenue	243,037
Other Revenue	8,064
Total Revenue	251,101
Wages, Salaries, and Benefits	151,157
Supplies and Services	54,333
Depreciation and Interest	16,449
Purchased Services	24,134
Total Expenses	246,073
Excess Revenue Over Expense	5,027

Community Benefit Summary

San Juan Regional Medical Center conducts a community health needs assessment every three years, to identify health needs in our community. Programs and services are developed to meet top needs including, free flu clinics, support groups, educational programs, health fairs, low cost blood screens, direct donations, and scholarships. These free services, charity and subsidized care, and sponsorships all represent the hospital's community benefit, as detailed here.

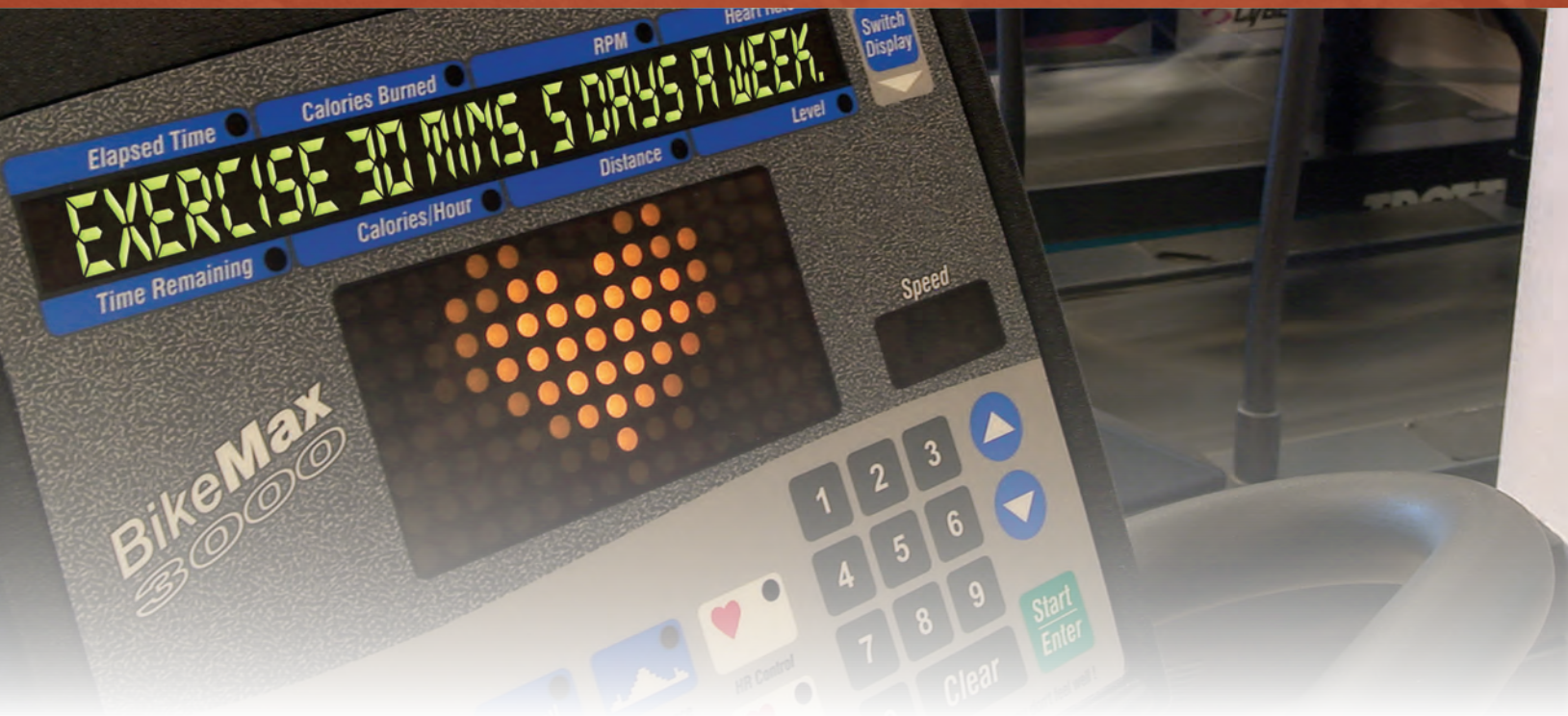


Community Program:		
Traditional Charity Care	351	544,532
Community Health Education	19,835	66,454
Diabetes Education	811	43,330
Community Flu Vaccines	887	11,689
Healthcare Support Services		
Physicians and Medical Students	1,052	1,444,325
Nurses/Nursing Students	27	218,592
Funding for Professional Education		
Subsidized Health Services		
Emergency Services	10,202	2,909,970
Women and Children's Services	3,657	1,628,257
Behavioral Health Services	733	1,172,006
Outpatient Services	111,195	19,126,965
Other Subsidized Health Services	3,170	3,739,261
Juan United Way - Corporate Match		53,997
Financial and In-Kind Contributions	13,548	574,986
Other Community Services		
		93,466
Total	165,468	31,627,830



Stories of Care Cultivating Wellness





How to Prevent a Heart Attack and Mr. Juan Hart™ *Spreading a simple, heart-health message*

Reducing the risk of a heart attack by up to 90 percent can be achieved by following four simple, life-giving steps. The hospital's *How to Prevent a Heart Attack* education campaign is meant to empower people of all ages to make informed decisions about their health. San Juan Regional Heart Center's Mr. Juan Hart™ continues to personify each of the four steps throughout the community.

Mr. Juan Hart™ has participated in several community events that support living a healthy lifestyle. He walked during the American Heart Association's National Walking Day, visited with kids at KidFest and the Connie Mack parade, appeared at 10 free and reduced summer lunch program locations, cheered students on as they made their way to school during Ride and Walk to School Day, placed new

tobacco-free signs on all San Juan Regional Medical Center campuses, and has been invited to several elementary schools for health fairs and other special events.

"The more education we provide, the more impact we can have on managing the health of the community," said Cardiologist, Dr. Jim Goolsby. "We treat many individuals in our community for heart attacks each year. We put

in a stent to open the artery and in many instances, we save a life or heart muscle, and that's an absolute miracle. But it would be even better if we could prevent heart attacks from happening in the first place."

A Heartfelt Purpose

After several months of spreading this message, students at Bluffview elementary were surveyed on what they recalled about Mr. Juan Hart™. The majority of students recalled *not smoking* (25 percent), *exercising* (25 percent), and *eating fruits and vegetables* (22 percent). Others associated the information with unintentional health promotion such as

avoiding drugs, drinking more water, and getting enough sleep.

"I think we can have an impact by approaching youngsters, especially in elementary school, when they form habits," said Dr. Goolsby. "Those habits may last a lifetime. Changes in the vascular system start early in life and slowly progress until they reach a critical point." Dr. Goolsby said it is possible that children may also directly influence their parents' behavior as well, by inviting them to take a walk or asking them to refrain from smoking.

"I've found the K-5 audience to be the most impressive in their response to Mr. Juan Hart," said Cardiac Service Line Director, Barbara Charles. "Kids' hands shoot up acknowledging that they'd seen him before, citing the importance of exercise, eating fruits and vegetables, and not smoking."

"After we left the Connie Mack parade, as a gentleman passed

us he rolled down his window and yelled 'Hey Mr. Hart! Don't smoke!'" said Charles. "We want to keep spreading the word of prevention, not just disease treatment. Knowing that we could really control heart disease in our county if more people did what Mr. Juan Hart promotes is powerful."

Four, Simple Life-Giving Steps to Prevent a Heart Attack

One: EXERCISE FOR 30 MINUTES FIVE TIMES A WEEK.

Two: EAT FIVE FRUITS OR VEGETABLES A DAY.

Three: MAINTAIN A HEALTHY BODY WEIGHT.

Four: DON'T SMOKE OR USE TOBACCO PRODUCTS.

These steps do more than prevent heart disease; they also help prevent stroke, diabetes, obesity, and certain types of cancer.

◆ Cardiologist, Dr. Jim Goolsby and Mr. Juan Hart™ visit with children about the importance of exercise at Berg Park during the American Heart Associations' National Walking Day.





Childbirth and Breastfeeding Education Classes

Every baby should make a grand entrance

San Juan Regional Medical Center wants every child to have the best start in life. The tools provided by our free childbirth education and breastfeeding classes provide the education moms and families need to nourish a healthy pregnancy. Our staff of specially-trained nurses, educators, and certified lactation consultants are passionate about providing expecting moms with the resources they need for a healthy

pregnancy, successful delivery, and helpful postpartum care.

A Welcome Arrival

First-time mom, Mandie Crane, sought the services of the childbirth classes and transformed her anxiety of labor into confidence. "Childbirth can be frightening. Before the childbirth education classes I was absolutely terrified of giving birth," she said. "But

the childbirth class series provided us with the knowledge we needed to no longer have fear, but confidence." Crane and her husband, Jacob, said they were pleased that the childbirth classes not only connected them with other families, but also instilled the tools to communicate with each other about their birth plan, and establish realistic expectations.

"I had always known I wanted a

natural birth but thought it was kind of unrealistic. The classes gave me confidence in myself and my body," said Crane. "I had an absolutely amazing birthing experience and I contribute my great experience to attending the classes and the great staff at SJRMC."

Jacob Crane, proud first-time father, also attended the childbirth

classes. "As a partner, the classes gave me options to help my wife during labor. It made the experience easier knowing and understanding my role, and I was more prepared to help during childbirth." Their son, Max, made a grand entrance into the world at San Juan Regional Medical Center in April.

Our Childbirth and Breastfeeding Education Classes

Healthy Pregnancy Preparation

Childbirth Preparation Series

Accelerated/Refresher Childbirth Class

Childbirth Preparation for Teens and Cesarean Childbirth Preparation

Breastfeeding I: The Basics

Breastfeeding II: Maintaining Milk Supply, Pumping, and Storage

Baby Care 101

Sibling Class

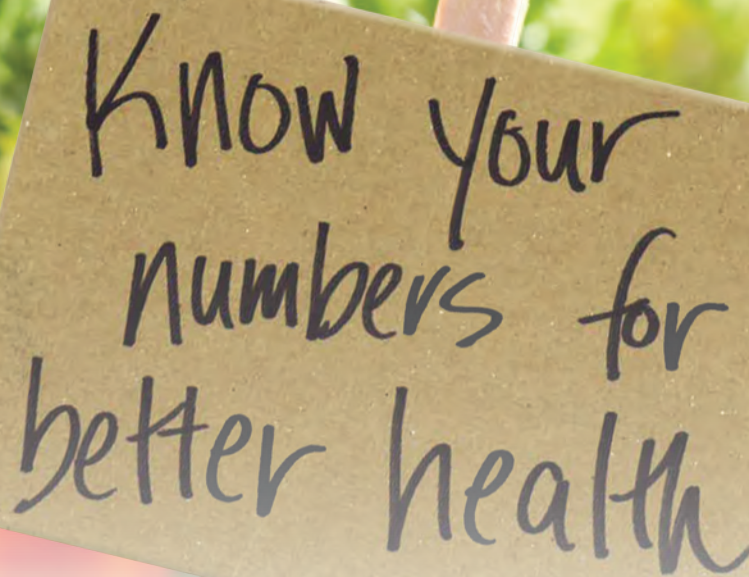
Childbirth Center Tour

Car Seat Safety

Find more information about these classes and register online at sanjuanregional.com or call 505.609.2134.

Max Crane, six months old. ♦
Photographer: Pieces of Me by Tasha Higgins





Know your
numbers for
better health

Bi-Annual Low-Cost Blood Screenings

Know your numbers for better health

San Juan Regional Medical Center provides low-cost blood screenings twice a year, in the spring and fall. Low-cost test options range from \$10 to \$15 and include a comprehensive metabolic panel, lipid profile, thyroid profile, prostate screening, and hemoglobin and hematocrit screening. Dates for upcoming screenings can be found on sanjuanregional.com

Blood values are important indicators

of health. Doctors use the information as one way to assess the quality of their patients' health, and may reveal problems early, prompting meaningful change in lifestyle or diet. High numbers can indicate risks for developing heart disease, stroke, diabetes, and forms of cancer. As many as 203 people have participated in the screening at one time, empowering them to prevent disease and maintain

wellness. San Juan Regional Medical Center is pleased to offer these low-cost screenings to help community members keep track of their health.

Proactive Participation

Although Barb Latschar has insurance, she has not met her yearly deductible. "Your low-cost blood screening is such a help to us," she said. "Thank you for providing this service every spring and

fall. SJRMC employees are organized, efficient, and friendly! My process took 25 minutes from start to finish," said Latschar, who shares her results with her doctor.

Peter O'Sullivan says he goes to the low-cost blood screening for the

convenience, low-cost options, friendly staff, and short wait. "The tests are probably triple the cost at the doctors office, and it forces you to take a look at your health," he said. "Plus my doctor wants to look at my cholesterol every six months, so I get my blood work done

this way before I see him." O'Sullivan says after he gets his results he walks more and watches what he eats. "It provides a wake up call and instills positive life change."

What Your Numbers Say About Your Health

Blood Glucose

A blood glucose test is part of the metabolic profile and measures the amount of sugar in the blood. It is used to help diagnose diabetes and to monitor those who already have diabetes.

Blood Glucose Ranges

Up to 100 mg/dl *Normal*
100-126 mg/dl *Impaired/Pre-diabetes*
126 or higher *Diabetes*

Cholesterol

Cholesterol is a fat-like substance that can clog arteries. A lipid profile checks the levels of your total blood cholesterol, LDL, HDL, and triglycerides.

Total Blood Cholesterol Level

Less than 200 mg/dl *Desirable*
200-259 mg/dl *Borderline High*
240 mg/dl or higher *High*

LDL Cholesterol

Less than 100 *Lower Risk*
100-130 *Average Risk*
Greater than 130 *High Risk*

For people with coronary artery disease (CAD), the recommended level of LDL cholesterol is 70mg/dL.




HDL Cholesterol

Greater than 60 *Lower Risk*
Greater than 40-50 *Average Risk of heart disease depending on gender*
Lower than 20 *Higher Risk of heart disease in men*
Lower than 50 *Higher Risk of heart disease in women*

Triglycerides

Less than 150 mg/dl *Normal*
150-199 mg/dl *Borderline High*
200-499 mg/dl *High*
500 mg/dl or higher *Very High*



SAN JUAN REGIONAL CANCER CENTER ROBERT W. UMBACH BUILDING

Colorectal Cancer Awareness and Prevention Program

Screening saves lives

Colorectal cancer is an important public health issue in New Mexico. One out of every 19 New Mexicans will be diagnosed with colorectal cancer in their lifetime, with more than 90 percent of cases occurring in those ages 50 and older. Colorectal cancer is the second-most frequently diagnosed and leading cause of cancer deaths, in men and women combined in New Mexico, as well as in the United States. Two-thirds of the colorectal cancer

diagnosed in New Mexico is found at an advanced stage, which greatly decreases survival rates.

San Juan Regional Cancer Center is dedicated to educating the community on colorectal cancer prevention, and increasing awareness of this deadly and common disease. Since 2010, as part of our colorectal cancer awareness outreach, our team of cancer educators speak to the community through area businesses about screening and lifestyle

prevention measures. Informing and empowering people to take action to improve or maintain their health—such as preventing colon cancer—is the driving force of this program.

Education to Grow Action

“Colorectal cancer can be prevented through screening,” said San Juan Regional Cancer Center Colorectal Cancer Coordinator, Glenda Allies-Fox. “If polyps are found early, they can be

removed.” She emphasizes the need to move beyond awareness, to action and screening. “I’ve found that people often don’t get screened because they’re embarrassed to talk to their doctor, or because their doctor hasn’t

recommended the test,” said Allies-Fox.

After a presentation to a group of oil and gas workers, Allies-Fox spoke to two young men, who asked for advice on how to approach their fathers about getting screened. “I said ‘you tell them

you really love them and you’d like them to be around for a long time,’” said Allies-Fox. “One of our patients at the cancer center who was a colon cancer survivor used to say, ‘Don’t die of embarrassment.’”

Early Detection Is the Key Ingredient

Ask your doctor when you should be screened for colon cancer. For those with no previous family history of colorectal cancer, screening begins at age 50. This may include a series of stool samples that are tested for indicators of blood. A colonoscopy is also recommended every 10 years after age 50, or sooner with a family history of the disease.

To learn more about San Juan Regional Cancer Center’s colorectal cancer presentation, or to schedule a presentation for your group, contact Glenda Allies-Fox at 505.609.6041.

Risk factors for colon cancer:

Genetic:

Age: 50 or older
Race: More common in African Americans than any other race or ethnic group in the U.S.
Gender: Common in both men and women
Family history: Close relatives or two successive generations of colon cancer

Behavioral:

High-fat diet
Obesity
Lack of exercise
Tobacco use
Excessive alcohol use

Warning signs and symptoms of colorectal cancer:

Diarrhea
Constipation
Feeling that the bowel does not empty completely
Increased frequency
Stools that are thin or narrower than usual
Blood in stools

Rectal bleeding
Weight loss with no known reason
Weakness or fatigue
Abdominal pain

**Colon polyps may be present without any of these warning signs. Only medical screening can detect pre-cancerous polyps, which may lead to earlier intervention and better quality of life.*

Healthy Lifestyle and Prevention Measures:

Maintain a healthy body weight
Eat a healthy diet
Be physically active

Limit alcohol use
Avoid tobacco products
Get age-appropriate cancer screening



Auxiliary

San Juan Regional Medical Center's Auxiliary is a service organization that includes volunteers who work in various capacities. The group contains highly compassionate, well-trained, and resourceful individuals who provide exceptional customer service and support to patients, visitors, and hospital staff. The Auxiliary—established in 1952—sponsors the Gift Market, teenage volunteer program for those 14 and older, and fundraising events for patient care items, new equipment, and annual educational assistance for those interested in medical professions. The Auxiliary is a vital and robust component of the hospital's operations.

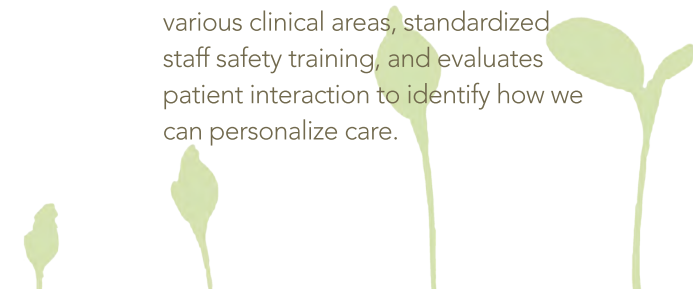
San Juan Medical Foundation

San Juan Regional Medical Center is proud to partner with San Juan Medical Foundation to help meet community need. Formally established in 1985, San Juan Medical Foundation is an independent, non-profit, and non-governmental organization that works to assess and enhance the healthcare needs of the Four Corners. Members receive and administer funds for charitable, scientific, and educational purposes to improve health in the community. The Connelly Hospitality House, Riley Industrial Men's Health Fund, and the Hope Children's Fund are just a few examples of the programs that are supported by the San Juan Medical Foundation. More information about the foundation, including how to donate to San Juan Regional Medical Center, can be found at sanjuanmedicalfoundation.com.

Dedication to Continued Quality and Safety

Improving the quality and safety of San Juan Regional Medical Center's services is ongoing. Momentum forward is guided by our mission and our patient-centered philosophy. Ultimately, though, it is our values that drive us to deliver quality care; improving operations and processes start from this foundation. Our values include *sacred trust, personal reverence, thoughtful anticipation, team accountability, and creative vitality*. Sacred trust—our most important value—allows us to put our patients first by developing a connection with them and their family. Every decision we make is based on these values.

Examples of our quality improvements include incorporating checklists as directed by the Centers for Medicare and Medicaid (CMS). These checklists measure patient satisfaction and outcomes in various clinical areas, standardized staff safety training, and evaluates patient interaction to identify how we can personalize care.



About Us

San Juan Regional Medical Center is a non-profit, acute-care hospital and Level III Trauma Center with 254 licensed beds located in the Four Corners region. As a sole community provider in San Juan County, San Juan Regional Medical Center delivers a remarkable range of highly personalized and specialized healthcare services not only to the citizens of San Juan County, but to the people of the entire region. Our heart center, cancer center, Certified Primary Stroke Center, and neurosurgery capabilities are just a few examples. All of our campuses are tobacco-free, creating a more healing and healthy environment for all. San Juan Regional Medical Center is accredited by Det Norske Veritas (DNV) as of 2010; evaluation was based on hospital quality, innovation, and continued performance improvement.





Cultivating Wellness

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Our Mission

To personalize healthcare and create enthusiasm and vitality in healing.

Our Vision

To be known as the most personalized quality healthcare provider.

Our Core Values

Sacred Trust
Personal Reverence
Thoughtful Anticipation
Team Accountability
Creative Vitality



**SAN JUAN REGIONAL
MEDICAL CENTER**

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