



*Behind the*  
**Green**



Welcome

# Behind the Green

Seventy-five years ago, Floyd Hospital opened its doors as the community hospital for Rome and Floyd County. An entire election centered on the call for a facility that would provide care to all comers in a post-Depression, World War II-wary community. That mission continues today.

Seventy-five years later, the Floyd health system still maintains that mission and commitment to community leadership, even as it has grown to include multiple hospitals, a Primary Care network and a Family Medicine Residency program. Over the years Floyd has been a catalyst for growth and, today, it continues to be an economic engine for northwest Georgia as the county's largest employer.

Behind the Green is a review of the people, programs and compassionate acts over the past year that help tell the Floyd story. We are a not-for-profit community hospital, but what does that mean? It means we invest in our community by working in our schools and industries, by educating and screening our neighbors and by adding services and improving our facilities. And, we do all of that with a heart of compassion that you'll read about in the pages that follow.

You'll also discover an important number, \$72.8 million, which is the total cost of care Floyd and Polk provided to people in our community who could not afford to pay for their own care.

On this page are elements that we assembled over the past two years to tell our 75-year story. These items are part of a large display we installed on our second floor. I hope you'll take time to stop by Floyd Medical Center and see it in person. Coming soon, there will be a web component with pop-up windows that explain each item in more detail. Our hope is, that as you look at each of these elements, you'll see that while much has changed over the past 75 years, one thing remains the same—our commitment to you.



Auxiliary's First Love Light  
Tree A Success

PHYSICIANS  
1942  
9 Physicians & Dentists  
on the medical staff  
2017  
328 Physicians & Dentists  
on the medical staff



Roman Record  
Business and economic Community circulation  
FMC adds health to economy  
1,000 jobs, a payoff of \$20 million

Floyd Medical Center's Construction and Renovation Project Receives Ruling to Move Ahead

Topics  
Shorter Medical Arts Center Ribbon Cutting Ceremony

Topics  
Approval of Expansion Program Marks New Era For Floyd's Future

FMC Health Care Opening For Main Level Parking Deck and Covered Walkway March 7



# Expectations 50 years -2017

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Our mission is to be comprehensive and committed to the delivery of quality, improving quality,

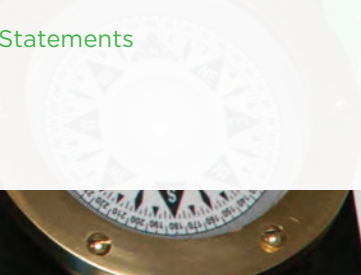
FMC's Little Instruction Book for Employees

**CAMP FMC**  
Linda Wilhelm  
HIGHLY SUCCESSFULLY COMPLETED CUSTOMER SERVICE TRAINING AT CAMP FMC

*The Good Samaritan*  
*of the Year*



CLASS OF NOV. 16, 2000





# From Boo Boos at School to Support on the Sidelines, Floyd Is There

When elementary age students need help with insulin, take prescriptions during the school day or simply have scraped knees or elbows in need of bandages, a Floyd nurse is there, providing medical expertise, comfort and a watchful eye.

“Our schools cannot educate unhealthy children,” said Stephanie Clay, RN, the school nurse at East Central Elementary School. “By providing registered nurses in every school, Floyd is not only assisting with top-notch, comprehensive health care, but also with educating our children, families and community. I love what I do, the families I help and the lives I touch through my career as a school nurse!”

Floyd Corporate Health became the provider of health care to the Rome and Floyd County school systems’ more than 17,000 students and 1,700 employees in August 2016 and added the Polk County School District’s 7,000 students and 700 employees in August 2017.

## Nurses Guide, Advise Families

“Through Floyd’s School Nurse Program, I am here to advise, assist and guide families in the most appropriate direction for health care,” said Stephanie. “When illness hits, getting prompt medical care is important for healing. School nurses are the front line responders. We are here to treat and send students and their families in that direction.”

School nurses also build relationships, helping children to learn that health care is not scary or stressful, but helpful and compassionate.

“It gives a positive impression of health care when a nurse sees a student in the hallway and asks them how their day is or gives them hug,” said Chris Butler, Director of Floyd Corporate Health. “For some of these children, these nurses will be a part of their lives for 13 years or more.”

Because the nurses are at the school, they can also share Floyd services with staff and parents, and even recommend physicians if they need one.

“Parents are very likely to read information sent home in a student’s folder, which gives us a great educational opportunity,” said Chris. “Our hope is that one day, when these students become adults, they will remember their school nurse and decide to choose Floyd to care for them and their families.”

## Athletic Trainers Serve High Schools

This same philosophy carries over into area high schools as student athletes and their coaches engage with Floyd athletic trainers. Floyd provides Certified Athletic Trainers (ATCs) to every public high school in Floyd, Polk and Chattooga counties, as well as to Darlington and Unity Christain schools. Floyd ATCs recorded more than 35,000 hours of service to more than 1,000 students at a cost of \$1.16 million in FY 2017. Like school nurses, these professionals give students and staff members onsite attention, help them navigate the health care system and provide follow-up care.

In addition to the expert medical care our ATCs provide, something else equally important happens on the sidelines: peace of mind, said Karen Sablon, Director of Floyd Physical Therapy & Rehab.

“Our ATCs are on the sidelines on game day, but also during practice and throughout the school day,” Karen said. “They work with coaches and students to make sure student athletes can safely compete, and they add an extra tier of medical support in training, preventing injury, observing athletes for signs of injury and providing treatment and triage.”



Floyd Athletic Trainer Chad Wilson, left, serves the athletes and staff at Rome High School, two-time state champions in football.





FLOYD

FLOYD

Stephanie

Stephanie Clay RN

Registered Nurse  
School Nurse Program

RN







# Providing Epi-Pens to Schools Proves to be A Life-Saving Decision

When Floyd stepped up to take over and manage the school nurse programs in the Floyd County, Rome City and Polk County schools, everyone involved agreed that it was an opportunity to continue and perhaps improve a good program.

And Floyd Corporate Health, alarmed by the unaffordable prices for families to have Epi-Pens available, agreed that providing the emergency medicine to each school was worth the expense.

We do those things because we believe strongly in our mission to make health care accessible to the men, women and children who depend on Floyd to take care of their needs, not knowing that those two decisions would make a life-saving difference for a member of our own family.

Ashley Blake, who works in Floyd Physical Therapy & Rehab, experienced firsthand the importance of having a school nurse and an Epi-Pen available at her daughter's school.

## **It Was an Ordinary Friday**

Ashley started her Friday like so many other football Fridays. She drove her older daughter to an early cheerleading practice and grabbed a quick breakfast with her younger daughter, Sarah, at a local restaurant. She dropped her off at Garden Lakes Elementary School before heading to work.

Sarah is in the fifth grade, and for her, going to school is as routine as brushing her teeth, but this day turned out to be anything but routine.

While sitting in class, Sarah's face turned bright red and began to swell. She was quickly taken to the office of school nurse Drew Nicholson. Sarah was having trouble breathing. She told Drew her heart hurt.

Drew immediately recognized that Sarah was having an anaphylactic reaction. She reached for one of the two Epi-Pens in her medicine cabinet and administered the dose of epinephrine. Once Sarah was stable, Drew called 911 and Ashley.

Ashley rushed to the school to find Sarah and Drew surrounded by a paramedic, an EMT, two firefighters and several Garden Lakes staff members caring for her daughter.

After a trip to the Emergency Care Center to be checked out, Ashley took her daughter home.

Three months later, Sarah is back in class with her own Epi-Pen within reach, just in case she has a reaction again.

## **Sarah Has No Known Allergies**

Sarah, who had no known allergies, had experienced a life-threatening reaction to something she came in contact with. After a series of allergy tests and doctor visits, there are no answers as to what caused Sarah's anaphylaxis.

The other unknown is equally scary to her mom.

Ashley said she can't bring herself to think what may have happened to Sarah had Drew not been at school that day or if that Epi-Pen was not available. Floyd's decision to develop a School Nurse Program and to supply schools with emergency medicines was absolutely good for the community, but for Ashley and Sarah, it's much more personal. It's a decision that may well have saved Sarah's life.



*Floyd Nurse, Drew Nicholson*



# EMS Is Floyd's Frontline for Community Care

When an emergency arises in Floyd County or Polk County, a Floyd ambulance is ready to respond 24 hours a day, seven days a week, continuing a tradition of service that began more than 50 years ago. In fact, Floyd Emergency Medical Services (EMS) celebrated its 50th anniversary in FY 2017.

In addition, EMS is Floyd's frontline for community benefit services, recording more than 112,000 points of service through its community benefit activities. In the more than five decades since its founding, Floyd EMS has grown to become a comprehensive community service provider. In FY 2017, EMS reported the following community benefit statistics:

- 138 individuals received CPR and first-aid training from Floyd EMS.
- 5,500 individuals received information, screenings or other assistance at health fairs from Floyd EMS.
- 98,135 lives were touched from EMS staff providing medical care at community and school events.
- 8,630 students received information on careers and safety from Floyd EMTs and paramedics, often with the help of Little Green, the EMS remote-controlled ambulance mascot.

## Staff Provides Screenings and Education

Floyd EMS also serves in other ways, providing blood pressure checks and stroke screenings in the community, staging teen safety events and providing Stop The Bleed education.

"I am so proud to be associated with a team of EMS professionals who truly care about the community and those we are privileged to serve," said Bud Owens, Executive Director. "The future is bright as we look toward new technology and innovations that will help to provide exceptional life-saving care in the field."

The staff's diligence and commitment to excellence have resulted in Floyd EMS being honored as Service of the Year multiple times both regionally and on the state level. Floyd was named State EMS of the Year three times and Regional EMS Service of the Year six times, most recently in 2017. Today, Floyd EMS includes a staff of over 100 equipped with resources to serve the region well:

- 14 advanced life support ambulances
- 5 EMS equipped all-terrain bicycles
- 4 non-emergency wheelchair transport units
- 3 4-wheel-drive first response trucks
- 2 mobile intensive care ambulances
- 2 non-emergency behavioral transport units
- 2 special events vehicles
- 1 mobile disaster response command center



5,500 individuals received information, screenings or other assistance at health fairs from Floyd EMS.



Floyd's fleet of EMS vehicles provides emergency ambulance and non-emergency transport services to residents of Floyd and Polk Counties.





# First Responder Marshall Greene Turned Tragedy into Purpose

In 2014, 3,179 people were killed and 431,000 were injured in motor vehicle crashes involving distracted drivers. These are tragic losses, but in a world filled with numbers and surveys, we all too often forget that every one of those numbers has a name attached.

Not Marshall Greene.

Each year Marshall, a Floyd Emergency Medical Services first responder, helps stage a realistic wreck scene to illustrate the results of distracted driving to 1,400 teenagers in Rome and Floyd County. The compelling scene depicts injuries and loss of life, and the grief, fear and regret that follow.

There, with every eye on him, Marshall puts names to those numbers.

## Marshall Knows Better Than Anyone

Marshall knows better than anyone the cost of distracted driving. He lost his two sons, Mason, 12, and Zach, 6, in a horrific wreck when his wife briefly took her eyes off the road to check on the boys. The SUV they were riding in was broadsided by a tractor trailer. No one would have blamed Marshall if he had quit his job for another entirely different line of work, but he didn't do that. Instead, he has channeled that devastating loss four years ago into a message that demonstrates a special brand of courage and empathy that is inspiring, humbling and selfless.

Now Marshall's efforts are educating young drivers not only in Rome and Floyd County, but in other locations as well. Working with Georgia State Patrol Troopers and Students Against Distracted Driving, he helped coordinate a distracted driving video that has been viewed more than 1.9 million times and has gotten the attention of others, including the Governor's Office for Highway Safety, and law enforcement officers in Georgia, North Carolina, Kentucky and Ireland.

Some people spend their entire lives searching for the meaning or purpose in a tragic circumstance. Marshall, putting his professional knowledge to use, recognized his own tragedy as an opportunity to make a life-saving difference that now reaches across the ocean.



# A Look Back: Floyd EMS Has Been Caring for Our Community for 50 Years

Floyd Emergency Medical Services is one of the oldest emergency medical services in the state. The service was established July 1, 1966 when the Floyd County Commission asked Floyd Hospital (as Floyd was then called) to take over the county-operated ambulance service to ensure the continued provision of emergency medical service to the community.

Dana Treglown was the first director with John Burnett serving as assistant director and Stanley Payne as third-shift supervisor. In 1967, Floyd trained the area's first emergency medical technicians (EMTs) registered by the American Academy of Orthopedic Surgeons. Four years later, Floyd began administering IV fluids and medicines in ambulances, and in 1973, the service became one of the first to be licensed by the state of Georgia. That same year, Floyd EMS piloted a training course for Georgia EMTs with Coosa Valley Technical School (now Georgia Northwestern Technical College).

Today, EMS is Floyd's primary provider of community benefit services, recording more than 112,000 points of service during the year. And that care, happens all while continuing to be first on the scene when an emergency occurs, 24 hours a day, 7 days a week, 365 days a year.









# From Access to Heart Care, Floyd

The Community Health Needs Assessment is the tool we use to measure the health of our community and to look for opportunities to improve it. Every three years Floyd conducts a Community Health Needs Assessment. Our most recent assessment discovered four primary areas of need:

- Access to care
- Cardiovascular disease
- Mental health services
- Healthy nutrition

We align our Community Benefit activities with our needs assessment to strategically develop programs that aim to make a difference in these categories. Floyd's outreach into the community, along with the provision of trauma and neonatal intensive care services, touched more than 174,375 people through educational programs and screenings, physical examinations for athletes, childbirth classes, support groups and publications. In total, Floyd co-workers and volunteers contributed 111,326 hours to community endeavors at an expense of \$2,127,155.

## Helping Families Access the Care They Need

In Georgia, indigent care is the care provided to individuals who live in a family whose combined income falls below 125 percent of the federal poverty level for a family of a specific size. Currently, a family of four with a total annual family income of less than \$30,375 is eligible for indigent care. Patients who qualify as indigent receive their hospital services at no cost to them.

Charity care is the medical care provided to low-income patients at a discounted rate. Floyd Medical Center discounts hospital charges on a sliding scale for patients whose combined family income falls between 125 percent and 325 percent of the federal poverty level for uninsured families of a specific size. The limit for insured families is 235 percent of the federal poverty level. For example, an individual living in an insured family of four with a total annual family income of \$36,450 is eligible for a discount of 80 percent.

### Floyd Provides Financial Counseling

Patients who come to Floyd Medical Center, Polk Medical Center or our behavioral health facility with no health insurance coverage or a low annual income meet with a financial counselor to determine if they are eligible for government assistance or for indigent or charity care. In FY 2017, Floyd financial counselors assisted 543 low-income residents in seeking eligibility for Medicaid, PeachCare and other programs. Approximately 3.9 percent of all Floyd patients received financial assistance through the organization's indigent and charity care programs.

In 2017, Floyd provided more than \$32 million in free medical services to uninsured and underinsured patients, and a total of \$70.61 million in unreimbursed care was delivered to individuals in the form of traditional charity care and through public programs and services.

Floyd is a Level II trauma center and Level III neonatal intensive care provider, and offers emergency care and intensive care to patients regardless of their ability to pay. In addition, Floyd offers discounted medical services including financial counseling, indigent prescriptions and operation of the Floyd County Clinic for the county's uninsured and underemployed population. Below are additional details of how Floyd assists with access to care:

### Supporting Our Schools with School Nurses and ATCs

Floyd manages the school nurse programs in Floyd and Polk counties with 27 nurses, reaching 24,000 students. In addition, Floyd has placed athletic trainers in 14 high schools and colleges in the area, providing care on the sidelines and in schools to athletes in every competitive sport offered. In FY 2017, 10,015 students benefited from school-based education programs presented by Floyd departments at a cost of \$19,978. In addition, Floyd supplies Certified Athletic Trainers (ATCs) at every high school in the three-county area. Providing athletic trainers to schools cost the organization \$1.16 million in the past FY. These trainers, working with family medicine residency physicians, also provide free sports physical examinations to student athletes throughout the three-county area. In FY 2017, 1,391 student athletes received free sports physicals at an additional cost to the organization of \$3,729.



# Floyd is Working to Meet the Need

## Providing Primary Care to Low-Income Families

The Floyd Family Medicine Residency program provides a county clinic and We Care program that is available to specific low-income and uninsured populations, including a large number of Medicaid and Medicare patients.

## Making Mammograms More Convenient

Floyd's Mobile Mammography Coach is equipped with state-of-the-art, digital mammography equipment and is used to reach out to the mostly rural and underserved areas around Rome. The coach provided 2,646 mammograms to women in our service area in FY 2017. Of those, 776 patients were past due for a mammogram, 142 women had never had a mammogram before and 186 screenings revealed an abnormality that required further testing. Nine women were diagnosed with cancer as a result of their visit to the mobile mammography coach. The goal of this program is to reach women who have never had a mammogram. The coach traveled 9,480 miles in 2017 to women in six Georgia counties and two Alabama counties to make mammography and clinical breast exams convenient for them. Mammography scholarships are available to qualifying individuals through Floyd Healthcare Foundation.









# Disease Management Gets to the Heart of the Matter

## Cardiovascular Disease Management

### Corporate Health Takes Heart Care to the Worker

Floyd Corporate Health works with business and industry to develop and hardwire corporate wellness programs specific to the needs of each industry. This has resulted in the successful reduction of lost time and benefits cost savings for companies in our service area.

### Equipping Learners with the Power to Save A Life

Floyd provides numerous education programs at every level, from preschool through senior adulthood. Our Speakers Bureau is available to provide experts to speak about health, safety and resources available to the community. Cardiopulmonary resuscitation (CPR) and first-aid educators provide CPR and first-aid training to Floyd employees, employees of other companies and to members of the public. In addition, Floyd's Chest Pain program staff provide hands-only CPR training in the community. In FY 2017, 138 individuals received CPR and/or first-aid training from Floyd staff members at a cost to the organization of \$3,504.

### ACO: A Tool to Manage Chronic Conditions

In 2016, the Accountable Care Organization of Floyd Medical Center LLC was approved to participate in the Center for Medicare and Medicaid Services' Medicare Shared Savings Program. Accountable Care Organizations are designed to follow specific Medicare patient populations and to help them manage chronic diseases, including cardiovascular disease and its related diseases, preventing or reducing costly readmissions and providing better outcomes for compliant patients.

### Screenings Reach Thousands with Free Health Information

Floyd participates in health fairs organized by the Northwest Georgia Regional Cancer Coalition, 100 Black Men of Rome and other entities, providing diabetes, wound care, high blood pressure, cholesterol and many other screenings free of charge or at cost, recognizing that a significant number of individuals do not have family physicians or routinely go for annual physical examinations. In 2017, 5,860 individuals received health information at health fairs at a cost to the organization of \$14,268. In addition, diabetes educators provided education about prediabetes, diabetes management and other related topics to 1,655 individuals in 2017 at a cost to the organization of \$4,046.

### Y Members Learn from Floyd Experts

Floyd and the Rome-Floyd County YMCA partner to provide health education opportunities to YMCA members and residents of the service area who attend educational opportunities at the Y.



Little Green, a remote-controlled ambulance mascot of Floyd EMS, teaches children about safe play at a special Heart Day at the YMCA.



Our partnership with the YMCA provides opportunities to offer nutrition demonstrations and hands-only CPR instruction for Y members and their families.



# Mental Health and Nutrition Programs Respond to Community Needs

## Mental Health Services

**Mental Health Solutions Available Close to Home**  
Willowbrooke at Floyd, the organization's 53-bed behavioral health hospital, provides inpatient adult psychiatric care to patients with a range of diagnoses such as depression and substance abuse. The facility also provides Partial Hospitalization and Intensive Outpatient programs for adults with psychiatric needs and hosts weekly on-site meetings of Alcoholics Anonymous.



Representatives of Willowbrooke at Floyd and Willowbrooke at Tanner provided important information about alcohol and opioid addiction to community groups in Rome and Cedartown. From left, Rachel Camp, Katherine Sheppard, Marnie Lynch and Brian Gibson served on a panel that also answered audience questions about substance abuse.

## Nutrition Support

### Partnership Helps Make Fresh Produce Easily Available

Polk Medical Center, an affiliate of Floyd Medical Center, works with the Rockmart Farmers Market, which aims to make fresh produce available to members of the community at a central location. WIC participants can take advantage of a one-for-two credit system enabling them to further their food dollars while bringing nutritionally better options into their kitchens.



### Food Drives Support Local Food Pantry

Floyd supports the work of Rome Action Ministries through food drives and volunteer opportunities. In addition, one of the food pantries operated by Rome Action Ministries has focused its mission on working with Cancer Navigators, an affiliate of Floyd Medical Center, to make quality nutrition products available to cancer patients and their families.

### School Nurses Help Monitor Student Nutrition

Both school systems offer summer nutritional support for students whose access to food is hampered when school is not in session. Floyd supports these efforts through donations and providing health care support at special nutrition distribution events. Floyd also manages the school nurse programs for Rome City and Floyd County schools, providing 17 school nurses who oversee the care of the systems' 17,000 students.





Chad Walker  
Chef

FLOYD  
Chad Walker  
Chef  
Marina del Rey, California



# Floyd Invests Time and Resources to Make Our Community Healthier

Individually and corporately, Floyd continues to be actively involved in the communities where we have a presence, lending leadership, time and other valuable resources to efforts to improve the quality of life for families in northwest Georgia and northeast Alabama. Below are some of the additional community benefit activities provided in 2017:

## Our Staff Trains The Medical Experts of Tomorrow

One of the largest non-billed expenses at Floyd lies in our efforts to support schools and colleges in training nurses, doctors, nurse practitioners, physician assistants and other health professionals with real-life training opportunities while shadowing or being mentored by Floyd employees in their respective fields. In FY 2017, working with 534 nursing students, Floyd staff members provided 58,777 hours of clinical education at a cost of \$374,397 to the organization. Many of these students eventually accept jobs in our service area, providing much-needed medical expertise in our primary and secondary service areas. Also, 59 students studying to be nurse practitioners or physician assistants were trained by Floyd staff members, who provided 10,287 hours of clinical education at a cost of \$65,515. And, 110 medical students studying to become physicians trained at Floyd. Floyd staff members provided 36,815 hours of clinical education to medical students not in our residency program at a cost of \$234,659.

## Classes Give Young Families a Solid Start

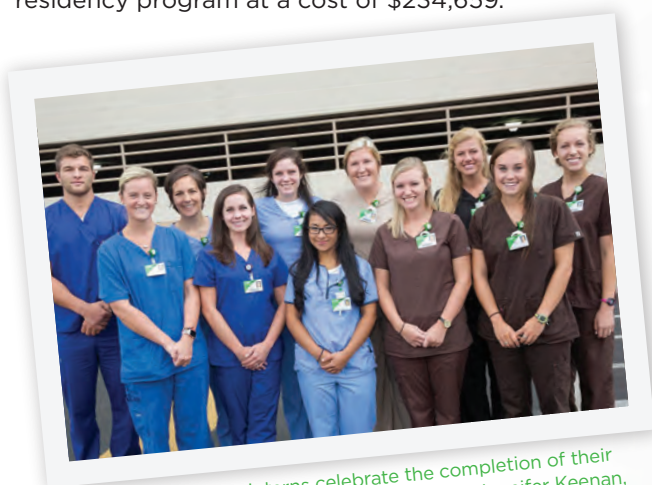
Floyd offers six-week, weekend and online childbirth classes to help expectant parents be better prepared for labor, delivery and caring for their baby. Some insurances and government health coverage programs pay for childbirth education. Expectant parents who do not have coverage for these classes are not denied participation. In FY 2017, 82 individuals learned about childbirth, breastfeeding and newborn care through these childbirth education classes at a cost to the organization of \$6,131.

## EMS Supports Events All Year Round

Floyd Emergency Medical Services, supplemented by other Floyd departments, is a fixture at community events throughout the year, providing onsite ambulance services, first-aid stations and medical support when it is needed. In FY 2017, 98,135 people benefited from medical care and support at community events at a cost of \$120,132 to the organization.

## Hospice Meets an Often Unspoken Need

The staff at Heyman HospiceCare at Floyd is committed to caring for the entire family, even after the patient dies. The hospice program provides free grief counseling to anyone seeking help, regardless of whether the individual has a relationship with Floyd or Heyman HopiceCare. In FY 2017, 79 individuals benefited from free grief support services provided by Heyman HospiceCare at Floyd at a cost to the organization of \$14,118.



These Floyd nurse interns celebrate the completion of their program. Front row, from left, Morgan Stull, Jennifer Keenan, Daniela Martinez, Tinsley Dobson and Allie Hurley. Back row, from left, Kannon Madden, Amelia Parker, Rachel Flatt, Brandi Hughes, Kendall Johnson and Mattie Bevins. Floyd provides internship opportunities for student nurses who have completed their first year of a nursing program. Our eight-week, paid summer program gives nursing students the opportunity to rotate through a wide range of clinical settings under the guidance of specially trained nurses.







# Program Helps Navigate Cancer'

A cancer diagnosis can trigger a wide range of emotions that challenge patients and their families, and when that happens, the resources of Cancer Navigators are available to anyone who needs them.

Through education, counseling and access to resources, Cancer Navigators helps ease some of the difficult emotions newly diagnosed patients and their families experience and helps them to gain a sense of control.

Founded in 2006 and opened in 2008, the community-based, non-profit organization was born from a strategic planning retreat attended by cancer providers and cancer survivors who were asked to consider this question: How can we best serve cancer patients in our community?

The result is Cancer Navigators, a hub for cancer-related services and education that connects cancer patients and their families to resources and information. In 2017, Cancer Navigators provided the following services to 1,763 patients, 468 of whom were newly diagnosed cancer patients:

- Cancer education
- Caregiver workshops
- Complementary therapies
- Counseling
- Durable goods resources
- Financial assistance resources
- Insurance issues resources
- Integrative medicine
- Mental and emotional health
- Nutrition resources
- Prevention of recurring cancer
- Renewal retreats
- Retreats
- Support groups
- Symptom management
- Transportation resources

Cancer Navigators is also a link for patients to hospital or clinic-based nurse navigators and experienced oncology registered nurses, who provide patients and their families with information about their diagnosis and treatment options, and guide patients through all aspects of treatment and recovery. All navigation services are provided at no cost to the patient.

To fund these services, Cancer Navigators depends on the generosity of donors and local fundraisers.

## Event Raises \$55,000

The annual Cast Off Against Cancer event, held each spring, raised \$55,484 in 2017, and nearly half that total - \$27,467 - was raised by Floyd teams. The event is the culmination of a months-long effort during which community teams organize individual fundraisers, such as T-shirt sales, raffles and food sales to benefit Cancer Navigators. The Cast Off Against Cancer event includes a walk to the Chief John Ross Memorial footbridge for the Daisy Drop. During this annual ceremony, individuals drop white daisies into the Oostanaula River in honor or remembrance of a cancer warrior.

## Wreath Auction a Holiday Tradition

Each fall, Cancer Navigators hosts a holiday wreath auction. The 2017 auction raised more than \$6,000. Area florists, garden clubs, businesses, cancer survivors and individuals created more than 60 one-of-a-kind wreaths that were displayed at the Harbin Clinic Tony E. Warren M.D. Cancer Center for the silent auction.

Much of the success of the auction was the result of long-time Cancer Navigators supporter Buddy Bagley. Bagley purchased 25 wreaths, totaling nearly \$2,000 in honor of his wife, Darlene, a Cancer Navigators patient who passed away after a battle with breast and ovarian cancer. Bagley used some of his purchased wreaths to decorate his home. He gave others to friends and family members in the Adairsville community where he lives.



# s Rough Waters

## Outstanding Story of Care

# The Gift of Time

Diagnosed with stage 3 breast cancer, Teresa Morgan knew she'd need help. What she didn't know was just how impactful Cancer Navigators would be to her life.

Her treatment plan would include surgery, followed by chemotherapy and radiation, Teresa knew she'd have to take time away from her job for surgery and healing. Armed with a belief that God had chosen her for this journey, she determined she'd walk it one step at a time.

Teresa had planned ahead. She had some disability insurance. But, with therapy and healing time she knew she would not be able to return to work while undergoing treatment. That's when her oncologist, Dr. Matt Mumber, introduced her to Lena Crooker, Floyd Breast Health Navigator, and Cancer Navigators.

Through Lena, Teresa met with Angela James, learning that Cancer Navigators offers free counseling, support groups and assistance with gasoline and food. When Teresa told her she had no other source of income other than her job, Jonna immediately knew of a potential resource for her, a special grant designed to keep cancer patients financially sound while undergoing treatment.

### Grant Gives Her Hope

Teresa applied and was granted \$12,000: \$2,000 per month for six months. She found out that she qualified for the grant the same day her disability income ended. The grant, she said, allowed her to stay current with her bills and focus on healing rather than worrying about money. It gave her hope.


Teresa said she can't imagine what the past few months would have been like if Cancer Navigators had not been there to help. The program has been a blessing, she said.

Today, Teresa has recovered from her surgery and has completed her treatment. She returned to work at the beginning of May. She goes for checkups every three months, and is ready to share with others the gift she received from Cancer Navigators.

"I feel like this is something I was chosen for,"

Teresa said, her belief that Cancer Navigators was a preordained part of her journey. "God wanted to increase my faith. He wanted me to know that He had gone before me and had set everything in order for me that I would be taken care of through the process."

"You have to go through a test to have a testimony," she said. "Now, I can be a blessing to someone else."



Jackie Walburn tosses a daisy into the Etowah River on Sunday during the Cast Off Against Cancer fundraiser event for Cancer Navigators.

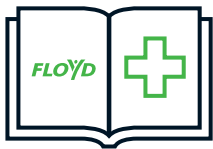


# Giving Back at a Glance

In fiscal year 2017, Floyd provided \$74.97 million in community benefit services. The largest portion of that total is related to unreimbursed care. Indigent and charity care are integral to the Floyd mission, but providing care to those who cannot afford it is expensive. In 2017, Floyd Medical Center and Polk Medical Center together provided \$32.9 million in indigent and charity care to patients who either received free care or paid a discounted rate for their care.

## Community Benefit Services

# \$74,970,000



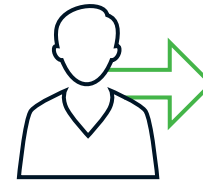
## 10,105

In FY 2017, 10,105 students benefited from school-based education programs provided by Floyd departments at a cost of \$19,978.



## 98,135

In FY 2017, 98,135 people benefited from medical care and support from Floyd EMS at community events at a cost of \$120,132 to the organization.



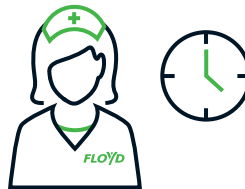
## 2,012

In FY 2017, 2,012 outpatient visits were recorded at the Floyd County Clinic operated by the Floyd Family Medicine Residency program.



## 47,102

169 clinical students studying to be nurse practitioners, physicians or physician assistants were trained by Floyd staff members. 47,102 hours of clinical education were provided at a cost of \$300,174.



## 58,777

In FY 2017, working with 534 nursing students, Floyd staff members provided 58,777 hours of clinical education at a cost of \$374,397 to the organization.



## 24,000

Floyd manages the school nurse programs for Rome City, Floyd County and Polk County schools, providing 27 school nurses who oversee the care of the systems' 24,000 students.



## Breakdown

### Floyd Medical Center

Indigent Care	\$27 million
Unreimbursed Medicare	\$27.8 million
Unreimbursed Medicaid	\$15.7 million

**Total** **\$70.5 million**

### Polk Medical Center

Indigent Care	\$5.9 million
Unreimbursed Medicare	\$1.3 million
Unreimbursed Medicaid	(\$4.9 million)

**Total** **\$2.3 million**

### Floyd Health System

Indigent Care	\$32.9 million
Unreimbursed Medicare	\$29.1 million
Unreimbursed Medicaid	\$10.8 million

**Total** **\$72.8 million**

## Unreimbursed Indigent Care

# \$32,900,000



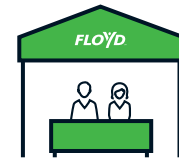
## 15,376

In FY 2017, the Floyd pharmacy filled 15,376 prescription pharmaceuticals for 812 low income, uninsured patients at a cost of \$472,197.80.



## \$72.8M

In FY 2017, Floyd provided \$72.8 million in unreimbursed care to patients, including unreimbursed Medicaid, Medicare, indigent care and charity care.



## 5,860

In FY 2017, 5,860 individuals received health information at health fairs at a cost to the organization of \$14,268.



## 543

In FY 2017, Floyd financial counselors assisted 543 low-income residents in seeking eligibility for Medicaid, PeachCare and other programs. Approximately 3.9% percent of all Floyd patients received financial assistance through the organization's indigent and charity care programs.



## 2,646

The coach provided 2,646 mammograms to women in our service area in FY 2017. Of those, 776 patients were past due for a mammogram, 142 women had never had a mammogram before and 186 screenings revealed an abnormality that required further testing. Nine women were diagnosed with cancer as a result of their visit to the mobile mammography coach.



## 1,655

Diabetes educators provided education about prediabetes, diabetes management and other related topics to 1,655 individuals in 2017 at a cost to the organization of \$4,046.



# Green Jackets Are Masters of Generosity

Their green jackets and vests are a familiar sight around Floyd Medical Center and Polk Medical Center, whether in one of our gift shops, assisting at one of our entrances or helping with a fundraiser, office mailing or task.

Approximately 200 Floyd Auxiliary members volunteer their time and talents to benefit the Floyd health care system, and in 2017, their fundraising efforts resulted in a gift of \$130,000 to the organization.

Auxiliary volunteers operate the gift shops at both Floyd Medical Center and Polk Medical Center, as well as the Hole in the Wall thrift shop at Floyd Medical Center and provide assistance in departments throughout the organization. Their efforts also fund scholarships to local students interested in health care careers. The Auxiliary has donated more than \$3.7 million to Floyd since it was founded in 1971.

## Volunteers Have Served Since 1956

Volunteer involvement at Floyd is a tradition of more than 60 years, beginning with the Grey Ladies who provided assistance as early as 1956 at Floyd Hospital. In addition to the Auxiliary, two other volunteer groups donate their efforts to benefit Floyd patients today. Breast Health Advocates work closely with the staff at The Breast Center at Floyd to promote breast health awareness at community events throughout the year. Heyman HospiceCare's engaged team of volunteers provides assistance such as errands and respite care for patients and their families.

If you are interested in volunteering at Floyd, contact the Volunteer Services Department by phone at 706.509.5109, or email us at [contactus@floyd.org](mailto:contactus@floyd.org).

If you are interested in becoming a Breast Health Advocate, contact Vicki Seritt, Imaging Services Manager, by email at [vseritt@floyd.org](mailto:vseritt@floyd.org) or by phone at 706.509.6232.

If you are interested in becoming a Heyman HospiceCare volunteer, contact Bonnie Jones, Volunteer Coordinator, by email at [bjones@floyd.org](mailto:bjones@floyd.org) or by phone at 706.509.3200.







Floyd Medical Center Auxiliary volunteer Julie Ousley delivers magazines, reading glasses and puzzle books to patients and families.





**FLOYD**  
**Vicki**  
VICKI MILLER  
Employee # 00000110



# Therapy Wrapped in Fur Is Making a Difference

The Heyman HospiceCare at Floyd patient was declining. He had not opened his eyes in several days as he rested in his nursing home room. He loved animals, and his daughter thought it would be good for her father if he could pet a dog before he passed.

Thanks to the Compassionate Paws pet therapy program that started at Heyman HospiceCare this year, granting her wish was possible. Bonnie Jones, Volunteer Coordinator for Heyman HospiceCare, called volunteer Lynn Todino, who brought her trained Australian Shepherd mix, Snoopy, to visit the patient..

"He was very sedated," Lynn recalls. "He wasn't talking or moving much of anything, but when we told him there was a dog there, he opened his eyes. That was the only time he had opened his eyes in three days."

## Patient Responds to Snoopy

Lynn brought Snoopy close. Snoopy surveyed the patient with his deep, wise eyes and dutifully offered his fur to a weakened, unfamiliar hand. The patient's response was immediate and moving for his family. Snoopy provided the compliant, untethered love that dogs are so quick to give. This was therapy for the patient, but also his daughter, Lynn realized.

"She hugged him and really appreciated him, and she was really comforted," Lynn said. "It gave her something else to think about, as she was mostly concerned about her father being comfortable. I have had that experience a couple of times."

Pet therapy, or animal-assisted therapy, uses the natural bond between humans and animals to provide comfort, peace and soothing companionship, Bonnie said. Their presence lowers blood pressure, improves heart health, calms patients and diminishes the perception of pain. They can also help lift spirits, lessen depression, decrease feelings of isolation, encourage communication, provide comfort and decrease anxiety, she said.

## Compassionate Paws Program Assists

The animals who serve Heyman HospiceCare are the same animals that visit patients at Floyd Medical Center. Their handlers are volunteers who come to Floyd through the Compassionate Paws program. "Our goal is to enrich the quality of life for hospice patients and their families as well," said Bonnie.

"The sight of the animals and the touch of their fur often brings peace and joy to those patients whose life once included animals."

She said physical contact has a calming effect and that dogs have the ability to bring back pleasant memories of a person's life and that the dogs may cause patients to feel needed and wanted at a very difficult time.

Therapy animals can also be incorporated into grief support therapy, especially for children in hospice care or their siblings. Interacting with a therapy dog can enable a young person to express feelings of grief by providing a sense of control, as well as providing memorable play time. Therapy animals can also be a source of comfort for family members following the death of a patient and can be a tool in bereavement counseling.

Snoopy, large and gentle, seems to sense the importance of his role.

## A Veteran Responds

Lynn recalls a veteran who had shown signs of depression and withdrawal until she arrived with Snoopy, who she describes as a big guy who loves people. His encounter with Snoopy brought a rare smile and conversation as the patient asked Lynn Snoopy's name.

"He hadn't shown any signs of communication or joy until he met Snoopy," Lynn said.

Snoopy's work is not limited to nursing homes and hospitals. Lynn says he's a popular addition when she reads to elementary school children and a welcome sight on college campuses when she brings Snoopy to help students de-stress during exams. Lynn also brings Snoopy to speak to classes about the merits of pet therapy.

"It is," she said, "very rewarding."

For more information about the Heyman HospiceCare pet therapy program or volunteer opportunities, contact Bonnie Jones at 706.509.3217 or by email at [bjones@floyd.org](mailto:bjones@floyd.org).



# Volunteers Like Wayne Are Truly Needed

Inspiration comes in all forms, but there is something special about the stories of people who overcome adversity to achieve a goal. Wayne Dixon's goal was both simple and profound. He wanted to help people. He wanted to feel needed.

Wayne is among the nearly 200 volunteers at Floyd. He serves a two-hour shift a couple of times a week at the North Entrance welcome desk. There, he greets and escorts visitors and patients, who usually register a look of surprise when he rolls his wheelchair from behind the desk to escort them to their destination.

## He Didn't Want to Sit at Home

Wayne has cerebral palsy, a disease that has gradually cost him much of his mobility and slurred his speech, but he doesn't let that stop him. He's a lifetime volunteer who started with the volunteer fire department in the south Georgia town where he lived with his family. After his son started school, Wayne, who was unable to work due to his disability, looked for something he could do other than sit at home. He trained as an EMT and served in that role with the volunteer fire department for many years.

When he moved back to Rome a couple of years ago, after a 30-year absence, Wayne didn't waste any time in looking for opportunities to serve. Someone told him to contact Floyd Medical Center, and he did.

When Amy Astin, Director of Volunteer Services, first met Wayne she carefully explained the expectations, the orientation process and the work involved. She wasn't sure he'd return, but Wayne did. He completed orientation and quickly signed up for the role that best matched his abilities and schedule.

He was assigned to be a greeter at the North Entrance of Floyd Medical Center. He has made friends with hospital staff who come and go to the parking deck.

And he is a dependable greeter and escort to the patients and guests who enter there. That constant interaction has provided him with additional opportunities to serve at the Main Entrance as well.

If a volunteer can't fill a shift, Wayne is the first to offer his time, and he never fails to show up. A medical setback forced him to take a break in August, but Wayne was quick to ask to be added to the schedule when he was cleared to return to duty.

Wayne is an inspiration. Where others would say they can't, Wayne says he can. Where others say it's too hard, Wayne says it's harder to do nothing. Where some might focus on a disability, Wayne insists on focusing on his abilities.

## Volunteering is Like Coming Home

In many ways, serving at Floyd Medical Center is like coming home. Wayne was born at Floyd. He had numerous surgeries here as a child and teenager, and that gives him a sense of empathy that enhances his role. He knows how comforting it can be to have a friendly face and helping hand at the ready. And, now, he is the supplier of those things.

Dressed in his Floyd hat, Wayne mans his position and waits for the opportunities that always come.

Wayne said he volunteers because it makes him feel good, and in helping, he realizes his goal: Wayne is needed.











# Meet Amber Trotter, 2017 Nurse of the Year

Amber Trotter can't remember a time when she didn't enjoy caring for others' needs.

The 2017 Nurse of the Year for Floyd Medical Center said she remembers helping care for her grandparents when they were sick. Nursing is something she's always done.

A registered nurse on the Cardiac Stepdown unit, Trotter continues to provide that same kind of care to her patients now.

"I become attached to patients and families fairly easily," she said, recalling one patient whose positive attitude helped forge a particularly rewarding connection.

"About a year ago, we had a patient on our floor who was never expected to come off the ventilator. In fact, she went home with a home ventilator," she said.

Despite her circumstances, the patient and her family were nice and always encouraging to everyone.

"I was able to keep in touch with her and her sister once she went home," she said. "I encouraged her to stay strong and continue to fight as hard as she could. She is now off of the vent and able to care for herself."

## Amber Is A Shining Example

Dr. Sheila Bennett, Senior Vice President and Chief of Patient Services, said Trotter is a shining example.

"We have a staff of more than 750 nurses, and all are wonderful, but Amber is truly a star," Dr. Bennett said. "She regularly goes above and beyond the call of duty to solve even the most complex patient care issue."

Trotter is known for her leadership skills and her willingness to help guide younger nurses as they grow professionally.

"Amber never hesitates to offer encouragement and guidance to her co-workers, especially those who are in the early stages of their career," Dr. Bennett said. "She's a willing mentor and truly embodies the spirit of caring that Floyd nurses are known for."

Nursing is an ever-evolving field, Trotter said.

"I have been a nurse for almost eight years now, and nursing has changed so much. Tasks are constantly being added, making it harder to spend time with and care for our patients, but our patients are getting sicker and will need us more than ever. Nursing will continue to change every year, but we have to remember our patients are our priority."

Managing those tasks takes a team, she said, and her advice to other nurses is to rely on each other.

## Advice from a Pro

"Nursing is one of the toughest, yet most rewarding jobs out there I believe," she said. "We will all have challenging days. Lean on your peers and talk about tough situations. Always remember what made you go into nursing and what makes you choose it daily as your career."

The Nurse of the Year and other nursing honors are presented each year during Nurses Week. As part of that celebration, Jerry Morillon was named 2017 Certified Nursing Assistant of the Year for Floyd Medical Center, and Phoebe Wilborn was honored as the 2017 Rising Star at Floyd Medical Center.



Jerry Morillon receiving his Certified Nursing Assistant of the year award.



# DAISY Awards



## These Leaders Put the Extraordinary in the Ordinary

Dr. Sheila Bennett, Senior Vice President and Chief of Patient Services, Jesse Williams, Clinical Coordinator for Surgical Nursing, and James Keeton, Clinical Manager of Medical Pulmonary Nursing, received DAISY Leader Awards in 2017.

The DAISY Leader Award is presented to a manager or director who is a role model for outstanding nursing leadership. Recipients provide a haven of safety for staff, both physically and emotionally, inspiring nurses to do their best, and provide an atmosphere where compassion is valued, which helps staff, in turn, treat patients and their families with deep humanity.

Dr. Sheila Bennett



### She Helped An Employee's Out of Town Relatives

When a Floyd employee became a patient, Sheila not only checked on the patient, but came to the rescue of out-of-town relatives.

"I told her that my mom didn't know her way around but wanted to pick up some groceries," the employee said. "Instead of giving directions, she picked my mom up and took her grocery shopping. She even paid for half of the groceries."

Sheila also helps with overflow and comes in late at night to help out in a crunch or to address staff and patient concerns.

"She is always available," the employee said.

Jesse Williams



### Jesse Provides Selfless Support

Jesse Williams was recognized for her selfless support of patients and her co-workers.

Her nominator offered four examples:

- Jesse worked with the Pharmacy to provide medication for a patient who could not afford it.
- When a bedbound patient mentioned that the bath caps did not feel as good as washing her hair. Jesse improvised a shower and helped the patient wash her hair.
- With their permission, Jesse prays at the bedside of patients to help alleviate their fear.
- And, she is known to cook a meal for her staff, even cooking Thanksgiving dinner for her co-workers on her own birthday.

James Keeton



### James Honored a Patient's Legacy

James was the first Floyd leader to receive the DAISY Leader Award.

He was nominated by the wife of a patient, who said her very ill husband had become confused.

The patient was once a member of a traveling gospel group, and he had dedicated his life to music.

James arranged for a private gospel music concert for the patient at the piano in Floyd Medical Center's lobby that resulted in the previously unresponsive patient briefly regaining consciousness.



# The Last Concert

The three things that were most important to Wayne Pell were his God, his family and music, and that truth was never more evident than in the ebb of his life.

He and his brothers picked and sang Southern Gospel classics for decades, forging a pathway that took them all the way to famed Carnegie Hall, but age and illness took their toll in later years, and the Wayne that everyone remembered faded into the shadows.

Wayne was very sick and had become confused in the last few months. Without understanding what he was doing, he gave away his entire life savings, leaving his wife, Elaine, with just \$6 in the bank when he was hospitalized on Floyd Medical Center's fourth floor. Wayne had been a Floyd patient last summer, on the sixth floor. It was then that his wife first shared their story with his nurses. When nurse Jamie Gault learned that there was no one and no equipment to mow the family's grass, Jamie and his son took on the job, a task they continued all last summer, even after Wayne was discharged. The Pells were grateful.

This time, his condition had deteriorated. Wayne was critically ill. It was clear to his caregivers that he might not return home again. Nurse James Keeton, Clinical Manager for Medical Pulmonary Nursing, talked with Wayne's family. They told him about their difficult year, Wayne's dedication to music and his extensive career. They mourned that in recent days, he had become unresponsive.

Moved by their story, James racked his brain for an idea, something special he and the Medical Pulmonary nurses could do for this family. Destiny intervened.

## Pianist Inspires an Idea

On his way to a meeting, James passed through the Floyd Medical Center lobby where Plant Facilities employee David Ingle was playing hymns on the piano. David often goes to the baby grand on his breaks or at lunch, sending soothing strains of hymns across the hallways and waiting rooms on the second floor. If music can be healing, then David's deft touch on the keyboard certainly earn him the title of healer.

James knew instantly what he could do for Wayne and his family.

James asked David if he would be available the next day, and, when he learned he would be, asked if he could bring a patient down to hear him play. David, of course, agreed. The next day, James gathered portable privacy screens from the Emergency Care Center and created a temporary private space around the baby grand piano, a tiny concert hall just large enough for a hospital bed, the piano, Wayne, a few family members, his nurses and David.

James and nurse Salisa Bell took Wayne in his hospital bed to the second floor, the piano in view. David prepared a 20-minute concert that included Wayne's favorites, Floyd Kramer's Last Date and the red backed Baptist hymnal classic, I'll Fly Away.

## Music Lifts the Fog

With his family stroking his arms, Wayne listened, and gradually, the fog of disease and illness lifted. He moved his toes and attempted to keep the beat by clapping along. He made an effort to sing the old songs he remembered.

For a short period of time, Elaine had her husband back. It was, she said, 20 of the most special minutes of her life.

This special concert had resonated on a level so deep that it pulled Wayne into consciousness, the melodies reminding him of playdates and memories when he had strummed his guitar and harmonized with his brothers.

Wayne passed away the next morning.

A few weeks after Wayne's funeral, Elaine took the time to send a card to James, his staff and David, expressing her gratefulness for Wayne's farewell concert. "For someone like James to show so much compassion for a stranger showed me how great God is."



# DAISY Awards



## Six Nurses Recognized for Outstanding Care

A Family Birth Center “angel nurse,” and a team that helped facilitate a critically ill patient’s wish to be baptized are among the nurses recognized with DAISY Awards over the past year.

Other recipients of the award include an Inpatient Rehabilitation nurse who protected a patient’s personal dignity, a Family Birth Center nurse who provided emotional and physical support for her patient, an Emergency Care Center nurse who kept young parents calm and a Medical Surgical Nurse who helped turn a negative into a positive.

### Angel Nurse



Terry Jones was recognized for applying her critical listening skills when the husband of one of her patients in the Family Birth Center complained of a headache.

The patient’s husband mentioned that he had had an MRI the previous day for

something unrelated and was told of the potential of a brain bleed. Terry insisted that he go to the Emergency Care Center, where a scan discovered a brain aneurysm and a malformation.

“Terry’s instincts and knowledge saved this man and his family,” said Senior Vice President and Chief of Patient Services Dr. Sheila Bennett.

### Emotional Support



Ginger Parker, a registered nurse in the Family Birth Center, received a DAISY award for providing emotional and physical support to a family.

When a previous patient was admitted to Floyd a second time, she said she was relieved to see Ginger.

“Surgery was very difficult for me, and a second re-admittance into the unit was overwhelming,” explained Ginger’s nominator. “Ginger asked to be my nurse and provided excellent care but, more than that, support to me [when I] found recovery almost too much to handle. She selflessly provides emotional and physical support, and comforts her patients like they are her family.”

### Personal Dignity



Jenna Little, a nurse in Inpatient Rehabilitation, was nominated by the daughter of her patient.

“My mom has always been an independent and proud woman, until two weeks ago. Now she is humiliated and embarrassed, frustrated and afraid because her body has

betrayed her.” The daughter said. “When Jenna cared for my mother, she was gentle, kind and thorough, but most of all, she showed my mom concern and respect, and allowed her dignity.”

### Parental Comfort



Emergency Care Center (ECC) registered nurse Tashina Hyatt was honored for the care she provided to an infant patient and her parents in the ECC.

The baby arrived at the ECC with a high fever and anxious parents. Tashina, they said, was an answer to prayer.

“When it seemed like our daughter was about to have a seizure, Tanisha immediately responded. Through it all, she stayed calm and kept talking to us so that we stayed calm,” the baby’s mom said.

Tashina explained everything that was about to happen, and the parents knew she was in control of the situation.

“It was so obvious that she cared about our baby and us. She made the difference in the entire experience for us.”



# The Baptism

The DAISY Award is an international award recognizing the care and compassion given by bedside nurses. Founded by the family of Patrick Barnes and given in his memory to honor the best of nursing. DAISY is an acronym adapted from the medical issue that took Patrick's life, "diseases attacking the immune system."

"Our goal was to ensure that nurses know how deserving they are of our society's profound respect for the education, training, brainpower, and skill they put into their work, and especially for the caring with which they deliver their care," said Mark Barnes, Patrick's father.

## An Opportunity to Learn

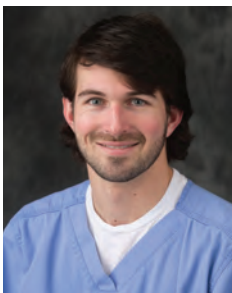


Curtis Hatcher, a Medical Surgical registered nurse, helped a patient withdrawing from narcotic pain killers.

"He showed me true, caring compassion, which to me, was more important than my physical care," the patient said. "He completely changed what

began as a negative event into an opportunity where I learned to accept where I was and to feel able to continue healing at home."

## Ability to Communicate



Stephen Hopkins, a registered nurse in the Intensive Care Unit, received DAISY recognition for his care of a patient and his hearing-impaired spouse.

Stephen made sure the patient's wife understood everything and that she received care every day.

"He watched everything around him and just handled what came at him," a family member of the patient said. "My mom's routine was to stay at the bedside for six to eight hours per day. When Stephen sensed she was upset or not sure about what was going on, he stopped to talk with her, sit with her and watch many tears."

The request came late in the evening: A patient in the Intensive Care Unit had confessed his Christian faith and wanted to be baptized by his pastor.

With our patient near death, his family had rejoiced at this answer to decades-long prayers, and the baptism would complete the requirement of their faith. According to their belief, this sacrament requires the receiver to be completely immersed in water. Our patient's rapidly declining physical condition, coupled with the complex medical care he was receiving, proved to be a challenge. And, time was of the essence.

Over the course of the next few hours, Floyd staff members demonstrated heroic compassion and an exemplary dedication to personal dignity to meet these spiritual and emotional needs. They obtained medical clearance, located a portable baptistry, outfitted a lift to help lower the patient into the water and, finally, provided the medical support necessary to grant our patient this final wish.

Just 19 hours after the initial request, everything was in place. With family, friends and Floyd caregivers gathered around, the sterile safety of the Intensive Care Unit was temporarily transformed into a chapel of the holy. There, in the presence of this cloud of witnesses, the frail body of this husband, father, son and friend was eased beneath the surface of the water, while his pastor recited the words important to his faith:

*Based on your confession last night that Jesus is God's son, I baptize you in the name of the Father, the son and the Holy Spirit, for the remission of your past sins. God bless you.*



From left, Kristi Dutton, Shannon Cooke, Lee Clevenger, Shana Smith, Steven Hopkins and Jack Foley, receive the DAISY Team Award. Not pictured are Crystal Shipp and Brand Griggs.



# Quality Awards

## Heyman HospiceCare 2018 Hospice Honors Elite Award for Outstanding Customer Satisfaction

Deyta Analytics recognizes hospice programs that provide the highest level of quality as measured from the caregiver's point of view.



## Floyd Medical Center Get with the Guidelines Gold Plus Award for Heart Failure Care

Awarded by the American Heart Association/American College of Cardiology Foundation for continually meeting quality achievement measures for the diagnosis and treatment of heart failure patients.



## Floyd Medical Center Chest Pain Center Accreditation

Chest Pain Center with Primary PCI (Percutaneous Coronary Intervention) Accreditation from the Society of Cardiovascular Patient Care (SCPC) recognizes hospitals that have integrated evidence-based care, quality initiatives, clinical best-practices and the latest guidelines into caring for cardiovascular patients.



## Floyd Medical Center Palliative Care Certification by The Joint Commission

The Palliative Care program at Floyd Medical Center was re-certified after a successful survey by The Joint Commission.



## Floyd Medical Center Healthgrades Patient Safety Excellence Award

The award recognizes superior performance in hospitals that have prevented the occurrence of serious, potentially avoidable complications for patients during hospital stays. The distinction places Floyd among the top 10 percent of all short-term acute care hospitals reporting patient safety data. Floyd Medical Center is the only hospital in Georgia that has received this award for five consecutive years, from 2014 through 2018.



## Inpatient Diabetes Care program Certification by The Joint Commission

The Inpatient Diabetes Care program was re-certified following a successful survey by The Joint Commission. In 2011, Floyd was the first hospital in Georgia to receive the Certificate of Distinction for Inpatient Diabetes Care, which recognizes hospitals that make exceptional efforts to foster better outcomes across all inpatient settings.







American Heart American Stroke

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Marenda  
RN

**HF**

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Get With The Guidelines®-Heart Failure GOLD PLUS  
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The American Heart Association recognizes this hospital for its  
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Thank you for applying the most up-to-date evidence-based treatment guidelines  
to improve patient care and outcomes in the community you serve.

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Floyd Medical Center

*Steven J. Houser, MD*  
Medical Director, M&D  
2018 Get With The Guidelines  
Hospital

\*For more information, please visit [heart.org/GOtoQualityPartners](http://heart.org/GOtoQualityPartners)





# The Breast Center at Floyd Patient Satisfaction and Excellence

Press Ganey's Guardian of Excellence Award is given to health care providers that perform in the top 5 percent of all of Press Ganey's 26,000 clients during the course of one year.



In addition to its patient satisfaction excellence, The Breast Center at Floyd is an American College of Radiology and The Consortium of Breast Centers Center of Excellence and a Breast Imaging Center of Excellence.



# Quality Awards

## Floyd Primary Care Network Level 3, Patient-Centered Medical Home

The National Committee for Quality Assurance (NCQA) recognizes primary care practices that combine teamwork and information technology to improve care and, the patient care experience, and to reduce costs. Medical homes foster ongoing partnerships between patients and their personal clinicians, instead of approaching care as the sum of episodic office visits.



Floyd received Level 3 recognition, the highest offered by the NCQA.

## Floyd Medical Center's Emergency Medical Services Named the 2017 Region 1 Service of the Year by Northwest Georgia

"Our team of EMS professionals serve and care for others in such extraordinary ways," said Bud Owens, Executive Director of Floyd Emergency Medical Services. "I see them impacting our patients in such a positive manner as they continually go above and beyond to serve others."



Along with being named Service of the Year, two Floyd EMS professionals received individual awards. Paramedic Tony Cooper received the Dr. James Creel, Jr. Pioneer of the Year Award, while Paramedic Don Taylor was honored with the Dr. Paul Nassour Lifetime Achievement Award.

"These awards are proof positive that Tony and Don have earned the respect of their peers through excellent service and dedication to their patients, to their co-workers and to Floyd," Owens said. "I can't think of two more deserving individuals."

## Floyd Medical Center Joint Replacement Surgery Certification by The Joint Commission

The Joint Replacement Surgery program was re-certified following a successful survey by The Joint Commission. Advanced Disease-Specific Certification ensures patients are receiving care that has been proven to be effective, producing better outcomes.



## Floyd Medical Center Spine Surgery Certification by The Joint Commission

The Spine Surgery program and Joint Replacement Surgery program were re-certified following a successful survey by The Joint Commission. Advanced Disease-Specific Certification ensures patients are receiving care that has been proven to be effective, producing better outcomes.



## Primary Stroke Center Certification by The Joint Commission

Floyd Medical Center was re-certified as a Primary Stroke Center following a successful survey by The Joint Commission.



## Floyd Medical Center Get with the Guidelines Gold Plus Award for Stroke Care

Awarded by the American Heart Association, the award recognizes Floyd's commitment and success in ensuring stroke patients receive the most appropriate treatment based on nationally recognized guidelines.









# Projects Designed with the Patient in Mind

In a matter of not more than 20 months, Floyd has completed four construction projects, each designed to meet the special needs and desires of the patients and families who require them.

The new Observation Unit, redesigned Neonatal Intensive Care Unit (NICU), expanded Intensive Care Unit (ICU) and new Urgent Care and Floyd Corporate Health Center were conceived with the patient experience at the forefront.

## Observation Unit

Floyd Medical Center's new Observation Unit was created for patients who come to the hospital but do not meet criteria for admission as inpatients. These patients will be admitted to the new 11-bed nursing area on Floyd Medical Center's fifth floor where they can be treated and observed.

The Observation Unit is located in the space formerly allocated to the coronary care unit (CCU), which was combined with the Intensive Care Unit when that area was remodeled and expanded earlier.

## Floyd Urgent Care and Corporate Health Center

A new Floyd Urgent Care and Corporate Health Center opened in July 2017. The 8,600-square-foot facility, located at 302 Shorter Ave. includes a larger Urgent Care practice, as well as a customized center for Corporate Health patients, both focused on improving the patient experience.

The relocated facility has 14 patient rooms, double the number at the previous location. The patient rooms surround a central nurses' station with digital patient-tracking monitors, giving nurses the ability to easily monitor and quickly access every patient. In addition, this Rome Urgent Care location has two procedure rooms, on-site digital imaging and on-site dispensing for commonly prescribed medications.

Floyd Urgent Care in Rome is staffed by Dr. Robert Holcombe, Medical Director of Floyd Urgent Care, Dr. Duriel Gray and Dr. Kristine Mull. Dr. Holcombe has practiced here for more than 20 years.

The Corporate Health Center serves employees and families of employers who partner with Floyd Corporate Health for services. Available services include drug, vision and hearing screenings, immunizations, workers' compensation injuries and general medical care.

Corporate Health patients are directed to a dedicated employee lounge that is separate from Urgent Care. The customized suite is designed for the efficient delivery of Corporate Health services.



Keri Bush, Observation Unit Clinical Manager, gives a tour to Floyd employees during a special open house for the unit.



# Intensive Projects Focus on Enhancing Care for Our Patients

## Intensive Care Unit

The expanded Intensive Care Unit (ICU), which opened in September of 2016, is designed for optimal patient and family privacy and the best visibility for nurses. The unit was expanded from 13 beds to 26 beds, the result of combining the Coronary Care Unit and the Intensive Care Unit into one area. The family-friendly design features a pullout sofa and private bathroom in each room. Rooms also feature patient lifts to help staff members safely move patients. Rooms also have an observation window that allows nurses to monitor patients without disturbing them.

The Intensive Care waiting area is a mix of spaces that reflect how families actually use the areas. There are private areas for work, reading or private conversations, open areas for larger groups to wait and charging stations for electronics.

Other components of the project include upgraded plumbing and electrical systems, and a new clinical elevator to serve the first through fourth floors, allowing surgical nursing units access to the ICU without transporting patients through public areas.

These three projects are part of a \$19 million construction project that began in December 2015, and is nearing completion.



Our Intensive Care Unit was designed with privacy and clinical monitoring in mind. Nurses can work outside the room and have full view of the patient.

## Neonatal Intensive Care Unit

A completely redesigned Level III NICU opened in November 2017. The remodeled space focuses on the specialized privacy, quality nursing and family experience needs of newborns and their families.

Soothing, light colors are enhanced with a living art wall, a large digital display that changes photos every 90 minutes. Modified private rooms replace the previous open concept. The central nursing station has been replaced with bedside work stations, bringing caregivers closer to their tiny patients and their families. Sidewalls provide ambient light, and cushioned floors reduce noise so that these growing babies are not disturbed as they rest. Glider rockers in each room give parents the opportunity to rock their baby. The rockers also recline to give family members the opportunity to get much-needed sleep while their little one sleeps.

Throughout the unit, lighting is synced with the body's circadian rhythm, promoting both mental and physical health, and encouraging the babies to adopt healthy sleep cycles.

The unit also includes a nesting room designed for families whose babies are about to be dismissed. Furnished like a typical home bedroom, the room includes a seating area and regular-sized bed. Families use the space to adjust to caring for their infant without a nurse to help them understand what life will be like once they go home with their baby.





Jennifer Morgan, a registered nurse, cares for one of her tiny patients in the Neonatal Intensive Care Unit.



# Willowbrooke at Floyd Offers Expanded Behavioral Health Services

For the past 25 years, Floyd has provided behavioral health services in a free-standing facility.

In 2017, Floyd's 53-bed behavioral health center celebrated a new name, Willowbrooke at Floyd, and an expanded list of services, the result of a new management agreement with Tanner Health System dating to May 2016 and the hospital's new direction. Under the management agreement, Willowbrooke at Floyd receives infrastructure support, physician and staff recruitment, and access to Willowbrooke at Tanner's extensive line of behavioral health services for patients.

Over the past year, Willowbrooke at Floyd has secured a series of certifications and designations that allow the hospital to expand the services it provides to the community:

The Drug Abuse Treatment and Education Program (DATEP) license enables Willowbrooke at Floyd to treat patients with primary substance abuse diagnoses with no co-occurring psychiatric diagnoses.

## Intensive Counseling Available

The addition of a Partial Hospitalization Program allows Willowbrooke at Floyd to provide intensive counseling to adults with mental health or substance abuse issues. The program uses individual, group and family counseling to help those who are transitioning from inpatient care to the community, and it serves as a bridge for those who are in an outpatient program but need more intensive counseling to keep them from regressing.

Approval of Willowbrooke at Floyd as a state-designated emergency receiving, evaluation and treatment facility allows the behavioral health facility to accept and care for patients who have a mental illness or addictive disorder and are involuntarily admitted for emergency care of a current psychiatric issue. These patients meet clinical criteria for admission but are unable or unwilling to provide informed consent for services. Emergency Receiving Facilities are specially equipped and staffed to care for mental health patients in need of emergency intervention to protect themselves or others.

Floyd mental health screeners see almost 1,000 patients each year who previously were referred elsewhere for involuntary care. Now, these patients are able to get care locally, when appropriate.

Floyd and Tanner Health System are part of a hospital strategic alliance formed in 2013 with Hamilton Medical Center in Dalton and West Georgia Medical Center in LaGrange.



Meagan Thompson, MA, LPC, assistant director of behavioral health services, gives a tour of the art therapy area at Willowbrooke at Floyd.





## Animal-Assisted Therapy

### Utilizing the human-animal bond

Many already know the healing power of a pet. They seem to know almost instinctively when something is wrong, curling up in a lap or offering a sympathetic gaze.

For people facing behavioral health problems, the depression or life after a traumatic event, animal-assisted therapy can be a significant treatment option in helping them return to a healthy life.

With animal-assisted therapy, the canine (or feline) "help patients understand anxiety and engage patients in activities that can bring them out of their shell and help promote self-esteem. Animal-assisted therapy provides patients with social contact, unconditional love, and allows them to experience acceptance.

*Willowbrooke*  
AT FLOYD

Sophie Drake, left, and Misty Rigas, meet a furry therapy pet during an open house at Willowbrooke at Floyd.



# Health Care Delivery Statistics

	2015	2016	2017
Bariatric Surgery Cases	70	91	126
Births	2,206	2,354	2,294
Cardiac Cath Lab Cases	1,634	1,716	1,670
Emergency Care Center Visits	76,250	74,859	74,434
Total Floyd Medical Center and Behavioral Health Admissions	24,625	25,397	24,668
Floyd Medical Center Inpatient Admissions (includes babies and rehab)	14,887	15,540	15,880
Floyd Medical Center Observation Admissions	8,175	8,576	7,880
Behavioral Health Inpatient Admissions	1,563	1,281	908
Floyd Medical Center and Behavioral Health Patient Days	90,336	90,687	91,879
Floyd Medical Center Inpatient Days (includes babies and rehab)	68,155	69,579	74,521
Floyd Medical Center Observation Patient Days	11,609	12,648	11,779
Behavioral Health Inpatient Patient Days	10,572	8,460	5,579
Floyd Primary Care Visits (excludes UC)	133,027	130,256	132,032
Family Practice Visits	16,560	15,137	15,955
Floyd Urgent Care Visits, Rome (774)	23,103	23,092	22,930
Floyd Urgent Care Visits, Cedartown (797)	10,752	11,065	11,346
Floyd Urgent Care Visits, Cartersville (798)	15,636	15,758	15,608
Floyd Urgent Care Visits, Summerville (795)	23,067	24,795	23,582
Floyd Urgent Care Visits, Rockmart (785)	15,627	15,968	15,524
Floyd Urgent Care Visits, Calhoun (778)	8,358	10,604	12,161
Heyman HospiceCare Patient Days	31,007	27,463	29,342
Laboratory Billable Tests	1,089,513	1,078,719	1,124,377
Outpatient Visits*	187,146	182,211	183,806
Radiology Procedures	116,194	130,832	134,737
Floyd Medical Center Surgeries (# Procedures - Emergency Included)	11,206	21,771	18,709
Total Inpatient Surgeries (# Procedures)	7,048	5,605	4,287
Total Outpatient Surgeries (# Procedures)	4,158	15,883	14,102

\*Outpatient Excludes Emergency Care Center visits. Outpatient includes: EKG Outpatient Visits , Outpatient Radiology Visits , O/P Rehab Visits (Includes OT, ST, And PT), Family Practice Patient Visits, Outpatient Clinic Visits, O/P Respiratory Therapy Visits, O/P Laboratory Visits



# New Medical Staff

The following physicians joined the Floyd Medical Center medical staff between July 1, 2016, and December 31, 2017.

## Cardiology and Internal Medicine

Kipp Slicker, D.O.

## Diagnostic Radiology

Mark Brinckman, M.D.  
David Costantino, M.D.  
Scott Glasser, M.D.  
Christine Kassis, M.D.  
Marshall Kier, M.D.  
Adam Kowalski, M.D.  
Hari Charan Reddy, M.D.  
Matthew Schmitz, M.D.  
Smitha Sonni, M.D.  
Perry Stevens, M.D.  
Clayton Vandergriff, M.D.

## Diagnostic Radiology and Pediatric Radiology

John Wendel, M.D.

## Endocrinology and Internal Medicine

Maryann Mugo, M.D.

## Family Medicine

Anthony Carter, M.D.  
Daquesha Chever, D.O.  
Lakshmi Gopireddy, M.D.  
Pamela Obi, M.D.  
Nimisha Patel, M.D.  
Elisha Poynter, M.D.  
Nagimesi Wanasika, M.D.

## Gastroenterology

Kenneth Obi, M.D.

## Internal Medicine

Udit Agarwal, M.D.  
Olubunmi Anibaba, M.D.  
Brenden Doucette, D.O.  
Chukwunyelu Enwezor, M.D.  
Franklin Fontem, M.D.  
Ayisha Gani, M.D.  
Brenda Garland, M.D.  
Antonio Graham, D.O.  
Chehada Hatoum, M.D.  
Izuchukwu Iwueke, M.D.  
Padma Rekha Koukuntla, M.D.  
Mary Muoneke, M.D.  
Divya Narayan, M.D.  
Kamal Nayyar, M.D.  
Vivekananda Pattabiraman, M.D.  
Benjamin Renelus, M.D.  
Richard Robinson, M.D.  
Jean Gustave Shoumou, M.D.  
Daniel Ukpong, D.O.

## Neonatal-Perinatal Medicine

Edwin Montague, D.O.

## Nephrology

Salvatore Chillemi, M.D.

## Neurosurgery

Jason Harrison, M.D.

## Ophthalmology

David Herren, M.D.

## Otolaryngology

Brandon Miller, M.D.

## Psychiatry

Angela Dawson, M.D.  
Dawi Weldemichael, M.D.



# Board Members



**George Bosworth, M.D.**  
Chairman, Floyd Healthcare Management Inc.; Member, Floyd Healthcare Resources Inc.; Member, Polk Medical Center Inc.



**Mark Manis**  
Chairman, Floyd Healthcare Resources Inc.; Member, Floyd Healthcare Management Inc.



**David Johnson**  
Chairman, Hospital Authority of Floyd County; Member, Floyd Healthcare Management Inc.



**Harold Wyatt, Jr.**  
Chairman, Polk Medical Center Inc.; Chairman, Cedartown-Polk County Hospital Authority



**Kay Chumbler**  
Vice Chairman, Floyd Healthcare Management Inc.



**Wright Bagby**  
Member, Floyd Healthcare Management Inc.



**John Bennett**  
Member, Floyd Healthcare Resources Inc.; Member, Hospital Authority of Floyd County



**Todd Bussey**  
Member, Polk Medical Center Inc.



**Bruce Casey**  
Member, Polk Medical Center Inc.; Member, Cedartown-Polk County Hospital Authority



**James Collins, M.D.**  
Member, Floyd Healthcare Management Inc.



**Lee Cummings**  
Member, Polk Medical Center Inc.; Member, Cedartown-Polk County Hospital Authority



**Katie Dempsey**  
Member, Floyd Healthcare Resources Inc.



**Denise Downer-McKinney**  
Member, Hospital Authority of Floyd County; Member, Floyd Healthcare Resources Inc.



**Darroll Freeman**  
Member, Polk Medical Center Inc.; Member, Cedartown-Polk County Hospital Authority



**Garry Fricks**  
Member, Floyd Healthcare Management Inc.



**Neil E. Gordon, M.D.**  
Member, Polk Medical Center Inc.



**Dan Hanks, M.D.**  
Member, Floyd Healthcare Resources Inc.; Member, Hospital Authority of Floyd County



**Carl Herring, M.D.**  
Member, Floyd Healthcare Management Inc.



**Robert Holcombe, M.D.**  
Member, Floyd Healthcare Management Inc.



**Richard Jewell, O.D.**  
Member, Cedartown-Polk County Hospital Authority





**Larry Kuglar**  
Member, Floyd Healthcare Management Inc.; Member, Polk Medical Center Inc.; Member, Cedartown-Polk County Hospital Authority



**Timothy Mahanay**  
Member, Floyd Healthcare Management Inc.



**David Newby**  
Member, Floyd Healthcare Management Inc.; Member, Hospital Authority of Floyd County



**Frank Shelley**  
Member, Floyd Healthcare Management Inc.; Member, Polk Medical Center Inc.; Member, Cedartown-Polk County Hospital Authority



**Joel Snider**  
Member, Floyd Healthcare Resources Inc.; Member, Hospital Authority of Floyd County



**Kurt Stuenkel**  
Secretary, ex-officio voting member, Floyd Healthcare Management Inc., Secretary, ex-officio non-voting officer, Floyd Healthcare Resources Inc., Secretary, ex-officio non-voting officer, Hospital Authority of Floyd County; Member, Polk Medical Center Inc.



**Roger Sumner**  
Chairman Emeritus, Floyd Healthcare Management Inc. Chairman Emeritus, Floyd Healthcare Resources Inc.



**Sondi Smith Vest**  
Member, Polk Medical Center Inc.



**Rhonda Wallace**  
Member, Floyd Healthcare Management Inc. Member, Hospital Authority of Floyd County



**Brad Ward, M.D.**  
Member, Floyd Healthcare Management Inc.; Member, Polk Medical Center Inc.

# Executive Leadership

**Kurt Stuenkel**  
President and Chief Executive Officer

**Warren "Sonny" Rigas**  
Executive Vice President and Chief Operating Officer

**Sheila Bennett**  
Executive Vice President and Chief of Patient Services

**Rick Sheerin**  
Senior Vice President and Chief Financial Officer

**Beth Bradford**  
Chief Human Resources Officer

**Jeff Buda**  
Vice President and Chief Information Officer

**Rick Childs**  
Vice President, Revenue Cycle Management

**David Early**  
Vice President, Support Services and Operations

**Taunya Faulkner**  
Vice President for Performance Improvement

**Matt Gorman**  
Vice President of Corporate and Network Services

**Tommy Manning**  
Corporate Counsel

**Greg Polley**  
Vice President of Network Operations

**Julie Rogers**  
Corporate Compliance Officer



# Financial Statements

Assets	2017	2016
<b>Current assets:</b>		
Cash and cash equivalents	\$ 60,618,716	\$ 74,557,055
Assets limited as to use, current	6,610,990	6,163,981
Patient accounts receivable, net of estimated uncollectibles of \$191,100,000 in 2017 and \$205,100,000 in 2016	61,014,044	57,684,219
Inventories	8,997,435	8,932,405
Other current assets	<u>9,932,266</u>	<u>10,608,586</u>
<b>Total current assets</b>	147,173,451	157,946,246
Assets limited as to use:		
By board for capital improvements	110,534,511	92,482,259
Under indenture agreement - held by trustee	<u>28,306,468</u>	<u>30,242,167</u>
<b>Total assets limited as to use</b>	138,840,979	122,724,426
Less amount required to meet current obligations	<u>6,610,990</u>	<u>6,163,981</u>
<b>Noncurrent assets limited as to use</b>	<u>132,229,989</u>	<u>116,560,445</u>
Property, plant and equipment, net	<u>196,406,428</u>	<u>191,851,207</u>
Other assets:		
Other	<u>3,363,793</u>	<u>4,168,568</u>
<b>Total other assets</b>	_____	_____
<b>Total assets</b>	<u>\$479,173,661</u>	<u>\$470,526,466</u>





**FLOYD**<sup>SM</sup>



floyd.org  
contactus@floyd.org