

CATAWBA.



Where Compassion
Meets Innovation.

 **CATAWBA VALLEY
HEALTH SYSTEM**

Our promise story.



compassion [kuhm-pash-uhn]

noun

A feeling of deep sympathy for another, accompanied by a strong desire to alleviate their suffering.

innovation [in-uh-vey-shun]

noun

An idea or invention translated into a good or service that creates value; the introduction of a new process or method.

promise [prom-is]

noun

An express assurance on which expectation is to be based; a declaration that something will be done.

CATAWBA VALLEY
MEDICAL CENTER

**Catawba.
Where Compassion
Meets Innovation.**

This past year when we combined all of our services under one brand – Catawba Valley Health System – we asked our internal and external constituents what our “value” was to the people we employ and serve. The feedback we received was crystal clear – our organization is viewed as being synonymous with compassionate care, high-quality medical expertise, and a strong bond with our community.

This feedback allowed us to articulate what we call our brand promise to you: “Catawba. Where Compassion Meets Innovation.”

That promise coming to life is what you will see inside these pages.

Innovation means a record fifth Magnet designation, the world’s smallest pacemaker, robotic-assisted surgery, being a leader in heart failure treatment, and so much more.

Compassion is lived out through a NICU snugglers program, a surgical weight loss offering that gives people a new lease on life, an employee giving program that funds critical community needs, and our everyday interactions with patients, among others.

You’ll also see how we have benefited our community through support for those who are in need, because that has always been our unwavering mission.

I’m proud to bring this - our promise story - to you. I hope you are as encouraged by what you read as I am to work alongside the great people of our health system.

Thank you for your support and belief in what we do.



Edward L. Beard, Jr.

President & CEO
Catawba Valley Health System

CVMC IS NORTH CAROLINA'S ONLY FIVE-TIME MAGNET® RECIPIENT FOR NURSING EXCELLENCE

Catawba Valley Medical Center (CVMC) in April earned status as North Carolina's first and only five-time recipient of Magnet Recognition from the American Nurses Credentialing Center (ANCC).

Magnet recognition is the highest and most prestigious distinction a healthcare organization can receive for nursing excellence and high-quality patient care. With less than 8 percent of U.S. hospitals earning the Magnet designation – out of 6,300 healthcare organizations – it is considered the gold standard for nursing excellence.

Becoming North Carolina's first and only five-time Magnet recipient places CVMC in exclusive company in the United States. According to the ANCC, currently just 11 hospitals nationally have achieved the designation five times.

Adina Andreu, chief nursing officer at CVMC, said, "Magnet recognition is not merely an award or a badge

of honor. To patients, it means the very best care, delivered by nurses who are supported to be the very best that they can be. To nurses, Magnet recognition means education and development through every career stage, which leads to greater autonomy at the bedside."

To achieve Magnet recognition, organizations must pass a rigorous and lengthy process that demands widespread participation from leadership, physicians, and staff.



“Only 11 hospitals nationally have achieved a fifth designation.”



CONSISTENTLY RECOGNIZED BY THE VOICE OF WOMEN

The Women's Choice Award combines patient satisfaction with outcomes data to determine the best hospitals in the country. Catawba Valley Health System is proud to have been selected to receive six Women's Choice Awards for 2019.



CANCER CARE RECOGNIZED BY OUR MEDICAL PEERS

Our Comprehensive Cancer Center was the first in the area to achieve accreditation from the American College of Surgeons as a Comprehensive Community Hospital Cancer Program. The Breast Health Center at CVHS was also accredited by the American College of Surgeons. This translates into an outstanding continuum of care that includes leading edge diagnosis and treatments, talented staff, and the best medical equipment and support available.



EMPLOYEE ENGAGEMENT

In late 2018, we engaged The Advisory Board to survey employees and medical staff on a variety of topics ranging from their job satisfaction and alignment with Catawba Valley Health System (CVHS) to their opinions about how we implement and maintain a safe culture.

What we learned could not have been more encouraging. With nearly 1,600 employees and 200 physicians responding to the survey, some key takeaways emerged:

- CVHS is out-performing the Advisory Board's national median benchmarks in all surveyed categories, including Employee Engagement, Physician Engagement, Physician Alignment, Nursing Satisfaction, Hospital Safety Culture, and Medical Office Safety Culture.
- The vast majority of our employees are considered "highly engaged" – meaning they are emotionally committed, willing to go above and beyond, and truly see themselves at CVHS for their entire careers. Our level of engagement is higher than the 90th percentile within Advisory Board's nationwide database of hospital systems.
- Our organization is proud of what we – staff, physicians, administrators, volunteers, boards and community – have worked together to build and maintain for all who work and seek care at CVHS.

CVHS also received a **Survey Solutions 2018 Workplace of the Year Award**. The annual award recognizes hospitals and health systems that have achieved the highest levels of employee engagement. CVHS is one of only 45 hospitals nationwide to receive the award.

"An engaged workforce is essential to the delivery of safe, high-quality, patient-centered care" said Joe Cabral, Chief Human Resources Officer and President, Workforce Solutions, Press Ganey. "This year's award winners have inspired and aligned employees across the enterprise around a shared mission to transform care. We are proud to partner with these leaders and celebrate their achievements."

TAKING A LEAD ROLE IN HEART FAILURE



Sara Paul, DNP, FNP-C, has a passion for helping heart failure patients improve their quality of life, and that passion has led to a leadership role in the field both here at home and all over the world.

At CVHS, she oversees the Heart Failure Clinic and the Heart Failure Support Group. But she has also traveled the world on behalf of the

American College of Cardiology to share the knowledge she has gained with others still working to develop their own programs. Her latest stop was China in May, adding to a travelogue that included Korea, Bogota, Australia, Dubai, Manila and Taipei, where she helped educate other caregivers on treatments, medications and developing systems of care for heart failure patients.

“Heart failure patients around the world are the same, but the factors most commonly affecting them may vary in importance from place to place,” said Dr. Paul. “The obesity rates may be lower in other countries while the percentage of smokers may be higher. Ultimately, all of us are trying to achieve the same thing - improving the quality and longevity of life for our patients.”

“I think it is the cooperation and teamwork here at CVHS that sets us apart.”

Paul’s 30-plus years of experience have helped Catawba Valley Health System (CVHS) develop its American College of Cardiology accredited Heart Failure program. “We’re proud to have earned this accreditation, and it’s a great complement to

the CVHS’ Chest Pain Accreditation, putting us among the small number of facilities with both.”

The accreditation is based largely on patient results, but the program’s administration and practices are also examined. “I’ve worked in several organizations in my career, and I think it is the cooperation and teamwork here at CVHS that sets us apart. Patient care is the number one priority, and everyone here is focused on working together to maintain and improve the high level of care we offer,” Paul says.

If you or someone you love is suffering from heart failure, learn more

about the Heart Failure Clinic at CVHS, or about the Heart Failure Support Group on our website, catawbavalleyhealth.org.



MARY GETS WORLD’S SMALLEST PACEMAKER

Mary Mitchell is a woman of faith, family, and strong will. The 80-year-old Newton mother of nine knows a lot about healthcare not only from being her children’s caregiver, but also from caring for her father who lived to be 107. She then cared for her husband Charles who passed away in 2014 after 61 years of marriage.

Mary’s own health soon began to decline. She was diagnosed with cancer in her right breast and underwent a lumpectomy, chemotherapy, and radiation. The cancer then spread to her throat, lymph nodes, and uterus. During surgery, an irregular heartbeat presented even further serious potential complications. A traditional pacemaker interfered with radiation treatments so Dr. Patrick Whalen, an electro physiologist with Catawba Valley Cardiology and director of cardiac electro physiology at Wake Forest Baptist Medical Center, elected to use a new approach.

He implanted a Medtronic Micra Transcatheter Pacing System in Mary’s heart during a minimally invasive procedure at Catawba Valley Medical Center, making her the first patient in the Hickory area to receive the innovative device.

Dr. Whalen says, “Considered the world’s smallest pacemaker, the Micra was attached directly into Mary’s heart through a catheter inserted in the femoral vein located in her upper thigh and pelvic region.”

At less than one-tenth the size of a standard pacemaker, the Micra is about the size of a large vitamin pill. Dr. Whalen explained that, because of its positioning within the heart, the miniaturized self-contained pacemaker won’t interfere with Mary’s cancer treatments while addressing her irregular heartbeat by delivering electrical pulses to pace her heart.

Mary’s daughter, Sherry Hill, says, “Our mother taught us that some doctors seem to ‘write off’ people when they reach a certain age or have a complicated condition. We are so thankful for Dr. Whalen and the solution he offered here at CVMC.”



ROBOTIC-ASSISTED KNEE SURGERY

This past year our medical center began featuring robotic-assisted total knee arthroplasty using the NAVIO Surgical System. The system allows a surgeon to have robotic assistance with precise and efficient implant placement.

Unlike other robotic-assisted platforms, the NAVIO system does not require a pre-operative CT-scan. Instead, the surgeon collects patient specific data during the procedure to build a 3D model of the patient’s knee, which is used to plan the surgery.

This new innovative system was put in place with the patient in mind. First, the extra layer of precision and accuracy is designed to enable optimal implant

placement for better patient outcomes, including the function, feel and longevity of the knee implant.

Second, with no pre-operative CT-scan required, patients receive the benefits of robotic assistance without additional time and money spent for pre-operative procedures.



I WANTED TO LIVE LIFE

In 2013, Kellie Kirby was a wife, a mother of two, and had a job she had always enjoyed. But, a somewhat rare condition took away her quality of life. The little things, like playing with her children or spending time outdoors with her family, caused her a lot of discomfort and extreme fatigue.

“I can say without a doubt I made the right decision on the hospital and doctors who cared for me.”

She was diagnosed with pseudotumor cerebri, a condition that occurs when pressure inside the skull increases for no obvious reason, with symptoms that mimic those of a brain tumor. Kellie found herself on a schedule of waking up, going to work, returning home, and going to bed. The migraines caused by the condition were devastating to her and her family, and Kellie did not respond to traditional treatments.

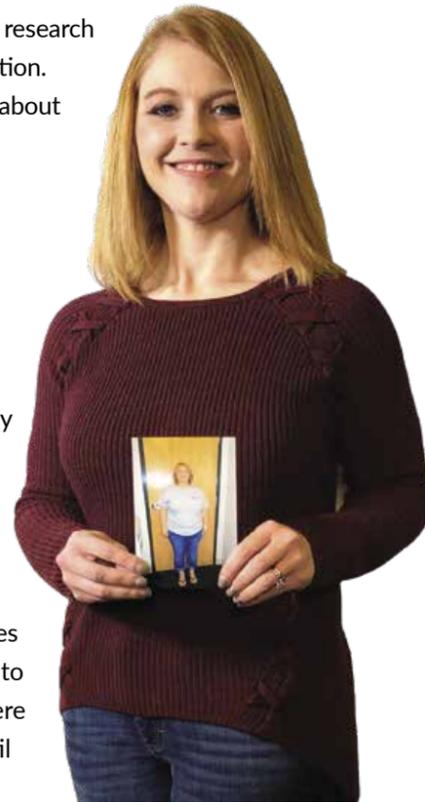
“I decided I needed to research

my condition for myself, and found a study about a woman in London with the same condition. Gastric bypass was able to put her condition in remission, and while I had never thought about weight-loss surgery, it seemed worth exploring,” said Kellie.

Further research led her to Catawba Valley Medical Center (CVMC) for a seminar where she met and instantly connected with Libby Shaver, the Surgical Weight Loss program’s director, and Dr. Jonathan Hata. After a lot of thought and discussion with her husband, family, and friends, Kellie came to a simple conclusion, **“I want to live life.”**

Kellie scheduled her surgery following a medically-supervised diet for six months. The diet, required by insurance, is offered at no cost to CVMC patients. “I had given birth to both of my children at Catawba, so I was confident my experience would be good. I can say without a doubt I made the right decision on the hospital and doctors who cared for me.”

Indeed, the painful, rare condition has been in remission since the surgery, and now two and a half years later Kellie has lost more than 100 pounds. She follows the dietary and nutritional guide she received from the CVMC team very closely and exercises regularly. Kellie has been able to spend more time enjoying life, even taking a return trip to Disney World with her family – this trip was very different than her first. “My children were having to keep up with me this time,” Kellie boasted. “We rode every ride and stayed until the park closed.”



SNUGGLER PROGRAM

In cooperation with the NICU’s Level III Nursery, a snuggler program has been developed. This program utilizes volunteers to “snuggle” or hold stable infants. The greatest need is for infants suffering from Neonatal Abstinence Syndrome (those born with drug dependence), as they cry frequently and feel comforted when held closely. Other infants benefit from the program as well, especially when their parents are unable to be at the hospital due to commitments at home.

Volunteers for this program are required to attend specialized training. Only after successful completion of training are they allowed to begin holding infants. Volunteers say the effort is clearly effective and we’re proud that our NICU remains at the forefront of effective and compassionate care for our most vulnerable patients. For more information, call 828-326-3434.



CATAWBA MEDICAL FOUNDATION

Catawba Medical Foundation is the philanthropic arm of Catawba Valley Health System. The Foundation’s sole purpose is to provide financial resources to help

the health system fulfill its mission to provide exceptional healthcare to our entire community. Through corporate and community partnerships, annual programs and events, the Foundation provided more than \$1 million in additional funding this year for programming and equipment.

Important programs funded by the Foundation in the past year include:

- new real-time feedback CPR mannequins to meet American Heart Association guidelines
- new recliners for patient rooms
- renovations to staff support areas
- veinfinders
- a mask-free respiratory breathing system for patients in distress
- a real-time dosimeter to detect radiation and reduce employee risk
- many other items to support both our patients and our employees.

One of the most entertaining ways to support Catawba Medical Foundation is its annual **Casino Royale Catawba**, a mock gaming party with great food, entertainment and exciting games for even an inexperienced player. The 2019 Casino party will be held September 7 at Lake Hickory Country Club. Tickets for the event are \$100 and can be purchased online at CatawbaMedicalFoundation.org.



GOOD SAMARITAN CLOSET

Because Catawba Valley Health System treats every patient regardless of ability to pay, the most vulnerable of our community come through our doors. These patients often face additional challenges in getting well because they simply do not have the financial means to afford the medications or equipment they need to recover. The social workers of CVHS recognized this problem and approached Catawba Medical Foundation with the idea to keep a closet on-site with medical and personal items necessary for these patients. Wheelchairs, gas cards, clothing, walkers and other items can make a difference in the lives of our most at-risk patients. The Foundation now provides annual funding for this program by working with community donors and local physicians.



CATAWBA CARES EMPLOYEE GIVING SOCIETY

Catawba Cares means more than just employees who care about our patients; it’s also a giving program that allows employees to donate to Catawba Medical Foundation.

CVHS employees see firsthand the life-saving and life-improving work that happens every day at the health system, and they understand that needs are always greater than funds. By contributing financially themselves, they get to make a significant difference.

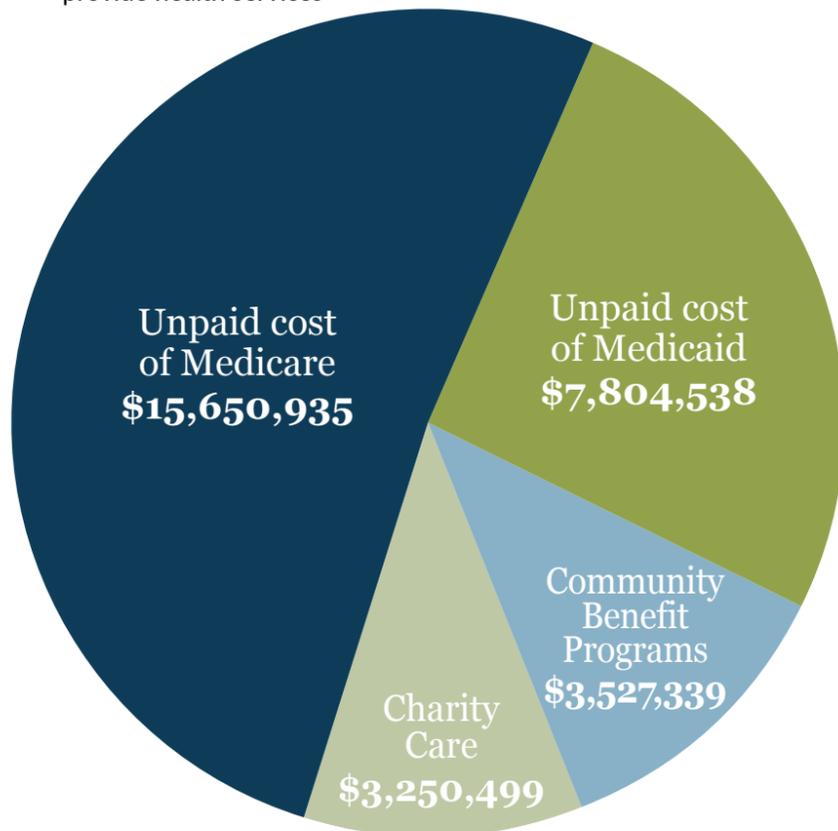
This year, nearly 900 employees donated to Catawba Cares providing \$120,000 in funding to CVHS.

INVESTMENT IN THE COMMUNITY – BY THE NUMBERS

Community benefit includes programs or activities that provide treatment or promote health and healing as a response to identified community needs – and meet at least one of these objectives:

- Improve access to healthcare services
- Enhance the health of the community
- Advance medical or health knowledge
- Relieve or reduce the burden on government entities to provide health services

Catawba Valley Health System's community benefit includes a large number of programs, such as unreimbursed health services to individuals without insurance, or with Medicaid and Medicare coverage, community health education, community health services, partnerships with other organizations to provide outreach services, support groups, community health education, community events and screenings, and participation in medical research and academic health programs.



In 2018, Catawba Valley Health System provided more than **\$30 million** in community benefit.*

The community benefit report is based on contributions in Fiscal Year 2018 (July 1, 2017 – June 30, 2018) as prepared in accordance with the North Carolina Hospital Association Reporting Guidelines.

CATAWBA VALLEY MEDICAL GROUP EXPANSION

Catawba Valley Medical Group (CVMG), a vital component of the health system, now encompasses 27 locations and provides care for more than 77,000 patients in and around Catawba County. The scope of our network is now greater than ever before: 17 family medicine practices; three specialty practices – Cardiology, Pulmonology and Vascular Surgery; three employer-based clinics; and three urgent care locations.

CVMG is a cornerstone of our health system, enabling us to keep our patients healthy and out of the hospital. Since December 2018, we have added two new primary care practices – Catawba Valley Family Medicine-Parkway and Catawba Valley Family Medicine-Bethlehem.

Catawba Valley Family Medicine has many locations serving patients all across the Catawba Valley. To locate a provider near you, call us at 828.326.2876.



CORPORATE HEALTH

CVHS has been committed to assisting employers in our region for many years. While these organizations have taken advantage of various individual offerings, CVHS now will effectively blend all of its services into a comprehensive and cohesive program to help organizations of all sizes meet the needs of their workforces. Branded “CVHS Corporate Health,” the approach will seamlessly offer a one-stop shop for employers, encompassing education, coaching, health management, screenings, on-site treatment, and ongoing care and guidance.

The goal is to help our local businesses and industries employ healthy employees, an effort that not only produces higher quality work, but also keeps costly insurance premiums down. CVHS Corporate Health comprises five key areas of service:

- Onsite Care
- Occupational Health and Workers Compensation
- Workplace Wellness
- Industrial Rehabilitation
- Travel Medicine

Information about CVHS Corporate Health may be found on our website (catawbavalleyhealth.org), and requests for information can be directed to corporatehealth@catawbavalleyhealth.org.

NEW MEMBERS OF THE MEDICAL STAFF

New members of the medical staff since 2018 include:

Cardiology

Holly DeSena, MD

Emergency Medicine

Kimberly A. Henderson, PA-C
Jonathan Jaffe, MD
Mark J. James, MD
Sharon R. Petzel, PA-C

James G. Sowards, MD
Laurie K. Toman, FNP

Family Medicine

Laura H. Burgess, FNP-C
Haley M. Brown, AGNP
Tanya S. Dyer, FNP
Mark Faruque, MD
Cecilia B. Gordon, DO
Bradley K. Hardee, DO
Bradford W. Lawrence, PA-C

Mary Frances V. Sears, PA-C
Moriah A. Specht, FNP

General Medicine

Eric R. Anderson, MD
Tamara T. Barghouthi, MD
Barbara Ann Dean, PA-C
Kristie A. Ennis, PA-C
Theodore F. Gray, III, MD
Kevin C. Harned, MD
Marcella I. Miller, FNP

Fabienne D. Ransom, DO
Jake E. Turrentine, MD
Katherine C. Van Poppel, MD

Infectious Disease

Veronica M. Corcino, MD

Obstetrics/Gynecology

Lauren Michelle Hill, MD
Nikki Koklanaris, MD
Lorene A. Temming, MD
Lindsey N. Thornton, DO

Orthopedics

Hannah Hodge, PA-C

Pediatrics

Donna S. Acevedo, NNP
Nancy Christine Dobrolet, MD
Heather J. McHughs, NNP
Aaron Robert Prosnitz, MD
Jackie E. Thomas, NNP

Psychiatry

Richard B. Frenzel, LPA
Lance Feldman, MD
Sheila Dean Williamson, PhD

Radiology

Morgan C. Eckerd, MD
Noelle L. Williams, MD

Surgical Services

Gener S. Augustin, MD
Casey D. Bolick, CRNA
Donald H. Brown, II, MD
Robert J. Caudle, CRNA
Dave S. Eichman, MD
Ryan M. Hendricker, MD
Verano M. Hermida, MD
Christopher L. Hunt, MD
Jenell C. Jackson, MD
Paul R. Lafavore, MD

Christopher L. Lariscy, MD
Hal Lowder, CRNA
Bradley R. Mescher, PA-C
Kenneth Joseph Sauve, MD
Elvis G. Smith, PA-C
Joshua D. Smith, MD
William Edward Wade, CRNA
Ryan J. Wise, MD
Matthew T. Yelverton, PA-C
John E. Zuke, CRNA



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