

# Piedmont Healthcare in Coweta County

*A Report to the Community*



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Newnan, Georgia 30263

[piedmontnewnan.org](http://piedmontnewnan.org)





**G. Michael Bass**  
President and Chief  
Executive Officer  
Piedmont Newnan Hospital

**W**ith the close of fiscal year 2009 on June 30, for both Piedmont Healthcare (Piedmont) and Piedmont Newnan Hospital (PNH), it is exciting to reflect upon our accomplishments in Coweta County since Piedmont took a lead role in improving access to and the quality of healthcare in our county. Piedmont, the parent company of PNH, is a private, not-for-profit organization whose sole shareholders are the

communities we serve, like Coweta County. Our earnings are reinvested directly into maintaining and improving services and facilities, and toward educational community outreach and research activities. Each of the four hospitals within the Piedmont family is an acute-care, community hospital whose board members, employees and physicians are active community members who give their time and talents to improve their individual "corner of the world." At the end of the day, we strive to ensure that the Coweta County area is supported by an organization that is more than a hospital alone. Our goal is to provide you with excellent healthcare, while serving as an active, valuable contributor to our great community.

Piedmont believes that our dedication to the community is more than a mission statement – it is an investment in the future. The most important aspect of our collective mission is taking care of people by providing high quality healthcare services (emergent and non-emergent), promoting wellness (education and prevention), and simply "being there" with competence, compassion and respect.

On March 1, 2007, after an arduous effort spanning almost two years, Piedmont began operating the former Newnan Hospital as Piedmont Newnan Hospital. Community expectations were high as Piedmont began to invest in the present and the future of the county with respect to healthcare services and community involvement. Prior to Piedmont's entry into the county, a severe shortage of physicians existed in almost every desired specialty, and Piedmont recognized that facilities and technology lagged behind competing healthcare providers. A look back over the past two years illustrates Piedmont's tremendously positive impact on the community in a relatively short period of time.

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## Improving Patient Satisfaction and Quality

Some of the first areas upon which Piedmont began focusing its resources, both at the local and corporate levels, were service excellence and clinical quality:

- Patient satisfaction scores (from an independent surveyor) have improved by as much as 69 and 63 percentile points (outpatient and ambulatory services, respectively) as compared to a national database of hospitals.
- In July 2008, PNH also established an inpatient medicine (hospitalist) service to improve inpatient care and support the recruitment of primary care physicians who desire an office/outpatient practice only.

Since the inception of the hospitalist program, the mortality rate (number of unexpected patient deaths) at PNH has improved from 2% in the spring of 2008 to a remarkable average rate of 1.67% for the 12-month period ending June 30, 2009. The national benchmark is 3%. Given the number of patient admissions to PNH over the last year, that change could be translated as 19 additional patient lives saved during that period. PNH has also seen a vast improvement in its risk-adjusted mortality (a ratio methodology used to account for the impact of individual risk factors such as age, severity of illness, and other medical problems that can put some patients at greater risk for death than others), moving from 83.36 in 2007 to 49.85 in 2009, placing PNH in the top decile in the nation. While the cost of the hospitalist program is significant, representing an annual subsidy by PNH of over \$1,067,000 (\$1,698,360 subsidized since March of 2008), such a program is a standard of Piedmont care from which the community benefits directly.

**PNH has been the recipient of several quality-related awards recognizing efforts to improve quality of care:**

- The Partnership for Health and Accountability (PHA) of Georgia presented its prestigious **2008 Quality and Patient Safety Award** to PNH for its project that reduced the incidence of hospital-acquired pressure ulcers. The project, titled *Pride in Prevention*, won third place in the 100-to-200-Beds Category.
- PNH was also selected as a winner of the **2008 VHA Inc. Georgia Regional Leadership Awards** in the Operational Excellence category for improvements in the operating room that enhanced patient care and improved patient and physician satisfaction.
- In 2009, PNH was named to the **Georgia Hospital Association's (GHA) Honor Roll** to recognize hospitals throughout the state for meeting quality benchmarks with core measures.



Top: Women's Diagnostic Center Team  
Bottom: Medical/Surgical Team

## Improving Access to Care

To address the physician shortage and to improve access to healthcare for everyone who lives and works in Coweta County, PNH began an active program to encourage physicians to establish practices in Coweta County.

- This initiative included financially supporting the start-up of new physicians into existing practices and establishing new practices through the Piedmont Physicians Group (primary care physicians).
- New specialties never available in our community are targeting Coweta to provide innovative approaches to this region's healthcare needs.
- The presence of Piedmont in Coweta County also directly influenced many other physicians to share the Piedmont vision for the county and establish practices here.

- Since March 2007, 41 physicians have been recruited and \$5,874,781 has been invested for physician practice development. Since January 1, 2009, 27 new physicians have been credentialed by PNH, almost one physician per week.
- In addition to the above-mentioned operating subsidies, PNH has spent or obligated itself for more than \$3,404,000 in capital expenditures related to new family practice facilities in Newnan, Sharpsburg, Senoia, Palmetto and Grantville.



Top: Piedmont Physicians at Palmetto;  
Bottom: Physicians and staff at  
Piedmont Physicians White Oak

Piedmont Newnan Hospital  
Progressive Care Unit Team



the perfect balance between

health & care.

## Improving Facilities and Technology

Recognizing a great need for improved facilities and technology, almost immediately after joining Piedmont Healthcare, PNH began replacing and adding new technology, including:

- A 64-slice, angiography-capable CT scanner; a high quality magnetic resonance imaging unit; advanced laparoscopic equipment; advanced fetal monitoring; ultrasound; and diagnostic X-ray.
- Investments in facilities were also made including an expansion of the Cafeteria (tripling its size), renovation of the Emergency Department, and build-out and equipping of a new Sleep Center.
- In July 2009, contracts were executed for the build-out of over 9,800 square feet of space at the Summit Healthplex to provide a state-of-the-art women's diagnostic center and comprehensive outpatient diagnostic services. Construction for this \$2,600,000 project began in late July, and the center will open in January 2010.

In total, \$8,925,000 has been spent or is contractually obligated in hospital equipment and facilities.

## Replacement Hospital Facility

- As part of our original promise to invest in the future of Coweta's healthcare, plans for a replacement hospital facility were initiated, and groundbreaking was held on October 31, 2008.
- Completion of Phase I included architectural design, engineering and site preparation.
- Dramatic change in the global economic environment necessitated a critical look at timing of the project. This pause was to allow the financial market to stabilize before Piedmont secures permanent financing, and also was to afford Piedmont the opportunity to take advantage of plummeting construction costs by re-bidding the project.
- More than \$10 million in cost savings have been realized, while maintaining the exact scope of services in the original plan.



Top: Hyperbaric Chamber;  
Bottom: Sleep Center Bedroom

**Piedmont Healthcare continues to pursue the best financing structure to blend sources of capital to complete the construction, while ensuring Piedmont's financial strength isn't jeopardized or weakened in the process.**

## Improving Our Community

In recognizing the importance of numerous community-based organizations and their critical services and roles in the community at large, although the hospital is a not-for-profit itself, PNH goes well beyond the support provided by most businesses in the county. Since March 2007, PNH has made significant monetary and in-kind contributions to local organizations (\$127,000 to various Coweta County schools and related organizations, as well as \$103,650 to other not-for-profit organizations in Coweta County) and provided uncompensated care totaling \$64,205,039 to county citizens.



Top: Women's Services Team Members with PNH Patient Family;  
Bottom: 64-slice CT Scanner

**Piedmont and PNH are committed to you, the citizens of Coweta County.** Through implementation of Piedmont's vision since March 2007, access to primary care has been greatly improved, many medical specialties not formerly available in the county are now represented, significant capital has been spent to upgrade current technology and facilities, and the replacement hospital project was started. This trend will continue as Piedmont perseveres in fulfilling its vision to provide comprehensive healthcare services for you. We are proud to be a part of this community, and we look forward to continuing our partnership and growth in the coming years.

Planning for the **future**,  
taking care of you **today.**

## Summary of Piedmont's Financial Commitment

PNH prides itself on serving not only as Coweta County's community hospital, but also as a valuable member of the business, civic, economic development and philanthropic segments of our county. The following financial information summarizes the substantial commitment and impact Piedmont and PNH have made in Coweta County over the course of the last two years.

### Capital Expenditures

Replacement hospital project	\$28,006,409
Current hospital technology, equipment and facilities	\$8,925,000
Capital expenditures/obligations for physician practice development	\$3,404,099
<b>Total Capital Expenditures</b>	<b>\$40,335,508</b>

### Subsidies (New) and Donations

Physician practice development (operating subsidies)	\$2,470,781
Hospital-based physician services (hospitalists and surgery stipends)	\$2,459,875
Charitable donations	\$230,650
<b>Total Subsidies and Donations</b>	<b>\$5,161,306</b>

**Uncompensated Care** **\$64,205,039**

**Grand Total of Piedmont's Financial Commitment/Impact on Coweta County (March 1, 2007 – June 30, 2009)**

**\$109,701,853**

