WellStar: Past, Present and Future

Good Morning Cherokee
November 7, 2013

Joe Brywczyynski
Senior Vice President
Health Parks Development
WellStar Health System
Topics

• Our History

• WellStar of Today
  – Scope of Services
  – Commitment to Quality
  – Commitment to Community
  – Health Parks Concept

• WellStar of the Future
  – Commitment to Innovation
A Rich History
Our History

• Over 60 years in the community
• Developed by Hospital Authorities that still exist today
• Visionary Community Leaders
• Became a System in 1993
• Remained Not-for-Profit
• Celebrating our 20th Anniversary this year
Our Mission and Vision

To create and deliver high quality hospital, physician and other healthcare related services to improve the health and well-being of the individuals and communities we serve.

To Deliver World-Class Healthcare.
We are WellStar.  Our Credo

I believe every person and every job is important and I am accountable for achieving my goals.

I believe in compassion and understanding.

I believe in innovation and creative thinking.

I believe in the WellStar team and we are making a difference in people’s lives.

We believe in life well-lived.
WellStar: $231 million in Annual Community Benefit

- Charity: $99.5M
- Medicare: $51.3M
- Medicaid: $29.1M
- Other Unreimb. HC: $45.0M
- Community Programs: $6.2M

Source: WellStar 2012 Community Report
WellStar Overview

- Service Area: 5 counties
- 5 Hospitals
- Level 2 Trauma Center
- 7 Urgent Care Centers
- 1 Health Park
- 16 OP Imaging Centers
- 950 community affiliated physicians
- 550 providers WellStar Medical Group
- 1.4 million Medical Group office visits
- 115+ Office locations
- 12,800+ employees
- 64,400 discharges
- 9,600 deliveries
- 43,000 total surgeries
- 331,000 ER visits (busiest in GA)
- Patient service revenues: $1.6B

H = Hospital  ★ = Health Park
Service Line Focus

Surgery

Medicine

Cardiovascular

Pulmonary

Pediatrics

Women & Newborns

Cancer

Musculoskeletal

Neurosciences

Behavioral Health

Hospital Medicine
Bartow County

CY 2012
Market Cases 11,517
WellStar Cases 1,080
WellStar Market Share 9.4%

WellStar Health System: Overall Strong Inpatient Market Share

Cherokee County

CY 2012
Market Cases 19,394
WellStar Cases 7,378
WellStar Market Share 38.0%

Paulding County

CY 2012
Market Cases 9,254
WellStar Cases 6,891
WellStar Market Share 74.5%

Cobb County

CY 2012
Market Cases 56,292
WellStar Cases 34,618
WellStar Market Share 61.5%

Douglas County

CY 2012
Market Cases 13,082
WellStar Cases 9,358
WellStar Market Share 71.5%

WellStar Service Area (5-County)

CY 2012
Market Cases 109,539
WellStar Cases 59,325
WellStar Market Share 54.2%
WellStar . . .

• Surgeons perform more surgeries than any other system in Georgia
• Offers life saving level II trauma care at WellStar Kennestone Hospital
• Serves more ER patients than anyone else in Georgia
WellStar . . .

• Delivers more than 9,000 babies annually
• Recognized as the fifth most integrated healthcare delivery system in the U.S.
• Medical Group, which launched in 1994, is now one of the largest physician groups in the Southeast
We believe WellStar is a great place to work.

And we’re not the only ones - these prestigious awards show top organizations across the country agree.
Setting the Bar for World-Class Care
Accreditations and Certifications
WellStar Serves Cherokee County

• 38% market share

• First WellStar service provided in 1995
  – Towne Lake Medical Center opened in the Fall ‘95

• Over 1,000 WellStar employees live in Cherokee

• 300 WellStar physicians seeing patients in Cherokee

• WellStar hospitals provided over $7.1 million in indigent and charity care to Cherokee County patients in FY ‘12*

• Planning underway for WellStar Cherokee Health Park

*Source: FY 2012 Hospital Financial Survey
WellStar’s Economic Impact

**WellStar Market**
10,423 team members
$540 million in payroll

**Greater Georgia and surrounding states**
2,455 team members
$131 million in payroll

**Bartow**
$13 million in payroll
293 team members

**Cherokee**
$52 million in payroll
1000+ team members

**Cobb**
$362 million in payroll
6,519 team members

**Paulding**
$57 million in payroll
1,372 team members

**Douglas**
$56 million in payroll
1,246 team members
WellStar Medical Group
Cherokee Locations

- Cardiovascular Medicine
  - Canton and Woodstock

- Family & Internal Medicine
  - Bridge Mill and Towne Lake

- Imaging
  - Canton and Towne Lake

- OB/GYN
  - Woodstock

- Pediatrics
  - Towne Lake

- Urgent Care
  - Towne Lake

- OrthoSport (P/T)
  - Woodstock (new)
WellStar Kennestone Regional Medical Center, located in Marietta, is known for its “state-of-the-heart” cardiac program, collaborative vascular program, multidisciplinary STAT Cancer Clinic and renowned Women’s Center complete with a Level III Neonatal ICU. Our ER – one of the busiest in the state – includes an accredited chest pain center and is a designated Level II Trauma Center serving Cherokee. It’s no wonder WellStar Kennestone Regional Medical Center is known as an established healthcare provider for Metro Atlanta and its surrounding communities.

For more information, please call 770-956-STAR (7827) or visit wellstar.org/kennestone.
Health Park Concept
Health Park Concept

• National Growth in Outpatient Healthcare
  (2012-2016: 30% in all outpatient areas)
• National trend toward delivery of community-based outpatient services with focus on prevention and wellness
• Convenience of hospital-quality services close to home
• Consolidation of existing outpatient services plus new services into one patient friendly setting
• Coordination of care with multi-specialty physicians
Health Park Concept

- Deliver a “Raving Fans” Patient Experience
- Develop “Ideal State” Operations
- Position for Health Care Reform

Higher Quality → Convenience, access, care coordination, technology at a …

Lower Cost → Care delivery in the appropriate setting with a focus on health, wellness, prevention, education and community outreach
Health Parks Design Principles

1. Sensitivity to the neighborhood

2. Utilize evidence-based ambulatory healthcare design and best practices:
   • Arrival, access and way finding
   • Welcoming visual aesthetics
   • Access to nature and natural light
   • Cleanliness
   • Space design
   • Furnishings, finishes, equipment
   • Noise Reduction

3. Project rigor – focused project management approach to on-time/on-budget completion and delivery.

4. Establish vision and delivery of patient-family and physician centered information technology systems.

5. Inspired by LEED principles
Opened in July 2012

- over 107,000 total visits
- nearly 15,000 urgent care visits
- over 49,000 physician appointments
- nearly 33,600 diagnostic tests (imaging, lab, cardiac, sleep)
Cherokee Health Park Services

• Medical Office Building (likely to include primary care physicians including Family Medicine, Pediatrics, OB/GYN, Internal Medicine and specialists including Cardiology, ENT, Gastroenterology, General Surgery, Neurosurgery, Orthopedics and Pulmonary Medicine)
• Outpatient Surgery (future)
• Medical Imaging
• Urgent Care Center
• Sleep Center
• Cardiac Diagnostics
• Lab Outreach
• Preadmission Testing & Training
• Retail Pharmacy
• OrthoSport (Physical Therapy & Sports Medicine)
• Cardiac & Pulmonary Rehabilitation
• Community Education & Wellness Center
• Parkside Café
Economic Impact of
WellStar Cherokee Health Park

• Capital – $60 million

• Jobs – 125 to 250 (with outpatient surgery)

• Attract new physicians and other medical professionals

• Attract new businesses
Future Health Parks

• East Cobb Health Park (Sept/Oct 2014)
  - Hwy 120 (Roswell Rd.) and Providence Rd.

• Vinings Health Park (late 2015, early 2016)
  - I-285 and S. Atlanta Rd.

• Cherokee Health Park (planning stages)
  - I-575 and Sixes Rd.
Health Parks

East Cobb (Under construction)

Acworth (Opened July 2012)

Vinings (Planning stages)

Cherokee (Planning stages)
Commitment to Excellence in an Uncertain Future
THE WALL STREET JOURNAL

Hospital Systems Branch Out as Insurers
Creating an Integrated Health System: Progress every day

✓ Alignment of hospitals and physicians
✓ Flawless customer service
✓ Value the market prefers
Questions?

Thank you for the opportunity to share the WellStar Story with you.