Rooted in Community

...Reaching New Horizons

Facts and Figures within this document are current as of May 2013.
BOARD OF TRUSTEES

Fenton Peters, *Chairman*  
Leon Mathis, *Vice-Chairman*  
Bob Singletary, *Secretary*  
Betty Evans  
Jimmy Linley  
Glenn Mullins  
Walter Williams

District 2  
District 3  
District 4  
District 5  
District 1  
At Large  
At Large
Like the tiny acorn that puts down roots and grows into the big, strong oak tree, OCH Regional Medical Center is rooted in this community. We’ve grown from a small hospital with a handful of doctors offering general care to a regional healthcare provider boasting over 100 staff physicians, almost twenty medical specialties and an array of advanced services and procedures.
OCH holds certifications from numerous organizations including:

- DNV Healthcare, Inc. – 2009 to present
  (The Joint Commission – Prior to 2009)
- ISO 9001 — November 2012 to present
- COLA - Lab & ABG
- American College of Radiology
- American Academy of Sleep Medicine
- American Association of Cardiovascular & Pulmonary Rehabilitation
- American Diabetes Foundation
- One of only 3 accredited Sleep Tech Training Centers in MS
- ED & ICU Nurses – 100% TNCC, ACLS & PALS Certified
OCH serves Oktibbeha and the surrounding six counties

- Oktibbeha: 62.6%
- Choctaw: 4.9%
- Clay: 4.6%
- Lowndes: 4.3%
- Noxubee: 1.7%
- Webster: 5.8%
- Winston: 8.6%
- Other: 7.5%
OCH FACTOIDS

HOSPITAL/OFFICE SPACE

Main Site (20 acres)  352,904 sq. ft.
14 Offsite Offices (15.1 acres)  75,546 sq. ft.
COUNTY’S SECOND LARGEST EMPLOYER

Annual payroll exceeds $31,600,000 which is just shy of 52% of the Hospital’s total operating budget.
ECONOMIC IMPACT ON THE COMMUNITY

Overall payroll impact annually $63.6 million:
  $31.1 Million — 600 OCH Jobs
  $32.5 Million — 390 Community Jobs

$106.3 Million total local and state impact

SOURCE: Health Associates of New York State Solutions Company

$7 Million Spent Locally Each Year!
OCH FACTOIDS

Outpatient and Ancillary Procedures 125,371/yr.
Other Therapy and Visits 80,620/yr.
Inpatient Admissions 2,859/yr.
Newborn Deliveries 964/yr.
Outpatient Registrations 30,609/yr.
Emergency Department Visits 25,715/yr.
Wellness Connection Members 1,949/yr.
OCH has grown into a regional healthcare provider, boasting a staff of over 100 physicians with an impressive list of credentials and expertise.

Most of our doctors are board-certified and many are fellowship trained.

It’s about health and healing, about taking care of those in need.
### THEN and NOW

<table>
<thead>
<tr>
<th>Year</th>
<th>Doctors</th>
<th>Active Admitters</th>
<th>Specialties</th>
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<td>15</td>
<td>11</td>
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<tr>
<td>2013</td>
<td>116</td>
<td>51</td>
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19 specialties currently offered at OCH:

- Anesthesiology
- Breast Disease
- Critical Care
- Emergency Medicine
- Family Medicine
- Gastroenterology
- General Surgery
- Hematology
- Internal Medicine
- Obstetrics/Gynecology
- Ophthalmology
- Oral & Maxillofacial Surgery
- Orthopedic Surgery
- Otolaryngology
- Pain Management
- Pediatrics
- Pulmonology
- Sleep Medicine
- Urology
Physicians Recruited, but not here yet

2013 Anesthesiologist/Pain Management

2014 Emergency Department Physician
FREE-STANDING
CLINICS
And
Hospital-Owned
Practices

Rooted in Community

OCH owns a total of eight medical clinics and physician practices:
Center for Breast Health & Imaging
Providing comprehensive care from diagnosis to surgery.

Member of prestigious National Consortium of Breast Centers, Inc. First facility in Northeast MS to offer Digital Mammography. Also providing:

- Breast Ultrasound
- Breast MRI
- Stereotactic Breast Biopsy
- Breast Care Patient Assistance Fund

Over 5,600 scans conducted annually!
OCH Center for Sleep Medicine

The Center is fully accredited by the American Academy of Sleep Medicine

- Snoring
- Sleep apnea
- Restless leg syndrome
- Insomnia
- Narcolepsy
- Tooth grinding/clenching
- Shift worker disorders
OCH Regional Health Clinic

This Clinic was created to expand affordable access to primary care.

- General Medical Services
- Basic Laboratory & Radiology Testing
- Sliding Payment Scale
- Prescription Assistance Program
OCH General Surgery Associates and Urology Specialists of Mississippi
Baptist Medical Group – Non-Invasive Cardiology
Baptist Medical Group – Oncology
Cardiology Associates of North Mississippi
Digestive Health Specialists
Eye and Laser Center of Starkville
Eze Family Clinic
The Family Clinic
Laird Clinic
Longest Student Health Center
Martin Oral and Maxillofacial Surgery
Mississippi Bone and Joint Clinic
Nephrology Associates
North MS Hematology & Oncology Associates

Otolaryngology Associates
Nikki Shoemake, MD, General Surgery
Starkville Clinic for Women
Starkville Family Practice
Starkville Internal Medicine
Starkville Orthopedics
Starkville Pediatric Clinic
Starkville Radiology
Starkville Surgical Associates
Starkville Urology
Stewart Ear, Sinus & Allergy
Over 100 Programs and Services Benefitting the Community
The OCH Auxiliary includes more than 100 individuals who volunteer their time and resources to the Medical Center. Services include these and many others:

- Hospital Gift Shop
- Lobby Desk Attendants
- Patient Floor Representatives

The thousands of dollars raised by the Auxiliary have helped fund scholarships for nursing students, furniture for waiting rooms and many other important items, programs & services at OCH.
Some programs and services OCH offers don’t make a profit, but at OCH the bottom line isn’t just about money:

It’s about health and healing, about taking care of those in need.
IMPROVING LIVES

- Center for Diabetes Management
- Arthritis, Stroke & Diabetes Support Groups
- Asthma Education Program
- CPR & First-Aid Training
- Athletic Trainer Coverage
- Smoking Cessation Services
- Diet & Nutrition Counseling
- Annual Flu Vaccine Clinic
- Kids Fitness Camps
- Lunch & Learn Community Education Programs
Healthplex
A total fitness facility dedicated to improving the health of the community.
Wellness Connection

Fitness testing
Health assessment
Weight training
Walking/jogging track
Aerobics
Lap pool
Hydrotherapy pool
Certified personal trainers
Childcare/youth programs
Massage therapy
Special interest classes
And more!
Cardiac Rehab and Pulmonary Rehab Program

These supervised education and exercise programs were created specifically to improve the health & well-being of those suffering from the respective conditions.

• Certified by the American Association of Cardiovascular & Pulmonary Rehabilitation

• Programs have had more than 12,500 visits since their inception.
Rehab Services

Physical therapy 41,733/yr.
Speech therapy 1,389/yr.
Occupational therapy 8,096/yr.
Aquatic therapy
Sports medicine
The OCH Sports Medicine Team keeps our community’s athletes in the game. They can be found on the sidelines, in the dugout and at courtside in area schools.

We’re proud to offer the region’s only indoor facility for athletic training and rehabilitation.
OCH delivers more babies than

- BMH – Golden Triangle in Columbus
- Gilmore Memorial RMC in Amory
- BMH-North MS in Oxford
- NMMC West Point

Patients come from our surrounding 6 counties and even further – as much as an hour away to have their babies at OCH!
Obstetrical Care Services

Labor and Delivery Unit
- 3 triage/observation rooms
- 8 beautifully-appointed, spacious labor/delivery/recovery rooms
- State-of-the-art C-section suite w/ two operating rooms and recovery area

Large Waiting Space w/Vending
Newborn Nursery w/Enhanced Viewing Area
Special Beginnings Gift Shop
Certified Lactation Consultants
Rooted in Community

Obstetrical Outreach Programs

Stork Support Childbirth Class
Grandparents are Great Class
Breast is Best Class
Soda for Siblings Class
Special Beginnings Maternity & Infant Fair
Cradle Call Infant Info Line
Newborn Follow-Up Clinic
Car Seat Safety Checks
Outpatient Lactation Clinic
Breast Pump Rental Program
INVESTING IN YOU

Each year, we reinvest nearly $5,000,000 back into our hospital to continue to expand our programs and grow our services based upon community needs.

At OCH, a healthy bottom line means more than just operating in the black, it means we’re doing our part to improve our community’s health.
Expansive Outpatient Surgery Department

- General Surgery
- Oral and Maxillofacial
- OB/GYN
- Upper and Lower GI
- Orthopedic
- Liver Biopsy
- Ophthalmic
- Epidural Pain Injections
- Urological
- Blood Administration
- ENT
- Pulmonary Bronchoscopy

Insurance carrier demands have led to increased outpatient services and reduced inpatient admissions.
State-of-the-Art Laboratory

- Maintains COLA accreditation
- All staff enrolled in College of American Pathologists Continuing Ed Program
- Only laboratory in Northeast MS that performs male fertility testing
Radiology Services Department

- Maintains accreditation from American College of Radiology
- One of only a handful of Toshiba Vantage Titan 1.5 T MRI Systems in MS — largest opening and quietest in industry
- 1st hospital in this region to offer PACS — digital access to patient images for providers outside of facility
- 64-slice CT scanner
- Nuclear Medicine Program
Emergency Department

All ER physicians are hospital employed with specialties including emergency medicine, general surgery, and family medicine.

- 24 Hours a Day, 7 Days a Week
- ER & ICU Nurses – 100% TNCC, ACLS & PALS Certified
- 4 Certified Family Nurse Practitioners on Staff
- Level III Designated Trauma Center
- Hospital-Operated Paramedic Ambulance Service with a budget of $1.9 Million
State-of-the-Art Surgical Services

- 7 Suites with state-of-the-art high definition video
- 2 additional suites shelled for future use
- Perform about 450 cases/month, managed by 3 anesthesiologists & 8 CRNAs
- Procedures include everything from sinus surgery to total knee replacement
- Only facility in region performing hip arthroscopy
- Boasts region's most advanced robotic surgical system, da Vinci Si
OCH Intensive Care Unit

- State-of-the-art unit with 6 patient beds
- Latest equipment & monitoring systems
- All staff members maintain TNCC and ACLS/PALS certification
- Unit medical director is a board-certified critical care specialist
Since 1982, OCH has invested more than $98.6 Million in improvements to our facilities and upgrades to equipment and technology.
INFORMATION TECHNOLOGY

OCH has been recognized for being a leader in IT programs and services:

- OCH sits on IBM’s MidMarket Advisory Board
- IBM White Paper for First XIV Storage System in MS
- 2nd hospital in State to meet Medicaid Electronic Medical Record requirements
- Within first 8% of hospitals in US to meet Medicare Electronic Medical Record requirements
- One of first hospitals in State to provide patients and guests WIFI access
- One of first hospitals in State to implement Bedside Charting and Barcode Medication Administration
- Omnicell-Automated Medication Dispensing Technology
OCH is investing in the healthcare providers of the future by serving as a TRAINING FACILITY FOR STUDENTS from Mississippi State University, Mississippi University for Women, University of Alabama in Birmingham, University of Mississippi Medical Center, EMCC, ICC and others.

FOR Physical Therapy, Occupational Therapy, Dietetics, Nursing, Kinesiology, Fitness Management, Respiratory Therapy, EMT/Paramedic, Radiologic Technology and more.
OCH continues to operate well in the black:

Excess of Revenues Over Expenses

$ 2,835,000

Charity Care

$ 2,341,137

• SOURCE: 2012 Opinion Audit by Watkins Ward Stafford, CPA
HOSPITAL STAFFING COMPARISON

Average number of staff per bed (patient)

OCH Regional Medical Center  6.0
For Profit Hospitals – MS      3.1
Not-For-Profit Hospitals – MS 4.2

SOURCE: 2012 AHA Guide Issue (Data Collected as of 05/31/2011)
The mission of OCH Regional Medical Center is basic:

The provision of high-quality healthcare to the people of the hospital’s 7-county service area while responding to changing community needs.

We're committed to reaching new horizons in healthcare, because OCH is rooted in this community!
Our Vision for the Future

OCH has successfully completed EVERY goal outlined in our most recent 5-year strategic plan.

We are currently formulating our next official 5-year plan in collaboration with our medical staff. This process will include a thorough community needs assessment and should be completed by end of year.
Goals for the Near Future

- Full-time pain management services with procedures in-house and full-time clinic
- Bariatric Surgery Program
- Plastic Surgery for Breast Reconstruction
- Outpatient Chronic Illness Clinic & Expansion of OCH Diabetes Management Program
  - Wound Care
  - Foot Care
Our Vision for the Future

Physician Recruitment 5-Year Plan

Recruiting physician specialties that a community our size can support:

- Cardiology – Noninvasive
- Vascular Surgery
- Hospitalist

As well as additional specialists in these areas:

- Dermatology
- Neurology
- Family Medicine
- Internal Medicine
- Orthopedic Surgery—Foot and Ankle
- Otolaryngology
- Urology
OCH has been there through the seasons, mending those you love with compassion, offering comfort when it's time to let go and welcoming new sons and daughters. We've grown right along side you, branching out to offer the care you and your family deserve.

We have a long and lasting friendship, cultivated through years of respect and trust. You can count on us to stay grounded, to remember where we've come from and to never lose sight of where we're going...

Our roots are in Oktibbeha County, and they run deep.