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Letter from the CEO

Glancing Back on FY2010

Fiscal Year 2010 was another year of progress and expanded services for Piedmont Healthcare. Despite challenges due to the economy and the resulting impact on healthcare, Piedmont continues to grow its footprint in order to give more residents access to quality care. We're excited about construction on our new Piedmont Newnan Hospital, as well as completing the Piedmont Fayette Hospital Cancer Center. The Piedmont Hospital



Outpatient Center on Howell Mill Road in Atlanta has made cancer care, surgical and imaging procedures more convenient for patients. And, Piedmont Mountainside Hospital and Piedmont Newnan Hospital opened their own outpatient centers.

As we look back on the past fiscal year (July 1, 2009, to June 30, 2010), we have much for which to be thankful. Here are a few other accomplishments that make us proud to serve you:

- All four of our hospitals were named to the Georgia Hospital Association Quality Honor Roll, which recognizes hospitals for meeting quality benchmarks.
- The Most Wired Survey and Benchmarking Study recognized Piedmont Hospital for the seventh consecutive year and Piedmont Fayette Hospital for the sixth consecutive year.
- Working with the Piedmont Heart Institute, the Fuqua Heart Center of Atlanta at Piedmont Hospital was named *Best in Atlanta for Overall Cardiac Care, Cardiac Surgery and Coronary Intervention* (2010) by HealthGrades®, the leading healthcare ratings organization.
- Piedmont Fayette Hospital was named one of the nation's 100 Top Hospitals® for the fifth time by Thomson Reuters. No other Georgia hospital has been named more times.
- Piedmont Newnan Hospital received the Quality and Patient Safety Award by the Partnership for Health and Accountability for achievement in reducing the risk of medical errors, increasing patient safety and improving medical outcomes.
- Piedmont Physicians Group was identified as a *Better Performer* by the Medical Group Management Association for superior operational service.

For more news on what each of our Piedmont Healthcare entities has been doing throughout fiscal year 2010, read our *Year in Review* section beginning on page 38. I look forward to another year of providing the communities we serve with the perfect balance between health and care.

Cheers for a happy and healthy 2011,

R. Timothy Stack
President and CEO
Piedmont Healthcare

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patients proactively manage their healthcare.



Kidney Donor Sets in Motion Chain of Giving

By Jim Taylor



"If you are presented with an opportunity to save a person's life, why not do everything you can to help?" Seale asks. "I was fortunate enough to have my good health, and here was this woman who has children just like me. I thought long and hard about it, and I knew I had to try."

After testing, she discovered she was not a match for the woman's rare antibody combination. However, Seale decided to donate a kidney anyway and volunteered as an unmatched donor. Thanks to a matching process at Piedmont Transplant Institute called domino pairing, she essentially saved the lives of two strangers.

In paired donations, those who want to donate, but are not a match for their intended recipient, can swap recipients with another similarly incompatible pair. Paired donation programs help increase the probability of transplant patients finding compatible living donors.

Over 100 miles away, Cheryl Millsaps of Chattanooga, Tenn., watched her husband of 25 years get sicker every day. James Millsaps was born with a rare birth defect that left him with below-normal kidney function. It was not until one year ago, at the age of 49, that doctors finally determined a kidney transplant was inevitable. Although Cheryl Millsaps was a viable donor, testing revealed she was not a match for her husband. She also decided to register as a paired donor.



(L-r) Diane Seale, James and Cheryl Millsaps, and Sahar Ahmed.

"You really have to do a lot of soul searching," said Cheryl Millsaps of making the decision to become a living donor. "We've invested 25 years of marriage together, and it hurt to see my husband in pain every day."

Meanwhile, in Smyrna, Ga., Sahar Ahmed also was waiting for a kidney transplant. Born with a rare birth defect that left her with only 44 percent function in her kidneys, the 37-year-old mother began noticing problems 10 years ago, was placed on dialysis and put on the waiting list in 2007. Because no one in her family was a suitable donor, she was told her wait may be up to five years for a cadaver kidney.

"Waiting was an exercise in patience," Ahmed says. "I wasn't able to do many of the things I liked before and was often too sick to work. But perhaps most painful for me was the fact that I was often unable to care for my family the way I wanted."

In August 2010, a random act of kindness brought the Millsaps and Ahmed families together in a way that would change them forever. After a brief but careful psychological and physical evaluation process, doctors at Piedmont Transplant Institute cleared Diane Seale as a qualified unmatched donor.

"Because they are willing to donate to anyone in need, altruistic donors have the ability to set in motion what is called a 'domino' transplant," said Miguel Tan, M.D., surgical director of kidney and pancreas transplantation at Piedmont Transplant Institute. "In theory, a chain like this

Did You Know?

More than 85,000 Americans - including over 2,600 Georgians are waiting for kidney transplants. In 2009, nearly 6,000 people in the United States became living donors. For more information about Piedmont **Hospital Transplant** Institute services, visit piedmonttransplant.org. For more information on organ and tissue donation. visit donatelife.net.

can go on indefinitely. Instead of simply transplanting the initial donor's kidney into a recipient, we find as many donors with incompatible donors as possible and essentially arrange the transplants like dominoes."

In this case, Seale was a match for James Millsaps, whose wife, Cheryl, in turn donated her kidney to Sahar Ahmed.

"The feeling is overwhelming," says Ahmed. "Thank you seems like such a little thing to say when someone has saved your life."

A person of great faith, Ahmed says she remained positive and knew a compatible donor would eventually come through. What she didn't expect was being a part of one of the first living donor chains in Georgia.

"For all of us to benefit from the action of one person is truly a blessing," she says. "Mr. Millsaps has his life back, and his children have their father. In turn, I have my health and can be there to tend to my own family. God takes care of all things."

As for Seale, who set the domino chain in motion, she encourages others to become living donors. "Living donation is not a decision to be taken lightly," says the 54-year-old wife and mother. "But beyond that, it was physically very easy. Emotionally, it is very fulfilling. The impact that you can have on so many lives is truly a feeling that cannot be described in words."

Seale hopes by telling her story, she can once again try to help the original reason for her selfless gift: Cindy Gough, the woman she read about in the newspaper. Even though it is estimated that less than one percent of the general population would be a suitable match for Gough, Seale is hopeful that her example will inspire someone who may be a compatible donor to consider donation for her new friend.

"I am confident that someone out there not only has a compatible kidney for Cindy, but also a kind heart," says Seale. "Someone has the ability to save her life and allow her to be the mother and wife she has wanted to be for so long."



PHILANTHROPISTS OF THE YEAR: SHOUKY AND DORIS SHAHEEN



By Judy Stanton

iedmont Hospital has long known the generous philanthropy of Shouky and Doris Shaheen. As a 43rd anniversary gift from Shouky to his wife in 2004, a 20-year breast cancer survivor, Piedmont's Breast Health Center was renamed the Doris Shaheen Breast Health Center. In 2007, their support made possible the Doris Shaheen Boutique in the Piedmont Hospital Cancer Center, offering private counseling for women undergoing breast cancer treatment. The Shaheens helped Piedmont expand and improve its Emergency Department in 2004. And, they have generously supported the hospital's Wound Care Center and the William C. Waters III M.D. Award for Clinical Excellence.

"The Shaheens have supported wound care at Piedmont Hospital since its inception," says Robert Miller, M.D., Wound Care Center comedical director. "Their generous contribution transformed a small service area into an advanced Wound Care Center with the latest technology."

On three occasions, Doris Shaheen has chaired the Piedmont Ball, hosted by The Woman's Auxiliary of Piedmont Hospital, proceeds of which benefit hospital programs. In addition, Doris was honorary chair of the Ball in 1987. She and Shouky were the honorary chairs in 2008. Doris has volunteered at Piedmont for decades, has served as president of The Woman's Auxiliary of Piedmont Hospital, and she has been a member and officer of the Piedmont Hospital Foundation Board since 1991. She helps make possible the Saks Fifth Avenue Key to the Cure event each year in October, further benefitting patients of the Doris Shaheen Breast Health Center.

"Our Breast Health Center was built six years ago thanks to Doris Shaheen's advocacy,"

says Brenda Kelly, manager of the Doris Shaheen Breast Health Center. "She remains an ardent, involved supporter, making sure the center has what it needs to best serve our patients. One example is the recent installation of our new dedicated breast MRI. Her commitment inspires us to do our very best."

Now, the Shaheens' philanthropy - which spans nearly four decades – is being acknowledged throughout the Atlanta community, as they take their place among the most well-recognized philanthropists in Atlanta. They have been selected for the prestigious "Philanthropists of the Year" award by the respected Association of Fundraising Professionals Greater Atlanta Chapter.

More than a thousand philanthropists and community leaders gathered in November at the Georgia Aquarium to honor the couple. This esteemed award recognizes their strong ties to several Atlanta and Georgia non-profits; their substantial annual financial support over a period of years; their encouragement and motivation of others to join in community leadership and



"Being chosen Philanthropists of the Year is indeed a great honor for Shouky and me." ~ Doris Shaheen

The breadth of the Shaheen's philanthropy and community involvement reaches a broad spectrum of not-for-profit organizations throughout Georgia.

Open Hand ~ The Shaheens are Epicurean Circle members.

The Lamar Dodd School of Art at the University of Georgia ~ The annual Shouky Shaheen Distinguished Lectureship has become a tradition ~ Shouky serves on the Board of Visitors.

Shorter University, Doris' alma mater ~ The Doris Bradshaw Shaheen Scholarship is awarded on a financial-need basis.

The 11-Alive Community Service Awards ~ Doris serves on the Board of Governors, encouraging community service through her leadership.

The Multiple Sclerosis Center of Atlanta Board ~ Doris remains an active member.

> The Atlanta Humane Society Board ~ Doris chaired its 1987 ball.

The Atlanta Heart Association ~ Doris chaired the Atlanta Heart Ball in 1983.

The Arthritis Foundation, Georgia Chapter ~ Doris served on its Board.

The Parent's Fund at Georgia Tech

Meals on Wheels

Atlanta Medical Heritage

Camp Sunshine

philanthropy; and their sincere interest in developing community-wide non-profits.

"Being chosen Philanthropists of the Year is indeed a great honor for Shouky and me," says Doris Shaheen. "We are most appreciative of being the recipients of such a prestigious award. We are proud to join the select group of previous Philanthropists of the Year who have each made such a tremendous impact in our city. Shouky and I will try very hard to continue to live up to the meaning of this award, and it makes both of us want to do more for others."

"Wherever Shouky and Doris become involved, success is assured, because they are the first to step up with their own personal philanthropy," says Mendal Bouknight, vice president of Piedmont Philanthropy. "The Shaheens have the distinct ability to engage and excite others to join them in making life better for others."

Their support goes well beyond the boundaries of Georgia. To honor his father in his Palestinian hometown of Ramallah, at Birzeit University, Shouky provided the primary funding for the Azeez Shaheen Building for the Humanities on that campus. And most recently, at the University of Memphis, Shouky honored his late brother, Naseeb Shaheen's legacy with the Naseeb Shaheen Distinguished Speaker Series which brings a prominent authority in English to the campus. Professor Shaheen was a tenured member of the faculty and an authority on Shakespeare.

"Piedmont Hospital has served the Greater Atlanta community for more than 100 years. We are fortunate that the city's leading philanthropists, like the Shaheens, who want to make a difference in the health of their city and their state often choose to invest in Piedmont Hospital," says Bouknight. 🖶

Atlanta 2-Day Walk

Piedmont Healthcare provided medical team support for the 2010 It's the Journey Atlanta 2-Day Walk in October.



Hands of Hope

Piedmont Healthcare was a proud sponsor of the 2010 Goblin Gallop at Heron Bay. The one-mile race/walk benefits Henry County's Hands of Hope Clinic, which provides medical support to more than 3,000 underserved



patients. Some of the Piedmont participants were Felicia Johnson-Nwaiji, administrative secretary, Piedmont Fayette Hospital (left), and Holly Bates Snow, vice president of government and external affairs for Piedmont Healthcare.

Artery Truck Visits PFH

In October, a mobile movie trailer visited Piedmont Fayette Hospital (PFH), giving the community a chance to take a virtual tour of human arteries. The Artery Explorer program was hosted by PFH and Piedmont Heart Institute Physicians.



PNH Dessert and Discussion

John Arledge, M.D. (right), and Cliff Cranford, M.D., provide information and answer questions about the treatment of heartburn during a recent Dessert and Discussion. The event was hosted by Piedmont Newnan Hospital and the Piedmont Heartburn Treatment Center.





Spirit Girls' Night Out®

More than 200 guests, physicians, vendors and volunteers attended Piedmont Hospital's Spirit Girls' Night Out in October at Ventanas in Atlanta. The event is a multigenerational forum



for women to interact with physicians, learn about important women's health issues, participate in health screenings, receive flu shots, enjoy great food and entertainment, and browse numerous vendor tables.







Save the Date!

Plan to attend the next Piedmont Hospital Spirit of Women event, Day of Dance, on Saturday,



February 26. If you are not a member of Spirit of Women, sign up today by visiting piedmonthospital.org/spiritofwomen.

Men's Health Zone

Piedmont Hospital helped metro-Atlanta men and their families get in the game of life during September's Men's Health Zone at the Piedmont Hospital Outpatient Center on Howell Mill Road. The free event included health screenings and consultations. flu shots, fancy cars, Atlanta Falcons cheerleaders and more.







Miracle Workers: Piedmont's

By Jeff Silver

eptember 18, 2010, was a warm, sunny late summer day. By evening, the weather had cooled just a bit and was perfect for a picnic. Alpharetta residents Mark and Sherri Selman were doing just that joining the family birthday celebration of a young girl Sherri had been mentoring. Just after 6:30 p.m., however, Sherri noticed that Mark had stopped talking, was sweating profusely and was slumping to one side.

Having had 30 years of first-aid training as a Delta flight attendant, Sherri recognized immediately that her husband was having a stroke. "It happened with absolutely no warning. We were eating soup one minute, and the next, his right side was limp, and his eves were fixed," she says.

An ambulance took Selman to the Saint Joseph's Hospital emergency department within 30 minutes. This was critical since time is of the essence in stroke treatment. He was administered tissue plasminogen activator, better known as tPA, a blood-clot-busting drug. However, his symptoms were so significant that the neurologist, Matthew Gwynn, M.D., recommended a transfer to Piedmont Hospital, which is certified by The Joint Commission as a primary stroke center. That way, Selman could receive care from Piedmont's specialized interventional radiology (IR) team. They would be able to perform a procedure known as a

thrombectomy, which appeared to be needed to remove Selman's blood clot.

All the necessary specialists were in place when Selman arrived at Piedmont at 9:30 p.m. - including nurses, CT technologists, Emergency Department physicians, and respiratory and anesthesiology departments. Chris Russell, M.D., was the on-call neurologist, and Lou Jacobs, M.D., was the interventional neuroradiologist who would perform the thrombectomy.

"By the time we saw him, there had been some improvement in his symptoms, but there was still an occluded artery that was blocked by the clot. Plus, his initial symptoms began to recur," says Dr. Jacobs, who performed the thrombectomy that night.

Selman was on a ventilator until late the following evening. Sherri was prepared for the chance that her husband wouldn't be able to speak because of the severity of his stroke. His initial score on the National Institutes of Health Stroke Scale (NIHSS) had been 22, indicating severe disability.

However, as soon as the ventilator was removed, he recognized his wife, spoke and raised his arms and legs. The next day, he was even able to walk up and down the hall. "The doctors and nurses were all there applauding," Sherri remembers. "Even they were amazed at how fast and how well he'd survived such a severe stroke."

This simple test will help you detect stroke symptoms and act **FAST**:

F = **FACE** Ask the person to smile. Does one side of the face droop?

A = ARM Ask the person to raise both arms. Does one arm drift downward?

S = SPEECH Ask the person to repeat a simple sentence. Does the speech sound slurred or strange?

T = TIME If you observe any of these signs, it's time to call 911 or get to the nearest stroke center or hospital.

Stroke Team

In fact, Selman's NIHSS score was now in the zero to one range, which is as close to normal as possible. Even his sense of humor survived in tact. "I wish people had thought of me as 'miraculous' before this," he jokes.

Even though he spent 10 days in the hospital (including his 60th birthday), Selman was back to work as a financial advisor less than a month later.

Amy Perez, manager and educator with Piedmont's stroke program, points out that in addition to Selman's spectacular response to treatment, the collaboration between Piedmont and Saint Joseph's also was critical. She says, "This was a perfect storm of good communication and logistics. Everything from Atlanta traffic to the timing of the medical team came together perfectly."

Dr. Jacobs agrees, adding, "The entire stroke team has put a tremendous amount of effort into constantly refining the treatment process and making it run as smoothly as possible. I can't say enough good things about how every single person on the team stepped up to contribute to achieving such a phenomenal outcome."

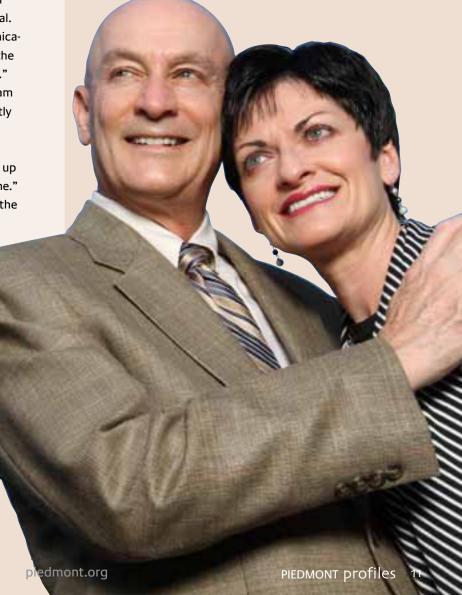
Mark Selman is well aware of the magnitude of the events that September evening. "I'm absolutely blown away when I think of all the people who were involved in saving my life. I feel like God performed a miracle through me."

Know the Warning Signs

A stroke is commonly called a "brain attack," cutting off vital blood flow and oxygen to the brain.

Approximately 800,000 strokes occur annually in the United States. Call 911 immediately if you have any of the following warning signs:

- Sudden numbness or weakness of the face, arm or leg – especially on one side of the body.
- Sudden confusion, trouble speaking or understanding.
- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness, loss of balance or coordination.
- Sudden severe headache with no known cause.



Piedmont Brain Tumor Center

Atlanta Family Wants Community to Have Local Treatment Options

By Jeff Silver

For most families, November 21, 2008, was a typical fall Friday. For Larry and Betsy Orr, however, it was anything but. Larry, now 49, had been feeling confused and disoriented, and before the day was over, the Buckhead couple ended up in Piedmont Hospital's Emergency Department where Larry was diagnosed with glioblastoma multiforme – a two-by-two inch brain tumor.

Because Larry's disease was highlyaggressive, the Orrs were faced with making decisions very quickly regarding surgery, radiation and chemotherapy. As they wrestled with the choices before them, they were dismayed to find out that Atlanta had no nationallyrecognized brain tumor center to which they could turn. Facilities like Duke University Medical Center in Durham, N.C., and M.D. Anderson Center in Houston, Texas, provide patients access to the latest clinical trials, innovative surgical techniques and a national network that shares the most current research.

But those options weren't available to the Orrs without having to travel outside the city for treatment.

That night, Betsy considered all the possibilities as she tried to sleep on the floor of the intensive care unit where Larry had been admitted. The next morning, she felt confident about how to handle her husband's treatment and proposed a unique idea: he would have surgery to remove the tumor, as well as his initial radiation and chemotherapy, at Piedmont Hospital, where, as Atlanta natives, both Betsy and Larry have received all of their medical care. After that, they would coordinate evaluations and follow-up care between Piedmont and Duke, while having as many treatments as possible administered locally.

"Dr. Regis Haid, who is physician director of neurosurgery, was on call the day I was admitted," explains Larry. "He suggested that we seriously consider the importance of being close to home and family during treatment. Looking back, that may have been the best advice anyone gave us."

Surgery the following Monday, performed by Steven D. Wray, M.D., removed 90 percent of Larry's tumor. Subsequent treatment with Perry Ballard, M.D., medical oncologist and chairman of Piedmont's cancer

committee, and at Duke, has resulted in a highly-successful outcome with the remaining tumor being considered inactive and stable. That has allowed Larry to get back to much of his normal life and activities – except for interruptions for periodic trips back to Duke for assessments and evaluations.

Larry describes those trips by saying, "I hate having to go. It just wears you down. And every time, it's another 30 hours out of our lives to get there, see the doctors and come back home."

During their visits to Duke, the Orrs have met numerous patients from south Georgia and Alabama who have traveled even longer distances. "The more we've experienced, the more we kept thinking it's ridiculous that a city the size of Atlanta – the hub of the entire southeastern United States – doesn't have a nationally recognized brain tumor center," Larry adds.

Through discussions about their own experience with Dr. Haid and



Ross Sloop, administrative director of Neuroscience at Piedmont Hospital, the Orrs are working with Piedmont on a three-year plan to complete the establishment of a brain tumor center in Atlanta. The plan involves establishing ongoing collaborative ties with an

existing center, such as Duke or M.D. Anderson, the addition of a neurooncologist, and adding and upgrading diagnostic and surgical equipment.

"We want to be able to provide the best possible care and treatment here at home," Betsy says. "Trying to cope with the diagnosis of a brain tumor is overwhelming enough without having to leave your family and support system - everything that's familiar and comforting to vou."

Sloop adds, "Thanks to the personal generosity and commitment from Betsy and Larry, in addition to the best quality care available, we'll be able to offer patients the most hope possible."

The Orrs are so committed to making the brain tumor center a reality that they are funding the creation of a new brain tumor clinical coordinator position at Piedmont. Often referred to as a brain tumor patient navigator, this position serves as a patient advocate and educator who can help explain the processes, choices and medical jargon to patients and their families.

"We want to help remove some of the anxiety and confusion that go along with getting such a devastating diagnosis," says Freda Wall, who has been hired as the brain tumor navigator.

In addition to the coordinator position, James C. Robinson, M.D., has been named surgical director of the brain tumor center. He will help lead all future enhancements to the program.

"We're very thankful for how well Larry's treatment has gone," says Betsy. "But we'd like other families to have options we didn't have."

For more information about the Brain Tumor Center, call Freda Wall, brain tumor clinical coordinator, at 404-605-2890, or visit piedmontbraintumorcenter.org. \oplus



Piedmont Hospital, a 481-bed, acute-care facility in the north Atlanta community of Buckhead, was named Best in Atlanta for Overall Cardiac Care, Cardiac Surgery and Coronary Intervention (2011) by HealthGrades® (a leading healthcare ratings company), is one of the nation's Most Wired hospitals for seven consecutive years and has consistently ranked in the top five among metro Atlanta hospitals in patient satisfaction according to the HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) survey the past two years. For more information, visit piedmonthospital.org.



Join us at facebook.com/piedmonthospital.

Internationally Recognized Specialists Join Piedmont Transplant Institute

The Piedmont Hospital Transplant Institute welcomes three experts in specific disciplines within transplant medicine. Erica Hartmann, M.D., Chakri Panjala, M.D., and Lance L. Stein, M.D., are each known nationally and internationally for their work in the fields of kidney and liver transplantation.

"The addition of Doctors Hartmann, Panjala and Stein is a major boost for the needs of patients here in Georgia," says Mark Johnson, M.D., medical director, Piedmont Transplant Institute. "With a team of 13 transplant physicians and our creative approach to pairing donors with recipients, we hope not only to advance the level of treatment options available, but also to serve a critical function by keeping Georgia transplant patients closer to home."

Among the top 16 percent of all transplant programs in the country based on total number of organ transplants performed, Piedmont Hospital has transplanted over 2,370 lifesaving organs in the 25-year history of the program. With new advancements in medical technology and procedures, organ transplantation is becoming an option for more patients and the need for organ donors is rising.

Joining Piedmont Transplant Institute from Wake Forest University Health Sciences in Winston-Salem, N.C., Dr. Hartmann's impressive career includes serving as associate professor of medicine and as medical director of the abdominal organ transplant program at Wake Forest University Health Sciences. The author of many published peer-reviewed articles, abstracts and manuscripts, she is a member of numerous academic and professional societies, including the American Society of Nephrology and the American Society of Transplantation.

Dr. Panjala joins Piedmont following the completion of two fellowships at the Mayo Clinic in Florida: gastroenterology and hepatology, and liver transplantation. A transplant hepatologist, he is one of the 25 leading fellows from around the world who received the American Society of Clinical Oncology and Cancer Foundation merit award in 2010 in recognition of his contributions to clinical research in gastrointestinal malignancies.

Dr. Stein, transplant hepatologist, joins Piedmont from Columbia University College of Physicians and Surgeons, New York Presbyterian Hospital – Columbia and Cornell, where he recently completed a fellowship in advanced transplant hepatology. He is experienced in clinical research and teaching and has received numerous honors and awards for his work.

For more information on Piedmont Transplant Institute, call 404-605-4600 or visit piedmonttransplant.org.



Erica Hartmann, M.D.



Chakri Panjala, M.D.



Lance L. Stein, M.D.

PIEDMONT HOSPITAL news

Top 5 Percent for Cardiac Services

Best in Atlanta for Overall Cardiac Care, Cardiac Surgery and Coronary Intervention

TealthGrades®, the Tleading independent healthcare ratings organization, has published a study finding that Piedmont Hospital is among the top 5



percent in the nation for Overall Cardiology Services. The nation's nearly 5,000 hospitals were included in this sweeping study, which examined mortality rates and complication rates from 2007, 2008 and 2009 government data.

American households are now the second largest payer of healthcare services, second only to the federal government, and are outspending private business. So it is not surprising that patients are now consuming complex quality information that was once available only to hospitals. Piedmont Hospital wholeheartedly supports all efforts to make quality outcomes available to our community, and we are pleased to announce that the Fuqua Heart Center of Atlanta at Piedmont Hospital received the following HealthGrades 2011 awards and national designations:

• Ranked No. 2 in Georgia for overall cardiac services, cardiac

surgery, cardiology and coronary interventional procedures.

- Recipient of the HealthGrades Cardiac Care Excellence Award[™] and ranked among the top 5 percent in the nation for overall cardiac services.
- Recipient of the HealthGrades Cardiac Surgery Excellence Award™ and ranked among the top 10 percent in the nation.
- Recipient of the HealthGrades Coronary Intervention Award™ and ranked among the top 10 percent in the nation for coronary interventional procedures.
- Five-star rated for overall cardiac services, cardiology services, coronary bypass surgery, coronary interventional procedures, treatment of heart attack and treatment of heart failure.

The Thirteenth Annual HealthGrades Hospital Quality in America study, the largest annual report of its kind, analyzed patient outcomes from nearly 40 million Medicare hospitalization records over a three-year period. HealthGrades' hospital ratings are the leading objective, actionable quality measures based solely on clinical performance made available to the public. Φ

Sign-up for a Free BreasText Reminder

The Doris Shaheen Breast Health Center at Piedmont Hospital, 97.1 FM The River and Best Self Atlanta magazine have come together to help increase awareness for breast cancer prevention. The BreasText program sends a free text message to your cell phone each month reminding you to perform your monthly breast self-exam. Just text the word "breast" to 72239, and you will receive a message welcoming you to the Piedmont Hospital monthly breast self-exam reminders. Simply reply to the message with a.m. or p.m. for your desired texting time, and you will receive a reminder tailored to your request on the 20th of each month.

Each year, more than 100,000 women are diagnosed with breast cancer. Early detection is the best way to treat this disease, and a monthly self-exam will help make you aware of any potential problems. Annual mammograms also are recommended for women beginning at age 40.

To schedule a mammogram appointment, call 404-605-4400. For more information about breast cancer prevention, treatment and support, visit piedmontcancer.org. You also may visit bestselfconnect.com or **971theriver.com** for information about this campaign and upcoming events.



news PIEDMONT HOSPITAL

Pulmonary Hypertension Center Opens

A rare, often misdiagnosed disease marked by abnormally high blood pressure in the arteries of the lungs, pulmonary hypertension can become progressively worse, even fatal, if not properly treated. Recognizing the growing incidence and the vital need for affected patients to get appropriate care to treat their symptoms and prolong their lives, pulmonologists Jeffrey Michaelson, M.D., and Chad Miller, M.D., and cardiologist Nirav Y. Raval, M.D., joined forces to coordinate the Piedmont Hospital Pulmonary Hypertension Center. These three physicians are dedicated to working closely with each patient's established physician to develop the best course of treatment.

Whether due to genetic inheritance or associated with other established diseases, pulmonary hypertension affects people of all ages, gender and ethnic backgrounds. Some of the medical conditions and behavior associated with pulmonary hypertension include:

- Connective tissue diseases such as scleroderma, sarcoidosis or lupus.
- Congenital heart and lung disease.
- Portal hypertension resulting from liver disease.
- HIV infection.
- Thyroid disorders.
- Myeloproliferative disorders causing the overproduction of red or white blood cells.
- Hemoglobinopathies (abnormal oxygen-carrying proteins in red blood cells, such as found in sickle cell anemia).
- Blood clots in pulmonary arteries.
- Drugs and toxins including appetite suppressants, cocaine and amphetamines.

The Pulmonary Hypertension Center is located in Suite 3000 of the 95 Building on Piedmont Hospital's main campus. For more information, call 404-605-5140.

Finishing the Race

n August 2010, a determined Scott Dolezal finished what he started a year earlier. The 18-year-old senior, who went into cardiac arrest on August 1, 2009, while running the final half mile of the cross-country trials for The Westminster Schools, crossed the finish line during the 2010 event. Scott, our *Piedmont Profiles* cover story in the Winter 2009-10 issue, spent 51 days in Piedmont Hospital, and after a sequence of miracles, overcame all odds stacked against him. To hear more about Scott's story, visit the video library on **piedmonthospital.org**.



PIEDMONT FAYETTE HOSPITAL

Piedmont Fayette Hospital, a 143-bed, acute-care community hospital in Fayetteville, is one of the nation's 100 Top Hospitals® (2009, 2004-07), one of the nation's Most Wired hospitals for six consecutive years and has consistently ranked in the top five among metro Atlanta hospitals in patient satisfaction according to the HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) survey the past two years. For more information, visit **piedmontfayette.org**.



Join us at facebook.com/piedmontfayettehospital.

Matriarch and Cancer Survivor Remembered

By Jim Taylor

In Rene Christensen was diagnosed with breast cancer 12 years ago, she and her family began a long and bittersweet journey that ended in April 2010. Thankful for the role that the Cancer Wellness programs at Piedmont Hospital and Piedmont Fayette Hospital played in improving the quality of her life

Pictured I-r are: Darrell Cutts, president and CEO; Paul and Karin VanDen Hoonaard; George Christensen, D.M.D., and George Christensen Jr.

during her illness, she and her husband George Christensen, D.M.D., decided to set aside \$50,000 of their savings so others may enjoy the same services closer to home in Fayette County.

"Rene's illness was a journey that I often characterize as a roller coaster ride," Dr. Christensen says. "Most of the time we were going up. But sometimes we would go down."

During the journey, Rene benefitted from therapeutic massage, counseling and a variety of other activities in Cancer Wellness at Piedmont Hospital in Atlanta. As the program grew at Piedmont Fayette Hospital, she was able to take advantage of some programs there as well. She often remarked how nice it would be to have a similar facility with expanded resources closer to home.

"We made the decision last fall, as Rene came to the realization that the roller coaster might not go back up, that this is what we would do with some of our resources." Dr. Christensen says. "Cancer Wellness enabled us to enjoy much of that roller coaster journey, and I would not trade those 12 years for anything."

The Christensen's donation funded the Rene Christensen Library, which opened along with the Cancer Center at Piedmont Fayette Hospital. It is an educational resource for anyone whose life has been affected by cancer. Computers, books, magazines and other media help visitors research a variety of topics related to cancer.

Cancer Wellness recognizes that treatment is more than just

surgery, chemotherapy or

radiation treatments. Cancer is a highly complex disease that affects the whole person. Recovery is different for each case and each individual.

In addition to the resource library, Cancer Wellness includes the Wellness Cafe for regular cooking demonstrations, group activity rooms hosting a variety of free events, as well as counseling and spiritual support from highly qualified staff. Thanks to generous community support, Cancer Wellness programs are free to anyone affected by cancer. For George and Rene Christensen, the center's availability to anyone free of charge was an important part of their decision to give.

"Rene and I were fortunate, but for some people it's a real challenge," Dr. Christensen says of the financial burden that often accompanies many cancer treatments. "A big part of our motivation to be a part of Cancer Wellness at Piedmont Fayette Hospital is that this is something available to people whether they can afford it or not."

To learn more about some of the individuals and organizations that helped make this center possible, visit facebook.com/ PiedmontFayetteHospital. For more information on the center, including a complete listing of upcoming wellness programs, visit **piedmontfayette.org/littlec**.

Advanced Cancer Radiation Therapy Close to Home

By Jim Taylor

To one asks for cancer. But when faced with the disease, patients do ask for better treatment options. Piedmont Fayette Hospital Cancer Center, now offers the first and only radiation oncology services in Fayette County. The center's new linear accelerator technology features the world's fastest and most accurate external beam treatments used for the treatment of many types of cancer.

"In the few short months since its introduction as the first and only radiation oncology service in Fayette County, we have delivered thousands of treatments," said Jonathan Bender, M.D., Piedmont Fayette Hospital Cancer Committee Chairman. "Fortunately now, our patients will have access to this important radiation therapy close to home."

Jonesboro resident Leslie Johnson knows what it's like to travel for treatment. Johnson, who turned 50 in January, is often told by friends that she doesn't look her age. With her good health and busy schedule as a sergeant in the U.S. Army, after her birthday, she decided to skip her

annual mammogram. Instead, she focused on preparing for a volunteer tour of duty in Afghanistan. Ironically, she would soon be preparing for the biggest battle of her life.

Long-time friend and co-worker Semba Brittian, of Fairburn, Ga., approached Johnson in early February and struck up a conversation about the importance of annual mammograms for women over 40. The 42-year-old Brittian - a four-year breast cancer survivor herself - urged Johnson to make her appointment immediately.

Johnson heeded the advice of her trusted friend and fellow soldier. It was a decision that may very well have saved her life. Johnson's mammogram revealed an irregularity, and in April 2010, she was diagnosed with breast cancer and, by May, had begun radiation treatments with radiation oncologist

Adam W. Nowlan, M.D., at the Piedmont Hospital Cancer Center in Atlanta.

"I was scared," says the 20-year military veteran. "I maintain a very active lifestyle, and the feeling of losing control over this aspect of my life was new for me."

Treatments left Johnson exhausted, and the long ride home to Jonesboro was often complicated by Atlanta traffic.

> Relief finally arrived when Piedmont Fayette Hospital opened its linear accelerator facility. Johnson became the first patient to receive treatment in the new facility on July 6, 2010.

> The Piedmont Fayette Hospital Cancer Center's linear accelerator is a highly-sophisticated tool used for the treatment of some types of cancer. Under the close guidance of radiation oncologists and nuclear physicists, it delivers a uniform dose of high-energy X-ray to the region of the patient's tumor. With the help of a computer, these X-rays can pinpoint and destroy cancer cells while sparing surrounding normal tissue. This therapy is given on consecutive days over a four- to six-week period.

"The new facility is great," says Johnson. "Some of us on the south side have cancer too, and being close to home after treatment sure beats sitting in traffic. This option gave me a comforting sense of control over my situation."

Aside from her illness, Johnson's breast cancer journey has had a significant effect on her life. She found her command structure at work to be very supportive in addition to her friends and family in civilian life. For someone who likes to be in control of her health, Johnson says the entire experience has been humbling.

"Many women are uncomfortable talking about breast health," said Johnson. "But when a woman finds out you have breast cancer – no matter what color she is or what part of the world she is from – she is automatically your sister."

To schedule a mammogram, contact the Women's Imaging Center at Piedmont Fayette Hospital at 770-719-7007. For more information on the Women's Imaging Center and the Piedmont Fayette Cancer Center, visit piedmontfayette.org.



Minor Emergency Care Center: An ED Alternative

By Jeff Silver

reeling sick after your doctor's office has closed? Or Γ maybe you can't tell if you have a sprain or a broken bone. Piedmont Fayette Hospital (PFH) has the answer the Piedmont Fayette Hospital Minor Emergency Care Center (MECC), a hospital-affiliated facility for treating non-life-threatening injuries and illnesses.

Located 1.7 miles east of the main hospital campus on Yorktown Drive off Highway 54, the MECC is open seven days a week from 2 p.m. to 9:30 p.m. In addition to having its own X-ray and lab facilities, PFH MECC staff members have the same training



and meet the same emergency care standards as the staff located in the hospital's main Emergency Department.

The center is able to treat minor emergencies such as cuts, bruises, earaches, cold and flu symptoms and broken bones. And even though anyone experiencing severe chest pain, stroke symptoms or any other life-threatening condition should call 911 or go directly to the main hospital Emergency Department, there are important differences between the MECC and typical urgent care offices.

"Our staff is trained to diagnose and stabilize more serious conditions," says Tammy Estrada, PFH director of emergency services. "So while an urgent care office can only refer patients to emergency services, we can provide those services while waiting for an ambulance to take them to the hospital emergency department if needed."

The facility also has access to diagnostic testing not available at most clinic offices. For example, if a patient appears to have a blood clot in his or her leg, the MECC has access to the PFH Outpatient Diagnostic Center or can even provide transportation to the hospital for an ultrasound

> or any other procedure that symptoms indicate is necessary. After testing, patients are brought back to the MECC.

Another benefit is that patients often receive treatment more quickly than at the Emergency Department, where major emergencies take priority

over minor emergencies. Patients with minor emergencies are often seen more quickly also because the MECC treats less patients. On average, PFH's ED sees between 4,500 and 4,800 patients each month; the MECC treats approximately 600.

Even with all these advantages, Estrada stresses that "minor" is the key factor to keep in mind when deciding if the MECC is the right place to go for treatment.

"Time is of the essence in life-threatening situations like a heart attack or stroke," she says. "So even though the MECC staff all have comparable emergency training, it's critical that those patients be treated at the ED where a full range of specialists, medications, equipment and support services are all immediately available."

Kiwanis Club Donation Helps Cancer Patients

The Kiwanis Club of Fayette County recognized **1** the significant impact of cancer on both its club and community, and stepped forward with a major contribution to name the Kiwanis Club of Fayette County Community Room within Cancer Wellness at the Piedmont Fayette Hospital Cancer Center. The Kiwanis' \$100,000 donation was the largest in the club's history.



piedmont.org

NICU Expansion One Step Closer

he Georgia Department of Community Health approved Piedmont Fayette Hospital's Certificate of Need (CON) applications to expand its Level II neonatal intermediate care unit and to establish a Level III neonatal intensive care unit to care for fragile newborns.

"We are excited about moving forward with these important services and want to extend our heartfelt thanks to the community for its support of our Keep Babies in Fayette initiative," said W. Darrell Cutts, president and chief executive officer of Piedmont Fayette Hospital. "The numerous individuals who signed our petition and championed this cause have been vital in ensuring that we will now be able to establish the services necessary to



provide the highest level of care for our smallest patients and their families."

The state's approval comes at an important time for the hospital. Since September 2006, when the hospital started offering obstetric services, over 6,700 babies have been born at Piedmont Fayette Hospital, and the need for such services has grown tremendously. The approved expansion of the Level II intermediate care unit will mean that the need for neonatal care

close to home can be accommodated within the planned capacity.

The absence of a Level III neonatal intensive care unit has meant that babies who required more specialized care were transferred to other facilities, forcing families to travel for sometimes over an hour to visit and assist in

the care of their sick or premature newborn. Some mothers have travelled outside the community to give birth, anticipating the need for Level III care for their baby. Now, Piedmont Fayette Hospital will be able to offer these highly specialized services, keeping babies closer to home and with their families.

Piedmont Fayette Hospital began offering these expanded critical services close to home in December 2010. \oplus

PIEDMONT NEWNAN HOSPITAL

Piedmont Newnan Hospital is a 143-bed, acute-care community hospital in Newnan. The Piedmont Newnan Hospital Outpatient Center was named one of the Top Women's Imaging Centers to Watch in 2010 by Imaging Technology News magazine in its March 2010 issue. For more information, visit **piedmontnewnan.org**.

Join us at facebook.com/piedmontnewnanhospital.

Piedmont Heartburn Treatment Center Opens

he Piedmont Heartburn Treatment Center, a service of Piedmont Newnan Hospital and Legato Medical Systems, provides smooth access to comprehensive treatment of gastroesophageal reflux disease (GERD), which affects approximately 30 to 40 percent of the population.

Focused on the goal of providing clinical excellence combined with outstanding patient and physician satisfaction, the Piedmont Heartburn Treatment Center utilizes a proven

methodology that places various physician specialists and a specially-trained nurse coordinator treating advanced GERD on the same team. The team's focus is to provide all options for treatment to patients.

If you are suffering from chronic heartburn, let the Piedmont Heartburn Treatment Center be your solution. For more information, call 770-254-3301 or 1-877-501-GERD (4373). 🖶

Piedmont Newnan Hospital Expands Neonatal Staff

Tith the expansion of neonatal intensive care (NICU) services at Piedmont Newnan Hospital, new parents in Coweta and surrounding counties now have greater access to medical professionals caring for their newborn children. Neonatal nurse practitioners have been added in-house around the clock to provide a higher level of newborn care complementing care provided by registered nurses and pediatricians.

"Having this additional level of care available to newborn babies is an extension of the value Piedmont Newnan Hospital places on family," says Piedmont Newnan Hospital president and CEO Michael Bass. "The proximity of our NICU and our expanded staff mean that families can stay together, because many infants will no longer need to be transferred to other facilities outside Coweta County."

A neonatal nurse practitioner is a registered nurse who has completed advanced education. Nurse practitioners



Brian and Rachael Riddle with twins, Chloe and Cory.

can provide some of the same care provided by physicians, particularly important when the need is urgent, and yet maintain close working relationships with physicians. While parents might typically see a physician once a day, they may see the nurse practitioner several times per day, which provides more time to carefully explain diagnoses and converse with parents about their questions and concerns.

When Brian and Rachael Riddle of Sharpsburg, Ga., heard they would be

having twins, they knew they might need specialized care when the time came. Riddle was scheduled for a cesarean section on June 14, but began having contractions the evening of June 1. At that time of night, without Piedmont Newnan Hospital located 15 minutes from their home, their closest 24-hour NICU would have been outside Coweta County.

"I couldn't believe

how great it was," says Riddle, whose healthy new twins join their three siblings ages 12, 15 and 17. "It was a lot different than I remembered. Everyone made us feel like we were the only patients there. Physicians, nurses, food service and cleaning staff were all very personable and checked on us frequently."

In collaboration with pediatrician Robert Whipple, M.D., a total of nine board-certified nurse practitioners specializing in neonatal care oversee the nursery and NICU 24 hours a day. \oplus

PNH Partners with Explorer Program

iedmont Newnan Hospital has partnered with the Central Educational Center and the Exploring Division of the Flint River Council, the local Boy Scouts of America Council, to help prepare Coweta County's youth for careers in healthcare.

Open to high school sophomores and juniors who meet course requirements, the 13-week Explorer Program gives students genuine healthcare learning opportunities, featuring quest lecturers, presentations, activities at Piedmont Newnan

and a community service project. Students learn about the careers and daily routines of nurses, dietitians, dentists, paramedics, physical therapists and primary care physicians, among others.

"The Explorer Program benefits all of Coweta County," says Michael Bass, president and CEO of Piedmont Newnan Hospital. "These students will become the future leaders of our community, and we are honored to help prepare them for their potential careers." ==

news Piedmont Newnan Hospital

Cardiovascular Imaging Center Opens

he Piedmont Newnan Hospital Cardiovascular **Imaging Center provides** comprehensive cardiac care for patients in Coweta County. Located at 20 Francis Way, Suite 301 in Sharpsburg, Ga., the center offers a variety of cardiovascular services by board-certified cardiologists,



cardiac rehabilitation nurses, exercise specialists and technologists.

"This new center is an important addition to Piedmont's comprehensive cardiovascular services," says Nathan Nipper, vice president and COO of Piedmont Newnan Hospital. "In conjunction with Piedmont Heart Institute Physicians, Piedmont Newnan Hospital is pleased to provide a wide range of cardiovascular services under one roof."

One important feature of the center is cardiac rehabilitation,

a clinically supervised program for cardiac patients, combining prescriptive exercise with risk factor modification education. The goal is to help people rebuild their lives, physically, mentally and socially. Research shows that patients who attend cardiac rehab recover and return to their normal routine faster than those who do not. Enrollment

in the program requires a referral from a physician.

In addition, nuclear and echocardiogram stress testing helps cardiologists examine the ability of the heart to respond to stress, either actually induced by physical exercise or stimulated by pharmacologic maneuvers, in a controlled, clinical setting. Other services include carotid and vascular ultrasound, as well as multiple gated acquisition scanning.

For more information, call **678-854-2980**.

PNH Auxiliary Decorator Show House a Success

The Piedmont Newnan Hospital Auxiliary featuring the former home of Dr. and Mrs. Jimmy Thomasson at 74 Jackson Street in Newnan. This successful event combined history with modern décor, featuring nine local designers in the 1937 historical Georgian mansion, and raising funds to benefit the Auxiliary's \$150,000 pledge to the Piedmont Newnan Hospital Outpatient Center and annual scholarships. 🖶



(L-r) Michael Bass, Zack Holt, Julie McKinney, Courtney Reece, Barbara Tumperi, Ginny Lyles and Pam Kesselring.

Construction Update

iedmont Newnan Hospital employees, medical staff, volunteers and community wellwishers signed the new hospital's final piece of structural steel, which was installed November 18, on top of what will



be the tallest building in Coweta County. The new hospital is set to open in spring of 2012. Visit piedmontnewnan.org/construction and watch progress at the construction site.



piedmont.org

PIEDMONT MOUNTAINSIDE HOSPITAL



Piedmont Mountainside Hospital, a 42-bed community hospital in Jasper, was one of the nation's Most Wired hospitals (2008-09) and has consistently ranked in the top five among metro Atlanta hospitals in patient satisfaction according to the HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) survey the past two years. For more information, visit piedmontmountainsidehospital.org.



Join us at facebook.com/piedmontmountainsidehospital.

Cardiac Rehabilitation Services Introduced

iedmont Mountainside Hospital recently announced the addition of a new cardiac rehabilitation program to its existing cardiovascular services. The new service is a clinically supervised, progressive exercise and educational program designed for those who have recently experienced a cardiac event or have multiple coronary disease risk factors.

"This service and the recently-expanded cardiac cath lab play an important role in the overall health and well-being for so many in our community," says Mike Robertson, president and CEO of Piedmont Mountainside Hospital. "In conjunction with Piedmont Heart Institute Physicians, we are pleased to be able to provide a full range of

services for which patients once had to travel."

Cardiac rehabilitation combines prescriptive exercise and risk factor modification educational services with the goal of helping people rebuild their lives, both physically and emotionally. The majority of patients who complete cardiac rehabilitation see a noticeable improvement in their overall quality of life. They often feel healthier, happier

and more in charge of their heart health and well-being. Over the long term, patients gain strength, learn hearthealthy behaviors, improve their eating habits, cut bad habits like smoking and meet others who have gone through similar experiences. Enrollment in the program requires a referral from a physician.

> In addition to cardiac rehabilitation, Piedmont Mountainside Hospital offers a wide variety of cardiac services including adult diagnostic cardiac catheterization, pacemaker implantation, angiography, varicose vein treatment and more.

As a not-for-profit organization, Piedmont Mountainside Hospital relies on the generosity of donors to expand the services it

provides to the community. In particular, the Piedmont Mountainside Hospital Auxiliary has been instrumental in helping to introduce these new cardiac rehabilitation services. Founded in 1969, Auxiliary volunteers operate the hospital's main gift shop and host many fundraisers throughout the year. Since 2003, the organization has raised over \$178,000 for Piedmont Mountainside Hospital. 🖶



Save the Date!

Piedmont Mountainside Hospital will host a women's health event on Saturday, February 12, from 10 a.m. to noon at Pickens County High School. You'll have an opportunity to talk to Piedmont physicians one-on-one, hear important information on sleep, heart and breast health issues, receive health screenings and participate in exciting activities. For more information, look for the event calendar on piedmontmountainsidehospital.org. \oplus

Digital Mammography Services Added

iedmont Mountainside Hospital now has digital mammography services to complement its convenient women's services. Digital mammograms help make regular checkups easier and quicker for women and are offered at Piedmont Mountainside Hospital as well as its Outpatient Center, located at 309 Highland Parkway in East Ellijay, Ga.

Screening and diagnostic digital mammography offers several advantages over traditional mammography technology. Overall, patients can expect an exam time approximately half that of film-based mammography, in



part, thanks to faster image acquisition. Enhanced contrast between dense and non-dense breast tissue help give physicians and technicians a better picture and the ability to correct under or overexposure of images eliminating the

occasional need to repeat mammograms. Most importantly, the overall radiation dose is, on average, 22 percent lower.

Piedmont Mountainside Hospital is recognized as a Breast Imaging Center of Excellence by the American College of Radiology, offering comprehensive breast health services to the women of North Georgia. In addition to screening

and diagnostic mammograms, breast ultrasound and bone densitometry services are available.

To schedule a digital mammogram, call **706-301-5401**.

PMH CEO Recognized for Leadership



iedmont Mountainside Hospital CEO Mike Robertson has been named to the 2010 "Up and Comers" list by Modern Healthcare magazine. His leadership has helped the hospital achieve

superior patient satisfaction rates and flourish despite a difficult economic environment.

"I am both proud of and inspired by Mike's dedication and drive," says Ed Lovern, executive vice president and chief administrative officer for Piedmont Healthcare. "Under his leadership, Piedmont Mountainside Hospital has seen wonderful results in terms of patient, employee and physician satisfaction as well as clinical quality and outcomes."

The Up and Comers list annually recognizes rising leaders age 40 and under in the healthcare management field. Robertson was one of 13 executives selected from nominations across the country. The honorees appeared in the September 13 issue of Modern Healthcare. 🖶

PMH Wins Partner of Choice Award

Diedmont Mountainside Hospital has been named a 2010 ■ Partner of Choice Award Winner by Press Ganey Associates, Inc. The Partner of Choice Award is reserved for clients who've achieved the seemingly unachievable – attaining scores in the 90th percentile or above in the last reporting period for patient, physician and employee satisfaction. Piedmont Mountainside Hospital is one of just five Press Ganey client facilities in the nation to receive this honor in 2010.

"This award is the ultimate recognition of stakeholder satisfaction in the healthcare industry," says Mike Robertson, president and CEO of Piedmont Mountainside Hospital. "It is a sign from our patients, employees and physicians that we are among the best of the best, not just in our community, but in the country."

Piedmont Mountainside Hospital attributes much of its success to ideas such as continued training for leaders and employees at all levels. Clearlyestablished goals are set, and patient satisfaction teams are dedicated to service areas throughout the hospital. Along with bonus plans that are directly related to service results, the hospital strives to sustain a culture of ownership and pride in the role it plays in the community.



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PIEDMONT MOUNTAINSIDE HOSPITAL



Auxiliary Purse Sale

he Piedmont Mountainside Auxiliary raised more than \$4,000 at its "New-to-You Purse Sale" in September. All proceeds benefit Auxiliary fundraising efforts for the hospital. Over 925 gently-used purses went up for sale, and more than 250 shoppers bought 725 of them. \oplus



PIEDMONT PHYSICIANS GROUP



Piedmont Physicians Group is a multi-specialty physician group with more than 100 primary care physicians in over 35 offices, in addition to more than 20 specialists in over 15 locations across greater Atlanta. A member of Piedmont Healthcare, Piedmont Physicians Group is governed by the Piedmont Medical Care Corporation and has been identified as a Better Performer for the seventh consecutive year by the Medical Group Management Association for superior operational service compared with similar medical group practices nationwide. For more information, visit **piedmontphysicians.org**.



Join us at facebook.com/piedmontphysiciansgroup.

Treating the Common Cold



By Bidemi Leyimu, M.D. Piedmont Physicians at Sharpsburg 61 Robinson Lake Road Newnan, GA 30265 678-633-3260

Upper respiratory infections like the common cold are the second most

common diagnosis in physician offices and the most common discharge diagnosis in emergency rooms. They are caused primarily by viruses - spread by contaminated hands, droplets through sneezing, etc. - and can occur two to three days after exposure.

Symptoms develop slowly and usually begin with scratchy throat, followed by cough, nasal congestion and discharge, sneezing, fatigue, muscle ache, headache and watery eyes. Symptoms usually peak around day three or four and most begin to resolve by day seven, occasionally longer.

There is no vaccine to prevent the cold. The most

preventive measures against the common cold are proper handwashing, proper nutrition, adequate exercise and sleep, as well as avoiding contact with the face or nose when touching different surfaces. Over-the-counter medicines do not cure the common cold, though they might help you feel better. The next time you or your loved one have a common cold:

- Get plenty of rest, especially if you have a fever. Rest helps your body fight infection.
- Drink lots of fluids such as water and clear soups. Fluids help loosen mucus and help prevent dehydration.
- Gargle with warm salt water a few times a day to relieve a sore throat.
- Throat sprays or lozenges may also help relieve the pain.
- Use salt-water nose drops to help loosen mucus and moisten the tender skin in your nose.

Contact your primary care physician, if symptoms persist more than two weeks, worsen rather than improve over time, or if you have an underlying chronic medical condition.

For a physician referral, call 1-866-900-4321. To browse our physician directory or for more information about Piedmont Physicians Group, visit piedmontphysicians.org.



CIGNA and Piedmont Physicians Group Launch Pilot Program

IGNA Healthcare and Piedmont Physicians Group have launched an accountable care organization (ACO) pilot program. With a comprehensive, accountable and collaborative approach to medical care, the ACO pilot is expected to improve access to and quality of patient care, and provide better care coordination while lowering medical costs.

An ACO is a variation on the patient-centered medical home model of healthcare that rewards primary care doctors for improved outcomes and lower medical costs. CIGNA's program with Piedmont is one of the first patient-centered pilot programs in the Atlanta area involving a medical practice and a single private payer and is the first accountable care organization in Georgia.

The program, which began summer 2010, is focused on approximately 10,000 individuals covered by a CIGNA health plan who receive care from one of

Piedmont's more than 100 primary care physicians who are members of Piedmont Physicians Group.

"Piedmont physicians have been at the forefront of patient-centered care for over 100 years in Georgia," says Jim Sams, M.D., medical director of Piedmont Physicians Group. "The launch of this program is a natural progression for leading the charge for better patient outcomes."

During the ACO pilot, a Piedmont Physicians Group practice will monitor and coordinate all aspects of an individual's medical care. Patients will continue to go to their current Piedmont physician and will not need to do

anything to receive the benefits of the ACO pilot. There also is no change in any plan requirements regarding referrals to specialists. Patients who will see the immediate benefits are those who need help managing chronic conditions, such as diabetes.

Key to the CIGNA/Piedmont program is a registered nurse, funded by CIGNA and employed by Piedmont,





The accountable care organization pilot program is expected to improve access to and quality of patient care, and provide better care coordination while lowering medical costs.

who serves as a clinical care coordinator to help patients with chronic conditions or other health challenges navigate their healthcare system. The care coordinator enhances patient care by coordinating CIGNA data and clinical programs of Piedmont Physicians Group, as well as communications, appointment availability and education around those clinical programs. Using CIGNA data to help drive improved outcomes is one of the core strengths of the program.

"We believe that we can achieve better clinical outcomes by adopting a

patient-centered model of primary care," says Dr. David Epstein, CIGNA's senior medical director for Georgia. "Healthcare in the United States has shifted away from prevention and primary care, which has resulted in a 'disease care' system that relies more on specialist intervention and rescue procedures rather than improving health and providing greater value to patients. The patient-centered model places the focus back where it belongs - on improving the health of individuals through comprehensive primary care services and delivering better outcomes through enhanced care coordination."

PIEDMONT PHYSICIANS GROUP **NEWS**



Piedmont Physicians Group Specialty Medical Director Named



effrey T. Nugent, M.D., has been named specialty medical director of Piedmont Physicians **J** Group. He is responsible for overseeing specialty surgeons in several physician practices across north Georgia.

"We are excited to have Dr. Nugent in this new role," said Berney Crane, president and CEO of Piedmont Medical Care Corporation, the administrative parent corporation of Piedmont Physicians Group. "As Piedmont Physicians Group expands to provide a variety of new services in both primary and specialty care, Dr. Nugent has the experience necessary to help ensure we are providing quality care from our locations throughout the state."

Dr. Nugent has maintained a practice in the Atlanta area for most of his career. He has served as assistant clinical professor of orthopaedic surgery at Emory University School of Medicine, currently serves on the medical board of the Employee Retirement System of Georgia and is a consultant for the Good Samaritan Health Center in Atlanta. $\stackrel{\text{dis}}{=}$

Welcome New Physicians



Islam Eltarawy, M.D.



Asim Kidwai, M.D.

Piedmont Physicians at East Ellijay 97 Hefner Road, Suite 202 East Ellijay, GA 30540 706-635-1400



Angie Harris, D.O.

Piedmont Physicians at Fayette 1267 West Highway 54, Suite 5200 Favetteville, GA 30214 770-719-5601



Bidemi Levimu, M.D.

Piedmont Physicians at Sharpsburg 61 Robinson Lake Road Newnan, GA 30265 678-633-3260



Charles Johnson, M.D. 404-351-7816 Piedmont Physicians at Paces 3193 Howell Mill Road, Suite 306 Atlanta, GA 30327



James Kiley, M.D. 404-351-9763

Piedmont Physicians at Chamblee 4961 Buford Highway, Suite 100 Chamblee, GA 30341 770-220-0741

Tong Huynh, M.D.



Chris Graham, M.D.

Piedmont Physicians General Surgery 80 Fairview Road, Suite B Jasper, GA 30143 678-454-3306

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Introducing MDVIP More Patients Choosing Concierge Medicine

By Tricia Malloy

"Tf it weren't for MDVIP, I wouldn't be ♣here today," says Gretchen Bess, Ed.D. MDVIP is a national network of primary care physicians who practice proactive, preventive and personalized healthcare. The outcome is often lower hospitalization rates that save money for the patients, employers and healthcare system.

Bess, a retired elementary school principal, joined MDVIP as a patient in 2008. At her first physical, Reginald Fowler, M.D., of Piedmont Physicians in Atlantic Station, ordered a chest X-ray. If this were a regular check-up, chest X-rays would only be allowed if the patient experienced certain symptoms, like shortness of breath. She did not. However, the results revealed lung cancer.

"I know if my lung cancer went undetected any longer, it would have been too late."

Piedmont is the only system in Atlanta with an affiliation with MDVIP. There are Piedmont Physicians MDVIP on the Piedmont Hospital campus, Piedmont Physicians at Marietta and Piedmont Physicians in Atlantic Station.

Patients pay \$1,500 a year for a comprehensive, executive-level checkup, report and wellness plan. Most other services are then covered by health insurance. The practice also provides a CD of the patient's health records, including lab test results and family history, and a website page with personalized health information.

Patients receive same-day or next-day appointments, and those are typically twice as long as regular appointments. When a health issue requires a second opinion or a specialist or treatment option outside the area, the MDVIP team taps into the Medical Center of Excellence program, a nationwide network of practitioners.

Each doctor's practice is no more than 600 patients, compared to thousands of patients for other doctors, and they see about 10 patients a day, instead of 25 to 30 patients. Patients are encouraged to contact their doctor



with questions or concerns – even after hours.

"The most important asset we have is time," says Dr. Fowler. "We take the time to know each patient physically, mentally and socially."

"Most doctors, including me, were trained to put out fires and treat illnesses," says Karl Dannehl, M.D., at Piedmont Physicians MDVIP. "This innovative practice model allows me to focus on educating my patients about wellness to prevent health problems, like diabetes and heart disease. For my older patients with more complex health issues, I have enough time to ensure that they understand their situation."

Bess appreciates the special attention. "Dr. Fowler takes the time to listen and talk to us," she says. "If we have follow-up questions, we e-mail him or call his cell phone. It's a team effort to stay healthy."

Piedmont Physicians Group MDVIP Practices

Piedmont Physicians MDVIP at Piedmont Hospital Karl Dannehl, M.D., and Wyman Sloan, M.D. 105 Collier Road, Suite 3060, Atlanta, GA 30309 404-367-3070

Piedmont Physicians in Atlantic Station Reginald Fowler, M.D. 232 19th Street, N.W., Suite 7220 Atlanta, GA 30363 404-367-3000

Piedmont Physicians at Marietta Richard Griffith, M.D., Ph.D. R. Scott Mills, M.D. 790 Church Street, N.E., Suite 250 Marietta, GA 30060 678-797-8201

PIEDMONT HEART INSTITUTE

The Piedmont Heart Institute (PHI) – the first integrated cardiovascular healthcare delivery program affiliated with a community health system in greater Atlanta – offers a continuum of patient care, including primary and secondary prevention, outpatient and inpatient cardiovascular care, and appropriate quality measures and metrics to demonstrate enhanced outcomes. Headquartered on the campus of Piedmont Hospital, PHI combines more than 100 affiliated cardiovascular specialists in Piedmont Heart Institute Physicians with over 30 locations to propel new programs in cardiovascular research, education and excellence in prevention, arrhythmias, coronary and vascular intervention, stroke and cardiac imaging. For more information, visit piedmontheart.org.





Join us at facebook.com/piedmontheartinstitute.

PHI Partners with Online Health Platform Founded by Dr. Oz

iedmont Heart Institute has announced a partnership with Sharecare, an interactive Web-based health and wellness platform that will provide consumers with expert answers to health questions. Sharecare was founded by Internet entrepreneur and WebMD founder Jeff Arnold. Mehmet Oz, M.D., leading cardiac surgeon, health expert and host of "The Dr. Oz Show," and Harpo Productions owned by Oprah Winfrey.

At sharecare.com/atlanta, Piedmont Heart Institute, one of a handful of well-known healthcare partners across the country, will provide expert answers to consumers' questions on cardiology and cardiovascular topics and will offer a local voice for Georgia residents. And, Piedmont Hospital physicians will answer non-cardiac questions. These partners include some of the nation's most prestigious institutions and physicians in the healthcare field and, along with prominent associations, non-profits, professional societies and leading brands, will contribute their expertise in answers to questions of health.

"The opportunity to co-brand an innovative health knowledge platform for consumers aligns with Piedmont Heart Institute's goal to stay on the cutting edge of cardiac prevention and high quality care," says William D. Knopf, M.D., chief operating officer of Piedmont Heart Institute and vice president of Cardiovascular Services at Piedmont Hospital. "Consumers are becoming increasingly proactive in their search for healthcare and health information, and Piedmont Heart Institute wants to maintain a presence in their ultimate health and wellness decision as this changing landscape of healthcare continues to evolve."

The partnership represents continuous efforts to bring together experts, hospitals, brands, non-profits and consumers for an ongoing and dynamic conversation on health and wellness. The power behind the Sharecare platform is its

O sharecare



Visit sharecare.com/atlanta.

ability to provide consumers with answers distilled from the collective wisdom of Piedmont experts.

"We are excited that these forward-thinking hospitals have joined the ranks of leading physicians, book authors, nurses, leading brands and non-profit organizations to provide diversified and expert answers to questions of health and wellness," says Jeff Arnold, chairman and chief architect of Sharecare. "Sharecare's mission is to become the central repository of accurate, multi-perspective and high quality answers to questions of health and to do so will require an ongoing effort to recruit industry experts and form new partnerships."

First Blood Test for Diagnosing Obstructive Coronary Artery Disease

 \bigwedge hile most people know about blood tests for cholesterol and other indicators that measure a person's risk for developing heart disease, Piedmont Heart Institute played a key role in a study that validates the first and only blood test that can diagnose heart disease.

The Piedmont Heart Institute provided expertise and enrolled more than 100 patients for the PREDICT study published in the October 5th issue of the highly respected Annals of Internal Medicine, the journal of the American College of Physicians. Szilard Voros, M.D., cardiologist and chief scientific officer for the Piedmont Heart Institute, played a crucial role in the design, development and oversight of the study, and is a co-author and member of the PREDICT study steering committee.

The blood test, which measures gene expression, also is the first gender-specific test for coronary artery disease that accounts for critical biological differences between men and women. The test involves a simple blood draw that routinely takes place in physician offices across the country. While not yet covered by all insurance plans, the blood test isn't invasive and doesn't involve radiation and other imaging agents that are currently used to diagnose obstructive coronary artery disease.

"This advancement could significantly reduce the number of angiograms and nuclear tests performed on patients each year," says Dr. Voros. "The new blood test could help clinicians confidently identify which of their stable symptomatic patients are likely to need further assessment for obstructive coronary artery disease, averting the need for invasive procedures, such as angiograms and nuclear radiation."

Obstructive coronary artery disease, which results from fatty cholesterol buildup inside the arteries that feed the heart muscle, is often difficult to diagnose. Patients complaining of pains suggestive of coronary artery disease often undergo stress tests following an initial evaluation. If these test results prove uncertain, physicians often order an angiogram or cardiac catheterization (an invasive procedure that involves radiation) to check for blocked arteries.

A recent American College of Cardiology study published in the New England Journal of Medicine found that nearly 62 percent of patients who underwent elective invasive angiographic procedures were found to have no obstructive coronary artery blockage. The study concluded that better methods are needed to determine which patients should have elective angiograms.

"Finding better ways to predict and prevent heart attacks before they happen is a goal and a passion of Dr. Voros and the Piedmont Heart Institute Physicians," says William D. Knopf, M.D., chief operating officer of Piedmont Heart Institute and vice president of Cardiovascular Services at Piedmont Hospital. "We are proud that this study has received the recognition it deserves and can help all physicians in their work to save lives."

Piedmont Heart Institute also is an integral part of the next study, COMPASS, which will be comparing the diagnostic accuracy of this gene expression test to nuclear stress testing.

Welcome New PHI Physicians



Anoush Jidarian, M.D. 95 Collier Road, N.W. **Suite 4025** Atlanta, GA 30309 404-605-5699



Barry Silverman, M.D. 1140 Hammond Drive Perimeter Town Center Building K, Suite 300 Atlanta, GA 30328 404-851-5400

275 Collier Road, N.W. Suite 300 Atlanta, GA 30309 404-605-2800



Procedure Resolves 12 Years of Pain for Heart Disease Patient

ames Stephenson is a true testament to the impact heart disease can have on a J person's life. Over the past 12 years, Stephenson has undergone open-heart surgery and received 11 stents to restore blood flow to his blocked arteries. Despite these interventions, he continued to have chest pains, low energy levels and difficulty breathing. He assumed that he would have to continue to suffer this way for the rest of his life; that is, until he met interventional cardiologist Dimitri Karmpaliotis, M.D.

Dr. Karmpaliotis was pioneering a new technique at the Piedmont Heart Institute (PHI) known as antegrade and retrograde angioplasty. During typical angioplasty, the blocked artery is entered from the side closest to the heart, but in retrograde and antegrade angioplasty, the artery is entered from the side farthest from the heart. These unique procedures were established, and continue to be perfected, in Japan and studied in the United States where heart disease is the leading cause of death.

While heart disease is a growing problem nationwide, it is especially prevalent in Georgia where the death rate is about 10 percent higher than the national rate.

New, more effective solutions are required to treat this increasingly prevalent disease, preferably with less complications and shorter recovery times. These innovative techniques may fill that need - within days and weeks of his retrograde angioplasty, Mr. Stephenson had made a full recovery, giving him back his quality of life.

"For patients with completely blocked arteries, traditional angioplasty may not be an option, open-heart surgery may be risky or undesirable, and the medications used for the relief of symptoms may cause side effects. Therefore, many patients think they have no other options," said Dr. Karmpaliotis. "Through the techniques we have adopted in retrograde angioplasty, we can offer carefully selected patients an alternative to living with their condition, vastly improving their quality of life by relieving symptoms, improving heart function and potentially prolonging their life."

Piedmont Heart Institute started performing retrograde and antegrade angioplasty at the beginning of 2010, and has since successfully completed more than 75 procedures, including Stephenson's. PHI is a leader in

Dimitri Karmpaliotis, M.D. (back row, third from left), was one of five U.S. cardiologists to attend the 2010 Japanese Chronic Total Occlusion Club Conference, a meeting of the world's best retrograde and antegrade angioplasty practitioners. The conference was represented by attendees from Germany, Italy, Japan, Korea, the Netherlands, China and Canada.

the Southeast in performing these unique procedures and among only 11 nationally-recognized hospitals that perform more than 20 retrograde and antegrade cases each year, including Cleveland Clinic, Columbia University Medical Center and Banner Heart Hospital.

Patients suffering from complex blocked arteries should know their options and bring those options to their doctor's attention. Knowing what questions to ask is the first step to possibly eliminating the need for open-heart surgery. 🖶

PIEDMONT PHILANTHROPY

Piedmont Philanthropy, established in 1976 as the Piedmont Hospital Foundation, is comprised of volunteer boards and professional staff devoted to enabling private support to be a distinct strategic advantage for Piedmont Healthcare. Through philanthropy, Piedmont's ability to deliver on the promise of the perfect balance between health and care is realized. For more information, visit piedmont.org.

lanned Giving By Judy Stanton

The all need to plan for the future. We might downsize our home, purchase long-term care insurance and write a will. As you make estate plans, we encourage you to support Piedmont in your will.

About 80 percent of us give to charities during our lives, but only 5 percent of us plan to leave a portion of our assets through our wills to those same organizations we have supported and valued.

If you've been a charitable person during your life, take the time to consider what charitable work you would want to support through your will. People who believe in the Piedmont mission and its impact in the community should consider making a bequest to Piedmont a priority.

Many people who consider giving to charities through their wills are concerned about how their families will respond. A recent study indicates that 72 percent of families believe it is a good idea for parents to leave about 10 percent to causes they believe in. It is a tribute to parents that their children honor their generosity.

"Think about how your estate plan should mirror your lifetime commitments. Through your unrestricted bequest to one of Piedmont's hospitals or institutes, you can support what you value most about Piedmont, a great place that has been here to help you, your family, friends, and your community," says Jack Gilbert, director of planned giving.

A bequest can make a big difference in work at Piedmont Hospital, Piedmont Fayette Hospital, Piedmont Mountainside Hospital, Piedmont Newnan Hospital or Piedmont Heart Institute. Below are three examples of programs that support patients and their families. Without private donations, some of these services would not be possible. With your bequest, you will allow Piedmont to direct your gift to the greatest priority at the time your gift comes to us.

Sixty Plus Older Adult Services at Piedmont helps families of older adults by providing an aging helpline; caregiver support groups; and guidance with insurance. Geriatric case managers offer in-home evaluations to develop patient care plans; advise on assisted living; refer families

to needed services, and help caregivers. Whether the older adult has medical problems or suffers from dementia or Alzheimer's disease, the Sixty Plus goal is to help older adults lead healthy lifestyles, maximize independence, promote safety and experience a satisfying quality of life. These services, and more, are provided at no charge.

Cancer Wellness at Piedmont also offers free programs and support to improve the physical, mental, emotional and social life, health and wellness of cancer survivors and their families. They include nutrition education and cooking classes with chefs who also are cancer survivors; relaxing with yoga, tai chi or dream exploration; socializing with fellow survivors at support groups, events and celebrations - all which help ease the stress of the cancer journey.

The Diabetes Resource Center (DRC) at Piedmont Hospital and the certified diabetes educators at Piedmont Fayette Hospital and Piedmont Mountainside Hospital work with patients, families and their physicians to provide diabetes self-management education to people living with diabetes or pre-diabetes. Through classes, community events and screenings, the DRC and the educators at Fayette and Mountainside teach healthy eating, effective exercise, and blood glucose monitoring, to both manage and prevent diabetes. Their interdisciplinary team works with patients and families to create an individualized treatment plan with the goal of helping people with diabetes live long, healthy lives and reducing the risk of serious complications. Diabetes is a chronic, costly and complex disease requiring ongoing changes in management. Diabetes education services are sometimes not covered by insurance, and people living with diabetes are often unable to obtain affordable health insurance coverage.

These are just a few Piedmont outreach programs. In each case, private gifts are critical to enabling Piedmont's hospitals, institutes and programs to meet their priorities in healthcare services. We would like to talk with you further about how to include Piedmont in your will. Please contact Jack Gilbert at 404-605-3492 or john.gilbert@piedmont.org.

PIEDMONT PHILANTHROPY: REACHING OUT



Supporters of the Doris Shaheen Breast Health Center at Piedmont Hosptial, Cancer Wellness at Piedmont, Piedmont Transplant Institute and Piedmont Fayette Hospital participated in a variety of events recently which benefited several Piedmont programs. While having fun shopping, golfing, modeling and socializing, hundreds of generous people made possible new technology, programs and funds for patient care. Now, that's a reason to celebrate!

Pink Linens Benefit Breast Health Center

Many patrons of Gramercy Fine Linens in Buckhead's Peachtree Battle Shopping Center purchased pink linens in October to support the Doris Shaheen Breast Health Center. Owners Jenny Miller and Cam Reynolds sponsored the "Pretty in Pink" month and hosted a "Pink Party" reception, where a portion of all proceeds benefitted the Doris Shaheen Breast Health Center and Cancer Wellness at Piedmont.



(L-r) Doris Shaheen; Brenda Kelly, manager of the Breast Health Center; Heather Richardson; M.D., Claudia Aquino; Jenny Miller; and Cam Reynolds.

Brighton Bracelet Fundraiser Sells Out

Since 2003, Brighton Collectibles stores have supported breast cancer awareness with a "Power of Pink" campaign. For every breast cancer awareness bracelet sold for \$50 in October at the Brighton Phipps Plaza location, \$10 was donated to the Doris Shaheen Breast Health Center at Piedmont Hospital, and they sold out! All month long, the store had Cancer Wellness chefs and nutritionists doing demonstrations and nutrition education classes.

ECOlution Helps Transplant Funds

Transplant recipient Q100's Melissa Carter (right) hosted the Second Annual ECOlution fundraiser, a fashion show at the Mason Murer Fine Arts Gallery, where designers' eco-friendly creations were modeled by transplant recipients, donors, nurses and physicians.



Proceeds benefitted the Melissa Carter Transplant Fund at Piedmont Hospital and the Georgia Transplant Foundation. Pictured with Carter is her physician, Eda Hochgelerent, M.D., who won the raffle for a SCAD-designed pill bottle artistic sculpture, made with Carter's saved pill bottles.

Codner Plastic Surgery Event

The October grand opening of Mark Codner, M.D., Plastic Surgery was a gala event which raised more than \$10,000 to support Cancer Wellness at Piedmont. Pictured left to right are Mark Codner, M.D., with Julius Few, M.D., owner of the Few Institute for Aesthetic Plastic Surgery in Chicago; and Sanjay Gupta, M.D., an Atlanta neurosurgeon best known as CNN's chief medical correspondent.



Photo courtesy of Chris Simmons photography.

11 PIEDMONT PHILANTHROPY: REACHING OUT

Firefighters in Pink

Even firefighters dressed in pink in October as the City of Hapeville Fire Department selected Cancer Wellness at Piedmont Hospital and Piedmont Fayette as their beneficiaries. The "Pink-a-Firefighter" campaign kicked off with the Happy Days Festival, where supporters were asked to make a donation for a firefighter to wear pink for a day. A special thanks to Jerilyn Bing, vice president of risk and insurance services for Piedmont Healthcare, who helped make this fundraiser possible.



(L-r) Detective Stephen Cushing, Jeannette Aymerich, Sergeant Casey Hart, Judy Nicholson, Sergeant Sean Levy and Officer Eva Klinger.

Chipping in for Life

With the Chipping in for Life Golf Classic at Windermere Golf Club in Cumming raising more than \$25,000, the event's four-year total contribution to the Georgia Transplant Foundation and Piedmont Transplant Institute has surpassed its \$100,000 goal. The tournament was initiated by Nick and Lauren Donkar, in honor of Lauren's successful transplant at Piedmont Hospital.



The Donkars (left) with their daughter, Allie, and their close friends and co-organizers, Caitlin and Mike Stango, with their daughter Charlotte.

Piedmont Hospital Golf Invitational

The Sixth Annual Piedmont Hospital Golf Invitation was held October 25 at Peachtree Golf Club. Proceeds benefitted Cancer Wellness at Piedmont. Special thanks to sponsors PricewaterhouseCoopers and MedAssets. This year's event was the largest field of players with 30 teams. Pictured left to right is the first place team: Jay Whiteside; Michael Bass, president and CEO of Piedmont Newnan Hospital; Shepherd Long; and Kevin Rusk. Tim Stack, president and CEO of Piedmont Healthcare (back left), and Les Donahue, president and CEO of Piedmont Hospital (back right), made the presentations.



Piedmont Fayette Golf Tournament

The Piedmont Fayette Hospital Auxiliary hosted another successful golf tournament in May at the Flat Creek Country Club to benefit the Piedmont Fayette Hospital Cancer Center and the Auxiliary scholarship program.



(L-r) Co-chairs Sallie MacGregor and Maria McConnie.



(L-r) Alan Koth, 2009-10 Auxiliary President, with Brandt Herndon, Hollis Harris and Mike Horne, all with the Fayette County Development Authority.

PIEDMONT PHILANTHROPY: **REACHING OUT**



Key to the Cure

The Saks Fifth Avenue Key to the Cure luncheon and fashion show benefitted the Doris Shaheen Breast Health Center at Piedmont Hospital. Proceeds will go toward upgrading ultrasound equipment. In the 11 years since the event began, Saks in Atlanta has raised and donated more than \$1.3 million to the Breast Health Center. The event, held at Saks Fifth Avenue, is coordinated by The Woman's Auxiliary of Piedmont Hospital, working with Cathie Wilson, vice president and general manager, Saks Fifth Avenue, Atlanta, and Jon McGavin, general manager, Ritz-Carlton, Buckhead.



Benefactor Doris Shaheen (center) with luncheon co-chairs Mrs. David (Kim) Hanna (left) and Mrs. Thomas (Angie) Lewis.



Honorary luncheon chairs were sisters Mrs. Robert (Pam) Metz (left) and Patricia H. Meadors, M.D.

The Doris Shaheen Breast Health Center at Piedmont Hospital and Cancer Wellness at Piedmont presented the third Key to the Cure Lecture at Saks Fifth Avenue, Atlanta. Karyn Greer, WXIA 11-Alive/WATL my-Atl-TV, served as master of ceremonies. Speakers included Sharon Fandel from Aurora Imaging Technologies; Molly H. Klein, MS, CGC, certified genetics counselor; and William A. Barber, M.D.

Saks also donated all sales of a \$35 T-shirt designed by Donna Karan to the Doris Shaheen Breast Health Center at Piedmont Hospital. As part of the Key to the Cure nationwide shopping initiative, 2 percent of all sales at Saks Fifth Avenue at Phipps Plaza from October 21 to 24 benefitted the Breast Health Center. 🖶

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Diedmont Donor Recognition

Piedmont Healthcare has always valued each and every donor. Your gift(s) make a powerful and lasting impact on how we deliver care to our patient. impact on how we deliver care to our patients and serve our community. We work hard to recognize individual and community philanthropic support.

In recent years, your generosity has been joined by a large and growing number of other donors. In the past, we have included extensive donor listings in each issue of Piedmont Profiles. Instead, Piedmont Philanthropy will take a new approach starting with the Spring 2011 issue, where donors will be recognized in an annual report. This will provide the opportunity to compile a full year of donor giving, better demonstrating the level of support of our generous contributors. We also will be able to recognize those who have provided financial support over consecutive years. And, we will feature stories about outstanding contributions in that calendar year.

The annual report format is recognized as best practice in the industry in terms of donor recognition, and motivation to increase donor giving and cost effectiveness. We expect to have our 2010 Annual Report, recognizing donors from January 1 through December 31, 2010, published with the next issue of *Piedmont Profiles*.

Your continued support of Piedmont is greatly appreciated. We look forward to sharing our Annual Report with all those who contribute to making Piedmont one of Atlanta's most respected healthcare systems. 🔮

Friendly Skies and the Pi

Two Piedmont physicians. One plane flying thousands of feet in the air. One airport thousands of miles from Atlanta. And, one Promise. This is the story of two dedicated employees who made a big difference in the lives of two people in medical need. They did it by living the Piedmont Promise – far beyond a Piedmont campus.

Somewhere Over Canada

Quentin Pirkle, M.D., chief medical officer for Piedmont Medical Care Corporation, and his wife were on a flight from England when he responded to a call for a doctor. Another passenger was suffering from a severe headache and numbness on the right side of his face and right arm.



Quentin Pirkle, M.D.

"It could have been intracranial bleeding or a stroke," said Dr. Pirkle, who assessed the man on the flight. "Since there is not much you can do on a plane to evaluate and treat this combination of symptoms, the passenger needed to get to an emergency room as soon as possible."

Fortunately, the plane was over Newfoundland and just 30 minutes from Bangor, Maine.

"The Delta flight attendants and pilots were great. As soon as the captain knew I recommended that the passenger needed to get to a hospital emergency room, he arranged for an emergency landing in Bangor. Paramedics were right there when we landed."

Once the flight took off again for Atlanta, Dr. Pirkle remained busy wearing his physician hat.

"Since the other passengers then knew I was a physician, I began getting all kinds of medical questions," he jokes.

The passenger returned to Atlanta after evaluation in Maine. He made an appointment to follow up with his own doctor—ironically, a physician with Piedmont Physicians Group.



edmont Promise

By Tricia Molloy



Bharani Oggu, M.D.



Mumbai, India

"Whenever I'm at the mall or supermarket and I hear someone on the loud speaker say 'Attention!,' I expect it to be a code 99—a call for an emergency response team at the hospital—and I am ready to spring into action. Then, it actually happened," says Bharani Oggu, M.D., a Piedmont Hospital hospitalist/internist who is part of the first-response code team.

On a four-week family vacation in India, Dr. Oggu was waiting for a flight at Mumbai International Airport. Another passenger had suffered a heart attack and collapsed. Airport officials put out the call for a doctor.

When Dr. Oggu reached the 47-year-old patient, a chaotic crowd was surrounding him. He was struggling to breathe and had no pulse. She began CPR and still couldn't get a pulse. "I kept going, and I was sweating and getting tired, and my heart was pounding," she says.

Her two young sons were nearby, scared and crying from all the commotion. "Meanwhile, everyone around me was trying to help. Some were fighting with the airport authorities. Others were putting smelly shoes and onions by his nose, trying to 'wake him up.' I had to tell them to stop."

Soon, the crowd dispersed, and Dr. Oggu continued CPR. "I remember thinking that God was testing me. I couldn't give up. I had to keep his circulation going, and all I had to work with was my bare hands." After 20 minutes, airport officials showed up with a defibrillator, and Dr. Oggu used it to shock the patient and get a pulse. An airport doctor and emergency technician took over. When Dr. Oggu boarded the plane, the other passengers applauded.

The patient, who was taken to a nearby hospital for a successful angioplasty, made a special trip to meet Dr. Oggu before she and her family flew back to the United States.

"He expressed his gratitude for giving him a second chance to live," she says. "I was happy to see him upright and walking. Because I responded, he is back with his family. I'm grateful for that, as well as the training I received in the United States and the code team I work with at Piedmont." \oplus



PIEDMONT HOSPITAL in Atlanta continued to expand its services and achieve national recognition for medical excellence in fiscal year 2010. The private, not-for-profit, community hospital has 481 beds, 3,875 employees, a medical staff of more than 1,000 physicians, and offers all major medical, surgical and diagnostic services. Named *Best in Atlanta for Overall Cardiac Care*, *Cardiac Surgery and Coronary Intervention (2010 and 2011)* by HealthGrades®, Piedmont Hospital also has been recognized as one of the nation's *Most Wired* hospitals for the last seven consecutive years.

Fiscal Year 2010 Highlights and Major Services

ONCOLOGY SERVICES achieved a number of significant milestones in FY10, including opening Piedmont Cancer Center at Piedmont Outpatient Center on Howell Mill Road. Other milestones and service enhancements include:

- Image-guided prostate cancer treatment in radiation oncology was launched, and radiation oncology services expanded.
- Irreversible electroporation (IRE) equipment was acquired to enable less invasive tumor ablation for difficult to treat targets.
- Some 1,800 programs were hosted for cancer survivors and their supporters inside Cancer Wellness; over 1,100 counseling sessions were conducted through the outpatient social work service in the Cancer Center; and guidance

and educational assistance was provided during 2,300 cancer navigation encounters.

- Hobbs Acupuncture was added inside the Cancer Center.
- The da Vinci Surgical System was implemented, allowing surgeons to perform minimally invasive robotic procedures.
- Lung cancer surgeon Joe Miller Jr., M.D., and breast cancer surgeon Amanda Morehouse, M.D., joined Piedmont.
- Oncology Services received approval from the American College of Surgeons Commission on Cancer.

Oncology Services consists of the Cancer Center (including the comprehensive Cancer Wellness at Piedmont program) and Radiation Oncology Services, which houses the Trilogy® Accelerator System, an image-guided radiation therapy system that combines several treatment approaches and radiosurgery

Piedmont Hospital Fiscal Year 2010 at a Glance

Inpatient admissions	28,239
Inpatient rehabilitation admissions	243
Newborn deliveries	3,366
Emergency Department visits	50,156
Outpatient visits	307,867
Open-heart/thoracic surgeries	1,558
Cardiac catheterizations (including angiopla	sty)9,719
Inpatient and outpatient surgeries	23,238
Organ transplants	229
Radiation therapy treatments	14,856

techniques into one efficient tool, making it one of the most powerful, precise and versatile non-invasive cancer treatment technologies in the world.

PIEDMONT TRANSPLANT INSTITUTE (PTI), which includes kidney, pancreas and liver transplantation (heart transplant coming in 2011), marked fiscal year 2010 with major milestones in the advancement of care, expansion of facilities and delivery of convenient outpatient services.

- PTI had its busiest year ever with 229 transplants. Among the top 16 percent of all transplant programs in the country based on total number of organ transplants performed, Piedmont Hospital has transplanted over 2,330 lifesaving organs since 1986.
- The newest satellite clinic opened in Dalton, Ga., joining existing clinics in Savannah and Albany.
- Program outcomes continue to be among the best in the nation and wait times significantly shorter than the national average. The median kidney transplant wait time is 33 months at Piedmont, compared to 47 months for the United States. The median liver transplant wait time is 3.8 months at Piedmont, compared to 11 months for the United States.
- Piedmont Hospital was awarded the Medal of Honor for Organ Donation for the fifth consecutive year by the U.S. Department of Health and Human Services.
- Piedmont welcomed three experts in kidney and liver transplantation, Erica Hartmann, M.D., Chakri Panjala, M.D., and Lance L. Stein, M.D.

PIEDMONT HEART INSTITUTE (PHI) expanded to more than 100 affiliated cardiovascular specialists in Piedmont Heart Institute Physicians with over 30 locations to propel new programs in cardiovascular research, education and excellence in prevention, arrhythmias, coronary and vascular intervention, stroke and cardiac imaging.

- Cardiovascular Consultants of Georgia (CCG) joined PHI, solidifying PHI Physicians' prominence as one of the largest groups of cardiovascular specialists in the Southeast.
- PHI became the only provider in Georgia participating in the ALERTS study to evaluate the safety and efficacy of an implantable heart attack alert system. The trial investigates technology designed to save lives by providing patients with a warning of an impending heart attack and alerting them to seek immediate treatment.

THE FUQUA HEART CENTER OF ATLANTA AT PIEDMONT HOSPITAL, in partnership with Piedmont Heart Institute (PHI), offers hospital-based inpatient and outpatient cardiac services, including prevention, diagnostic testing, cardiac catheterization and intervention, electrophysiology, adult cardiothoracic and vascular surgery, rehabilitation and cutting-edge research.

NEUROSCIENCE SERVICES, which provides treatment of spine problems, stroke, brain tumors, multiple sclerosis and epilepsy, as well as sleep studies and pain management, continues to offer advanced and comprehensive care to neurology and neurosurgical patients and families.

- Seven digital lightboxes were purchased from BrainLab and installed in the Spine Center and neuro-operating rooms. With an iPad-style touchscreen, these advanced devices allow for the retrieval and manipulation of diagnostic images from multiple modalities (CT, MRI, X-ray, etc.) and enhance the ability for pre-surgical planning.
- The brain tumor clinical coordinator position was established to serve as a resource to the hospital's brain tumor patients and their families by providing education, counseling and care coordination.
- The stroke program was presented the Gold Award from the American Heart Association and recognized in U.S. News and World Report for annual achievement with the Get With the Guidelines program.

EMERGENCY SERVICES at Piedmont Hospital are provided in partnership with the Schumacher Group, which delivers emergency physician coverage to 165-plus Emergency Departments across the United States and is based in Louisiana. Emergency Services includes a 24-hour Emergency Department with helipad.

{ year in review } FY 2010

ORTHOPAEDICS/SPORTS MEDICINE includes the Reconstructive Joint Center of Atlanta, one of the busiest total joint centers in Georgia. Team physicians for many of Atlanta's major professional sports teams practice at Piedmont Hospital.

WOMEN'S SERVICES includes obstetrics and gynecology, the Jan and John Portman Newborn Nurseries and Neonatal Intensive Care Unit, and the Doris Shaheen Breast Health Center.

RADIOLOGY SERVICES provides interventional radiology; MRI; 10-, 16- and 64-slice CT scan and PET/CT scan, as well as vertebroplasty, kyphoplasty and uterine fibroid embolization.

The DA VINCI SURGICAL SYSTEM allows surgeons to perform minimally invasive robotic procedures used in many oncology, gynecology and urology treatments.

REHABILITATION SERVICES offers hyperbarics, occupational, speech, physical and lymphedema therapy.

The DIABETES RESOURCE CENTER provides community education and services such as grocery store tours, health fairs and support groups.

SIXTY PLUS OLDER ADULT SERVICES provides wellness and disease-management programs, health fairs and senior health outreach for older adults, families and caregivers.

CLINICAL EDUCATIONAL RESOURCES at Piedmont Hospital include the Center for Health and Learning, a partnership of Piedmont Healthcare and Mercer University, offering several joint initiatives such as nursing, pharmacy, physician assistants, research and other medical and allied health education programs. Each year, more than 600 students from numerous clinical training programs serve clinical rotations at Piedmont Hospital.

As a community hospital, Piedmont Hospital provides a wide range of COMMUNITY OUTREACH SERVICES in addition to its world-class medical services. Physicians and hospital staff work with various organizations to provide health education, screenings and support activities for people struggling with chronic or serious health conditions. Piedmont Hospital offers annual early detection and disease prevention screenings at no or low cost to the community. Some screenings are coordinated with other health-related organizations, such as the Atlanta Regional Commission and Susan G. Komen for the Cure®. Piedmont Hospital also provides lab work to Atlanta's Grant Park Clinic and the Good Samaritan Health Center in support of organizations that provide care to uninsured and underinsured individuals. Classes and programs also are offered on such topics as maternity and childbirth education, CPR, arthritis exercise, diabetes and heart health. For more information, visit piedmonthospital.org.

PIEDMONT FAYETTE HOSPITAL was named one of the nation's 100 Top Hospitals® in fiscal year 2010 for the fifth time by Thomson Reuters, Piedmont Fayette Hospital (PFH) is a private, not-for-profit community hospital with 157 beds, more than 1,375 employees and a medical staff of more than 550 physicians. Fully accredited by The Joint Commission, PFH was named among the Most Wired U.S. hospitals for the sixth consecutive year.

Fiscal Year 2010 Highlights

PFH added breast magnetic resonance imaging (MRI) services utilizing the Invivo Breast Coil and the Siemens Magnetom Espree MRI scanner. This enhanced technology means Fayette community members now have access to diagnostic MRI services for breast cancer in addition to regular screening and diagnostic mammograms, and breast ultrasound scanning.

The Women's Imaging Center at PFH expanded breast health services to include full field digital mammography, providing patients with the highest quality of care in the prevention and early detection of breast cancer.



Surgeons began using minimally invasive robotic surgery with the da Vinci Surgical System.

The PFH Cancer Center opened, offering one of the most progressive approaches to cancer care available. And, the Commission on Cancer of the American College of Surgeons granted accreditation with commendation to PFH's Cancer Center as a Community Hospital Comprehensive Cancer Program.

The Maternity Center expanded its mother baby unit and submitted a request to expand level II neonatal intermediate care unit beds and add level III neonatal intensive care unit beds.

PFH Auxiliary volunteers marked a milestone 500,000 hours of service.

Major Services at Piedmont Fayette Hospital

Emergency Services provides 24-hour emergency care. An offsite Minor Emergency Care Center provides treatment of non-life-threatening injuries or illnesses.

PFH Cancer Center offers radiation oncology services, diagnostic services, treatment and wellness support for cancer patients.

Radiology Imaging includes a 64-slice CT, nuclear medicine, MRI, ultrasound and X-ray.

Comprehensive outpatient services are available.

The Women's Imaging Center offers full-spectrum screening and diagnostic breast health services including full-field digital mammography.

Cardiology Services include cardiovascular imaging, diagnostic and interventional cardiac catheterization, congestive heart failure clinic and cardiac rehabilitation.

Other services include:

- The da Vinci Surgical System, allowing surgeons to perform minimally invasive robotic procedures used in many oncology, gynecology and urology treatments.
- Sleep Center offers diagnosis, treatment and follow-up for sleep disorders.
- Maternity Center includes labor and delivery, Mother/ Baby, NICU, lactation and childbirth education.
- Fitness Center (for rehabilitation as well as community and employee membership).

For more information, visit **piedmontfayette.org**.

Piedmont Fayette Hospital Fiscal Year 2010 at a Glance

Inpatient admissions10,442
Outpatient registrations
Emergency Department visits,
including Medical Emergency Care Center61,114
Surgeries10,467
Newborn deliveries
Cardiac catheterizations 1,323

PIEDMONT MOUNTAINSIDE HOSPITAL (PMH) continued to meet the healthcare needs of Pickens County residents and surrounding communities in fiscal year 2010. The private, not-for-profit, 42-bed acute-care facility located in Jasper, Georgia, has more than 475 employees and 200 physicians on the medical staff with 31 specialties and is fully accredited by The Joint Commission.

Fiscal Year 2010 Highlights

For the third year in a row, PMH ranked in the top five in patient satisfaction among metro Atlanta hospitals according to the HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) survey.

The Piedmont Outpatient Center opened in East Ellijay. The center is home to Piedmont Mountainside Hospital Imaging Services, and offices of Piedmont Heart Institute Physicians and Piedmont Orthopaedic Surgery and Sports Medicine.

A state-of-the-art diagnostic cardiac catheterization lab opened at PMH, providing Piedmont Heart Institute Physicians the opportunity to expand existing cardiovascular services.



{ year in review } FY 2010

Major Services at Piedmont Mountainside Hospital

PMH features 24-HOUR EMERGENCY CARE and an INTENSIVE

WOMEN'S SERVICES includes OB, mammography, ultrasound and general medical/surgical services.

DIAGNOSTIC SERVICES includes CT, nuclear medicine, MRI, ultrasound and digital mammography.

FULL-SPECTRUM OUTPATIENT SERVICES, including endoscopy with a GI Lab, arthroscopic and laparoscopic surgery, physical therapy, respiratory therapy and pulmonary function, sleep studies and cardiac testing.

THE SPECIALTY CLINIC houses physician services in

pediatric cardiology, nephrology, oncology and ENT services. The clinic also provides infusion therapy, outpatient blood transfusions and injections.

For more information, visit piedmontmountainsidehospital.org.

Piedmont Mountainside Hospital Fiscal Year 2010 at a Glance

Inpatient admissions	2,801
Outpatient registrations	36,975
Emergency Department visits	19,899
Surgeries/procedures	2,196
Newborn deliveries	341

PIEDMONT NEWNAN HOSPITAL (PNH) embarked on expansion and renovation projects in fiscal year 2010, to further enhance healthcare services available to Coweta and surrounding county residents. From the opening of the new Piedmont Newnan Hospital Outpatient Center, to the renovation of the Women's Services department, to the re-start of construction on the replacement facility on Poplar Road, PNH continued planning for the future of healthcare, while taking care of the community today. With a broad range of services, including general surgery, inpatient care, women's services, cardiac care, hyperbaric therapy and diagnostics, PNH provides quality care, combined with a personal touch, to all of its patients. Piedmont Newnan Hospital is a 143-bed acute-care facility with more than 800 employees and 230 physicians.

Fiscal Year 2010 Highlights

PNH opened the Piedmont Outpatient Center, a fullydigital diagnostic center.

PNH partnered with the Central Educational Center and the Exploring Division of the Flint River Council of the Boy Scouts of America to help prepare Coweta County's youth for careers in healthcare by providing work-based learning opportunities.

The Georgia Alliance of Community Hospitals named PNH runner up in the "Small Hospital of the Year" category.

PNH completed renovations to its Women's Services department.

The PNH Laboratory was awarded the "gold standard" of laboratory accreditation by the College of American Pathologists.

The Piedmont Newnan Hospital Wound Treatment and Hyperbaric Center announced its completion of more than 5,000 hyperbaric treatments since its opening.



PNH received second place honors in the 2009 Partnership for Health and Accountability Quality and Patient Safety Awards for its successful program to reduce its mortality rate that was already lower than the national average.

PNH joined forces with the PAPP Clinic, the Coweta County Health Department and One Roof Ecumenical Alliance Outreach to help secure over \$80,000 in federal grant money and donated resources for the Coweta Samaritan Clinic in Coweta County.

Major Services at Piedmont Newnan Hospital

Piedmont Newnan Hospital offers comprehensive care for Coweta County and surrounding area residents, including:

THE PIEDMONT OUTPATIENT CENTER, a fully-digital center that has on-site radiologists and provides CT scans, diagnostic X-ray, ultrasound, digital mammography and DEXA scans, as well as stereotactic breast biopsy procedures. Included in its digital mammography technology is computer-aided detection (CAD), which assists physicians in the interpretation of digital mammography images.

THE PIEDMONT CARDIOVASCULAR IMAGING CENTER, which offers services such as nuclear medicine stress testing. cardiac rehabilitation, carotid ultrasound, echocardiogram stress testing, vascular ultrasound and MUGA (Multiple Gated Acquisition Scanning), which provides a moving image of the beating heart.

THE PIEDMONT HEARTBURN TREATMENT CENTER, which offers comprehensive medical and surgical treatment options for gastroesophageal reflux disease (GERD).

CARDIOPULMONARY SERVICES, including a state-of-the-art cardiac catheterization lab, echocardiogram lab, electrocardiogram (EKG) lab, electroencephalography, pulmonary function assessments, respiratory therapy and stress lab.

WOMEN'S SERVICES, including labor and delivery suites, a Level II nursery and lactation center.

THE WOUND TREATMENT AND HYPERBARIC CENTER, serving patients suffering from chronic, unusual or severe wounds with specialized treatment utilizing the latest technologies, such as hyperbaric oxygen.

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Piedmont Newnan Hospital Fiscal Year 2010 at a Glance

6,357
38,843
5,210
747
443

THE PIEDMONT NEWNAN HOSPITAL SLEEP CENTER, which offers comprehensive diagnosis, treatment, assessment and follow-up services for sleep disorders, including CPAP titration studies and overnight sleep studies.

24-HOUR EMERGENCY CARE, as well as full diagnostic services, including a 64-slice angiography-capable CT, 1.5 Tesla MRI, PET Scan, nuclear medicine, vascular ultrasound and fluoroscopy.

SURGICAL SERVICES, which provides inpatient and outpatient surgical procedures, including general and laparoscopic surgery, a gastrointestinal lab and a mobile lithotripsy unit for kidney stone treatment.

COMPREHENSIVE OUTPATIENT REHABILITATION AND THERAPY SERVICES, including physical, speech, occupational and respiratory therapy.

THE PIEDMONT NEWNAN HOSPITAL WELLNESS CENTER, which features group fitness classes, senior programming, cardio equipment, a fully-equipped free-weight room and free-motion strength training equipment.

PIEDMONT PHILANTHROPY is pleased that the spirit of generosity and compassion continues across Piedmont even in the most challenging financial times since the Great Depression. More than \$6 million in private gifts from nearly 5,000 donors delivered important results and impact for Piedmont.

Fiscal Year 2010 Highlights

While construction on the replacement hospital in Newnan paused for nearly 15 months, the community continued to engage and take a great role in supporting the hospital. Led by a commitment from the PNH Auxiliary for the new imaging center, more than 500 donors made gifts in support of the new hospital.



At Piedmont Mountainside, the PMH Auxiliary and employees, through the Count Me In employee giving campaign, surpassed \$80,000 in funds raised through their efforts for the hospital.

Employee and Board giving attested to the fact that those closest to the organization believe in its mission and support its success. Across the system, the Count Me In employee giving campaign raised \$310,000, surpassing its goal by 12 percent. And, the pace of board member giving was at a record 87 percent.

The anticipation of the July 2010 opening of the PFH Cancer Center generated excitement and community support in fiscal year 2010. Donors included: Susan G. Komen for the Cure; Jonathan and Laura Bender; The PFH Auxiliary; Vicki and Tommy Turner; The Business Women of Fayette and Coweta; as well as donors to special areas listed below.

Frank Cole, M.D., funded a unique garden adjacent to PFH's Cancer Center. The Janice Meredith Sams Cole Garden, dedicated in loving memory of his mother, marked the first donor named area at PFH.

A generous donation from Fayetteville residents Doug and Debbie Walker, and Barney and Sue Walker, put plans into place for the Sue Walker Boutique, designed to help cancer patients at PFH Cancer Center look their best during their cancer journey.

Rene Christensen's long battle with breast cancer ended in April 2010. She and her husband, George Christensen, M.D., were committed to funding an educational resource for anyone whose life has been affected by cancer, largely as a way of thanking PFH and Cancer Wellness for the role they played in improving her quality of life during her illness. Their meaningful contribution resulted in the Rene Christensen Memorial Library.

The Kiwanis Club of Fayette County recognized the significant impact of cancer on both its club and community, and stepped forward with a major contribution to name the Kiwanis Club of Fayette County Community Room, creating a place within Cancer Wellness where those living with cancer can support one another.

Gifts from The Scott Hudgens Family Foundation and the Carlos and Marguerite Mason Trust had a tremendous impact, enabling the completion and equipping of the

Piedmont HLA (human leukocyte angigen) lab. The addition of a flow cytometer to Piedmont Hospital's Transplant Program allows the laboratory to do the HLA testing necessary to match patients with donors or place them on a transplant waiting list.

The gratitude of families and patients benefitting from organ transplants continued. The Hudgens Family Foundation, along with the Pointer Family Living Trust, Lauren and Nick Donkar, and Melissa Carter all provided important funds to assist patients in need of qualifying for a transplant.

A Physician Philanthropy Committee was developed to support the Piedmont Heart Institute, led by one of PHI's founders, William S. Knapp, M.D., an interventional and consultative cardiologist. Led by the cardiologists of PHI, the PHI Society Fund was successfully launched, with funding designated to meet the priorities of PHI in patient care, education and research.

Piedmont Hospital Women's Services is undergoing a major renovation to better accommodate growth. Supporters are stepping up to raise \$5.5 million of the total cost of modernization and expansion. This year, a \$750,000 Anonymous Challenge Gift was received to meet this ambitious goal. The project already realized million dollar gifts from Jan and John Portman and the William F. Shallenberger Trust Fund. The Woman's Auxiliary of Piedmont Hospital donated \$300,000 from the efforts of the 2009 Piedmont Ball. Additional funds include \$15,000 from Piedmont's employee giving campaign and a number of family and friends.

Proceeds of the 53rd Piedmont Ball were used to purchase a dedicated Aurora Breast MRI scanner for the Doris Shaheen Breast Health Center at Piedmont Hospital. The white-tie event was chaired by Carol Abreu and Georgia Thompson, M.D.; Honorary Chairmen were Dr. and Mrs. James H. (Joan) Milsap Jr.; Mrs. Douglas S. (Lynn) Stuart was Auxiliary President.

Saks Fifth Avenue once again selected the Doris Shaheen Breast Health Center at Piedmont Hospital as its charity partner for Key to the Cure luncheon and fashion show, which is co-hosted by the Ritz-Carlton, Buckhead. Honorary chairmen were Patricia H. Meadors, M.D., and her sister, Pam Metz.

Thank You, Piedmont Family, for another year of award-winning care!

Our hospitals continue to rank among the highest in greater
Atlanta for patient satisfaction.*
What our patients are saying about their hospital experience is the ultimate affirmation of the Piedmont Promise. Thank you for your commitment to world-class quality care and compassion, and for making a difference. It's

the perfect balance between health & care.

100 Top Hospitals® (2009)

Piedmont Fayette Hospital

Best in Atlanta for Overall Cardiac Care, Cardiac Surgery and Coronary Intervention (2011) by HealthGrades®

Fuqua Heart Center of Atlanta at Piedmont Hospital Piedmont Heart Institute

Press Ganey's Partner of Choice Award (2010)

Piedmont Mountainside Hospital

Quality and Patient Safety Award (2009)

Piedmont Newnan Hospital

Georgia Hospital Association
Quality Honor Roll (2010)

Piedmont Hospital
Piedmont Fayette Hospital
Piedmont Mountainside Hospital
Piedmont Newnan Hospital

Better Performer by the Medical Group Management Association (2003-2009)

Piedmont Physicians















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