




1995 East State Street
Salem, Ohio 44460
330-332-1551

www.salemregional.com



Defining MOMENTS

2017 Report to Our Communities



SRMC Mission Statement

To Serve. To Care. To Heal.

Pledge to Our Patients

H: To **HELP** you achieve the best outcomes for your care
E: To **ENCOURAGE** and support you during your stay
A: To be **ATTENTIVE** to your needs
R: To **RESPECT** your dignity and right to privacy
T: To **TREAT** you with caring and compassion

A Message from Our President/CEO



“As the region’s health care leader, Salem Regional Medical Center (SRMC) is advancing the design and delivery of new facilities and services, as we strive to meet the growing health care needs of our communities.”

With that goal in mind, we are very proud of the many significant accomplishments achieved during the past year– from the opening of our new Endoscopy Suite, to the expansion of our footprint at the Firestone Farms TownCenter in Columbiana, to the collaborative launch of the University Hospitals (UH) Seidman Cancer Center at SRMC.

Each of these achievements is a “defining moment” that will touch the lives of our patients and their loved ones for many years to come:

- ▶ **World-Class Cancer Care:** Transforming cancer care through a strategic partnership with the UH Seidman Cancer Center, SRMC now offers local access to world-class cancer diagnosis and treatment; including the future opportunity to participate in clinical trials and receive promising new therapies, in Salem, before they are widely available.
- ▶ **Endoscopy Expansion:** Our new state-of-the-art endoscopy department features 16 private patient bays and four procedure rooms equipped with the latest technology to diagnose and treat a variety of gastrointestinal and lung conditions.
- ▶ **Beyond Our Walls:** To expand outpatient access to primary care and diagnostic services, SRMC opened a new outreach facility at Columbiana’s Firestone Farms TownCenter last Spring.
- ▶ **3-D Mammography:** SRMC introduced the latest technology in 3-D mammography imaging between Cleveland and Pittsburgh, to help detect breast cancer in its earliest stages. This innovative technology can find up to 40% more invasive cancers than a traditional mammogram alone, and is available at SRMC’s main campus and at Firestone Farms TownCenter.
- ▶ **Recognized for Excellence:** A leader in state-of-the-art joint repair, SRMC continues to advance orthopaedic care through its Orthopaedic Bone & Joint Center, which holds The Joint Commission’s Gold Seal of Approval® for Hip and Knee replacements. SRMC also recently earned the 2018 Women’s Choice Award® as one of “America’s Best Hospitals for Patient Safety.” We are honored that our exceptional quality and patient experience has earned us regional and national recognition.

Beyond the services we provide, there are numerous defining moments that set our organization apart through the daily achievement of performance excellence... These moments are reflected in the outstanding care provided by our physicians, staff and volunteers as they live out our mission, **“To Serve. To Care. To Heal.”**

Sincerely,



Anita A. Hackstedde, M.D.
President/CEO





Advancing Care in Our Region

World-Class Cancer Care



SRMC transformed cancer care in the region through a strategic partnership with the University Hospitals (UH) Seidman Cancer Center that offers renewed hope in the fight against cancer. The new UH Seidman Cancer Center at Salem Regional Medical Center opened on November 6, 2017, in our recently expanded Cancer & Infusion Center, and enables those facing cancer to receive world-class medical and radiation oncology services close to their homes and loved ones.

"We are very excited to be the first hospital in our region to offer this level of advanced treatment, as we continue to serve the region's health care needs and carry on our legacy of hope and healing for thousands of patients and their families," said Dr. Hackstedde.

Photo courtesy of Salem News



(l-to-r) Dr. Anita Hackstedde, SRMC President/CEO; Dr. Ayla Kessler, UHSCC at SRMC Medical Director, Oncology; Dr. Zoraida Mendez, Oncology & Hematology

Clinical Trials



Recognized by *US News and World Report* as one of our nation's top hospitals for cancer care, UH Seidman Cancer Center (UHSCC) is a leading researcher involved in the discovery of new forms of cancer prevention, diagnosis and treatment. By mid-2018, UHSCC at SRMC patients will have the opportunity to participate in clinical trials and receive promising new therapies, locally in Salem, before they are widely available.



Community
Treatment Center



Endoscopy Expansion



SRMC opened our state-of-the-art Endoscopy Unit early in 2017 to meet the region's growing need for endoscopy services. Designed to provide advanced care while enhancing patients' comfort and privacy, the unit is equipped with the latest technology for diagnosing and treating a variety of gastrointestinal and lung conditions.

Endoscopy Unit Features

At a cost of \$6.3 million, the overall expansion project also included enhancements to SRMC's Outpatient Registration department and ground floor corridor.



Private Patient Bay



Procedure Room

- The spacious 11,600-square-foot area offers maximum comfort for patients (double the size of previous space)
- 16 private patient bays with their own restrooms and a family seating area
- 4 advanced procedure rooms with specialized equipment to diagnose and treat a variety of gastrointestinal and lung conditions

Looking to the Future

Innovation in 2018

- A new, state-of-the-art **Linear Accelerator** will be available in 2018 to provide cancer patients with the latest radiation treatment options.
- In Fall 2018, SRMC will install a new **3-D PET/CT Scanner** with leading-edge technology to benefit area patients facing cancer, heart disease, dementia, stroke or other conditions of the brain and nervous system.



Extending Our Reach

Columbiana-area residents now have increased access to primary care providers and diagnostic services, following the April 2017 opening of SRMC's newest outreach facility at Firestone Farms TownCenter. Located at the intersection of State Routes 7 and 14 in Columbiana, SRMC at Firestone Farms TownCenter offers a convenient site for patients to receive preventative health care and treatment. Services include:

- ♦ **Columbiana Family Care Center**
Family Medicine (Dr. Vidya Counto)
- ♦ **Women's Health Partners**
Obstetrics/Gynecology (Drs. Thomesha Barton, David Drake, Kristi Johnson and Mark Rich)
- ♦ **SRMC's Diagnostic Lab & Medical Imaging**
 - Routine Lab Testing
 - 2-D and state-of-the-art 3-D Mammography
 - DEXA Bone Density Scans
 - Ultrasounds
 - X-Rays

"As part of our strategic plan, SRMC's Board of Directors approved this project to place outreach services in the fastest growing region of our Service Area."

~ Anita Hackstedde, M.D.
SRMC President/CEO



Open House & Family Festival



SRMC at Firestone Farms TownCenter

Newest Innovation in Breast Imaging

Finding Breast Cancer

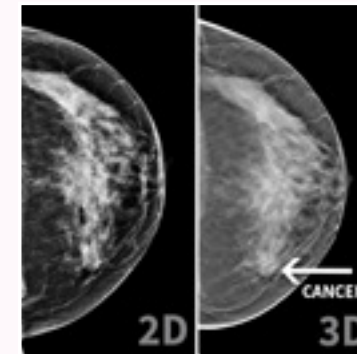
SRMC introduced the newest generation of 3-D Mammography available between Pittsburgh and Cleveland at both our main campus and our new facility at Columbiana's Firestone Farms TownCenter last Spring.

The latest technology for improving breast cancer detection at its earliest stage, 3-D Mammography can find up to 40% more invasive cancers than a traditional mammogram alone.



Benefits of 3-D Mammography

- ♦ Provides greater image detail to detect cancer in its earliest stages
- ♦ Reduces chance of false positive results, requiring less 'call-backs'



3-D **2-D**
3-D mammography
FINDS
40% MORE
invasive cancers
than 2-D alone



Advances in Technology



New Information System

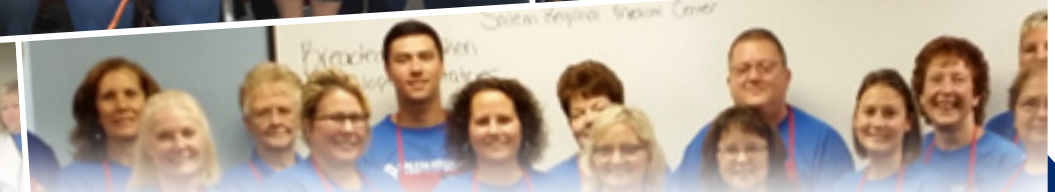
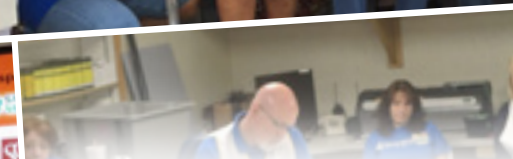
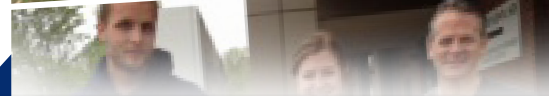
In June 2017, SRMC successfully launched MEDITECH, a new, state-of-the-art computer system that is helping us continue to provide safe, high-quality care and service for our patients.



Moments of Caring



The "SRMC Family" is dedicated to the health and well-being of our communities. Whether it's providing extra comfort measures to hospitalized patients or encouraging healthy lifestyles for our friends and neighbors, SRMC staff members go above and beyond to fulfill our mission: **To Serve. To Care. To Heal.**



By the Numbers

SRMC staff members reached out into our communities and touched the lives of local residents in many different ways:

- 43 educational seminars, health fairs, open houses and tours hosted
- 235 students from local nursing schools, colleges and universities received training
- 268 residents disposed of unwanted medications at two Medication Take Back Days
- 525 people were fed at Banquets in Salem, Lisbon and Sebring
- 1,233 lives touched through the donation of 411 pints of blood



Volunteers of the Year



Congratulations to Volunteers of the Year Gene and Jackie Hergenrother (seated l-to-r), who were honored at the Volunteer Recognition Dinner by Sandy Blankenship, Mobile Meals Coordinator; and Dr. Anita Hackstedde, SRMC President/CEO (standing l-to-r).

Jackie delivered the first meal to a Mobile Meals client on February 2, 1976; and is shown in the *Yesteryears'* magazine from September 1996. She has been a vital part of the Mobile Meals organization and fulfilled an important role as its president for many years. In 2002, Jackie was joined at Mobile Meals by her husband Gene, and they continue to deliver meals to homebound clients in need of nutritious food and companionship.



Jackie Hergenrother delivers the first mobile meal on February 2, 1976



In 2017, 13,177 hours of service were donated by 98 adult and 21 teen SRMC Volunteers.



Moments of Appreciation

On behalf of Salem Regional Medical Center, we graciously thank and appreciate those who continue to support the fulfillment of our mission through their generous financial contributions to the SRMC Foundation during 2017.

Benefactor (\$5,000 - \$9,999)

Prout Boiler, Heating & Welding, Inc.
Bob and Linda Sebo
SRMC Charitable Contributions Committee

Patron (\$2,500 - \$4,999)

Firestone Homestead
Home Savings Charitable Foundation
Myers Family Insurance – A TLC Affiliate
Southwoods Cardiology
Team Health
Warrick-Kummer-Rettig Funeral Home,
Woods-Rettig Funeral Home,
Van Dyke-Swaney-Rettig Funeral Home

Sponsor (\$1,000 - \$2,499)

898 Marketing
Dr. Peter and Sherri Apicella
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BOC Water Hydraulics
Care4Me Skilled, LLC
Champion Solutions Group
Coca Cola
ComDoc
Community Hospice
Consumers National Bank
Copeland Oaks Senior Campus/Oaks Foundation
Essex of Salem and Blossom Nursing Centers
Farmers National Bank
Farmers Trust Company
Attorney Geoff and Kim Goll
Grace Church of Columbiana
Harrington, Hoppe & Mitchell, Ltd.
Holloway Insurance
Hometown Pharmacy
Howells and Baird, Inc.
Hunter and Associates
Lowry Supply Company



Hearts & Stars Gala

George and Coby Morris, III
M.S. Stegall and Associates
Mike Senchak and MVH Foundation
Salem Radiologists, Inc.
Kevin and Lori Snyder
SRMC Medical Staff
United Auto Workers Local 1112

Advocate (\$100 - \$999)

Mark and Trisha Addy
Alcon Cares, Inc.
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Anthem Blue Cross/Blue Shield
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Dr. Salvatore and Alma Apicella
Ed and LuAnn Ayers
Dr. Brianne and Brian Bagwell
John and Debbie Biastro
Boak and Sons, Inc.
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Jack and Betty Brothers
Philip and Karen Buchmann
Paul Buckley
Dr. Oscar Budde
John Buta
Cancer Care Center, LLC
Joseph and Marsha Centofanti
Chappell's House of Pictures and Frames
Church Budget Envelope
Dr. Jeffrey Cohen
Wendell and Ruth Cole



Golf Classic

Community Hospice
Conrad's Auto Recycling
Continuing Healthcare Solutions
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Cosma Photography
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Covington Skilled Nursing
Frank and Mary Alice Cozza
CPSstatements.com Inc.
Victor Daprile
DeChellis and Stonestreet Dentistry
Dr. David and Bonnie Drake
Melissa Dwyer
EZ DOH

Dr. Dean and Barbara Economus
Family Care Services
Family Practice Center of Salem
Family Recovery Center
First Light Home Care
Shirley Fitzpatrick
Mark and Sandi Flake
Fresh Mark
Friedman & Rummell Company, LPA
G & L Treasures
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Johnson Controls
Rich and Linda Johnston
Edward and Carolyn Jones
Joseph Julian
Kennsington Golf Club
Donis Kincade

Advocate (Continued)

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Jack and Elaine Kothera
Reva Kugler
Luke and Rachel Liguore
Paul and Debbie Long
Lyle Publishing Company
Mackall Optometry
Marshall Dennehey Warner Coleman & Goggin
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Craig and Rose Newbold
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Otis Elevator
Parks Garden Center
Tom and Carol Patterson
Dr. Dominic Peters
David and Linda Peterson
Deborah Pietrzak
Radiation Oncology Physicians, LLC
Redex Industries
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Dr. Mark and Alice Rich
Riley Benefits and Investment Group
Howard and Susan Rohleder
Rick and Linda Rowley
Ryan Carpet Sales and Service
Ralph and Dr. Maria Ryhal
S.J. Broers Company
Salem Community Center
Salem Computer Center
Salem Giant Eagle
Sanor Insurance Agency
Dr. Lawrence Schmetterer
Schroedel Scullin and Bestic
Gabriella Schweikert
Drs. Tom and Lynn Scullion
Shirley Shoaff
Dr. Lee and Susan Simon
Barbara Smith
SRMC Medical Imaging Department
David and Roselyn Stephens
Dr. Christopher Stiff and Dr. Angela Doty
Stittle Construction
Jeffrey Strabala

Sweeney Chevrolet Buick GMC
The Tartan Companies
Richard and Dawn Thomas
Timberlanes Complex
Robert and Eugenia Tullis
The UPS Store
US Foods
Vallourec Star
Visiting Angels of Salem
Steve and Robin Weyant
Attorney C. Bruce and Debbie Williams
Woodlands, LLC.
WYSU
York Mahoning Mechanical Contractors, Inc.
Yost Insurance Agency
Youngstown State University Foundation
Youngstown Oxygen and Supply
Frank and Glory Zamarelli
Zimmerman Capital Management

Supporter (up to \$99)

Madi Adkins
Pauline Anderson
BJM Danse
Ballet Western Reserve
Barefoot Beach Tanning Salon
Blackwood Pet Food
Bob the Baker
Jenn Bowyer
Robert Burick
Canton Symphony Orchestra
Dale and Kimberly Carrick
Jen Cehrs
Century 21 Lakeside Realty, Mitch
McGuckin
Checkerboard Cheesecake
Children's Museum of Pittsburgh
Cleveland Browns
Cleveland Cavaliers
Jennifer Connolly
Molly Copacia
Linda Cope
Dr. John and Carol Dawson
Maureen Dickey
The Dutch Cupboard
Fab"BOW"lous
Sam Failla
Jenna Fagert
Cathy Fieldhouse
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Lana Grubbs
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Joan Owen Mandry
Dominic and Georgette Peters
Pittsburgh Steelers
Pittsburgh Zoo and PPG Aquarium
Promos Unlimited
Prudential Insurance, Andrew Good
Jon and Ellen Rettig, Sr.
RuthAnn Rinto
Deb Rutecki
Salem Fitness Club
Salem Twin Cinema
Leroy Sanor
Connie Scullion
Mark, Terri, BJ and Megan Shonk
Standard Textile Company, Inc.
Sue Stittle
The Stone Trough
Barbara Thornberry
Jeff Turney
Helen Whan
Mary Witherow
Youngstown Phantom Hockey
Dr. Terrence Zipfel

Project Hello

Project Hello provides a 24-hour emergency response system for area seniors who wish to live independently in their homes. Donations to Project Hello in 2017 were used to help partially subsidize the monthly subscription fees for over 50 units.

Thanks To Our Donors!

June Bartholow
Betty Carey
DiYorio Foundation
Amelia Falk
Mary Ellen Falk
Lillian Galchick
Pearl Mason
Salem Chapter OES
SRMC Charitable
Contributions Committee





New Physicians Added in 2017

As part of our continued efforts to expand access to quality health care, SRMC welcomed several new physicians to our medical staff, including the following primary care providers and specialists:

Anesthesia:

- Adel R. Bishai, M.D.

Cardiovascular Disease:

- Peter Komentiani, M.D.

Emergency Medicine:

- Joshua W. Blanton, M.D.
- Mariam A. Diab, M.D.
- Jeremy King, M.D.
- Peter M. Listerman, M.D.
- Christina M. Mager, D.O.
- Thomas G. Mager, M.D.
- Camilo Mohar, D.O.
- Cary C. Scott, M.D.

General Surgery:

- William S. Lee, M.D.

Hospitalists:

- Aneta J. Homer, M.D.
- Jeffrey W. Kempe, M.D.
- Timothy R. Lockso, D.O.
- Louis E. Volino, D.O.

Internal Medicine:

- L. Austin Fredrickson, M.D.
- Erin N. Newton, M.D.

Neurosurgery:

- Georges Z. Markarian, M.D.

Oncology/Hematology:

- Ayla A. Kessler, M.D.

Orthopaedic Surgery:

- Matt Noyes, M.D., PT

Otolaryngology:

- Terrence E. Zipfel, M.D.

Podiatry:

- Matthew M. Narducci, D.P.M.

Psychiatry:

- William A. Price, M.D.

Pulmonary:

- Guy L. Blaser, D.O.

Sleep Medicine:

- Alan J. Cropp, M.D.

SRMC Board of Directors

FISCAL YEAR 2018



"As an independent community hospital, we are fortunate to have strong leadership through our Administration, Board, Foundation and Medical Staff; as we invest valuable resources and countless hours into improving our region's health."

Matthew M. Bender, SRMC Board Chair

Todd Olson

Vice Chair

Jon D. Vollnogle

Treasurer

Chris Meta

Secretary

Attorney Vito J. Abruzzino

Peter L. Apicella, M.D.

John Biastro

Jeffrey R. Cohen, D.O.

Terry Criss

Lauren S. Fredrickson, M.D.

David Gano

Vicki Hall

Denise Harlan, CPA

Meredythe A. McNally, M.D.

David J. Mollenkopf

RuthAnn Rinto

Lynn B. Scullion, O.D.

Nelson Witmer

Jeffrey M. Zimmerman

SRMC Medical Staff Leadership

FISCAL YEAR 2018

OFFICERS

Meredythe A. McNally, M.D.

Chief of Staff

Richard W. Beatty, M.D.

Vice Chief of Staff

Jonathan V. Pulido, M.D.

Secretary/Treasurer

DEPARTMENT CHAIRPERSONS

Avi Schiowitz, D.O.

Anesthesia

Lauren S. Fredrickson, M.D.

Emergency Medicine

Peter L. Apicella, M.D.

Medical Imaging

Dean V. Economus, M.D.

Medicine

Kristi A. Johnson, M.D.

Obstetrics & Gynecology

David B. Nash, M.D.

Pathology

Jonathan V. Pulido, M.D.

Surgery



Dr. Pulido

Dr. McNally

Dr. Beatty

SRMC Foundation Leadership

FISCAL YEAR 2018



"All of the Foundation's activities and fundraisers serve one purpose — We are committed to helping Salem Regional Medical Center provide the best possible health care for every patient who comes through our doors."

RuthAnn Rinto, Foundation Board Chair

FOUNDATION BOARD

Vicki Hall

Vice Chair

Todd Olson

Secretary

Peter Apicella, M.D.

Lynn Scullion, O.D.

Matthew M. Bender

COMMUNITY ADVISORY PANEL

Derek Hiscox

Shawna L'Italien

George W. Morris, III

Rita O'Leary

David Peterson

Jon Rettig, Sr.

Maxine Sanor

Connie Scullion



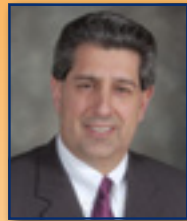
Hearts & Stars Gala

SRMC Executive Leadership

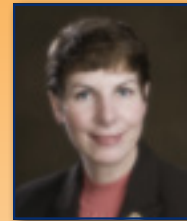
FISCAL YEAR 2018



Anita Hackstedde, M.D.
President/CEO



Michael Giangardella
V.P. Finance and
Administration



Barbara Hirst
V.P. Nursing and
Human Resources



Keith Meredith, PharmD
V.P. Clinical Operations



Deborah Pietrzak
V.P. Marketing/Planning

SRMC Department Heads

LuAnn Ayers, Medical Imaging/Cardiopulmonary Services

Tom Boosz, Outreach Services

Jeff Dixon, Revenue Cycle

Jackie Boyle, Human Resources

Sue Bryarly, Pharmacy

Bill Cook, Sr. Director of Materials Management

Deanna Danner, Environment of Care

Sam Failla, Medical Records

Michele Hoffmeister, Public Relations

Kim Jenkins, Controller

Ed Kibler, Housekeeping

Mark L'Italien, Information Services

Lorrie Nelson, Compliance/Risk Management

Michele Perry, Laboratory

Carlie Peshek, Food and Nutrition

Lyn Pethel, Quality Improvement/Infection Control

Brian Rafferty, Rehabilitation Services

Amy Reed, Development

Pastor Robert Rowley, Pastoral Care

Jeff Turney, Salem Home Medical

Robin Weyant, Nursing

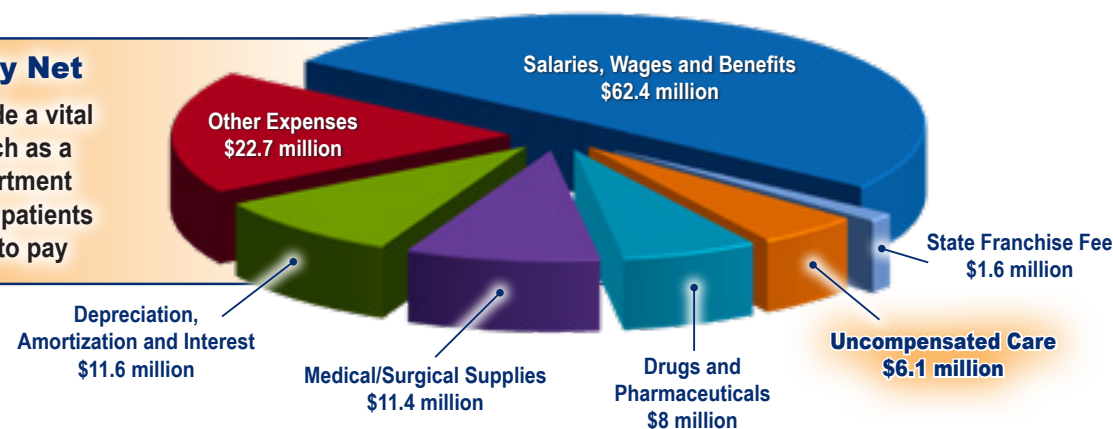
Jerry Wheeler, II, Plant Operations

SRMC Statement of Expenses

FISCAL YEAR 2017

The Region's Safety Net

SRMC continues to provide a vital safety net of services, such as a 24-Hour Emergency Department and maternity unit, to our patients regardless of their ability to pay



By the Numbers

During 2017, SRMC provided the following health care services to the people of our communities:

- 4,962 Admissions
- 20,484 Patient Days of Care
- 3,422 Surgeries
- 28,479 Emergency Dept. Visits
- 423 Births

SRMC is an Independent, Private, Not-for-Profit Hospital

FY 2017 Medicare/Medicaid Cost of Care vs. Reimbursement

Cost of Care to SRMC: \$47.1 million

Reimbursement: \$31.8 million

Unreimbursed Costs: \$15.3 million

Reimbursement to hospitals from governmental programs is less than the cost of the care provided. Even with the introduction of health care "reform," there continues to be a gap between the actual cost of care and the amount reimbursed.

Moments of Excellence



Top Honors & Recognitions

Providing our patients with exceptional care is at the center of everything we do, and SRMC is proud to be recognized nationally as a leader in quality and safety. Our most recent awards and accomplishments include:

- Women's Choice Award® 2018 as one of "America's Best Hospitals for Patient Safety"
- 2017 Corporate LiveWire Innovation & Excellence Award Winner, Community Hospital of the Year
- US News & World Report 2016-17 High Performing Hospital for COPD and Heart Failure
- American Heart Association/American Stroke Association's Get With the Guidelines® - Stroke Gold Plus Quality Achievement Award
- The Joint Commission's Gold Seal of Approval® Disease Specific Certification for Hip and Knee Replacement Surgeries
- SRMC's Laboratory Department accredited by the College of American Pathology
- Healogics' "Center of Excellence" and "Center of Distinction" awards for the Wound Healing Center



COMMUNITY HOSPITAL
OF THE YEAR 2017



COPD &
Heart Failure



The Joint Commission's
Gold Seal of Approval®



Healogics

"Center of Excellence"
"Center of Distinction"