From the brick-and-mortar ascent of the Bridwell Tower to less visible but equally important kinds of progress, growth extended across United Regional throughout 2009. We’ve built a staff that’s as compassionate as it is competent. We’ve built strong bonds of trust and caring for our patients. We’ve built processes to advance quality care. We’ve built the financial capacity to grow, while still providing for those in need. We’ve built a foundation for future health care advances, so our community and our hospital can elevate excellence together.

2009 was a year of growth.

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Our people. We value their accomplishments and commitment to our purpose of making a positive difference in the lives of others. Further, without their skill and expertise, their compassion and dedication, we could not achieve our passion of providing excellence in health care for the communities we serve.

That’s why each year United Regional dedicates resources to help ensure that our employees, physicians and volunteers stay committed, engaged, passionate, highly capable and healthy. We invest in opportunities for their professional and personal growth. We provide a workplace that celebrates excellence in both clinical care and outstanding service to our patients and each other. We foster a culture that values the unique contributions each person makes, whether in direct patient care or in services that support the hospital’s operations each and every day.

And through these collective efforts, our people elevate the commitment to our life’s work both inside and outside our hospital walls.

Our Life’s Work in the Community
Richard Duncan, a nursing student at Midwestern State University and an employee of United Regional, used his training in a very meaningful way outside of the hospital setting. While vacationing in Turner Falls, Oklahoma, Richard responded to the cries of a mother in chest-deep water holding the limp body of her young son. After assessing the boy’s condition, Richard began CPR and, after several minutes, was able to bring the boy back to consciousness. He continued life-saving procedures until the local EMT and police departments arrived.

MSU and United Regional joined together to honor Richard’s heroism by establishing an annual nursing scholarship in his name. Richard’s heroic act exemplifies United Regional’s purpose of making a positive difference in the lives of others — even outside our hospital walls.
A Healthy Workforce

In 2009, United Regional launched an employee wellness initiative designed to help employees improve their own health.

“We value our employees and are committed to making investments not only in their professional growth but also in their personal well-being.”

- Phyllis Cowling, president and CEO

The Bee Healthy program offers employees the opportunity to identify their personal health risks to help avoid preventable diseases and manage chronic conditions. Approximately 62% of the 1,824 United Regional employees participated in program health screenings and had access to ongoing educational tools and health coaching. Monthly “Lunch and Learns,” a walking club, and a six-week combined yoga, Zumba and traditional exercise program were among the resources and activities provided. The Bee Healthy program will continue in 2010 with added health initiatives.

Professional Growth

Each year United Regional invests in its staff and leaders to help ensure our patients are provided with highly accomplished and compassionate caregivers. One way this is achieved is through ongoing educational programs to help employees advance their professional skills.

In 2009, United Regional provided financial resources for:

- 265 staff members and physicians to attend professional conferences in their areas of expertise, both clinical and non-clinical.
- 120 health care system leaders to attend quarterly Leadership Development Institute programs to strengthen their management, communication, organizational, and critical thinking skills.
- 72 staff members to participate in the tuition reimbursement program to work toward degrees and certifications.
- 17 employees to obtain degrees in nursing through our School to Work program, which allows staff to work part-time and receive full-time pay and benefits. The story that follows shows the true transformative nature of this program.

A Life-Changing Decision

Roslen Dawkins joined United Regional in 1987 as a housekeeper in the Guest Services department and later became a nurse’s aide. At the age of 38, Roslen made a life-changing decision.

“I decided that nursing was really what God had planned for me to do. This was my calling to be able to help others. So I applied for the United Regional School to Work program, and I was accepted,” Roslen says. That was the beginning of her journey to become an LVN. “I couldn’t have made it without the help of the School to Work program. So here’s my chance to say thank you to the panel that chose me,” Roslen adds. February 2010 will mark Roslen’s four-year anniversary serving as a nurse. Her dream was accomplished through the help of the program and the staff who supported her. Roslen reports her professional and personal growth continues daily.

A Generous Spirit

In addition to time and talent, United Regional employees give monetary resources in support of worthy causes. Each year, the Spirit of Giving campaign provides an opportunity by which our staff generously gives to programs that benefit our hospital, patients, fellow employees and the community.

In 2009, staff donated approximately $240,000 to a variety of worthy organizations:

- The Rathgeber Hospitality House, which provides convenient, low-cost overnight accommodations for family members of United Regional patients
- The United Way
- Children’s Miracle Network
- The United Regional Chapel renovation project
- The United Regional Friendship Fund, which grants loans to employees in need of temporary financial help.

Outside the formal annual giving campaign, employees show their generosity in many other ways. Food donations made it possible for 62 families to enjoy a Thanksgiving dinner with all the trimmings. At Christmas, 44 families had brighter celebrations thanks to employee contributions of gift cards, toys, clothing and food.
Honoring Physicians Who Touch Lives in a Special Way

Diagnosing diseases and delivering life-saving treatments are just part of the role that physicians play in their patients’ lives. In addition to delivering outstanding medical care, physicians often touch the lives of patients and their families in ways they never know.

In conjunction with the annual Doctors’ Day recognition on March 30, the United Regional Foundation implemented a program that allows grateful patients and their families to honor physicians who provided them with special, compassionate care by making donations and sharing their stories of thanks. There were 240 donations given accompanied by many sentiments of praise. We’d like to share a few of these.

To Dr. Kevin Thomas

God granted you a talent and knowledge that you have proven over the years with my care. I thank God and you for the privilege of having you as “my” doctor.

− Jane Reed

To Dr. David Whittiker

It meant so much to me when you left the office, even though you weren’t on call, to be with me when Leroy was dying.

− Jean Finkler

To Dr. Rodney Yap

Thank you for always taking such good care of Owen!! You and your staff make our visits fun and comforting. You’re the best!

− Jason, Tera & Owen Tuggle

Forever Grateful

Patients often comment, “I wish there was something I could do to thank all the wonderful people who took care of me during my hospitalization.” And now there is. The Forever Grateful program, launched by the United Regional Foundation in 2009, provides patients and their loved ones the opportunity to say thank you to hospital staff through donations made in their honor. Written words of appreciation and praise that accompany the donations are passed along to the staff being recognized. An unexpected but equally meaningful outcome of the Forever Grateful program occurred – United Regional staff members also made donations to show their appreciation for the work their fellow employees do every day.

− Lisa Green, Cardiology Services Director

Receiving High Honors

United Regional internally recognizes the outstanding employees and physicians who work together to provide exceptional patient care. But it is always rewarding when our people are recognized by external organizations for their accomplishments. Two notable awards given in 2009 included:

Outstanding Alumni Award, Midwestern State University

Pamela Bradshaw, RN, CCRN, NE-BC
Vice President of Nursing and Clinical Services
Senior Leadership Team member Pam Bradshaw was honored with the College of Health Sciences and Human Services Outstanding Alumni award from Midwestern State University. The award recognizes an alumnus who has achieved distinction and recognition after attending Midwestern State University. The purpose of the annual award is to honor MSU graduates and former students who have made significant contributions to society and whose accomplishments and careers have brought credit to the university.

Pathologist Spotlight Service Award

Dennis D. Reinke, MD, FCAP
Staff Pathologist
The College of American Pathologists honored Dennis Reinke, MD, as the first recipient of the Pathologist Spotlight Service Award for delivering exceptional patient care and serving as a resource and role model for his colleagues. Dr. Reinke was recognized for his steadfast commitment to his field of medicine.
United Regional: SERVICE
Elevating Our Dedication to Serving Others.

What starts with a servant’s heart becomes a benefit to others through our actions. United Regional provides many opportunities for our employees as well as our adult and teen volunteers to act upon their desire to serve others, not only within the hospital walls but also in the community. Through these service opportunities, our employees make a positive difference in the lives of others and enrich their own lives.

Celebrating One Year of NODA and NOSA at United Regional

On October 27, 2009, the volunteers of No One Dies Alone (NODA) and No One Stays Alone (NOSA) gathered to celebrate the first anniversary of these two programs. At the celebration, volunteers spoke of what they had seen, heard and felt during their time spent at patients’ bedside — beautiful smiles, peaceful faces, words of thanks, feelings of contentment, connection, tending … and the quiet joy of serving others.

Perhaps the patient who touched the most hearts was a delightful special needs child in our pediatric unit. This family was new to the city, and the parents could not miss time from work at the start of their new jobs. NOSA volunteers joyfully gave 61 hours to befriend this young patient during the parents’ work hours, and eased the devoted parents’ worries until they could take their child home.

Fifty-five volunteers contributed more than 244 hours of service to our patients in 2009. Twenty-four patients were served through the NOSA program, receiving companionship and support in a time of need. Additionally, 12 patients were served through the NODA program, where specially trained volunteers comfort patients during their final hours when circumstances do not permit their loved ones to be by their side.
Soaring Spirits

One weekend in November, 34 United Regional employees volunteered time and muscle to help Habitat for Humanity eliminate poverty housing from the community. Among the members of the hospital-sponsored team was an employee from our radiology department who had just completed her second round of chemotherapy. Joining her that day were her parents who had traveled from Canada to be with her as she waited for the results of her latest PET scan. They volunteered too.

Announcing to her teammates how excited she was that her hair was finally beginning to grow back, made everyone’s spirits soar. Her willingness to volunteer and her determination to be there inspired everyone. Her name is Dianne Ramsey, and the need to give back was first and foremost on her mind. “Being able to be a viable part of the project was my reward,” says Dianne.

A Team Gives Back

Those who find themselves without food, shelter or clothing are grateful for community organizations that help fulfill those needs while helping them get back on their feet. And these organizations, in turn, depend on community support to help them carry on their mission. On December 14, 2009, the cardiology cath lab staff joined together to give back to those in need. They not only donated food but also their time to prepare and serve a nutritious meal for the residents of Faith Mission — a holiday celebration for all involved.

Community Education

Raising Awareness

Educating women about the importance of getting regular mammograms is Susan Basham’s passion. As United Regional’s mammography coordinator, Susan provides community education to promote the benefits of early detection through physical examinations and diagnostic testing. In 2009, Susan raised awareness about breast cancer through 98 outreach events. And more than 5,000 digital mammograms were performed at United Regional. Digital mammography provides more accurate mammograms and can detect breast cancer at its earliest stages when it is most treatable.

I can go out into the community and have a lady turn to her family and friends and say, ‘She’s the one who saved my life. She’s the one who took my mammogram that found my breast cancer.’

− Susan Basham, Mammography Coordinator
Improving the Patient Experience

When a medical emergency happens to you or a family member, quick access to care is your single focus. Even though United Regional’s emergency room average “door-to-doctor” time was less than half the national and state averages in 2009, there was still room for improvement.

In the latter part of 2009, United Regional took on two important initiatives. The first was to have an independent group of emergency department experts examine our patient flow processes to determine areas for improvement. The second was educating the community on “how to help us help you.” United Regional published and distributed more than 15,000 guides titled “A Trip to the Emergency Room,” which highlight actions people can take before a medical emergency occurs that will help expedite the door-to-doctor process and improve the patient experience.

The best measure of success for any improvement initiative is hearing from satisfied patients – and we have. Since implementing the internal process improvements and providing the guide for the communities we serve, patients have reported waiting less time and an overall greater satisfaction with the entire patient care experience – from their arrival, seeing a physician, receiving diagnostic tests and their results, and being discharged home, or in some cases, admitted to a hospital room. And although initial feedback has been positive, we are not resting on this early success. We will continue to monitor the results of the improvements we’ve made, ask our patients about their experience, and look for ways to further improve “A Trip to the Emergency Room.”

Since implementing both internal process improvements and providing the guide to the communities we serve, ER patients have experienced reduced wait times and higher satisfaction with their care.

Other United Regional community education programs provided in 2009 are:

Heart of a Woman
- Provided health screenings and heart health information to more than 3,000 women.

Hotter ‘N Hell Hundred
- Dispatched volunteer staff and supplies to 18 medical service tents that attended to the largest rider population in the history of the event.

Senior Focus
- Staffed health education and screenings for more than 2,000 attendees.

Community Education Seminars
- Physician speakers educated members of our community on total joint replacement, surgical options for back pain, and the health benefits of losing weight through bariatric surgery and a comprehensive weight management program.

55 Advantage Programs
- Physicians and other clinicians presented information on senior-related health topics to more than 400 people at each of the 12 program events.

Leadership Wichita Falls
- We hosted approximately 40 class members on Health Day to educate them on the clinical services and advanced technology available to our community.

MSU Health Fair
- Students participated in health screenings and learned about medical services and careers in the health care field.

American Cancer Society Relay for Life
- Sponsored team of 100 walkers to raise money and raise awareness.

Susan G. Komen Race for the Cure
- 20 employees walked to raise money for breast cancer research and awareness.

Child Passenger Safety Checks
- 177 child passenger safety seats were checked and 139 were replaced. Additionally, 19 helmets were given to children.
United Regional has dedicated the resources and systems necessary to ensure safe, high-quality care to our patients. In 2009, we reorganized and consolidated our quality, safety and improvement initiatives to further promote a culture focused on delivering quality care to every patient every time. We established patient care improvement teams with physician champions. We continued to implement best practices. We measured performance. We communicated results. And no matter how well we did, we looked for ways to further improve care and safety for our patients.

Our ongoing commitment to continuous improvement is reflected in the many national quality initiatives in which our hospital participated in 2009. Additionally, United Regional gained and maintained several program certifications and Centers of Excellence designations for meeting the highest quality standards. Here we feature a few of the ways United Regional elevated quality.

Awards for Stroke and Heart Disease Care
The American Heart Association (AHA) and American Stroke Association’s (ASA) Get With The Guidelines program helps ensure that hospitals provide appropriate care to their patients with coronary artery disease, heart failure and stroke that meets the latest evidence-based guidelines. In July 2009, United Regional was featured with 518 hospitals in U.S. News & World Report’s “America’s Best Hospitals” issue in recognition of our commitment and success in performance achievement using the Get With The Guidelines program for stroke.

In 2009, United Regional earned the AHA/ASA’s 2009 Gold Performance Achievement Award for stroke care by maintaining core standard levels of care for 24 consecutive months. United Regional also earned Silver and Bronze Achievement Awards for coronary artery disease care and treating heart failure, respectively.

This means that patients with stroke, coronary heart disease and heart failure may come to United Regional with the confidence that the care they will receive exceeds the national guidelines for program quality. An example of a patient success story follows.

Door-to-Balloon Time Quality Initiative Improves Patient Outcome
Cynthia Bachman was doing yard work at her home in Byers when she suddenly felt crushing chest pains. Suspecting that she was experiencing a heart attack, Cynthia quickly called a friend who then called 911. AirEvac picked up Cynthia and took her to United Regional’s emergency department. ER staff quickly performed an EKG to confirm heart attack status. That’s when the Cardiac Care team went into action, taking her to the cardiac catheterization lab to inflate a balloon in her blocked artery that opened it and restored blood flow. Only 56 minutes had passed from the time she arrived at our ER to when the life-saving procedure was performed.

In treating a heart attack, every minute counts. The longer the heart muscle is deprived of oxygen, the greater the likelihood of muscle damage. The American College of Cardiology and the American Heart Association have set a standard of 90 minutes or less for door-to-balloon time — the time when a patient arrives at the emergency room to when the “balloon” has been inflated into the blocked artery. The national benchmark for door-to-balloon is 90 minutes. In 2009, United Regional’s door-to-balloon time averaged 67 minutes, with 95% of patients achieving 90 minutes or less.
Primary Stroke Center Certification

Stroke is the nation’s third leading cause of death and the leading cause of serious, long-term disability in the United States. Each year about 700,000 people experience a new or recurrent stroke. There are approximately 4.7 million stroke survivors alive today.

United Regional is proud to have again achieved the distinction of a Joint Commission Primary Stroke Center certification in 2009. The Joint Commission's Certificate of Distinction for Primary Stroke Centers recognizes centers that make exceptional efforts to foster better outcomes for stroke care. Achievement of certification signifies that the services we provide have the critical elements to achieve long-term success in improving outcomes. It is the best signal to our community that the quality care we provide is effectively delivered to meet the unique and specialized needs of stroke patients. United Regional treats approximately 400 stroke patients annually and serves as the hub of the area’s stroke network.

Bariatric Center of Excellence

Obesity is one of America’s most serious epidemics. Over 23 million Americans are morbidly obese, which means they have a Body Mass Index (BMI) greater than 40, exceeding their ideal body weight by at least 100 pounds. According to the American Society for Metabolic and Bariatric Surgery (ASMBS), bariatric surgery is the most effective long-term treatment for morbid obesity and many related conditions. A variety of surgical procedures offer not only lasting and safe control of weight but also provide previously unimaginable full remission of many of the co-morbidities, including diabetes, asthma, cardiopulmonary failure, infertility and stress incontinence.

The ASMBS created the Bariatric Surgery Centers of Excellence® program to recognize the centers that perform well and help surgeons and hospitals reach optimal levels of performance. Previously achieving this distinction, United Regional continued its Center of Excellence status in 2009. Centers of Excellence participate in a rigorous evaluation process that documents the comprehensiveness of the program. The process also compares treatment procedures with established program requirements for providing safe bariatric surgical care with excellent short- and long-term outcomes. The evaluation not only documents process (e.g., equipment, supplies, training of surgeons and staff, and the availability of consultant services) but also emphasizes results.

Additionally, United Regional’s Bariatric Center of Excellence offers a designated bariatric unit. Several of the unit’s nurses have undergone bariatric surgery and have even been patients on the unit. To bariatric surgery patients, these nurses represent the success of the program, and they provide the support and education that comes from personal experience.

Joint Commission Disease-Specific Care Certifications

Wound Management Certification

The Joint Commission Certification Program for Wound Management provides a comprehensive evaluation of a facility’s services, including use of evidence-based processes, quality-improvement efforts, and outcomes. It represents the industry’s gold standard in health care.

United Regional’s Wound Care Center was the first Texas facility, and only the third independent hospital-based program in the country, to achieve the heralded Wound Management Certification from The Joint Commission. This certification means that the Wound Care Program meets or exceeds the highest standards of care for treatment and outcomes. The program was recertified in January 2009.

Pulmonary Rehabilitation Program Certification

Chronic lung disease (COPD) is the fourth-leading cause of death in the U.S. and is projected to be the third leading cause of death for both males and females by the year 2020. COPD can dramatically impact an individual’s quality of life and is the only major disease with an increasing death rate, rising by 16%.

In 2009, United Regional’s Pulmonary Rehabilitation Program is proud to have received national certification from the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR). United Regional’s program is one of only six pulmonary rehabilitation programs in Texas to achieve this recognition.

This voluntary certification process recognizes programs that have been reviewed by the AACVPR national board and found to have met the rigorous standard of care requirements. The program includes both education and exercise to help patients with chronic lung disease improve the quality of their everyday lives.
American College of Radiology Accreditations

Not all radiologic diagnostic equipment and the technicians who perform the procedures meet the high standards that United Regional’s radiology department has achieved. United Regional’s stereotactic biopsy unit and CT scanners are accredited by the American College of Radiology (ACR). And we have the only CT scan in the region certified by the ACR for pediatric scanning.

The ACR awards accreditation to facilities for the achievement of high practice standards after a peer-review evaluation of the practice. Evaluations are conducted by board-certified physicians and medical physicists who are experts in the field. They assess qualifications of the personnel and the adequacy of facility equipment. The surveyors report their finding to the ACR’s Committee on Accreditation. Our digital mammography unit is also ACR accredited through the state of Texas. Following our Department of State Health Services inspection in October 2009, we were awarded a certificate given to only those facilities with a perfect inspection.

New Infant Ventilator

Our Level II nursery has been the beneficiary of much advanced technological equipment. One such piece of equipment is an infant ventilator made possible by a donation from the United Regional Auxiliary to Children’s Miracle Network. The newest version has functions that allow us to more closely monitor babies who need the equipment to help them breathe. This second ventilator arrived just in time to serve the respiratory needs of twin boys born to the Sillemon family of Wichita Falls. With the addition of this equipment, ventilator-dependent infants are now able to remain in our community with the support of their parents while they receive the specialized care they need.

Galileo Mission Continues

Knowledge Based Charting (KBC)
The Galileo Mission is our multiyear, multiphase transformation of our information systems. The goal of the electronic applications is to improve patient safety and the quality of patient care by streamlining and standardizing documentation. Knowledge Based Charting (KBC), which was implemented in 2009, provides a foundation for clinical standardization through the generation of more than 190 preconfigured, evidence-based clinical practices. Nursing will use KBC to complete patient care records such as vital-signs flow sheets and patient assessments in a consistent manner. Physicians are able to view these documents within the clinical summary from virtually any workstation within the hospital (or even from home), expediting patient care in 2009. KBC was successfully implemented throughout all of our patient care units.

Scott Hoyer, MD
VP of Quality and Chief Medical Officer

Leading the charge on our quality initiatives is Scott Hoyer, MD. He joined the Senior Leadership Team in April 2009 after serving as an internal medicine physician in Wichita Falls since 1989. In his role, Dr. Hoyer promotes collaboration between physicians and hospital staff to implement, measure and maintain the highest standards of quality care and safety for patients. He is responsible for leading a multi-focused quality care department and coordinating hospital-wide quality and safety initiatives and process improvement teams, all dedicated to providing excellent patient care and outcomes.

Institute for Healthcare Improvement

Each year since 2006, United Regional has sponsored various physicians to attend the Institute for Healthcare Improvement (IHI) National Forum to further promote clinical and administrative collaboration on quality health care initiatives. At the conference, our physicians learn about best practices at hospitals found across the nation and world. Quality and safety initiatives implemented at United Regional as a result of previous IHI guidance have included the Rapid Response Team, Ventilator-Associated Pneumonia, and Door-to-Balloon Time.

In 2009, 10 physicians attended the conference. These physicians are working to implement new ideas sparked from the latest forum to improve quality and patient safety. Attending the IHI Forum on a yearly basis helps keep United Regional at the forefront of quality and safe patient care.

Scott Hoyer, MD

Although the future of health care in the United States is very uncertain right now, United Regional will never lose its focus on delivering excellent care, quality and safe care, and patient-oriented service, regardless of the system we’re practicing in.

− Scott Hoyer, MD

Attending the IHI conference broadened my exposure to widely-used methods for quality improvement and ways to unite physicians and hospitals in a shared quality agenda. I am ready to help implement a fully integrated model of patient-centered care involving all members of the health care team.

− Jonathan Williams, MD
In 2009, United Regional continued building the financial stability to provide new opportunities for growth, clinical advancements, investment in our people and community, and to provide for those in need. All this was accomplished without increasing hospital charges.

In 2009 we supported our financial commitments in the following ways:

**Because We Did Not Receive Full Payment (and Other Community Benefits Delivered)**
- From those unable to pay (Charity care based on costs) $18,471,790
- From Medicaid $11,247,933
- From community benefit programs $5,948,233

**Total cost of community benefits** $35,667,956

*SOURCE: 2009 Annual Statement of Community Benefit Standards. The cost of community benefits does not include unreimbursed Medicare program costs.*

**What We Reinvest in Our Community**
- To construct new facilities $30,093,892
- On information technology $3,271,461
- To purchase equipment $10,557,087

**Total cost of community reinvestment** $43,922,440

*SOURCE: 2009 United Regional internal records.

**How Our Money is Spent**
- To pay our employees’ salaries and benefits $116,113,689
- To purchase supplies $49,139,473
- To allow for wear and tear on our buildings and equipment $19,519,429
- To pay interest on our outstanding debt $3,886,676
- To allow for patient costs that were not paid (bad debt) $15,751,867
- Other operating expenses $49,361,906

**Total cost of community benefits** $252,769,039

*SOURCE: 2009 United Regional audited financial statements.*
In 2009, our major growth initiative centered on the completion and opening of the Bridwell Tower. The construction of this facility enabled United Regional to consolidate inpatient and outpatient services for customer convenience, provide enhanced patient care facilities and offer the most advanced technology and equipment for the communities we serve. But more important than celebrating Bridwell Tower becoming a reality, United Regional employees re-committed themselves to their passion and purpose and the work that takes place inside the new facility.

The Bridwell Tower
Convenient Access to Treatments and Diagnostic Testing
The first floor of the Bridwell Tower is dedicated to outpatient services, with spacious guest seating areas and comfortable spaces to receive treatments and diagnostic procedures.

The advanced diagnostic imaging equipment can help clinicians make more accurate diagnoses and discover medical conditions at their earliest and most treatable stages. The Bridwell Tower offers a full spectrum of diagnostic imaging, from conventional X-rays to more advanced technologies. The 64-slice CT scanner creates detailed 3-D images of the heart and other parts of the body. Other diagnostic tools include MRI, digital mammography, stereotactic breast biopsy and ultrasound.

The first floor also houses the Wound Care Center, offering the most advanced wound care services in the region including a hyperbaric oxygenation chamber. Infusion therapy and pulmonary testing and treatment are also located in the outpatient services area.

The opening of the Bridwell Tower gave staff the opportunity to re-dedicate themselves to our passion and our purpose and showcase the new facility and the work that would be done inside.
Surgeons’ Skills United with the Latest in Computer Technology

The surgical suites on the third floor of the Bridwell Tower provide highly skilled surgeons with access to advanced equipment and technology. Many of the operating rooms were designed specifically for computer-assisted procedures. One especially advanced operating suite, the hybrid endovascular suite, can accommodate minimally invasive cardiovascular procedures and then quickly convert into an open heart surgical suite if the need arises. The suite combines endovascular, cardiac surgical, laparoscopic and radiological capabilities, allowing flexibility and speed in the treatment of patients with the most complex cardiac and vascular conditions.

New Family Members are Welcomed Into the World

The new Mother-Baby Unit on Bridwell Tower’s fourth floor is the perfect place for families to meet the love of their life — their new baby. The labor and delivery rooms provide a comfortable environment while ensuring that advanced medical equipment is close at hand. Postpartum rooms offer a spa-like atmosphere and family-centered care. And for newborns who have specialized medical needs, there is a Level II Special Care Nursery with infant ventilators, special beds for premature infants and other life-saving equipment, which allows these special newborns to remain in our community without separation from their moms and dads.

Children’s Minds are Eased as their Bodies are Cared For

Being in an unfamiliar environment can be an anxiety-filled experience for a child. To help reduce the fear of the hospital experience, children will find the Pediatric Unit filled with colorful aquatic décor. Everything is specialized for little ones, and rooms provide convertible sofas so that parents can spend the night with their child.

Preserved for Generations to Come

What new hospital would be complete without the sealing of the Time Capsule in the building’s structure? On October 23, 2009, Phyllis Cowling, president and CEO, dedicated hospital memorabilia from 2009 and placed these items in four capsules to be opened by generations to come. Some of the items in the capsules included: current electronic and medical devices, a Pink Darling teen volunteer pinafore uniform, a 2009 patient hospital bill, photos from the opening celebrations, a paper medical record, an employee newsletter, photos of the board of directors and a “moving day” T-shirt. The event commemorated the past while celebrating a bright future for United Regional and the communities we serve.

Welcoming New Physicians To Our Community

In 2009, United Regional welcomed 10 new physicians into our community:

- Karen Ayer, MD ............................................................Pediatrics
- Rami Buchipudi, MD.......................................................Internal Medicine
- Satish Chada, MD ..........................................................Pulmonology
- Raja Dixi, MD ..............................................................Internal Medicine
- Daaton Echols, MD .......................................................Neurology
- Chandler Harvey, MD ....................................................Anesthesiology
- Christopher Lam, MD .................................................Anesthesiology
- Eugene Pak, MD ..........................................................Neurology
- Bart Spencer, MD .........................................................Ob/Gyn
- Finbar Woballa, MD ......................................................Family Practice

Future in the Falls Update

United Regional’s innovative Future in the Falls program reaches out to medical students, residents and fellows who have ties to the Wichita Falls area, with the goal of recruiting them to join our medical community. In 2009, the program grew from 23 to 40 participants.

In addition, the United Regional Foundation raised funds to provide scholarships to participating medical students who meet selection committee criteria. The scholarships are paid directly to the medical schools to help defray educational costs. While accepting a scholarship will in no way obligate students to practice in Wichita Falls after receiving their medical degree, it is anticipated that those who participate in the Future in the Falls program will give significant consideration to returning to the area. The four scholarship recipients were Kyler Barkley, Allen Flack, Evan Meyer and David Potter.

“I am grateful to have the opportunity to treat people in Wichita Falls and surrounding towns. In addition to support that I have received from the staff and community, I feel blessed to have gotten to know my patients and their families on a personal basis. This is an added benefit to practicing in a town of this size.”

– Eugene Pak, MD
The Bridwell Tower dedication and opening symbolized our continued growth and made 2009 a special year in United Regional history. But our 2009 accomplishments are also measured through the continued dedication to our life’s work, ongoing service to our community, recommitting ourselves to delivering high quality patient care, and strengthening our finances for future needs. And as 2009 came to a close, we were already looking ahead to 2010 and future opportunities for elevating excellence in health care for the communities we serve.

Elevating excellence into the future.
United Regional Foundation

The mission of the United Regional Foundation is to enhance United Regional’s ability to provide excellence in health care through philanthropy and stewardship.

The United Regional Foundation raises funds through the generosity of individuals, families, corporations and foundations to help ensure continued excellence in patient care. The Foundation assists United Regional to further improve community health through investments in life-saving medical equipment and state-of-the-art facilities.

The Foundation secured contributions and pledges of $1,452,750 in support of United Regional projects, equipment and programs in 2009.

Distributions of $7,730,404 from the Foundation in 2009 reflect a number of successful fundraising efforts including the Elevating Excellence Campaign for the Bridwell Tower, co-chaired by Carol and Bob Gunn. Every floor of the tower reflects and recognizes the exemplary contributions of those who are committed to supporting excellence in health care at United Regional. Distributed funds were also raised through the Children’s Miracle Network for equipment and programs to treat infants and children, through the Spirit of Giving Employee Campaign, and through activities and events for other special projects. A portion of the funds distributed were raised and collected in prior years.

2009 Contributions and Pledges

- Special fundraisers and gifts: $358,799
- Children’s Miracle Network: $766,449
- Capital gifts and commitments: $327,502

Total contributions and pledges: $1,452,750

* SOURCE: 2009 United Regional Foundation audited financial statements.

2009 Distributions

- Special projects: $246,959
- Equipment and programs: $449,771
- Building projects: $7,533,054
- Total distributions: $7,730,404

* SOURCE: 2009 United Regional Foundation audited financial statements.

Rathgeber Hospitality House

The Rathgeber Hospitality House is a 26-room “hotel-like” facility serving patients’ families who live outside Wichita Falls. Approximately 42 percent of United Regional’s inpatients came from outside the city of Wichita Falls in 2009. Patients are shown to recover faster when their loved ones are near. Often families cannot afford to stay in local hotels, or they feel compelled to remain close to their loved ones by staying in the patients’ rooms or “camping out” in busy hospital lobbies, without the opportunity to get the rest that they need.

Launched as a project of the United Regional Foundation, the Rathgeber House opened on April 4, 2000 to help meet the needs of families of United Regional patients who must stay close by. Today, the Rathgeber House provides more than 10,000 visitor nights of rest and respite each year. Operating solely on contributions, a minimum donation of $35 per night is requested, although no one is turned away if they are unable to contribute.

2009-2010 United Regional Foundation Board of Directors

- Cathy Biggs, President
- Todd Davenport, President Elect
- Arthur Bea Williams, Secretary
- Linda Wilson, Treasurer
- Dale Brock
- Brent Hilery
- Rick Schleider
- Marilyn Stafford
- Brian Stahler
- Lanny Young, MD

Ex-Officio:
- Beverly Callender, United Regional Auxiliary
- Kevin Goldstein, Rathgeber Hospitality House

To our many contributors, whose extraordinary giving over a number of years has played a major role in making the dream of this new tower a reality, we express our very deepest appreciation. While your gifts are recognized on the signs prominently displayed on each floor, I’m sure the most important indicator to all of you is the ongoing gratitude of the tens of thousands who will receive excellence in health care within these walls each year.

− Phyllis Cowling, president and CEO

Elevating Excellence Campaign Cabinet

- Carol Gunn, Co-Chair
- Robert Gunn, Co-Chair
- Doyle Bentley
- Mike Bulkt
- Mac Cannedy
- Mike Elyea
- Martha Fain
- Al Gunin
- Fred Langner, MD
- Ashwinkumar Patel, MD
- Marilyn Stafford
- Tom Stephens
- Ty Tricker
- Lanny Young, MD

Guests served from:

- 37 states and 4 countries

Donations subsidizing stays for those who could not contribute:

- $16,747

Funds raised to cover guest services and costs to run the house:

- $134,708
United Regional Foundation expresses sincere appreciation to all whose contributions and participation in Foundation, Children’s Miracle Network, and Rathgeber Hospitality House activities help support comprehensive health care for the community.

2009 United Regional Foundation Donors

Founders

Mr. and Mrs. Billy Cupp
Coca-Cola Bottling Company

Blue Cross Blue Shield of Texas

Mr. and Mrs. Randy Bishop
Biggs & Mathews, Inc.

Ace Hardware WF/Lawton

Mr. and Mrs. David A. Kimbell, Sr.
Kadane Foundation

Cells-U-More

Bill and Jan Foundation

Constructors

Donor Advised Fund

Medders, III

Joe & Nan Johnson Family

Bryant Edwards Foundation

Developers

Founders

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2009 United Regional Foundation Donors

Donors

Dr. and Mrs. Michael R. Sheen
Sam’s Club 8224

Parker Family Foundation of Byers

Meridian Revenue Solutions

Mr. and Mrs. Jeff McKnight
Mr. and Mrs. Lance Lagerstrom
Mr. and Mrs. Doug Kunkle
Dr. and Mrs. Phillip W. Kelly
Mrs. Carolyn Hobbs
Fulbright & Jaworski, LLP

Cattleman’s Branch

Fain Foundation

Duke Construction Co.

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In Memory of

[List of names]

We appreciate every contribution and do our very best to ensure the accuracy of our records. Please notify us of any concerns or errors at 844-764-8205.