OUR PASSION, TO PROVIDE EXCELLENCE IN HEALTH CARE FOR THE COMMUNITIES WE SERVE, STARTS WITH GREAT PEOPLE, WHO DELIVER EXCELLENT SERVICE, PROVIDING HIGH QUALITY CARE, SUPPORTED BY FINANCIAL STRENGTH, ENABLING US TO ADVANCE AND GROW.

PURPOSE
To make a positive difference in the lives of others

PILLARS
PEOPLE
SERVICE
QUALITY
FINANCE
GROWTH

PROVIDING EXCELLENCE IN HEALTH CARE
At United Regional, our patients can expect a highly skilled multidisciplinary staff employing current technology. But alongside the knowledge and equipment is still the presence of personal relationships our staff builds with patients and their families.

Phyllis Cowling, CEO and President of United Regional, received a letter from Trish Heskett, expressing her gratitude for the compassionate care that was given to her husband during the final days of his life. Enclosed with the letter was the special photo above.

“While our loss has been crushing, our time spent in the hospital was made easier by the wonderful staff… from the ER to 5 Center, to Pulmonary, to ICU, to the respiratory therapists and Dr. Phillips, we were treated with kindness and care,” explained Trish in a gracious letter.

Enclosed with the letter was a photo of Peyton, Trish and Morris’ precious granddaughter. The photo captured Peyton showing her “Potsie” love and comfort at his bedside in ICU.

Just like Peyton, the staff at United Regional is here to comfort and care for our patients and their visiting families. We are honored to serve with the same kindness and care offered to “Potsie.”
Early in 2012, Vanessa Halter’s father was flown by helicopter to United Regional in critical condition. In the days to come, events would occur that would leave a great impression on family members, particularly Vanessa.

Being a member of the medical field in a large metropolitan area, Vanessa was concerned that United Regional would not have the staff, knowledge, expertise, and technology to take care of her father’s life-threatening situation.

Vanessa’s fears were quickly dispelled. When she arrived at United Regional, she knew her father was in great hands. She praised the transparency of United Regional – how the staff was so helpful in providing information, explaining what had happened and the current state of her father’s condition. She also appreciated that the staff not only took great care of her father, but they were very attentive to her family’s needs as well, providing meal tickets and a room at Rathgeber Hospitality House.

So impressed with the care that her father received and the caliber of staff that provided it, Vanessa made a life-changing decision. “After the care that dad had received here, I wanted to work here.” – Vanessa Halter

For Vanessa, it was an easy decision to move back to Texas, to care for her father and to work for an amazing organization. We are proud to now call Vanessa Halter, occupational therapist, one of our own.

“It just really feels amazing,” explained Vanessa. “I almost feel in a way that I am giving back to this organization because they gave me something really precious, which is a second chance with my dad.”
Betty Dowdy, RNC-OB
Charge Nurse in Labor and Delivery

Through Dowdy’s career as a labor and delivery nurse, she has served as a teacher and mentor to staff and student nurses. Student nurses through the years have been motivated by Dowdy’s excitement for her profession, and in 1998 she was named Texas Nurses Association District II Mentor of the Year. “I want my enthusiasm for nursing to be infectious,” Dowdy said. “As I visit with student nurses during their time on our unit, I remind them just how vast the nursing profession has become and how important it is to search for the area they love in order to shine and love what they do.”

As Dowdy now cares for a third generation of families, she gives credit to her own teachers for being role models. “I only hope that I am also preparing the way for others so that they might enjoy the rewards of participating in this miraculous event in a patient’s life,” she said.

*Excerpts taken from Fall 2012 Sunwatcher, courtesy of Midwestern State University Department of Marketing and Public Information.

David Hoodenpyle, FNP-C, ACNP-BC
Clinical Nurse Practitioner

United Regional is committed to developing employees through education and training. The story of David Hoodenpyle exemplifies the success that comes from this support.

David was only 16 years of age when he started working in Food and Nutrition at Bethania Hospital (United Regional’s predecessor) in 1996. From that point forward, including the 1997 merger that created United Regional, David wore many hats throughout the organization. His earlier years consisted of non-clinical roles such as distribution technician for materials management and central supply. Then, through college, he worked in medical records and later in clinical areas. Over the course of his career, he has worked as a nurse in ICU, CCU and the ER. With his drive and determination, and the help of United Regional’s School-to-Work program, in 17 years, David went from his position in Food and Nutrition to Critical Care Nurse Practitioner, the role he now fills.

Although no longer in school, David’s education and development is ongoing. “Working at United Regional has been a great experience for me,” David said. “I think the most important thing that any hospital can do is stay up-to-date with the most current, evidence-based practices. I think United Regional goes above and beyond to do that and we have great technology and tools that allow us to take better care of our patients.”

I want to express my gratitude for the support of the pursuit of my MBA. The investment in my education has deepened my commitment to this organization. I feel incredibly blessed and proud to have the opportunity to be a part of the worthwhile, meaningful work that we do at United Regional.

Thank you.
Sincerely,
Johnny Roberts

Johnny Roberts
Director Surgical Services

Development of Employees and Physicians

United Regional invests in the personal and professional growth of its employees and offers programs to aid in furthering their education. Through Tuition Reimbursement and School-to-Work, we encourage and invest in our employees to ensure their success and the ongoing success of our organization.

Thanks to these programs, in 2012:
- 9 employees received degrees
- 40 employees received tuition reimbursement
- Tuition reimbursement totaled over $32,000
- School-to-Work provided over $207,000 in salary, benefits, tuition and other school-related expenses

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Preparing New Physicians to Drive Continued Excellence

The Physician Leadership Academy is designed to help prepare physicians to serve as effective members or officers of the medical staff and medical staff committees; medical directors, leaders of group practices, practice associations, and medical societies; quality improvement champions, and physician executives.

United Regional is fortunate to have experienced and dedicated physician leaders who have helped shape health care in our community and advanced the quality of patient care services available today. We are grateful for their contributions and want to ensure continuity in leadership talent to build on what, together, we have been able to accomplish.

To help develop new physician leaders in this rapidly changing health care environment, United Regional established the Physician Leadership Academy in 2012. Thirty-three physicians are participating in a two-year curriculum in which they will hear presentations from experts, both local and national, on subject matter within the categories of technical skills and knowledge, industry knowledge, problem-solving skills, emotional intelligence, and communication.

The Academy is designed to help prepare physicians to serve as effective members or officers of the medical staff and medical staff committees; leaders of group practices, practice associations and medical societies; quality improvement champions, and physician executives. The need for development of physicians trained to fill these roles is vitally important now and into the future in order to improve care delivery.

Emerging physician leaders will be asked to provide a new perspective and ideas for collaboration with the hospital, other physicians and health care providers. Together we want to continue delivering outstanding, affordable health care throughout the community – in physician practices as well as hospital inpatient and outpatient services. United Regional is confident that the Physician Leadership Academy will help prepare the next generation of physician leaders for this challenge.
Generations of Caring

United Regional employs over 800 nurses and nursing support staff. While it is our privilege to help develop employees into caregivers through our education programs, some have known their life-calling since they were children.

LIKE MOTHER LIKE DAUGHTER

Some say that you do not choose to go into nursing, nursing chooses you. It comes from a passion for caring — a passion for healing.

That is the case of 45-year nursing veteran Michele A. Watson. It was in 1973 when Michele came to work at what was then known as Bethania Hospital. She spent the next decade working in various roles in the Emergency Department, occasionally bringing her daughter, Heather, when being called in to work. Heather was kept busy with a drawer full of coloring books while her mother cared for patients; but Heather was paying more attention to her surroundings than her mother thought.

The care she witnessed her mother providing helped Heather to realize her calling in life. She knew she wanted to care for others… nursing chose Heather.

Heather Bailey has followed in her footsteps; she began working at United Regional in 1998 and now works as an Emergency Department RN, just like her mother once did. Michele currently serves as the manager of Employee Health and Occupational Health. Together they have dedicated over 50 years to United Regional, 45 of those years focused in nursing.

United Regional is proud to have the most committed employees, all with the common passion for care and caring. Michele and Heather provide a great example of the desire to make a positive difference in the lives of others.

OUTSTANDING VOLUNTEERS

The work of United Regional very much depends on the helping-hands of our volunteers. In 2012, 219 volunteers gave 32,880 hours of their time to United Regional. If hours were converted to salary dollars, the hospital would have expended $238,000 in salary costs alone for their time. Our volunteers are extremely generous with their time. It seems that in many cases, the generosity is a trait among family members.

In 2012, we had:

- 3 husband and wife teams
- 1 team of sisters
- 3 granddaughter and grandmother teams
- 20 Pink Darlings with one parent either employed by United Regional or on the medical staff

Jean Finkler never knew a life that did not include volunteering in some capacity. But then again, don’t most young girls follow in their mother’s footsteps?

Jean’s mother, Catherine “Ted” Dudley, began volunteering at Wichita General Hospital in the 1950s. For nearly 40 years, she assisted families in the surgery waiting room and eventually became a member of the sewing group, which makes items that bring joy and comfort to our patients.

“My mother always volunteered and did so in a hospital setting; I knew it was just something I would always do too.”

Jean’s granddaughter, Sara Finkler, was also a Pink Darling, and, at least for now, the youngest of four generations in the family to volunteer at United Regional.

Jean’s mother demonstrated a passion to help others, and thankfully, the trait was passed down the line of women in the family — all with the willingness to serve and to help others in a time of need.

At the age of 80, Jean has no plans of quitting any time soon. “As long as I am able to walk around in the Coffee Bar, I will keep coming to serve.”

This selfless character was also instilled in the next generation. When Jean’s daughter, Terri Wolf, was attending Wichita Falls High School in the early 1970s, she carried on the tradition of volunteering and became a Pink Darling, which sparked her interest in the nursing field. Now, with “RN” behind her name, she currently serves as Supervisor of Nurses at Carrollton-Farmers Branch Independent School District, teaching others to become providers of excellent health care.

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Her presentation, “What Patients Fear and Why We Need to Know,” was a great reminder that delivering excellent care includes more than addressing patients’ medical needs...
People

Employees With a Giving Nature

United Regional employees don’t wait for hospital celebrations to express camaraderie and compassion. Day-to-day circumstances provide us the opportunity to offer kind-heartedness.

Staff Supports Coworker

While United Regional is known for caring for those in the community, it is also important to know that we take great care of our own staff as well.

In the summer of 2012, Shelby Fields, Pharmacy Purchasing Agent, and his wife Jessica, Pharmacy Technician, discovered their six-year-old son Blake has Type 1 diabetes.

In an effort to purchase and train a diabetic alert dog for their son, the Fields have made many efforts to raise funds, striving to get close to the total of $10,000 to $20,000 for the dog’s training.

Right before Christmas, the Pharmacy Department leadership held a staff meeting at which they celebrated their annual Christmas gift exchange. When Pharmacy Director, Matt Baker, asked Shelby to assist in opening a large box, Shelby was surprised to see many gifts neatly and creatively wrapped. As it turned out, the gift exchange was all a hoax; Shelby was actually the recipient of each and every gift. As package after package was opened, all revealing cash, Shelby left that day with $700 dollars to go towards Blake’s new best four-legged friend. To add to that number, another United Regional employee shared the story with her husband, who in turn had his own coworkers contribute to the cause in place of their Secret Santa gift exchange, giving an additional $300!

Spirit of Giving

The Spirit of Giving lies not only in the physical and emotional care provided to each patient – or even to coworkers, but also to the community as a whole. In 2012, 96% of our employees participated in the annual Spirit of Giving Employee Campaign. An astonishing 1,413 employees (76%) contributed a record-breaking total of over $271,500! The generosity of our employees went towards the following United Regional and community programs:

- Hands-to-Hands contribution of $46,200
- United Regional Friendship Fund contribution of $49,600
- United Way contribution of $26,700
- Education Center contribution of $12,000
- Education Manikins contribution of $21,300
- Children’s Miracle Network contribution of $81,300
- Rathgeber Hospitality House contribution of $34,400
- United Way contribution of $26,700

United Regional isn’t a building, it’s the people within. How grateful we are for each employee, physician and volunteer and their contributions to our patients.

13        14
At United Regional, we feel it is important to connect to others on a personal level. Whether patient, family or guest, our staff aspires to be “in the moment.”

When Aunt Bootsie arrived at her physical therapy visit in March of 2012, the appointment that some would dread turned into a fabulous experience. At a previous rehab visit, she had mentioned her love of dancing to Travis Newberry, director of rehabilitation services. “I knew that she loved to dance,” Travis said. “We needed to work on her balancing skills, and rather than an ordinary plan, I decided to work some fun into the therapy. This wasn’t something that required a lot of thought or planning. I just saw an opportunity to do something special and I took it.”

In other words, Travis was “in the moment,” meaning he truly listened to the patient, got to know her, and touched her on an emotional level. Our outpatient rehabilitation clinic sees over 60 patients per day, but according to Travis, “We treat each one as an individual – a person with family, hobbies and interests – just like the rest of us.”

It’s been said that legendary service is when ordinary people do ordinary things in an extraordinary way. Our goal is to provide legendary service, along with the highest quality of care, to every patient, every time. Not because it’s what they’ve asked for, but because it’s what they deserve.
One day, Janet Damaska, radiology technician in Women’s Imaging, received a bouquet of flowers from her friend Lillianna Samuelson with Sacred Catholic Church’s Heart Flower Ministry. Janet wanted to spread the warmth that she felt, so she shared her beautiful gift with the patients in her department.

Lillianna would occasionally ask Janet if there was someone in the hospital who could use a lift in spirits. That was when the flowers began growing in numbers, marking the beginning of the flower ministry’s story, touching those at United Regional.

Thanks to the friendship of Janet and Lillianna, and an anonymous donor to Sacred Heart, flowers are now distributed each week by the staff of Women’s Imaging to men and woman in the hospital – to patients who could use encouragement and to the families of patients to let them know they are not alone. Amazing how a simple flower can brighten a day!
2012 marked the fifth year that United Regional has provided the No One Stays Alone (NOSA) and No One Dies Alone (NODA) programs. We understand that sometimes loved ones are unable to be with patients during their hospital stay, no matter how much they may want to be. So for patients who find themselves without family and friends, the NOSA and NODA programs provide specially-trained volunteers to offer companionship, comfort and support in their hours of need.

It speaks highly of our own work family and of our “above and beyond” commitment to our patients that United Regional employees make up half of the NOSA and NODA volunteers at our facility.

IN 2012, THERE WERE:

- 69 NOSA and NODA volunteers
- 137 volunteers devoted 270 hours to 77 NOSA and NODA patients
- 15 volunteers from 2 partner hospitals trained

The programs have been so meaningful to our patients and their families, that we received requests for training volunteers at other hospitals in our region so they, too, may provide this compassionate service. In 2012, Susan Lanford, Director of Pastoral Care, trained 15 volunteers at Electra Memorial Hospital and Graham Regional Hospital. It is our honor to provide surrounding communities with the knowledge to begin their own NOSA and NODA programs, programs that are so successful and important to our patients and families at United Regional.

THANKSGIVING BASKETS AND ANGEL TREES

In 2012, employees once again gave from their hearts to provide Thanksgiving dinners and Christmas presents to employees and their families who were in need of assistance during the holidays. Thirty-four staff members packed and distributed decorated Thanksgiving baskets to 62 families – a donation of over $8,500.

Through our Angel Tree program at Christmas, 44 volunteers shopped, wrapped and distributed gifts to 161 children as well as grocery store and gasoline gift cards to 56 families, all valued at over $27,000. The generosity of our employees made these holidays brighter for more than 600 individuals.
Providing Support to the Community through Education and Events

United Regional is not only concerned with the well-being of our patients, but with that of the entire community. We believe education and activity are keys to a healthy community; thus we provided and participated in education and events to benefit all.

HEALTHY YOU

United Regional partners with regional hospitals to produce “Healthy You,” a community magazine distributed three times per year to residents in Wichita Falls and the surrounding area. Each edition contains content relevant to a variety of health concerns.

ATHLETIC ADVANTAGE

Our goal is to help athletes prevent injuries by educating them at an early age and during a very susceptible time while they are training and playing sports.

2012 marked the beginning of a special partnership between United Regional and KFDX Channel 3, “Athletic Advantage.” Teams from United Regional and KFDX travel throughout the surrounding communities to visit with coaches and athletes to determine common injuries found among junior high, high school and college athletes.

Weekly segments are televised during the 10 p.m. newscast to make viewers aware of these typical sports injuries, providing an explanation of the injury, the treatment available and tips on how to avoid the injury altogether.

Our goal is to help athletes prevent injuries by educating them at an early age and during a very susceptible time while they are training and playing sports. If an injury does occur, the education allows for athletes, parents and coaches to be aware of what to expect and how to recover.
HEART OF A WOMAN & WOMEN’S EXPO

There were approximately 600 attendees at the February 2012 Heart of a Woman Luncheon and 2,500 at the Women’s Expo. The event provided important information on heart health. United Regional provided 442 free wellness screenings at the event. Many of these women were unaware of important health information to help them prevent heart disease and stroke. We helped to identify the following results:

- 57% had abnormally high LDL (bad) cholesterol
- 32% had abnormally high total cholesterol
- 18% had abnormally high triglycerides
- 59% had abnormally high glucose (blood sugar) levels

Women were encouraged to take their results to their primary care physicians to discuss treatment options for addressing the associated health risks.

BREAST CANCER EDUCATION

The Women’s Imaging staff participated in over 122 community events to educate women on the importance of mammograms and early detection of breast cancer.

SENIOR FOCUS

This annual event offers senior adults the opportunity to receive free blood work, flu shots, blood pressure checks, as well as general information relevant to their health status. With 2,200 in attendance in 2012, United Regional provided:

- 254 free wellness screenings
- 85 free PSAs (prostate screenings)
- 300 free influenza vaccinations

55 ADVANTAGE PROGRAM

This ongoing program helps seniors stay healthy by learning about a variety of health issues through presentations by physicians or a member of United Regional’s staff. In the six sessions in 2012, 2,142 seniors attended.
Community Education Seminars

In 2012, physicians affiliated with United Regional provided education to members of the community regarding various medical procedures including robotic-assisted gynecologic surgery and total joint replacement. Six seminars were held with 230 people in attendance.

**SEMINARS ON GYNECOLOGICAL SURGERY** were offered to provide the women of the community with education regarding one of the latest pieces of technology offered for gynecological surgery at United Regional, the da Vinci® surgical robot. Women learn of the benefits of robotic gynecologic surgery and if they might be a candidate for it.

**JOINT REPLACEMENT** has continued to be one of the most popular seminar topics. Attendees learn about surgical options for joint pain of the hip, knee and shoulder.

**Other projects United Regional and staff supported in 2012**

- Habitat For Humanity
- Hotter’N Hell Hundred
- Executive Loan Program to United Way
- Leadership Wichita Falls
- Race for the Cure
- American Cancer Society Relay for Life
- Project Back to School Roundup
- Wichita Adult Literacy Spelling Bee
High quality health care requires physicians and staff, working together, focused on consistently delivering care that meets or exceeds national benchmarking standards for safety and effectiveness. High quality care includes the technology we use, the skill of the physicians and staff who use the technology, and the benefits the technology brings to our patients. High quality care also includes utilization of new and effective treatment techniques and procedures in the hands of experienced clinicians that result in improved patient outcomes.

**OUR PASSION**
STARTS WITH GREAT PEOPLE, WHO DELIVER EXCELLENT SERVICE, PROVIDING HIGH QUALITY CARE.

**Awards and Certifications**

Our Wall of Honor was installed outside of our dining room on the first floor of the Bethania Building – a prominent location where patients, visitors and employees can view some of the many accolades we have received.

United Regional’s ongoing commitment to quality is reflected in the many national quality initiatives in which we participate and the many accreditations, certifications, and awards that we receive. Our Wall of Honor is a visual display of some of the accreditations and certifications United Regional has received for achieving excellence in service and quality as well as recognitions for workplace excellence.
Awards and Certifications

The Truven Health 100 Top Hospitals® program has been in existence for 20 years and is one of the most respected awards within the hospital industry. The program uses objective, analytical methodology based on research and publicly-available data to identify the highest-performing acute care hospitals in the nation. Winners of the award provide the highest quality care in the most efficient manner, maintain top financial stability, and elicit the highest patient perception of care. Performance measures are centered on clinic outcomes, clinical processes, extended patient outcomes, efficiency, financial health, and consumer assessment of care. Hospitals do not apply to win this award or pay to market it – it is an honor achieved solely through the strength of their performance.

In addition to being named one of the country’s top hospitals, United Regional was also honored as an Everest Award winner. This means that, in addition to achieving 100 Top Hospitals status for one year, United Regional has also simultaneously set national benchmarks for the fastest, most consistent long-term improvement as measured over the past five years. According to Truven Health Analytics, hospitals that win this elite award are setting the standard for both long-term improvement and top one-year performance. United Regional is one of only 17 hospitals nationally who achieved this honor.

President and CEO of United Regional, Phyllis Cowling states, “I am incredibly proud of our employees and physicians for their dedication to delivering high quality, efficient and effective patient care, as evidenced by these honors. These awards objectively validate our individual and collective commitment to each other and the patients we serve.”

UNITED REGIONAL RECEIVES THE 100 TOP HOSPITALS® AND EVEREST AWARDS
Awards and Certifications

American College of Radiology accreditation for CT, MRI, Nuclear Medicine, Ultrasound, and Mammography, Breast Ultrasound and Stereotactic Breast Biopsy, awarding us a Breast Center of Excellence Signifies achievement of high quality practice standards and qualifications of staff.

Bariatric Center of Excellence
The American Society for Metabolic and Bariatric Surgery recognizes centers and surgeons who deliver outstanding care including safer and more effective surgical treatment with excellent short and long-term outcomes.

Breast Imaging Center of Excellence
The American College of Radiology (ACR) recognizes breast imaging centers that achieve excellence and acknowledges their dedication to improving women’s health by participating in rigorous quality assurance programs. United Regional’s breast ultrasound, breast MRI, stereotactic biopsy and digital 3D mammography are all accredited by the ACR. By earning accreditation in all of the ACR’s voluntary breast-imaging accreditation programs, United Regional was designated as a Breast Imaging Center of Excellence in 2012.

Gold Plus Stroke Award from the American Heart Association and American Stroke Association
Signifies hospitals that consistently utilize the latest evidence-based guidelines for care to improve the lives of stroke patients.

Joint Commission Primary Stroke Center Certification
Earned for meeting the highest standards of care for stroke patients from the emergency room through rapid treatment of approved therapies shown to reduce paralysis and other disabilities.

Joint Commission Disease Specific Certification for Joint Replacement
Certifies that the most rigorous standards of care are being met by physicians and staff in providing safe and effective care for joint replacement patients.

Joint Commission Disease Specific Certification for Wound Management Programs
Signifies that the highest standards of care for treatment and outcomes are being met or exceeded. We were one of the first facilities in Texas and the third hospital-based program in the United States to receive this certification.

Pathway to Excellence
Awarded by the American Nurses Credentialing Center, confirms the professional satisfaction of our nurses and identifies United Regional as one of the best places for nurses to work. This honor encourages other nurses to join their colleagues in this desirable and nurturing environment.

Level II Trauma Center
Verified as a Level II Trauma Center by the American College of Surgeons. This achievement recognizes United Regional’s dedication to providing optimal care for injured patients and substantiates that we provide not only the resources necessary for trauma care, but the entire spectrum of care to address the needs of all injured patients. The verification also makes United Regional only one of three Texas Level II Trauma Centers located west of the I-35 corridor.
QUALITY

Continuing to Bring Advanced Technology and New Treatments to Our Region

In the hands of our skilled physicians, new medical technology helps ensure that patients benefit from the best, most current treatment available. And when new procedures produce better results, United Regional wants to include these in the services we provide for our patients.

In a study printed in Radiology, a journal published by the Radiological Society of North America, Inc., significant findings showed a 40% increase in the diagnosis of invasive breast cancers and a 15% decrease in false positives, using 3D mammography instead of 2D mammography.

DIAGNOSTIC TECHNOLOGY

3D Mammography Helps Find the Tiniest of Cancers
United Regional is committed to the fight against breast cancer. In 2012, United Regional invested in 3D mammography to provide the latest in imaging technology for the women of Wichita Falls and the surrounding area.

3D mammography, also known as “breast tomosynthesis,” uses high-powered computing to convert digital breast images into a stack of very thin layers or “slices”—building what is essentially a “3-dimensional mammogram.” Instead of viewing all the complexities of breast tissue in a flat image, with 3D mammography the doctor can examine the tissue a millimeter at a time. Fine details are more clearly visible, no longer hidden by the tissue above and below. This technology helps radiologists find very small cancers and rule out “false positives,” reducing the number of women who are called back for a diagnostic mammogram. It is especially helpful in detecting cancers in dense breast tissue, which 80% of women have.

Early detection is still the best way to reduce mortality from breast cancer. In 2012, United Regional performed 5,551 mammographies, a 5% increase over 2011. We hope we continue to see more women each year receiving this life-saving screening.
Several large studies have shown that tightly controlling blood sugar in critical care patients significantly reduces complications and improves outcomes.

NEW SYSTEM AUTOMATICALLY HELPS MAINTAIN INSULIN LEVELS, IMPROVING PATIENT OUTCOMES

It is important to manage patients with severe hyperglycemia because elevated blood glucose levels can interfere with the normal healing process, resulting in prolonged hospital stays and high rates of infection. Several large studies have shown that tightly controlling blood sugar in critical care patients significantly reduces complications and improves outcomes.

United Regional now has a highly sophisticated software system that calculates the dose of intravenous (IV) insulin needed to quickly control blood glucose levels in patients in a critical care setting. It adapts to individual patient responses to IV insulin, even those with fluctuating insulin requirements. Before this technology, caregivers had to manually calculate each patient's glucose level, which was inefficient and susceptible to human error.

The caregiver inputs the patient's blood sugar reading into the system and the program computes the rate of insulin necessary to maintain the blood sugar readings in the goal range that the physician has selected. The caregiver then adjusts the IV pump and continues with their other duties. This system also automatically computes when the next blood sugar reading is needed, and will even prompt the caregiver when it is due. The result is improved monitoring and control of insulin levels for better patient outcomes.

LABORATORY TECHNOLOGY BENEFITS PATIENT CARE AND IMPROVES LABORATORY EFFICIENCY

Specimen processing is an important job in microbiology that needs to be done quickly, efficiently and to a high standard. Doing so allows bacteria and other microorganisms to be quickly identified for patients to receive timely and appropriate treatment.

Reliable and accurate diagnosis depends on the quality of the samples and proficiency of specimen setup. There are many steps a laboratory technologist uses to prepare microbiology specimens including opening and closing the specimen, swabbing the contents, streaking samples onto cultures, labeling the samples and cultures for processing and more. This is a tedious, although very important, task. With technology known as the “walk away specimen processor,” this process is automated.

Despite its importance, the task of specimen processing is a repetitive activity that takes skilled personnel away from important interpretative work and new technologies that require their expertise. With this laboratory technology, the preparation of the specimens is completed with less human effort, greater precision and provides faster results to physicians, enabling them to prescribe treatments in the timeliest fashion.

United Regional stays abreast of innovative technology which benefits patient care, provides high quality results and helps deliver care more efficiently.
QUALITY

Surgical Technology

United Regional is pleased to be one of the first hospitals to bring this valuable technology to our patients.

ADVANCED TECHNOLOGY FOR BREAST RECONSTRUCTION

Our plastic surgeons now have access to advanced technology that aids in reconstructive breast surgery after mastectomy, using the patient’s own tissue to restore the breast. This technology helps our surgeons select the best tissue to use when reconstructing a breast; this, in turn, reduces the risk of complications and further surgeries.

If tissue has poor blood supply, it can decay and become infected, requiring additional reconstructive surgery. Although it’s difficult for the naked eye to determine which tissue has good circulation, prior to this surgical technology, this is how surgeons assessed tissue.

While injecting dye into the patient’s bloodstream, tissue with strong blood supply becomes illuminated, while tissue with no blood supply remains dark. This helps the surgeons adjust their approach on-the-spot for optimal results. They can avoid using the bad tissue and work with tissue that has the best chance of surviving and thriving in reconstructing the breast.

MAKING ENT SURGERY SAFER AND MORE ACCURATE WITH NAVIGATION SYSTEM

Disease, previous surgery, and normal anatomical variations can make it a challenge to perform the safest and most effective endoscopic sinus surgery, even with a detailed knowledge of anatomy and surgical skill. Avoiding orbital injuries, entry into the brain, and the carotid artery are paramount.

With the ENT navigation system, surgeons are provided real-time image guidance technology during surgery that helps them navigate in the sinus cavities for precise removal of diseased tissue while avoiding critical areas.

With this surgical technology, the patient’s pre-operative CT images are reformatted and displayed on-screen from multiple views. During surgery the navigation system tracks the position of the surgeon’s instrument, continuously updating it relative to the CT images of each patient’s unique anatomy. The system provides valuable information that helps enable a safer procedure, a more thorough surgery, and additional peace-of-mind for both surgeons and patients.
Electronics Bed Board and Bed Flow Management

Just like a hotel must quickly clean and ready a room for each new guest after others check out, a hospital goes through the same process when a patient is discharged and another is ready to be admitted – except the process is more complicated. The patient's diagnosis and acuity must be taken into consideration when deciding to which unit the patient will be admitted, and many areas of the hospital are involved. The discharge and admit process has many steps. The nursing unit from which a patient is discharged must notify “bed control” (the centralized location of the listing of all of the rooms in the hospital and the names of patients in each room). Next housekeeping must be notified to clean and sanitize the room, and once complete, notify bed control that the room is ready for another patient. Bed control must then contact the department where the patient is waiting to be admitted, such as the emergency room, and also notify the nursing unit receiving the patient. It is important that this process be performed as quickly as possible for the treatment and comfort of our patients.

But, doing this process manually is difficult and time-consuming, especially when many patients are being discharged at the same time. With the electronic bed board and bed flow management system, communication is done electronically, notifying each department simultaneously. Bed requests and bed assignments are received and processed faster, room cleaning notifications are assigned and room readiness is communicated electronically, and transferring departments are automatically notified when the patient’s room is ready for occupancy. A streamlined bed management system benefits patients and their families by reducing admission wait times and is an important part of the overall patient experience.
Advancements in Patient Care

Until recently, patients who qualified for this procedure had to travel to Dallas or Oklahoma City for surgery and follow up care. This procedure, with the associated post-surgical care, is now being offered in Wichita Falls by Dr. Jed Grisel.

COCHLEAR IMPLANTS

Cochlear implants are designed for persons who have severe to profound sensory nerve hearing loss and no longer benefit from amplification (hearing aids).

The device starts with an implantable portion that sits just under the skin outside the ear. An electrode from the device travels through the drilled mastoid bone into the cochlea (the spiral structure in the inner ear), where the auditory nerve is then directly stimulated. A second external device, that looks much like a hearing aid, rests behind the patient’s ear. A small magnet sends processed sound via the magnet transdermally where it is received by the implanted device.

The surgery for cochlear implantation is generally performed as an outpatient. The procedure lasts about two and a half hours. After three weeks of wound healing, the device is activated with the help of specially-trained audiologists. Several visits with the audiologist are required during the first year to “map” the device, or program the settings of the implant to the patient’s specific needs.

Since the 1970s, cochlear implant technology has been benefiting hearing impaired patients who no longer receive benefit from traditional hearing aids. Over the past several decades, the sound processing technology and surgical procedure have been continually refined.

HEART FAILURE CLINIC
HELPING PATIENTS STAY HEALTHY AND OUT OF THE HOSPITAL

On a national average, 25% of heart failure patients are readmitted to the hospital within 30 days of their discharge. And since 80 percent of heart failure readmissions are due to the patient’s medications or diet, readmission prevention focuses on care outside the hospital setting. That’s why United Regional and our cardiologists, led by Dr. Ved Ganeshram and Dr. Fardin Djafari, stepped up to improve the quality of life for heart failure patients and jointly opened the Heart Failure Clinic in May 2012.

Inpatients with a diagnosis of heart failure are now visited by the Heart Failure Clinic nurse who provides education and schedules the patients for a follow-up visit to the clinic within a few days after discharge. The outpatient program provides patients and their families with important information on how to stay healthy and out of the hospital.

The Heart Failure Clinic offers education in regards to diet, exercise, lifestyle changes and medication. Typically, patients participate in the clinic once a week for a month and then return to their regular cardiologist. Patients receive a complete physical along with the education on how best to manage their condition. They are also provided daily logs to complete for blood pressure, weight, and a chart regarding the sodium content of foods, so they can manage their salt intake, a key element of self-management.

Since opening in May 2012, the Heart Failure Clinic has served 167 patients and readmission rates have been reduced by 3%.
United Regional has received positive feedback from participants commenting that the Joint Camp reduced their anxieties before surgery and helped them better prepare for their return home.

JOINT CAMP FOR BETTER PATIENT OUTCOMES

In May of 2012, Joel Blanco, manager of Inpatient Rehabilitation, along with the team of physical and occupational therapists, set out to make a positive difference in the treatment of orthopedic patients by implementing “Joint Camp.”

Joint Camp begins with a 1 1/2 hour class prior to the date of surgery, for those undergoing elective total hip, knee, and shoulder replacements. To prepare the patient for what to expect before, during, and after surgery, representatives from many departments within United Regional participate and focus on the same ultimate goal – getting patients home safely and confidently.

Therapists encourage a speedy recovery by initiating an exercise program the day of surgery, followed by daily sessions of Joint Camp. In the rehabilitation gym, the therapists work to improve range of motion, strength, and ability to walk. Safety precautions are reviewed, as are exercises to aid in the performance of daily living activities (e.g., dressing, toileting, bathing).

Despite the many benefits of breastfeeding, only 13.7 percent of Texas mothers exclusively breastfeed for six months.

20 TEXAS HOSPITALS CHOSEN TO PIONEER A STATE PROJECT TO IMPROVE BREASTFEEDING RATES

Breastfeeding is one of the most effective preventive health measures for infants because breast milk contains vital nutrients and components not found in artificial infant milk. Despite the many benefits of breastfeeding, only 13.7 percent of Texas mothers exclusively breastfeed for six months, according to the Texas Department of State Health Services.

To help improve this percentage, United Regional applied for and was selected as one of the first hospitals in the state to participate in a five-year quality improvement project to support breastfeeding. A group of 20 hospitals have joined together in The Texas Ten Step Star Achiever Breastfeeding Learning Collaborative. This initiative aims to help birthing facilities that will increase the percentage of breastfeeding, with the goal of exclusive breastfeeding.

Breastfeeding provides the best start in life for infants. The Texas Ten Step program will help hospitals give mothers and their infants a greater chance at success by helping alleviate barriers for the mother and infant. What these hospitals learn will help other hospitals across the state achieve greater and greater success.
Every minute counts when you are having a heart attack. The longer the heart muscle is deprived of oxygen, the greater the likelihood of muscle damage. That is why it is so important to quickly diagnose a heart attack and, if indicated, move the patient to the cardiac catheterization lab to perform angioplasty – the procedure where a balloon is used to open blocked arteries and restore blood flow.

The time span from arrival at the emergency department to completion of inserting a balloon and opening up the artery in the cardiac catheterization lab – what is referred to as Door-to-Balloon time, has a national benchmarking standard of 90 minutes, set by the American Heart Association. Expertise in emergency care and heart care are brought together at United Regional to help ensure that we deliver the fastest Door-to-Balloon time possible for our patients.

Highly trained staff, advanced technology and time saving protocols helped United Regional to do much better than the national standard of 90 minutes – the average time for all of our heart attack patients was 59 minutes, with 100% of our patients having a Door-to-Balloon times of less than 90 minutes.

Patients who experience a stroke due to blood clots in an artery in their brains, an ischemic stroke, can be treated with a clot-busting drug, tPA, if it can be given within the first four hours after the patient showed symptoms of the stroke. Blood clots cause damage to the brain by restricting blood flow and oxygen. The drug, tPA, can help dissolve the clot and blood flood can be restored. Therefore, the sooner tPA can be given, the less damage the clot can cause, and the less residual impairment the stroke survivor will experience.

The time from when a stroke patient enters our emergency room to the time they receive tPA is the "Door-to-Needle" time. The target goal by the American Heart Association (AHA) is for hospitals to achieve a Door-to-Needle time of 60 minutes or less in 50% of their cases; in 2012, 54% of our patients received tPA in 60 minutes or less. Other Primary Stroke Centers reporting to the AHA achieved 60 minutes or less 41% of the time.
QUALITY

Ongoing Quality Initiatives

VAP "Bundle"
- Elevation of the head of the patient's bed 30 to 45 degrees
- Medication to prevent stomach ulcers
- Treatment to prevent blood clots
- Daily "sedation vacations" to assess if the patient can breathe without the ventilator
- Daily oral care to reduce bacteria

During 2012, United Regional did not have any patients who developed VAP. In fact, as of December 31, 2012, it had been 553 days since the last VAP occurred at United Regional.

Communicating Quality

In the spring of 2012 a new publication, Quality Matters, was launched to help educate our medical community on the quality initiatives, advanced technologies and new treatment procedures being used at United Regional to improve patient care and outcomes. In each issue members of United Regional's medical staff provide patient case studies that demonstrate how a new procedure, technique or technology has positively impacted patient care.
United Regional’s financial strength continues to allow us to reinvest in our people, technologies and facilities that benefit the patients who come to us for care. These investments included construction and renovation to improve access to care, information technology to enhance communication among health care providers, and new equipment and technologies in surgery, laboratory, radiology, and patient care units system-wide. Individually and collectively, these investments help provide the latest diagnostic and treatment capabilities and a safe, secure, patient-centered environment.

In 2012, United Regional also invested in the recruitment of new physicians to help provide greater access to specialty and primary care. We continued our commitment to serve as the “safety net” for the uninsured and underinsured in the region, providing $27.2 million in charity care.

United Regional is also committed to stemming the rising cost of health care and providing high quality, affordable care. In 2012, we did not raise charges for the fourth consecutive year.

Because we did not receive full payment and other community benefits delivered:

**Total Cost of Community Benefits:** $51,552,000

- **For Community Benefit Programs:** $11,224,000
- **From Those Unable to Pay (Charity Care Based on Costs):** $27,223,000
- **From Medicaid:** $13,105,000

**Total Cost of Community Reinvestments:** $19,698,000

- **To Purchase Equipment:** $8,878,000
- **To Renovate Facilities:** $7,805,000
- **On Information Technology:** $3,015,000

How our money was spent:

**Total Operating Expenses:** $249,374,000

- **To Pay Interest on our Outstanding Debt:** $4,347,000
- **To Pay our Employees Salaries and Benefits:** $124,053,000
- **To Purchase Supplies:** $48,219,000
- **To Allow for Wear and Tear on Buildings and Equipment:** $18,177,000
- **Other Operating Expenses:** $54,578,000

Source: 2012 Annual Statement of Community Benefit Standards. The Cost of Community Benefit Programs does not include unreimbursed Medicare program costs.

Source: 2012 United Regional internal records.

Source: 2012 United Regional audited financial statements.

Source: 2012 Annual Report of Community Benefit Programs. The Cost of Community Benefit Programs does not include unreimbursed Medicare program costs.
Expanding Services Throughout Our Region

SPORTS MEDICINE AND ATHLETIC TRAINING SERVICES

In 2012, the United Regional Sports Medicine Program added a physician concussion specialist and two athletic trainers to provide expanded services in surrounding counties. Athletic trainers work with team physicians and coaches to help student athletes prevent injuries. When an injury does occur, trainers quickly assess the injury and get the athlete to the appropriate medical care. The trainers work with the injured athletes throughout their treatment regimen and stayed connected after they have returned to play to provide guidance on how to avoid re-injury. Our Sports Medicine team also partnered with team physicians and therapists in Bowie and Nocona to help ensure the local coverage and a smooth transition to United Regional when injured athletes require specialized surgery.
Welcoming New Physicians to Our Community

United Regional is committed to recruiting and maintaining highly skilled and experienced physicians in a multitude of medical and surgical specialties as well as primary care. It is United Regional’s goal to provide our community with physicians who have expertise in the latest surgical and treatment techniques so that patients do not have to travel elsewhere to receive specialized care for the most complex and serious medical conditions. In 2012, we welcomed 14 physicians to our community:

- Edward Brooks, MD
  Emergency Medicine

- Etem Chu, MD
  Obstetrics / Gynecology

- Dureshahwar Fernandez, MD
  Pulmonology

- Javier Gomez, MD
  Gastroenterology

- Abdallah Hussein, MD
  Family Medicine Residency Faculty

- Flower Mai, DO
  Endocrinology

- Peter Mikhail, MD
  Cardiovascular / Thoracic Surgery

- Gradie Moore, MD
  Obstetrics / Gynecology

- Shehzadi Nagra, MD
  Internal Medicine / Infectious Disease

- Jay Reddy, MD
  Nephrology

- Jeremy Sautner, MD
  Emergency Medicine

- Jeffrey Swanson, DO
  Family Medicine

- Udaya S. Swarna, MD
  Interventional Cardiology

- Olga Tezaguic, DO
  Family and Geriatric Medicine

Future In The Falls participant, Dr. Evan Meyer, is returning to practice in Wichita Falls.

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. Individuals who are already familiar with our great community could well be ideal candidates to help build the next generation of physicians.

The program was implemented with 12 participants in 2008; in 2012, the program has grown to 56 participants. Of these, two have returned to our community to practice and three more have signed commitments to practice in Wichita Falls upon completion of their training. Dr. Evan Meyer is one of the three who will start in 2013; he will join United Regional as an emergency medicine physician following in the footsteps of his father, Dr. Stuart Meyer.

In addition, the United Regional Foundation raises 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 scholarship program will give significant consideration to returning to the area. The four 2012 scholarship recipients were John R. Dryden, Matthew L. Sullivan, Betsy Ann White and Seth F. Wilhelm.
When recruiting new physicians to the community, they need to feel confident that there will be adequate and accessible office space in which to establish their practice. United Regional has recruited over 50 physicians since 2008 and currently has an aggressive recruitment schedule underway to help meet the future medical needs of our community.

To meet the space needs of the physicians who will be joining our community in the future, we are expanding the Barnett Road Medical Building. In 2012, United Regional purchased the building and initiated expansion of additional office space and parking. When finished in mid-2013, the building will accommodate approximately 22 physicians and will include laboratory draw stations, X-ray, MRI and CT capabilities.
United Regional Foundation aids in supporting United Regional’s passion for providing excellence in health care for the communities we serve.

The Foundation assists United Regional by raising funds for life-saving medical equipment, programs which improve the health of the community, advanced information technology, and facility enhancements.

In 2012, contributions and pledges of $1,785,900 were secured in support of United Regional projects, equipment and programs, as well as support for services provided by the Rathgeber Hospitality House. These contributions were designated for significant improvements such as the completion of a center for community health and United Regional staff education, assisting in the purchase of 3D mammography equipment, providing computerized manikins to assist in training and testing the skills of nurses and other health professionals, and assuring families could stay close to loved ones who were hospitalized.

United Regional Foundation distributed $2,876,100* in 2012 to United Regional and the Rathgeber Hospitality House from funds raised for building and facility improvements, advanced technology and medical equipment, Children’s Miracle Network sponsored programs and equipment, and other special projects.

* A portion of the funds distributed in 2012 were raised and collected in prior years.

Source: 2012 audited financial statements
Circle of Friends Membership is designed to thank those who support United Regional and work with us to elevate excellence in health care in Wichita Falls and the surrounding area. Membership includes those whose annual contributions total $1,000 or more.

Charter members of the Circle of Friends, opposite page, are those whose contributions over time have reached $50,000 and more.

Circle of Friends Members are invited to the semi-annual Circle of Friends Lecture Series, featuring prominent speakers from Wichita Falls and elsewhere who are experts in their respective fields. They bring information on important health care topics and introduce new and innovative programs, equipment and procedures at United Regional.

In 2012, the spring Circle of Friends event featured advancements in emergency and trauma care at United Regional. Ali Williams’ story of excellent trauma care was featured, with highlights from Dr. Kevin Thomas, general surgeon, Dr. Michael Sheen, orthopedic surgeon, and Dr. Phillip Stephan, plastic and reconstructive surgeon.

Dr. Leo Mercer, Trauma Program Medical Director, shared progress toward United Regional’s Level II Trauma Designation, and Dr. Scott Hoyer, Vice President of Quality and Chief Medical Officer, discussed treatment of the most serious medical and traumatically injured patients. Dr. John Hilmi, Medical Director of the Emergency Department, discussed emergency care, Dr. Andre Desire, cardiologist, shared information on the care of heart attack patients, and Dr. Eugene Pak, neurologist, outlined advances in the quality and safety of stroke care.

The fall 2012 Circle of Friends Lecture announced the addition of 3D mammography at United Regional and featured Ione Colombo’s story of the diagnosis and treatment of breast cancer with insights provided by Dr. Beth Sutton, general surgeon, and Dr. Phillip Stephan, who handled her breast reconstruction.

Jill Eikenberry and Michael Tucker, who starred in the “LA Law” television series, shared their story of the diagnosis and treatment of Jill’s breast cancer with humor and hope. Their appearance was made possible through underwriting from the J.S. Bridwell Foundation.

Martha Fain, of the Fain Foundation, and Billie Kadane Kirby, of the Kadane Foundation, were recognized at the fall event for their lead gifts toward the purchase of new 3D mammography equipment.

CIRCLE OF FRIENDS – CHARTER MEMBERS

**Pillars**
- J.S. Bridwell Foundation
- Dillard Family Foundation
- Mr. Alfred B. Guinn
- James R. McCoy Foundation
- Perkins-Prothro Foundation
- The Priddy Foundation
- Stephens Family Foundation

**Visionaries**
- Mrs. Beverly Bolin
- Mrs. Kay Cannan
- Fain Foundation
- Mr. and Mrs. Robert D. Gunn
- Leota Steed Foundation
- United Regional Auxiliary

**Innovators**
- AT&T Foundation
- Mr. and Mrs. Peyton S. Carnes, Jr.
- Bryant Edwards Foundation
- Kadane Foundation
- John and Nevils Wilson Foundation

**Advocates**
- Mrs. Gayle Broday Rogers
- Ms. Phyllis Cowling
- Hoblitzeville Foundation
- Joe & Nan Johnson Family Foundation
- Parker Family Foundation
- Union Square Federal Credit Union
- Walmart Supercenter 1116
- Wells Fargo
- West Foundation

**Champions**
- Mr. and Mrs. Doyle Bentley
- Cells-U-More
- Gene Conley Foundation
- Dr. and Mrs. William F. Dean
- Fulbright & Jaworski, LLP
- Mr. and Mrs. J.J. Ginings
- Mrs. Ann Gunn
- Tres Hood Memorial Cancer Foundation
- Hotter ‘N Hell Hundred
- Kohl’s Cares for Kids – Children’s Hospital Program
- Mr. and Mrs. Carroll Laising
- Mr. and Mrs. Tom B. Medders, III
- Peba Oil & Gas Company
- Pastel Family Credit Union
- Mrs. Caren Prothro
- San’s Club
- Security’s Lending Hand Foundation
- Texoma Community Credit Union
- Thacker Family
- United Regional Valet Services
- United Supermarkets
- Walmart 269
- Walmart 420
- Walmart 1148
- Walmart 5071
- The Women’s Clinic
Linda Wilson, Foundation Board President, Kay Dillard and United Regional CEO Phyllis Cowling are shown here with a plaque honoring the Dillard Family Foundation for their support of the space now known as the Dillard Education Center, located on the second floor of the Bethania Building. The renovation of the space housing the education center and its equipment were funded through an initial $200,000 grant from the Dillard Foundation. Additional gifts totaling just over $200,000 came from United Regional employees through their Spirit of Giving Campaign as well as the Fain Foundation, Suzie and Doyle Bentley, El Fenix, First Bank, First National Bank, and Wells Fargo Bank. Those gifts qualified United Regional Foundation for a matching grant of another $200,000 from the Dillard Foundation, and completed the funding for the center. The education center, which can be divided into as many as four separate rooms, provides a venue for community health programs and staff education.
Additional Exemplary Gifts

SIMULATION CENTER MANIKINS FUNDED
A grant of $120,000 from the J. S. Bridwell Foundation provided new simulator manikins and controllers for the North Texas Consortium Regional Simulation Center. These manikins are used in clinical training of 450 students enrolled in the Midwestern State University baccalaureate degree nursing program, 220 students enrolled in the Vernon College associate degree nursing program and 800 health care professionals employed by United Regional each year.

COMMUNITY ORGANIZATIONS ASSIST KIDS
A number of area organizations partnered with the Children’s Miracle Network effort at United Regional Foundation to provide Activity Packs for children treated at United Regional in 2012. The Priddy Foundation awarded a $30,000 grant to provide the items needed for the packs, and the Junior League of Wichita Falls came on board with a donation and volunteers to help stuff the packs.

The Kohl’s A-Team and the U-Crew from United Supermarkets, as well as the United Regional Pink Darlings, all provided volunteers and toys to assure the packs were ready for kids.

Activity Packs include coloring books and crayons, various toys, and stuffed animals to hug. Each child admitted to the United Regional Pediatric Unit, treated in the Emergency Department, awaiting outpatient surgery, and seen in Radiology and Respiratory Therapy receives a pack. In addition, children who are visiting or accompanying family members in the guest seating areas of the hospital are offered coloring sheets and crayons.

These items provide a much-needed and soothing diversion, and help distract children awaiting treatment or confined to bed.
2012 Annual Report

Foundation

Expanded Rathgeber Hospitality House Serves Families

2012 was a year of expanded service at the Rathgeber Hospitality House, a 26-room bed and bath facility serving families of United Regional patients.

Victoria Renteria from Vernon is typical of those who have a need to stay close to a loved one who is hospitalized. She spent three weeks at the Rathgeber Hospitality House following the premature birth of her son, Zayden. Victoria told the Rathgeber staff that she was relieved to have a safe and comfortable place to stay near the hospital as she spent time cuddling and nursing Zayden until he was strong enough and healthy enough to go home.

The newly added family room was put to good use in 2012 as guests met there for church-sponsored dinners and a wide variety of joyous as well as poignant family gatherings. The extended family of Margarito Torrez of Ryan, OK, gathered at the Rathgeber Hospitality House last spring as he lost a long battle with cancer. During their eight-day stay, the family occupied as many as eight rooms. The adults took turns entertaining the youngest of the children in the family room.

The Rathgeber Hospitality House was opened in 2000 as a project of the United Regional Foundation. Today they serve patients’ families from the surrounding area, and at times from across the country, providing more than 10,000 visitor nights each year. Serving as a home-away-from-home for patient families, Rathgeber House partners with the Janlee Baptist Church of Burkburnett to provide home-cooked meals one night each month. In 2012, the Janlee volunteers celebrated four years of service to United Regional’s patient families at the Rathgeber Hospitality House.

While guests at the Rathgeber Hospitality House are asked for a $40 contribution per room per night, the cost to provide a room is approximately $90. Funds are raised through the generosity of the community to help subsidize the stays of those unable to donate and to bridge the gap between what guests can donate and the actual costs to operate the House. The Priddy Foundation awarded a $50,000 grant to be paid in 2013 and 2014 to assist with this effort.
2012 Annual Report

2012 DONORS

We express sincere appreciation to all whose contributions and participation in United Regional Foundation, Children’s Miracle Network and Rathgeber Hospitality House activities help support excellence in health care for the communities we serve. This Annual Report acknowledges contributions and pledge payments of $100 and above between January 1 and December 31, 2012.
2012 Annual Report

Wichita Heart & Vascular Center, PLLC
Wichita Falls Kiwanis Club
WFACF Priddy Foundation Matching Gifts Program
Welch, Sanders & Associates, LLP
Mr. and Mrs. Robert W. Welch
Walmart 3229
Walmart 414
E. Paul & Helen Buck Waggoner Foundation
Mr. Fred Volkmann, III
URPG - Primary Care
University Kiwanis Club
United Supermarkets
United Market Street
Trio Operating Company, Inc.
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Ms. Kizzy Arnold
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Nancy Farr
Nancy and Joe Sherrill

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Dr. Konan Murthy
Helen and Bob Aldrich
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Dr. Eid Mustafa
Diana and Robert Hrabovsky

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Dr. Scott Myers
Tammye and Randy Montgomery

Dr. William Neale
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Nancy Townley

Carol and Millburn Nutt
Barbara and Karl Milstead

Garrett Nutt
Carol and Millburn Nutt

Sydney Nutt
Carol and Millburn Nutt

Dr. James Obney
Bob Pert
Kay Raspberry
Tina Roe

Dr. Raymond Owen
Kim and Tim Holmes
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Geraldine and R.D. Cox
Arien Estes
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Dr. Michael Ozier
Barbara and Larry Fangmann
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Tina Roe
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Dr. Mohammad Parvari
Leilah Clementson

Ashini Patel
Dr. Arti and Dr. Ashvin Patel

Kay Patrick
Barbara and Karl Milstead

Adysen, Kynzli, and Payton Patterson
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Phyllis Cowling

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Jayme and Donald Gregg

Dr. John Presson
Mary Jane and Charles Herrmann
Karen and James Hiscott and the Alaniz’s —
Chris, Kera and Aaron

Dr. Barry Prestridge
Sukie Desire
Sonja Gravitt

Randy Priddy
Nancy and Joe Sherrill

Robert Priddy
Nancy and Joe Sherrill

Aiden and Beckett Propp
Sandra and Larry Park

Dr. Blaine Purcell
Martha Fain

Nancy Purcell
Barbara and Karl Milstead
Nancy and Joe Sherrill

Tony Ramirez
Sue Reid

Rathgeber Hospitality House Team
Lana and Bill Daniel

Dr. John Reeves
Mary Jane and Charles Herrmann
Judy McMillion
Pat Shaw

Patsy and Dr. Dennis Reinke Family
Dr. Yvonne and Patrick Hearn

Dr. John Presson
Mary Jane and Charles Herrmann
Karen and James Hiscott and the Alaniz’s —
Chris, Kera and Aaron

Dr. Barry Prestridge
Sukie Desire
Sonja Gravitt

Randy Priddy
Nancy and Joe Sherrill

Robert Priddy
Nancy and Joe Sherrill

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Sandra and Larry Park

Dr. Blaine Purcell
Martha Fain

Nancy Purcell
Barbara and Karl Milstead
Nancy and Joe Sherrill

Tony Ramirez
Sue Reid

Rathgeber Hospitality House Team
Lana and Bill Daniel

Dr. John Reeves
Mary Jane and Charles Herrmann
Judy McMillion
Pat Shaw

Patsy and Dr. Dennis Reinke Family
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Dr. Rafael Rivera
Pat Shaw

Johnny Roberts
Nancy Townley

Dr. William Robison
Carolyn and Howard Allison
Nan Bachman
Dale Brock
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Aileen Pokorny
Tina Roe
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Tina Roe
Novella Francis
Sheila and Charlie Moeller

Brooke Rothwell
Martha Fain

Travis Rothwell
Al Guinn

Martha Lou and Stan Rugeley
Barbara and Karl Milstead

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Linda McWilliams
Tina Roe

Ann and Wilson Scaling
Barbara and Karl Milstead

Dr. Joshua Schacter
Vicki and Doug Kunkle
Kathy Tegtmeier

Dr. Jessica Schultz
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Callie Seigler
Ann and Wilson Scaling

Dr. Lesley Serrano
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Dr. Michael Sheen
Mary Jane and Charles Herrmann
Mara Veach
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Dorothy Sherrill
Nancy and Joe Sherrill

Nancy and Joe Sherrill
Carolyn West

Joseph S. Sherrill
Nancy and Joe Sherrill

Steve Sims
Nancy Townley

Dr. Earl Singleton
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Gayle Broder Rogers
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Dr. Tiffany Skaggs
Mara Veach, Kenneth Williams, Natliee Bouthwell and Easton Steel

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Becky and Jay Awtry

Adeline Smith
Becky and Jay Awtry

Audrie Kate Smith
Becky and Jay Awtry

Brody Smith
Janet and Russell Hallum
Susan and Kenny Mayo

Jaxon Smith
Brenda Elbert
Iota Omicron Chapter of Delta Kappa Gamma
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Marley and Brandon Smith

Mary Jane and Herb Smith
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Sara Jane Snell
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Dr. Bart Spencer
Jay Hollis Family

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Nancy and Joe Sherrill

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Jan and Bob Banner
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Dr. Nicole Storseth
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Sandra Sappington

Dr. Shona and Ram Sudarshan
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Dr. Sriram Sudarshan
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Tina Roe
Sandra Sappington

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Sukie Desire
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Patsy and Dr. Dennis Reinke

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Bootsie Henry and Stevie Jo Brown
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Valerie Norville
Peter Pan Children’s Fund
Krista Tiller

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Terry Farris
Arthur Bea Williams
Deborah and Robert Weich
United Regional Foundation

MISSION STATEMENT

We promote philanthropy and practice stewardship to enhance United Regional Health Care System’s ability to provide excellence in health care.

United Regional Foundation

VISION STATEMENT

We create a dynamic, community-centered environment to ensure that United Regional Health Care System has the necessary resources to provide excellence in health care.

United Regional Foundation Core Values

United Regional Foundation’s Core Values are commitments that support the spirit, goals and mission of United Regional Health Care System. Philanthropy and stewardship are at the heart of all we do, and in pursuit of our mission we uphold the following values:

Community
Integrity
Accountability
Innovation

Our values stand for these commitments:

TO THE DONOR:

We are good stewards of all donations to make a positive impact on the lives of others.

TO THE COMMUNITY:

We support United Regional Health Care System in providing excellence in health care for the communities served not only today, but well into the future.

TO UNITED REGIONAL HEALTH CARE SYSTEM:

We are committed to philanthropy and stewardship to support the needs of United Regional Health Care System.