































2010 REPORT TO THE COMMUNITY

Powerful Medicine...





An Evolution

Broward Health has been your community healthcare neighbor since Broward General Hospital opened its doors in 1938. For more than 70 years, we have provided quality healthcare to the people we serve. Today more than ever, that remains the cornerstone of our commitment and our mission as we evolve and grow.

In 2010, we opened spacious new emergency departments at Imperial Point Medical Center and Coral Springs Medical Center. The elegant new Lillian S. Wells Women's Center at Broward General Medical Center opened to offer a full range of healthcare services for women - all conveniently housed under one roof.

Given the changing healthcare landscape, Broward Health began studying new business models to ensure continuation of our mission.

We developed new partnerships, such as our affiliation with Florida International University to create residency opportunities for medical students while improving access to care at Broward Health; created Powerful You!, an interactive exhibit at the Museum of Science and Discovery to teach kids about health and the human body; and joined other local businesses and organizations to participate in the Junior Achievement World Huizenga Center helping students prepare for the future through life-skills programs.

Also in 2010, Joel Gustafson, Clarence McKee, Jennifer O'Flannery-Anderson and Richard Paul-Hus were welcomed to the North Broward Hospital District Board of Commissioners joining Rhonda Calhoun, Mike Fernandez and Joe Cobo. It is exciting to share the future as they bring their new ideas and insights to our governing board.

These are just a few of the milestones that made 2010 a success. The true measure of our accomplishment is the care we provided for 1.1 million patient visits, the dedication of nearly 10,000 employees and physicians, and our commitment to provide world class healthcare services to all we serve.

Moving forward in 2011, we will continue to meet the needs of our community with new spaces for the delivery of care, more advanced technology and unparalleled clinical expertise.

Sincerely,

Rhonda A. Calhoun Chair, Board of Commissioners Frank Nask

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President/CEO, Broward Health







Frank Nask. President and CEO



Conquering Cancer





A cancer diagnosis is life-changing, but there is hope. Broward Health is committed to improving the survival and cure rates for both adult and pediatric cancer patients. Our specialists at the Comprehensive Cancer Centers at Broward General Medical Center and North Broward Medical Center are approved by the American College of Surgeons Commission on Cancer and we are an affiliate of the renowned H. Lee Moffitt Cancer Center & Research Institute in Tampa.

Our cancer-fighting arsenal includes the Varian Trilogy and Varian iX Image Guided Radiation Therapy System which spare a patient's healthy tissue while delivering precise doses of radiation to the tumor; and we are home to Broward's first hospital-based CyberKnife® Robotic Radiosurgery system. Located at North Broward Medical Center, it allows for pain-free treatment of tumors that were once considered inoperable.

The da Vinci® surgical systems at Imperial Point Medical Center and Coral Springs Medical Center provide the best in minimally invasive robotic surgery resulting in quicker recovery, less bleeding, and less pain, when a surgical solution is recommended.

For more information about Broward Health's cancer services, visit cancercare.browardhealth.org





Cardia County been recognized performing been

The best care for your heart is located right here, in the heart of Broward County. In fact, Broward General Medical Center has been recognized by U.S. News and World Report as the only high performing hospital for heart and heart surgery in Broward County.

The Heart Center of Excellence at Broward General Medical Center, one of the nations' top centers for cardiovascular treatment, gives patients access to a medical team of experts and the most advanced technology needed to combat heart disease and its related conditions. Our team of cardiac physicians and cardio-thoracic surgeons at the Broward Health Physician Group are among the most talented and experienced in Broward.

Patients have access to a cardiac rehabilitation program at The Heart Center of Excellence as well as a wide range of services at all of our hospitals for prevention, diagnosis and treatment. In fact, Imperial Point Medical Center's Heart Failure Management Program was the first hospital in South Florida to receive the Gold Seal of Approval™ for health care quality from the Joint Commission.

For more information about Broward Health's cardiac services, visit heart.browardhealth.org

Women's Services







Women are natural caregivers – but sometimes they are the ones who need care. The Lillian S. Wells Women's Health Center opened in November 2010 to fill that need in a beautiful, spa-like setting that combines care with comfort, thanks to a gift of more than \$4.5 million. Its specialized, comprehensive women's healthcare services include: bone density screenings, specialized cardiac assessments and screenings, support groups, health and wellness classes, therapeutic massage, gynecological services, cosmetic services, breast magnetic resonance imaging, digital mammography, and more. The management and staff have all completed the WomenCertified training and certification program – evidence of our commitment to providing health care services and a comforting atmosphere for the women who visit the center.

Mammo-Palooza

The name may sound silly but the event is a serious call to the community regarding breast health. In honor of Breast Cancer Awareness Month, Broward Health hosted the second annual Mammo-Palooza event to encourage all women to get timely mammograms. Pink was everywhere throughout our hospitals, Broward Health Weston and Community Health Services facilities in an effort to showcase our wide range of women's services. The event was so successful it surpassed expectations by providing 1,247 mammograms in one week across the Broward Health system - more than double the amount typically done during the same period.

Orthopedics & Sports Medicine



If you're looking for the most experienced orthopedists that perform the most orthopedic cases in Broward County – then look no further than Broward Health. As the leading provider of orthopedic services, our physicians perform more joint replacement procedures than any other healthcare system in Broward.



Our orthopedic services include: mini-incision hip replacement surgery, spine, hand reconstructive procedures, and gender-specific knee replacement. Our facilities offer inpatient and outpatient rehabilitation and therapy programs to help our patients regain their mobility and independence. For more information, go to ortho.browardhealth.org



Broward Health Athletic Training Program

As the official sports medicine provider for Broward County Athletic Association (BCAA) events, Broward Health's 24 certified athletic trainers work with student athletes at 20 area high schools caring for more than 10,000 local student athletes each year. We also provide services to several private schools and Broward College.

In collaboration with Nova Southeastern University we participate in using the ImPACT program (Immediate Post-Concussion Assessment and Cognitive Testing), a free baseline testing to all schools in the BCAA. ImPACT is a tool that helps determine the severity and effects of a concussion suffered by an athlete and assists clinicians in making return-to-play decisions for concussed athletes.

For more information about Broward Health Sports Medicine, visit browardhealthsportsmed.org

POWER III Kids have special needs of professionals include specialists and pediatric committed to serving the youngest patients and the serving the s

Kids have special needs, especially when they're sick. Our team of professionals includes pediatricians, dozens of pediatric subspecialists and pediatric nurses who are compassionate and committed to serving the individualized healthcare needs of our youngest patients and their families.

Chris Evert Children's Hospital

Our board-certified pediatric specialists at the Chris Evert Children's Hospital offer a complete range of services for pediatric patients and their families. From the pediatric emergency department to the pediatric intensive care unit, we deliver the most advanced care for children. Our neonatal intensive care unit provides the highest level of care for infants who are critically ill, premature or have special needs.

Our Pediatric Hematology and Oncology program is a designated Children's Medical Service site and is offered as part of our comprehensive care center at Chris Evert Children's Hospital. Our pediatric oncologists treat all children 0-18 who have been diagnosed with cancer and blood disorders.



For out of town families, Broward Health and the Ronald McDonald House serve as a home away from home while children are being treated in the hospital.

In northwest Broward, children's services at Coral Springs Medical Center, an affiliate of the Chris Evert Children's Hospital, include neonatal and pediatric intensive care units, an ER for Kids - voted Best Pediatric ER in Broward, pediatric rehabilitation and pediatric sub-specialties including orthopedic surgery. In the summertime, kids with diabetes can attend the medically supervised Camp KoralKids, Broward's only summer camp for diabetics.

In west Broward, Broward Health Weston's Urgent Care Center is the perfect alternative to the emergency room and its Image Gently protocols are now used throughout Broward Health to reduce radiation exposure in children who require any imaging test such as a CT scan.



As one of only three non-university centers of its kind nationwide that conducts clinical trials, Children's Diagnostic & Treatment Center is a unique and nationally recognized asset to our community's young patients. The Center provides medical care, case management, and other services to children and adolescents with chronic illnesses and disabilities living in Broward County. The Center serves more than 10,000 children and their families a year, regardless of their ability to pay. Services include: evaluations; individual and group therapy; support groups; physical, occupational and speech therapies; recreational events; nutritional counseling; and emergency assistance. The Center is actively engaged in behavioral and clinical research programs sponsored by the National Institutes of Health, the Centers for Disease Control and Prevention, and universities and foundations.













Community Health Services

At Broward Health, providing access to quality healthcare to those who are most vulnerable and at risk, begins with expert primary, preventative, prenatal and pediatric care and free health screenings. Community Health Services is a vital component in keeping with our mission as the medical safety net for the uninsured and underinsured in Broward County

Annie L. Weaver Health Center

Formerly the Pompano Adult Primary Care Center, the facility provides primary care, physicals, pharmacy services, mental health, HIV and diabetes counseling. In addition to medical care, the Annie L. Weaver Family Success Center provides assistance with housing, employment, legal counseling, welfare benefits, credit counseling and other social services.

Clinicá de las Américas

Clinicá de las Américas provides primary healthcare services for patients 15 years and older, including treatment for chronic health problems such as diabetes, high blood pressure and heart disease. Physicians and staff members speak multiple languages including English, Spanish, Creole and Portuguese.

Comprehensive Care Center

Comprehensive Care Center focuses on patients with HIV/AIDS. Services include HIV primary medical care, case management, clinical trials, gynecology, psychiatry and referrals for specialty care.

Gold Coast Home Health & Hospice

Gold Coast Home Health & Hospice provides home health nurse, infusion, rehabilitative services and hospice care to adult and pediatric patients in their homes and in hospice units within Broward Health hospitals.

Health Care for the Homeless

Health Care for the Homeless offers a wide array of medical and related support services to the homeless population. Physicians, nurse practitioners, registered and licensed practical nurses, and other professional personnel provide care at clinics and mobile sites throughout Broward County.



Kinship Care Initiative

In Broward County , an estimated 2,000 children whose parents can't care for them live with extended family or family friends. Often these caregivers do not have access to the financial, legal and health benefits available within the foster care system. The Kinship Care Initiative is a partnership between Broward Health, state and local social service agencies and the Broward County School System to provide assistance for these nontraditional families.

Pompano Pediatric and Pompano Prenatal Care Centers

These centers provide comprehensive pediatric care to children and prenatal care services for pregnant women. Services include well and sick care, physicals, immunizations, case management, referrals to specialty care and comprehensive prenatal care services. Prenatal care patients deliver their babies at Broward Health Coral Springs Medical Center.

Seventh Avenue Family Health Center

Seventh Avenue Family Health Center offers comprehensive medical care in an inviting and modern neighborhood health center. The center provides routine adult and pediatric care, prenatal care, immunizations, radiology, social services, behavioral health and other services. The Urgent Care Center at Seventh Avenue Family Health Center is designed to treat people with minor but urgent illnesses.

School Health Centers

Broward Health's School Health Centers are collaborations with the Broward County School Board to improve access to healthcare for school-aged children and members of the surrounding community neighborhoods at three locations:

- · Amadeo Trinchitella Deerfield Beach High School Health Center
- · Lauderhill Middle School Health Center
- · William Dandy Middle School Health Center in Fort Lauderdale

Specialty Care Center

Specialty Care Center offers primary and preventive health services, radiology, pharmacy and lab services, along with specialized services such as HIV/AIDS care, dermatology, ophthalmology, and optometry.







Community involvement



An important part of being our community's health partner involves finding new ways to reach out and engage people – young and old – into being more active participants in their own health. This year, we hosted events such as the Powerful Kid Contest, the Senior Wii Bowling Tournament, Mammo-Palooza, and Seniors Got Talent to engage our community at every age and every level.



Powerful You! is a new state-of-the-art permanent exhibit at the Museum of Discovery and Science sponsored by Broward Health that features four exciting zones – Powerful You, Powerful Pulse, Powerful Team and The Cutting Edge. Kids and adults alike find the interactive exhibit fun, challenging and informative. Each highlights the amazing miracle of your body and the tools used by health professionals to keep you healthy.



Junior Achievement World Huizenga Center at Broward College in Coconut Creek is a model city where fifth-graders and eighth-graders from Broward and South Palm Beach County see, touch, and experience free enterprise on their own terms. Broward Health's storefront at JA World offers students a chance to learn about the business of healthcare by working in a mock health clinic in JA's Finance Park.





Grants

Broward Health's Grants Department is integral in locating and maintaining grant award funding for Broward Health. These grants allow us to assist the medically underserved and uninsured in our community. In 2010, Broward Health received more than \$24 million in grants including:

More than \$5 million in Ryan White grants to provide care for people living with HIV/AIDS in Broward County, which has the second highest incidence of HIV/AIDS in the country.

More than \$3 million to provide healthcare services to the homeless.

A grant of \$140,000 to the Broward Health Breast Cancer Patient Navigator Program from The Avon Foundation. The funds will be equally divided over the next two years to guide patients through the program with help from an appointed navigator. The Program was designed to navigate medically underserved women of all ages, living below 200% of the Federal Poverty Level, who received an abnormal mammogram. The women also receive further navigation services from a follow-up mammogram to breast cancer survivorship.

Grant dollars fund mammograms for the poor; support for women with breast cancer; supportive services for children with cancer; a summer camp for kids with Type 1 diabetes; heart disease education for the medically underserved; help fight HIV/AIDS; provide healthcare for the homeless; and assist non-traditional kinship families.

Supporting Community Organizations

As one of the largest healthcare organizations in Broward County, we are privileged to work with many other nonprofit organizations in our community. Broward Health sponsors events and activities that support our mission as a public health system. An organization must be a 501(c) or government entity and provide a majority of its services in Broward County to be considered for sponsorship. In 2010, we provided more than \$370,000 to nearly 100 local nonprofit organizations.



Community Outreach

All across Broward Health's service area we offer health screenings, lectures, immunizations and education programs throughout the year.

Broward Health Line: provides physician referrals, answers to community questions, and registration for our outreach programs. Staffed with multilingual representatives, Broward Health Line is open Monday-Friday, 7:30am-4:30pm. Call 954.759.7400 or e-mail healthline@browardhealth.org.

Speaker's Bureau: Broward Health experts are available to present FREE talks or programs on almost any medical or health-related topic through our Speaker's Bureau. For information visit: browardhealth.org or call 954 355-4745.

Broward Health Mobile Site

In order to meet the needs of today's on-the-go patients and visitors, Broward Health has launched a mobile version of BrowardHealth.org. An abbreviated, easy-to-navigate menu features frequently visited pages, including directions, contact numbers, financial assistance information and a mobile-friendly Health Library. To view the new website, just visit BrowardHealth.org on your mobile device.

Of note...

Awards

Broward Health is proud of the achievements and awards we earned last year thanks to the hard work of our dedicated employees. They represent our on-going commitment to excellence as we strive to provide this community with the best care possible. Here are just a few of the recognitions we received.

Health Bond Rating A and A2 Moody's Investors Service

Imperial Point Medical Center Hospital of Choice Award The American Alliance of Healthcare Providers

Coral Springs Medical Center Kids Crown Award South Florida Parenting Magazine

Coral Springs Medical Center Imperial Point Medical Center Wound Care Centers of Distinction Award Diversified Clinical Services

Broward Health Spend Management Best Practice Customer Award - Platinum MedAssets

Chris Evert Children's Hospital Pediatric Hematology/Oncology Palliative Care Team Runner Up, Best Nursing Team 2010 Advance for Nurses Magazine

Corporate Resource & Materials Management 2010 Supply Chain Management Department of the Year Award Healthcare Purchasing News

Broward Health 2010 Rotary Business Ethics Award The Rotary Club of Weston

Broward Health Weston Celebrates 10th Anniversary

Since its opening on June 11, 2000, Broward Health Weston has been providing residents in western Broward County access to the latest technological advancements. Broward Health Weston was the first Urgent Care Center and first Outpatient Surgery Center in Weston as well as the first site in Broward to acquire the Siemens 128 multislice CT scanner.

Broward Health: Helping in Haiti

At Broward Health, we are fortunate to touch the lives of so many. Last year, when the earthquake in Haiti struck, it hit close to home as well. While the world watched the catastrophe unfold, our physicians, nurses and staff cared for 128 victims brought to our doors, and our employees mourned the loss of family and friends back in Haiti. Broward Health transported more that 140 pallets of medical/surgical supplies, equipment and water. Many of our physicians and staff also traveled to Haiti in the months following the earthquake to provide medical assistance and hope to those affected by the tragedy.

Office of Supplier Diversity

As one of the largest employers in Broward County, Broward Health is committed to our Supplier Diversity Program. In 1990, the Supplier Diversity Program was created to ensure that our procurement opportunities were accessible to Small Business Enterprises, Minority Business Enterprises or Woman Business Enterprises. The Office of Supplier Diversity holds several events and open houses every year to encourage participation in the program. In 2010, Broward Health spent more than \$45 million with businesses registered with our office.



Powerful Giving



The Broward Health Foundation, its supporters and beneficiaries have a lot to be grateful and excited about.

Thanks to the support of Broward Health employees, several successful fundraisers, financial commitments and grants, we are able to live up to our mission to provide resources to promote, support, and enhance the programs and initiatives of Broward Health.

Through a \$4.5 million donation from the Lillian S. Wells Foundation, we were able to complete construction of the Lillian S. Wells Women's Health Pavilion at Broward General Medical Center and officially open its doors to the community in November 2010.

Our first "Give from the Heart" employee giving campaign raised more than \$180,000, and fundraisers like our Beach Bash raised close to \$300,000. Through those fundraising efforts, and as a recipient of grants such as the Hyundai Hope on Wheels \$100,000 grant, we are able to assist in the funding of several Broward Health projects. Local business and community leaders have also joined us. The 3rd Annual Celebration of Smiles Charity Ride raised \$8,500 and the 5K for a Better Day raised more than \$12,000 for the Chris Evert Children's Hospital.

This year the Foundation helped fund the laboratory renovation at North Broward Medical Center, new pediatric beds at Chris Evert Children's Hospital, and mammograms at Coral Springs Medical Center – as well as support major renovations and expansions throughout Broward Health.

Significant support is also provided by each hospital's Auxiliary. The Auxiliary volunteers donate thousands of hours of service and raise funds to purchase equipment for Broward Health hospitals. This year, North Broward Medical Center's Auxiliary presented a check for \$50,000 – the final installment of a \$350,000, five year pledge - and the Auxiliary at Broward General Medical Center made a \$60,000 donation.

For more information or to get involved visit www.browardhealthfoundation.org

Facilities and Services



Broward General Medical Center

24-Hour Emergency Department
Behavioral Health Unit
Chris Evert Women's Center
Comprehensive Cancer Center
Diabetes Program
Heart Center of Excellence
Hospice Unit
Joint Replacement Center
Lillian S. Wells Women's Health Center
Liver Transplant Program

Orthopedic Sports Medicine Center
Outpatient Imaging Center
Outpatient/Inpatient Rehabilitation Center
Outpatient Surgery
Palliative Care Program
Sleep Disorders Center
Stroke Center
Trauma Center – Level I
Transitional Sickle Cell Day
Treatment & Wellness Center
Wellness Center



Broward Health Weston

Diagnostic Imaging Center
- 128 Multi-Slice CT Scanner
Physician Offices
Surgery Center of Weston
Urgent Care Center (adult & pediatric)
Women's Center



Chris Evert Children's Hospital

24-Hour Pediatric ED and FastCare for kids
Child Life Program
Infant Hearing Screening
Level III Neonatal Intensive Care Unit (NICU)
Pediatric Hematology/Oncology Center
Pediatric Intensive Care Unit (PICU)
Pediatric Palliative Care
Pediatric Rehabilitation Services
Pediatric Sedation Unit
Pediatric Sickle Cell Program

Trauma Center



Coral Springs Medical Center

24-hour Emergency Department
Cardiac Sonography
Cardiac Stress Lab
Center for Wound Care & Hyperbaric Medicine
Colorectal Program
Community Education Center
(fitness, health, safety)
da Vinci® Robotic Surgery
Joint Replacement Center
Maternity Services
Neurology Evaluations (EEG Lab)
Outpatient Services/Pain Management

Pediatric Services (affiliate of Chris Evert Children's Hospital)

- ER for Kids
- Diabetic Camp Camp KoralKids
- Level II NICU & PICU
- Pediatric Orthopedics

Radiology Services

Rehab Services (PT, OT, ST) adult & pediatric Respiratory/Pulmonary Function Test Services Sleep Disorders Center (adult & pediatric)

Specialized Surgical Services

Stroke Center

Women's Diagnostic & Wellness Center



Imperial Point Medical Center

24-hour Emergency Department
Behavioral Health Services
Center for Wound Care & Hyperbaric Medicine
Community Health Education Programs
da Vinci® Robotic Surgery
Imperial Point Surgery Center
Inpatient/Outpatient Medical and Surgical Services

Interventional Radiology
Minimally Invasive Endocrine Surgery Center
Outpatient Pain Management
Physical Therapy and Speech Therapy
Primary Stroke Center
Sports Medicine



North Broward Medical Center

24-hour Emergency Department Cardiac Care Services Center for Wound Care Comprehensive Cancer Center

- CyberKnife® Robotic Radiosurgery System Diagnostic Imaging
- 128 Multi-Slice CT Scanner Hospice Unit Joint Replacement Center

Neurological Institute

- Audiology Center
- Comprehensive Stroke Center
- Dizziness and Balance Center
- Memory Disorder Center
- Sleep Disorders Center

Outpatient/Inpatient Rehabilitation Same Day Surgery Spine Care Center

Trauma Center - Level II

North Broward Hospital District Board of Commissioners

Broward Health is governed by the North Broward Hospital District Board of Commissioners. Each of the seven members is appointed by the Governor of Florida to a four-year term.



Rhonda A. Calhoun Chair



Joel K. Gustafson, Esq Vice Chair



Miguel "Mike" Fernandez Secretary



Richard Paul-Hus Treasurer



Joseph M. Cobo Assistant Secretary



Clarence V. McKee, Esq Board Member



Jennifer O'Flannery Anderson, PhD Board Member



We are committed to building the Broward Health Physician Group to ensure that our community has access to physicians in every major specialty. The Broward Health Physician Group was formed in 2007 and today employs more than 60 physicians while continuing to grow. We have physicians who are available to meet your needs in the following specialties:

Primary Care
Cardiology
Cardiovascular & Thoracic Surgery
Endocrinology
Family Medicine
Gastroenterology
Hematology/Oncology
Infectious Disease
Internal Medicine
Neurosurgery
Orthopedics
Pediatrics

Please visit www.browardhealth.org for information about Broward Health physicians or call the Broward Health Line at 954.759.7400 for a physician referral.

Quick Facts

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	FY2010
Number of Employees	8,313
Births	5,670
Inpatient Admissions	65,099
Inpatient Surgeries	13,942
Outpatient Surgeries	17,249
Outpatient Medical Center Visits	301,233
Outpatient Clinic Visits	18,567
Emergency Department Visits	265,521
Emergency Department Admissions	46,474
Home Health & Hospice Visits	56,391
Physician Office Visits	228,479
Broward Health Weston Visits	32,183
Primary Care Visits	158,652
Trauma Patients	3,508
Adult Liver Transplants	29
Licensed Beds	
Broward Health Broward General Medical Center	716
Broward Health North Broward Medical Center	409
Broward Health Imperial Point Medical Center	204
Broward Health Coral Springs Medical Center	200
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Total System	1,529

Financial Highlights

Community Benefits	FY2010
Charity Care	\$86,924,000
Care to Uninsured	\$91,615,000
Medicaid Subsidy	\$32,620,000
Community Health Services	\$28,271,000
Cost of Physician Services for Charity Care Subsidies for County Health Programs,	\$56,726,000
CDTC and Broward House	\$3,260,000
Total Benefit to the Community	\$299,416,000
Funds Received	
Tax Revenues (Less Tax Assessor & Collector Cost)	\$160,628,000
Disproportionate Share – Medicaid	\$49,828,000
Disproportionate Share – Medicare	\$16,729,000
County Primary Care Funding	\$8,828,000
Community Health Services Grants	\$7,325,000
Total Available Revenues	\$243,338,000

