Mercy is a leader in providing nationally ranked quality, safety and value-driven healthcare. You will learn more about how we’ve continued to gain recognition in this FY2011 Annual Report* – connecting you to Mercy’s story of quality, patient-focused care.

We also want to thank our loyal patients and the community for supporting Mercy, as we remain faithful to our mission to care for the sick and enhance the health of the communities we serve. Each day we prove there really is more to The Mercy Touch*.

*View Mercy’s full version of the annual report at www.mercyanualreport.com
See how we connect the dots between quality healthcare and you.

Tim Charles
President & CEO
Mercy Medical Center

Kyle Skogman
Chairman, Board of Trustees
Mercy Medical Center
TOP QUALITY
AWARD-WINNING CARE
PATIENT-CENTERED CARE
INNOVATION
COMMUNITY BENEFIT
FINANCIAL STRENGTH
REDEFINING CANCER CARE
#1 in the State
We are #1 in the State and among the Top 100 in the Nation for both Major Orthopedic Surgery and Joint Replacement in the CareChex® 2011 release of America’s Top Quality Hospitals. We deliver outstanding medical care.

CareChex is a division of The Delta Group, a leading healthcare information services and consulting company.

The award recognizes medical excellence by evaluating hospital performance in these quality measurement categories:
• Mortality
• Complications
• Inpatient Quality
• Patient Safety

Re defining heart care
In June 2011, Mercy celebrated two years of providing 100 percent of our patients “door to balloon” times more quickly than the national average of 90 minutes. Door to balloon is the time it takes from when a patient enters the ER to when they receive life-saving intervention with heart vessel balloon angioplasty. This milestone, reached by only a few hospitals in the state of Iowa, reflects the efficiency and coordination of Mercy’s Emergency Department, cardiac team and staff in handling cardiac emergencies. It’s just one of the ways we’re redefining heart care.

Mercy also provides treatment for heart attack patients 25 minutes quicker than the national average. Faster care = more saved lives.

Top 3% in the nation
Mercy is in the Top 3% of hospitals for low readmission rates for heart attack, heart failure and pneumonia patients (March 2011 Commonwealth Fund care study). Mercy was one of four hospitals highlighted on The Commonwealth’s website “Why Not the BEST?”

This type of research is significant as national leaders continue to look for ways to improve efficiency and quality, and reduce readmission rates as part of U.S. healthcare reform.

Top quality
Quality counts. See all of Mercy’s quality and safety initiatives and how we rate at our brand new quality site – www.mercycare.org/quality.

#1 in the State and among the Top 100 in the Nation for both Major Orthopedic Surgery and Joint Replacement in the CareChex® 2011 release of America’s Top Quality Hospitals

Thanks for recommending us!
82% of patients would recommend Mercy to friends and family, compared to a 74% average for all reporting hospitals in Iowa and 69% for all reporting hospitals in the U.S. (Hospital Consumer Assessment of Healthcare Providers and Systems survey).

Excellent care
Mercy placed in the Top 100 in the Nation in the CareChex® 2011 release of America’s Top Quality Hospitals for: Excellence in Overall Hospital, Overall Medical and Overall Surgical Care Patient Safety in Trauma Care (Top 10% in the State)

Outperforming national averages
MercyCare clinics outperform national averages for proactive screenings, preventive care and management of chronic conditions. Health coaches are now embedded at the clinics to drive and support wellness and prevention initiatives. Healthy lifestyle choices lead to a longer and higher quality of life.

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Chad Ware, Assistant Clinical Director for Inpatient Services, earned Nurse of the Year from Iowa’s Southeast region and The Corridor business Journal’s Forty Under 40 award.

Mercy’s awards, accreditations and recognitions are evidence of our commitment to national-level quality to provide the perfect patient experience for you.

Nurse of the Year
Chad Ware, Assistant Clinical Director for Inpatient Services, is a caring, dedicated Mercy nurse who has earned many accolades, like Nurse of the Year at the October 2010 Iowa Nurses Association Annual Convention. But he says his greatest reward is making a difference in the quality of a patient’s care.

“Taking care of patients means a lot to me. It’s an amazing opportunity to help someone in need,” says Chad, who also received a Corridor Business Journal Forty Under 40 award.

Most Wired
Mercy continues to invest in the latest Information Technology (IT) to enhance patient safety and clinical quality. Our efforts have been recognized nationally as one of the nation’s Most Wired hospitals by Hospitals & Health Networks magazine, a trade publication published by the American Hospital Association.

Intersocietal Commission for the Accreditation of Echocardiography Laboratories for excellence
Our top quality heart care depends on excellent echocardiography lab services – that’s why Mercy received the Intersocietal Commission for the Accreditation of Echocardiography Laboratories for excellence in providing the highest quality services.

Great Nurses
Since 2005, 47 Mercy nurses earned recognition as a 100 Great Iowa Nurse, an award given to outstanding nurses throughout Iowa whose courage, competence and commitment to patients and the nursing profession stands out above all others.

ACR
Mercy’s Women’s Center is a Breast Imaging Center of Excellence, according to the American College of Radiology for mammography, breast ultrasound, ultrasound-guided biopsy, and stereotactic biopsy.

ACoS
As the first hospital in the area accredited by the Commission on Cancer of the American College of Surgeons in 1990, Mercy was re-accredited again in 2011 with a Three-Year Approval with Commendation, reinforcing our commitment to cancer care and enhancing the hospital’s reputation as the area’s cancer care leader.

QOPI
Reinforcing that excellent cancer care is consistently offered close to home at the Hall-Perrine Cancer Center, Oncology Associates at Mercy has been recognized by the Quality Oncology Practice Initiative (QOPI®) Certification Program, an affiliate of the American Society of Clinical Oncology. This program provides a three-year certification for outpatient hematology-oncology practices that meet standards for quality cancer care.

Corridor Business Journal 2010 Best Hospital
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We are proud to be recognized as the 2010 best hospital in a survey by the Corridor Business Journal.
Walk-in routine mammogram screenings are now offered on the mobile mammography unit, as they have been at Mercy Women’s Center for more than a year.  

**PATIENT-CENTERED CARE**

Mercy has a longstanding reputation for providing compassionate, quality care with The Mercy Touch. We put patients at the center of all we do – we always have.

**Walk right in**
Making time for a mammogram can be challenging for busy women — so Mercy Women’s Center began offering routine mammogram screenings on a walk-in basis more than a year ago. This year, Mercy began offering walk-in mammograms on the mobile mammography unit to ensure women in outlying areas have access to this important screening. Early detection = saved lives.

**Granting patient’s last wish**
People around the country were touched by the heart-warming story of a lung cancer patient at the Dennis and Donna Oldorf Hospice House of Mercy whose final wish was to be reunited with his dog. This story made national news and the video was posted on the ABC News website on June 20, 2011. Everyone was able to see just how much it meant for this patient to have his dog, Yurt, visit the Hospice House.

**Helping people eat healthy**
Mercy’s Chef Andy Deutmeyer began hosting Health-e Eats cooking demonstrations on Mercy’s YouTube channel to help people see how easy it is to eat healthy.

**Café earns high marks**
Food & Nutritional Service Department Food Press Ganey patient satisfaction scores of over 90% for nine consecutive quarters, proving patients like what we’re serving up.

**Convenient hours**
Mercy Health Plaza’s Laboratory Services extended hours and MercyCare North Liberty added evening and Saturday hours, providing more options for patients with busy schedules.

**Double beds add comfort**
Mercy Medical Center and the Dennis and Donna Oldorf Hospice House of Mercy added some double hospital beds for patients and their spouses, providing the familiar comfort of sharing a bed.

**New counseling location**
Mercy Family Counseling and the Employee Assistance Program (EAP) moved to a new location to provide enhanced confidentiality and more privacy for patients in an aesthetically pleasing environment. These offices are now located at 1340 Blairs Ferry Rd., Suite A, Hiawatha.

**LIVING HEALTHY**

Walk-in routine mammogram screenings are now offered on the mobile mammography unit, as they have been at Mercy Women’s Center for more than a year.
Timothy Quinn, MD, President of MercyCare Community Physicians, says the effectiveness of his practice has increased dramatically since adopting the Medical Home approach and implementing health coaches for patients.

Medical Home
The Medical Home standard of care model was locally pioneered by Dr. Tim Quinn, President of Mercy Physician Services and a MercyCare Blairs Ferry physician. The Medical Home model, combined with MercyCare’s Quality Program, means physicians spend more time upfront with patients to make a measurable difference in preventing health emergencies and the development of chronic conditions.

Holistic pain management
In December 2010, Mercy welcomed new pain psychologist Dr. Luke Hansen. Combining pain psychology with medical interventions and physical therapy is a holistic approach to helping those suffering from chronic pain. This broad approach helps enhance the care of those dealing with chronic pain and pain-related emotional and relational issues.

Getting Lean
Lean’s resource and time-saving principles address issues and examine processes to realize continuous improvements. This year we celebrated improvements not only in our patient care areas, but also in our food & nutritional services, materials management and home health. Lean practices and principles are being integrated into the development of the new Hall-Perrine Cancer Center.

New cardiac cath approach
A new transradial approach enables doctors to access patients’ arteries via the wrist rather than the groin during cardiac catheterization for speedier recovery and shorter hospital stays.

Increased tumor visibility
Hall Radiation Center added Four-Dimensional Computed Tomography (4D-CT), allowing visibility of tumor movement during respiration. Increased visibility improves accuracy of treatment.

Precise cancer treatment
A new multi-lumen balloon for High-Dose Radiation (HDR) with MammoSite technology means more breast cancer patients meet the criteria for this minimally-invasive treatment. Precise targeting = shorter treatment times.

Chronic disease on the rise
Chronic disease impacts the health of those we care about, and drives up healthcare costs. Mercy’s Chronic Disease Self Management Program can help. This year, the program was selected as one of only 20 programs to participate in a national study by the National Council on Aging (analysis of the study conducted by Texas A&M Health Science Center and Stanford University).

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Local foods with flair
Mercy’s Local Foods, Local Flair initiative supports food producers close to home. And it’s a palate-pleaser for our guests as well.

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15,464 people participated in Mercy’s Annual Especially For You® Race Against Breast Cancer to support breast care services for individuals in need.

Especially For You®
You make a difference. Right here in your community. The 15,464 people who participated in the Especially For You Race Against Breast Cancer helped support 831 free mammograms and other breast-care services to area individuals in need through the Especially For You fund.

Sr. Mary Lawrence Community Center
Mercy honored the lifetime accomplishments of Sr. Mary Lawrence Hallagan with this new non-profit community center that provides space to nonprofit organizations at 420 6th Street, Cedar Rapids. Tenants include: Gems of Hope, Kids First Law Center, Young Parents Network and Boys & Girls Club. Coming soon: Catholic Charities and Mercy Catholic Outreach. These agencies share Mercy’s vision to enhance the health and well-being of our community. Together, we make a difference in the lives of many.

Caring for those in need
The Community Health Free Clinic and His Hands Free Medical Clinic serve our community by providing free care to the under- and uninsured. Mercy supports these critical resources through board membership, and radiology and lab services, and financial support. Since February 2011, Mercy also supports mid-level healthcare providers at the Community Health Free Clinic.

Committed to our community
Commitment to Community is Mercy’s internal campaign to provide key financial support for United Way, Variety-The Children’s Charity and Mercy Foundations. Individuals and departments raised $193,569, proving our employees live out the Mercy Touch with their generosity.

Medquarter
Mercy supports the Cedar Rapids Medical Self-Supported Municipal Improvement District District, the Medical Quarter Regional Medical District (MedQuarter), to enhance our community’s nationally recognized reputation for high-quality, low-cost care with a concentrated area of medical services that are easily accessible for those seeking care.

Healthy Linn
Mercy Medical Center takes a collaborative approach in assessing the needs of the community it serves. A Community Health Needs Assessment was conducted by Healthy Linn Care Network, a branch of the Linn County Public Health Department. Data and information was collected through qualitative and quantitative methods and a Health Improvement Plan was developed. Mercy partners with several community organizations to address the top five community health needs:

- Obesity (and related chronic health conditions including diabetes and cardiovascular disease)
- Mental Health
- Substance Abuse
- Cancer
- Sexually Transmitted Infections and Human Immunodeficiency Virus

In the past year Mercy Medical Center employees accrued 26,048 community benefit hours—11.33 hours per full-time employee! Our community benefit expenditures, including care of the un- and underinsured, totaled $38,587,000.

COMMUNITY BENEFIT
Mercy maintained a strong financial position, with an A2 rating from Moody’s and an A+ rating from Standard & Poors, despite the struggling economy and continued flood recovery. We remain poised to continue strengthening the high quality services we provide every day.

FINANCIAL STRENGTH

A solid Foundation
Mercy Foundation gifted $2,746,370 to support a wide range of hospital initiatives and needs, including renovations to Hallmar, the Sr. Mary Lawrence Community Center, Hospice of Mercy & Hospice House, Thrive Program, Scholarships and Continuing Education, and Neuroscience.

A beautiful display of stained glass windows from Mercy’s former chapel was set up in Lundy Pavilion. These windows were painstakingly restored, thanks to the Foundation, as part of a yearlong celebration of the life of Sister Mary Lawrence Hallagan.

Volunteers
This year we celebrated a substantial 26% increase in volunteers, who do everything from deliver newspapers to patient rooms to helping visitors find their ways at the hospital. Total volunteer hours were 109,308.

Mercy Auxiliary
The exceptional dedication of Mercy’s Auxiliary shows in the success of the Gift Shop, Uncommon Grounds coffee shop, sales of books and jewelry, the Christmas boutique and fashion shows. This year, the Auxiliary sold staff members pledged to raise $100,000 each for two years to support the Sister Mary Lawrence Center. They raised the $200,000 in one year!

24 stained glass windows from Mercy’s former chapel are on display in Lundy Pavilion after being restored through the Foundation as part of a year long celebration of the life of Sister Mary Lawrence Hallagan.

Foundations Gifts
Mercy Medical Center Capital Projects $1,000,000
Cancer Services $989,762
Capital Projects $165,462
Sister Mary Lawrence Community Center $200,000
Hospice $176,937
Neurosciences $105,753
Hallmar $372,738
Patient Assistance & Education $47,168
Nursing Scholarships & Education $45,117
Miscellaneous $14,134
Total $2,715,392

Community Expenditures
Professional Fees $3,041,000
Interest $2,088,000
Unallocated Salaries $191,626,000
Depreciation $22,145,000
Ph Items and Doses $53,040,000
Supplies and Other $190,040,000
Salaries $117,233,000
Total $390,177,899

Financial Overview
Costs in excess of Medicare reimbursement $24,116,000
Other community Benefits $4,195,000
Free service $5,024,000
Costs in excess of Medicaid reimbursement $5,024,000
Physician education $580,000
Total $29,840,000

Medical Overview
Outpatient Visits 318,082
MercyCare Community Physicians Clinic Visits 252,115
Urgent Care Visits 70,309
Emergency Visits 45,162
Dialysis Visits (Cedar Rapids and Vinton) 21,297
Hill Radiation Center Treatments 14,621
Women’s Center - Ultrasoundographies 13,255
Inpatient Discharges 10,470
Surgery Center/PASE - Outpatient Procedures 11,459
Women’s Center - OBRA Screenings 5,784
Endoscopy - Outpatient Procedures 6,037
Katz Cardiovascular Center 2,898
Cardiovascular Lab Patient Visits 1,803
Surgery Center/PASE - Inpatient Procedures 754
Births 575
Endoscopy - Inpatient Procedures 357
Thursday, April 21, 2011 was the official groundbreaking ceremony for the Hall-Perrine Cancer Center. Opening Spring 2012. Cancer can’t wait.
View Mercy’s complete annual report at
www.mercyannualreport.com
and learn more about how we connect the dots between quality healthcare and you.