

Brunswick Novant Medical Center
Address to the NC House Select Committee
on CON Process & Related Hospital Issues
November 17, 2011 Wilmington, NC

Presented by: Denise Mihal, RN, MBA
President, Brunswick Novant Medical Center &
COO, Novant Health Eastern Market

An Affiliate of Novant Health

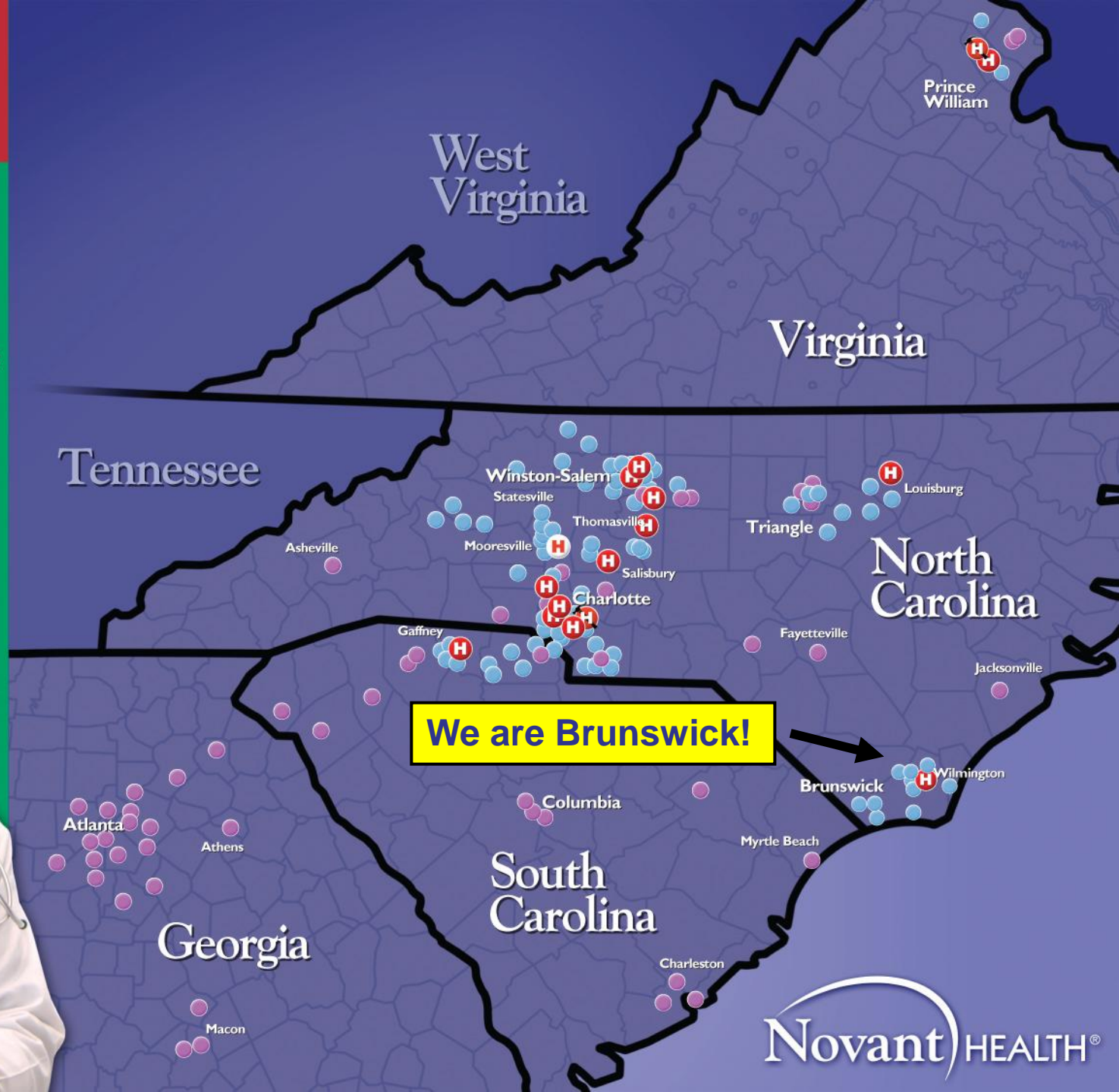
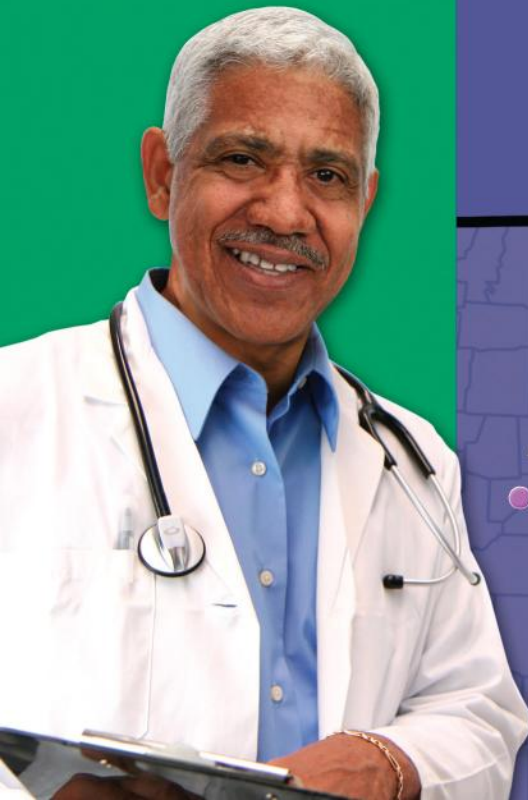
A Non-Profit Healthcare System

Novant
Health

H Hospital
(HMA Partnership)


Physician Practices

MQ Imaging Centers



We are Brunswick!

Novant HEALTH®

Brunswick Novant Medical Center Bolivia, North Carolina



Our Journey

Brunswick Community Hospital 2006



Brunswick Novant Medical Center 2011



Steps to Modernize BCH

	BCH	BNMC
<i>Acute Beds</i>	60	74
<i>Observation Beds</i>	0	4
<i>ICU Beds</i>	5	5
<i>LDRP Rooms</i>	2	5
<i>Operating Rooms</i>	3 ORs 1 C-Section	4 ORs 1 C-Section
<i>ED Treatment Rooms</i>	12	20
<i>Square Feet</i>	72,500	251,540

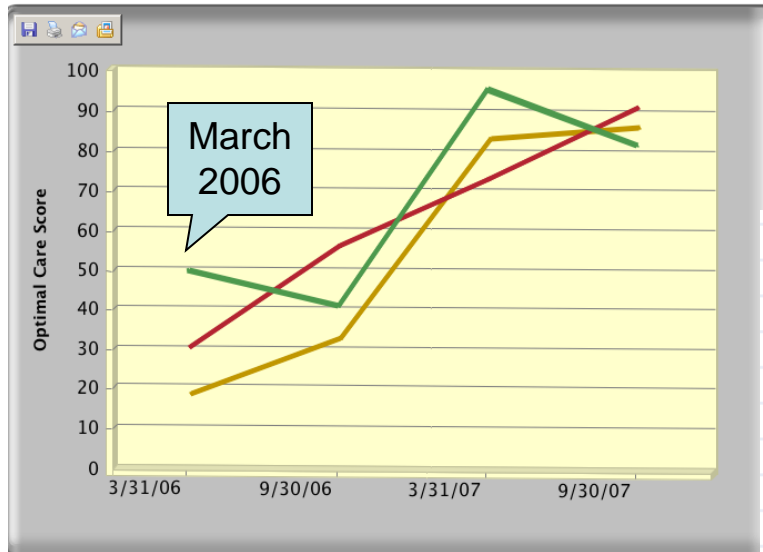
Growth from 2006 to 2011

	BCH – 2006	BNMC – 2011
<i>Admissions</i>	3,700	3,230
<i>ED Visits</i>	20,000	23,500
<i>Births</i>	260	405
<i>Surgeries</i>	2,700	4,000
<i>Employees</i>	~350	~430
<i>Medical Staff</i>	~100	~165

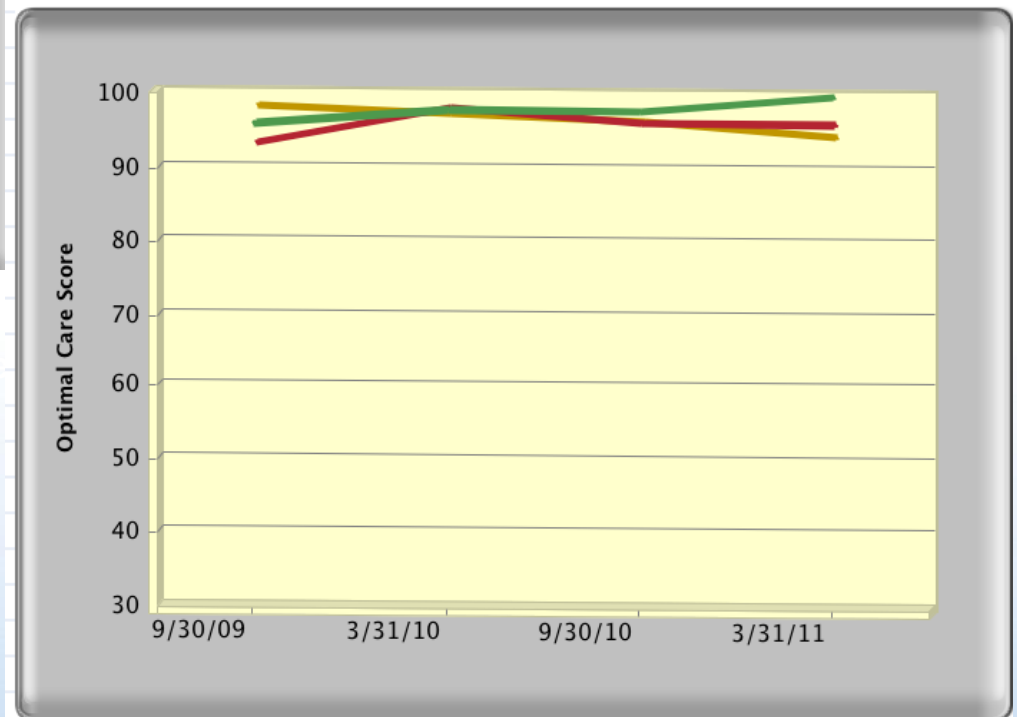
Patient Safety and Quality of Care

- Patients are able to access independently collected quality data on Novant websites in order to make informed decisions
 - Novant hospitals participate voluntarily in many of these programs
 - Novant hospitals often exceed state and national quality benchmarks
- Novant continues to improve medical care and services for our patients by sharing such knowledge, technology and other resources, with participation across the Novant continuum of care

BNMC Quality Story



Trends for Brunswick Novant Med Ctr



Legend

Blue line - Heart Attack treatment optimal care score
 Green line - Heart Failure treatment optimal care score
 Red line - Pneumonia treatment optimal care score
 Yellow line - Surgical Care Improvement optimal care score

NC Quality Center Recognition

- 2008 - Most Improved, Pneumonia & Surgical Care
- 2009 – Most Reliable, Surgical Care
- 2010 – Most Reliable, Heart Failure & Surgical Care

NCHospitalQuality.org

Quality Awards & Recognition

- **Brunswick Novant Medical Center**

- VHA 2009 Award: Excellence in MRSA Reduction
- 2007-2011 of American Assoc for Respiratory Care Recognition for *Quality Respiratory Care for Cardiopulmonary Services*
- Lab Accredited by American College of Pathology
- Digital Mammography accredited by American College of Radiology
- “Gold Seal” Award from The Joint Commission

- **Novant Health**

- Two-Time Codman Award Winner (Hand Hygiene, Reduce Medication Complications)
- 91% of NMG Physicians NCQA-recognized for quality care to diabetes patients
- CMS Indicators: 88% of Indicators above 90th Percentile

Financial Access

- **Financial Assistance Programs**
- **Community Benefit**
- **Community Outreach**

Accessible Care

- ***Novant/BNMC Charity Care Policy***
 - Annual household income at 300% of the Federal Poverty Level
 - Charity Care process is simple: a one-page form
 - Charity Care process is accessible: posted on the Novant website
 - Uninsured Discount
 - Catastrophic Settlement
 - Payment Plan
- ***BNMC Access For Medically Underserved Populations:***
 - 87% of Births at BNMC for Medicaid patients
 - 74% of BNMC Emergency Dept Visits for Medicare, Medicaid and indigent patients
 - 76% of BNMC Inpatient Cases are provided to Medicare, Medicaid and indigent patients
 - 64% of BNMC Surgical Cases performed on Medicare, Medicaid and indigent patients

Community Benefit & Outreach

- **Community Benefit – 2010**

- *Novant Community Benefit \$469 million*
- *BNMC Community Benefit \$18.2 million (\$6.1 million charity care)*

- **BNMC Community Outreach**

- *Monthly “Focus on Health Seminars” presented by MDs & Health Professionals*
- *Monthly health show on ATMC-TV featuring local health topics*
- *Annual Brunswick Beacon Health Expo & other health fairs*
- *Sponsorships: Lower Cape Fear Hospice Foundation, American Cancer Society Relay for Life, March of Dimes March for Babies*

CON Success Story: Brunswick Novant Medical Center

