

C REPORT **2017**



Remarkable

Empower

Create



Welcome to the Hill Country Memorial Community Benefits Report.

Hill Country Memorial is dedicated to finding solutions that address today's most critical community health needs. The hospital's story began with a strong commitment to bring quality health care to residents of Gillespie County.

As a community-based, rural hospital, we understand how important it is to reach out and touch peoples' lives in times of need. Thanks to the support and partnership of our community, the hospital is able to provide mission-driven health care with specialized programs and health screenings. In 2017, alone, HCM provided over \$9 million in charity care to those we serve.

The activities featured in the following pages were made possible by our dedicated and caring HCM team and medical staff and our sustaining donors.

As promised by the hospital's founders, Hill Country Memorial continues its legacy to make a vital and measurable difference and investment in the health of our community.

Thank you for taking the time to review the 2017 Community Benefits Report.

Jayne E. Pope, CEO, Hill Country Memorial

HILL COUNTRY MEMORIAL

2017 OVERVIEW

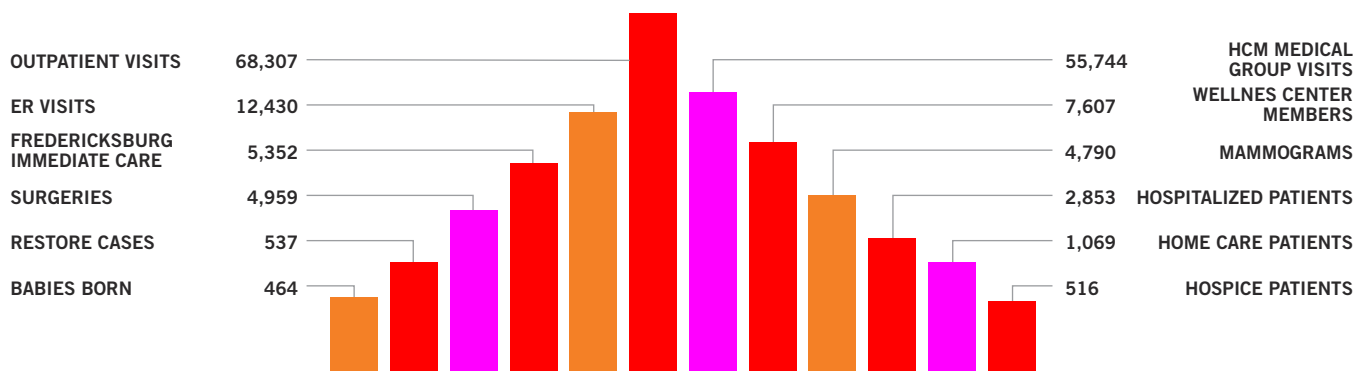


BEDS LICENSED

EMPLOYEES

VOLUNTEERS

MEDICAL STAFF
MEMBERS



49% of HCM patients were cared for outside the walls of the hospital including at immediate care clinics, at locations like the Breast Center, Rehab Center and Wellness Center, at HCM Medical Group offices, and at home through Home Care and Hospice.

More than 290 volunteers logged 37,237 hours in service to Hill Country Memorial. Thank you for your gifts of time and talent to support the hospital and its mission. *We are indebted to you today and always.*

1,890 DONORS

1,890 generous donors made gifts to help sustain remarkable health care at HCM.

- 3-Tesla MRI Installed ⁽¹⁾
- Bereavement Counseling Programs and Retreat for HCM Hospice Families
- Capital Improvements
- Cardiac Rehab
- Courtyard Renovation
- da Vinci Si Surgical System
- Debbye Dooley Simulation Lab ⁽²⁾
- Endowment Fund
- Gala XVII
- General Fund
- Obstetrical Department Expansion and Renovation
- Red in Fred Heart Disease Awareness and Screening Materials for the Community
- Salud For You
- Segner's Jewelry funded patient supplies at the Cancer Resource Center ⁽³⁾
- Stipend for Newly Graduated RNs ⁽⁴⁾

FOUNDATION

With its beginning in 1989, Foundation for HCM has existed to support Hill Country Memorial and ensure it remains at the forefront of health care and on the leading edge of technology.

The sole purpose of Foundation is to provide financial support to the hospital and its tax-exempt entities.

We accomplish this through annual appeals, grant requests, major and capital campaigns, bequests and the biennial Gala.

Thanks to the overwhelming generosity of those who support HCM and its mission, equipment was installed, programs were expanded and lives were saved.

Every gift makes a difference.



MISSION-DRIVEN HEALTH CARE

2017 AT A GLANCE



14

COUNTIES SERVED

Hospice and Home Care

HOSPICE | COMMITTED TO EACH LIFE WE TOUCH

Hill Country Memorial Hospice provides safety and dignity for patients and comfort to families and caregivers to make the last life stage as comfortable and fulfilling as possible for each person affected by a life-limiting condition.

Hill Country Memorial Hospice serves patients of all ages, including children, with routine home care, relief for caregivers, in-patient hospice care and continuous care. Whatever the situation, Hill Country Memorial Hospice is a valuable and reliable partner in the process. Thanks to generous donations from the community, no patient is ever turned away based on ability to pay.

“Truly an awesome experience to cherish forever. Our family was truly blessed by the incredible professionalism, compassion and caring provided by all of our hospice team, an extension of an already exceptional hospital. I could simply not imagine anything being done any better.” —Review from a hospice patient's family member

**HOME CARE | THE HEART OF THE MATTER**

Hill Country Memorial Home Care's Cardiac Care Path provides contact, care and coordination for patients diagnosed with congestive heart failure. For two weeks after discharge from the hospital, Home Care nurses call and visit with patients daily. When needed, they create response plans for skilled nursing care, physical therapy, occupational therapy, speech therapy, and more to help patients heal faster and safer. This reduces the rate of re-hospitalization, empowers patients to effectively manage their condition, increases collaboration with the primary care providers and specialists, and increases the use of Cardiac Rehabilitation and the Heart Fitness Program at the HCM Rehab Center.

**VOLUNTEERS | PROVIDING COMFORT**

Volunteer involvement with HCM Hospice has been tremendous and continues to grow, providing support to families through regular visits to the patients. With “Petals for Patients,” local nurseries donate flowers and volunteers create arrangements and deliver them to patients, and the “Goody Girls” brighten the day with homemade treats. Volunteers also make “Activity Blankets” for Alzheimer's and dementia patients to help reduce anxiety, calm nerves and provide comfort for the patient. Local teen volunteers help in the office and deliver flowers as well as visit with patients.

COMMUNITY OUTREACH / HEALTH SERVICES

2017 AT A GLANCE

165 ATTENDEES

165 PEOPLE attended HCM Hospice's memorial services and a bereavement weekend retreat at no cost through generous donations to Foundation.

\$139,927

**TOTAL GIFTS TO HCM HOSPICE
FROM 858 DONORS**

40

40 PEOPLE attended the Foundation Wills Clinic.

Topics included:

- Why you need a Will
- Estate and Tax Planning
- Medicare and Medicaid Basics
- Advance Directives and Powers of Attorney
- Determining your Legacy and Living with Intention



IN PARTNERSHIP WITH FREDERICKSBURG INDEPENDENT SCHOOL DISTRICT, HCM hosts high school students in the Health Occupations Students of America organization so that students get hands-on experience in a health care environment.



HCM OFFERED EIGHT SUPPORT GROUPS FREE OF CHARGE: New Moms, Cardiac Rehab, Connect (neurological conditions), Cancer, Alzheimer's & Dementia, Living with Loss, Suicide Loss, and Loss of a Child. hillcountrymemorial.org/page/support-groups



HCM BABY APP Launched in July, the HCM Baby App puts valuable resources right in the hands of expectant moms on their mobile devices. It includes links to HCM's educational classes, expert answers to common questions, daily and weekly tips and reminders, and videos showing the baby's progress.



61 STUDENT ATHLETES received free evaluations by orthopedic surgeons and rehab staff during 11 Sports Injury Clinics offered every Saturday morning during football season.

5:30-7:15

OB TOUR NIGHT On the first Thursday of each month, from 5:30-7:15 pm, expectant parents can tour the Women's Pavilion, meet the staff, and receive information on important educational opportunities and HCM resources. In 2017, HCM hosted four tour nights, and approximately 30 moms and dads attended.

30

30 WOMEN received breast imaging through the Salud for You program.

As we are guided by our mission, we are also inspired by our vision to *Empower Others, Create Healthy*. We *Empower Others* to choose healthy lifestyles by reaching out to the areas we serve through educational and inspirational presentations.



RED IN FRED | A HEARTFELT SUCCESS!

Hill Country Memorial's third annual heart health campaign empowered the community with education, screenings, and fun. More than 125 residents attended the first bilingual heart health event, El Rojo in Fred, and 52 of them received A1C screenings. 200 soccer balls were distributed to children at the Fredericksburg Boys & Girls Club and Fredericksburg Elementary School to encourage physical activity, and 36 teenagers received free heart screenings at the SCORE event. In the communities, the Red in Comfort, Red in Mason, Red in Johnson City, Heart to Heart and Tea for Two events reached almost 400 people with heart health information.



LIFE SCREEN

The Life Screen program provides three preventive ultrasound screenings—of the thyroid, aorta and carotid arteries—for \$50. The screenings can help identify a person's risk for thyroid abnormalities, abdominal aortic aneurysm, and stroke. Screenings are provided each month, and no appointment is necessary. Participants use their results to work with their primary physician to make healthy lifestyle choices.

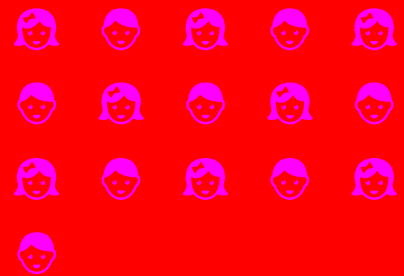
148
CASES REVIEWED

BREAST CONFERENCE

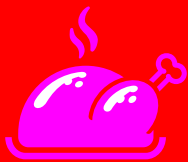
Since 1999, HCM's Breast Conference has united surgeons, pathologists, radiologists, oncologists, nurses, technologists and hospital leaders to review every breast biopsy performed at the hospital. The monthly gathering promotes care coordination and focuses collective expertise on a patient's best course of treatment. In 2017, 148 cases were reviewed. Through this initiative, HCM continues to raise the bar for clinical excellence and compassion.

COMMUNITY REINVESTMENT

2017 AT A GLANCE



225



\$13,450



106K

83

1,300+

15

COMMUNITY | OUR CORNERSTONE

Through sponsorship and participation in the following programs, HCM empowered its communities to live healthier lives.



KENDALL CO.
Hospital bed
donation

KENDALL COUNTY

- **FLOWERS FOR HOME** delivered flowers to 100 people each week with their Meals on Wheels delivery
- **FREE HEARING SCREENINGS** provided to 21 people in partnership with Estes Audiology
- **HOSPITAL BED DONATION** to Boerne Champion High School Health Careers Program so students get hands-on experience in health care

BLANCO COUNTY

- **BACK TO SCHOOL FAIR** provided more than 150 children in need with backpacks and school supplies
- **CPR TRAINING** to the community at the Blanco Library

BURNET COUNTY

- **MARBLE FALLS CANCER SURVIVORS DINNER** provided education on Hospice and HCM support groups

GILLESPIE COUNTY

- **RELAY FOR LIFE CANCER SURVIVORS DINNER** provided bereavement and support group information to 34 attendees
- **SENIOR COALITION OF FREDERICKSBURG HEALTH FAIR** provided A1C screenings and educational material to 120 attendees

KERR COUNTY

- **SPRING ALZHEIMER'S SYMPOSIUM** provided 40 attendees with education and support information
- **BOOMERS AND BEYOND BLANKET DRIVE** provided blankets for 200 senior citizens
- **THANKSGIVING MEAL** provided for 18 senior citizens in need at Oaks Senior Apartments

LLANO COUNTY

- **FAMILY CENTERED HEALTH FAIR** provided educational materials to attendees

MASON COUNTY

- **PINK FIESTA EVENT** educated 26 women on the importance of annual mammograms



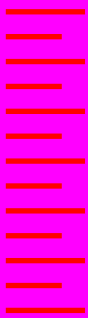
ENDOWMENT | COURTYARD RECEPTION

Hill Country Memorial dedicated a courtyard in memory of Felix and Cora Petsch and in honor of Gus and Gladys Pehl on November 29, 2017. Their families, along with hospital staff and volunteers, gathered in the courtyard to dedicate the newly furnished area. As an original member of the 1968 HCM Auxiliary, Gladys has been involved with the hospital for 50 years, and is one of HCM's longest serving volunteers. The dedication of this space and its comfortable furnishings was made possible through a gift from the Petsch family to Foundation. The HCM courtyard is located adjacent to the hospital admissions entrance and hosts 26 engraved brick pavers honoring donations to the HCM Endowment Fund, which in total raised \$23,835 in 2017 to ensure care for future generations. This space will be well enjoyed by hospital employees, volunteers, patients and their families.

HIGH-PERFORMANCE HEALTH CARE

2017 AT A GLANCE

How Is Our Performance Measured?



PATIENT EXPERIENCE SURVEYS (Consumer Assessment Healthcare Providers from Centers for Medicare and Medicaid Services): these standardized surveys are given to a sample of all patients who use a hospital that bills Medicare.

QUALITY MEASURES Hospital quality and safety is measured by Medicare using more than 60 indicators to give hospitals quality rankings.

Patient Experience Surveys

NATIONAL RANKING

TOP 3%

- HOSPITAL OVERALL
- WILLINGNESS TO RECOMMEND
- NURSING COMMUNICATION

TOP 7%

- HOSPITALIZED PATIENTS
- EMERGENCY DEPARTMENT



**HILL COUNTRY MEMORIAL
RATED 5-STAR BY CMS**

Centers for Medicare & Medicaid Services

HCM WAS ONE OF ONLY 19 HOSPITALS IN THE NATION TO RECEIVE THE DOUBLE FIVE-STAR RATING IN 2017: Since the inception of this quality program in 2015, Hill Country Memorial has earned double five-star ratings for Overall Hospital Quality and for Patient Experience from the Centers for Medicare and Medicaid Services (CMS).

WHY THIS MATTERS FOR OUR SENIORS: The CMS rating reviews 64 quality measures from patient satisfaction to safety. The star rating helps patients and their loved ones easily compare hospitals and make informed health care decisions.



This year, Hill Country Memorial has been recognized by Women's Choice Award as an America's Best Hospital for Obstetrics and as one of America's 100 Best Hospitals for Patient Experience for the FOURTH CONSECUTIVE YEAR (2014-17).



CONGRATULATIONS TO OUR NURSES

Only 152 hospitals and health care organizations worldwide have received the Pathway to Excellence designation.

NURSING | PATHWAY TO EXCELLENCE

HCM's commitment to patients and the highest standards of the nursing profession by nurses across the organization garnered the Pathway to Excellence designation from the American Nurses Credentialing Center in 2017. HCM is now one of only 152 hospitals and health care organizations worldwide to receive this recognition.

The Pathway to Excellence designation identifies the elements of interprofessional work environments where nurses can flourish and feel invested in their work and the care they provide. It is granted based on the presence of the following six standards: shared decision-making, leadership, safety, quality, well-being and professional development. Achieving this supports nursing job satisfaction at HCM and identifies it as one of the best places to work for nurses.

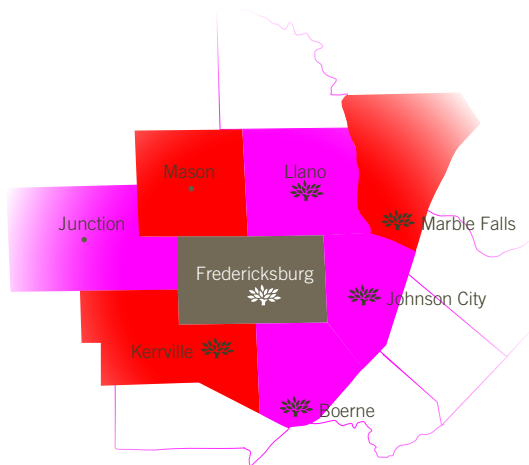
In order to earn the Pathway to Excellence designation, HCM successfully underwent a thorough review process that documented quality initiatives in creating a positive work environment as defined by nurses and supported by research. After the review process, more than 160 HCM nurses from the hospital, Home Care and Hospice departments were surveyed to validate the presence of the six Pathway to Excellence standards at HCM. 98% of respondents reported that they were involved in decision-making, meaning that they have authority to affect the work they do.

"We go beyond the hospital's walls to bring health care directly to those we serve. This is our calling and the heart of our vision to empower people to create healthier lives."

—Emily Padula, RN, MHI, FACHE, Chief Strategy Officer

GROWING | SERVING OUR COMMUNITY

In 1971, Hill Country Memorial was heralded by Gillespie County residents as a milestone accomplishment, a marker in the community's history. Today HCM still serves as a milestone even among the evolving landscape of health care. As the community has grown into a region with new and diverse needs, so too the hospital has grown to include much more than acute care. The HCM family of services is broad and wide-reaching, including the hospital, Rehab Center, Breast Center, Wellness Center, the Surgery Center in Marble Falls, clinics in Boerne, Fredericksburg, Johnson City, Kerrville, and Marble Falls, immediate care clinics in Fredericksburg and Llano, and Home Care and Hospice services in 14 counties. More than 45 years later it continues to stand as a tribute to all of the communities it serves.





OUR HEALTH CARE HERE. ALWAYS.

Foundation donors for Hill Country Memorial make it possible for the hospital to offer leading-edge technology, provide the best outcomes for our patients, and give us the funds to touch people's lives in time of need—all vital components for a community hospital situated in a rural area.

HCM's most important role in serving our community is to embrace what is best for the patient and to continually look for ways to improve care. We also see changes happening in philanthropy today. So Foundation is responding to donors' changing needs. In the coming year, we will continue the conversation and share new ways to engage in giving.

When you become a donor partner with the Foundation for HCM, you join us in building the community and keeping quality health care available here—always.

Thank you for your interest in Hill Country Memorial and the communities we serve.

Amanda M. Stevens, CFRE
Foundation for HCM

3 WAYS TO *give*

Make a difference in someone's life by making a tax-deductible donation.

1



You can mail your donation to
PO Box 1339
Fredericksburg, TX 78624

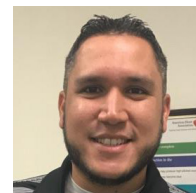
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You can call
1 (830) 997-1297

3



You can visit
giving.hillcountrymemorial.org





To learn more about how to be a part of remarkable health care,
contact (830) 997-1297 or foundation@hillcountrymemorial.org

hillcountrymemorial.org