



IMPROVING ACCESS TO TRAUMA CARE IN FLORIDA

Jonathon Perlin, MD, PhD, MSHA, FACP, FACMI, President of Clinical and Physician Services and Chief Medical Officer for HCA (left) and David J. Smith, MD, Chair of the USF Department of Surgery (right) discuss HCA and USF Health's formation of a statewide trauma network to improve access to quality trauma care in Florida.



Blake Medical Center  
Kendall Regional Medical Center  
Lawnwood Regional Medical Center  
Orange Park Medical Center  
Regional Medical Center Bayonet Point

Together, Improving Healthcare In Florida

ABOVE ALL ELSE, WE ARE COMMITTED TO THE CARE AND IMPROVEMENT OF HUMAN LIFE. IN RECOGNITION OF THIS COMMITMENT, WE STRIVE TO DELIVER HIGH QUALITY, COST EFFECTIVE HEALTHCARE IN THE COMMUNITIES WE SERVE.

HCA West Florida

Our Commitment To Excellence



An HCA affiliate



## A MESSAGE FROM OUR PRESIDENT:

The HCA West Florida Division completed another successful year, with significant capital investments in facility expansion and technology, coupled with the recruitment of talented medical specialists to ensure we continue to provide high quality medical care to the communities we serve. More than 1.17 million patients received medical care at one of our facilities last year, and as a major employer, purchaser and tax payer, our economic contribution to our communities exceeded \$1.56 billion.

One of the most exciting accomplishments was the establishment of a statewide trauma network with USF Health to improve access to quality trauma care and services in Florida. Regional Medical Center Bayonet Point in Pasco County and Blake Medical Center in Manatee County are part of this initiative to

expand trauma services to underserved communities and create a centralized state data base for trauma research. Construction and renovations are underway at both hospitals in preparation for receiving final approval to open both programs later this year.

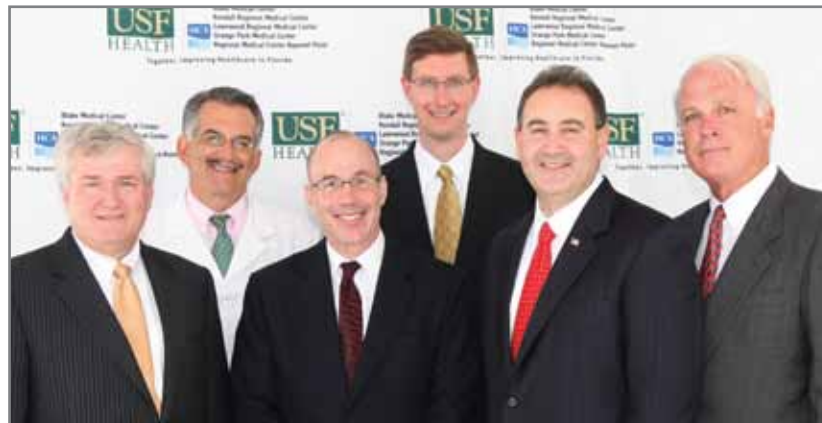
All of our hospital emergency departments have installed the Broselow System to ensure the proper dosing and administration of drugs to children. Pediatric dosing can be difficult, especially in emergency situations, and the Broselow System allows medical professionals in the emergency department to instantly access proper dosing, improve the speed and accuracy in the preparation and administration of drugs, reduce medical errors and standardizes pediatric dosing so that we can provide our young patients with high quality emergency care, safely.

Regional Medical Center also played a significant role in another key quality and patient safety initiative – Responsible Imaging. With increasing national attention on the long-term cumulative effect of radiation exposure, Regional together with Largo Medical Center took the lead to develop and pilot an innovative program designed to enhance medical imaging safety through state of the art monitoring, use of best practices and extensive education of staff, physicians and patients. The project, developed in conjunction with Landauer®, is now being implemented division-wide, with plans to expand nationally.

Quality remains at the core of our mission and we applaud our hospitals for their many outstanding achievements this past year. Community Hospital continues to hold the distinction of having the most Joint Commission Disease Specific Advance Certifications, with 12, followed by Blake Medical Center with four. Brandon Regional Hospital earned Bariatric Surgery Center of Excellence Accreditation and a Three Star Rating by the Society for Thoracic Surgeons while Central Florida Regional was named the Seminole County Business of the Year and Doctors Hospital of Sarasota was once again named one of the Best Places to Work 2010 by Modern Healthcare. Regional Medical Center was the first in the state and one of the first in the nation to earn Joint Commission Advanced Certification for Heart Failure and one of only three hospitals in the state to merit Triple Recognition for the American Heart Association's Get with the Guidelines.

Expansion of cardiovascular research continued with The Central Florida Cardiac & Vascular Institute at Osceola Regional Medical Center formally affiliating with the nationally respected Sarah Cannon Research Institute (SCRI) to be a major cardiovascular clinical research strategic site. Physicians and patients are now able to participate in clinical trials locally.

HCA West Florida is significantly expanding its network of employed physicians, as market forces continue to demand the successful integration of providers to achieve operational efficiencies and high quality outcomes for patients. One of the largest and most respected providers of Cardiovascular Services in Tampa Bay, the Heart and Vascular Institute of Florida South (HVIF) and its 16 Board Certified Cardiologists and close to 100 employees became part of Northside Hospital and the HCA Pinellas Market on January 1. This highly regarded cardiovascular team significantly enhances our ability to provide comprehensive cardiovascular care to area residents, with office locations throughout Pinellas County, and physicians who have been innovators in cardiovascular health for more than 33 years. We have had outstanding success in Manatee County this past year with the acquisition of Healthcare America. This multispecialty group practice complement includes four office locations, walk-in and urgent care services, more than 145 employees and physician specialists in Cardiology, Family Practice, Gynecology, Internal Medicine, Pediatrics, Podiatry and Urgent Care. We plan to add another large physician group in this market on March 1, which will expand our specialty availability to include orthopedic surgery, neurology and neurosurgery. Smaller strategic acquisitions



(left to right) **Chuck J. Hall, President of HCA Eastern Group, Charles Paidas, MD, Associate Dean for Graduate Medical Education USF, Stephen Klasko, MD, MBA, dean of the US College of Medicine and CEO of USF Health, Mike A. Marks, CFO HCA Eastern Group, Jonathon Perlin, MD, PhD, MSHA, FACP, FACMI, President of Clinical and Physician Services and Chief Medical Officer for HCA and David J. Smith, Jr., MD, chair of the USF Department of Surgery.**

were also successfully completed in our Pasco/Hernando, Pinellas and Orlando markets to expand our primary care and surgical network, and hospitalists programs. We will continue to search for opportunities to partner with physicians and physician groups who share our passion for providing the highest quality care and services, compassionately.

In addition to expanding our provider base network, we are adding new programs and services to ensure patients move through the continuum of care efficiently and successfully. We recently opened a Skilled Nursing Unit (SNU) at Edward White Hospital to support the hospital's strong orthopedic surgery program by providing these patients with extended care, beyond their inpatient stay, keeping them connected to the hospital, surgeons and specialized therapists who cared for them during the acute phase of their injury or illness. We also offer SNU services at Central Florida Regional, and plan to expand this service to other hospitals to further enhance surgical outcomes, and patient, physician and staff satisfaction. Another focus is on inpatient behavioral health services, with Doctors Hospital of Sarasota opening Serenity Place, a senior-focused inpatient unit. Brandon Regional Hospital is in the process of finalizing renovation plans to create an inpatient program, with existing behavioral health programs operating successfully at Largo Medical Center and Community Hospital.

Expansion projects continue with the final plans and timelines in the works for the opening of Community Hospital's replacement facility, the Medical Center of Trinity, in late 2011. Oak Hill announced plans for a \$50 million 100,000 square foot expansion to include a two-story patient tower with 36 private rooms, expanded operating rooms and recovery areas and enhanced parking. This project is in addition to the almost completed \$6.5 million addition of 20 private telemetry rooms on the 6th floor, which will bring the hospital's bed total to 234 in the first quarter of this year and to 262 beds when the patient tower is completed. Osceola Regional also announced a \$50 million expansion that includes a patient tower which will house an additional 64 state-of-the-art private rooms, bringing Osceola Regional's total bed count to 321. In preparation for construction of a new hospital in Poinciana, plans are to start construction of a medical office building on the hospital campus site.

We have made major investments in information technology and are committed to fully integrating our physicians with hospital systems by providing them easier access, expanded connectivity from their home, office and hand held devices, simplifying processes such as single sign on and by providing the support, education and training they need to become proficient. AirStip OB™ has been installed at our Brandon, Community and Osceola hospitals to allow obstetricians to remotely access vital patient information, such as fetal heart rate and contraction patterns, in real time on their smart phones. Initial results are very impressive for an ER pilot of IntermedHX, which provides ER staff with immediate access to external pharmacy records for patients who arrive unable to communicate the medications they are taking. In 2009, healthcare reform legislation, known as the American Recovery and Reinvestment Act (ARRA) or HITECH, was enacted to promote the adoption and "Meaningful Use" of health information technology. Multiple projects were completed this year as our hospitals move to the electronic health record, and ensure that the appropriate systems are in place for monitoring and granting access. Our Chief Information Officer currently serves on the Board of the Tampa Bay Health Exchange for Pinellas, Hillsborough, Pasco and Hernando counties, along with other hospital system executives, physician leaders and other health providers, and we are heavily involved the Regional Health Information Organizations serving our other markets as well. In 2011 we will be implementing additional new features of hCare, our Electronic Health Record (EHR) system, such as computerized provider order entry (CPOE) and clinical quality measures reports, to meet the Stage 1 Meaningful Use (MU) criteria throughout the company. MU requirements provide a powerful framework for the healthcare industry as a whole to make a number of significant improvements in how technology is used in patient care. HCA's hCare (EHR) will revolutionize the accessibility of critical information throughout HCA, connecting physicians and clinicians to the right information, in the right place at the right time. We believe this will improve the quality of care, support the caregivers' ability to provide safe, effective and efficient care, and position our network for the future as the preeminent provider of quality healthcare.

As we continue to search for new and innovative ways to communicate with our patients, communities, physicians and staff, we achieved an all-time high of 1.4 million visits to our websites this past year and many of our hospitals are fully engaged in social media through Facebook, Twitter and Blogs. Our hospitals provided significant community support through their volunteer efforts, raising more than \$173,000 for the HCA Hope Fund and United Way, and in Tampa Bay raising \$109,899 for the 2010 Tampa Bay Heart Walk. In addition, we became the year round local Go Red for Women sponsor to support the American Heart Association's campaign in the local community to focus on reducing heart disease in women.



J. Daniel Miller – HCA West Florida  
President and Chief Executive Officer

## HCA WEST FLORIDA LEADERSHIP

**Daniel Miller** – President & Chief Executive Officer

**Timothy Burroughs** – Chief Financial Officer

## 2010 COMMUNITY IMPACT SUMMARY

### STATISTICS

Total Patients Treated	1,172,001
Annual Hospital Admissions	171,974
Annual Emergency Visits	528,593
Total Medicaid Patients Treated	149,024
<b>Medicaid Market Share</b>	<b>24.09%</b>
Total Uninsured Patients Treated <sup>1</sup>	124,347
<b>Uninsured Market Share</b>	<b>40.33%</b>

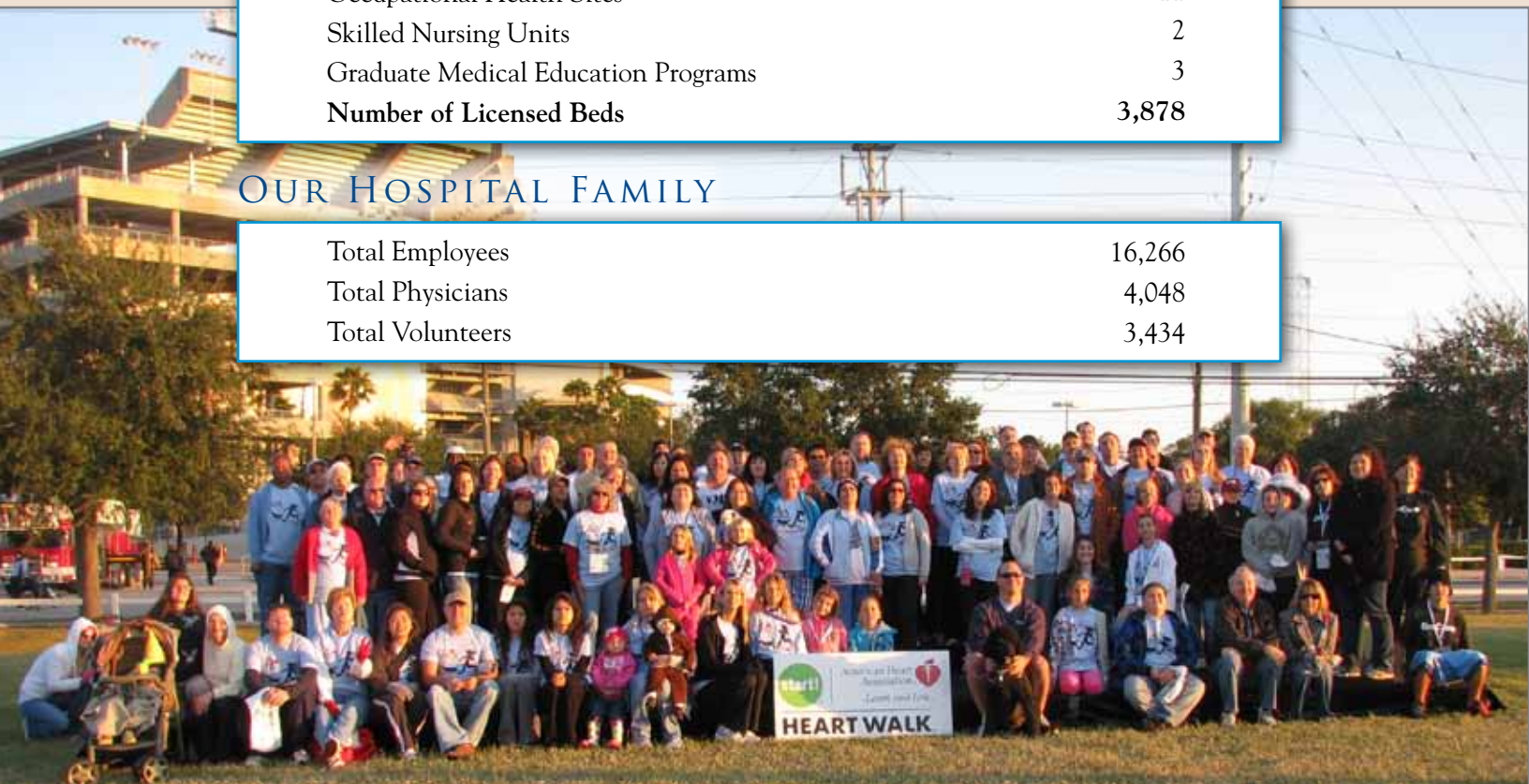
*(1) excludes Medicaid patients treated*

### OUR FACILITIES AND SERVICES

<b>Hospitals</b>	<b>15</b>
Surgery Centers	16
Diagnostic Imaging Centers	5
Inpatient Rehabilitation Services	3
Inpatient Psychiatric Care Services	3
Occupational Health Sites	11
Skilled Nursing Units	2
Graduate Medical Education Programs	3
<b>Number of Licensed Beds</b>	<b>3,878</b>

### OUR HOSPITAL FAMILY

Total Employees	16,266
Total Physicians	4,048
Total Volunteers	3,434

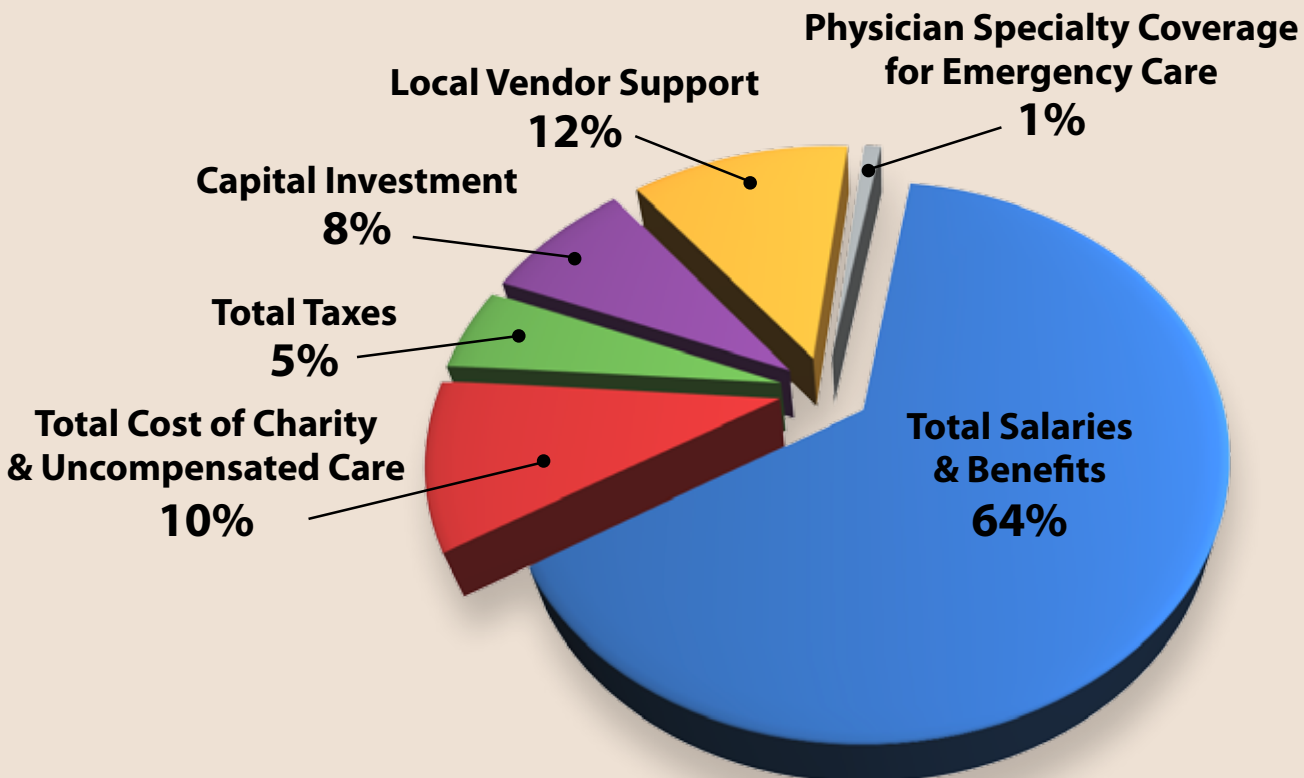


HCA West Florida raised \$109,899.02 for the 2010 Tampa Bay Heart Walk! Nine hospitals, the Tampa Shared Services Center, West Florida Supply Chain and Division Office participated with 729 registered walkers! Northside Hospital & Tampa Bay Heart Institute staff, pictured above, was the #1 HCA fundraising facility, raising \$40,832, under the leadership of Steve Daugherty, CEO. Mike Fencel, CEO of Brandon Regional Hospital, was the #4 individual fundraiser in all of Tampa Bay, raising \$10,082 for the Heart Walk!

ECONOMIC IMPACT

<b>Total Salaries &amp; Benefits</b>	<b>\$ 1,006,207,487</b>
<b>Cost of Charity &amp; Uncompensated Care</b>	<b>\$ 154,752,658</b>
Taxes Paid:	
Federal Income Tax	\$ 15,372,050
State Income Tax	\$ 2,160,551
Indigent Care Tax	\$ 28,844,953
Property Tax	\$ 13,116,076
Sales Tax	\$ 12,415,650
Other Local Tax	\$ 248,736
<b>Total Taxes</b>	<b>\$ 72,158,016</b>
<b>Capital Investment<sup>1</sup></b>	<b>\$ 120,760,405</b>
<b>Total Local Vendor Support</b>	<b>\$ 184,113,623</b>
Minority & Women Owned Business Support	\$ 2,242,149
<b>Physician Specialty Coverage for Emergency Care</b>	<b>\$ 22,641,819</b>
<b>TOTAL Economic Impact</b>	<b>\$ 1,560,634,008</b>

(1) 5 year annual average  
FY 2010 statistics



A partial list of the organizations benefiting from HCA West Florida's involvement:

- African American Club
- Alzheimer's Family Organization
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- Area Agencies on Aging
- Autism Speaks
- Big Brothers, Big Sisters
- Blood Bank
- Boy Scouts
- Brandon Foundation
- Brandon Outreach Clinic
- Chambers of Commerce
- Chamber Leadership Programs
- Coastal Wildlife Club
- Economic Development Councils
- Education Foundations
- Girl Scouts
- Good Samaritan Health Clinic
- Grandparents Raising Grandchildren
- Habitat for Humanity
- HCA Hope Fund
- H.I.P.
- Hospice
- Kiwanis Clubs
- Local Medical Societies
- Manasota SOLVE
- Manatee Community College
- March of Dimes
- Meals on Wheels
- Ministerial Associations
- Rotary
- Salvation Army
- Seminole Community College
- Southeastern Guide Dogs
- Special Olympics
- State College of Florida
- Susan G. Komen For The Cure
- United Way
- Year of the Child

## GIVING BACK TO OUR COMMUNITY

### COMMUNITY SUPPORT

The affiliates of HCA West Florida and their employees provide both financial and volunteer support to countless civic organizations, schools, colleges, city projects and nonprofit and charitable organizations in their local communities. Division-wide, more than \$173,000 was raised for the HCA Hope Fund and United Way last year and in Tampa Bay, \$109,899 was raised for the 2010 Tampa Bay Heart Walk.

### INDIGENT PATIENT EDUCATION

HCA West Florida Hospitals are committed to helping uninsured patients qualify for local and state health benefit programs. Each Hospital offers onsite benefit education and Medicaid enrollment assistance.

### STEP UP FOR STUDENTS

Since 2005, HCA has redirected \$55,475,000 in corporate income tax to the Step Up for Students program. Through this gift, 14,351 low income students received a K-12 scholarship enabling them to receive a quality education tailored for their specific learning needs. Through this program, children who qualify for the National School Lunch Program can receive scholarships. Qualifying parents can use these grants to send their child to the public or private school that best meets their child's needs.

### GOING GREEN

As an active member of the Practice Greenhealth, an industry leader in sustainable, eco-friendly practices, HCA hospitals are involved with green initiatives both at the facility level and in many cases in the greater community. It is part of our commitment to have a comprehensive environmental strategy in concert with our mission of the care and improvement of human life.



### ARMY TROOPS SEND THANKS FOR HOLIDAY PACKAGES

The staff of Largo Medical Center made the holidays very special for our service men and women overseas, collecting thousands of gifts and mailing them to U.S. Troops serving in Iraq, Korea and Afghanistan.

## AWARDS AND RECOGNITION

Our facilities and management teams continue to receive awards and recognition for the outstanding medical care and services we provide as well as the leadership role we play in our communities. All 15 of our hospitals are Joint Commission Accredited and Accredited Chest Pain Centers, 14 are Certified Advanced Primary Stroke Centers and six hospitals have Accredited Cancer programs by the American College of Surgeons' Committee on Cancer (ACoS) (CoC). Community Hospital has achieved 12 Joint Commission Disease Specific Advanced Certifications, an unparalleled performance for a community hospital in the State of Florida while Blake Medical Center has earned four. Regional Medical Center Bayonet Point was the first hospital in Florida to earn Joint Commission Certification in Heart Failure and Brandon Regional Hospital earned Accreditation as a Bariatric Center of Excellence and a Three Star Rating by the Society for Thoracic Surgeons. For a second consecutive year, Doctors Hospital was named one of the Best Places to Work 2010 by Modern Healthcare. Central Florida Regional was named Seminole County Business of the Year and Regional Bayonet Point was one of only three hospitals in the state to merit Triple Recognition for the AHA's Get with the Guidelines. Additionally, several of our hospitals earned Center of Excellence designations from insurers, including Blue Cross Blue Shield and United Healthcare. Blake has been awarded the Solucient Top 100 Hospital in America recognition nine times, Largo Medical Center and Regional Medical Center Bayonet Point seven times, Community Hospital six times and Brandon Regional Hospital five times.



Accredited  
Chest Pain Center



Accredited  
Chest Pain Center  
w/PCI



The Joint Commission  
Gold Seal of Approval



Commission  
on Cancer

## HURRICANE PREPAREDNESS

HCA West Florida offers one of the most comprehensive hurricane preparedness plans to ensure that our patients and our staff who care for them are safe before, during and after a storm. Our Division has arrangements and contracts in place with vendors from around the state and nation to provide support, from on-site security if needed to medical supplies, additional generators, food, fuel, emergency transportation, building supplies and construction crews who can be dispatched immediately following the storm to make needed repairs to keep our hospitals operational. Emergency communications, several days worth of food and supplies all arrive at each facility well in advance of a storm, to ensure the hospital is self-sustaining for several days. Transfer processes and plans are in place with our network of hospitals from around the country, should patients need to be relocated.

## VOLUNTEERING

Over 725,000 hours of volunteering were performed by members of the HCA West Florida Division family last year. From providing medical care on mission trips to serving as the voice for children through programs such as Guardian Ad Litem and Autism advocacy, our staff, volunteers and physicians give back to our communities, both in and outside of our facilities.

## CONSULT-A-NURSE®

Free Physician Referral and Health Information are available around the clock by calling **1-877-4-HCA-DOCS (1-877-442-2362 toll free)**. Registered Nurses are available for consultation through this bi-lingual community service, which also registers people for the numerous community education classes and programs sponsored by the HCA hospitals of Central and West Florida.



## QUALITY & PATIENT SAFETY

“Putting Patients First” is the foundation of our culture and passion for quality health care. Many of the initiatives we implement serve as national models for the industry today. The HCA West Florida hospitals have achieved industry leading performance on public Clinical Measures, such as the CMS Core Measures for Congestive Heart Failure, Pneumonia, Acute Myocardial Infarction, and Surgical Care Improvement Project. Our hospitals are thoroughly engaged in programs and initiatives which promote and optimize Patient Satisfaction, Clinical Efficiency programs and Quality outcomes.

### HCARE ELECTRONIC HEALTH RECORD (EHR)

The West Florida Division has invested heavily in its Electronic Health Record (EHR) initiative, which kicked off in March 2010. With EHR, access to patient health information is simplified and patient safety and quality improved. Our hospitals have brought numerous clinical components for the EHR on-line through major investments in technology.

- **HCARE HUB** – As more and more physician practices use Electronic Medical Record (EMR) systems, there is an increased need to integrate data from a variety of clinical systems, including hospital systems. Linking physician practices to our hospital databases is being rolled out through the hCare Hub interface. This allows physician offices real-time access to patient clinical data from the hospital. Effective clinical data exchange can provide necessary information to physicians to make timely decisions and reduce duplicate testing and unnecessary hospitalizations.
- **PICTURE ARCHIVING AND COMMUNICATION SYSTEM (PACS)** – The PACS system immediately digitizes images from radiology and cardiac studies so they can be stored and electronically viewed on screens remotely. This enables doctors and other health care professionals to access the images and when available to compare new images with previous images at the touch of a button.
- **VOICE RECOGNITION** – To improve report turnaround time and patient care, our hospitals and imaging centers use Voice Recognition, which allows physicians to update patient records and report their interpretation of a study by speaking instead of dictating or using a keyboard. The physician then reviews the report on screen, makes any adjustments, signs the report and it posts immediately for others to view. Report turnaround time has been greatly reduced to an average of just over 30 minutes.
- **MUSE** – All 15 hospitals have installed this system, which digitizes EKG tracings so physicians can review, diagnose and treat heart patients within seconds.



### ELECTRONIC BAR CODING MEDICATION SYSTEM (BCMA)

HCA led a national effort to reduce medication errors by placing this system in all of our hospitals several years ago. Bar codes on medications are scanned at the patient’s bedside, providing our clinical staff with an effective tool to ensure that the right patient receives the right medication at the right time through the right route.

### ELECTRONIC BAR CODING TRANSFUSION SYSTEM (BCTA)

We expanded bar coding use in all of our hospitals this past year to transfusion products. Prior to administering any blood product, the unit is scanned to ensure the patient is receiving the right transfusion product at the right time through the right route.





**Regional Medical Center Bayonet Point, together with Largo Medical Center, took the lead to develop and pilot an innovative program designed to enhance medical imaging safety.**

## RESPONSIBLE IMAGING

HCA West Florida developed an innovative program called Responsible Imaging to enhance medical imaging safety through state-of-the-art monitoring, use of best practices and extensive education of staff, physicians and patients. The program was developed and piloted at Regional Medical Center Bayonet Point and Largo Medical Center with LANDAUER®, a global leader- in radiation science and services. With increasing attention on the long-term cumulative effect of radiation exposure, we are excited to be a leader in responsible medical imaging practices. This innovative safety program will be comprehensively implemented throughout the West Florida hospitals within the first quarter.

## BROSELOW SYSTEM FOR ACUTE PEDIATRIC ADMINISTRATION OF DRUGS IN THE ER

All of our hospital emergency departments have installed the Broselow System to ensure the proper dosing and administration of drugs to children. Pediatric dosing can be difficult, especially in emergency situations, and the Broselow System allows medical professionals to instantly access proper dosing, improve the speed and accuracy in acute preparation and administration of drugs, reduce medical errors and standardizes pediatric dosing so that we can provide our young patients with high quality emergency care, safely.



## AIRSTRIP OB™

This innovative patient monitoring solution has been installed at Community Hospital, Brandon Regional Hospital and Osceola Regional Medical Center to allow obstetricians to remotely access vital patient information such as fetal heart rate including maternal contraction patterns in virtual real-time directly from the labor & delivery unit to a physician's smart phone from anywhere a cell phone connection can be received.



## NATION'S FIRST INFANT SCREENING PROGRAM

We were the first US healthcare system to voluntarily perform a simple blood test to screen newborns for elevated levels of bilirubin that triggers jaundice. By identifying newborns at risk for Kernicterus, which causes permanent brain damage and physical impairment, we can treat them immediately and prevent this serious health threat.



## FLU SEASON PREPARATION

The National Patient Safety Foundation has recognized all HCA employees for their efforts in supporting HCA's flu immunization policy.

More than 97 percent of our employees have received the flu vaccine, an amazing accomplishment which helps protect our patients as well as our employees and their families. Additionally, many of our hospitals actively participate in community outreach efforts to educate the public about the importance of seasonal flu vaccine.

## METHICILLIN-RESISTANT STAPHYLOCOCCUS AUREUS (MRSA)

HCA continues to be a leader in the fight to stop the spread of MRSA, and was invited to participate as a partner organization in the REDUCE MRSA Clinical Trial, with the CDC Prevention Epicenters, CDC Division of Healthcare Quality Promotion and the Agency for Healthcare Quality and Research (AHRQ). HCA was selected due to its commitment to infection prevention, the HCA A, B, Cs (MRSA) program and our standardization of specific lab data. The goal of the study is to conduct a cluster randomized trial of hospitals to compare uniform versus target MRSA decolonization as a means to reduce healthcare-associated MRSA infection. Eight HCA West Florida Division hospitals are participating.

Locally, we continue to be very involved in educational outreach to prevent the spread of community acquired MRSA. The national Clean Hands Are Cool Hands campaign, featuring teen star Mitchel Musso (Hannah Montana show), was launched here. The goal is to educate children on the prevention of MRSA, through local presentations and a toolkit for parents and teachers available on our hospital websites.



## MEDICAL EDUCATION

We're also bringing future physicians to our communities through medical training programs, with Largo Medical Center home to the largest osteopathic teaching program in the southeastern United States. St. Petersburg General Hospital and Northside Hospital also sponsor medical training programs including Traditional Rotating Internship and Family Practice Residency.

## MEDICAL RESEARCH

The Central Florida Cardiac & Vascular Institute at Osceola Regional Medical Center is now a major cardiovascular clinical research strategic site, as a result of a formal affiliation that was put in place this past year with the Sarah Cannon Research Institute (SCRI) of Nashville. An expansion of this relationship to other cardiovascular hospitals in our network is anticipated. HCA also announced a formal affiliation with USF Health for Trauma Care, to include the development of a trauma research program to improve trauma care statewide. Several of our hospitals also work with physician partners who are engaged in research and clinical trial initiatives in multiple specialty areas.

## VTE PROTOCOL

HCA West Florida hospitals, in conjunction with sanofi-aventis®, implemented an aggressive venous thromboembolism (VTE) Rule-Out initiative and has actively participated in DVT awareness efforts to help educate the public about these health risks. The Rule-Out protocol helps ensure that patients are screened and when appropriate receive preventive treatment for VTE which poses a significant health risk and consists of two potentially life-threatening conditions: Deep vein thrombosis (DVT) and Pulmonary embolism (PE).

## SPECIALIZED CARE

### EMERGENCY EXCELLENCE

Our strong focus on enhancing emergency care and improving processes continues to keep ER wait times at West and Central Florida HCA hospitals below national averages, but more importantly we are exceeding national guidelines in delivering care quickly, when it matters most. STEMI time averages, along with wait time averages, are now featured on website home pages for the 10 hospitals that offer PCI services. All 15 hospitals are Chest Pain Accredited and 14 have earned Advanced Primary Stroke Center certification by the Joint Commission.

Highly skilled emergency physicians and nurses supported by surgical and medical experts combined with best practices and the latest technology benefitted more than a half million Central and West Florida residents last year. Protocol driven care that can begin in the field through direct communications with local EMS teams are all part of our commitment to improve quality in our busy emergency departments.

For 2011, we will continue to integrate technology to improve processes and pilot innovative solutions such as Self Registration Kiosk Pilot in the Orlando market to improve the ER experience for our patients. Additionally, we are expanding into Trauma Care. **For**

**average ER wait times, visit our website at [HCAdocs.org](http://HCAdocs.org), individual hospital websites or by text messaging: ER to 23000.**



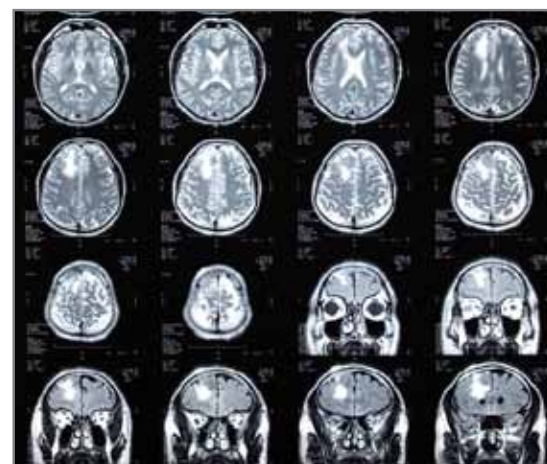
### EXPANDING TRAUMA CARE

HCA and USF Health have entered into an affiliation agreement to improve access to quality trauma care and services in Florida. The agreement includes two West Florida hospitals: Regional Medical Center Bayonet Point and Blake Medical Center. Both facilities have received state approval on their extension request to move forward with the development of trauma programs which will provide this highly specialized level of emergency care to communities identified by the state as underserved. Both hospitals plan to submit their completed application to the state in 2011 with the hopes of being granted provisional status to operate trauma programs in fall 2011.

### NEUROSCIENCES & STROKE CARE

Neurosciences is a key focus at many of our hospitals, with neurosurgeons skilled in treating everything from brain tumors to back pain. The Neurosciences Institute at Northside Hospital offers one of the few interventional neuroradiology programs on Florida's west coast. Brandon Regional Hospital and Largo Medical Center also offer comprehensive neuroscience programs, with designated units where patients are cared for by nursing and other staff who have received specialty training to care for these patients.

Fourteen of our hospitals are Joint Commission designated Advanced Primary Stroke Centers, the gold standard for ensuring the highest level of care is immediately available.



## HEART & VASCULAR NETWORK

Our cardiovascular network ensures that life-saving technology and the latest minimally invasive techniques are available in our communities. All 15 of our hospitals are Accredited Chest Pain Centers, 10 now offer PCI and we are consistently beating the national STEMI benchmark of 90 minutes, dramatically improving the lives of our patients experiencing a heart attack.

The latest surgical techniques for vascular, minimally invasive mitral valve and atrial fibrillation repair provide a safer alternative for patients suffering from these conditions, improving their quality of life and reducing their risk for other serious complications. Our Cardiac Cath and EP labs offer state-of-the-art technology and treatments for invasive and noninvasive cardiac procedures. Additionally, many of our hospitals have opened specialized chest pain units where patients can be rapidly accessed and diagnosed without having to be admitted to the facility.

Expansion of cardiovascular research continued with The Central Florida Cardiac & Vascular Institute at Osceola Regional Medical Center formally affiliating with the Sarah Cannon Research Institute (SCRI), one of the largest clinical research programs in the nation, to be a major cardiovascular clinical research strategic site. Physicians and patients are now able to participate in clinical trials locally in several cardiovascular specialties including interventional cardiology, electrophysiology, and cardiac and vascular surgery. We are exploring opportunities to expand this relationship with Sarah Cannon to other cardiovascular centers in our network.

Another exciting affiliation occurred in our Pinellas market, with the addition of the Heart and Vascular Institute South (HVIF) to Northside Hospital and the Tampa Bay Heart Institute. HVIF's 16 Board Certified Cardiologists, almost 100 employees and three office locations join with us to ensure we are the leading network provider of cardiovascular services in the Tampa Bay area.

Congratulations to the Heart & Vascular Center at Brandon Regional Hospital which has received a "3 Star" rating from The Society of Thoracic Surgeons (STS) for quality care in cardiac surgery. Regional Medical Center Bayonet Point became the first organization in Florida and among one of the first in the nation, to achieve certification through the Joint Commission in Heart Failure in early 2010, with Community Hospital earning this distinction shortly after. Bayonet was also one of only three hospitals in the state – and the only one in the Tampa Bay area – to merit Triple Recognition from the American Heart Association's Get with the Guidelines program. Blake Medical Center achieved Joint Commission advanced certification as an Acute Myocardial Infarction Center. Facilities earning the Blue Distinction Centers for Cardiac Care® and the UnitedHealth Premium Cardiac Specialty Centers® are Blake Medical Center, Brandon Regional Hospital, Central Florida Regional Hospital, Largo Medical Center, Northside Hospital, Oak Hill Hospital and Osceola Regional Medical Center. Regional Medical Center Bayonet Point earned the United Premium Designation Cardiac.



## IMAGING SERVICES

The HCA West Florida network provides a comprehensive array of inpatient and outpatient imaging services, through our hospitals and freestanding diagnostic imaging centers. Our facilities are equipped with a broad range of diagnostic technology and many outpatient centers offer extended hours. We are committed to offering imaging services needed across the full continuum of a patient's care and to Responsible Imaging, which includes a number of patient safety practices such as using the lowest reasonably achievable utilization of medical radiation during exams that involve radiation.

Diagnostic services available throughout the HCA West Florida network include:

- Bone Density/Dexa
- Breast MRI
- CT
- 64-slice CT
- Digital Mammography
- Echocardiogram
- EKG
- Fluoroscopy
- Mammography
- MRA
- MRI
- Open and High Field MRI
- Nuclear Medicine
- PET/CT Scan
- Ultrasound
- X-Ray



## COMPREHENSIVE CANCER CARE

Cancer is the second leading cause of death in this country, exceeded only by heart disease. Our hospitals have committed to quality care by striving to meet and exceed the many standards required for the American College of Surgeons' Commission on Cancer (ACoS CoC) Accreditation.

Since most cancer patients require multiple types of treatment, good communication between providers is essential. One of the best ways to accomplish this is through tumor board reviews, where a variety of medical specialists including surgeons, medical oncologists, radiation oncologists, pathologists, radiologists and hospital clinical and support staff meet regularly to proactively review patient cases.

Advanced technology is another commitment with our hospitals providing patients the latest in everything from digital mammography for early detection to minimally invasive surgery for treatment. Robotic technology is taking surgery beyond the limits of the human hand, introducing precise, versatile instrument movement combined with three-dimensional visualization of the operative site. The da Vinci® robotic system is available at Brandon Regional Hospital, Community Hospital, Osceola Regional Medical Center and St. Petersburg General Hospital. Brandon Regional also offers CyberKnife® radiosurgery, which uses advanced robotics and computer guidance to treat tumors.

Today six of our hospitals offer accredited cancer programs, including Blake Medical Center, Community Hospital, Fawcett Memorial Hospital, Largo Medical Center, Oak Hill Hospital, and Regional Medical Center Bayonet Point. Several other facilities are preparing for accreditation visits in the near future.

## SURGICAL SOLUTIONS

Our network offers some of the most efficient and well equipped operating rooms in the area. Advanced systems from scheduling to pre-op and discharge planning ensure that patients receive the care they need, while individual facilities provide a variety of enhanced communications such as waiting room monitors, free wi-fi and "tweets" to keep families updated on the patient's progress.

From single incision laparoscopic surgery (SILS) to the da Vinci® Robotic Surgical System, our hospitals are providing surgeons the tools they need to perform complex and delicate procedures through tiny incisions, with unmatched precision. For patients, this means less blood loss and scarring and a quicker recovery and return to normal daily activities.

For patients needing a surgical weight loss solution, Brandon Regional Hospital has been awarded the Bariatric Surgery Center of Excellence (ASMBS) designation and performs gastric bypass, sleeve gastrectomy and lap band procedures. St. Petersburg General Hospital offers the lap-band procedure performed by board certified surgeons.

In addition to the inpatient and outpatient surgical programs at our hospitals, our network also includes the 16 free-standing outpatient surgery centers.



## WOMEN'S SERVICES

Some 7353 new residents were welcomed last year in one of our hospital delivery rooms. Five of our hospitals offer obstetrical services to their communities, with Brandon Regional Hospital also providing the highest Level III Neonatal Intensive Care Unit (NICU) service and Osceola supporting a Level II NICU program. Community Hospital also offers an all-private Women's Care Center for Gynecology and Urology, while Brandon and Central Florida Regional are undergoing extensive renovations to their dedicated facilities. Our commitment to women's services, from childbirth to digital mammography to innovative surgical options using robotics, is unsurpassed.

The Florida Breast Institute at Largo Medical Center offers a unique experience, dedicated to treating women in a warm and relaxing atmosphere. Specialty breast center programs are also available at Blake Medical Center, Brandon Regional Hospital, Central Florida Regional Hospital, Community Hospital, Doctors Hospital, Englewood Community Hospital, Fawcett Memorial Hospital, Oak Hill Hospital, Osceola Regional Medical Center, St. Petersburg General Hospital and South Bay Hospital.

## ORTHOPEDICS

National recognition for clinical excellence has been awarded to our orthopedic programs, with Community Hospital and Blake Medical Center each earning Joint Commission Certification in both Knee Replacement and Hip Replacement. Several of our facilities have earned orthopedic special designations including the Blue Distinction Center for Knee and Hip Replacement® at Blake, Central Florida, Community, Doctors, Fawcett, Largo, Oak Hill, Regional Bayonet Point and South Bay and UnitedHealth Premium Total Joint Replacement Centers® at Blake, Brandon, Community, Doctors, Edward White, Fawcett, Largo, Oak Hill and Osceola.

Our surgeons are committed to performing the latest innovations in their field with advanced procedures including minimally invasive partial and total knee and hip resurfacing. Many of our hospitals also offer classes in advance of surgery to assist patients with planning for their hospital stay and recovery after discharge. Several of our hospitals offer luxury accommodations and amenities to encourage quick return to daily activities, often in conjunction with Spine programs.

## SPINE CARE

Spine injuries can be the result of sudden trauma or unrelentingly degenerative. Either way, they greatly impact an individual's quality of life. The HCA West Florida network offers a full spectrum of resources to provide an accurate diagnosis and treatment plan. Our spine surgeons perform the most minimally invasive procedures available today, with outstanding outcomes and greatly reduced hospital stays.

Medical teams affiliated with spine programs in our hospitals include some of the area's most dedicated neurosurgeons, orthopedic spine surgeons, experts in pain management, and specialists in physical medicine as well as physical therapy and rehabilitation. Several hospitals also offer special amenities and private rooms, to encourage a quick return to everyday activities and immediate family involvement in the recovery process. A spine clinic is available at Brandon Regional Hospital where a thorough evaluation by specialists and diagnostic tests can be coordinated. Community Hospital in New Port Richey has earned Joint Commission Certification in Lumbar Surgical Spine and Cervical Surgical Spine. Several of our hospitals have earned Center of Excellence designations, including the Blue Distinction Centers for Spinal Surgery®: Blake Medical Center, Central Florida Regional Hospital, Community Hospital, Doctors Hospital of Sarasota, Edward White Hospital, Fawcett Memorial Hospital, Largo Medical Center, Oak Hill Hospital, Osceola Regional Medical Center and Regional Medical Center Bayonet Point. Earning UnitedHealth Premium Spine Surgery Centers® designation are Blake, Community, Doctors and Fawcett.





# BLAKE MEDICAL CENTER

2020 59th Street West • Bradenton, Florida 34209 • (941) 792-6611  
 BlakeMedicalCenter.com



# OF LICENSED BEDS	<b>383</b>
TOTAL ANNUAL ADMISSIONS	<b>12,566</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>28,354</b>
TOTAL PATIENTS TREATED*	<b>72,730</b>
TOTAL PHYSICIANS	<b>353</b>
TOTAL EMPLOYEES	<b>1,211</b>
TOTAL PAYROLL	<b>\$77,288,392</b>
TAXES PAID	<b>\$6,150,382</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
 2010 numbers unless otherwise noted.



Blake Medical Center is located on 59th Street West in Bradenton, Florida in West Manatee County.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- ACCREDITED COMMUNITY COMPREHENSIVE CANCER PROGRAM (ACoS CoC)
- ACCREDITED INPATIENT REHABILITATION (CARF)
- CERTIFIED ACUTE MYOCARDIAL INFARCTION (AMI) (JOINT COMMISSION)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- ADULT CRITICAL CARE
- BREAST CARE CENTER
- CARDIOPULMONARY REHABILITATION
- COMPANY CARE OCCUPATIONAL HEALTH
- COMPREHENSIVE CANCER PROGRAM
- DIABETES EDUCATION
- HEART INSTITUTE
- INPATIENT REHABILITATION
- JOINT CARE CENTER
- MEDICAL IMAGING
- MINIMALLY INVASIVE SURGERY
- PRIMARY STROKE CENTER
- SLEEP DISORDERS CENTER
- SPINE CARE CENTER



**DANIEL FRIEDRICH**  
 Chief Executive Officer

*"I want to thank EMS, Blake and Dr. Rivera for everything they did for me. They've given me more time with my wife and family and that's so important to me."*

**- Donald Windhauser**  
 STEMI TIME: 36 minutes





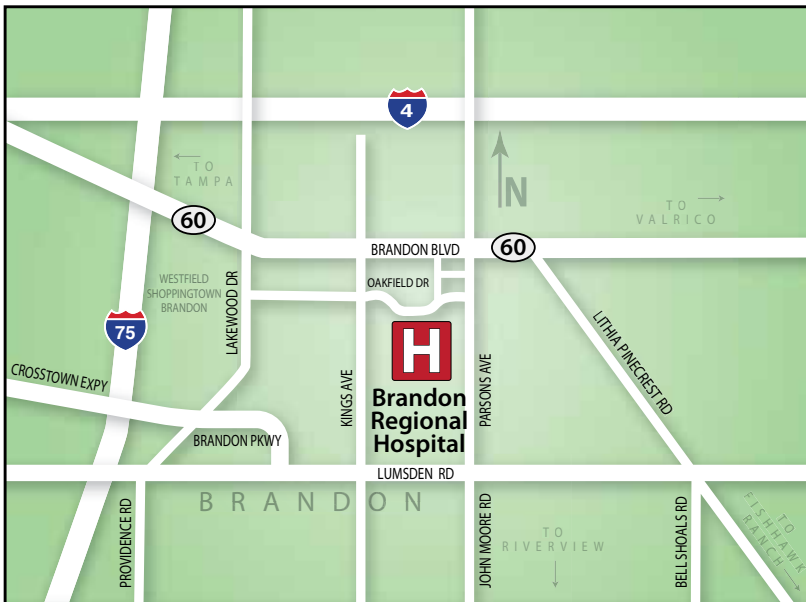
# BRANDON REGIONAL HOSPITAL

119 Oakfield Drive • Brandon, Florida 33511 • (813) 681-5551  
BrandonHospital.com



# OF LICENSED BEDS	407
TOTAL ANNUAL ADMISSIONS	22,061
TOTAL ANNUAL EMERGENCY VISITS	88,130
TOTAL PATIENTS TREATED*	181,281
TOTAL PHYSICIANS	535
TOTAL EMPLOYEES	1,838
TOTAL PAYROLL	\$113,465,984
TAXES PAID	\$12,202,030

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
2010 numbers unless otherwise noted.



Brandon Regional Hospital is located in Brandon, Florida on the corner of Parsons Avenue and Oakfield Drive.

The Heart & Vascular Center at Brandon Regional Hospital has received a “3 Star” rating from The Society of Thoracic Surgeons (STS) for quality care in cardiac surgery (the highest rating). Brandon Regional Hospital is an Accredited Chest Pain Center with PCI, with an average STEMI Time that consistently beats the national benchmark.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED BARIATRIC SURGERY CENTER OF EXCELLENCE (ASMBS)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- BABY SUITES
- BARIATRICS / WEIGHT LOSS
- BREAST CARE PROGRAM
- CYBERKNIFE CANCER CENTER
- DA VINCI ROBOTIC SURGICAL SYSTEM
- DIAGNOSTIC AND IMAGING CENTER
- HEART & VASCULAR CENTER
- MINIMALLY INVASIVE SURGERY
- NEONATAL LEVEL III INTENSIVE CARE
- PEDIATRICS
- SPINE CARE CENTERS OF WEST FLORIDA
- WOMEN’S AND CHILDREN’S CENTER



**MIKE FENCEL**  
Chief Executive Officer







# CENTRAL FLORIDA REGIONAL HOSPITAL

1401 West Seminole Boulevard • Sanford, Florida 32771 • (407) 321-4500  
CentralFloridaRegional.com



# OF LICENSED BEDS	226
TOTAL ANNUAL ADMISSIONS	9,802
TOTAL ANNUAL EMERGENCY VISITS	42,042
TOTAL PATIENTS TREATED*	95,535
TOTAL PHYSICIANS	220
TOTAL EMPLOYEES	1,003
TOTAL PAYROLL	\$61,878,910
TAXES PAID	\$3,556,943

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
2010 numbers unless otherwise noted.



Central Florida Regional Hospital is located in Sanford on Lake Monroe, three miles east of I-4, between State Road 46 and Highway 17-92.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)
- CERTIFIED DIABETES EDUCATION PROGRAM (ADA)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- HEART INSTITUTE
- NEUROHEALTH SCIENCES AND SPINE CENTER
- HYPERBARIC MEDICINE AND WOUND CARE CENTER
- SKILLED NURSING UNIT
- SLEEP DISORDERS PROGRAM
- COMPANY CARE OCCUPATIONAL HEALTH
- THE BABY SUITES



**WENDY H. BRANDON**  
Chief Executive Officer



*"I was not able to complete a round of golf in the months prior to my Ablation because I would get so fatigued. Now I can play a full 18 and some days 36 holes without a problem."*

**- Ed Crain**  
Cardiac Patient



# COMMUNITY HOSPITAL

The future Medical Center of Trinity

5637 Marine Parkway • New Port Richey, Florida 34652 • (727) 848-1733  
 CommunityHospitalNPR.com



# OF LICENSED BEDS	<b>389</b>
TOTAL ANNUAL ADMISSIONS	<b>14,423</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>38,555</b>
TOTAL PATIENTS TREATED*	<b>76,113</b>
TOTAL PHYSICIANS	<b>386</b>
TOTAL EMPLOYEES	<b>1,147</b>
TOTAL PAYROLL	<b>\$72,526,116</b>
TAXES PAID	<b>\$3,947,451</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits. 2010 numbers unless otherwise noted.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER (SCPC)
- ACCREDITED COMMUNITY COMPREHENSIVE CANCER PROGRAM (ACoS CoC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)
- CERTIFIED ACUTE MYOCARDIAL INFARCTION (AMI) (JOINT COMMISSION)
- CERTIFIED CERVICAL SURGICAL SPINE (JOINT COMMISSION)
- CERTIFIED COLON RECTAL CANCER (JOINT COMMISSION)
- CERTIFIED HEART FAILURE (JOINT COMMISSION)
- CERTIFIED JOINT REPLACEMENT – HIP (JOINT COMMISSION)
- CERTIFIED JOINT REPLACEMENT – KNEE (JOINT COMMISSION)
- CERTIFIED KIDNEY CANCER (JOINT COMMISSION)
- CERTIFIED LUMBAR SURGICAL SPINE (JOINT COMMISSION)
- CERTIFIED LUNG CANCER (JOINT COMMISSION)
- CERTIFIED PNEUMONIA (JOINT COMMISSION)
- CERTIFIED OBSTRUCTIVE PULMONARY DISEASE (COPD) (JOINT COMMISSION)
- STATE APPROVED CORONARY PERCUTANEOUS INTERVENTION PROGRAM (PCI)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- BEHAVIORAL HEALTH CENTER
- THE BIRTHPLACE
- DIGITAL BREAST CARE CENTER
- DA VINCI ROBOTIC SURGICAL SYSTEM FOR GYNECOLOGY AND UROLOGY
- SPINE AND JOINT CARE CENTERS
- WOMEN'S CARE CENTER FOR GYNECOLOGY AND UROLOGY
- MINIMALLY INVASIVE SURGERY



Community Hospital is located on Marine Parkway in New Port Richey, Florida.

**LEIGH MASSENGILL**  
 Chief Executive Officer



*"I went to the ER thinking it was only heartburn – I had no idea I was having a heart attack and had two major arteries that were 100% blocked and required emergency stents. Thanks to the compassionate care of the ER staff and the quick response of Dr. Najam Javeed and the Cardiac Catheterization team at Community Hospital, I am still capturing memories of my grandsons."*

**– Jeffrey Sasse**  
 ER - Heart Attack Patient



# DOCTORS HOSPITAL OF SARASOTA

5731 Bee Ridge Road • Sarasota, Florida 34233 • (941) 342-1100  
DoctorsofSarasota.com



# OF LICENSED BEDS	155
TOTAL ANNUAL ADMISSIONS	7,143
TOTAL ANNUAL EMERGENCY VISITS	22,807
TOTAL PATIENTS TREATED*	55,054
TOTAL PHYSICIANS	422
TOTAL EMPLOYEES	669
TOTAL PAYROLL	\$39,571,661
TAXES PAID	\$3,258,221

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits. 2010 numbers unless otherwise noted.



Doctors Hospital of Sarasota is located minutes west of I-75 at Bee Ridge and Cattlemen Road.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER (SCPC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- ADULT CRITICAL CARE
- BREAST CARE CENTER
- CARDIOVASCULAR SERVICES
- DIAGNOSTIC IMAGING
- GENERAL SURGERY
- NEUROLOGY
- NEUROSURGERY
- ONCOLOGY
- ORTHOPEDIC AND SPINE INSTITUTE
- REHABILITATION SERVICES
- SERENITY PLACE (VOLUNTARY BEHAVIORAL HEALTH FOR SENIORS)
- UROLOGY



**ROBERT MEADE**  
Chief Executive Officer

*“Speed is important to me. That’s why I was so impressed by how efficiently I was cared for in the emergency room at Doctors Hospital. If life ever stops me in my tracks again, I know where I will go for help.”*

**– Steve Heaven**  
ER Patient





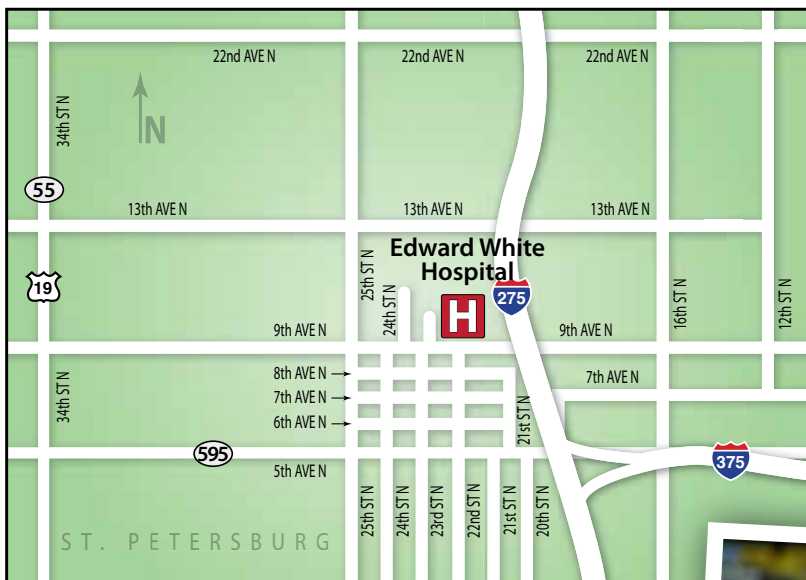
# EDWARD WHITE HOSPITAL

2323 9th Avenue North • St. Petersburg, Florida 33713 • (727) 323-1111  
EdwardWhiteHospital.com



# OF LICENSED BEDS	<b>162</b>
TOTAL ANNUAL ADMISSIONS	<b>3,615</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>13,378</b>
TOTAL PATIENTS TREATED*	<b>29,440</b>
TOTAL PHYSICIANS	<b>279</b>
TOTAL EMPLOYEES	<b>395</b>
TOTAL PAYROLL	<b>\$23,704,155</b>
TAXES PAID	<b>\$1,305,364</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
2010 numbers unless otherwise noted.



Edward White Hospital is located on Ninth Avenue North in St. Petersburg, Florida.

*“When the pain took me off of my game, I let Dr. Thomas Tolli call the shots. In less than three weeks after spine surgery, I was back at the ball park. I’m still on the field at the age of 80 thanks to him and Edward White Hospital.”*

**– Don Zimmer**  
Spine Surgery Patient



### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER (SCPC)
- ACCREDITED CLINICAL HYPERBARIC FACILITY (UHMS)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- CENTER FOR WOUND CARE AND HYPERBARIC MEDICINE
- COMPANY CARE OCCUPATIONAL HEALTH
- DIAGNOSTIC IMAGING
- ORTHOPEDICS CENTER
- REHABILITATION INSTITUTE
- SKILLED NURSING UNIT
- SPINE CENTER

**ROLAND METIVIER**  
Chief Executive Officer





# ENGLEWOOD COMMUNITY HOSPITAL

700 Medical Boulevard • Englewood, Florida 34223 • (941) 475-6571  
**EnglewoodCommunityHospital.com**



# OF LICENSED BEDS	<b>100</b>
TOTAL ANNUAL ADMISSIONS	<b>3,853</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>15,135</b>
TOTAL PATIENTS TREATED*	<b>41,230</b>
TOTAL PHYSICIANS	<b>137</b>
TOTAL EMPLOYEES	<b>394</b>
TOTAL PAYROLL	<b>\$24,093,319</b>
TAXES PAID	<b>\$1,237,143</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
 2010 numbers unless otherwise noted.



Englewood Community Hospital is located at 700 Medical Boulevard.

Laurie Farlow (left), co-owner of popular restaurant Farlow's On the Water and her mother Cecy Cowger, CFRE, CEO of United Way of Charlotte County, take time out of their busy schedules to discuss the important role Englewood Community Hospital has played for more than 25 years in providing health care services and supporting numerous community endeavors.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER (SCPC)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- CARDIOLOGY
- COMPREHENSIVE REHABILITATION
- DIAGNOSTIC IMAGING
- GASTROENTEROLOGY
- GENERAL AND VASCULAR SURGERY
- GYNECOLOGY
- JOINT CARE CENTER AND ORTHOPEDICS
- OPHTHALMOLOGY
- PODIATRY
- RESPIRATORY SERVICES
- SLEEP DISORDER CENTER
- SPINE SURGERY
- UROLOGY
- WOMEN'S CENTER
- WOUND CARE CENTER

**MARY ANN CONROY**  
 Chief Executive Officer





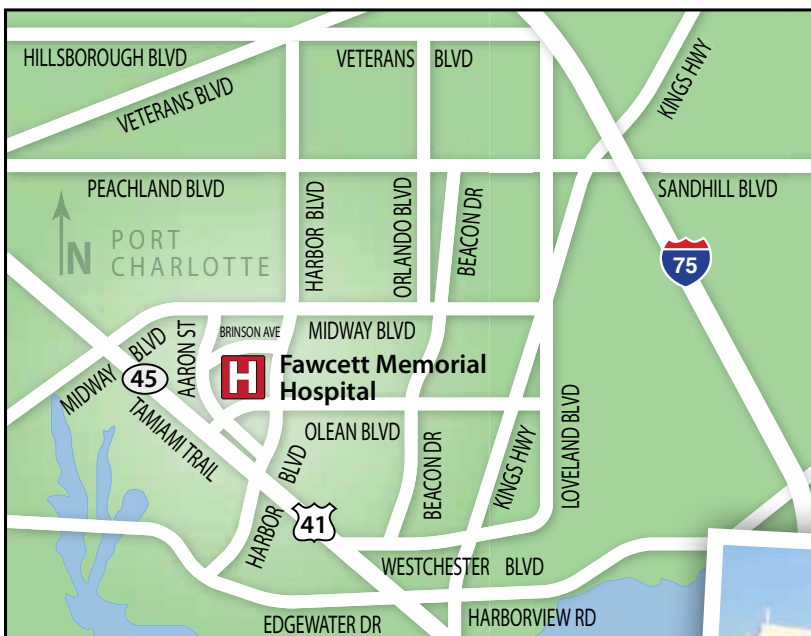
# FAWCETT MEMORIAL HOSPITAL

21298 Olean Boulevard • Port Charlotte, Florida 33952 • (941) 629-1181  
**FawcettHospital.com**



# OF LICENSED BEDS	<b>238</b>
TOTAL ANNUAL ADMISSIONS	<b>10,700</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>21,787</b>
TOTAL PATIENTS TREATED*	<b>67,058</b>
TOTAL PHYSICIANS	<b>323</b>
TOTAL EMPLOYEES	<b>920</b>
TOTAL PAYROLL	<b>\$57,153,314</b>
TAXES PAID	<b>\$3,654,387</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
 2010 numbers unless otherwise noted.



Fawcett Memorial Hospital is located at the intersection of Olean and Harbor Boulevards in Port Charlotte, Florida.

#### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- ACCREDITED COMMUNITY CANCER PROGRAM (ACoS CoC)
- ACCREDITED INPATIENT REHABILITATION PROGRAM (CARF)
- ACCREDITED PAIN MANAGEMENT PROGRAM (AAPM)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

#### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- BARIATRICS
- CARDIOLOGY
- MINIMALLY INVASIVE GENERAL SURGERY
- ONCOLOGY
- SPINE AND ORTHOPEDIC CENTER
- SPORTS AND REHABILITATION SERVICES
- VASCULAR, GYNECOLOGY, UROLOGY AND THORACIC SURGERY
- WOUND MANAGEMENT AND HYPERBARIC MEDICINE



**THOMAS J. RICE, FACHE**  
 Chief Executive Officer

**Very fast car, Very fast doctors, Very fast STEMI times. Dr. Michael Malone, Cardiologist, and Dr. Ray James, ER Physician, work as a team to deliver the life-saving care patients need when they come to our ER. As a result, Fawcett's STEMI times consistently beat the national average.**





# LARGO MEDICAL CENTER

**LMC-MAIN CAMPUS:** 201 14th Street SW • Largo, Florida 33770 • (727) 588-5200  
**LMC-INDIAN ROCKS RD CAMPUS:** 2025 Indian Rocks Rd. • Largo, FL 33774 • (727) 581-9474



## LargoMedical.com

# OF LICENSED BEDS	<b>422</b>
TOTAL ANNUAL ADMISSIONS	<b>18,695</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>40,947</b>
TOTAL PATIENTS TREATED*	<b>80,218</b>
TOTAL PHYSICIANS	<b>599</b>
TOTAL EMPLOYEES	<b>1,662</b>
TOTAL PAYROLL	<b>\$101,907,515</b>
TAXES PAID	<b>\$8,017,223</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
 2010 numbers unless otherwise noted.



### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED BREAST CENTER (ACoS)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- ACCREDITED COMMUNITY CANCER PROGRAM (ACoS CoC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- A TEACHING HOSPITAL
- 24-HOUR EMERGENCY SERVICES
- BEHAVIORAL MEDICINE
- CENTER FOR WOUND CARE WITH HYPERBARIC MEDICINE
- COMPANY CARE OCCUPATIONAL HEALTH
- FLORIDA BREAST INSTITUTE
- FLORIDA KNEE & ORTHOPEDIC PAVILION
- FLORIDA SPINE & NEURO CENTER
- GRADUATE MEDICAL EDUCATION PROGRAM
- INPATIENT REHABILITATION
- SLEEP DISORDERS LABORATORY
- TAMPA BAY HEART INSTITUTE

**RICHARD SATCHER**  
 Chief Executive Officer



**Military serving overseas were in the minds and hearts of many Largo Medical Center employees during the 2010 holiday season. Thousands of gifts were collected and sent to U.S. Troops serving in Iraq, Afghanistan and Korea in appreciation of everything the servicemen and women do for our country.**



# NORTHSIDE HOSPITAL

6000 49th Street North • St. Petersburg, Florida 33709 • (727) 521-4411  
**NorthsideHospital.com**



# OF LICENSED BEDS	<b>288</b>
TOTAL ANNUAL ADMISSIONS	<b>9,753</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>26,602</b>
TOTAL PATIENTS TREATED*	<b>41,339</b>
TOTAL PHYSICIANS	<b>320</b>
TOTAL EMPLOYEES	<b>915</b>
TOTAL PAYROLL	<b>\$60,285,468</b>
TAXES PAID	<b>\$3,174,401</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
 2010 numbers unless otherwise noted.



Northside Hospital is located in St. Petersburg, Florida on 49th Street North.

*“The American Heart Association is very appreciative of the outstanding donation made by the Northside Hospital team during the 2010 Heart Walk. The money will help to raise awareness of heart disease prevention in our community as well as help fund important cardiac research.”*

**– Suzy O’Malley**  
 American Heart Association  
 Vice President, Metro Tampa Bay

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- 64-SLICE CT SCANNER
- CARDIOPULMONARY OUTPATIENT REHABILITATION
- COMPANY CARE OCCUPATIONAL HEALTH
- DIAGNOSTIC SERVICES
- GRADUATE MEDICAL EDUCATION PROGRAM
- HEART ATTACK PREVENTION PROGRAM
- NEUROSCIENCE INSTITUTE
- NEURORADIOLOGY
- ORTHOPEDIC INSTITUTE
- TAMPA BAY HEART INSTITUTE

**STEPHEN J. DAUGHERTY**  
 Chief Executive Officer







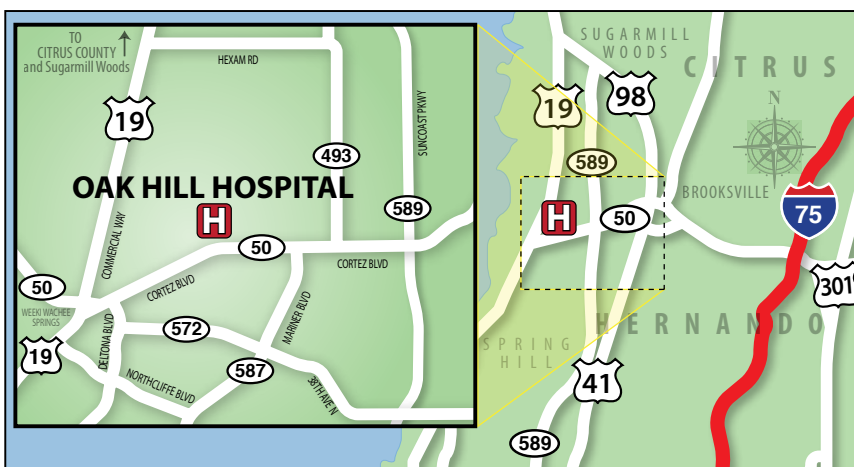
# OAK HILL HOSPITAL



11375 Cortez Blvd /SR 50 • Spring Hill, FL 34613 • [OakHillHospital.com](http://OakHillHospital.com)  
 Citrus: (352) 628-6441/Hernando: (352) 596-6632

# OF LICENSED BEDS	<b>230</b>
TOTAL ANNUAL ADMISSIONS	<b>13,756</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>32,420</b>
TOTAL PATIENTS TREATED*	<b>100,277</b>
TOTAL PHYSICIANS	<b>309</b>
TOTAL EMPLOYEES	<b>1,050</b>
TOTAL PAYROLL	<b>\$66,225,178</b>
TAXES PAID	<b>\$5,735,045</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
 2010 numbers unless otherwise noted.



Oak Hill Hospital is located on Highway 50/Cortez Boulevard, two miles east of U.S. 19.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- ACCREDITED HEART FAILURE CENTER (SCPC)
- ACCREDITED COMMUNITY CANCER PROGRAM (ACoS CoC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY CARE CENTER WITH 100% BOARD CERTIFIED NURSES AND PHYSICIANS
- CONSULT-A-NURSE/PHYSICIAN REFERRAL
- DIAGNOSTIC SERVICES
- HEART INSTITUTE
- HOSPITALIST SERVICES
- MEDICAL IMAGING
- MINIMALLY INVASIVE SPINE SURGERY
- ORTHOPAEDIC & SPINE INSTITUTE
- PEDIATRICS & PEDIATRIC EMERGENCY CENTER
- VASCULAR SURGERY
- WOMEN'S IMAGING CENTER

**MICKEY SMITH**  
 Chief Executive Officer



The Heart Institute at Oak Hill Hospital offers a full range of the latest diagnostics and treatments to care for hearts in Hernando, Citrus, and northern Pasco counties that includes an Accredited Chest Pain Center with PCI, Accredited Heart Failure Center, Cardiac Catheterization, Open Heart Surgery, Valve Treatment, and our Healthy Hearts support group.



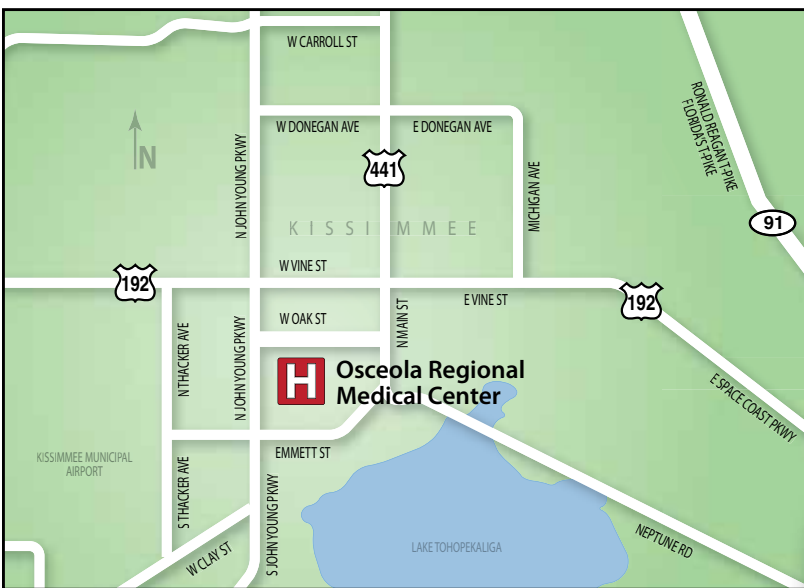
# OSCEOLA REGIONAL MEDICAL CENTER



700 West Oak Street • Kissimmee, Florida 34741 • (407) 846-2266  
[OsceolaRegional.com](http://OsceolaRegional.com)

# OF LICENSED BEDS	<b>257</b>
TOTAL ANNUAL ADMISSIONS	<b>17,052</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>68,975</b>
TOTAL PATIENTS TREATED*	<b>122,090</b>
TOTAL PHYSICIANS	<b>414</b>
TOTAL EMPLOYEES	<b>1,609</b>
TOTAL PAYROLL	<b>\$98,196,770</b>
TAXES PAID	<b>\$7,311,683</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
2010 numbers unless otherwise noted.



Osceola Regional Medical Center is centrally located on West Oak Street, two blocks west of 441 Hwy in Kissimmee, Florida, just minutes from Orlando.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- 24-HOUR OB PHYSICIAN CONCIERGE
- THE BABY SUITES
- BREAST CARE CENTER
- CARDIOVASCULAR HYBRID OR VASCULAR INSTITUTE
- COMPANY CARE OCCUPATIONAL HEALTH
- KISSIMMEE PHYSICAL THERAPY CENTER AND REHABILITATION
- MINIMALLY INVASIVE VALVE SURGERY
- NEONATAL CARE LEVEL II
- ORTHOPEDIC & SPINE CARE CENTER
- OSCEOLA IMAGING CENTER
- PEDIATRIC ER "OUCHLESS" PROGRAM
- ROBOTIC SURGERY
- WOUND HEALING CENTER & HYPERBARIC MEDICINE

**KATHRYN J. GILLETTE**  
Chief Executive Officer



*"Thanks to Dr. Badhwar, now I can watch my grandchildren grow and graduate from high school."*

**- Sam McFarland, Jr.**  
Heart Valve Repair





# REGIONAL MEDICAL CENTER BAYONET POINT

14000 Fivay Road • Hudson, Florida 34667 • (727) 819-2929  
RMCHHealth.com



# OF LICENSED BEDS	<b>290</b>
TOTAL ANNUAL ADMISSIONS	<b>13,960</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>34,565</b>
TOTAL PATIENTS TREATED*	<b>75,192</b>
TOTAL PHYSICIANS	<b>285</b>
TOTAL EMPLOYEES	<b>1,181</b>
TOTAL PAYROLL	<b>\$72,594,808</b>
TAXES PAID	<b>\$6,357,294</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
2010 numbers unless otherwise noted.



Regional Medical Center Bayonet Point is located on Fivay Road, one block east of U.S. Hwy 19 in Hudson, Florida.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER WITH PCI (SCPC)
- ACCREDITED CLINICAL HYPERBARIC FACILITY (UHMS)
- ACCREDITED COMMUNITY CANCER PROGRAM (ACoS CoC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)
- CERTIFIED ADVANCED HEART FAILURE (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY CARE
- CARDIOPULMONARY REHABILITATION CENTER
- CONSULT-A-NURSE
- THE HEART INSTITUTE AT BAYONET POINT
- MINIMALLY INVASIVE SURGERY
- NEUROSCIENCE CENTER OF EXCELLENCE
- ORTHOPEDICS
- SPINE CARE CENTERS OF WEST FLORIDA
- VASCULAR
- WOUND CARE & HYPERBARIC MEDICINE



**SHAYNE GEORGE**  
Chief Executive Officer



*"If you have lost everything but have the love of your family and your health you are still a winner."*

**- Andy Anderson**  
Atrial Fibrillation Patient



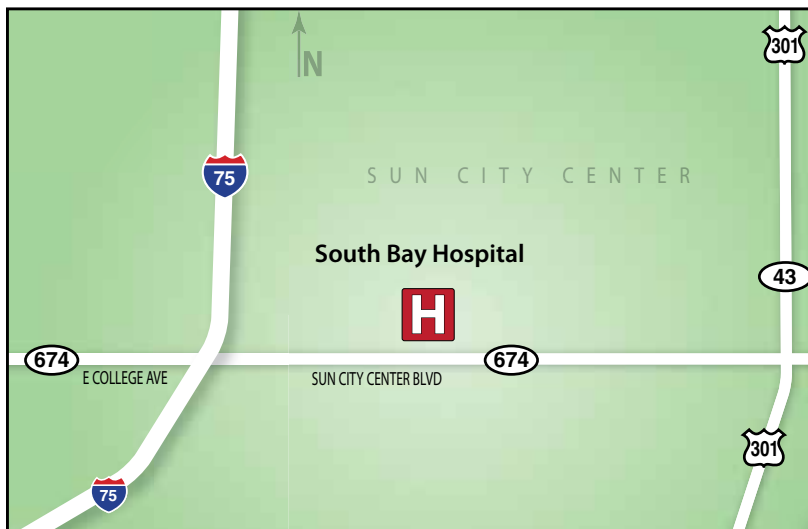
# SOUTH BAY HOSPITAL

4016 Sun City Center Boulevard • Sun City Center, Florida 33573 • (813) 634-3301  
SouthBayHospital.com



# OF LICENSED BEDS	112
TOTAL ANNUAL ADMISSIONS	6,569
TOTAL ANNUAL EMERGENCY VISITS	23,626
TOTAL PATIENTS TREATED*	66,806
TOTAL PHYSICIANS	210
TOTAL EMPLOYEES	541
TOTAL PAYROLL	\$32,214,346
TAXES PAID	\$1,615,842

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
2010 numbers unless otherwise noted.



South Bay Hospital is located on S.R. 674/Sun City Center Boulevard, just east of Interstate 75.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED CHEST PAIN CENTER (SCPC)
- ACCREDITED HEART FAILURE (SCPC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- ADULT CRITICAL CARE
- CARDIOLOGY
- CENTER FOR JOINT AND SPINE CARE
- COLORECTAL SURGERY
- DIAGNOSTIC IMAGING
- DIGITAL MAMMOGRAPHY
- INPATIENT REHABILITATION
- MEDICAL IMAGING
- MINIMALLY INVASIVE SURGERY
- NEUROLOGY
- ORTHOPEDICS
- OUTPATIENT DIAGNOSTIC AND REHABILITATION CENTER
- PODIATRY
- SPINE CARE
- UROLOGY
- VASCULAR SURGERY



**SHARON L. ROUSH**  
Chief Executive Officer

*“My passion is taking care of people and helping them get back to their lives. South Bay Hospital’s Center for Joint and Spine Care, helped me get back to my passion.”*

**– Stephanie Cortese**  
Orthopedic Patient and  
South Bay Hospital Employee





# ST. PETERSBURG GENERAL HOSPITAL

6500 38th Avenue North • St. Petersburg, Florida 33710 • (727) 384-1414  
**StPeteGeneral.com**



# OF LICENSED BEDS	<b>219</b>
TOTAL ANNUAL ADMISSIONS	<b>8,026</b>
TOTAL ANNUAL EMERGENCY VISITS	<b>31,270</b>
TOTAL PATIENTS TREATED*	<b>49,227</b>
TOTAL PHYSICIANS	<b>470</b>
TOTAL EMPLOYEES	<b>718</b>
TOTAL PAYROLL	<b>\$47,326,386</b>
TAXES PAID	<b>\$3,145,410</b>

\* Includes Admissions, ED Visits, OP Visits, OP Surgery, and OP OBS Visits.  
 2010 numbers unless otherwise noted.



St. Petersburg General Hospital is located on 38th Avenue North in St. Petersburg, Florida.

### Accreditations and Certifications:

- ACCREDITED HOSPITAL (JOINT COMMISSION)
- ACCREDITED BREAST CENTER WITH DIGITAL IMAGING & CAD (ACR)
- ACCREDITED CHEST PAIN CENTER (SCPC)
- CERTIFIED ADVANCED PRIMARY STROKE CENTER (JOINT COMMISSION)

### Additional Services:

- 24-HOUR EMERGENCY SERVICES
- THE BARIATRIC INSTITUTE
- COMPANY CARE OCCUPATIONAL HEALTH
- da VINCI ROBOTIC SURGICAL SYSTEM
- DIAGNOSTIC IMAGING
- GRADUATE MEDICAL EDUCATION PROGRAM/
- FAMILY PRACTICE
- OBSTETRICS
- ORTHOPEDICS
- SLEEP DISORDERS CENTER
- WOMEN'S SERVICES
- WOUND CARE CENTER

**ROBERT B. CONROY, JR.**  
 Chief Executive Officer



*"I wanted to get healthier and achieve permanent weight loss. As a night shift charge nurse at St. Petersburg General Hospital, I was able to enjoy firsthand a great experience as a patient. The Bariatric Institute team continues to be a great support to me. I have lost over 70 lbs in 10 months and feel healthy, have no pain and my blood pressure is now under control with no more medications. I now love to walk and always want to be moving. Bariatric weight loss surgery has helped make my dream of a thinner, healthier me come true!"*

**- Cheryl Hansen**  
 Bariatric Weight Loss Patient



## HCA WEST FLORIDA FACILITIES

### HCA AMBULATORY SURGERY CENTERS

16 free-standing Ambulatory Surgery Centers are conveniently located throughout the network. They are equipped with today's most sophisticated technology to provide a wide range of same-day outpatient surgical procedures, as well as pain management and selected diagnostic procedures. The Centers are accredited by the Joint Commission or the American Association of Ambulatory Surgery Centers and all adhere to HCA's rigorous standards of quality and patient safety.

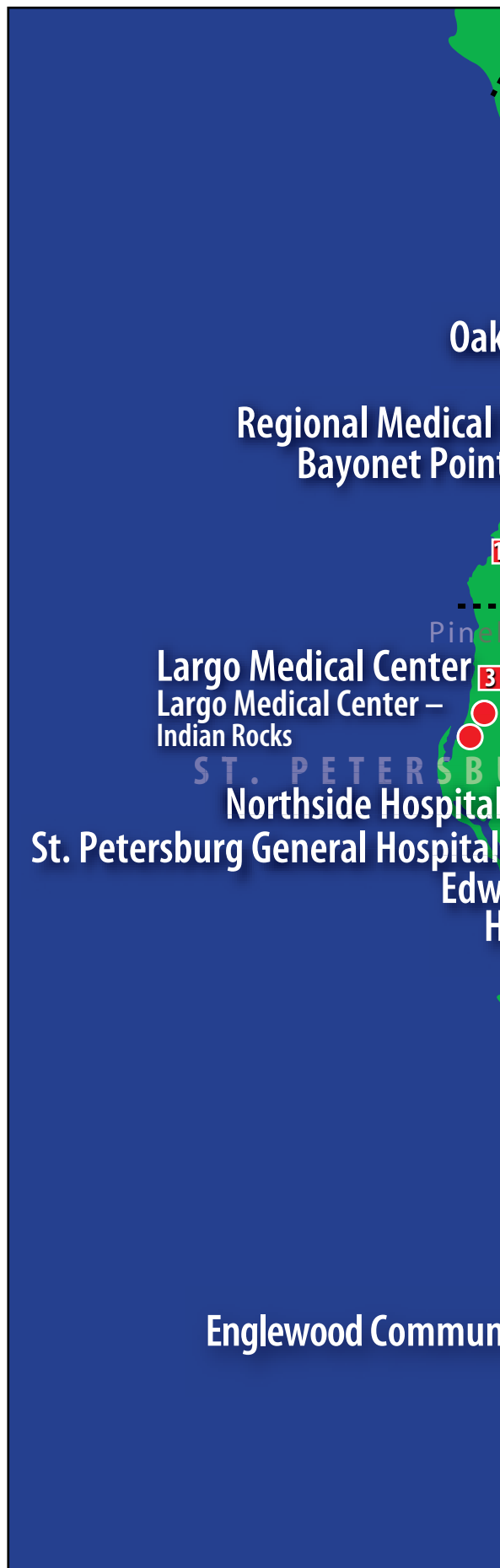
*Our Ambulatory Surgery Center locations:*

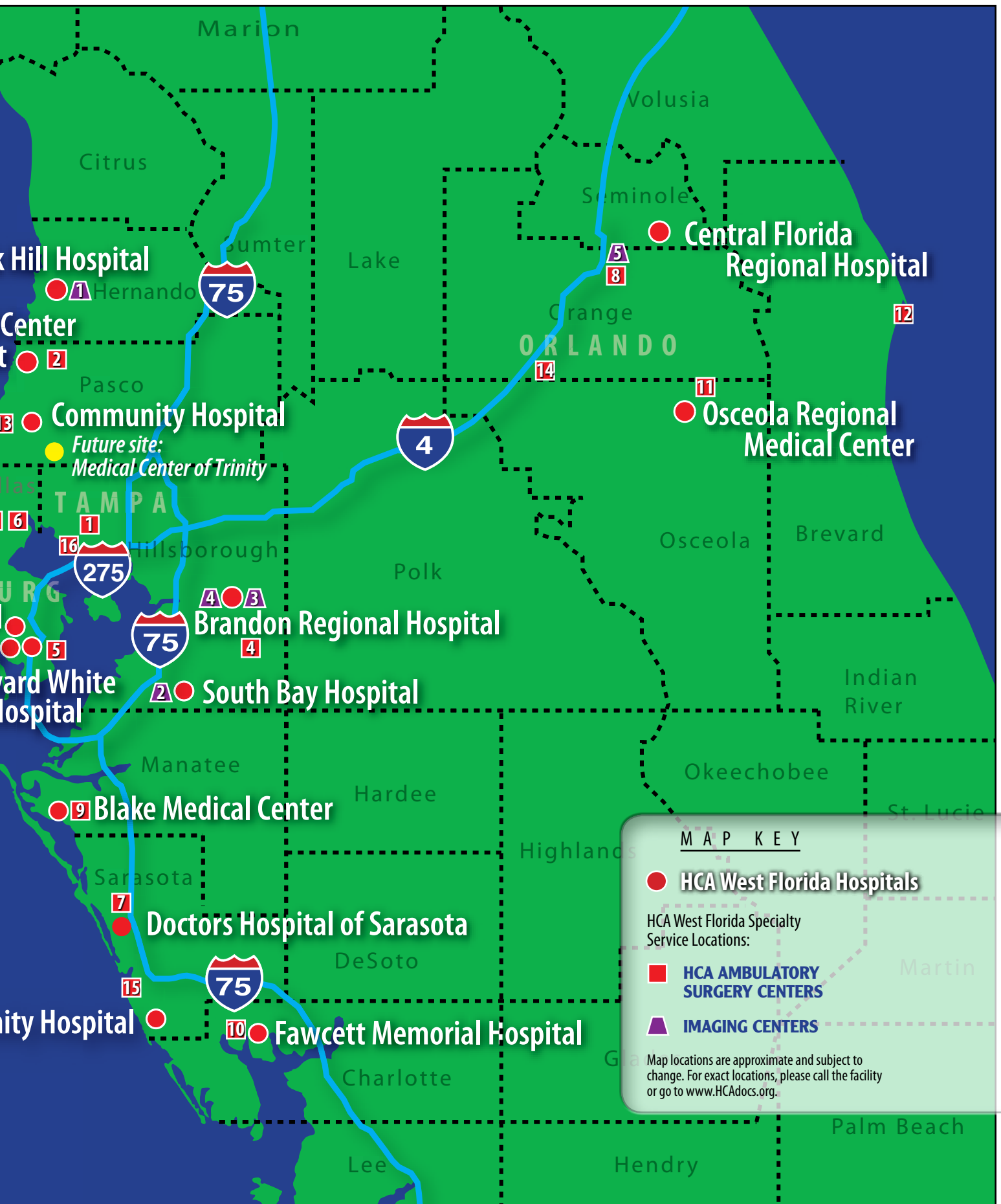
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| <b>1</b> Ambulatory Surgery Center – Tampa                 | <b>9</b> Gulf Coast Surgery Center – Bradenton             |
| <b>2</b> Bayonet Point Surgery & Endoscopy Center – Hudson | <b>10</b> Gulf Pointe Surgery Center – Port Charlotte      |
| <b>3</b> Belleair Surgery Center – Clearwater              | <b>11</b> Kissimmee Surgery Center – Kissimmee             |
| <b>4</b> Brandon Surgery Center – Brandon                  | <b>12</b> Merritt Island Surgery Center – Merritt Island   |
| <b>5</b> Center for Special Surgery – St. Petersburg       | <b>13</b> New Port Richey Surgery Center – New Port Richey |
| <b>6</b> Countryside Surgery Center – Clearwater           | <b>14</b> Same Day Surgery Center of Orlando               |
| <b>7</b> Doctors Same Day Surgery Center – Sarasota        | <b>15</b> Surgery Center at St. Andrews – Venice           |
| <b>8</b> Florida Surgery Center – Altamonte Springs        | <b>16</b> Tampa Eye & Specialty Surgery Center – Tampa     |

### IMAGING CENTERS

Our Centers provide a comprehensive array of outpatient imaging services at 5 locations throughout West and Central Florida, most with extended hours for patient convenience. Our Centers are equipped with the broadest range of diagnostic technology, with the ability to transfer imaging data electronically so physicians get their patient's images faster than ever before. Positron emission tomography, also called PET imaging, is provided by our mobile service. This adds up to the most convenient imaging network in West and Central Florida.

- |  |   |
|--|---|
| <b>1</b> Summit Imaging – Brooksville    | <b>4</b> Tower Diagnostic Center of Brandon |
| <b>2</b> Total Imaging of Sun City       | <b>5</b> LAD Imaging – Deltona              |
| <b>3</b> Total Imaging Parsons – Brandon |   |

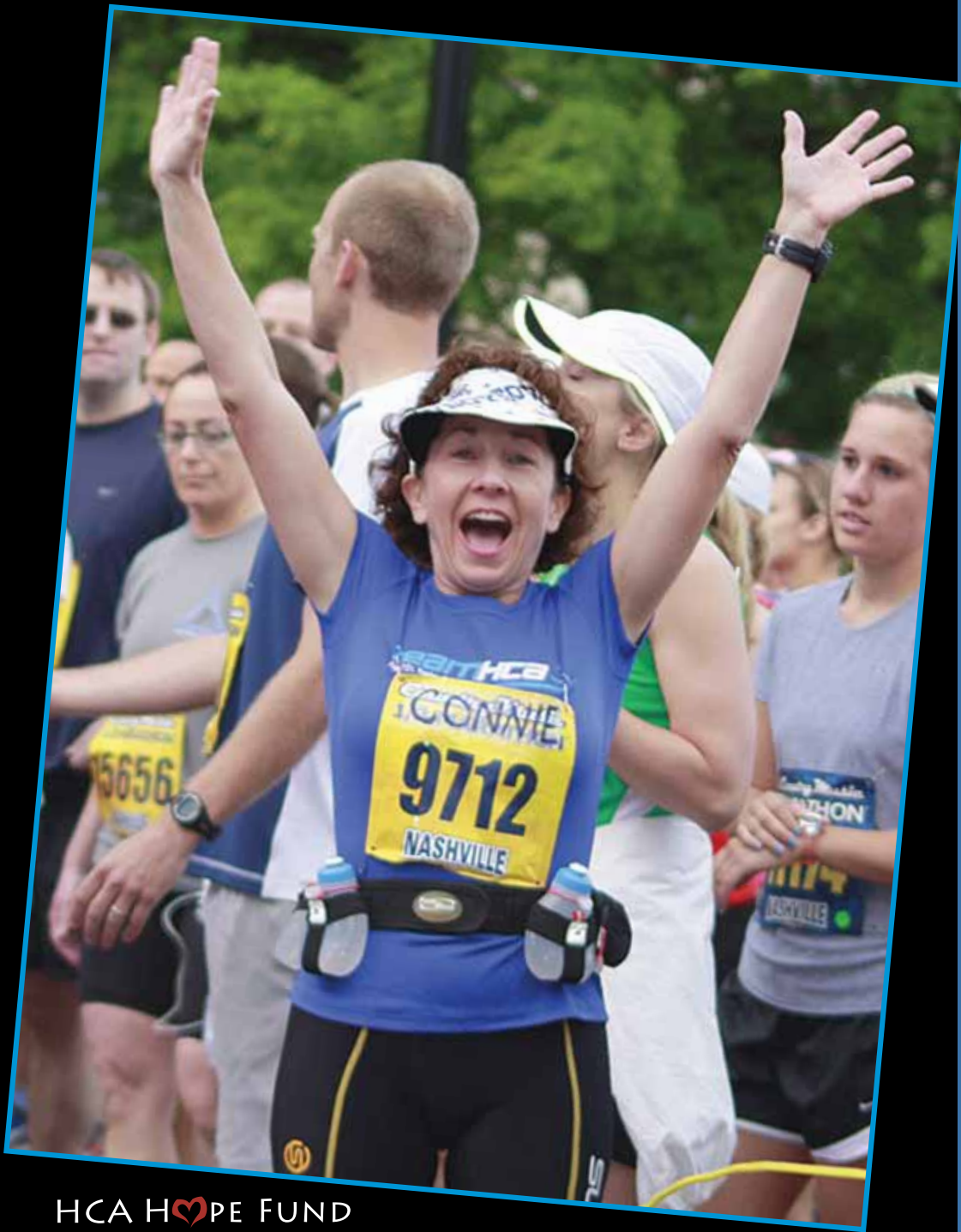




**M A P K E Y**

- HCA West Florida Hospitals** (Red Circle)
- HCA West Florida Specialty Service Locations:**
  - HCA AMBULATORY SURGERY CENTERS** (Red Square)
  - IMAGING CENTERS** (Purple Triangle)

Map locations are approximate and subject to change. For exact locations, please call the facility or go to [www.HCAdocs.org](http://www.HCAdocs.org).



**HCA HOPE FUND**  
*from the heart*

Largo Medical Center Chief Nursing Officer Connie Boudreaux captures the spirit of the HCA West Florida Division leadership who came out in full force to participate on Team HCA at the County Music Marathon in Nashville. In addition to having more participants than any other Division outside of Tennessee, the West Florida Division scored a lot of wins including our Tampa Shared Services Chief Operating Officer Karen Fry raising more than \$8,000 for the HCA Hope Fund to earn the third largest fundraiser honors for HCA in this race! Runners scored big too with Chief Operating Officer at Osceola Regional Brian Marger finishing first for West Florida and seventh among all HCA participants, followed by Northside Chief Financial Officer Gary Seals and Brandon Regional Hospital Chief Financial Officer Mike Terrell to round out our top three.

**www.HCAdocs.org**  
**(727) 793-6000**

TOGETHER, PERFORMING AT A HIGHER STANDARD<sup>SM</sup>

Blake Medical Center

Brandon Regional Hospital

Central Florida Regional Hospital

Community Hospital

Doctors Hospital of Sarasota

Edward White Hospital

Englewood Community Hospital

Fawcett Memorial Hospital

Largo Medical Center

Northside Hospital

Oak Hill Hospital

Osceola Regional Medical Center

Regional Medical Center  
Bayonet Point

South Bay Hospital

St. Petersburg General Hospital