

Annual Report Issue

Cottage

THE MAGAZINE OF COTTAGE HEALTH SYSTEM

SPRING 2013

Welcome Home

*81 employees
move into new
homes at
Bella Riviera*

Unexpected Journey

*From trauma nurse
to trauma patient,
and back again*

Dominic's Flight

*Dominic arrived for
the care he needed
when minutes
counted most*



Members of the Cottage Health System Board of Directors serve without compensation to guide our not-for-profit hospitals in their mission of providing superior health care through a commitment to our communities and to our core values of excellence, integrity and compassion. Pictured here are, left to right, back row: Thomas D. Watson, MD; Edward S. Bentley, MD; Marshall “Chip” Turner; Robert E.M. Nourse; P. Steven Ainsley; Jon Clark; Gretchen Milligan. Front row: Fred Lukas; Alex Koper II, MD; Margaret Baker; Robert C. Nakasone; Lori Gaskin, PhD; Elliot Prager, MD; Judith Hopkinson. (Not pictured: Gregory F. Faulkner and John Romo) PHOTO BY JAMES CHEN

Our Not-For-Profit Hospitals

Santa Barbara Cottage Hospital (SBCH) Today a 510-bed acute care teaching hospital and level II trauma center, the largest of its kind between Los Angeles and the San Francisco Bay Area, the hospital was founded in 1888 by 50 women determined to provide a healthcare facility for the growing community of Santa Barbara. With annual admissions of 18,144 patients, 43,811 emergency department visits, and 2,300 births, the hospital is renowned for its comprehensive maternal-child and pediatric services (**Cottage Children’s Hospital**), cardiac, neurosurgical and oncology programs, emergency and trauma services, modern operating rooms, sophisticated diagnostic radiology equipment, outpatient surgery, eye center, psychiatric and chemical dependency services, and inpatient and outpatient rehabilitation services (**Cottage Rehabilitation Hospital**).

Its medical staff of more than 600 includes specialists in all major clinical areas, many of whom are involved in the training and education of new physicians in the hospital’s internal medicine, general surgery and radiology residency programs.

Goleta Valley Cottage Hospital (GVCH) Founded in 1966 to serve the growing community of Goleta Valley, the hospital today is licensed for 122 acute-care beds, admits 1,545 patients a year and sees 18,427 emergency visits. Recognized for its Breast Care Center, specialized subacute unit and Center for Wound Management, the hospital joined forces with Cottage Health System in 1996.

Santa Ynez Valley Cottage Hospital (SYVCH) Offering acute-care services to the residents and visitors of the Santa Ynez Valley since 1964, the 11-bed hospital became affiliated with Cottage in 1995, and today continues to provide inpatient and outpatient surgery, 24-hour emergency services, and a physician office rental program that brings specialists to the Valley on a regular basis. Inpatient admissions in 2012 totaled 228. There were 6,643 emergency visits, and Valley residents increasingly rely on the hospital’s busy outpatient radiology and laboratory services.

(Statistics from the year 2012)

Cottage

SPRING 2013

THE 2012/2013 ANNUAL REPORT ISSUE

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More than 700 community members attended one of the two Heart Health Fairs held at Santa Barbara and Goleta Valley Cottage Hospitals this year.

The fairs provide screenings, nursing consultations and education to help in the prevention of heart disease, diabetes and stroke.



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Charity care for the uninsured

Cottage's charity care guidelines, part of our long history as a not-for-profit organization serving the healthcare needs of the greater community, state that all uninsured patients in need of emergency services will be eligible for financial assistance—including free or reduced payment care. We have expanded this program to include those with medically necessary but non-emergent needs. To find out more, feel free to call us at (805) 879-8900. We are here to help.

Cottage Magazine

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Pictured, from left: Board Chair Robert E.M. Nourse; CEO Ron Werft; and Chiefs of Staff Laurel Hansch, MD (SYVCH), Babji Mesipam, MD (SBCH), and Julio Soares, MD (GVCH)

Dear fellow community members,

Even as we look back at the extraordinary accomplishments of 2012, we never stop setting new goals and striving to better the health of our community members and the services our hospitals can offer with new technology, research and with the philanthropic support of many who are recognized in these pages.

Entering my third year on the Board of Directors, now in the new role of Chair, I continue to appreciate the guiding vision and breadth of knowledge brought by our elected board members and physician leadership and by the executive staff of Cottage Health System. It is my privilege to collaborate with these talented and diverse individuals who are dedicated to meeting today's healthcare needs, anticipating the challenges ahead, and working to ensure that future generations can carry forward a strong, sustainable and fiscally sound not-for-

profit healthcare system for everyone on the Central Coast. Making Cottage exceptional for every patient is the focus of all that we do.

Patient satisfaction scores at the highest levels among peer hospitals and overall infection rates well below national benchmarks are a testament to the physicians, volunteers and staff who work each day to put patients first at our hospitals. On behalf of the Board of Directors, I welcome your feedback as we plan for the future and provide stewardship for the legacy left by those who preceded us. We are honored to serve this community. We value your trust and confidence, and we are grateful for your continued support.

Robert E.M. Nourse
Chair, Board of Directors
Cottage Health System



HOUSES BECAME HOMES

After nearly a decade of anticipation for some, 81 Cottage employees finally stepped into their new homes at Bella Riviera.

Nestled among the hills of Santa Barbara's Upper Eastside, Bella Riviera features a collection of 115 brand-new townhomes, villas, and cottages. Here palm tree- and floral-lined walkways and sweeping views of the California coastline complement two- and three-story Spanish and native craftsman style homes in a picture of serenity.

Modeled after university programs that offer housing to faculty, the Bella Riviera development was completed last winter and includes 81 affordably priced professional units sold to Cottage Health System employees, along with 34 market-rate traditional units for members of the larger community. Eighty-one Cottage employees from Santa Barbara Cottage Hospital, Goleta Valley Cottage Hospital, and Pacific Diagnostic Laboratories are now homeowners at Bella Riviera.

“When we started this project in 2003, the average home price in Santa Barbara was almost \$1 million, and the supply of less expensive homes was very low, which made it difficult for CHS to recruit and retain one of its most valuable assets — its employees,” recalls Ron Lafrican, Cottage Health System Director of Benefits and Compensation. “The City of Santa Barbara already has an established affordable housing program and guidelines. Our idea was to take what already existed and overlay it on our structure to help our staff buy homes.”

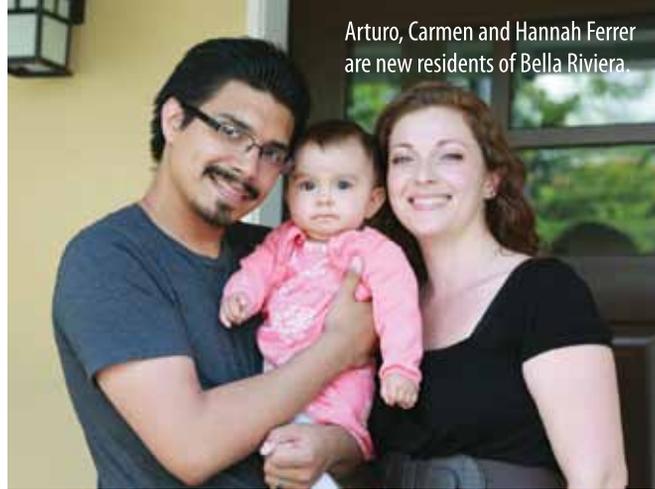


For Santa Barbara Cottage Hospital employee and registered nurse Hannah Ferrer, living in Bella Riviera seems like a dream come true. “We feel really lucky to live here,” the Santa Barbara native beams.

Before moving to Bella Riviera, Hannah and her husband Arturo lived in a small studio on the Westside. When their daughter, Carmen, was born last July, Hannah remembers their challenge: “We didn’t have enough space.” She adds, “We always wanted to stay in Santa Barbara. When we realized that we would want to buy a house, we thought that we would one day have to move to Oxnard or Ventura.”

Having planned to rent for at least the next ten years, Hannah and Arturo were overjoyed when they learned last August that a two-bedroom cottage at Bella Riviera was available. By November, they had moved into their new home.

Ron explains that the Ferrers are not the only family facing these challenges, “Each year we see more migration of employees to the Oxnard/Ventura area. We have to be creative to help employees stay at Cottage.”



Arturo, Carmen and Hannah Ferrer are new residents of Bella Riviera.

Another concern for healthcare professionals, many of whom have irregular work schedules, is maintaining a healthy work-life balance. Clinical staff occupy more than 70 percent of the professional units, and Hannah notes, “We all work long hours at the hospital, and half of us work nights.”

For many, living in Bella Riviera provides an exciting solution to these challenges — increased financial security from owning a home rather than renting, as well as a reduced commute. As a benefit for residents and to decrease traffic congestion in the area, a complimentary shuttle between Bella Riviera and SBCH offers employees the chance to relax on the way to and from work on weekdays.

Retaining a strong healthcare workforce in the Santa Barbara community just became easier as many employees like Hannah can now afford to own a home in the same community in which they work. Hannah admits almost five months after moving in, “Living here still doesn’t feel real sometimes.”

◆ BY MONICA RAY | PHOTOS BY GLENN DUBOCK AND MONIE PHOTOGRAPHY



“It is not only a financial decision for those of us who bought workforce homes, but also a reinforcement of our commitment to Cottage Health System,” says **Heidi Albert, RN** (pictured above, right), one of the first to move into Bella Riviera. Heidi is a clinical resource nurse at Santa Barbara Cottage Hospital’s Birth Center and a 25-year Cottage employee.

“It is truly not only a benefit, but a privilege,” says Heidi. “The views are stunning ... and I love the ease of commuting to work. I often walk, but it is great to ride the free shuttle and meet some of my neighbors and co-workers. This development is a complex and innovative social and financial experiment — and I would have to say so far it is a huge success!! It seems to be a universal sentiment in Bella Riviera ... We are so blessed to live here. Sometimes in the middle of a conversation with neighbors someone will get a big smile and say with wonder, ‘We live here!’”



In one moment

play turned to panic

and the longest ride of his grandma's life

FLYING TO SAVE DOMINIC



THE HELICOPTER RIDE TOOK ONLY 20 MINUTES, but for Elena Chavez, who was sitting next to her grandson lying on a gurney, 20 minutes never felt so long.

“I was the most scared I’ve ever been in my lifetime,” she says, reflecting on that midnight ride that was taking her and grandson Dominic from the Paso Robles area to Santa Barbara Cottage Hospital.

IT STARTED OUT AS A TYPICAL SUMMER DAY on July 12, 2012. Dominic, then 7 years old, was visiting his cousins near his home in Paso Robles, and the kids were having fun playing on a trampoline.

Dominic was unzipping the trampoline’s netting to get down when he lost his balance and fell onto concrete, hitting his head right in the temple area.

His family rushed him to a nearby emergency department. While the seriousness of Dominic’s head injury was not clearly evident to his family at first, it was Dominic who was the most convinced that his condition was life-threatening.

Elena recalls her grandson’s frightening words to her while they sat in the emergency room awaiting test results. “He told me, ‘Grandma, you don’t

understand how much my head hurts. It feels like it's burning."

She put her hands around Dominic's face to lift up his head and to look into his eyes. What she saw sent chills down her spine.

"His eyes looked strange, and I knew that something was very, very wrong," she said. "He asked me 'Grandma, will you pray with me?'"

A CT scan was taken and Dr. Richard Lehman, director of pediatric transport services for Cottage Children's Hospital, was contacted to advise on Dominic's situation.

"What I saw on that scan was extremely alarming," said Dr.

Lehman. "There was a massive epidural hemorrhage in his brain. Any further delay would surely have cost him his life. The clock was ticking to get him into surgery."

Dr. Lehman requested an immediate helicopter transfer for Dominic. Children suffering from traumatic head injuries have a critical window of only about 30 minutes for a medical intervention to be performed in order to give them the best chances of recovery.

Within 20 minutes, Dominic was wheeled through the doors of Santa Barbara Cottage Hospital, where a team of trauma experts had been assembled for him. Dr. Alois Zauner, a neuroendovascular surgeon,

performed an emergency craniotomy to drain the blood seeping into Dominic's brain.

Dominic's father, Ernest Cano, was out of town on business when the accident happened, and he was in a panic when he learned that Dominic was in the emergency room.

"I felt so helpless and scared, especially since I couldn't be there immediately," he said. "But when I found out he was going to Cottage, I felt like he was

going to be OK. I knew that he was going to have the best care. That gave me great hope."

The surgery took hours, but when Dr. Zauner finished and came out to speak to the family, he assured them

that Dominic would be alright.

Within a day, Dominic's breathing tube was removed and he was able to talk. Within five days of his terrible injury, he was ready to go home.

Today, Dominic doesn't dwell much on the incident that almost took his life. His thoughts are on all the things he wants to accomplish, now that doctors have given him the green light to pursue fun activities like playing ball and going to Lego camp.

"It is a miracle, and I can't say thank you enough to all the people with the loving hands that touched Dominic," Elena said. "I don't think my lifetime would be enough time to say how thankful I am to everyone for saving his life." ♦ BY MARIA ZATE | PHOTOS BY GLENN DUBOCK

His eyes looked strange ...
**something was
very, very wrong**

Approximately 120 children are admitted to the trauma center each year, and about 60 percent suffer from brain injuries like Dominic's. The trauma center at Santa Barbara Cottage Hospital has been designated by Santa Barbara County Emergency Medical Services and verified by the American College of Surgeons as a Level II Pediatric Trauma Center. This achievement recognizes the trauma center's dedication to providing optimal care for injured patients, and the hospital's complete spectrum of care from the prehospital phase through the rehabilitation process. Pictured at right are members of the Trauma Services team at Santa Barbara Cottage Hospital; the team worked to establish Cottage Children's Hospital as a Pediatric Trauma Center.



Cottage Children's Hospital Introduces New Doctors

Cottage Children's Hospital has gone through a growth spurt in the past year. Five new physicians have joined the medical staff, expanding the outstanding pediatric services offered to the Central Coast region. **Dr. Charles Stolar**, pediatric surgeon, has joined **Dr. Tamir Keshen** to expand pediatric surgery services in Santa Barbara. **Dr. Marjan Haghi**, pediatric endocrinologist, has joined **Dr. Cristina Candido Vitto**, and **Dr. Helen John-Kelly** has joined **Dr. Drew Kelts**, to provide services at the Grotenhuis Pediatric Multispecialty Clinics in both Santa Barbara and Pismo Beach. In the pediatric intensive care unit, **Dr. Mehrdad Mehr** joins **Dr. Curt Pickert** and **Dr. Richard Lehman**. And **Dr. Christophe Le Renard** is our newest pediatric hospitalist.

We are honored to have these new physicians as part of the Cottage Health System family, assuring that our youngest patients and their families will receive excellent medical care.

Marjan Haghi, MD **PEDIATRIC ENDOCRINOLOGY**

Board Certification: American Board of Pediatrics (Pediatric Endocrinology)

Medical Degree: University of Health Sciences/Chicago Medical School

Residency: University of California, Irvine/Department of Pediatrics

Fellowship: University of California, San Diego/Division of Pediatric Endocrinology



Helen John-Kelly, MD **PEDIATRIC** **GASTROENTEROLOGY**

Board Certification: American Board of Pediatric Gastroenterology

Medical Degree: University of Madras, Madras, India

Residency: Montefiore Medical Center/Albert Einstein College of Medicine, New York

Fellowship: The Children's Hospital of Philadelphia



Christophe Le Renard, MD **PEDIATRIC HOSPITALIST**

Board Certification: American Board of Pediatrics

Medical Degree: Loyola University Chicago, Stritch School of Medicine

Residency: University of California, Irvine/Department of Pediatrics



Mehrdad Mehr, MD **PEDIATRIC INTENSIVE CARE**

Board Certification: American Board of Pediatrics/Pediatric Critical Care Medicine

Medical Degree: Boston University School of Medicine

Residency: Hasbro Children's Hospital/Rhode Island Hospital, Brown University School of Medicine

Fellowship: The Children's Hospital of Philadelphia/Pediatric Critical Care



Charles J. Stolar, MD **PEDIATRIC SURGERY**

Board Certification: American Board of Surgery/Pediatric Surgery, General Surgery

Medical Degree: Georgetown University

Residency: University of Illinois Hospital

Fellowship: Children's Hospital National Medical Center, George Washington University

AN UNEXPECTED JOURNEY

FROM NURSE TO PATIENT

She often says it was like one of those reality shows where the boss goes undercover. But this was no television show. It was her real life. And she needed help to hang on to it.



DENISE MCDONALD, SERVICE DIRECTOR for Santa Barbara Cottage Hospital's emergency and trauma services, steadily faces down dire situations every day. But even she chokes up when she remembers details from that Sunday afternoon more than two years ago.

"It was a freak accident, really. It wasn't my horse's fault. I was alone at the ranch, cleaning up for the day. It was about a quarter to five and I was dumping buckets of grain for the horses. One of them, Dakota, is a bully with the food so he came through and the baby, Valentine, lifted his knee to move away. Valentine is a huge horse and I'm a small person. His

knee hit my side and knocked me hard to the ground," Denise recalls.

She didn't have time to put her hands out or react to break the fall. She fell face first, her forehead in the dirt.

"I thought to myself, 'This one is going to hurt tomorrow' and suspected I might have broken a rib," Denise recalls. But, in 'self-triage' mode, she moved to palpate her rib cage and didn't feel any broken bones, and she could breathe normally.

She left the ranch and drove the 12-minute route back to her house. She walked into her utility room,

Part of the team of nurses who cared for Denise: (from left): Debbie Eckles, Susan Mozako and Jean Aasted



I looked at them and felt like there was nothing they couldn't fix.

and nearly fainted. She got on the floor and put her feet up in the air.

"I was probably still in denial about how bad it was, and I didn't want to be dramatic about it. I remember that I was covered in dirt and wanted to shower and change before going to the hospital," says Denise. "By then I had figured I needed to be evaluated, but still thought it would just be for soreness."

When she headed to the shower, Denise felt the faintness return and folded herself back onto the floor, thinking how good the cold tile felt beneath her. She realized then that she was in serious trouble, bleeding from something, but she couldn't reach her phone and was afraid to get upright.

"I knew I had to get outside to get help. When I felt I had a good enough blood pressure to make it outside, I went straight for my front door and headed across my yard, trying to get to the home of my neighbor, a county firefighter. I made it to the middle of my front lawn and collapsed on the ground.

"Fortunately it was a Sunday afternoon and my neighbors spotted me there," says Denise.

Soon she was surrounded by worried neighbors who called 911.

Denise understood the gravity of her situation. She needed to get stabilized, and she urgently needed blood to survive. The paramedics took her directly to Santa Ynez Valley Cottage Hospital.

"I arrived with a pressure of 50! My friends there had no idea it was me until we rolled into the ED [emergency department]," remembers Denise.

Nurses Debbie Eckles and Jean Aasted met the ambulance when Denise arrived. "We have you," they told her.

"They were fabulous," says Denise. "I thought I might be dying as my blood pressure dropped lower. They were right there, one on each side, and never stopped caring for me... and I do mean caring. I will never forget those minutes I spent with them and the incredible mark they left on my soul."

They were right there, one on each side, and never stopped caring for me.

A BEDSIDE ULTRASOUND REVEALED

THAT DENISE'S SPLEEN WAS SHATTERED. The team at Santa Ynez Valley Cottage Hospital worked flawlessly to get Denise stabilized and ready for transport. She could hear the doctors consulting on the phone and she called out for them to warn SBCH that she was coming. She didn't want her colleagues there to be surprised like they were in the Valley.

"I was a Tier 1 trauma patient in my own ED," Denise still can't fathom the odds.

"I'll never forget what I saw when the ambulance doors opened in Santa Barbara... there was the team lined up outside in the trauma bay, waiting for me. The nurses, techs, doctors. I looked at them and felt like there was nothing they couldn't fix."

AFTER AN EMERGENCY SURGERY TO REMOVE HER RUPTURED SPLEEN AND STOP THE BLEEDING, she spent eight days in the hospital and then went home to continue the process of recovery.

Before the surgery, intensive care nurse Susan Mozako asked Denise about contacting family. "Sue

called my mom and dad back in the Midwest to give them updates on my progress. My mom sent a special thank-you note to Sue afterward. She still remembers Sue's kindness that meant so much."

As Denise learned, sometimes actually putting gratitude into words isn't easy: "I'm so thankful to all the people who helped me at both hospitals. It's really hard to thank those who saved your life. I just don't know what to say. All the patients and families who write the hospital beautiful letters of thanks — I appreciate those even more now, knowing how difficult that is.

"Having Santa Ynez Valley Cottage Hospital nearby truly saved my life," says Denise, reflecting on the



Fully recovered, Denise walks with her horse at the ranch where her injury occurred.

consistent protocols and outstanding clinical skills she sees throughout the Cottage system. "Its ability to care for patients is superb."

"A NEAR-DEATH EXPERIENCE DEFINITELY CHANGES THINGS. That day I had no idea how events would unfold, that I'd be in shock at 5:30 that night.

"I am so proud of being a nurse.

I learned so much about the patient side and believe I am a better nurse now because of that. The path to full recovery really makes you appreciate your health and your healthcare providers. The surgical residents, surgeon, nurses, and my neighbors played a huge role in my experience. I will never forget that."

◆ BY COLETTE BRIERE | PHOTOS BY GLENN DUBOCK

Did you know?

Santa Barbara Cottage Hospital has one of the oldest surgical training programs in the western United States; the surgical residency program was instituted in 1921, and has been fully approved since 1944, shortly after the founding of the American Board of Surgery. The comprehensive, five-year surgical residency program at SBCH is structured to provide progressive surgical education as well as clinical and research experience. Residents and attending physicians help to provide around-the-clock physician coverage, contributing to a robust staff of physicians onsite and on-call. Cottage maintains a close affiliation with the County Department of Public Health, whose surgery and surgical specialty clinics are staffed by residents, with the supervision of attending physicians. All County patients requiring hospitalization are admitted to SBCH, providing continuity of resident care.

Goleta Valley Cottage Hospital and Santa Barbara Cottage Hospital Emergency Departments are staffed by the same physician group. Santa Ynez Valley Cottage Hospital provides 24-hour emergency care and will expedite the transfer of any patient in need of additional trauma care, creating a comprehensive system of emergency care and trauma services for the South Coast.

COMMUNITY BENEFIT 2012



Cottage Health System is a not-for-profit organization which belongs to the community it serves. In 2012, through charity care, shortfalls in government reimbursement, and a broad array of community programs, we provided more than \$144 million of services for the benefit of those most in need.



\$17.0 Million

Charity Care

The Charity Care and Community Service Programs provide financial assistance to patients who meet income-eligibility requirements. The Charity Care Program offers free or reduced-cost care for emergency services, while the Community Service Program provides free or reduced-cost care for non-emergent but medically necessary services.

\$113.1 Million

Government Underpayment (unreimbursed cost of Medi-Cal, Medicare, and others)

Underpayment is the difference between the costs incurred and the reimbursement received for providing care to patients. Payment rates for Medicare and Medi-Cal are set by law. These rates are currently below the costs of providing care, resulting in underpayment to health-care providers.

\$3.9 Million

Health Education & Research

Cottage is a teaching hospital offering residencies in internal medicine, diagnostic radiology and general surgery. In addition, we provide ongoing financial support of nursing education through the Associate Degree Nurse program at Santa Barbara City College and the CSU Channel Islands Bachelor of Science in Nursing program. Our Reeves Medical Library at Santa Barbara Cottage Hospital is the largest medical library between LA and San Francisco – and the only one open to the public.

\$10.1 Million

Benefits for Broader Community and Vulnerable Populations

Cottage provides free and reduced-cost programs for community well-being. These programs include:

PARISH NURSING: staff work at congregations, homeless shelters, and mental health centers

HEALTH FAIRS AND CLINICS: Cancer Prevention Fair, Heart Health Fair, Mental Health Fair, Senior Expo, and flu shots

CLASSES: diabetes education, Healthy Balance weight management clinic, CPR, birth and parent education, and smoking cessation

SEMINARS: Five Wishes advance health care directives, Think First spinal cord and brain injury prevention, and safety helmet demonstrations

SUPPORT GROUPS: Mother's Circle, Aphasia Recovery, Project Re-Entry, along with numerous support groups for caregivers of individuals with dementia, Huntington's disease, stroke or traumatic brain injury

ADAPTED RECREATION AND THERAPEUTIC ACTIVITIES: aquatic wellness and exercise; adapted golf, cycling, and driving; and Junior Wheelchair Sports Camp

FUNDING AND GIFTS-IN-KIND: grants, sponsorships, medical supplies, and below-market rate leases for nonprofits

FINANCIAL RESPONSIBILITY

Figures for January through December, 2012 (in Millions)
Based on unaudited numbers as of April 22, 2013

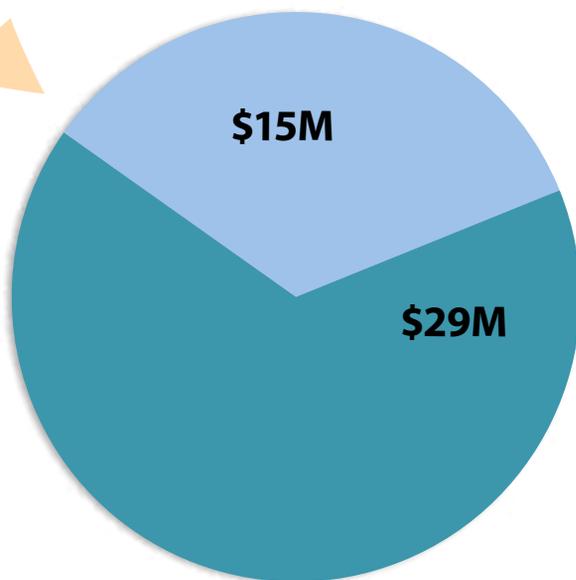
REVENUE	\$624.0
EXPENSES	- 585.5

OPERATING MARGIN	= 38.5
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NET INVESTMENT INCOME	+ 5.5
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TOTAL AVAILABLE FOR REINVESTMENT	= \$44
-----------------------------------------	---------------

Net revenues of \$44 million were reinvested in our hospitals for construction and retrofitting, new technology and state-of-the-art equipment.



\$15 million for new clinical equipment and information systems



\$29 million for new hospital construction and seismic retrofitting

Cottage provides the majority of acute care to our region's financially vulnerable population, and reimbursements do not cover the costs of this care.

Our not-for-profit mission

Cottage Health System is a private, not-for-profit community organization. Our sole purpose is to provide outstanding medical care to the communities we serve.

Together our hospitals — in Santa Barbara, Goleta, and the Santa Ynez Valley — provide a range and quality of services found only in the best hospitals in the country.

A volunteer **Board of Directors** from the community provides strategic direction and fiscal management of the System. These women and men are not paid for this service, and they contribute generously to support our hospitals.

Because there is no Santa Barbara County public hospital, Cottage Health System also provides the great majority of acute care to our region's financially vulnerable population, for which reimbursement does not cover our costs. These programs go beyond the legal requirements for providing emergency care and include our growing commitment to provide medically necessary but non-emergent services to patients who can't afford to pay for the hospital care they need. This **Community Service Program** last year provided free or reduced-cost care to 346 patients. We thank not only the volunteer physicians who review these needed cases but also those who provide their services to these patients at no or reduced charges. Moreover, physicians in our graduate medical education program help staff the ambulatory care facility at the Santa Barbara County Public Health Department, providing a valuable service to some of the more vulnerable members of our community.

COTTAGE HEALTH SYSTEM BY THE NUMBERS

2012

Patients admitted	19,898
• Medicare, including HMOs for seniors	42.5%
• HMO/PPO (private insurance)	35.8%
• Medi-Cal	16.9%
• Charity and Self-Pay	4.8%
Days of inpatient care	98,630
Number of surgeries	14,028
Babies delivered	2,287
Emergency department visits	68,881
Outpatient visits (e.g., lab, X-ray)	116,322
Employees (full-time equivalents)	2,892
Volunteers	1,184
Volunteer hours	131,792
Medical staff physicians	673
Physicians in residency programs	55

Generosity from the community helps Cottage to fulfill its mission each year.

Please see pages 19-35 for a list of donors to our Foundations.

2012 Highlights

A YEAR IN REVIEW

Nursing Program Opens Doors

CSU Channel Islands and Cottage Health System welcomed the first students into the new Bachelor of Science in Nursing program, the only one in Santa Barbara County.

Patients Move into New Hospital

After two years of planning and more than 13,000 hours of training, staff and volunteers moved the first patients into the new Santa Barbara Cottage Hospital. The new facility offers patients a healing environment with advanced medical technology including integrated operating rooms and specialized intensive care beds. SBCH also began operating a helipad, saving precious time in transporting critically ill and injured patients.

Auxiliary Celebrates 50 Years

The Santa Ynez Valley Cottage Hospital Auxiliary celebrated 50 years of volunteer service to the hospital. The Auxiliary provided more than 17,000 hours of volunteer service in 2012 and raises approximately \$100,000 annually to support the purchase of hospital equipment.

GVCH Campaign Surpasses Fundraising Goal

The Campaign for the new Goleta Valley Cottage Hospital exceeded

the fundraising goal of \$14 million with a campaign total of \$14.3 million. Currently under construction with an estimated completion date of spring 2014, the new GVCH will include all private rooms with room service meals, a new ED with twice the current capacity, and expanded inpatient, surgery and wound management capacity.

Bella Riviera Residents Move In

The first residents moved into Bella Riviera, a collection of 115 stunning professional and traditional townhomes built to attract and retain medical professionals and preserve the high quality of health care in the greater Santa Barbara community.

Five Years with CRH

Cottage Rehabilitation Hospital (CRH) celebrated five years as a part of Cottage Health System. CRH is a program of SBCH, providing state-of-the-art physical medicine and rehabilitation care for the community.

NICU Celebrates 25 Years

The Neonatal Intensive Care Unit turned 25 in December. Since 1987, NICU staff has cared for more than 8,200 infants in the region's only Level III NICU.

2012 Awards & Recognition

The Breast Care Center at Goleta Valley Cottage Hospital was designated a Breast Imaging Center of Excellence by the American College of Radiology.

Santa Barbara Cottage Hospital received the American Heart Association/American Stroke Association's Get With The Guidelines®-Stroke Gold Plus Quality Achievement Award, recognizing the hospital's commitment and success in implementing excellent care for stroke patients according to evidence-based guidelines.

Cottage Center for Orthopedics at SBCH and GVCH earned Joint Commission certification as well as the Blue Cross and Blue Shield Blue Distinction Center award based on quality for both the hip and knee replacement programs. They were also awarded a distinction for spine surgery at SBCH from Blue Cross and Blue Shield.

The new Santa Barbara Cottage Hospital was the recipient of Santa Barbara Beautiful's President's Award for its healing environment and architectural design.

Santa Ynez Valley Cottage Hospital Emergency Department received the Patient Satisfaction Achievement Award for earning a Patient Satisfaction rating of 97% or higher for 15 consecutive quarters.

The Center for Wound Management was named a Center of Distinction by Healogics for its outstanding performance in healing outcomes, patient satisfaction, and number of days to heal.



Infection Prevention

Rates for inpatient and outpatient surgical site infections reached 75% below the national rate, while central line-associated (intravenous) infections have been reduced to zero in the Pediatric and Neonatal Intensive Care Units for more than a year. Overall infection rates are well below the national average. Use the QR code here to view the numbers.



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CHANGE SERVICE REQUESTED

COMMUNITY HEALTH PROGRAMS

Childbirth & Breastfeeding

Santa Barbara Cottage Hospital
Information: 805-569-8229

Community CPR

Infant/child and adult courses
Santa Barbara Cottage Hospital and
Santa Ynez Valley Cottage Hospital
Reservations/Information: 805-569-8229

Healthy Balance

Weight Management Clinic

8-week weight-loss program focusing on healthy
choices for nutrition and exercise.
Call for date of next orientation meeting:
805-569-7201

Healthy Joint Wellness Seminar

Thursday, June 13, 2013
3:00 – 4:30 pm
Goleta Valley Cottage Hospital, Ashton Center
Information: 1-855-366-7246 or ortho@sbch.org

Smoking Cessation

Next course starts July 9, 2013
Call for schedule: 1-855-CHS-WELL

Weight-Loss Surgery Seminar

First and last Wednesdays of each month.
Details on our website under *Our Services*.

Nutrition and Diabetes Class

Santa Ynez Valley Cottage Hospital
Wednesdays Noon–1:00 pm
Free | Information: 805-688-6431 x72351

Diabetes Classes: Living Well

Goleta Valley Cottage Hospital
Free classes
Second Wednesday of each month, 5:00–6:00 pm
Third Wednesday of each month, 10:00–11:00 am
Information: 805-681-6441

Find out more about upcoming events:
www.cottagehealthsystem.org

Readers: Send us your feedback. Email cottagemagazine@sbch.org