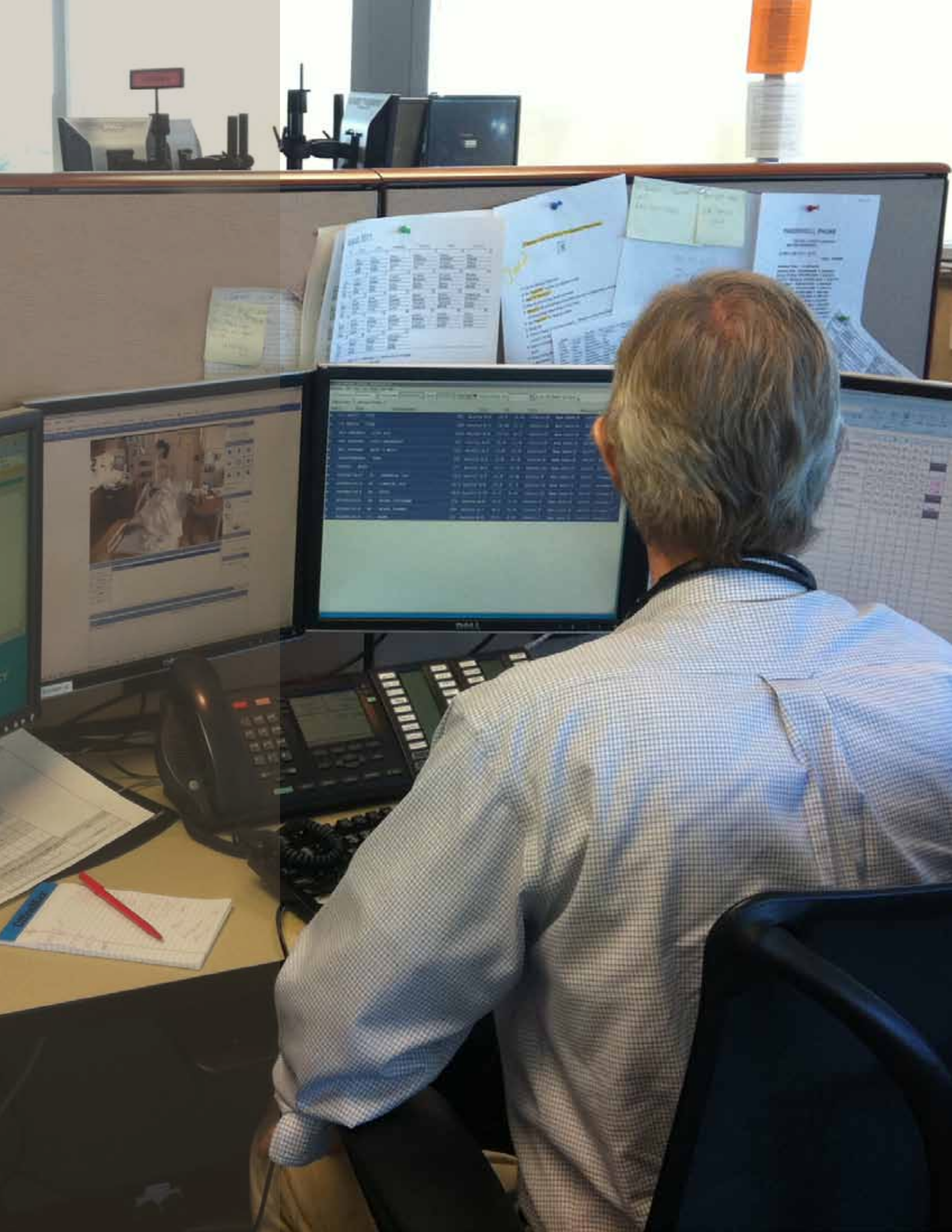




Virtual Care Center

The Future of Care Campaign



The Virtual Care Center will be a companion to the compassionate care we provide

At Mercy, our commitment is as deep as it is clear: We want to improve health care and outcomes for you and the nearly three million lives we touch each year.

The Virtual Care Center is one of the most innovative ways we aspire to enhance health care delivery to each person in every city, community and neighborhood we serve. Mercy is very much about face-to-face care with a warm human touch, and these important elements will always remain key to how we practice medicine. The Virtual Care Center is not an alternative to how we care for our patients; rather it is a companion to our health care services, extended to all of our Mercy communities.

The Virtual Care Center improves care delivery

Mercy patients will benefit from the technology advancements that allow them to receive an even deeper level of compassionate care. The Center will be a hub of services and innovation. For example, one area of the facility will include 24-hour monitoring of ICU patients by doctors and nurses specially trained in anticipating and responding to small changes in their condition.

In another section, a cardiologist may read an EKG sent electronically from a rural clinic while a pathologist consults with another doctor via video-conference in a different section of the Center. In yet another area, a nurse-on-call helps a mother decide the best course of action for her sick child. And still others are conducting research and developing innovative approaches to improve delivery of care and the health of our patients.

Coordinated care with more service sites and easier access can reduce the cost of an emergency room visit by \$4,000 per patient.

Through the latest telemedicine technologies, the Virtual Care Center will serve as a hub for our Mercy physicians and nurses to enhance care to those who:

- Live in under-populated areas and may not have the specialist they require to get the care they need.
- Need a consultation from a specialist.
- Require monitored care.
- Continue to heal at home.

The health care landscape has become complex, and the forces shaping health care are challenging with implications far beyond the size and scope of a hospital. The Virtual Care Center will help to combat some of the real issues facing us all today.

Consider some of the following trends:

Patients

- **Over the age of 65 will double by 2030:** This fact, combined with a diminishing ratio of health care worker to senior citizen will stress the nation's health care system.
- **More chronic disease by 2020:** In our communities, 84 percent will have a chronic condition; 62 percent will have multiple chronic conditions; and 75 percent will be overweight, according to the U.S. Department of Health.
- **Technology savvy:** In our service population, 78 percent read blogs; 53 percent post online videos; 56 percent use social networks; and 49 percent use podcasts.
- **Consumerism:** Our patients demand choice, personalization, convenience, service, and control of their personal health information.

Caregiver shortages

- Health resources and services administration projects a shortfall of 55,000 physicians and 809,000 nurses by the year 2020.
- With an increasingly complex system, caregivers will care for more with less health care staff.



Information technology

- 90 percent of U.S. consumers want electronic access to their health records.
- 31 percent of physicians are currently communicating with patients online.
- 150 million U.S. adults have searched online for health care information.

The Virtual Care Center will allow Mercy to be proactive and progressive in its quest to provide excellent care and compassionate service.

As we stand at the threshold of this extraordinary health care advancement, we invite you to be a part of this life-changing moment in our history of Mercy care. With our Virtual Care Center, we will raise the bar in health care and lead medicine in innovative directions like never before. The Center will serve as a significant focal point for the redefinition of Mercy's care model.

Perhaps the greatest impact, however, will be fulfilling our promise to improve the quality, increase our capabilities and expand Mercy's reach of health care delivery across geographic distances.

We strive to maintain our rich heritage in health care. Like the Sisters of Mercy, also known as "Walking Sisters," who traveled great distances to care for the sick, the Virtual Care Center will provide miles and miles of hands-on health care to those who need it most while managing care, training co-workers and driving a no-finish-line attitude for innovation.



The future is in our hands

In the future there will be new answers, new skills and new technology. We are ready. In fact, we are already envisioning the future. As a health care leader, we place our focus on tomorrow even as we strive for excellence today. With our Virtual Care Center, we are planning now to meet tomorrow's health care needs. The Future of Care Campaign will ensure that Mercy provides the highest level of care every day for all who come to us - our families, our friends, our neighbors.



What will the Virtual Care Center do?

Deliver care

A tremendously exciting change in health care, the Center will house specialty physicians who will provide interactive health care through telemedicine technologies to all Mercy patients. Telemedicine makes it possible for patients to visit their physicians live, in real time, over video for immediate care and allows a doctor to send still images and patient data for diagnosis and follow-up treatment to a specialist to review at a later time. Whether you live in an urban or rural community, our health care staff will bring a consistent, high degree of advanced capabilities to all communities near and far, deliver exceptional care and dramatically improve turnaround times. Our specialists and medical staff include:

- Cardiologists
- Intensivists (critical care)
- Neurologists
- Pathologists
- Radiologists
- Pharmacists
- Nurses

Coordinate care

The Center will house teams of clinicians to provide ongoing patient support while the patient is at home. These teams will be connected to the patient's primary care physician and directly to the patient's home through home-based monitoring technologies. Our clinician team includes:

- Case managers
- Disease management
- Nurse-on-call services



Train

The Center will be a world-class training venue for new co-workers to learn the Mercy care model while maximizing its intended benefits. Training includes:

- Surpassing patient experience goals.
- Accessing remote specialized care and other services across Mercy.
- Maintaining a high-quality system of patient care.

Innovate

As part of the Mercy mission, the Center will continuously explore innovative ways to drive service and quality improvements led by a team of committed medical directors. The Center will be a focal point for:

- Enhanced care model strategies
- Ongoing research



A closer look inside the Virtual Care Center

The Virtual Care Center will focus on enhancing the patient experience with responsive, comprehensive and personalized service – reaching all corners of Mercy’s service areas. The following programs will be housed and coordinated in the Center:

Extending specialty care

- **SafeWatch** – The largest electronic-Intensive Care Unit in the country, monitoring more than 400 beds at 10 hospitals across a four-state area, SafeWatch uses in-room cameras, audio connections and high-speed Internet so specialists and ICU nurses can provide around-the-clock remote support to our patients’ doctors and the bedside care team. Small changes in patient condition can be detected faster, resulting in quicker interventions, reduced medical complications and often shorter ICU stays.

Our SafeWatch program is already making a great impact for our sickest or most injured patients, since it is estimated that dedicated intensivists and other specialists are available in less than 20 percent of U.S. hospital ICUs. The extra eyes and ears along with continuous automated monitoring, transmission and trending of vital signs are provided at no additional cost to the patient.

Since 2006 when Mercy began implementing SafeWatch in its hospitals, we have experienced a **steady reduction in our patients’ length of stay** in the ICU. At the same time our patients’ overall length of stay in the hospital has been relatively constant, indicating the positive impact that SafeWatch has had in reducing the most costly form of care that a patient might require.

Non-affiliated Mercy hospitals are very interested in partnering with us to provide such extra care to their patients, and we are currently doing so with non-Mercy hospitals.

- **Telestroke** – Mercy ERs will house supportive 24/7 remote neurology medical teams available to all Mercy facilities.
- **Teleradiology** – Our fully supportive 24/7 remote radiology medical team will be available to all Mercy facilities and minimize turnaround times and maximize productivity of radiology groups.
- **Telepathology** – Our fully supportive 24/7 remote pathology medical team will be available to all Mercy facilities and quickly provide general and specific diagnostic services.

Supporting primary care

- **Primary care and medical home** – The Center will support primary care by serving and monitoring patients while they remain in the comfort of their homes. Patients will be connected through home-based technologies to monitor blood pressure, EKGs, blood glucose, and medication compliance. Results will flow directly into the patient’s electronic health record.
- **Care management** – Mercy’s commitment to patients at home will include a dedicated care team that will constantly monitor patients with chronic disease.
- **Nurse-on-call** – These services will help patients decide the most appropriate care.
- **e-Pharmacy** – The pharmacy will help maximize productivity in the review of medication orders while collaborating with physicians to ensure the most effective medicine is prescribed.

Training, research and innovation

The Center will be a world-class venue to train new co-workers and physicians on Mercy’s care model and instruct how to use the Center and its technologies to deliver services, improve productivity and enhance the patient experience. The training area will also include the latest medical simulation technologies.

New horizons

Mercy is eagerly embarking on the Future of Care Campaign seeking philanthropic investment.

Ours is a vision that demonstrates passion for excellence and exemplary stewardship of resources. Imagine being a partner in such an innovative project!

Mercy's operating revenue generates resources to advance care to ever-growing levels. But it is achieving significant levels of philanthropic support that will allow us to envision and achieve new horizons.





“Medicine is changing so rapidly now. The advent of telemedicine and electronic health records will revolutionize health care in rural America.”

Dr. Nathan Bennett • Mercy Clinic, Waldron, Arkansas



We invite you to be our partner in health care innovation

Your generous support of the Future of Care Campaign – a bold new investment in a state-of-the-art building and cutting-edge technology – will allow Mercy to give people seamless access to our unparalleled patient experience.

At Mercy, philanthropy is central to realizing our vision of delivering the best health care possible. As a non-profit organization, Mercy reinvests its earnings in the community, focusing its services on the entire spectrum of health care needs. This is evident in our long-standing commitment to addressing the unmet needs on which our communities' well-being depends.

Functioning in this manner requires the good faith and support of our community friends. As a result, we look to provide opportunities for philanthropic investment, especially at times such as this when we have endeavored to take yet another leap forward.

The dynamics of 21st century health care, especially in these times of general economic stress, make it extraordinarily important for us to continue to earn and encourage the support of our friends.

In 2010, across Mercy, every \$1 million in philanthropic gifts had the same impact as \$50 million of operational revenue. The role of philanthropy at Mercy is powerful and grows more important every year.

The common link among all of our donors is the desire to make a meaningful difference in the health of local people, both today and for generations to come. We continue to be deeply grateful to our community of supporters who have helped Mercy deliver the perfect balance between health and care, and we invite you to be our partner.

Our goals are far-reaching and the commitment we seek from our community partners, our friends and supporters is significant. With your help, we will change the world we live in and improve the long-term health and prosperity of everyone we touch. We invite you to share in our vision.

Your support has a direct impact on creating solutions that will improve care. It is essential to innovation.

Your gift will make a difference today and for generations to come.

The power of the Virtual Care Center

SafeWatch provides peace of mind for cardiac patient

No one wants to be sick, let alone lying in a hospital bed, faced with a heart condition. Unfortunately, that was the case for Rachelle Lane-Ray. After experiencing chest pains, nausea and sharp pains running up and down the left side of her body, 43-year-old Rachelle was rushed to Mercy's emergency department where she was initially treated for her dangerously low heart rate. Rachelle was then transferred to Mercy Heart Hospital's cardiac vascular intensive care unit (CVICU) where she received 24-hour care before she was discharged several days later.



"I suffer from heart problems due in part to heredity, and Mercy is the only hospital I will go to because the level of care I receive is like no other," said Rachelle.

"The doctors and nurses take very good care of me, and the constant monitoring from SafeWatch gives me extra comfort and helps to ensure I'm getting the care I need."

Rachelle's husband couldn't agree more. "I am so grateful Mercy works diligently on every level to care for my wife," said Derwin Ray. "SafeWatch technology is highly impressive, and I feel relieved that somewhere away from my wife's room, nurses and doctors are watching over her, just like the nurses and doctors at my wife's bedside."

Mercy nurses, too, are appreciative of the extra care SafeWatch provides. Elizabeth Hughett, a nurse who cared for Rachelle, values the advanced technology especially on busy days and nights. "I find the camera in the rooms helpful especially when we are very busy. Keeping an eye on patients, monitoring their vital signs and having the option to push the SafeWatch room button for immediate care when the patient's doctor isn't in the area is reassuring," said Elizabeth.

Virtual care was an immeasurable benefit to Rachelle. The enhanced care supported the bedside care she received and provided her with an extra sense of comfort, which allowed Rachelle to focus on her job - rest and recovery.



(Left) While Mercy nurse Elizabeth Hughett, RN, takes a look at Rachelle's bandage at the bedside, intensivist Dr. Chris Veremakis (above) mans SafeWatch monitors from a distance and keeps a watchful "virtual" eye on intensive care patients like Rachelle.



Mercy physician Dr. Nathan Bennett and nurse practitioner April Revis are big believers in the benefits of telemedicine for their rural Arkansas patients like 9-year-old Aubrey McNatt.

also worry about the expense. Money is tight for so many people in this area, and the cost of traveling to see a doctor can put parents in a real bind."

A single parent, Cyan McNatt, is Aubrey's mom. She works full time and spends the rest of the time with her two kids. Cyan worries not only about Aubrey's possible heart condition but the fact that she's so far away from a pediatric specialist in case of emergency. On top of that is the time and expense that goes along with her yearly visits to Children's Hospital.

"A trip to the specialist means taking a day off work for me and school for Aubrey, then making the two-and-a-half hour drive to Little Rock followed by an hour or two in the doctor's office then we turn around and come home. Like any parent, I will do whatever it takes to protect my child's health, but it's a real challenge to make these trips. I dread having to do it even more frequently in the future," said Cyan.

For 20 years, Dr. Nathan Bennett has practiced medicine in Waldron. A self-described "country" doctor, he sees patients of all ages at his clinic, makes rounds at the local hospital seven days a week, works a couple shifts in the emergency department, takes care of about 80 nursing home patients, and even makes house calls in a pinch. He can treat everything from high blood pressure to a broken arm, but inevitably some of his patients will need to see a specialist.

"I can't wait for the day when I can dial up a pediatric cardiologist on the monitor and they can say 'let me listen to her heart,' and we can hook up a machine and do it right then. It's that kind of real time medicine that will save lives, money and time," said Dr. Bennett.

Waldron, Arkansas, is a town of about 3,100 people, 50 miles east of Ft. Smith and 140 miles northwest of Little Rock.

Bringing telemedicine to rural communities can save lives, time and money

Aubrey McNatt lives in rural Waldron, Ark. She's a happy 9-year-old who loves bottle feeding her pet goats and playing with her big brother. Three years ago, her father was hospitalized with heart trouble and diagnosed with cardiomyopathy - an enlarged heart. The diagnosis meant that Aubrey was at risk for the disease as well. She was sent to Arkansas Children's Hospital 140 miles away in Little Rock for a checkup where doctors said she has a slightly enlarged heart that now

requires yearly and someday maybe even quarterly follow-up visits.

April Revis, an advanced nurse practitioner in Waldron, says it's not unusual to have to send a child like Aubrey to a pediatric specialist, but it always makes her anxious.

"I worry about how long it's going to take for an appointment to see a specialist. It's hard to have to wait when you're concerned about a patient," said April. "I

Home monitoring is a life saver for congestive heart failure patient

It's a Monday afternoon, and 71-year-old Naomi Cooney is on her way home after a follow-up appointment with Dr. Brad Garner, her Aurora primary care physician. Her granddaughter, Ryan Pendergrast, 31, is behind the wheel.

Today is a good day. Naomi, who has multiple chronic illnesses including congestive heart failure (CHF), chronic obstructive pulmonary disease (COPD), kidney failure and leukemia, was just released from St. John's Aurora hospital the previous Saturday evening. Her congestive heart failure acted up, and she developed pneumonia.

The hospital staff know Naomi well; she's spent three to five days there every month since January.

"If it's my heart failure that's making me sick, I always stay at the Aurora hospital. They know exactly what works to make me better," she says.

Naomi credits Dr. Garner and the nurses with the congestive heart failure program at St. John's for not only saving her life on several occasions, but for improving her quality of life.

She tells Nancy Wallace, RN, program coordinator, "Had it not been for you guys, I can tell you at least three times that I've been admitted to the hospital in the last year that I would not have gone on my own, and I probably wouldn't have made it."

Naomi calls the CHF resource line every day to report her weight and other vitals. She answers a series of questions. If her responses are outside the parameters, a nurse calls her and advises her to either make an appointment with Dr. Garner, or go straight to the emergency room.

"They know I'm getting sick before I do," she says. "CHF sneaks up on you. I can feel fine and then discover I've



(Above) Mercy physician Dr. Brad Garner and nurse Britni Davis know that home monitoring helps keep chronic conditions in check. Their patient Naomi Cooney (below with granddaughter Ryan Pendergrast) agrees and now feels more confident about managing her health at home with the CHF resource line.

gained too much fluid. Since starting the telemedicine program in March, I haven't been as worried because I know they're checking on me every day."

She tells Dr. Garner during her last visit that she feels like "an airplane coming in for a landing and my conditions are on each wing. If any of those conditions get out of balance, I'm going to crash."

He agrees with her analogy and tells her it's his job, along with her other caregivers, to help her keep it all in balance.

"We all have to do our part to care for these patients through a continuum of care - from the staff in the ER to the case managers to the telemedicine program to the cardiac rehab staff," Wallace says. "We're getting better every day at helping heart failure patients live longer and have better quality of life."

Naomi says she feels lucky that she has her granddaughter, the CHF program, her physicians and a nurse aid who visits once a week all helping her keep her conditions under control. She feels more confident about managing her health than she has in a long time.



A tradition of caring

Building a legacy of care

- Nearly two centuries ago, Catherine McAuley, founder of the Sisters of Mercy, devoted her life to ministering to Dublin's sick, poor and uneducated.
- The Sisters of Mercy traveled to nearly every continent and established ministries, schools and hospitals.
- In 1871, the Sisters of Mercy came to St. Louis to minister to the sick, and over the years they expanded their health care ministry in seven states: Arkansas, Kansas, Louisiana, Mississippi, Missouri, Oklahoma, and Texas.
- In 1986, to position each hospital for changes in health care, the Sisters of Mercy created the Sisters of Mercy Health System.
- Today, Mercy carries a simplified name that symbolizes compassionate care and exceptional service.

Who we are

- Mercy is the ninth largest Catholic health system in the United States and the nation's number one integrated health system, providing a coordinated continuum of services. Our physicians are directly involved in all decisions, which enable us to embrace a wide range of innovations resulting in excellent patient care.

- With more than 4,000 physicians and approximately 30,000 health care professionals, Mercy cares for people in over 400 clinics and hospitals and through specialized ministries in its seven-state region.
- Mercy is among only 4 percent of health care organizations with a comprehensive electronic health records system, which makes a patient's health information readily available to Mercy caregivers every place that care is provided.
- Recognized as a visionary leader in the community, Mercy continues to attract the best doctors, be the first choice for care and further the advancement of wellness.

Vision

We are the people of Mercy Health Ministry. Together, we are pioneering a new model of care. We will relentlessly pursue our goal to get health care right. Everywhere and every way that Mercy serves, we will deliver a transformative health experience.

Values

- **Dignity:** We cherish each person as created in the image of God.
- **Justice:** We pledge to be in right relationships with one another, with particular concern for the economically poor.

- **Service:** We seek out and put the needs of others first.
- **Excellence:** We give only the best for those entrusted to our care.
- **Stewardship:** We use our talents and resources wisely to strengthen Mercy, which is a ministry of the Church.

Charism

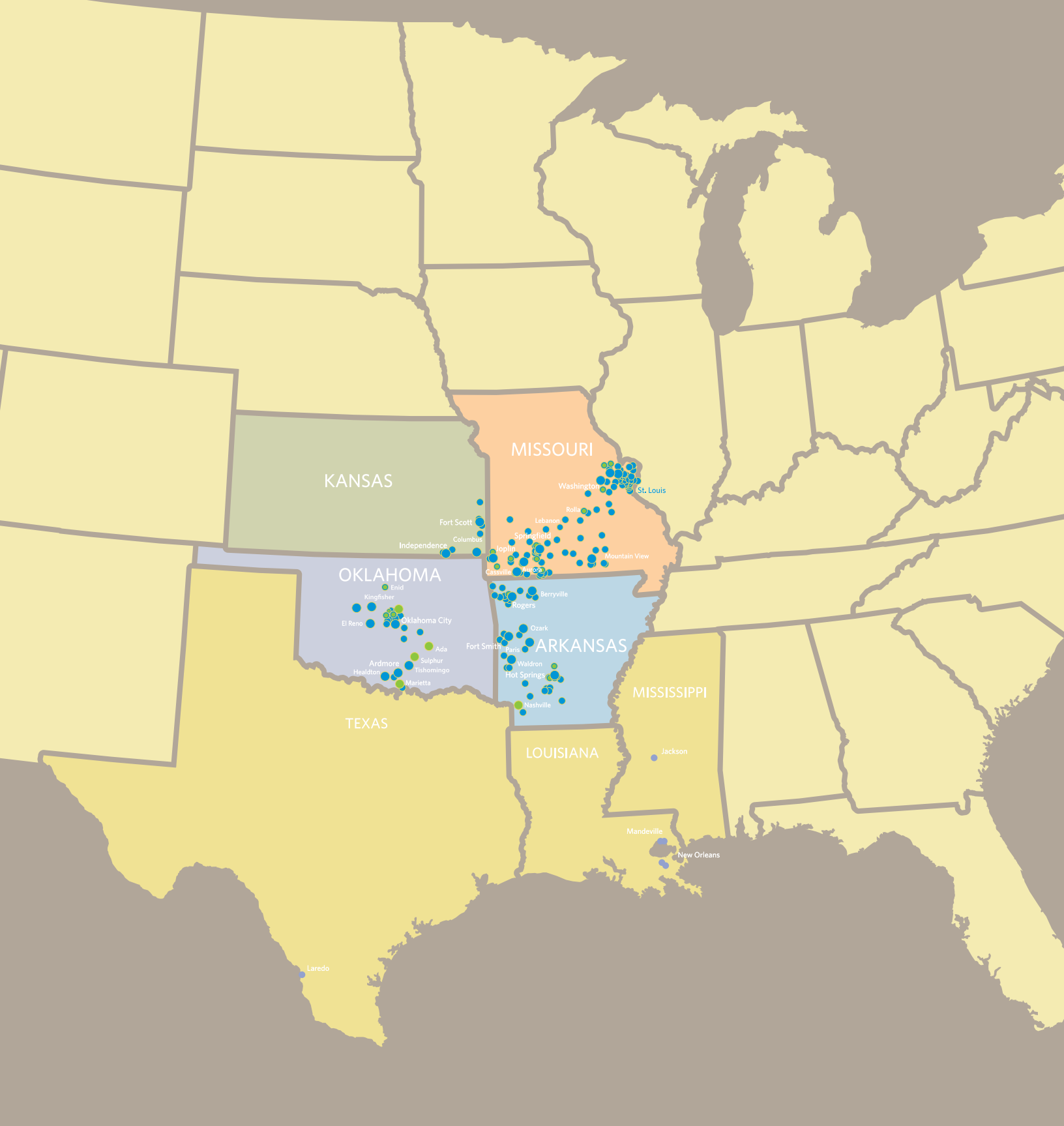
A gift of grace freely given by God for the good of others

- **Bias for action:** Anticipating and responding to need; getting things done.
- **Entrepreneurial:** Having the courage to take risks, innovative, seeing what needs to be done.
- **Hospitality:** Welcoming and accepting, gracious; forgiving.
- **Right relationships:** Speaking your truth with honesty; resolving differences; holding each other responsible; working together.
- **Fullness for life:** Sense of joy; love of life, even during suffering.

Our values combined with our charism create the way we do things and make decisions. And, it is the way we serve.

Mission

As the Sisters of Mercy before us, we bring to life the healing ministry of Jesus through our compassionate care and exceptional service.



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