



Healthy Journey

Mapping a way to a healthier community



The Medical Center Foundation

Healthy Journey

mapping support for a
healthier community

From Northeast Georgia Medical Center's beginning a half century ago, community service has been the cornerstone of its foundation. Through the years, new units, hospital wings and services have been added until the Medical Center of today bears little resemblance to the original Hall County Hospital. But the mission is the same – we are committed to improving the health of our community in all we do.

Led by a volunteer board of community leaders and served by an active, large group of volunteers, Northeast Georgia Medical Center continues to grow because of a need for more and better services and because of the generous spirit of the people of this community.

The Medical Center Foundation has announced an ambitious plan entitled "A Healthy Journey," a three-year gift initiative to raise \$8,000,000 between 1999 and 2002. This brochure has been prepared to show you how that money will be used and how your contribution can help as we map a healthier future for our community.

Following an extensive assessment, the Medical Center has adopted five primary areas of focus for the Healthy Journey gift initiatives:

- Cardiac care services
..... \$ 2,695,724
- Cancer care services
..... \$ 3,280,540
- Children's programs
..... \$ 1,113,736
- Health education auditorium
..... \$ 850,000
- The Annual Medical Center
Open Golf Tournament
..... \$ 60,000

TOTAL \$8,000,000

The W. D. Stribling Heart Clinic and Supporting Programs

\$2,695,724

Northeast Georgia Medical Center has been recognized as the top ranking organization in North America and 16th in the world for its participation in cardiac clinical trials. The hospital's reputation for excellence in cardiac care is due in large part to the foresight and compassion of physicians like W .D. Stribling, a leading cardiologist who served the local community until his death in 1998. Friends of Dr. Stribling have joined together to give \$350,000 to help build a new heart clinic, named in Dr. Stribling's memory. Pending funding, work on the clinic should begin in early 2001. The clinic will be located on the third floor of the Outpatient Services Building. In time, a bridge will be built connecting the new clinic to the hospital's inpatient cardiac care unit. Additional gifts are needed to support the full development of the Heart Clinic and its related programs.

Gifts will be used to fund:

- **Stress testing with nuclear capability for isotope testing**

Using a small injection of radioactive materials and a nuclear camera, clinicians can trace the flow of blood through the heart walls and diagnose causes of chest pain.

- **Multi-site electrocardiogram services, EKGs, Holter and Event monitoring**

The addition of ten Holter and Event monitors to primary care centers around Northeast Georgia would allow the Heart Clinic staff to receive heart rhythm data via modem. This means heart patients in remote areas would no longer have to travel to Gainesville to receive these very important diagnostic tests.

- **Two additional echocardiography machines**

- **Enhanced equipment for existing cardiac rehab program**

- **Vascular laboratory expansion for monitoring blood flow throughout the body.**

- **Congestive Heart Failure Clinic**

This outpatient-based clinic will be part of the W. D. Stribling Heart Clinic. The program will attempt to reduce recurring inpatient admissions for patients with congestive heart disease by assisting patients in the management of their disease on a day-to-day basis. Services will include classes on disease management, exercise, medication, fluids and weight and stress management. These services will be provided without charge to patients.

- **Cardiology screenings and education**

Heart disease is the number one killer in Hall County. To educate our community about ways to control risk factors, the hospital will host special health fairs targeted at low-income, high risk populations; expanded vascular screenings; and a pilot screening program for grade school children to help keep young hearts healthy.

- **Employee community outreach for cardiac care**

Employees of Northeast Georgia Medical Center generously have agreed to fund this community outreach initiative by supporting the American Heart Walk which raises money for cardiac research over the next three years.

- **Additional cardiac testing equipment**

Other cardiac testing and evaluation equipment is needed, which includes bike/stress machines, a defibrillator, blood pressure monitors and treadmill stress machines.

- **Transesophageal Echocardiography equipment, used to monitor functioning of the heart & valves**

HEALTHY JOURNEY

Bridging the Way to a Healthier Future

What makes a good hospital a great hospital? The ability to recruit great people to provide high quality care. With the community's support, the W. D. Stribling Heart Clinic can enhance the Medical Center's current services and the ability to attract excellent staff by having the latest, state-of-the-art technology and facilities. Healthcare providers need access to current equipment if they are going to provide high quality care. Excellence in staff, services and equipment bridges our community to a healthier tomorrow.

Comprehensive Community Cancer Center and Supporting Programs

Cancer is the second leading cause of death in Hall County, and it is one of the most researched and mysterious illnesses of our times. Many cancers, if found early enough, respond well to treatment. Early detection is critical. To improve the scope of cancer services offered by the Medical Center, The Medical Center Foundation has adopted a four-part goal for the Healthy Journey's cancer care initiative:

• Naming of the Comprehensive Cancer Center

To be located on the hospital campus, the new Comprehensive Cancer Center will consolidate many of the hospital's current cancer services including radiation therapy, chemotherapy and others, into one convenient location. The consolidation also will include replacements and upgrades of radiation therapy equipment.

• In-home care for hospice patients

The Medical Center Foundation has set a goal of \$200,000 to provide in-home respite services to as many as 150 families over the next three years. In addition to indigent families, many middle income families face desperate situations during the terminal phase of an illness. Funding to meet needs that the family cannot pay for, but which would compromise the quality of care for the patient, is covered as part of meeting hospice patients' needs. Examples include food, telephone, heating, fuel and rent bills.

• Cancer health education screening programs

Two special health fairs per year will be offered to at-risk populations. These screenings will target low-income individuals who do not have insurance or personal physicians. For women, screenings will include breast, colorectal, cervical and skin cancer screenings. For men, screenings will include testicular, prostate, colorectal and skin cancer screenings. Similar screenings will be offered to Senior Partners.

• Employee community outreach for cancer care

Employees of NGMC generously have agreed to fund this community outreach initiative by supporting the Relay for Life annual walk for cancer research over the next three years.

Naming of the Comprehensive Cancer Center	\$3,000,000
Hospice patient needs	\$200,000
Screening and education	\$53,000
Employee community outreach	\$27,540

HEALTHY JOURNEY Finding a Way to More Convenient Comprehensive Care

If you've ever had to sit in Atlanta traffic or drive a one hour commute to downtown, you know it can be a nightmare. Imagine being a cancer patient who has to travel to Atlanta several times a week to receive treatment. You're weak, you're frightened, you feel guilty because a family member has to take time off from work to drive you for your treatments.

And you wish you could stay in your community with your family and friends' support nearby. Long commutes for treatment can push already weak patients to the point of exhaustion. A new comprehensive cancer treatment center will mean improved services so that Northeast Georgians can stay closer to home for their care and have the comfort and support of family and friends close by.

- Gainesville/Hall County SAFE KIDS expansion

\$650,000

Preventable injuries are the number one killer of children in the United States. Northeast Georgia Medical Center has served as the lead agency in the Gainesville/Hall County SAFE KIDS Coalition for several years, and the program works. By educating parents and caregivers about potential risks and ways to protect children, SAFE KIDS lowers the number and severity of injuries to children in our community. The Healthy Journey three-year gift initiative includes a \$650,000 goal to expand the current role of SAFE KIDS in our community.



Walker Round-Up Recall Day

According to the U.S. Consumer Product Safety Commission, baby walkers are the single most dangerous nursery product a parent can buy. To raise awareness of the need to get unsafe, mobile baby walkers out of people's homes and prevent baby-walker related injuries, Gainesville/Hall County SAFE KIDS would participate in a Walker Round-Up Recall Day by providing stationary play stations in return for the dangerous mobile baby walkers, thereby decreasing the chances of injury due to unsafe walkers.

Bike Safety/Occupant Safety Program

Statistics show that motor vehicle accidents are the number one killer of children in Hall County. Gainesville/Hall County SAFE KIDS, through a Booster Seat Program, could provide needy families with the much-needed booster seats for the safety of their children. In addition, many children must be educated on the importance of wearing a bike helmet. By spearheading a campaign to give away bike helmets and express to kids that it is "cool" to wear a helmet, countless injuries can be prevented.

Safe Playground Model

Because the highest injury area for children ages 14 and under is falls, and many of the injuries occur while playing at a neighborhood park or at a school playground, Gainesville/Hall County SAFE KIDS would like to develop a Safe Playground Model to use as a model for other playgrounds throughout the county. Although segmented efforts are being made throughout the state to replace outdated playground equipment with safer alternatives, the Gainesville/Hall County SAFE KIDS Safe Playground Model could serve as the first fully integrated model in the state, so that many unintentional injuries, such as falls, may be prevented.

Smoke and Carbon Monoxide Detector Program

There are many homes in Hall County without smoke detectors and carbon monoxide detectors. Gainesville/Hall County SAFE KIDS would like to lead the way by distributing these items at no charge to every family in need in Hall County. By meeting the needs of these families through students identified at local elementary schools, more families will have a fighting chance in case of a home fire.

Water Safety/Life Jacket Program

To educate kids on the importance of wearing a life jacket, Gainesville/Hall County SAFE KIDS and the Army Corps of Engineers would give away life jackets, at no cost, to children at summer day camps, swimming programs, and through locations that identify children in need whose families could not afford to purchase a life jacket.

Keeping Our Children Healthy and Safe (continued)

• The CHOICE program at South Hall Middle School

\$150,000

South Hall Middle School has developed a unique after-school program to help their low-income and/or academically struggling students. These students might otherwise go home to an empty house, which means they are prime targets for gangs, drugs, and early sexual activity. The CHOICE program helps kids learn to make better decisions and provides the following services to at-risk students:

- academic assistance and enrichment;
- remedial instruction;
- information on careers and post secondary education;
- enrichment activities in science, music, art and computers; and
- guidance counseling and other extracurricular activities.

The goal for this portion of Healthy Journey is \$150,000, which will serve students for four days a week for the next three years plus a Saturday morning session in the second and third years.

• School Nurse Program

\$275,000

The Healthy Journey three-year gift initiative has set a \$275,000 goal to fund the Hall County Family Connection's School Nurse Program. Other funding for this program has been significantly reduced, even though school nurses provide valuable services in helping keep our school children healthy. To ensure the availability of the much-needed expansion of the school nurse program, community-based funding is needed.

H E A L T H Y J O U R N E Y

Driving Safety Home to Children and Families

Children are one of our community's most valuable assets...and we want to keep them safe! That's why Northeast Georgia Medical Center and Health System is the lead agency for Gainesville/Hall County SAFE KIDS. We have a strong interest in children's safety issues, and it's a concept the entire community rallies together to support. Our local coalition is part of the National SAFE KIDS campaign, the first and only national organization dedicated solely to the prevention of unintentional childhood injury. By expanding the program, even more children can be reached which potentially means more children's injuries prevented and more lives saved.

- PeachCare for Kids

\$25,000



In 1998, the State of Georgia launched PeachCare, a new program to give low-income working families access to healthcare insurance for their children. For only \$7.50 a month or \$15 for two or more children in a qualifying family, parents can insure their children so that they have access to the doctors, dentists and other healthcare services. PeachCare is targeted specifically to families who make too much to qualify for Medicaid, but who can not afford family coverage after providing for their family's basic needs for food, shelter and clothing. The Healthy Journey initiative includes \$25,000 to help increase the number of families enrolled in this state program. (See sidebar at right.)

- Employee community outreach for children's health

\$13,736

Employees of Northeast Georgia Medical Center generously have agreed to fund this community outreach initiative over the next three years by supporting the March of Dimes annual walk, which raises money for research to prevent children's birth defects.

HEALTHY JOURNEY

Giving the Go Ahead for Children's Health Insurance

Stephanie and Tom are a working couple, not unlike hundreds of others in our community. They work hard and use their money wisely. But once they've paid the rent, the utilities, and bought the family's groceries, they have nothing left. They'd love to have health insurance for their two children, but they simply cannot afford it.

Now, with a state program called PeachCare for Kids, they can. For only \$15 a month, their children are insured, so they can take them to the doctor when they get sick. They also receive dental and eye care under this plan. Prescription drugs also are covered.

PeachCare is a wonderful program, but it only helps families who learn about it, enroll, and keep their premiums paid. That's where The Medical Center Foundation comes in. Through an extensive education program funded in part with funds raised by The Medical Center Foundation, NGMC plans to educate our community's Hispanic and English-speaking low-income families about PeachCare. Once families learn about PeachCare, they can enroll, and our community's children will have improved access to the care they deserve.



Health Education Auditorium

- Walters' Auditorium

Jim Walters of Gainesville generously committed \$850,000 to build a health education auditorium at the Medical Center. This 200-seat auditorium is currently in the development stages. The auditorium will serve as a clinical teaching site as well as education center on health topics for residents throughout Northeast Georgia.

\$850,000

The Annual Medical Center Open Golf Tournament Community Recipient

- The Salvation Army's Centers of Hope – 1999 Community Recipient

For the past several years, The Medical Center Foundation, has supported projects that improve the overall health of the community by raising funds through the annual Medical Center Open Golf Tournament. This trend is reflective of the Foundation's strong emphasis on community outreach.

\$60,000

The 1999 community recipient of the tournament was The Salvation Army's Centers of Hope Transitional Family Housing Units. The units will provide temporary shelter for families who are left homeless by financial or other crises. In these shelters, families can stay together while they rebuild their resources, learn new skills, and prepare to return to independent living.

These shelters are greatly needed in our community. Currently, only male and female shelters are available, so families have to be separated to receive shelter.

The 1999 Medical Center Open Golf Tournament raised \$90,000 to build four apartments in the Transitional Family Housing unit at The Salvation Army's Centers of Hope. The money was raised through generous sponsorships and donations from community members.



