



HELPING TO MAKE ROCKDALE AND OUR SURROUNDING COUNTIES HEALTHIER

At Rockdale Medical Center, our goal is to deliver the best healthcare available in Rockdale and surrounding counties as we seek to make our community healthier. With the help of dedicated physicians, employees, volunteers and board members, along with your continued support and encouragement, we continue our passionate pursuit of excellence.

Delivering quality healthcare close to home is the single most important contribution we make. But there are many other ways we make a positive impact on the communities we serve. Here are a few of the other ways we are making a difference.

More than \$5.5 million in capital improvements

In February 2009, RMC became a member of LifePoint Hospitals® and immediately began making plans for a number of capital improvements including new technology, equipment, and construction projects. We purchased our second digital mammography system and a new breast ultrasound for our Women's Diagnostic Center, bringing you the latest technology in the fight against breast cancer. We also purchased a new ultrasound for our Minimally Invasive Vascular Lab and replaced hospital beds, ventilators, and a sterilizer. A new surgical video tower and an operating room computer system with monitors were set up for tracking patients.

We plan an estimated \$7 million in capital improvements for 2010 with major renovations and purchases for our outpatient imaging services. A new digital picture archiving communications system will eliminate the need for films making it more convenient for physicians and patients. Additional imaging purchases will include a new MRI and a 64-slice CT. Our heart patients will benefit from a new Echo Unit and new improvements and monitors are planned for our BirthPlace. Throughout the year we will continue to make improvements and upgrades to our information technology systems throughout the medical center.

Contributing to our local tax base

Last year, Rockdale Medical Center paid an estimated \$800,000 in sales tax which helped support our local economy. With our change in ownership, we will be contributing an estimated \$1.2 million in property taxes in 2010 which will also benefit our community.

Helping those in need

Rockdale Medical Center provided more than \$259.7 million in uncompensated care last year, which included the amounts not covered by government-sponsored programs such as Medicare and Medicaid. This amount includes nearly \$27.5 million for charity care and bad debts, incurred as we cared for many people without sufficient resources.

Adding new physicians

During the past year, we added a number of new physicians to our highly respected medical staff, including specialists in allergies/immunology, anesthesiology, cardiology, emergency medicine, endocrinology, family medicine, hematology/oncology, hospital medicine (hospitalist), internal medicine, nephrology, obstetrics & gynecology, orthopedics, pain management, pathology, pediatrics, neonatology, pulmonary medicine, radiology and wound care.

One of our community's major employers

With an annual payroll of more than \$55.2 million and more than 1,150 employees, we are one of the largest employers in the region.

We thank you for choosing Rockdale Medical Center for your healthcare needs. With your support, together we can make an even greater hospital and a healthier community.



Bryan K. Dearing, CEO
Rockdale Medical Center





COMMUNITY BENEFIT REPORT



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Rockdale Medical Center is part of LifePoint Hospitals®, a leading hospital company focused on providing quality health-care services close to home. Through its subsidiaries, LifePoint operates 48 acute-care facilities in 17 states. With a mission of "Making Communities Healthier," LifePoint is the sole community hospital provider in 44 of the communities it serves. More information about the Company, which is headquartered in Brentwood, Tennessee, can be found on its website LifePointHospitals.com.

LIFEPOINT
HOSPITALS®

Charity and other uncompensated care \$259,700,000

Includes contractual write-offs from Medicare, Medicaid, and other payors, bad debts, and charity care

Community benefit programs \$856,847

Financial contributions..... \$9,500

Health professionals education..... \$75,365

Tuition reimbursement..... \$81,712

Community health services..... \$247,270

Physician recruitment..... \$443,000

Taxes paid \$821,007

Property and other taxes..... \$21,007

State sales taxes \$800,000

2009 TOTAL **\$261,377,854**

In addition, the hospital's payroll of more than \$55.2 million and capital investments of more than \$5.5 million last year contributed significantly to the community's economic success.

SPONSORSHIPS AND DONATIONS

Rockdale Medical Center is committed to making our community healthier by sharing our resources and making financial contributions locally. We provide meeting space for many organizations and support groups from the Rotary Club to the American Cancer Society.

- Our BirthPlace classes and free newborn screenings provide \$58,200 of care for new families each year. Our Diabetes Education Program provides classes and testing for patients and community members at a combined cost including man hours, direct, and indirect costs of \$131,050 annually.
- In 2009, we hosted five community blood drives at a cost of \$4,200 and an annual Emergency Preparedness Fair for the community costing another \$2,600. In an effort to help our community members stop smoking, we host three (4-week) Smoking Cessation classes at an annual cost of \$1,800. In addition, we provided \$4,200 worth of discounted routine mammography screening in an effort to detect breast cancer at its earliest stage.
- Last year, we participated in four community health fairs. Two were part of the SPARC (Sickness Prevention through Regional Collaboration) hosted by the Rockdale County Senior Services and one was with the Rockdale County Employees. We also hosted a mini-health fair with the Rotary. The cost for staff, supplies and testing amounted to \$12,000.
- We are very active with the local Chamber of Commerce and host an annual "Wellness Day" and "Scrub Top" tour for their Leadership Rockdale class at a cost of \$19,200. Our physical therapists, specializing in sports medicine, volunteer at sporting events for our three area high schools providing \$14,000 worth of care.

Rockdale Medical Center and our family of employees, physicians, and volunteers are proud to have been able to support these organizations this past year:

- American Cancer Society
- American Diabetes Association
- American Red Cross
- Boy Scouts of America
- Conyers and Rockdale County Rotary Clubs
- Conyers-Rockdale Chamber of Commerce
- Helping Hands Indigent Care Clinic
- Kimberly Chance Atkins Foundation
- March of Dimes
- MedShare International
- Mercy Heart Indigent Care Clinic
- New Rock Chapter IAAP (International Association of Administrative Professionals)
- Rockdale County Public Schools
- Rockdale County Senior Services
- Rockdale County Sherriff's Department
- Rockdale Emergency Relief
- RPOA (Rockdale Physician Office Association)
- SHRM (Society for Human Resource Management)
- Turner Syndrome Society, Georgia Chapter
- United Way of Metropolitan Atlanta

"Charity and other uncompensated care" includes the amounts not covered by Medicare and Medicaid as well as charity care and bad debts. "Physician recruitment costs" include recruitment costs and support of new physicians' initial practice establishment in the community. Payroll includes consolidated salaries, wages, benefits and contract labor costs. "Capital investments" include facility expansions/renovations, equipment purchases, technology replacement, information technology additions/updates, and routine facility upkeep and maintenance.