

Portage Health  
**2007**

Annual Report to the Community



**PORTAGE HEALTH**

*Here for life.*



Portage Health  
**2007**

Annual Report to the Community

# Table of Contents

02	Letter from the CEO	08	Your Gifts at Work
03	Mission & Vision	09	New Portage Web Site Launched
04	Strategic Goals	10	Growing in Our Community
05	Trauma Program Recognized for Excellence	11	Community Outreach
06	A Day of Miracles	13	The Financial Year
07	Portage Health Foundation		

## **Portage Health Board of Directors**

Martin Iskra  
*Board Chair*

Jeanne Kurtz  
*Vice Chair*

Pichai Sripaipan, MD  
*Secretary*

Rev. Rodney Johnson  
*Treasurer*

Kathy Archambeau

James Bogan

Ellen Horsch

David Kass, MD

Kirk Lufkin, MD

Dave Mechlin

Mike Neuman

Tim Sears, MD

John Sullivan

Bruce Trusock, MD

Steve Zutter

The Portage Health 2007 Annual  
Report to the Community was  
compiled by the Portage Health  
Communications Department.

## **Copy and Editing**

Cynthia E. Hanifin  
*chanifin@portagehealth.org*

Connie Massoglia  
*cmassoglia@portagehealth.org*

Uma Thangaraj  
*uthangaraj@portagehealth.org*

Karin Van Dyke  
*kvandyke@portagehealth.org*

## **Layout and Design**

Jessica Brassard  
*jbrassard@portagehealth.org*

Victor Harrington  
*vharrington@portagehealth.org*

# Letter from the CEO

Dear Friends:

Our 2007 Portage Health Annual Report to the Community is one way we try to keep you informed about how we are doing in meeting the challenges we face in caring for you, your families, your friends and your neighbors. Even in this challenging economic environment, our mission to improve the health of our community remains our primary focus.

In this report, you will read heartfelt stories from our patients and their families, and from the team of Portage healthcare professionals who have had the privilege of caring for them at a most vulnerable time.

Highlighted in this report is a behind-the-scenes, dynamic, albeit often understated force: The Portage Health Foundation. Thanks to their conscientious stewardship, we were able to award more than \$48,000 in grants to support local health programs in 2007. Please refer to pages 7 and 8 for more details.

We are fortunate to live and work here. Economic vitality is essential to the health of any community. Financial success is determined by quality, and we continue to raise the bar on our own performance. Portage Health has continued to grow in terms of our physician and staff development, technology and capital improvements and service delivery.

In addition to providing resources for future growth and development, Portage Health's financial commitment includes programs and services that provide benefit to our community. The extension of these important resources can provide a direct benefit for our most vulnerable populations, secure financial assistance to those with a demonstrated need and provide community health and wellness education. In this report, we have highlighted several examples of our 2007 community outreach activities.

We are very proud to be a part of this community. Your support is invaluable, and we thank you for your continued support of Portage Health and the Portage Health Foundation.

Wishing you the best,



Jim Bogan  
President and CEO  
Portage Health



# Mission & Vision

## Mission

To improve the health of our community.

## Vision

- To be the first place where people come when they need healthcare.
- To be a leader in promoting healthy lifestyles.
- To be the place where people want to work.

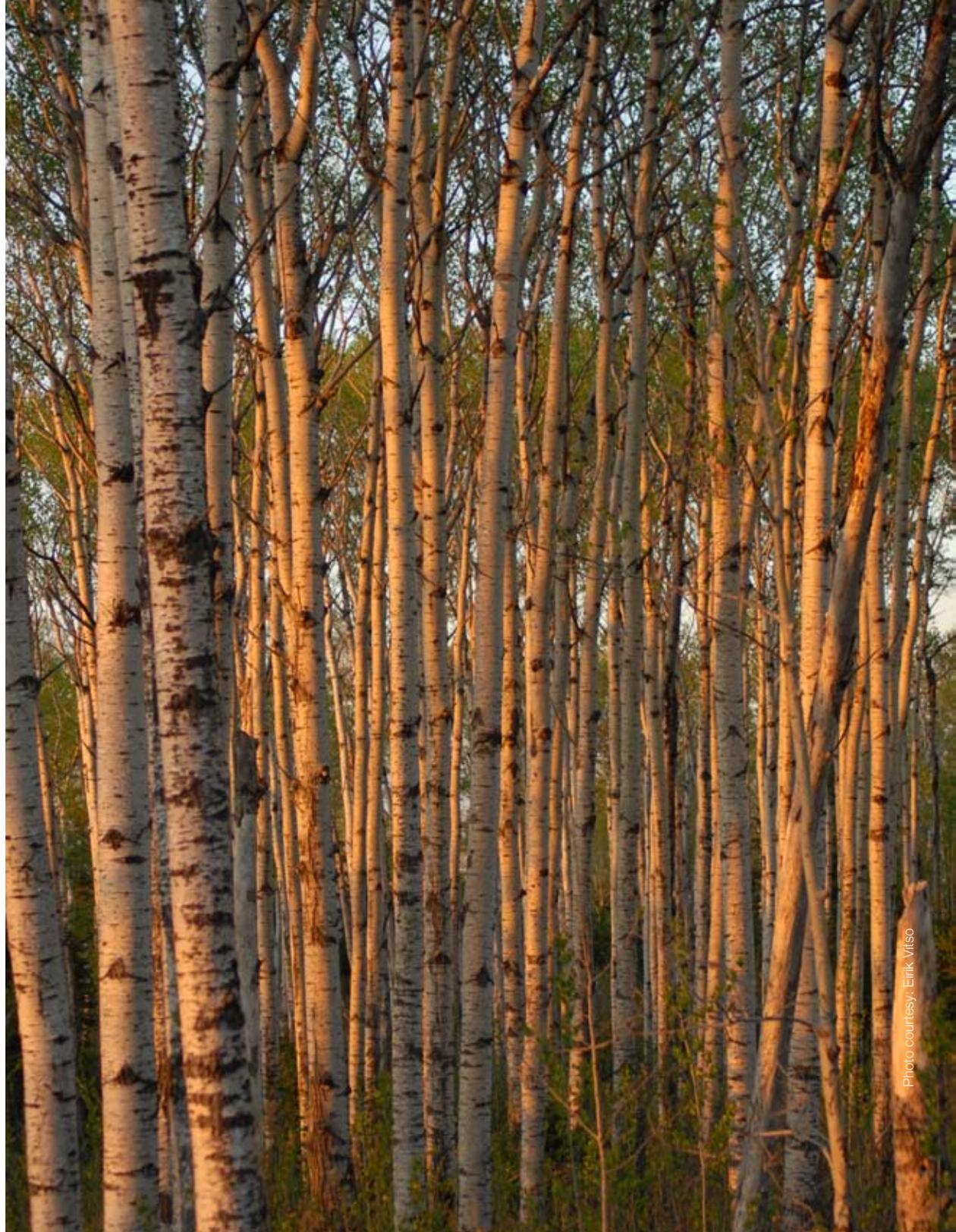


Photo courtesy: Erik Vitso

# Strategic Goals

These objectives signify our goals in 2007.

## **Service Quality**

Create a service-oriented culture which meets or exceeds our patients' expectations.

## **Clinical Quality**

Provide quality healthcare that is safe, timely, effective, equitable and patient-centered with a focus on specific performance measurements.

## **Human Resource**

Provide a positive workplace environment addressing the needs of our diverse workforce while recruiting qualified staff.

## **Financial Stability**

Financial strength is driven by quality.

## **Growth**

Continue to meet the healthcare needs of the community through either new or enhanced clinical programs and services.

# Trauma program recognized for excellence

Trauma verification.  
What does it mean?  
It means that a Level III  
trauma facility:

- *Provides prompt assessment, resuscitation, emergency operations and stabilization of patients*
- *Offers continuous, on-site coverage by emergency medicine physicians and prompt availability of general surgeons, anesthesiologists and orthopaedic specialists*
- *Has established transfer protocols for patients who need to go to a facility that provides more comprehensive trauma care*
- *Demonstrates commitment to trauma prevention and continuing education of trauma team members*
- *Improves trauma care through active review of trauma cases by a multidisciplinary committee*

When someone is injured seriously, the trauma team at Portage Health knows that every minute counts. They demonstrated their commitment to providing optimal care on June 26, when Brad Barrette was brought to the Emergency Department. He had been burned severely when a boat he was working on in Hancock exploded into flames.

By the time Brad's ambulance raced up to the Emergency Department doors, the trauma team had already leapt into action. They worked quickly to stabilize Brad so that he could be transferred by plane to the University of Michigan Trauma Burn Center in Ann Arbor.

Brad spent weeks in Ann Arbor receiving treatment for the burns covering 66 percent of his body. The medical staff at the University of Michigan praised the excellent work of Portage Health's trauma team, said Brad's father, Dennis Barrette.

"The doctors in Ann Arbor said that, many times, burn victims from less-populated areas are not very well taken care of, but they were very pleased with the care Brad received at Portage Health," Dennis said. "I can't say enough about what is available here in a small community."

Portage Health's trauma team has been trained to treat all kinds of injuries with the expertise and efficiency that can make a big difference when each moment matters.

In September 2007, Portage Health was recognized for its ongoing efforts to improve care for injured patients. The trauma program received verification as a Level III trauma facility from the Committee on Trauma of the American College of Surgeons.

Trauma facilities are ranked from Level I, the highest level of trauma care available (for example, the University of Michigan Trauma Burn Center) to Level IV.

Portage Health is the only Level III trauma facility in Michigan's Upper Peninsula and one of only two in the state.

"Verification represents an external acknowledgement of the strides we've made in strengthening our trauma program," said Dr. Wade Liston, trauma program director.

Dennis said that the trauma team's swiftness and skill definitely made a difference for his son. Brad has returned home to his family in Dollar Bay, and visits Portage Health Rehab four days a week for physical therapy.

"Portage Health's trauma verification is well-deserved, that's for sure," Dennis said. "Brad is a living example of that."

For more information about our trauma team, please call (906) 483-1000.

# A Day of Miracles

In the Family Birthing Center, each newborn child's arrival is special. One 2007 birth day, however, stands out among the hundreds of deliveries at Portage Health.

"It was a day of miracles," said Bette Pieti of February 16, the date she gave birth to her seventh child, Micah.

After her healthy baby boy was born, Bette began bleeding heavily due to unexpected complications of her Caesarean-section delivery. A corps of health care staff, led by Dr. Dana Dwyer, banded together to provide the urgent treatment she needed.

Bette received numerous pints of blood and underwent emergency surgery at Portage Health before being airlifted to St. Mary's Hospital in Duluth, Minnesota. After five days of treatment at St. Mary's, Bette returned to her home near Hancock and began months of recovery.

For much of the February 16 ordeal, Bette was not fully conscious. "I only remember some of the people who helped me as eyes above surgical masks," she said.

Bette and her husband, Marc, finally got the chance to meet the people who took care of her and Micah when they attended a luncheon hosted by Portage Health in September. The couple heard the whole story of what happened on February 16.

Cheryl Frankovich, manager of the Family Birthing Center, said that, when faced with such a serious trauma, the entire staff immediately pulled together as an adept team.

"A lot of people who weren't scheduled to work that day came in to help," she said. "I remember driving home that night and thinking, 'Wow, we really accomplished something today.'"

With baby Micah cooing in her arms, Bette thanked doctors, nurses and other staff members during the luncheon.

"Everybody worked so hard to save my life, because everybody knows each other at a small hospital like this," said Bette, who has delivered all of her children at Portage Health. "I'm really proud to be from the Copper Country, because we have all these great, caring people here."

Dr. Julie Meyer hugged Bette with tears in her eyes. The events of February 16 intimately affected everyone who assisted the Pieti family, she said.

"We can't forget this," Dr. Meyer said. "We're always looking for better ways to make sure that every mom and every baby are safe."

For more information about the Family Birthing Center, please call (906) 483-1234.



Photo courtesy: Brockit Photography

*The Pieti family treasures every day with Bette and Micah.*

# Portage Health Foundation

Most of us are not clairvoyant but we have a vision of the future and we dream of what we would like that future to look like. When it comes to health-care, this vision includes affordable, accessible, quality healthcare for all.

This is where the Portage Health Foundation comes in.

The Portage Health Foundation was established in 1990 as a charitable, non-profit organization. Governed by a board of community members, the Foundation's fund raising and philanthropy are essential to the health of the people in our community.

Donations to our foundation help ensure that our children and future generations have access to the best health care in the Western Upper Peninsula.

Every gift counts. Every gift makes a difference.

A grant from the Foundation allowed the Radiology Department to enhance its MRI suite with a soothing mural.

Diane Maanika, a patient who was extremely claustrophobic and therefore,

apprehensive about her scheduled MRI had this to say, " I was totally terrified of getting an MRI before I went in and the atmosphere in there made all the difference to me."

On a larger scale, the Western U.P. Dialysis Center was the recipient of a \$30,000 grant from the foundation. "We have had a great need for expansion for the past two years," said Karen Kelly, Director of Dialysis. "This generous donation from the foundation enables us to provide more efficient care to those needing dialysis in the community. Once the expansion is completed, we will be able to serve 24 patients in 10 hours where now, we take care of 18 patients in that time frame."

"I was very excited that last year's Foundation Ball & Auction focused its fundraising efforts on the Dialysis Center. Not only did Portage Health take us on as a new service but the Foundation also made us feel very welcome by directing its fundraising efforts towards us," added Kelly.

For more information on the Portage Health Foundation, please call (906) 483-1507.

## Giving to the Portage Health Foundation

It's easy.

1. Just tear out the card.



2. Complete the form.



3. Send it in.



Send forms with your donation to:

Portage Health Foundation  
500 Campus Drive  
Hancock, MI 49930

# Giving to the Foundation

## Planned Giving (or deferred gifts)

Planned Giving gifts are gifts that you donate through your value-based legacy plan or your accumulated wealth. Usually your will, trusts or gift annuities are used. Gifts of life insurance and real estate are also considered planned gifts.

## Special Projects, Fundraisers or Endowed Campaigns

These are gifts that can be designated as restricted (Hospice fund) or unrestricted (wherever it's needed). For example, Wellness Garden Campaign (project or brick appeal) and Ball and Auction (Gala) fundraiser.

## Annual Appeal

Gifts that are given on an annual basis to support the operation and work of your charitable interest.

## Ways to Give to the Foundation

- **Cash Gifts: Direct, Memorial and Tribute**
- **Will: Estate, Cash, Property and Trust**
- **Charitable Gift Annuities**

- **Charitable Remainder Trusts**
- **Life Insurance**
- **Matching Gifts**
- **Stocks & Securities**

Donations to the Portage Health Foundation can also be made through the Keweenaw Community Foundation which offers special State of Michigan tax credits for qualifying donations.

For more information, please call (906) 483-1507.

## Your gifts at work

- Area Geriatric Education Scholars (AGES) Internship Program
- CDEMS\*\* Pilot 2007: Diabetes Clinics / Diabetes Education
- Michigan Tech Trails Lighting Project
- Mural for MRI Suite
- Resuscitation Training Equipment
- Telehealth for Home Care

\*\* CDEMS = Chronic Disease Electronic Management System

## Portage Health Foundation Board of Directors

**Jim Bogan**  
*Executive Director*

**Brian Donahue**  
*Chief Financial Officer*

**Dennis Barrette**

**Nancy Fenton**

**Terry Kinzel, MD**

**Jeanne Kurtz**

**Paul Ollila**

**Lennon Mattila**

**Bill Polkinghorne**

**Gerard Quello**

**Peter Wickley**

**Steve Zutter**

# New Portage Web Site Launched

Emerging technologies are changing the way we communicate as individuals and as organizations. Today's Web visitors are extremely savvy about new technologies and have high expectations of how they will be allowed to navigate through a site.

Eight months ago, Portage Health teamed with Up and Running, Inc. to create a Web presence that would meet and exceed the expectations of its Web visitors. The Webanauts ( a fun moniker for the team of professionals who came together to plan and implement the project) were led by Portage's Webmaster, Jessica Brassard, and Up and Running's project managers, Ian McKilligan and Andrew McKellar.

Even at first glance, it is obvious that the new site has multidimensional layers and has come a long way from the linear navigational capabilities of the old Web site. "In recent years, Web sites have evolved to where they give the user more control. Users feel empowered to seek and manage information at their own pace and they can access information from different channels of thought," Brassard said.

Filled with many new features, the Web site's design has changed to be more graphic. "The way the site is designed will make the viewing experience more enjoyable for the end user," Brassard said.

The most visited areas of the site are the Jobs section, the Virtual Nursery and the Physician pages.

In the section on job opportunities, interested candidates have the ability to apply to jobs online and also subscribe to a RSS feed (Really Simple Syndication). The RSS feed will allow them to receive updates every time a new job is posted.

And what could be cuter than baby

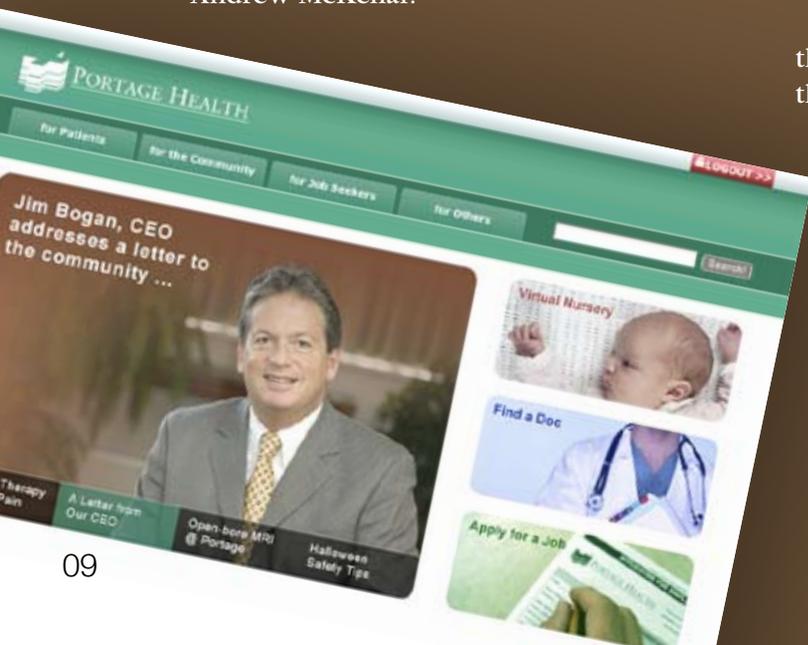
photos — especially when they are photos of a baby in your family? The Virtual Nursery allows friends and families of newborn babies to view their photo and vital information (such as height, birth weight, etc.) soon after the child is born. A visual calendar lists all the babies born within each month and information on each baby is available through the calendar in a basic pop-up format.

The Physician portion of the Web site is integrated with other relevant areas such as Specialites, Services and Procedures and this allows users to cross-reference their areas of interest.

An overarching calendar of events allows visitors to see all the different programs and events scheduled to take place at Portage and in the community.

The new site was launched in November 2007. Every month, subsequent features will be rolled out according to a project plan.

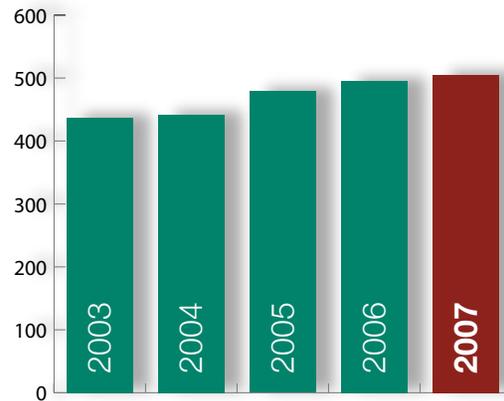
For more information about Portage's new Web site, please call Jessica Brassard at (906) 483-1560.



# Growing in Our Community

Here at Portage Health, we're committed to our partnership in the community. We are fully invested in creating an economically viable community. Our growth responds to the needs of our area.

## Growing Our Team



*Consolidated number of Full Time Employees (FTEs) in the healthcare workforce at Portage Health. More FTEs translates to more jobs in the community. Portage Health is the area's second largest employer.*

## Growing Our Services

### Sleep Disorders Center

Portage Health expanded the Sleep Disorders Center to a brand-new facility located at 890 Campus Drive in Hancock, just down the road from our main campus.

### Dialysis Center

Our on-campus facility is currently undergoing a \$ 292,000 expansion. Improvements made to the existing facility include a new water treatment system and 12 new state-of-the-art hemodialysis stations — which will increase our capacity to serve as many as 44 patients in two shifts.

### Home Medical Equipment

Access and service to home medical products are being transferred from Portage Health's Apothecary to a convenient new retail location located at 894 Campus Drive in Hancock.

### Ontonagon Community Health Center

Developed as a partnership between Marquette General Health System and Portage Health, a new medical clinic was established in Ontonagon to better serve the community of the Western Upper Peninsula.

*Growing services ensure that the people of the Copper Country get the best care available to them.*

## Growing Our Facilities

### Building Addition

**\$7.2 M**

Hancock Rehab, Community Health additions and PortagePointe expansion

### MRI Service

**\$2.4 M**

Upper Peninsula's only Open Bore MRI

### Medical Group Outreach Lake Linden

**\$853,000**

New clinic housing a doctor, physician assistant, lab and X-ray

### Technology and Equipment

**\$1.2 M**

- Continued IT enhancements
- Nuclear Gamma Camera replacement and upgrade
- Intravenous (IV) pumps upgraded to programmable monitoring system
- Surgery/operating room technology and equipment upgrade

**\$11.6 M**

*In 2007, Portage Health spent \$11.6 million on growing its facilities to provide better service to the community.*

# Community Outreach

Giving back to our community is a vital part of what we do at Portage Health. To fulfill our goals as a non-profit organization, we are committed to a variety of community outreach activities.

We forge strong partnerships with local organizations that share our mission to improve the health of our community. We sponsor all sorts of community-building activities.

Many factors contribute to good health, so we strive to help people adopt a comprehensive approach to wellness. We seek to improve quality of life for people of all ages.

Our endeavors to strengthen our community include four categories of activities:

## Health and Human Services

The primary focus of our community outreach is to build effective partnerships and to leverage resources to create positive impact on the area's health and human services. Our programs this year included community flu shot clinics held at several local schools and Copper Country Marrow Registry bone marrow drives.

## Community Wellness

Walking. Running. Mountain biking. Cross-country skiing. Snowshoeing. No matter how you choose to do it, maintaining physical fitness is the best way to prevent or recover from illness. From the Mall Walkers program to the Keweenaw Chain Drive, the activities we sponsor provide the support people need to get moving and stay motivated. In 2007, Portage Health and the Portage Health Foundation donated funds to install lights on the cross-country ski trails at Michigan Technological University.

## Education

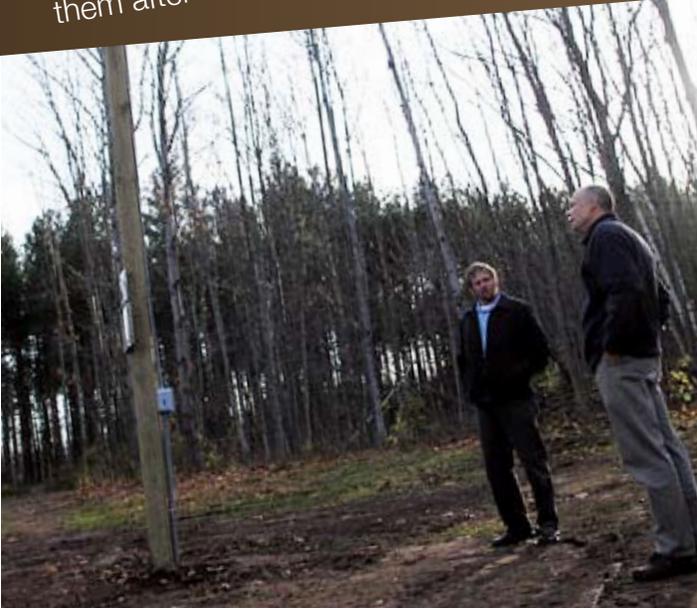
When it comes to choosing a healthy lifestyle, information plays an essential role. This year, our educational efforts included hosting informational presentations by our medical staff and investing in health professions education for local students.

## Arts and Culture

For many people, the appreciation of arts and culture provides fuel for a happy, healthy life. The heartening lyrics of a song, the radiant colors of a painting and the effervescent kinetics of a dance routine all possess the power to inspire and vivify. We sponsored numerous events in 2007, including two October performances by the Alan Parsons Live Project with the Keweenaw Symphony Orchestra.

If you'd like to know more about our community outreach activities, please call our Communications Department at (906) 483-1566.

New lights illuminate the Michigan Tech Trails so that outdoor enthusiasts may use them after dark.



Hundreds of people received the influenza vaccine at our local flu clinics held in the fall.



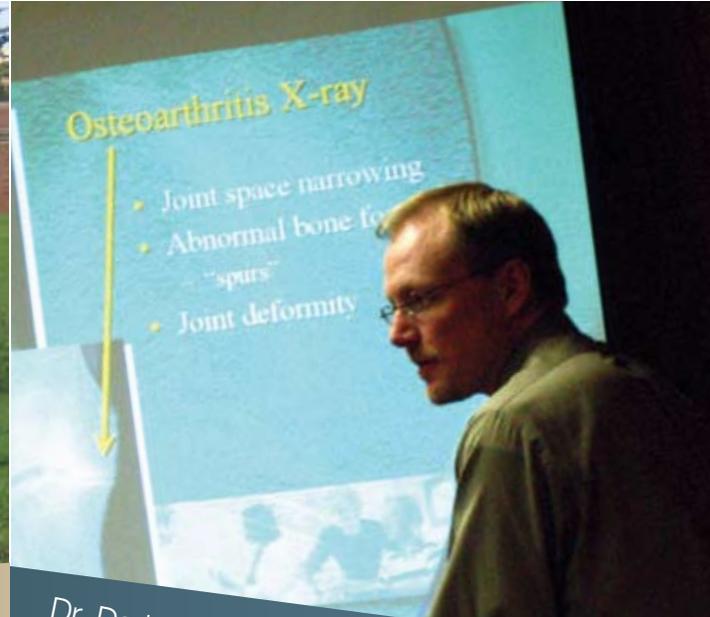
Rock 'n' roll legend Alan Parsons performed with local musicians, much to the delight of area residents.



Riders of all ages and skill levels enjoyed our summer Mountain Biking Sessions.



The Yellow Jersey Club motivates people to walk and run their way to a healthier lifestyle.



Dr. Darin Leetun and other members of our medical staff host educational presentations throughout the year.

# The Financial Year

As a community-owned, non-profit healthcare organization, we are determined to deliver to our community the best quality care, at the highest level of compassion and service, utilizing the most advanced technologies available, with the highest level of efficiency and productivity.

In order to respond to and lead our community's expectation for excellence in healthcare, successful financial performance is essential. Despite the challenging reimbursement and competitive healthcare environment, Portage Health reported strong financial results in 2007. We believe that financial success is determined by quality. As a result, Portage Health is able to fund the capital improvements needed to enhance patient care, thereby fulfilling our long-term mission to improve the health of our community.

Portage Health 2007 Revenue	
Patient Service	\$94,073,293
Apothecary	\$8,690,807
Other Operating Revenue	\$3,873,268
Other Income	\$985,909
Financial Assistance	(\$1,185,019)
Bad Debt	(\$1,049,968)
Contractual Deductions	(\$30,994,568)
<hr/>	
Funds Available	\$74,393,722
<hr/>	
Portage Health 2007 Expenses	
Salaries	\$28,285,945
Benefits	\$7,536,835
Supplies	\$16,521,280
Facility Maintenance, Utilities, Insurance and Support Services	\$11,081,074
Building /Equipment Depreciation	\$3,865,530
Interest Expense	\$1,447,673
Investment in Future Needs <i>(Facilities, Technology, New Services)</i>	\$5,655,385
<hr/>	
Funds Used	\$74,393,722
<hr/>	

# Four Convenient Locations ...

## Hancock Campus

500 Campus Drive  
Hancock, MI 49930  
(906) 483-1000

## Lake Linden Campus

945 Bootjack Road  
Lake Linden, MI 49945  
(906) 483-1030

## Houghton Campus

600 MacInnes Drive  
Houghton, MI 49931  
(906) 483-1860

## Ontonagon Community Health Center

751 S. Seventh Street  
Ontonagon, MI 49953  
(906) 884-2861



PORTAGE HEALTH

*Here for life.*