

Back in June 2005, a commissioned study on behalf of the Polk County community leaders by George Washington University concluded that for a variety of reasons, the continued viability of Broadlawns Medical Center was in jeopardy. According to the report, radical changes were necessary to maintain Broadlawns' presence in the community.

Naturally, this served as a wake-up call. And just as naturally, we responded. With the full support of our Board of Trustees, Broadlawns began a major process of transition and transformation. Today, five years after the study, the best word to describe Broadlawns is revitalized. We can point to indisputable improvements in quality of care, patient satisfaction, employee retention and financial viability. Notable recent successes include:

- A \$30 million facilities improvement project funded with no new taxpayer dollars
- Newly expanded, state-of-the-art Emergency and Radiology Departments
- Construction of a Medical Office Building to provide a medical home for our patients
- Adoption of an Electronic Medical Records (EMR) system—highest level in the state of Iowa
- Advanced Diagnostic Imaging Technology, including filmless radiology
- Stellar patient care surveys resulting in full Joint Commission reaccreditation
- Inpatient satisfaction results that exceed 72% of all hospitals nationally
- Certification of three major ankle implant appliances for foot and ankle surgeons
- Employee turnover rates lower (better) than national averages

In addition, we marked our fourth straight year of financial strength by once again exceeding our fiscal goals, increasing revenue by 10% while decreasing expenses by 1%. Broadlawns accomplished these solid financial results in light of a 12% increase in uncompensated care.

Overall, we continue to meet the healthcare needs of our community. This is reflected by a 15% increase in our outpatient visits, a 22% increase in inpatient mental health care days, and the provision of care to more than 30,000 patient visits in our Emergency Department.

With all of this in mind, it's no surprise that Broadlawns exceeded the national averages on 16 of 20 patient care quality indicators established by the Centers for Medicare and Medicaid Services.

Everything we do at Broadlawns is focused on improving the quality of patient care. It's our philosophy of transparency and accountability that has helped us accomplish these goals. Together we have worked hard to make these improvements possible and we thank you for the opportunity to serve as your community hospital.



Jody Jenner
President, CEO



July 09–June 10

REPORT to the Community



1801 Hickman Road | Des Moines, Iowa
515.282.2331 | broadlawns.org

REVENUE

Total Patient Charges		\$139,141,876
*Bad Debt		(15,235,491)
*Charity		(11,347,861)
*IowaCare		(43,313,438)
Contractual Adjustments		(28,297,358)
Net Patient Revenue		40,947,728
Taxes		48,264,531
Other Revenue		11,566,237
Total Revenue		\$100,778,496
PAT/INS	14.07%	14,178,917
Medicare	5.86%	5,902,649
Medicaid	16.42%	16,550,678
Taxes	47.89%	48,264,531
Non-operating Income	0.40%	397,709
PCHS	4.28%	4,315,484
Grants/Contracts	4.98%	5,018,043
Other	6.10%	6,150,485
Detail Total Revenue	100%	\$100,778,496

EXPENSES

Salaries and Benefits	61.17%	58,967,982
Supplies and Other	19.13%	18,442,366
Equipment Depreciation	4.52%	4,359,606
Pharmaceuticals	6.91%	6,665,363
Food Service	2.25%	2,172,788
Utilities	1.26%	1,217,602
Debt Service	1.50%	1,445,495
Professional Fees	3.26%	3,137,219
Total	100%	96,408,421

Net Excess of Revenue Over Expenses

\$4,370,075

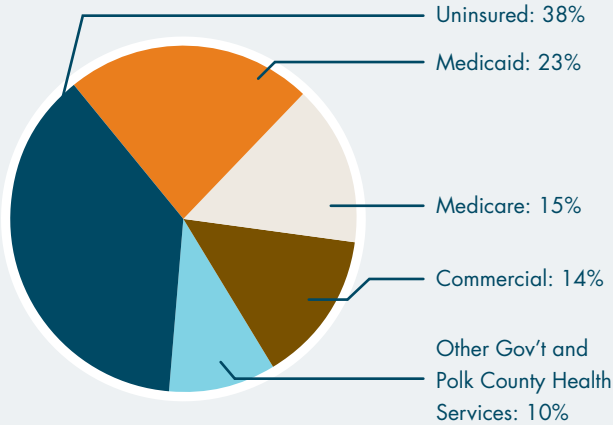
NUMBER OF EMPLOYEES

Total Number of Employees	955
Total FTEs	776
Employed and Contracted Physicians	91
Family Medicine Residency Program	28

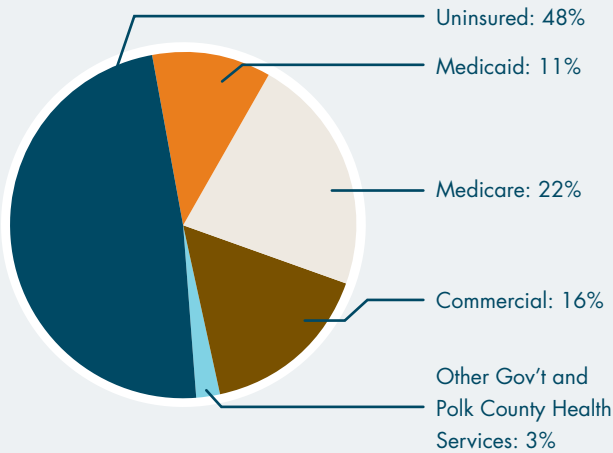
EMPLOYEE TENURE

5 to 10 Years	240
10 to 15 Years	103
15 Years	162

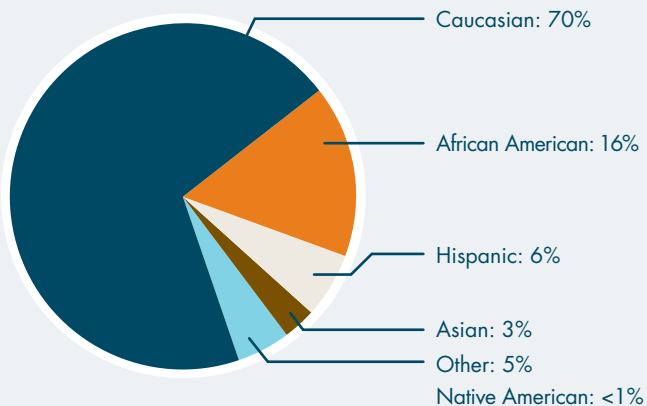
INPATIENT DISCHARGES BY PAYER



OUTPATIENT VISITS BY PAYOR



PATIENT ETHNICITY



EMERGENCY VISITS

Emergency Department Visits	31,835
-----------------------------	--------

CLINICAL SERVICES VISITS

Walk-in Clinic	26,657
Addiction Medicine	6,833
Dental Clinic	8,396
Family Health Center	17,553
FOCUS - Public School Program	4,582
Internal Medicine	7,393
Mental Health	7,798
Orthopedic Clinic	3,296
Pain Clinic	1,738
Partial Hospitalization	1,043
Pediatric Clinic	7,284
Podiatry Clinic	6,392
Primary Care Clinic	10,586
Psychiatric Medication Clinic	3,274
Psychiatrist Outpatient	14,942
Specialty Clinics	9,176
Surgery Clinic	1,418
Women's Health Clinic	6,041
Total Visits	176,237

GRANT PROGRAMS

WIC Client	126,819
CAP Mental Health	3,380
PATH Mental Health Clients	141
Residential Clients	17

PROCEDURES

Diagnostic Clinic Procedures	2,678
Prescriptions Filled	207,108
Unit Doses Filled (I/P & O/P)	485,146

INPATIENT SERVICES

Acute Medical/Surgical/Pediatrics	6,616
Intensive Care	959
Obstetrics	635
Nursery	600
Acute Psychiatric	8,223
Total Inpatient Days	17,033

*\$69,896,790 of uncompensated care supported by Polk County taxpayer dollars