2012 COMMUNITY REPORT
Grand Strand Regional Medical Center


Grand Strand Regional Medical Center

HCA South Atlantic
On The Cover

Grand Strand Regional Medical Center has been named one of America’s 100 Best Hospitals for Cardiac Surgery for two consecutive years (2012-2013) and ranked #1 in South Carolina for heart surgery for the fourth consecutive year (2010-2013) by Healthgrades. Heart team staff includes: (L-R) Robin Rein, RN, cardiac cath holding; Melissa Gartner, BSN, CCRN, ICU/CCU; Holli Sotak, RN, RCIS, cardiac cath lab; and Shari Formosa-Coppola, RN, CNOR, open heart surgery.
A Message from the CEO:

On behalf of our over 1,400 staff members, 270 physicians and 180 volunteers, I am pleased to share our 2012 Community Benefit Report.

This past year saw the accreditation of our Level II trauma service, recognition of our heart surgery program, the start of a heart murmur clinic and lung cancer program, as well as the addition of 30 new physicians.

Staff members and physicians cared for a record number of patients, including over 79,000 patients in the emergency departments of Grand Strand Regional and South Strand Medical Center, 457 cardiac surgery patients and 914 newborn babies.

Recognition of our outstanding cardiac surgery program was confirmed with the Healthgrades #1 ranking of the Grand Strand Regional Medical Center cardiac surgery program in SC for the fourth consecutive year (2010 – 2013). The hospital was also recognized by The Joint Commission as a top performer in key quality measures and achieving excellence in performance for heart attack, heart failure, pneumonia and surgical care.

We expanded the number of HCA affiliated physician practices which now include primary care, general/trauma surgery, heart, lung & vascular surgery, spine/neurology services and senior care.

As one of the largest employers in the county, our hospital continues to have a major financial impact on the community through charity care, taxes paid, contributions to many non-profit organizations and capital investments.

It is a privilege to serve the community and to continue to offer advanced specialties, clinical excellence and exceptional care to the residents and visitors of the Grand Strand. We are grateful for the quality of the Grand Strand Regional medical staff, employees and volunteers and for their many continuing achievements.

Please contact me if you have any questions regarding this report or suggestions as to how we can continue to be the region’s healthcare provider of choice. Thank you for your continued support.

Sincerely,
Doug White
Chief Executive Officer
## 2012 Community Economic Impact

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Salaries &amp; Benefits</td>
<td>$103,376,862</td>
</tr>
<tr>
<td>Cost of Charity &amp; Uncompensated Care</td>
<td>$41,976,732</td>
</tr>
<tr>
<td>Taxes Paid</td>
<td></td>
</tr>
<tr>
<td>Federal/State Income Tax</td>
<td>$7,027,121</td>
</tr>
<tr>
<td>Indigent Care Tax</td>
<td>$4,909,755</td>
</tr>
<tr>
<td>Property Tax</td>
<td>$985,481</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>$5,822,196</td>
</tr>
<tr>
<td>Other Local Tax</td>
<td>$277,233</td>
</tr>
<tr>
<td>Total Taxes</td>
<td>$19,021,786</td>
</tr>
<tr>
<td>Capital Investment</td>
<td>$12,702,229</td>
</tr>
<tr>
<td>Local Vendor Support</td>
<td>$21,963,101</td>
</tr>
<tr>
<td>Minority Business Support</td>
<td>$1,580,747</td>
</tr>
<tr>
<td>Physician Specialty Coverage</td>
<td>$9,076,844</td>
</tr>
<tr>
<td><strong>TOTAL ECONOMIC IMPACT</strong></td>
<td><strong>$209,698,301</strong></td>
</tr>
</tbody>
</table>

**Percentage Breakdown:**

- Total Salaries & Benefits: 49%
- Cost of Charity & Uncompensated Care: 6%
- Tax Payments: 20%
- Capital Investment: 10%
- Local Vendor Support: 9%
- Minority Business Support: 4%
- Physician Specialty Coverage: 1%
Our Commitment to Excellence

COMMUNITY IMPACT STUDY

Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Patients Treated</td>
<td>174,973</td>
</tr>
<tr>
<td>Annual Hospital Admissions</td>
<td>16,064</td>
</tr>
<tr>
<td>Annual Emergency Visits</td>
<td>79,165</td>
</tr>
<tr>
<td>Total Medicaid Patients Treated</td>
<td>38,115</td>
</tr>
<tr>
<td>Total Uninsured Patients Treated</td>
<td>45,889</td>
</tr>
</tbody>
</table>

Our Facilities and Services

<table>
<thead>
<tr>
<th>Facility</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital</td>
<td>1</td>
</tr>
<tr>
<td>Surgery Centers</td>
<td>1</td>
</tr>
<tr>
<td>Diagnostic/Imaging Centers</td>
<td>3</td>
</tr>
<tr>
<td>Freestanding Emergency Department</td>
<td>1</td>
</tr>
<tr>
<td>Number of Licensed Beds</td>
<td>269</td>
</tr>
</tbody>
</table>

Our Hospital Family

<table>
<thead>
<tr>
<th>Category</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employees</td>
<td>1,448</td>
</tr>
<tr>
<td>Total Physicians</td>
<td>275</td>
</tr>
<tr>
<td>Total Volunteers</td>
<td>180</td>
</tr>
<tr>
<td>Hours Donated</td>
<td>33,000</td>
</tr>
</tbody>
</table>

Grand Strand Regional Medical Center Senior Leadership Team

Doug White – Chief Executive Officer
Adam Rudd – Chief Operating Officer
Robert Grace – Chief Financial Officer
Debbie Tedder – Chief Nursing Officer
John Charles, MD – Director for Medical Affairs
QUALITY & PATIENT SAFETY

“Putting Patients First” is the foundation of our culture and passion for quality health care. Many of the initiatives we implement serve as national models for the industry today.

Accredited Chest Pain Center Designation
Grand Strand Regional is an Accredited Chest Pain Center by the Society of Cardiovascular Patient Care (SCPC). The accreditation is key to ensuring that the optimal processes are in place to enable patients to receive the treatment needed during the critical early stage of a heart attack.

Sepsis
Severe sepsis strikes an estimated 750,000 people in the US annually and the number is expected to rise as the population ages. Any kind of infection – bacterial, viral, parasitic or fungal, anywhere in the body, can trigger sepsis. Septic shock, which can occur in severe sepsis, can result in cardiovascular system failure, depriving vital organs of an adequate oxygenated blood supply.

A multidisciplinary team of physicians, nurses, respiratory staff and emergency response personnel help with early identification of sepsis. The goal is to alert the emergency department, before arrival by EMS, that a patient may be arriving at the emergency department with sepsis. Patient screening for sepsis starts in the ED and every patient in the facility is screened every 12 hours.

Those triggering the sensitive screening are evaluated by a rapid response nurse, with physician intervention as necessary, for additional interventions as patient condition warrants. Since the program’s inception, the facility has continued to see a decrease in mortality and improved patient outcomes. The facility will submit an application for Joint Commission disease certification in early 2013.

EMS/Lifenet
Grand Strand Regional, Horry County Fire/Rescue, Myrtle Beach Fire Department and other area emergency response organizations meet regularly to improve communication and response times, especially the timeliness of the diagnosis and treatment of heart attacks and strokes.

The upgraded computerized Lifenet system allows paramedics to transmit vital cardiac patient information to the closest hospital for an emergency department physician to view while they are on the scene or transporting a patient. The physician directs the EMS team to proceed to the nearest hospital, or in the case of an abnormal EKG reading that is consistent with a heart attack, transport the patient to Grand Strand Regional for acute intervention to open blocked arteries.

In 2012, physicians and EMS collaborated on stroke protocol to improve outcomes. Grand Strand Regional staff created a web education module for EMS staff which discusses stroke care and protocol – before and upon arrival in the emergency department.

Pediatric Medication Management Enhancement in the ED

Grand Strand Regional and South Strand Medical Center emergency departments utilize the Artemis system for the treatment of children. Artemis is a computerized system that ensures children get the correct dosage of medication quickly and safely. An emergency medicine specialist, fellowship trained in pediatrics, is part of the emergency department physician staff.
Door to Balloon Initiative
Reducing the treatment time for heart attack patients continued as a major initiative in 2012. “Door to balloon” time is the response time from a patient’s arrival at the hospital to when the blocked artery is cleared in the cardiac catheterization laboratory. The teamwork of EMS, the emergency department, interventional cardiologists and cardiac catheterization laboratory staff resulted in an average door to balloon time of 38 minutes in 2012 compared to the national benchmark of 90 minutes.

Radiation Right Patient Safety Program
The Grand Strand Regional Radiation Right program increased awareness and improved radiation safety throughout the organization. Radiation Right includes verifying the right patient, the right site and the right dose. Protocol includes:

- Tracking, recording and reporting radiation doses delivered in all fluoroscopy areas (including cardiac catheterization lab, surgical services and radiology)
- Establishment of dose thresholds and reporting levels
- Implementation of various radiation safety policies for employee and physician guidance responding to radiation safety
- Radiation safety education to all catheterization lab, surgical services and radiology staff members
- Certification of all CT technologists by the American Registry of Radiologic Technologists
- Awareness of radiation dose badge and protective equipment usage and submitting badges for recording in timely manner

Mission Lifeline
Grand Strand Regional physicians and staff are active participants in South Carolina Mission Lifeline, an American Heart Association national initiative to advance the systems of care for patients with suspected heart attacks.

Brachytherapy for Breast Cancer Treatment
Physicians with the Breast Health Center are using the SAVI® five-day breast brachytherapy delivery system to assist in the treatment of breast cancer. The treatment allows physicians to customize radiation treatments based on patient-specific anatomy, precisely targeting radiation where it is needed most. This results in better patient outcomes, less skin toxicity and a reduced infection rate.

Unlike other brachytherapy techniques, SAVI has no skin spacing restrictions, allowing physicians to offer the benefits of this accelerated treatment to the widest array of breast cancer patients.

Pressure Ulcer Initiative
A pressure ulcer is a localized injury to the skin and/or underlying tissues. These wounds are usually located over a bony prominence and are a result of pressure on the skin. A person’s mobility, nutritional and cognitive status also may impact the development and severity of these wounds.

In 2011, a task force developed a standard model for prevention and treatment of pressure ulcers. Grand Strand Regional Medical Center staff members participated in a 16-week program of webinars and coaching conferences involving various disciplines. Changes continue to be made in this important aspect of patient care, with the key focus being to recognize patients at risk for development of such wounds. Prevention initiatives are implemented in patients at risk in order to reduce the frequency and severity of these wounds.

Meaningful Use – Electronic Health Record
Progress with federally mandated Meaningful Use (Electronic Health Record) requirements continued in 2012 with standardized documentation and the ability to provide patients with electronic copies of discharge instructions and medical records. Standardized documentation of demographics, medications, vital signs, previous health
information, medication allergies and clinical quality standards create stepping stones to the ultimate goal of a 100% electronic health record. Patients are now able to obtain electronic copies of discharge instructions and their medical records either by e-mail or on a disk provided by Grand Strand Regional Medical Center.

In 2012, Grand Strand Regional implemented the electronic medical record. Upon discharge, all patient charts are converted to an easy-to-read, electronic record that is easily accessible by physicians who meet stringent security measures that protect patient information. Physicians can access the patient’s medical record from their offices when the patient follows up with their doctor after treatment at Grand Strand Regional. Work continues towards a completely paperless system that will involve all documentation (patient medical records) being recorded through computer input while the patient is in the hospital.

**Risk Reduction Program**

The malpractice risk reduction program is designed to reward hospitals for developing and implementing specific loss prevention initiatives focused on issues identified through the risk management department’s evaluation of claims and current hospital trends. These include reducing the incidence of adverse events, the frequency of liability claims and the severity of adverse events and claims.

Grand Strand Regional participates in the HCA risk reduction program which continually addresses identified patient safety improvement efforts and assists the hospital with meeting the quality requirements of an ever changing healthcare environment. The hospital achieved 100% compliance with the 2012 risk reduction program.

**Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)**

HCAHPS is a national, standardized, publicly reported survey report of patients’ perspectives of hospital care. The survey process creates new incentives for hospitals to improve patient care and enhances accountability in healthcare by increasing transparency of the quality of hospital care.

Grand Strand Regional staff members meet weekly to evaluate results and work on continuous quality improvement plans such as hourly rounding to improve patient satisfaction. The HCAHPS team has an hourly rounding project to improve patient satisfaction and quality care.

Each hour, a nursing team staff member visits every patient to check on the patient’s pain level, assist with turning the patient if necessary, assist with bathroom needs, and ensure personal items are within reach and the area is neat. The goal is to achieve excellence in all aspects of patient satisfaction.

**Core Measures**

A major part of the externally-driven quality improvement agenda at Grand Strand Regional is centered on the “core measures,” a set of national quality performance measures. Hospitals began to address a subset of the current core measures in the late 1990s as part of hospital accreditation by The Joint Commission. Since then, the core measures have been aligned with Centers for Medicare & Medicaid Services (CMS) quality measurement for the Medicare program and adopted by the National Quality Forum consensus process.
Today, core measures are used broadly to benchmark hospital clinical performance and spur improvement. Core measure results are also posted on public websites such as hospitalcompare.hhs.gov to facilitate comparison shopping by consumers. These results are increasingly linked to reimbursement as part of the CMS Value-Based Purchasing and the pay-for-performance programs of many other payers.

Grand Strand Regional Medical Center reports four core measures to The Joint Commission: Acute Myocardial Infarction, Pneumonia, Heart Failure and Surgical Care Improvement Project. In order to be successful in providing the best care to our patients, these measures must be at or above the 90th percentile ranking.

The percent that Grand Strand Regional met the measures as stated on hospitalcompare.hhs.gov for the rolling year of 4Q 2011 through 3Q 2012:

- Acute Myocardial Infarction: 99.9%
- Pneumonia: 98.8%
- Heart Failure: 98.7%
- Surgical Care Improvement Project: 99.6%

Clinical Excellence

In 2012, surgical services instituted the World Health Organization’s Safe Surgery Checklist. This initiative is in conjunction with the South Carolina Hospital Association, the Yale University Study and the Team Strategies and Tools to Enhance Performance and Patients Safety program to improve communication in the operating room.

In 2012, Grand Strand Regional received several designations for quality programs:

- UnitedHealth Premium Specialty Center in total joint replacement, surgical spine, cardiac rhythm management, interventional cardiac care and cardiac surgery.
- Joint Commission Top Performer for heart attack, heart failure, pneumonia and surgical care.
- Blue Cross and Blue Shield Association
  - Blue Distinction Center for spine surgery.
  - Blue Distinction Center for hip and knee surgery.
  - Blue Distinction Center for cardiac care.
- American College of Surgeons Commission on Cancer
  - Community Cancer Program

MUSE

Grand Strand Regional uses MUSE, a system that digitizes EKG tracings so physicians can quickly review EKGs from any computer for the diagnosis and treatment of heart patients.

Rapid Response System

An enhanced rapid response team was instituted in 2012. The rapid response team is activated when a patient develops a deteriorating condition. To help identify these patients earlier, the rapid response nurse role was created. The rapid response nurse continuously reviews the conditions of patients who may worsen. Once identified, the rapid response nurse contacts the unit nursing staff and physician and facilitates necessary interventions to prevent further deterioration.

The success of the rapid response nurse program includes a significant decrease in Code Blue activations outside of the intensive care units, a decrease in the mortality rate in septic patients and an overall 48% decrease in the number of hospital wide Code Blue activations.
Spinal Cord Team
In 2012, a multidisciplinary spinal cord injury team, including trauma, nursing and support staff, formed to focus more intensely on patients with spinal injuries.

The team meets bi-weekly at the patient's bedside and patient and family participation is encouraged. The multidisciplinary team is able to discuss the best approaches for successful recovery and rehabilitation.

Intensivist Program
Board certified critical care/pulmonary physicians are available to intensive care unit patients 24 hours a day. The intensivists work with other medical professionals to focus on patients and provide acute bedside management. The intensivist program and their physical presence in the ICU seven days a week are part of a national patient care initiative that provides improved clinical care to ICU patients.

Electronic Barcoded Medication Administration
The electronic bar coding of all medications is in place to reduce possible medication errors. These tools allow the nurse at the bedside to scan both the medication and the patient's armband to provide the highest level of medication safety. By verifying that the right drug is being given to the right patient at the right time in the right dose, medication errors are greatly reduced.

Methicillin-Resistant Staphylococcus Aureus (MRSA)
Staph infections are a growing health issue. Grand Strand Regional Medical Center has implemented a number of proactive initiatives to greatly reduce the risk of MRSA and similar infections from occurring in the hospital. We have expanded our testing procedures for MRSA beyond screening only high-risk patients. Precautions are taken to minimize the spread of the infection to other patients, visitors and staff members.

MedComm
The MedComm System allows nursing to scan medication orders from the units directly to our pharmacy department. This system allows pharmacists to enter orders in a timely manner into the medical record system.

Flu Prevention
Grand Strand Regional was a leader in flu immunizations last year in the healthcare setting. Flu clinics were held in the community and flu shots were offered to all inpatients. The hospital required all healthcare providers who work in Grand Strand Regional facilities to either obtain the seasonal flu vaccine or wear a mask throughout flu season.
Community Support

Grand Strand Regional generously provided financial and volunteer support to multiple organizations, including colleges, schools, and nonprofit and charitable groups along the Grand Strand.

Our partnership with the Horry Georgetown Technical College Dr. Robert E. Speir, Jr. Healthcare & Education Center continues to play a role in the education and development of the next generation of healthcare professionals.

In 2012, over 400 nursing, pharmacy, radiology, dietary and paramedic students from Horry Georgetown Technical College, Francis Marion University, Academy of Arts and Sciences, Brunswick Community College, the Medical University of South Carolina, Ohio Northern University, Appalachian College of Pharmacy, University of South Carolina and Lake Erie College of Osteopathic Medicine trained throughout the hospital under the guidance of Grand Strand Regional nurse and staff preceptors.

Nurses and allied health staff visited junior/senior high schools and colleges regularly to promote healthcare professions and provide encouragement to students interested in pursuing a healthcare career.

Staff members continued their volunteer spirit through many local health, civic and school organizations as well as mission trips abroad including Haiti and Africa. Ongoing activities included hospital managers assisting Mobile Meals in delivering meals for six weeks annually. Staff physicians and members staff the field hospital at the Myrtle Beach Marathon every year.
A Healthier Community
Improving the healthcare of our community is part of the Grand Strand Regional mission. Annual events, including the community health fair, heart health appraisals, prostate screenings, community flu clinics, peripheral artery disease screenings, and more, provided free and low cost opportunities for a healthier community.

Health information and education should be accessible and convenient. Grand Strand Regional partners with the Claire Chapin Epps YMCA to promote a healthier lifestyle. In addition to providing the YMCA cardiovascular equipment, the hospital provides a resource room with free health and hospital information, monthly screenings and a classroom for seminars and special events. The hospital’s speakers bureau educated community and employer groups on topics from hospital services to heart disease to diabetes awareness.

Our 14th annual asthma/diabetes camps provided 15 children, ages 7-11, with education about managing asthma and diabetes, as well as one week of arts & crafts, field trips and music.

HealthFinders, our community resource center at Coastal Grand Mall, offered ongoing seminars, classes and screenings from childbirth education and health seminars to peripheral artery disease and heart health screenings. Free and low cost screenings include blood pressure, weight, cholesterol/lipid profile and A1C. A registered pharmacist provides free one-on-one consultations every Friday at HealthFinders and monthly at the YMCA. In 2012, we hosted over 1,000 individuals at health related seminars and classes and screened over 6,500 individuals at HealthFinders and in the community.

Uninsured/Underinsured Assistance
Grand Strand Regional is committed to helping uninsured patients qualify for local and state health benefit programs. We offer onsite benefit education and Medicaid enrollment assistance.

In 2012, 2,190 individuals were enrolled in the Medicaid program as a direct result of this hospital assistance.

Physician Referral

Educational Scholarships
Grand Strand Regional Medical Center and the Grand Strand Regional Auxiliary are proud to play a role in helping students realize their dreams of a healthcare career through scholarships to local students. We know this investment will return many benefits to both the hospital and the community.

Scholarship funding is raised through proceeds from the hospital gift shop, which is operated solely by the Auxiliary for this purpose.

| Number of Auxiliary Nursing/Healthcare Scholarships | 22 |
| Amount | $55,000 |
# Awards and Recognition

- **Healthgrades:**
  - Ranked among the Top 5% in the Nation for Cardiac Surgery for four years (2010-2013)
  - Ranked #1 in SC for Cardiac Surgery for four years (2010-2013)
  - Ranked #2 in SC for Overall Cardiac Services for 2013, an increase from #5 in 2012
  - Five Star Rated for Cardiac Surgery and Coronary Bypass Surgery for four years (2010-2013)

- **Society of Cardiovascular Patient Care:**
  - Accredited Chest Pain Center with PCI

- **UnitedHealthcare®**
  - **United Healthcare Premium Specialty Center Designations:**
    - Total joint replacement
    - Cardiac rhythm management
    - Surgical spine
    - Interventional cardiac care
    - Cardiac surgery

- **The Joint Commission:**
  - **Top Performer in Key Quality Measures**
    - Heart attack
    - Heart failure
    - Pneumonia
    - Surgical care

- **Blue Cross and Blue Shield Association:**
  - Blue Distinction Center for spine surgery
  - Blue Distinction Center of knee and hip replacement
  - Blue Distinction Center for cardiac care

- **American College of Surgeons Commission on Cancer:**
  - Community Hospital Cancer Program

- **American Diabetes Association:**
  - Recognized diabetes program
SPECIALIZED CARE

Emergency Excellence
Board certified emergency physicians and highly skilled nurses, combined with best practices and the latest technology, treated over 79,000 emergency patients in 2012 at Grand Strand Regional and South Strand Medical Center. The Grand Strand Regional emergency department has 40 treatment areas, including two dedicated trauma rooms for the Level II trauma program and a helipad.

Protocol driven care that usually begins in the field through direct communication with local EMS teams was enhanced by ongoing meetings between hospital staff members and EMS leaders.

Our strong focus on enhancing care and improving processes continued with the posting of Grand Strand Regional emergency department wait times on digital billboards, on the hospital website (grandstrandmed.com), by texting ER to “23000” and through itriagehealth.com.

Check-In kiosks were installed in both emergency departments allowing patients to check-in with the swipe of a driver’s license or credit card. Benefits of the kiosks include improved patient satisfaction by eliminating the paper check-in process, two language options, better managed information and accurate and automated capture of patient arrival times.

Spine & Neuro Center
The Grand Strand Regional Medical Center Spine & Neuro Center treats back and neck pain, two major health problems in America. The Center provides a multidisciplinary team of physicians including neurosurgeons, neurologists and radiologists, other healthcare professionals and diagnostic capabilities to create individual treatment plans.

A satellite office for neurology consultations and follow-up appointments opened in Murrells Inlet in 2012.

Surgical Services
Grand Strand Regional Medical Center offers some of the most efficient and well-equipped operating rooms in South Carolina. Advanced systems from scheduling to pre-operative and discharge planning ensure that patients receive high quality surgical care in a convenient and timely manner.

The daVinci robotic assisted surgery system at Grand Strand Regional continues to lead the way in minimally invasive surgical technology. Eight surgeons use robotics for urologic, gynecologic and general surgery procedures. Surgeons are able to perform complex and delicate procedures through tiny incisions, with unmatched precision. For patients, this means less blood loss, less scarring and a quicker recovery and return to normal daily activities.

Surgery specialties include: cardiothoracic, ear, nose and throat, gastroenterology, neurosurgery, obstetrics/gynecology, ophthalmology, oral & maxillofacial, orthopedics, plastic & reconstructive, podiatry, general/vascular/trauma/breast and urology.
**Trauma Center Upgrade**

Grand Strand Regional Medical Center received designation as a Level II trauma center by the American College of Surgeons and Department of Health and Environment Control in 2012. A Level II trauma center requires that a trauma surgeon, anesthesia provider and a surgical team be available in the hospital 24 hours a day. In 2012, trauma teams treated 2,345 trauma patients.

A trauma victim’s chance of survival is greatest if care is received in the “Golden Hour” from the time of severe injury. In a life-threatening accident, the chance of survival increases dramatically if there is a designated trauma program to properly treat the victim.

In July 2012, Gerard O’Sullivan, a summer employee from Ireland, fell 60 feet onto concrete at a Myrtle Beach attraction. He sustained multiple fractures – pelvis, elbow, ribs, legs and compound breaks to his ankles. He also experienced multiple organ failure due to trauma. Throughout his stay, Gerard’s parents praised the hospital staff, including housekeeping, trauma/ED staff and intensive care unit staff, who befriended and supported the family during his six week hospitalization. “Everyone was so wonderful and caring. Gerard is alive because of the staff and physicians at Grand Strand Regional,” said Maureen O’Sullivan, Gerard’s mother.

Gerard was eventually transferred to rehabilitation and in November was able to return to his home in Ireland.

In July 2012, Gerard O’Sullivan, a summer employee from Ireland, fell 60 feet onto concrete at a Myrtle Beach attraction. He sustained multiple fractures – pelvis, elbow, ribs, legs and compound breaks to his ankles. He also experienced multiple organ failure due to trauma.

Trauma staff members are committed to reaching out and educating residents in the region about injury prevention education. Trauma nurses spoke to over 1,200 individuals at area schools and in the community about the dangers of texting and driving, staying safe during prom season, seat belt compliance and the consequences of risky behavior.

> “Everyone was so wonderful and caring. Gerard is alive because of the staff and physicians at Grand Strand Regional.” – Maureen O’Sullivan

Gerard’s mother
Women’s Services

There were 914 babies delivered and cared for in our delivery rooms and Level 2 nursery. State-of-the-art fetal monitors, neo-blue bilirubin lights and neonatal cardio-respiratory monitors enhance newborn care and safety. Neo-blue LED bilirubin lights are used for the treatment of newborn jaundice. The neo-blue phototherapy meets the American Academy of Pediatrics standard for intensive phototherapy. In addition, the lights do not emit light in the ultraviolet range – thus reducing risk of potential skin damage.

In October 2012, the hospital began screening all newborns with pulse oximetry for critical congenital heart defects. The painless, non-invasive test can measure how much oxygen is in the newborn’s blood which assists in early detection of congenital heart defects.

The Breast Health Center continues to provide comprehensive breast care. Convenient digital mammography is available at three locations: The Breast Health Center, Carolina Forest Imaging Center and South Strand Medical Center. A breast care navigator and dedicated breast health surgeon and radiologist at the Breast Health Center focus on reducing the number of days to communicate abnormal biopsy results to patients. Patients are notified and consultations and additional care are scheduled in less than 10 days, further reducing a patient’s anxiety.

Speech Pathology

Children and adults with speech language deficits or swallowing disorders have a new resource for treatment with an on-site outpatient speech therapy program. Three certified speech-language pathologists work with all ages and patient conditions to improve speaking, swallowing and feeding.

---

“I knew the dangers of breast cancer since my mother died from the disease at age 46. I did regular self exams and annual mammograms. One mammogram and subsequent ultrasound and biopsy confirmed breast cancer. Breast surgeon Dr. Whitney Parnell performed a lumpectomy and I followed with radiation therapy.

Instead of six weeks of daily radiation, I had SAVI radiation, where I went twice a day for five days. I followed up with chemotherapy and am now cancer-free.

I honestly think because I trusted my doctors and the Grand Strand Regional staff, all I had to do was show up. They were compassionate, comforting and personable.”

– Kate Vibert
Little River, SC
Heart & Vascular Network

The Heart Center includes two intensive care units, three cardiac catheterization laboratories, an electrophysiology (EP) laboratory, a 12-bed pre/post catheterization unit, a 24-bed cardiac progressive care unit and cardiopulmonary testing area.

The EP laboratory is used to diagnose and treat abnormal heart rhythms due to electrical problems in the heart muscle. This $2 million, 3-D mapping system makes a computerized map of the heart's chambers and is one of very few biplane fluoroscopy units in South Carolina.

Healthgrades, an independent healthcare quality company, ranked the Grand Strand Regional cardiac surgery program as the #1 program in South Carolina out of 16 programs for the fourth consecutive year. The hospital’s cardiac surgery program continues to be in the Top 5% of hospital programs in the nation for the fourth consecutive year and is a recipient of the Healthgrades 100 Best Hospitals for Cardiac Surgery for two straight years (2012, 2013). These awards are based on quality and outcomes.

Cardiac surgeons performed 457 heart surgeries in 2012, with mortality rates less than half the national average. Cardiac surgeons perform coronary artery bypass surgery, as well as minimally invasive heart valve repair and replacement and complex lung and thoracic surgery.

Cardiac surgeons operate in two state-of-the-art integrated surgical suites. Surgical staff control all aspects of the room (lighting, table, monitors, video monitors) without moving from the patient.

Technology upgrades allow ongoing communication with cardiac catheterization lab staff during surgery as well as access to images/film of previous heart studies.

A camera and high definition monitors provide real time viewing for surgical staff in the suite. Video and webcasts can also be downloaded for teaching.

Grand Strand Regional opened a heart murmur clinic and lung cancer program in 2012, providing a more focused and streamlined approach to valve and lung disease. A cardiothoracic navigator educates and guides patients throughout treatment.

In 2012, Grand Strand Regional partnered with Life Line Screenings to provide more opportunities for hundreds of individuals to obtain low cost heart and vascular screenings.

Shortly after having a heart attack and quadruple bypass surgery, Charles “Monty” Ahlum passed out suddenly. Ahlum suffered sudden cardiac arrest – a condition when the heart suddenly stops beating.

Electrophysiologist Jason Goebel, MD, implanted an automatic defibrillator which monitors the heart’s rhythm and also corrects life-threatening arrhythmias with rapid pacing or, as a last resort, an electrical shock to return the heart to a safer rhythm.

Only because of Dr. Goebel’s quick reaction and medical knowledge am I still here to talk about it. I feel like I have a stronger heart now than I’ve had the last 70 years. I can drive a car again, go out to lunch with my wife, Peg, and even play a little golf. If you ever have a heart problem, I would advise you to go to Grand Strand Regional. My experience has been overwhelming.

– Charles “Monty” Ahlum
Sunset Beach, NC
Grand Strand Regional Medical Center Locations

- A Grand Strand Regional Medical Center Grand
- B Grand Strand Diagnostic & Women’s Center
- C The Breast Health Center
- D North Strand Diagnostic Center
- E South Strand Medical Center
- F HealthFinders
- G Carolina Forest Imaging Center

Grand Strand Regional Medical Center Physician Practices

- A Grand Strand Senior Health – North Strand
  (4237 River Hills Drive, Little River)
- B Grand Strand Spine & Neuro Center
  (8170 Rourk Street)
- C Grand Strand Senior Health – Carolina Forest
  (199 Village Center Blvd.)
- D Grand Strand Heart & Vascular Specialists
  (933 Medical Circle)
- E Grand Strand Primary Care
  (5471 Belle Terre Blvd.)
- F South Strand Primary Care
  (5046 Highway 17 Bypass)
- G Grand Strand Surgical Specialists
  (849 82nd Parkway)
With more than 20 doctors at offices near you, Grand Strand Regional Medical Group provides the care you need, when you need it.

**PRIMARY CARE**

**Grand Strand Primary Care**  
Jason Harrah, M.D.  
3471 Belle Terre Blvd., Suite A-1  
Myrtle Beach, S.C. 29579  
(843) 236-1950  
grandstrandprimaryandseniorcare.com

**South Strand Primary Care**  
Robert Kimpton, M.D.  
5046 Highway 17 Bypass, Suite 100  
Myrtle Beach, S.C. 29588  
(843) 839-6162  
grandstrandprimaryandseniorcare.com

**SENIOR CARE**

**Grand Strand Senior Health at Carolina Forest**  
Romeo Nillas, M.D.  
199 Village Center Blvd., Suite 100  
Myrtle Beach, S.C. 29579  
(843) 236-5700  
grandstrandprimaryandseniorcare.com

**Grand Strand Senior Health at North Strand**  
Lisa Mount, M.D.  
Mark Overton, M.D.  
4237 River Hills Dr., Suite 150  
Little River, S.C. 29566  
(843) 281-2778  
grandstrandprimaryandseniorcare.com

**GENERAL & VASCULAR SURGERY**

**Grand Strand Surgical Specialists**  
Ben D. Davis, M.D.  
Lewis G. Dickinson, M.D.  
Steven A. Matzinger, M.D., PhD.  
J. Douglas Reid, III, M.D.  
M. Whitney Parnell, M.D.  
Antonio Pepe, M.D.  
Jason Sciarretta, M.D.  
849 82nd Parkway  
Myrtle Beach, SC 29572  
(843) 497-6348  
grandstrandsurgical.com

**HEART, LUNG & VASCULAR SURGERY**

**Grand Strand Heart & Vascular Specialists**  
Brian McIntyre, M.D.  
Jason Goebel, M.D.  
Robert Messier, Jr., M.D., PhD.  
933 Medical Circle  
Myrtle Beach, SC 29572  
(843) 497-7772  
grandstrandheart.com

**SPINE & NEUROLOGY**

**Grand Strand Spine & Neuro Center**

Neurology:  
Jeff Benjamin, D.O.  
Michael M. McCaffrey, M.D.  
George Sandoz, M.D.  
Barbara Sarb, D.O.

Neurosurgery:  
Thomas S. Anderson, M.D.  
Eugene M. Giddens, M.D.

Trauma Orthopedics:  
Christopher Boullion, D.O.

8170 Rourk Street  
Myrtle Beach, S.C. 29572  
(843) 449-2336  
spineandneurocenter.com

The best care possible.
Right here. Right now.