

SACREDNESS OF LIFE • HUMAN DIGNITY • MERCY • JUSTICE • SERVICE • EXCELLENCE

112 Years of

Service



REPORT TO THE COMMUNITY • EARLY 2012

 **SISTERS OF MERCY SERVICES**
CORPORATION

DEDICATED TO THE WELL-BEING OF THE PEOPLE OF WESTERN NORTH CAROLINA

*“Let charity then be our badge of honor...
so that it may truly be said, there is in us
but one heart and one soul in God.”*

—Catherine McAuley



Loretta Davis (front desk), Jerry Wood (Radiology)
and Donna Montgomery (Laboratory)

We're
here *for*
you.

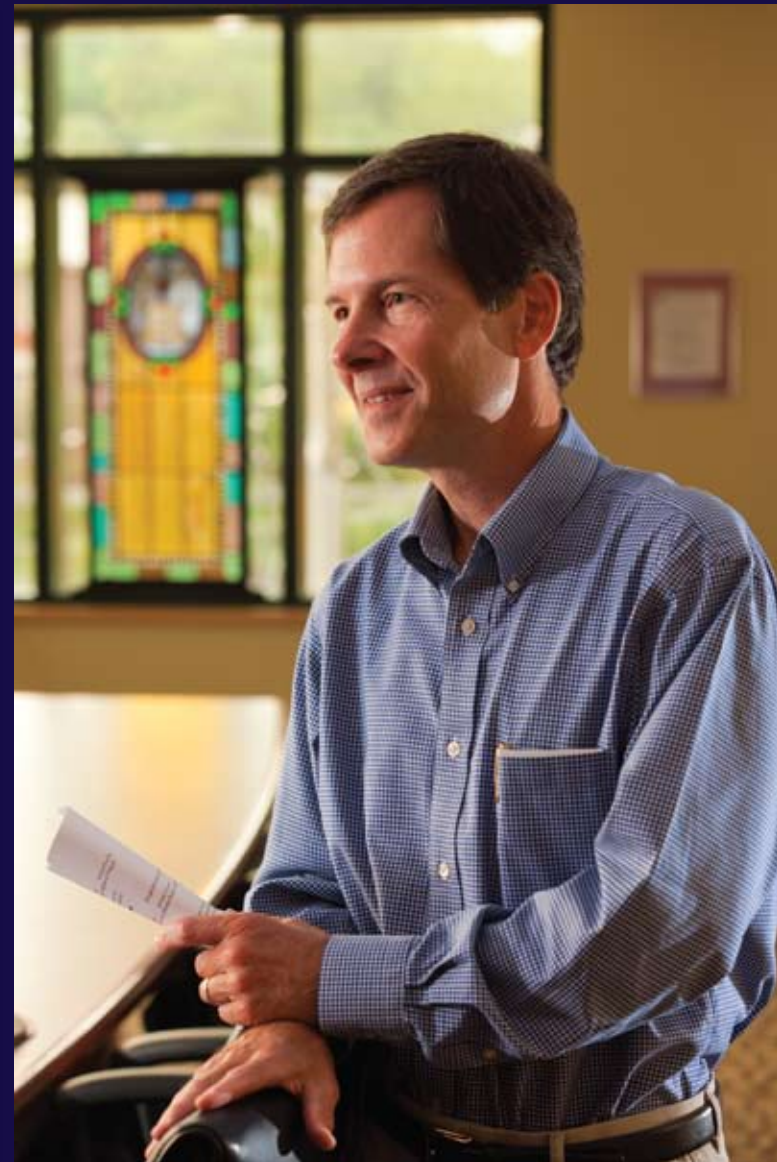
 **SISTERS OF MERCY SERVICES**
CORPORATION

These pages reflect the stories of 112 years of service by the Sisters of Mercy in western North Carolina, and of the care provided to more than one million patients by Sisters of Mercy Urgent Care. In the past year, our organization strengthened its long-term financial sustainability while delicately balancing the provision of more than \$1.5 million in uncompensated care. Please join with us in supporting the continuing mission of the Sisters of Mercy here in WNC.



Timothy C. Johnston
President and CEO
Fellow of the American College of Healthcare Executives

DEDICATED TO THE WELL-BEING OF THE PEOPLE OF WESTERN NORTH CAROLINA





Three Sisters of Mercy arrived in Asheville in 1900 with plans to start a school. They quickly realized that the greater need was for a tuberculosis sanitarium. Asheville's mountain air provided the perfect environment for such a facility. Over the next 98 years, the Sisters' ministry grew from their first 16-bed sanitarium to the 338-bed St. Joseph's Hospital, now part of Mission Hospitals.



Following the example of their founder Catherine McAuley in 19th century Ireland, the Sisters' response has evolved to meet the needs of the times. The hospital was sold in 1998 to allow the Sisters to focus on the increasingly crucial need for urgent care. Board-certified physicians and medical staff, in four Sisters of Mercy Urgent Care locations, now treat the non-life-threatening illnesses and injuries of 50,000 people annually. The two facilities in Asheville operate 7 days a week, 362 days a year.

In 2011, as a reminder of the Sisters' heritage and their continuing commitment to the people of WNC, a beautiful stained glass window from their 1916 convent chapel at St. Joseph's was installed at each Sisters of Mercy facility (*shown on the front cover and on the previous page*).

Jessie Mae Cover was treated for tuberculosis at an Asheville sanitarium in 1903-1904. Top: Jessie Mae (on the right) about 17 years old, during her treatment. Above: Jessie Mae embraces a friend, thought to be a nurse.

OUR MISSION

Sisters of Mercy Services Corporation supports the endeavors of the Sisters of Mercy of the Americas South Central Community through delivery of excellent healthcare and other needed services to all those in our community who seek them.



As I recount the history of the Sisters of Mercy in Asheville I often share the thought that we stand on the shoulders of those great women who lived their lives, along with thousands of co-ministers of mercy, being God's healing presence to others. They responded to the needs of the times in various ways for more than a century. We continue to do so today amid the many needs of our society that may at times seem overwhelming. A comforting thought that energizes me, I borrow from the late Archbishop of El Salvador, Oscar Romero, "We cannot do *everything*, and there is a sense of liberation in realizing that. This enables us to do *something* and to do it very well. It may be incomplete, but it is a beginning, a step along the way, an opportunity for the Lord's grace to enter and do the rest. We are workers, not master builders; ministers, not messiahs. We are prophets of a future not our own."

Sister Maria Goretti

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SISTERS OF MERCY
URGENT CARE

Supported by the Catherine McAuley MERCY Foundation



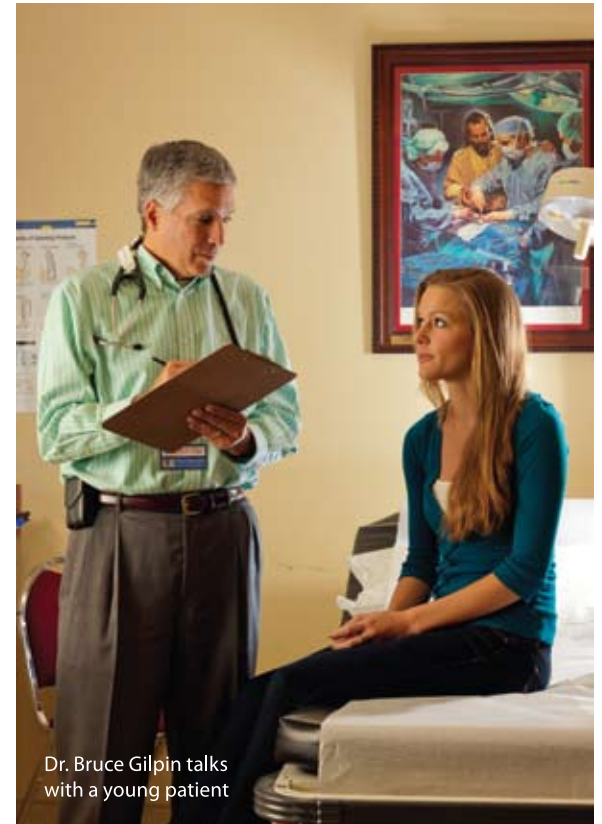
Bridgette Davis assists a patient with the check-out process.



Kristen Durnal X-rays a patient's injured hand. Digital imaging, at all locations, allows electronic image sharing for consultations.

1201 Patton Avenue, West Asheville
1833 Hendersonville Road, South Asheville
155 Weaver Boulevard, Weaverville
22 Trust Lane, Brevard

At our four non-profit Sisters of Mercy Urgent Care facilities, board-certified physicians treat non-life-threatening illnesses and injuries in a fraction of the time and at a fraction of the cost of an emergency room visit.



Dr. Bruce Gilpin talks with a young patient

Quality, efficient care has been enhanced in 2012 with the installation of a Practice Management and Electronic Medical Record (EMR) system which, combined with our new website—urgentcares.org—enables remote patient check-in and access to test results (x-rays, lab work, etc.) by providers. The EMR features a system alert which automatically checks for possible medication interactions, and can send prescriptions electronically to a patient's pharmacy of choice if they are not filled onsite. The EMR also streamlines check-in using a returning patient's history, and helps protect the environment by reducing paper waste.



Dr. Ellen Lawson examines a soccer injury.

Like our main telephone line—828.210.2121—the revised website provides access, 24 hours a day, 365 days a year, to information about Sisters of Mercy Urgent Care services, hours and locations. The website enables patients to determine whether illnesses or injuries are serious enough to require a hospital emergency room.

Also new in 2012, acupuncture and the services of an independent licensed clinical massage therapist are now offered by appointment at Sisters of Mercy Urgent Care West.



Urgent Care West (shown) and South are "here for you" every day of the year except on Easter, Thanksgiving, and Christmas.

Helping the Community

In addition to providing more than \$1.5 million in unreimbursed care annually, SOMS staff put into action our core values—Sacredness of Life, Human Dignity, Mercy, Justice, Service, and Excellence—beyond our walls, near and far.



Sister Maria Goretti and Tim Johnston made good on a promise to dye their hair MERCY blue if staff exceeded their United Way fundraising goal. They wore signs that read, "I'll do anything for United Way!"



In our 32nd March of Dimes March for Babies, Barbara Chambers (with niece Ella), Joanna Muzylowski, Jennifer Smith (with daughters Brianna and Savannah), Sharon Owen, and Cheryl Fore (not pictured), raised a record \$1,990.

The 2012 6th Annual Chamber Challenge Team MERCY included Leslie Soesbee, Linda Soesbee, Sharon Owen, Belinda Odom, Tim Johnston, Teresa Chason, Sarah Kuster, and Julie Barr.



Healing Haiti

For the fifth time in the two years since the devastating earthquake that killed 230,000 people, Sisters of Mercy Urgent Care sent personnel to serve in Haiti. Cholera there has sickened more than 700,000 Haitians and killed 7,000. The April 2012 Team MERCY included Dr. Ellen Lawson, Wendy Gade, Randy Lane, Leah Singleton, and Sister Jill Weber from Belmont. During their 5-day mission, the team treated 659 patients using antibiotics donated by Aidarex Pharmaceuticals and other supplies from across the community.

The team used the new four-wheel-drive vehicle donated through SOMUC to allow Haitian doctors Vladimyr and Merline Roseau to visit the many makeshift countryside clinics. The "Mercy Wagon" was made possible with fundraising and donations from SOMUC vendors, employees and communities—including a church in Indiana. Dr. David Stern of Practice Velocity, based in Illinois, raised another \$10,700 for the *Mercy Staff Have a Heart for Haiti* effort at the spring Urgent Care Association of America Conference!



Pictured standing: Dr. Frances Milien, Randy Lane, Drs. Vladimyr and Merline Roseau and Wendy Gade. Seated: Dr. Ellen Lawson, Sister Jill Weber, and Leah Singleton.



Team Mercy's Leah Singleton with village children.



Wendy Gade, Leah Singleton, and Dr. Vladimyr Roseau pose with the Mercy Wagon. The sign reads "We're Here For You" in English, French, and Creole.

Frances Warde Family Health, named for the first Sister of Mercy who came to the United States, became part of Sisters of Mercy Urgent Care Brevard in the summer of 2011. Carol Hoban, Family Nurse Practitioner, continues the 28-year primary care ministry begun in the rural Rosman section of Transylvania County.



In the FWFH logo, migrant workers are represented by the hat, the medical profession by the snake, and the mountain people by the axe.

Mercy Occupational Medicine coordinates care for more than 700 students and faculty at nearby Brevard College and for the renowned summer programs at Brevard Music Center, helping to make the Brevard Urgent Care sustainable year-round in the seasonal community.



Since the practice joined with Sisters of Mercy Urgent Care, Dee Queen, Practice Manager (far left), and Carol Hoban, FNP (not pictured), have raised over \$26,500 for the Compassionate Care Fund, thanks largely to a gift from the estate of FWFH volunteer Esther Markman. The fund assists the many FWFH patients who are uninsured or cannot afford care. Also pictured are Sr. Jacquie Dewar and Dr. Gretchen Hermanny (above), and Dr. Beth McCarty (left).





Guiding Grace, a statue of Catherine McAuley with a modern student, "graces" the campus of the Sisters of Mercy in Belmont, NC.

Catherine McAuley MERCY Foundation supports Sisters of Mercy Urgent Care, funding equipment needs such as the new Electronic Medical Record and Practice Management system, providing care for those who cannot afford it, and sending medical relief teams and supplies to impoverished areas.

The Foundation hosts two fundraising sporting events annually. Staff member Donna Montgomery and CMMF Board Member Mike Watson, along with community volunteers Chris Young and Matt Mores, successfully led the MERCY Golf Classic at Etowah Valley in 2011.

Asheville Racquet Club owners Dennis and Jill Hulsing donated the use of their Hendersonville Road facility, where CMMF Board Secretary Buster Brown and wife Karen, with four generations of the Brown family—who started the racquet club—led the second annual Brown Family Charity Event. New indoor soccer and fitness categories doubled event participation and added to the day's excitement and success.

Additional funds have been raised through *Dining Out for Mercy* at LongHorn Steak House, promotion of engraved bricks for the Callison Memorial MERCY Garden, and sales of *Cooking for a Cause: Hope for Haiti* cookbooks. To benefit Catherine McAuley MERCY Foundation and three other charities, Buster Brown will embark on a 3,200-mile sponsored bike ride on September 15th. Follow along on Facebook [Busters Ride for Life].



Christina Brown Cottingham prepares for her doubles match.



SOMSC CEO Tim Johnston and doubles partner Stephanie Smith (not pictured) have teamed up both years.

7 GIFTS OF MERCY

- Place a \$100 engraved brick in **Callison Memorial MERCY Garden**
- Sponsor or play in the **Brown Family Charity Event**
- Play in or sponsor the **Fall MERCY Golf Classic**
- Help send **medical teams and supplies to Haiti**
- Give to **Frances Warde Family Health Compassionate Care Fund**
- Donate in honor or in memory of someone special
- Sponsor **Buster's Ride for Life**, September–November 2012



A field of 68 golfers gathered to raise funds in support of our local nonprofit at 2011's MERCY Golf Classic.

Donors

2012 Partners in Mercy \$100-\$25,700

Catherine McAuley MERCY Foundation

(See Also: Brown Family, Haiti, and Mercy Classic)

Tim Johnston
Vinson & Elizabeth Parsons
Sharon Owen
Dr. Ellen Lawson
Mike Willett - BB&T
Bob & Darlene Phillips
Karen Weinberg
Jerry Rio
Jim & Maureen Christian
Dr. Obie Cuento
CarePartners Foundation
Belinda Odom
Jeno Ulesan, Cougar Express Delivery
Walter St.G. Gladding
Cheryl Fore
Louis Bisette - McGuire, Wood & Bisette, PA
Buster Brown - Brown Property Management
Jeff Gould - Gould Killian CPA Group
Richard Bellflower
Charlotte Martin
Sheila Pertiller
Rebecca Pace
John W. Graeter
Dr. Bruce Gilpin
DHW - Davidson, Holland, Whitesell & Co.
Gwen & Julian Hobson
Sister Maria Goretti
John Meyers
Larry Duckworth, AT&T Advertising Solutions
Basilica of St. Lawrence
Parish of St. Eugene
Sacred Heart Parish
Jillian Dyer

Brown Family Charity Event

Medstream Anesthesia Solutions
Mrs. Dorothy S. Brown
Brown Mores Partnership
Dennis & Jill Hulsing - Asheville Racquet Club
Buster & Karen Brown
Altamont Capital Management
Asheville Radio Group
The Brite Agency
Richard & Bridget Eckerd
Kimberly Kendall - United Healthcare
BB & T - Branch Banking & Trust
McGuire, Wood & Bisette, PA
Sister Maria Goretti
Dr. Ron Gollberg
Asheville MRI
Hav-A-Cup
Ethereal Landscapes by Karen Keil Brown
ADP - Automatic Data Processing
Out-N-About
Mountain Valley Spring Water
Jane B. McNeil - Preferred Properties
Barbie Brown Horton
Inform Systems
PSS - Physician Sales & Service
Linda Soesbee
On A Roll Screenprinting & Design
Ingle's Markets, Inc.
Mindy Sheppard
Tim Johnston
Dina Bassett
Mindi Montgomery
Asheville-Buncombe Adult Soccer Association
WNC Mountain League of U.S. Tennis Association
Sisters of Mercy Services Leadership Team

Frances Warde Family Health

In memory of Esther G. Markman
Sisters of Charity of St. Elizabeth
Ann Woodhull
Barbara Fischer
Eugene Peterman
Carol Watkin
Dale Benjamin

Haiti

Dr. David Stern - Practice Velocity
Liberty Chapel Church
Medical Mission
Dr. Michael Blood
Dr. Ellen Lawson
Dr. Obie, Brenda & Claudine Cuento
Karen Weinberg
Tim Johnston
Barbara Chambers
Aidarex Pharmaceuticals
Cheryl Fore
ADP Automatic Data Processing
CarePartners Foundation
Eb Preuninger - AP Associates
Sister Maria Goretti
Philip Pritchard
Sharon Owen
Marquis Diagnostic Imaging
Belinda Odom
Linda D. Miller
Bob Phillips
Claudia Muse
Dr. Ron & Maralee Gollberg
WNC OB/GYN
David Rhew
Donna Montgomery
Wendy Gade
Randy Lane
Leah Singleton
Sister Jill Weber
In honor of Jubilees of
Sister Carmen Cruz,
Sister Monica Perez
& Sister Mary Andrew Ray

Mercy Golf Classic

Chris Young - Clean Environments
Buster Brown - Brown Property Management
Matt Mores - MMM Development
Mike Watson - Bowers, Ellis & Watson
John Fleming - McGuire, Wood & Bisette, PA
David Pheil - Altamont Capital Management
Quest Diagnostics
TSA Choice
Horizon MedCorp
Clear Channel Radio
Eb Preuninger - AP Associates
Tim Johnston
Ernie & Jeri Peterson - Solar Contractors, LLC
Ryan Myers
Greg Mayo - Human Resource Solutions
Marquis Diagnostic Imaging
Park Ridge Health
CarePartners Foundation
BB&T - Branch Banking & Trust
Asheville Breast Center
Advanced Business Equipment
Insurance Service of Asheville
ADP - Automatic Data Processing
Andrew Apostolopoulos
Bob Adams
PSS - Physician Sales & Service
Jim Christian
Donna Montgomery
David Rhew
Jeno Ulesan, Cougar Express Delivery
Dave Campbell
Marie Allison
Intellenet
Richard Bellflower
Bruegger's Bagels
Cliffs Walnut Cove
Grove Park Inn Resort
Country Club of Asheville
Kenmure
Mt. Mitchell Country Club
Etowah Golf & Country Club
Reems Creek Golf Club
Broadmoor
Golf USA
Coca Cola
Sisters of Mercy Services Leadership Team

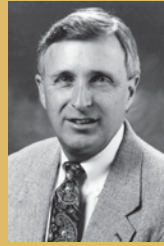
*"Gifts given away come back
to greet us with their goodness."*

—Joyce Rupp, Walk In A Relaxed Manner

Sisters of Mercy Services Corporation Board of Directors



Chair
Jeffrey A. Gould, CPA
Gould, Killian CPA Group



James A. Christian
Director of Regional Services
for Mountain Area Health
Education Center



Timothy C. Johnston
President & CEO of SOMSC
Ex-Officio Member
of SOMSC Board



Vice Chair
W. Louis Bissette, Jr.
President of McGuire,
Wood & Bissette, PA



Ken Ellington, MD
MedStream
Anesthesia Solutions



Sister Mary Jerome Spradley
President of Sisters of Mercy
of North Carolina Foundation



Walter St. G. Gladding
Retired, Bank of America
Audit Committee Chair



Secretary
Belinda D. Odom
Director of Human
Resources, SOMSC



Ron Gollberg MD
Psychiatrist, Buncombe
County Medical Examiner



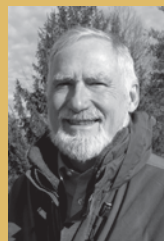
Michael J. Willett
President of Western Region
Branch Banking & Trust Co.



Sister Rosalind Picôt
Participating Non-Board
Member



Treasurer
Robert A. Phillips
Retired, Volvo
Construction Equipment

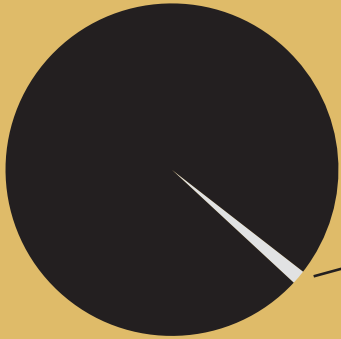


John W. Graeter
Retired, WNC
Health Network

“Let us pray well and never get
weary of doing what is good.”

~ Catherine McAuley

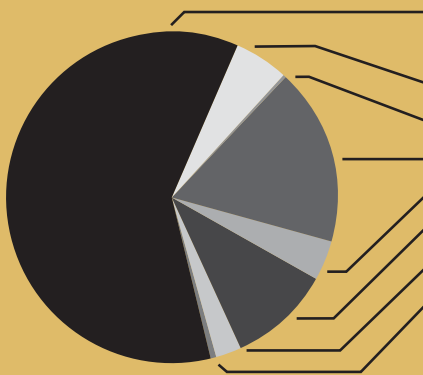
Financials



SOURCES OF FUNDS

Net patient service revenue	\$7,450,113	95.8%
Non-operating revenue	\$325,012	4.2%

EXPENSES



Compensation, incl. benefits employed or contracted	\$4,529,680	60.5%
Medical supplies	\$379,192	5.1%
Construction costs	\$21,014	.3%
Other facility costs	\$1,306,376	17.4%
Depreciation and amortization	\$282,539	3.8%
Provision, uncollectible accounts	\$744,900	9.9%
Interest expense	\$193,098	2.6%
Other operating expenses	\$29,372	.4%

FYE September 30, 2011 Audited

BENEFITS TO THE COMMUNITY

Jobs: 88

Salaries and Benefits Paid: \$4,435,671

Active, Board-Certified Physicians: 10

Patient Visits: 49,672

Compassionate/Charity Care: \$149,834

Cash-Pay Discount for Uninsured: \$162,183

Bad Debt Write-Off: \$226,496

Total: \$538,513

Medicaid Offset: \$451,510

Medicare Offset: \$587,425

**Total Government-Sponsored
Healthcare Support: \$1,038,935**

TOTAL Annual Community Benefit: \$1,577,448

**Projected Savings from
Emergency Room Avoidance: \$11,789,182**

(Includes estimated \$1,586,859 saved by self-pay patients and \$10,202,323 saved by other patients)

Outreach: \$ 85,410

(In-kind, medical mission trips, supplies, sponsorships)

“Since very little good can be accomplished without money, we must look after it in small as well as in great matters.”

—Catherine McAuley

Catherine McAuley MERCY Foundation Board of Directors



Left: Chair
James A. Christian
Director of Regional Services, MAHEC

Right: Vice Chair
John N. Fleming
Partner, McGuire, Wood & Bissette, PA



Left: Secretary
Buster Brown, Jr.
Brown Properties

Right: Treasurer
Robert A. Phillips
Retired, Volvo Construction Equipment



Left: Bridget Eckerd
Community Volunteer

Right: Tim Johnston
President & CEO
Sisters of Mercy Services Corporation



Left: W. Michael Watson
Partner Bowers, Ellis
& Watson Architects, PA

Right: Sister Maria Goretti Weldon
Director of Mission & Values
Sisters of Mercy Services Corporation

Leadership Team

Richard Bellflower
Director of Facilities & Safety

Barbara Chambers
Director of Access & Information

Cheryl Fore
Manager of Radiology, Nursing,
Urgent Care West & South

Tim Johnston
President & Chief Executive Officer

Ellen Lawson, MD
Medical Director

Belinda Odom
Director of Human Resources

Sharon Owen
Executive Assistant
& Fundraising Coordinator

Jerry Rio
Manager of Laboratory,
Urgent Care North & Brevard

Leah Singleton
Director of Finance
& Information Services

Sister Maria Goretti Weldon
Director of Mission & Values

Leah Singleton, Cheryl Fore, Belinda Odom, and
Dr. Ellen Lawson prepare to hone their team skills
on Camp Earthshine's zip-line near Brevard.

Physicians

Daniel Burishkin, MD
Oblendo Cuento, MD
Bruce Gilpin, MD
Stanley Hamaker, MD
Miriam Hard, MD
Ellen Lawson, MD

Brian Lewis, MD
Elizabeth McCarty, MD
Nick Patel, MD
Rick Pyeritz, MD
Veena Somani, MD

All physicians are Board Certified.

Mid-Level Medical Staff

Brianne Hamilton, PA
Carol Hoban, FNP
Joyce Reilly, FNP
Nan Riley, FNP

Marc Ryon, PA
Mark Steinke, PA
Meghann Turnbull, PA
Karen Weinberg, FNP





We're
here *for*
you.

 SISTERS OF MERCY SERVICES
CORPORATION

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here for
you.

“Everyone was just great. I like going to places where people are smiling! So caring, and the efficiency was just amazing. The nursing staff were so on point and always one step ahead. People like you give the medical profession a good name. Keep up the good work!”

—Sisters of Mercy Urgent Care patient

 **SISTERS OF MERCY SERVICES**
CORPORATION

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