MISSION

Our team positively changing the health and well-being of you and your family through excellent and compassionate health care.

VISION

Skilled and dedicated people delivering high quality, patient-centered health care that improves lives and communities.

Every Person. Every Time.
YESTERDAY

We've been part of this community from the beginning...

...even before it became known as the Space Coast. Brevard Hospital, later renamed Holmes Regional Medical Center, opened in the Harbor City of Melbourne in 1937—now it is the largest regional hospital in our area. Two community-rooted hospitals—Cape Canaveral Hospital in Cocoa Beach and Palm Bay Hospital in South Brevard—joined with Holmes to form the brand-new Health First healthcare system in 1995. One year later, we created Health First Health Plans and since then, we’ve continued growing into an integrated healthcare network to better serve the health needs of you and the community. Last year we opened Viera Hospital along with its new Medical Plaza to complete our 50-acre integrated healthcare campus that also includes our fourth Pro-Health & Fitness Center in Brevard.

TODAY

In 2012...

...our hospitals are celebrating momentous anniversaries. Holmes Regional Medical Center is celebrating 75 years, Cape Canaveral Hospital — 50 years, Palm Bay Hospital — 20 years, and Viera Hospital — 1 year. That’s a total of 146 years of caring for the health of Brevard! Health First is growing to keep you and our community healthier than ever... with the latest technology, highly-skilled physicians and specialists, fitness and wellness programs, more health insurance options, and much more. With more than 120 Health First Physicians, four not-for-profit hospitals, four fitness centers, diagnostic centers, and many other programs and services, we’re here to serve your healthcare needs.

TOMORROW

We invite you to read about our future plans on the last two pages of this 2012 Community Report. We want to be your local, not-for-profit comprehensive healthcare network to keep you and your family healthy and meet all your health needs. Improving lives and communities is our organization’s Vision.
COMMITTED TO BREVARD’S HEALTH
YESTERDAY. TODAY. TOMORROW.

Seventeen years ago, three Brevard hospitals—Cape Canaveral Hospital in Cocoa Beach, Holmes Regional Medical Center in Melbourne, and Palm Bay Hospital—joined forces to form our locally-based and operated, not-for-profit health system. Along with Health First Physicians and Health First Health Plans, which now insures more than 63,000 area residents, Health First sits on a strong foundation that without a doubt has improved many lives in surrounding communities!

Even before the 1995 formation of Health First, these three hospitals were dedicated to serving the healthcare needs of their communities, and now have served Brevard for a combined total of 146 years—Holmes for 75 years, Cape Canaveral Hospital for 50 years, and Palm Bay Hospital for 20 years in 2012. Health First’s newest facility, Viera Hospital, just completed its first year of service.

With this enduring record of dedication to providing residents of Brevard with excellent and quality health care, Health First had the perfect foundation from which to grow with shared resources and the strong commitment of its skilled leadership.

That was then…and today our dedication to the health of the community is still just as strong. The stories in this 2012 Community Report demonstrate our continuing commitment to improving Brevard’s health and share how people’s lives have been saved, changed, touched, or made healthier by Health First over the past year.

As Health First’s new President & CEO and Board Chairman, we and Health First’s voluntary Boards, our executive leadership, more than 6,800 associates, 2,000 Volunteers, 750 Health Plan providers, and 128 employed physicians (including over 60 Health First Physicians) are working together to make your health our priority. After all, “...Our team positively changing the health and well-being of you and your family through excellent and compassionate health care” is our organization’s Mission.

Although health care faces many challenges in the current economy, at Health First we are more focused than ever on our collective Vision of delivering high quality, patient-centered care to continue improving lives here.

Steven P. Johnson  
President/CEO  
Health First

Jim Shaw  
Chair, Health First  
Board of Directors
July 27, 1962 was a special day for both Judy York Sims and Cape Canaveral Hospital. On that summer day, Judy arrived into the world as the first baby born at the newly opened hospital.

Judy’s association with Cape Canaveral Hospital is the stuff of which wonderful family memories are made. For more than two decades Judy’s mom, Betty York, worked there as a Nursing supervisor who was loved and respected by patients and staff alike.

“She loved working there and was so proud of the hospital,” says Judy.

Judy virtually grew up at Cape Canaveral Hospital. “I remember as a small girl having one of my birthday parties in the Boardroom,” she says.

By age 12, Judy was a Candy Striper at the hospital. “I loved that uniform!” she exclaims. “I would go around to all the rooms, handing out newspapers and getting patients cups of ice or water.”

At age 19, Judy became a Nursing assistant, choosing a healthcare career path because of her admiration for the people at Cape Canaveral Hospital. “I went on to become a registered Radiology technologist in Ultrasound, CT, and Nuclear Medicine. Eventually, I became a Radiology director and a Picture Archival Computerized System (PACS) Administrator.”

For Judy, who’s now a representative for a Radiology and Cardiology equipment manufacturer, returning to Cape Canaveral Hospital is like coming home. “All my memories of the hospital are wonderful,” she says.

“My family loves the hospital—we’re all very proud of our association with the staff and the facility.”

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**LEARN MORE**

Babies start life right at Health First. Cape Canaveral Hospital is designated as a Baby-Friendly Hospital™ by UNICEF and the World Health Organization.

Holmes Regional Medical Center offers OB/GYN Hospitalists in The Birth Suites, as well as Nemours Pediatric Hospitalists, and Brevard’s first Level II Neonatal Intensive Care Unit.
Eagle Scout
Ben Kiszkiel
Ben Kiszkiel lives by the Boy Scouts’ motto: ‘Be prepared!’ In fact, the Bayside High School Junior also wants to help his peers to be ready for challenges life may throw their way.

That’s why Ben recruited 40 fellow Scouts from St. Joseph’s Catholic School’s Troop 520 in Palm Bay as well as cadets from his Civil Air Patrol Squadron, and even older sister, Rebecca, to attend Health First’s free Community CPR Training event last summer. The massive CPR training event at Space Coast Stadium was held on National CPR Week in June. More than 2,000 area residents were instructed on the baseball field and then demonstrated American Heart Association HeartSaver™ CPR and asked to demonstrate Automated External Defibrillator (AED) techniques.

“I thought it would be so much better if they (his troop) knew how to perform CPR,” says Ben. “Barely anyone knew CPR and it is such a necessary thing.”

Ben’s efforts helped him earn his Eagle Scout badge.

“Ben had planned out the whole thing, including a budget for the training,” said Scout Master Paul Schneider. “But since the training was free, his budget became zip, for which he was very thankful.”

Schneider, who has known Ben since he was nine, says he has developed into a team leader—and is one of only three in his troop to earn the Eagle Scout ranking so far.

“He’s an insightful young man who wants to give back to the community… a perfect role model for the younger boys.”

LEARN MORE AT
www.HealthFirstOperationCPR.org

Health First also helps by hosting “Caring for Brevard” Community Service Days every February.

This year, more than 200 Health First volunteers signed up to assist at the local food bank, deliver groceries to low-income seniors, prepare cold weather packets for the homeless, assist with renovation projects for homebound patients, and more.
Jason Muth is the perfect employee. “He’s one of the stars of the department,” says Karen Bills, Pharmacy manager at Palm Bay Hospital where Jason began working as a Pharmacy tech following his graduation from Health First’s Project SEARCH program.

The hard-working 22-year-old is a poster boy for Project SEARCH, an employee-training program that empowers young workers with disabilities by providing them with the necessary skills to succeed in the workplace. It also helps them find the best match for their individual strengths and talents by serving trial internships. Project SEARCH helped Jason by opening the door to self-sufficiency.

Project SEARCH in Florida was first established at Health First in 2007. Since then, 15 other employers in the state have joined. Of the program’s 61 graduates, 42 have been hired for competitive jobs at Health First or by other employers.

As a Project SEARCH student, Jason received instruction to gain an edge on employability, plus he was introduced to several hospital departments while serving in trial internships that helped him define his career goals. Impressed with his dedication and ‘can-do’ attitude, Palm Bay Hospital’s Pharmacy offered him a permanent job.

“I wanted to get a job, but it was tough out there,” says Jason.

“Project SEARCH helped me get this great job. The people I work with are amazing!”

Jason’s supervisor thinks he’s a pretty amazing guy, too. “He comes in early and stays late,” says Bills. “His accuracy is commendable, which is particularly important in a pharmacy.”

LEARN MORE AT

www.Health-First.org/ProjectSearch

In 2010, Health First devoted a total of 7,330 staff hours to Project SEARCH, including five coaches and a full-time program coordinator. The program trained 22 student interns at Cape Canaveral Hospital and Holmes Regional Medical Center.
Jennifer Crumpler got the call that every parent dreads, when she learned her son had been in an accident at school.

Six-year-old Jaxson was on the playground at his Palm Bay school when he took a fall off the jungle gym and broke his arm. This break was extremely dangerous because the broken bone was ripping into his forearm, cutting off blood circulation to his hand.

Jaxson was rushed to Holmes Regional Medical Center where his mom says he received “immediate care and the severity of his break was carefully explained.”

Dr. Daniel Branham, an Orthopedic Surgeon with Health First Physicians, who specializes in hand and upper extremities, was there to calm Jaxson’s mom and provide details of what to expect.

“He was so kind. He explained the complexity of the break and every possible scenario during and after surgery,” Jennifer says.

Two hours later, Jaxson was on the road to recovery. Dr. Branham was able to place a pin in Jaxson’s arm to allow for as little scarring as possible as well as minimizing the need for rehabilitation.

After an overnight stay in the hospital for observation, Jaxson was able to go home and eagerly await the time when he could start climbing and playing ball again. And now Jaxson says: “When I grow up, I want to become a doctor so I can fix kids' bones like Dr. Branham!”
Brevard County students are going wild over the ‘Zoo Explorers’ program’s kid-magnet appeal of zoos to promote health, exercise, and wellness.

Through a partnership with Health First’s Pro-Health & Fitness Centers, Brevard Public Schools, Brevard Zoo, and the Police Athletic League of Cocoa, the ‘Zoo Explorers’ program helps Central Brevard’s at-risk students to achieve academically, resist peer pressure, and embrace healthy lifestyles by engaging in exercise and fun. The program impacts nearly 300 students every week.

“They’re learning to take good care of their bodies,” said Chris Crotty, a supervisor at the Viera Pro-Health facility.

“Health First has committed at least two instructors to four Title I schools in Brevard,” explains Chris. Our Pro-Health & Fitness Centers instructors invested 1,135 hours in exercise and nutritional instruction during the 2010-2011 school year alone. Weekly lessons integrate non-competitive, “fun fitness” activities and healthy lifestyle information. The program culminates with a free “Family Zoo Day,” allowing children and parents to enjoy exciting activities such as the zoo’s Tree-top Zip Line experience.

The program works, as witnessed by fitness assessment tests showing that students have achieved significant gains in endurance, flexibility, and strength. In fact, ‘Zoo Explorers’ has been so successful that it has spun off a new ‘Art Explorers’ program that again pairs Pro-Health with the School District and five Palm Bay elementary schools.

While the ‘Zoo Explorers’ students have fun, they’re also learning valuable lessons to improve their lives, not only for now, but also for the future.
September 22, 2011 began like every other day for Cindy Booska. But that all changed when she received a phone call from her 16-year-old daughter, Courtney, who was on the bathroom floor in so much pain that she couldn’t get up.

“I considered taking her to one of the clinics in the area but then I remembered Viera Hospital was open and is close to where we live,” says Cindy. “I had the opportunity of taking a tour of the hospital and remembered how impressed I was with the staff and state-of-the-art technology. So, I decided to take Courtney to Viera Hospital.

“Upon arrival in the Emergency Room, we were greeted and immediately put in an exam room. There was no wait; no filling out mountains of paperwork or waiting. I was in awe. Once in the exam room, the staff operated like a well-oiled machine — from communication to exam everyone knew their roles.”

The doctor suspected that Courtney had a kidney infection and ordered a series of tests, including a CT scan. Courtney was diagnosed with a kidney infection and given a treatment plan. “As far as hospital experiences go, this is the best one we have ever had,” says Cindy. “Not only was my daughter going to be all right, but the staff at Viera Hospital made it a pleasant experience. And Courtney, who is afraid of needles, said the IV and blood draw didn’t hurt at all.”
As a 10-year breast cancer survivor, Barbara Moss knows the critical need to get yearly mammograms, but that still doesn’t make them fun. Then Moss discovered ‘Mammo Parties’—which are ‘Girls Night Out’-with-a-purpose events at Health First’s Diagnostic Centers in Melbourne and Viera, as well as at Cape Canaveral Hospital.

“If you have a history of breast cancer, you particularly dread mammograms, but these parties make it a pleasure,” says the Melbourne resident.

Moss learned of the events, which wrap mammograms in a spa-like atmosphere that includes wine, cheese, soothing music, and giveaways, through her sister, Kristy Glisson. The two attended one of the Health First ‘Mammo Parties’, which are also conveniently offered in the evenings.

They were hooked.

“Everyone hates to get mammograms, but it’s worse not to,” says Kristy.

“The Mammo Parties were a completely different experience. The atmosphere was very relaxing. We had wine and cheese, met other women, and ended up staying afterwards for more than an hour.” Glisson, an insurance agent, even did a spot of networking while waiting for her mammogram appointment.

The two women have since been singing the praises of ‘Mammo Parties’ to their friends and families. “If more women knew about them, they would not mind getting their mammograms,” says Moss. “It was an awesome experience.”

LEARN MORE AT

www.Health-First.org/Diagnostics

Diagnostic Imaging including Digital Mammography, CTs, MRI scans, and Ultrasound are offered at Health First Diagnostic Centers in Melbourne, Merritt Island, Viera, and The Women’s Center in Cape Canaveral Hospital.

To RSVP for an upcoming "Mammo Party" call 321-434-6100.
Tracey Brennan thinks angels must be a lot like Health First Health Plans Complex Case Manager Jerri Doctor, RN. Brennan’s son, Robert, has spina bifida, which requires a complex team approach to treatment. A mother of three boys (each with challenging health issues), Brennan endured years of frustration trying to arrange treatments through other health insurers, that is until she joined Health First Health Plans where Jerri was assigned to her son’s case.

“Jerri treats Robert and his brothers like her own sons,” says the Palm Bay mom. “She goes to bat for them all the time. It’s so important for the parents to be able to work with the case manager, and I always felt those at other insurance companies were not on our side.” However with Jerri on the case, “She gets everything approved in a jiffy,” says Brennan.

A former Trauma nurse at Holmes Regional Medical Center, Jerri knows timely treatment is important. She considers herself part of a team of experienced professionals who are dedicated to making things happen for our Health Plan members.

“‘We all get on the same page when a member gets ready to have a procedure,’” Jerri says.

**LEARN MORE AT**

www.HealthFirstHealthPlans.com

In 2011, Health First Health Plans was recognized for the fourth year in a row by J.D. Power & Associates for providing an “Outstanding Customer Service Experience.” The same year, they introduced and funded the ‘Project RED’ program to ensure the best possible outcomes for all heart failure patients discharged from Health First’s four hospitals.
75 years ago Brevard Hospital opened as a 27-bed facility in the old Brevard Hotel on US Highway 1 in Melbourne, increasing to 54 beds with the addition of a new wing in 1954. The hospital was renamed Holmes Regional Medical Center in 1978.

Melbourne voters approve the sale of ten acres for $1 to Brevard Hospital Association on South Hickory Street—where Holmes Regional Medical Center is today.

Central Brevard Barrier Island residents form the Beach Community Hospital Association to raise money for a new hospital that later becomes Cape Canaveral Hospital.

The original one-story Cape Canaveral Hospital opens with 44 beds.

The 181-bed Brevard Hospital (now Holmes Regional Medical Center) opens on Hickory Street in Melbourne and expands to 331 beds just two years later.

Cape Canaveral Hospital, Holmes Regional Medical Center, and Palm Bay Community Hospital officially join together to form Health First in August. The Health First Physicians medical group with primary care physicians throughout Brevard becomes part of Health First's new integrated healthcare system.

The first Pro-Health & Fitness Center opens in Melbourne on the campus of Holmes Regional Medical Center.

An initiative spearheaded by Holmes Regional Medical Center and community partners to provide medical care for Brevard's medically underserved residents—initially called H.O.P.E. (Health, Outreach, Prevention, and Education) and later renamed Brevard Health Alliance (BHA)—opens first clinic in Melbourne. Health First contributed more than $1.3 million in 2011 to BHA.

Brevard’s first cardiac catheterization and open-heart surgery is performed at Holmes Regional Medical Center.

A 90,000-square-foot Medical Plaza is added to Cape Canaveral Hospital, with expanded services and physician offices.

Palm Bay Community Hospital opens as a 60-bed affiliate of Holmes Regional Medical Center to serve South Brevard residents.

Health First Health Plans creates health plans for Brevard employers as part of the Health First system and begins offering Medicare-Advantage the following year. Now recognized by JD Power for “Outstanding Customer Experience.”

Health First contributes more than $1.3 million in 2011 to BHA.

Health First Physicians medical group with primary care physicians throughout Brevard becomes part of Health First’s new integrated healthcare system.

Palm Bay Community Hospital opens as a 60-bed affiliate of Holmes Regional Medical Center to serve South Brevard residents.
ARD’S HEALTHCARE NEEDS FOR THE PAST 75 YEARS

The 90,000-square-foot Health First Healthplex opens on Merritt Island as a first-of-its-kind health and fitness facility in Brevard—combining Pro-Health & Fitness Center, Health First Physicians offices, as well as diagnostic and rehabilitation services.

Health First VitalWatch starts 24/7 centralized eICU monitoring by Critical Care Specialists for ICU patients in all Health First hospitals.

William Childs Hospice House, Brevard’s first free-standing hospice facility, opens on the Palm Bay Hospital campus, as part of Hospice of Health First.

Holmes Regional Trauma Center opens offering the county’s only trauma service. Also, based at Holmes, First Flight serves as the area’s aero medical helicopter service.

Expansion doubling the size of Palm Bay Hospital opens to better serve the Greater Palm Bay area.

The Heart Center at Holmes Regional Medical Center opens eight-story cardiac and emergency services complex on North end of the hospital campus that includes cardiac patient care units with all-private rooms, as well as a new Emergency Department and Level II Trauma Center.

Holmes Regional Medical Center is first hospital in Brevard to offer advanced Interventional Neuroradiology Services. It is also the first in Brevard to perform robotic surgery with the daVinci® Surgical System.

Viera Hospital, a 100-bed hospital, and Medical Office Plaza open April 2, 2011 to serve residents of Viera and Suntree.

Health First marks significant milestones: 75th Anniversary of Holmes Regional Medical Center, 50th Anniversary of Cape Canaveral Hospital, 20th Anniversary of Palm Bay Hospital, and 1st Anniversary of Viera Hospital.
Forever Young
At Heart

You’re never too young or too old to be a hospital Volunteer. Just ask Anne Sandula who’s 100, or Miranda Frantzis, who’s 16.

Volunteering at Palm Bay Hospital keeps Anne on her toes, literally. The Palm Bay resident, who serves as a Volunteer to process X-ray and Lab test paperwork, does quite a bit of walking as she delivers forms throughout the hospital.

“Volunteers take the burden of these activities away from the staff, so they can focus on their jobs,” says Anne. The retired bookkeeper from Ft. Lauderdale started volunteering at Palm Bay Hospital ten years ago at age 90.

Although Miranda is 84 years younger than Anne, she shares the same passion toward helping others. “I want to become a nurse, so I decided to volunteer with Hospice,” says Miranda, who serves in the Hospice of Health First’s Teens Linking Lives (TL2) Program.

“We go to nursing homes to help patients have fun and feel better. The greatest reward is to see them smile,” says Miranda. A Junior at Bayside High School, Miranda also volunteers to help children grieving the loss of a loved one at Camp Bright Star twice a year as well as for an after-school program at Westside Elementary.

Like Miranda, Anne likes nothing better than helping others. In fact, Anne also holds not one, but several volunteer positions at St. Joseph’s Catholic Church in Palm Bay.

“I plan to keep doing this as long as God lets me,” says Anne.

LEARN MORE AT
www.Health-First.org/volunteers

More than 2,000 Volunteers of all ages serve at Health First’s four hospitals, Pro-Health & Fitness Centers, Hospice of Health First & the William Childs Hospice House.
HOME AWAY FROM HOME

When Margaret Davis celebrates important moments in her life such as receiving her Nursing license, she goes to Room 14 in the William Childs Hospice House—Health First’s free-standing inpatient hospice facility. That’s where both her parents passed away under the Hospice team’s compassionate care.

“Room 14 is a very special room for me,” says Margaret, a former Hospice social worker with Health First. “It’s a place I feel connected with their presence and joy.”

In June 2009, after months of excruciating suffering, Margaret’s mother, Nita, moved into Room 14. Within hours of arriving, members of the interdisciplinary team were helping manage her pain. “It was the first time she had been at peace for many months,” says Margaret.

The same year, Margaret decided to return to school to obtain her Nursing degree—a decision prompted by the exceptional care her parents received at the Hospice House.

With Margaret’s father, Harold, and the Davis family at her side, Nita passed away quietly. When Margaret’s father needed Hospice care in 2011, he was also admitted to Room 14, where he died last spring.

“Room 14 is the place where our family was last together, and reminds me of the wonderful care they both received before they died,” says Margaret.

When the letter came with Margaret’s Nursing license, she knew exactly where she had to open it. “Opening that letter in Room 14 was my way of letting my parents know that I had finished something very important to me, and was fulfilling a promise I had made to them.”

LEARN MORE AT
www.Health-First.org/Hospice

Patients also receive care at home with Health First Private Duty and Health First Home Care.

Family caregivers are supported at the new Center for Family Caregivers—part of the Health First Aging Institute. Respite care can be arranged with sitters or interim patient stays at William Childs Hospice House.
Health care is more than just treating illness. It’s also about helping people stay healthy. For Brevard’s poor, disease prevention and management have not always been the priority, compared to other daily struggles.

That is, not until they had a champion in the form of recently retired Health First CEO/President Mike Means. Before founding Health First, Means served as President of Holmes Regional Medical Center where he worked with his immediate successor, Steve Bunker, to bring together community partners to address the needs of the medically underserved. Through their leadership, the Health, Outreach, Prevention & Education (H.O.P.E.) program began providing services in 1991 from a double-wide trailer in Melbourne’s University Park. H.O.P.E. was later recognized by the American Hospital Association when it received the organization’s prestigious NOVA Award in 1996.

“It really all got started because of Mike Means,” says Steve. “He always gave credit to others, but he was the driving force.” With the Board’s blessing and financial support, Means, Bunker, and hospital Board Member Mike Maguire, spearheaded the effort to form a “partnership for the poor” with the Health First Foundation, Brevard County Health Department, Brevard Public Schools, and the Junior League of South Brevard and others.

“Holmes’ commitment was vital to the growth of H.O.P.E.,” says Steve. In its first year, H.O.P.E. had 4,000 patient visits. In 2005, H.O.P.E. transitioned into a Federally-Qualified Health Center called Brevard Health Alliance (BHA), which last year hosted more than 63,000 patient visits.

“It was a success right from the start,” says Lisa Gunt, who helped organize both the H.O.P.E. program and BHA, and now serves as BHA’s CEO.
Florida Tech Meteorology  Professor Tom Utley, PhD, literally had some heart-stopping moments before Audrius Bredikis, MD, a Cardiac Electrophysiologist with Health First Physicians, stepped in.

Professor Utley’s heart would stop for five or six seconds before starting to beat again. Fortunately for him, Dr. Bredikis was able to use state-of-the-art equipment provided through funding from the Health First Foundation to remedy Professor Utley’s life-threatening situation.

Professor Utley began experiencing the condition, called ‘arrhythmia,’ in 2009. “Fifty-percent of the time my heart would not be in rhythm,” he said.

The 70-year-old Palm Bay resident, who takes pride in keeping physically fit, had to stop exercising because of the wildly irregular heartbeats. “My pulse would go up to 160 and I would feel really lightheaded,” Professor Utley noted.

Nothing seemed to help until Dr. Bredikis placed a monitor in Utley’s heart revealing the cause of the arrhythmia and encouraged him to undergo a procedure called ‘cryoablation’. During the procedure a balloon catheter was inserted into Utley’s pulmonary vein lowering its temperature to -70° Centigrade and creating a scar to block the electrical signals that trigger arrhythmia. Funds raised at the Health First Foundation’s November 2010 Grape Escape event helped bring this life-saving technology to The Heart Center at Holmes Regional Medical Center.

“It saved my life,” says Professor Utley, who’s back to exercising several times a week. “I push myself hard and my pulse hasn’t even hit 130 yet. My blood pressure is way down. I very much believe I wouldn’t be here today otherwise.”

LEARN MORE AT

www.Health-First.org/Foundation

Community members’ gifts to the Health First Foundation have helped provide life-saving technology to Brevard such as The Heart Center’s Electrophysiology Lab; 64-slice CT scanners and Digital Mammography equipment; the First Flight aeromedical helicopter and The Holmes Regional Trauma Center.
Sue Doucette is a miracle woman. Just two days after Thanksgiving, the Melbourne artist and writer began experiencing severe vomiting and headaches. At Holmes Regional Medical Center, physicians discovered that a cerebral aneurysm had ruptured in her brain. About half of those with ruptured aneurysms die from bleeding in the brain or become severely disabled.

"In these complex cases, we feel that saving somebody’s life is a victory, but, unfortunately many patients are left with significant deficits," says Vascular and Interventional Neuroradiologist Nana Amiridze, MD, PhD, a Health First Physician who along with Neurosurgeon Basil Theodotou, MD, not only saved Sue’s life, but assisted with her recovery.

After Dr. Theodotou drained the blood that had pooled in Sue’s brain, Dr. Amiridze performed a minimally-invasive vascular neurosurgical procedure available locally only at Holmes and closed her aneurysm. But ten days later, Sue suddenly developed cerebral vasospasm, which causes narrowing of the blood vessels to the brain.

"There wasn’t enough blood getting to her brain, so Mrs. Doucette lost movement on her right side and had difficulty speaking," says Dr. Amiridze. Even though Dr. Amiridze’s intervention led to immediate recovery, Sue re-developed the same symptoms not once, but twice, in a week, requiring four repeat procedures.

“We were able to preserve all her functions, which was very important for Mrs. Doucette, who’s an amazing artist and writer,” says Dr. Amiridze.

Sue knows how fortunate she is to be under the care of such skilled specialists.

“I haven’t lost any functions, which is pretty amazing,” she says. “I’m so grateful they did such a great job.”
When Air Cadet Daniyar Imambayev arrived in Melbourne to begin pilot training last August, he was eager to enjoy Florida’s lifestyle. On his second day here, Daniyar, who’s from Kazakhstan, couldn’t wait to take a dip in the swimming pool at his Florida Tech dorm. Fun turned into tragedy, however, when the inexperienced swimmer sank to the bottom of the pool.

Within minutes, quick response on the scene and by Critical Care Teams at Holmes Regional Medical Center not only saved his life, but also helped prevent brain injury.

Although Daniyar had been under water for six minutes, quick response on the scene and by Critical Care Teams at Holmes Regional Medical Center not only saved his life, but also helped prevent brain injury.

Intensivist Kevin Wallace, MD, a Health First Physician, immediately hooked Daniyar to the Alsius Intravascular Temperature Management System to lower his body temperature and prevent brain damage.

“Without it, he could have been in a vegetative state,” says Trauma Surgeon Peter Pappas, MD, a Health First Physician. “We had to remove a couple of liters of water from the area around his lungs to let them expand.”

Daniyar’s progress was closely monitored in Holmes’ Surgical ICU, with additional oversight by Health First’s remote, real-time VitalWatch eICU Critical Care Specialist nurses and physicians. “It was an honor to have helped Daniyar,” said VitalWatch Intensivist James Shaffer, MD, a Health First Physician.

At 22, Daniyar has a bright future, with a job offer from an airline once he graduates from flight school. He returned to Holmes to visit the staff who saved his life. “The nurses were so moved to see him in his flight uniform, there wasn’t a dry eye in the room,” Dr. Pappas noted.

LEARN MORE AT
www.Health-First.org/VitalWatch

Specialized high-tech equipment at Holmes Regional Medical Center’s ER, such as the Alsius Intravascular Temperature Management System, was used to save this near-drowning victim’s life.

Oversight by highly-trained Critical Care Medicine teams in the Surgical ICU and by Health First VitalWatch eICU staff ensured monitoring until he fully recovered.
Health First’s new leaders, President/CEO Steve Johnson and Board Chairman Jim Shaw, foresee a host of positive changes for health care that will benefit our community. Eager to promote wellness and preventive care, Johnson and Shaw recently revealed plans to improve health care for all Space Coast residents in an interview conducted following Johnson’s first 100 days at Health First.

**Question: What do you currently see as the big issues in health care?**

**Johnson:** “Health care is in a very challenging position. Nearly 18% of the Gross Domestic Product in this country is spent on health care. In an economy with 9% unemployment, that’s unsustainable.

“The entire system has been built around paying those who provide health care to treat disease, so up to now we’ve been encouraged to wait until people get sick to help them.

“A fundamental change is required to become a ‘value-based delivery network.’ Hospitals and physicians must work together to treat the whole person, focusing on wellness, as opposed to just treating disease.”

**Shaw:** “Health care is the biggest expense for companies today. So, the key is ‘wellness.’ We need to move beyond a ‘fee-for-service model.’ During the CEO search by the Health First Board of Directors last year, we recognized that Steve would be able to move us in that direction.”

**Question: How is Health First positioned for the changes ahead?**

**Johnson:** “The Board and Administration took an innovative approach when they created Health First by including the Health Plans—which are a mechanism that can be used to manage health—and expanding the number of Pro-Health & Fitness Centers available to residents. Many larger healthcare systems have considered this (starting a health plan), however few have acted on it, because it’s very expensive and complicated to implement successfully.

“These services will act as a strong foundation through which we can promote wellness, as well as be the key to integrating our entire health system.”

**Shaw:** “Our Health Plans will become the backbone, or ‘integrator’ of the Health First system of the future.

“We’d love to go to other employers and offer them a soup-to-nuts product and we have everything in place to do just that.”
Question: In terms of wellness programs, how far ahead of the curve is Health First?

Johnson: “Health First stands out because we already offer a continuum of care from prevention to hospice care. It’s unusual for health systems to have such comprehensive services, and that’s a very wise investment in wellness.”

Question: How do you see your relationship with the other hospital systems changing?

Johnson: “The message is that ‘the past is past.’ Competition can be healthy and vibrant, and yet we can reach out to find common solutions to the challenges faced by those on the Space Coast.

“Health First is committed to working together with other hospitals, insurers, physicians, and providers to reduce healthcare costs and increase access to needed services, which is in the best interest of our communities.”

Shaw: “Where there’s duplication of services in the community, working together will be beneficial for everyone.”

Question: How will physician-hospital relationships change as Health First evolves into a value-based system?

Johnson: “Under the fee-for-service payment system, the hospital’s job was to create the best workshop for physicians. In a clinical integration model, physicians are involved directly with the management of the clinical operations to identify the most effective ways to deliver service regardless of site of care.”

Question: Mr. Johnson, in 10 words or less, what do you see as Health First’s goal in the new healthcare arena?

Johnson: “Maximizing health and minimizing disease.”
## Mission-driven Community Benefits

- **Charity Care** — $19,826,581
- **Cash, In-kind Donations & Community-Building Activities** — $1,802,189
- **Medicaid Subsidies** — $10,015,326
- **Community-Outreach Services** — $2,443,764
- **Health Professionals Education & Research** — $2,256,409

### TOTAL — $36,344,269

### Other Community Support

- **Health First Foundation Grants & Aid** — $1,627,371
- **Employee Campaigns** — $237,954
- **Indigent Tax & Birth Tax** — $7,460,847
- **Taxes** — $784,460

### TOTAL — $10,110,632

*Health First is a 501(c)(3) charitable organization. The majority of our revenues are related to our not-for-profit entities within Health First, including our hospitals. They pay certain taxes such as indigent care tax, but are exempt from other taxes such as Federal income tax and Florida sales tax. Health First entities that are required to operate on a for-profit basis, such as our Health First Health Plans, pay income and other taxes.*
Total Amount of Costs in Excess of Payments to Deliver Care (not classified as community benefit)

The Medicare program pays Health First less than it actually costs to provide care to its Medicare patients. The amount shown reflects the cost of services that exceeded reimbursement. However, by definition, this is not considered a reportable community benefit.

Bad debt is the total cost of services provided by Health First to patients who have not paid their bills in part or in full. However, by definition, it is not considered a reportable community benefit.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Medicare Shortfalls</td>
<td>$43,932,982</td>
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<tr>
<td>Bad Debt</td>
<td>$8,031,734</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$51,964,716</strong></td>
</tr>
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</table>

**TOTAL AMOUNT OF Mission-driven Community Benefits** $36,344,269

**TOTAL AMOUNT OF Other Community Support** $10,110,632

**TOTAL AMOUNT OF Costs in Excess of Payments to Deliver Care** $51,964,716

**GRAND TOTAL** $98,419,617
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More than 6,800 dedicated associates, hundreds of physicians, nearly 2,000 volunteers, four not-for profit hospitals, a group of Health First Physicians, a network of nearly 20 Outpatient & Wellness Services, nearly 65,000 Health First Health Plans members including 22,500 Medicare Advantage members.

Hospitals
- Cape Canaveral Hospital
- Holmes Regional Medical Center
- Palm Bay Hospital
- Viera Hospital

Health First Health Plans
Health First Physicians
Outpatient & Wellness Services

COMMITTED TO THE COMMUNITY

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