



HELPING TO MAKE ROCKDALE AND OUR SURROUNDING COUNTIES HEALTHIER

At Rockdale Medical Center, our goal is to deliver the best healthcare available in Rockdale and surrounding counties as we seek to make our community healthier. In addition to your continued support and encouragement, we seek to improve the health of each community through the help of dedicated physicians, employees, volunteers and board members.

Delivering accessible and quality medical care to you and your families is the single most important contribution we make. But here are some of the other ways we contribute to overall health and economic sustainability in the communities we serve.

More than \$10.9 million in capital improvements

In 2010, Rockdale Medical Center (RMC) began a major renovation project in our East Tower. Our new Outpatient Imaging Center, expanded Hyperbaric and Wound Healing Center, and Outpatient Laboratory are now housed in one location. More than \$8 million was spent on construction and the purchase of new equipment and technology including a GE LightSpeed® 64-slice CT Scanner; a GE Optima 1.5T MRI with a wider opening and a dedicated table to detect breast cancer; and the latest technology for stereotactic-guided breast biopsies. Our two digital mammography systems, X-rays and ultrasounds are also located in our new Outpatient Imaging Center, making it more convenient for our patients.

In the last few years, we've invested in more advanced technology so our patients and physicians have access to the same care you'll find in larger medical facilities in Atlanta. In December, we purchased a \$1.7 million da Vinci Si® Surgical System -- the breakthrough platform for minimally invasive surgery. Our patients not only have access to minimally invasive laparoscopic surgery for gynecologic and urologic procedures, they can also have it performed robotically right here at RMC. To learn more, please visit www.rockdaledavinci.com.

Contributing to our local tax base

Last year, Rockdale Medical Center paid more than \$3 million in taxes to help support our city, county and state. This included sales taxes as well as property and state provider taxes. These dollars help to maintain local schools, development of roads, recruitment of business and industry, and other vital community services.



Deborah Armstrong, CEO
Rockdale Medical Center

Helping those in need

Rockdale Medical Center provided more than \$200.6 million in uncompensated care last year, which included charges not covered by Medicare and Medicaid. This amount includes nearly \$30.7 million for charity care and bad debt, incurred as we served many people without the financial resources to pay for basic health services.

Adding new physicians

During the past year, we have added 35 new physicians to our highly respected medical staff, including specialists in dentistry, emergency medicine, family medicine, general surgery, hospital medicine (hospitalist), internal medicine, neurosurgery, ophthalmology, orthopedics, pain management, pediatrics, radiology, radiology/oncology, urology and vascular surgery.

One of our community's major employers

With an annual payroll of more than \$54.6 million and more than 1,161 employees, we are one of the largest employers in the region.

We thank you for choosing Rockdale Medical Center for your healthcare needs. With your support, together we can continue to make our community healthier.





COMMUNITY BENEFIT REPORT



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*2011 Board

Rockdale Medical Center is part of LifePoint Hospitals®, a leading hospital company focused on providing quality healthcare services close to home. Through its subsidiaries, LifePoint operates 52 acute-care facilities in 17 states. With a mission of "Making Communities Healthier," LifePoint is the sole community hospital provider in a majority of the communities it serves. More information about the Company, which is headquartered in Brentwood, Tennessee, can be found on its website LifePointHospitals.com.

LIFEPOINT
HOSPITALS®

Charity and other uncompensated care\$200,612,882

Includes contractual write-offs from Medicare, Medicaid, and other payors, bad debts, and charity care

Community benefit programs\$692,406

Financial contributions.....\$37,870

Health professionals education.....\$54,626

Tuition reimbursement.....\$77,748

Community health services.....\$185,674

Physician recruitment.....\$336,488

Taxes paid\$3,124,242

Property and other taxes.....\$2,210,618

State sales taxes.....\$913,624

2010 TOTAL**\$204,429,530**

In addition, the hospital's payroll of more than \$54.6 million and capital investments of more than \$10.9 million last year contributed significantly to the community's economic success.

SPONSORSHIPS AND DONATIONS

Rockdale Medical Center is committed to making our community healthier by sharing our resources and making financial contributions locally. We provide meeting space and support community organizations including the Conyers-Rockdale Chamber of Commerce and the Rockdale County Rotary.

- In 2010, we hosted five community blood drives with the American Red Cross at a cost of nearly \$6,000. We participated in community health fairs including those hosted by the Rockdale County Senior Services, Rockdale County Employees, and Acuity Brands. We provided health education and testing at a combined cost of nearly \$5,000.
- We sponsor Smoking Cessation classes open to the public four times a year at an annual cost of \$3,500.
- In addition to hosting an annual "Wellness Day" and "Scrub Top" tour for the Leadership Rockdale Class, we provide meeting space and sponsor various activities with the local Conyers-Rockdale Chamber of Commerce.
- Our Birth Place provides various educational opportunities for expectant mothers including free breast feeding classes and classes for siblings.
- Other activities promoting good health include our Diabetes Education and Cardiac Fitness Programs.
- In addition to Rockdale Medical Center's contribution to the United Way, our employees pledged more than \$17,118 for the year.

Rockdale Medical Center and our family of employees, physicians and volunteers are proud to have been able to support these organizations in 2010:

- American Cancer Society
- American Diabetes Association
- American Red Cross
- Conyers and Rockdale County Rotary Clubs
- Conyers-Rockdale Chamber of Commerce
- Helping Hands Indigent Care Clinic
- Kimberly Chance Atkins Foundation
- The Brian Mahaffey Memorial Fund
- March of Dimes
- MedShare International
- Mercy Heart Health Clinic
- New Rock Chapter IAAP (International Association of Administrative Professionals)
- Race Against Violence
- Rockdale County Public Schools
- Rockdale County Senior Services
- Rockdale County Sheriff's Department
- Rockdale Emergency Relief
- The Rockdale Houses
- RPOA (Rockdale Physician Office Association)
- SHRM (Society for Human Resource Management)
- United Way of Metropolitan Atlanta

"Charity and other uncompensated care" includes the amounts not covered by Medicare and Medicaid as well as charity care and bad debts. "Physician recruitment costs" include recruitment costs and support of new physicians' initial practice establishment in the community. Payroll includes consolidated salaries, wages, benefits and contract labor costs. "Capital investments" include facility expansions/renovations, equipment purchases, technology replacement, information technology additions/updates, and routine facility upkeep and maintenance.