

## Blue Ridge Regional Hospital Foundation Board of Directors

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Allison Glenn - Fdn. Associate  
Diane Wilson - TRPA Asst.  
Monica Yokubinas - TRPA Coord.

### Contact:

P.O. Box 247  
Spruce Pine, NC 28777  
(828) 766-1750  
Fax: (828) 765-0824  
cheryl.craigie@msj.org  
www.brrhfdn.org

## BRRH Foundation Holds Sneak Peek Celebrations



Sneak peek attendees listen to remarks from BRRH CEO Keith Holtsclaw.

Nearly 400 donors, special guests and members of the public attended sneak peek celebrations late last year showcasing Blue Ridge Regional Hospital's \$22.9 million expansion and renovation, the largest in the hospital's history. All attendees had the opportunity to tour the 57,000+ square foot new clinical wing, named the Phillips Care Center in honor of the Samuel L. Phillips Family Foundation (see page 2 for more details).

Tour highlights included new, private patient rooms (30 medical/surgical rooms, 8 high acuity rooms, 4 labor and delivery rooms and 5 observation rooms), an expanded emergency department, a new registration area, chapel, gift shop and coffee shop (see page 3 for more photos).

Construction continues at BRRH with the Birthing Center and Inpatient Units expected to move in the coming weeks. **To stay up-to-date with construction news at Blue Ridge Regional Hospital, log onto the hospital's newly redesigned website at [www.brrhospital.org](http://www.brrhospital.org).**

## Blue Ridge Regional Hospital's New and Expanded Emergency Department Opens

The hospital's Emergency Department began seeing patients in its new location on December 11, 2007. Some of the key improvements include more treatment rooms (from 7 to 12), a new ED waiting room that is more than 2 1/2 times larger, a new patient monitoring system and a new, private consultation room where doctors can confidentially update families on the condition of their loved one. "The ED staff worked hard to make the transition to our new location as easy as possible for patients and their families," said Vicki Tolley, RN, BSN, ED nurse-director."

Since opening the ED staff has treated well over 2,000 patients. Wait times have increased temporarily during the transition, but are still substantially below the national average.



New ED waiting area



## A Message from Blue Ridge Regional Hospital Foundation Chair Pat Ross



### NEW NAME, NEW ROOMS, NEW LOOK...

With the grand opening of our new clinical wing we are entering a new era for Blue Ridge Regional Hospital and Foundation. We are grateful to you, our supporters, for helping to build this wonderful new facility, designed to provide

superior health care for generations to come. Thank you!

Almost 400 people attended the sneak previews on November 30<sup>th</sup> and December 1<sup>st</sup> and were amazed by what they saw as they toured the new wing. It was great to hear all the positive comments, including how spacious and beautifully designed the new lobby, emergency, labor and delivery and medical-surgical units are, to excitement about all the advanced technology available in each patient room. If you could not make it to the preview and would like to see the new wing, please call the Foundation office at 766-1750 to arrange a tour.

How exciting it was to announce on November 30<sup>th</sup> that the Blue Ridge Regional Hospital Foundation had exceeded its \$4 million goal for this project. Very early in the campaign, one family stepped forward to offer a lead gift, asking at that time to remain anonymous. This gift gave us great encouragement and enabled us to move



Pictured from right: Richard Montague, Keith Holtsclaw, Van Phillips, Sherry Phillips, Gladys Stout, Fred Stout, Karen Phillips, Byron Phillips, Gina Phillips, and Pat Ross

forward with confidence. In recognition of the Samuel L. Phillips Family Foundation's support and the family's long service to Mitchell and surrounding counties, the new wing is called The Phillips Care

Center. All of the Samuel L. Phillips Family Foundation board members were present on November 30— Gina Phillips, Byron Phillips, Van Phillips, and Fred Stout—and we were thrilled to publicly express our appreciation to them.

My special thanks to the Foundation Board, who literally wrote hundreds of letters and made many phone calls to help make all of this happen. Six

board members will be retiring this year and I want to express appreciation to George Emerson, Mike Foster, Rose Gordon, Dr. Jim Haaga, Geraldine Plato and Martha Tyner for their dedication and invaluable service. We will miss you!

We welcome new members Jerry Black, Kim Gouge, Dr. David Hoepfner, David Etheridge, Julena McQueen, Lois Skokos, and Bill Watson. We look forward to the ideas, energy and enthusiasm they will bring to our Board.

Our donor recognition wall, which will be just inside the main Hospital entrance, will not be finalized until sometime in March, when the Stepping Up Campaign will officially end. For a gift of \$5000 or more, your name can be permanently listed there. Let us hear from you.

We will continue reaching out for community support with our brick campaign and have about 1000 bricks still available for sale at \$100 each. Please call the Foundation office at 766-1750 or fill out the form on page 3, if you would like to have your name, the name of a loved one, or your business, church, etc. engraved on a brick, which will be used in a garden/patio area outside the main entrance.

On a personal note, when I left the hospital on November 30th after our exciting Sneak Preview day, I had no idea I would be returning for a late night Emergency Department visit and subsequent early morning admission to our Critical Care Unit. The care in our hospital was excellent! When it became evident that I needed to be transferred to Mission Hospitals, I was grateful for our association with them and the smooth admission process. My records were there before I arrived! The expert team from Asheville Cardiology worked to diagnose a rare heart muscle syndrome, treatable with medication and rest. Your prayers, your cards, your caring meant so very much, and after six weeks, my cardiologist says the heart muscle is working properly. So I am ready to begin another year with our great Foundation staff and Board and all of you, our friends and donors, to improve the healthcare of our community.

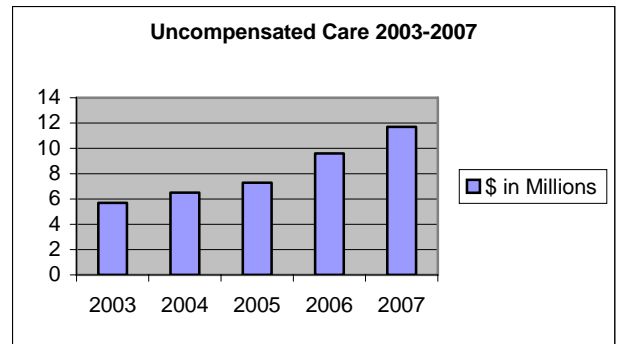
*The BRRH Board of Trustees and the BRRH Foundation Board of Directors would like to thank Pat Ross for her leadership during our successful Stepping Up Capital Campaign.*





## **BRRH Provides Millions in Uncompensated Care Each Year**

Blue Ridge Regional Hospital is committed to provide superior care for all, regardless of ability to pay. But the number of uninsured individuals nationally and in our area continues to climb and the cost of caring for these individuals has skyrocketed, straining hospital budgets, which are already tight. Blue Ridge Regional Hospital's uncompensated care has grown from \$5.7 million in 2003 to over \$11.7 in fiscal year 2007, an increase of 206%!



You can help those most in need by making a generous contribution to the Blue Ridge Regional Hospital Foundation. Please send a check to: The BRRH Foundation, PO Box 247, Spruce Pine, NC 28777 or donate online at our newly redesigned website: [brrhfdn.org](http://brrhfdn.org).

**Think of giving not as a duty, but as a privilege." John D. Rockefeller, Jr.**

### **Rotary Pledges Major Gift to Hospital**

The Blue Ridge Regional Hospital Foundation is pleased to announce a \$20,000 pledge from the Rotary Club of Spruce Pine to name the hospital's Emergency Department lobby in the Phillips Care Center, the new clinical wing of the hospital.



nice to know that we have an award-winning hospital right in our back door."

"Our foundation is thrilled to receive Rotary's generous pledge," said BRRH Foundation Chair Pat Ross. "Rotary joins a growing list of individuals, businesses and other service organizations that have contributed over \$4.1 million thus far toward this project."

"Rotary's mission is to encourage and foster the ideas of service and worthy enterprise," said Bing Crosby, president of the Mitchell County Rotary. "By partnering with the Blue Ridge Regional Hospital we are helping to strengthen the economy right here in Mitchell County," said Crosby. "Our pledge recognizes the growth of the hospital, which now has all of the high-tech equipment usually available only at larger healthcare institutions. It's

### **Help us save mailing costs ...**

If you would like to receive future newsletters via email, please fill out the form below and mail it to: The BRRH Foundation, PO Box 247, Spruce Pine, NC 28777

**Yes! I want to receive future newsletters via email.**

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_



## Toe River Project Access Update

Monica Yokubinas, Toe River Project Access Coordinator, [monica.yokubinas@msj.org](mailto:monica.yokubinas@msj.org)  
Diane Wilson, Toe River Project Access Assistant, [diane.wilson@msj.org](mailto:diane.wilson@msj.org)

Toe River Project Access (TRPA) is proud to announce a partnership with Access II Care through a generous year-long grant from Healthnet. This grant will provide TRPA's high risk clients with case management services, mammograms (for those who do not qualify for the BCCCP program), and vision assistance. The grant also provides for mandatory one-on-one nutritional classes for all our diabetic clients.

Our prescription assistance program, which offered \$500 in emergency prescription assistance every six months to our clients while waiting to apply for MY Meds, will most likely come to an end March 2008 due to a lack of funding. The prescription assistance program costs an average of \$75,000.00 per year and our original grant money has been used. Thanks to grants from Mitchell Community Health Partnership and Higgins Memorial Methodist we were able to extend this service for our clients for a little while longer. We will continue to seek funds for our prescription service.

### DID YOU KNOW

**Since November of 2003, TRPA has helped 718 clients receive donated care of \$1,963,028.25.**

**This averages to a cost of \$2,734.00 per client.**

### New Face at TRPA



We are very excited to announce that Diane Wilson has been hired as our new part-time assistant. Diane was previously employed with Coats America, until their recent layoffs. She is currently enrolled in Mayland Community College pursuing a career in Business Administration.

### A Sad Goodbye

This year we saw the passing of four TRPA clients who bravely battled multiple illnesses. One of these clients, Sandra Ray Adkins, was diagnosed with an extremely rare, incurable form of cancer called leiomyosarcoma. Sandra was a very courageous, vibrant woman who was always in good spirits in spite of her grave illness. She wanted us to share her appreciation for Drs. North and Ervine, who worked together on a volunteer basis to diagnose this rare cancer (affecting only 4 out of 1 million people) and to develop a course of treatment.

All of us at TRPA feel privileged to work with all the physicians, medical specialists, dentists, optometrists, and ophthalmologists who give of their time and expertise. **On behalf of all our clients, thank you.**

**'Cover the Uninsured' week begins April 27—May 3, 2008**

[www.covertheuninsured.org](http://www.covertheuninsured.org)

*P.O. Box 247  
Spruce Pine, North Carolina 28777*

**BRRH Fiscal Year 2007 Patient Volumes**

**50,573 Outpatient Visits**

**15,653 Emergency Room Visits**

**6,701 Inpatient Days**

**1,731 Surgical Procedures**

**24,500 Radiology Studies**

***Opt-Out Option:** The Blue Ridge Regional Hospital Foundation may use information about you (such as your name, address, gender, and phone number) and the dates you received treatment at **BRRH** in order to contact you to seek contributions to benefit the healthcare services of our community. The money raised through these activities is used to expand and support the services and educational programs we provide in the region. If you do not wish to be contacted as part of our fundraising efforts, please write a letter to Cheryl Craigie, Executive Director, BRRH Foundation, PO Box 247, Spruce Pine, NC, 28777.*

**New Name, New Look, New Website**

Blue Ridge Regional Hospital and Foundation recently upgraded their web sites. The new sites are designed to be more visually appealing as well as user-friendly. With help from the design company, Cassels Caywood Love, we were able to create sites that can be managed in-house, but still offer more tools, like access to a peer-reviewed medical library. The Health Tools page allows users to research medical conditions or ask health-related questions. This services is provided through Mission Hospitals and links to their web site.

Patients may also pay bills online, and donors may make secure online donations through both the hospital and foundation's web sites. To visit the hospital's web site go to: **www.brrhospital.org**. To visit the Foundation's web site go to: **www.brrhfdn.org**

**Save the date ...The seventh annual**



**dinner and auction  
will be held on October 2, 2008 at the  
Switzerland Inn and Chalet Restaurant.**

Tickets go on sale May 1, 2008 and are \$75.00 per person. But you can call 766-1750 now to reserve your tickets.

This year all proceeds will purchase much needed equipment for BRRH—a new ventilator for the Respiratory Therapy Department and new fetal monitors for the OB Department.

Please join us for a fun-filled evening and plan to bid on vacation trips, works of art from talented local artists and lots of other “good stuff.”