Building Healthy Communities

A Seamless Leadership Transition

At Cone Health, we are privileged to provide care in each of the communities we serve, and across the region. In fact, as a not-for-profit organization, Cone Health really belongs to each of you, and we are grateful for your trust, partnership and support. I am pleased to share that we have had a successful and planned transition in the leadership of our organization, which will ensure that Cone Health continues to provide exceptional care to you and your families for years to come, and to lead the transformation of health care itself.

After more than 36 years of dedicated leadership and service to Cone Health, Chief Executive Officer Tim Rice has retired. As CEO emeritus, Tim will continue working on Cone Health fundraising projects and legislative advocacy, as well as representing Cone Health on the boards of the Union Square Campus and the Piedmont Triad Partnership.

Tim was succeeded by Terry Akin, who joined Cone Health in July 2009 as chief operating officer. He was named president of Cone Health in April 2012 and has been instrumental in guiding Cone Health toward its vision to reach national leadership in providing measurably superior health care. In addition, Terry and Tim have worked closely to lead Cone Health’s transition to a culture of caring that puts the patient at the center of all we do.

In the coming months and years, Terry will lead our efforts to evolve from providing traditional volume-based health care to a more value-based focus, including offering more services directly in the community where they will be more accessible to those who need them. Cone Health is committed to the health of our community, to implementing programs and services that emphasize keeping people well instead of solely treating them once they are ill. Terry is the right leader to make this commitment a reality.

The Board of Trustees and I are confident that Cone Health is in great hands with Terry, and he is an outstanding choice to lead our health network. Please join us in welcoming him and wishing him well in his new role.

Sincerely,

Deborah Hooper
Chair, Board of Trustees

Reinventing Health Care

As the health care industry undergoes some of the most rapid and comprehensive change in our history, I am energized by what this means for our patients and communities. At Cone Health, we are excited to be reinventing how we provide care. Our focus is on keeping you healthy, and ensuring the very best quality, highest levels of service and most cost-effective health care when you need it.

We have recently concluded a year-long, comprehensive strategic planning process using an unconventional and inclusive approach. A broad, representative group of physicians, Cone Health leaders and Board members convened to “Create Our Bold New Future” with each of you in mind. We are committed to providing the right care at the right time in the right setting for the right reasons. Our purpose, as stated in the new strategic plan, is to “create unsurpassed health care experiences” and our intent is to be “the leader in delivering integrated, innovative health care.” Cone Health is a national leader in this effort to truly transform how we care for you.

As we do this, our priorities will be:

- Maintaining and building on an inspired culture that fully engages the hearts and minds of our employees and physicians.
- Continuing to be a value leader, maximizing quality, service and cost effectiveness.
- Becoming a knowledge-driven organization that is capable of using information to prevent illness and disease, and to continually improve all that we do.
- Sustaining and building partnerships with faith communities, nonprofit organizations, schools and businesses to build the healthy communities we all deserve.
- Bringing innovation and reinvention to gather new ideas, test them and put them into place so that we transform our patients’ experience, hardware quality and streamline costs.

I am fortunate to work with a cadre of highly skilled and caring physicians and other providers, knowledgeable and committed nurses, a range of other talented staff, and dedicated administrative professionals. They are the ones who have made Cone Health the preeminent health care provider it is today, and they are the ones who will transform health care as we Create Our Bold New Future.

As I said earlier, our goal is to provide the right care at the right time in the right setting for the right reasons. We reached out to our communities for help in identifying and defining the right care. In the following pages, you’ll learn more about Cone Health’s Community Health Needs Assessment and how this process is resulting in healthier communities. We’ll also tell you about some of the other initiatives that make Cone Health The Network for Exceptional Care.

Sincerely,

Terry Akin
Chief Executive Officer
Building Healthy Communities

In 2013, Cone Health joined with a number of community partners to identify barriers and gaps in services to improve the health and well-being of residents in Alamance, Guilford and Rockingham counties.

Our prioritization process, which helped us align our resources with the priority needs of our communities, identified the following community health needs:

- **Access to Care** – Alamance, Guilford and Rockingham
- **Chronic Disease (Obesity Prevention & Diabetes)** – Alamance, Guilford and Rockingham
- **Substance Abuse** – Alamance
- **Mental Health** – Alamance, Guilford and Rockingham
- **Healthy Pregnancy** – Guilford

We have developed highly specific plans to address these areas and expect to meet our goals by 2016, when we will conduct another survey to update the Community Health Needs Assessment.

Our Partners

- Alamance County Health Department
- United Way of Alamance County
- Healthy Alamance
- Guilford County Department of Public Health
- Cone Health Foundation
- High Point Regional Health System
- University of North Carolina at Greensboro’s Center for Social, Community and Health Research and Evaluation
- Rockingham County Health Department
- Rockingham County Healthcare Alliance
- Morehead Memorial Hospital

Those who provide care for Guilford County’s uninsured gather at Women’s Hospital to discuss collaboration strategies to meet community needs.

A snapshot of this group’s initial brainstorm on access to care issues.
Access to Care

The Cone Health Center for Children is a great example of our efforts to improve access to care. The Center opened Feb. 3, 2014, to serve as a source for high-quality health care for Guilford County children, including children and adolescents who are insured by Medicaid, or the Children’s Health Insurance Program, as well as those who are uninsured. The Center serves children and teens from birth to age 21, providing well visits, sick-child care and a wide range of services for those who are chronically ill, developmentally delayed or affected by mental health issues.

The more than a dozen pediatricians and other health care providers who staff the Center have many years of experience serving a diverse population, and many languages are spoken in the practice. The Cone Health Pediatric Residency Training Program is also located at the Center.

The practice, located in the Wendover Medical Center, 301 E. Wendover Ave., Suite 400, Greensboro, is open Monday through Friday, 8:30 a.m. to 5:30 p.m. Appointments can be made by calling 336-832-3150.

In addition to the Cone Health Center for Children, in May 2014 we expanded our primary care services for adults who may or may not have health insurance when we opened the Cone Health Community Health & Wellness Center, 201 E. Wendover Ave., Greensboro. The Cone Health Community Health & Wellness Center operates from 9 a.m. to 6 p.m., Monday through Friday.

The Cone Health Community Health & Wellness Center uses the innovative medical home model to provide care. The model calls for a multidisciplinary approach to care involving physicians, nurse practitioners, pharmacists, social workers, health coaches and other health care specialists. This team approach has the potential to be beneficial in dealing with chronic health needs like diabetes or more basic issues such as reminding you to get a flu shot. It is a model that meets daily health care needs and improves long-term health.

Our Community Health Needs Assessment Goals

### ALAMANCE

**Goal #1:** Support creation of a local transportation system.

Through advocacy and education, Alamance Regional will support the creation of a local transportation system to assist residents in accessing health care services by sponsoring community forums, and assisting with a public campaign.

**Goal #2:** Expand Open Door Clinic services.

Alamance Regional will support Open Door Clinic in expanding services to patients by adding an ophthalmologist to provide eye exams and other optical services.

**Goal #3:** Increase awareness and utilization of 211.

Alamance Regional will actively participate in the Triad United Way 211 coalition to support local use of the 211 service among care providers.

### GUILFORD

**Goal #1:** Increase the access of medically underserved patients to primary care providers.

Cone Health will establish a new Adult Health Center for medically underserved patients. Cone Health will also create a referral system within its emergency departments and urgent cares to help establish a medical home for patients who do not have a primary care provider.

**Goal #2:** Develop a plan to address access to specialty care for medically underserved patients.

Cone Health will create a team of key stakeholders and physicians to research, identify gaps and develop best practice models of care coordination for specialty care. Cone Health will also create a referral system to connect medically underserved patients from emergency departments, urgent care and primary care providers to specialty care physicians.

### ROCKINGHAM

**Goal #1:** Increase the number of primary care providers in Rockingham County (including advanced practice providers).

Annie Penn Hospital will partner with the Rockingham County Healthcare Alliance to complete a planning process to establish a network of up to three Rural Health Centers in Rockingham County. They will also foster the development of primary care practices employing advanced practice providers such as nurse practitioners and physician assistants in the Redsville area, and create opportunities for retiring primary care physicians to practice on a reduced schedule. In addition, they will establish relationships with Campbell University’s Doctor of Osteopathic Medicine program and Elon’s Physician Assistant program and other rural-oriented provider training programs to increase the number of primary care providers.

**Goal #2:** Improve care coordination for adults in Rockingham County.

Annie Penn Hospital will convene a coordinating council to develop an assessment of gaps in care coordination, develop relationships with organizations providing care coordination at the local and regional levels, and strengthen the coordination of care for post-discharge patients.
In 2014, more than 450 Alamance County residents put on walking shoes, counted steps and learned more about exercise and nutrition during Be Healthy Now, a 10-week program created in 2012 at Alamance Regional Medical Center.

Teams of families, coworkers and friends competed to meet fitness goals and win cash prizes. In addition to regular walking programs, participants also were able to attend education sessions led by dietitians and exercise specialists. Approximately 85 percent of participants reported increased activity levels and 54 percent lost weight.

Be Healthy Now is one way Alamance Regional Medical Center is helping to address obesity. The program is coordinated in conjunction with Healthy Alamance, the Alamance County Health Department, and the Burlington and Graham Parks and Recreation Departments.

Research has shown that the cost of eating healthy foods is more than the cost of eating unhealthy foods. Yet, eating healthy foods has a marked impact on preventing and controlling obesity and the chronic diseases linked to obesity.

Cone Health is currently in discussions with The Vision Tree Community Development Corporation, a state-wide charitable nonprofit that provides a variety of food services geared toward facilitating sustainable year-round agriculture projects for areas considered food deserts. Food deserts are those geographic areas where residents do not have ready access to fresh, healthy and affordable food. Cone Health is looking to support Vision Tree’s multi-faceted City Oasis Project to:

- Construct community gardens and urban farms in food deserts.
- Provide nutrition education in underserved areas.

Additionally, Cone Health’s Nutrition and Diabetes Management Center is performing outreach with a number of other community partners through education events on healthy eating, weight and Body Mass Index screenings.

Above: Be Healthy Now participants enjoy an outdoor yoga class at dusk, taught by Exercise Specialist Megan Norris, Alamance Regional Medical Center.

A Be Healthy Now participant shows off her steps so far – her goal is 10,000 each day.
Chronic Disease (Diabetes)

Cone Health’s Nutrition and Diabetes Management Center has a team of registered dietitians and certified diabetes educators who offer a full range of diet and fitness counseling and education services. Programs include counseling for pre-diabetics and pregnant patients with pre-existing diabetes, help with learning to monitor glucose levels, strategies for taking charge of diabetes and programs for pediatric diabetics.

Cone Health’s Nutrition and Diabetes Management Center offers a special class that is designed to make living with diabetes more manageable. The three-class curriculum includes:

Understanding Diabetes and Blood Glucose Testing. The first class focuses on basic diabetes education about physiology, nutrition, glucose monitoring, self-management skills and goal-setting.

Nutrition Management. The second class is devoted to meal planning, nutritional needs and how to live a heart-healthy life. We discuss carbohydrate counting, creating a meal plan and eating meals away from home.

Activities, Maintenance and Medications. The final class focuses on stress management and the continual commitment it takes to achieve long-term goals. We talk about weight management and setting goals.

Substance Abuse

A 2012 survey of 3,900 students at public, private and parochial high schools found that 24 percent, more than 5 million kids, have abused prescription drugs. The survey was conducted by The Partnership at Drugfree.org, in conjunction with the MetLife Foundation.

Prescription medications are the leading cause of child poisonings. In 2011, 67,700 children were seen in emergency rooms across the U.S. for medicine poisoning. That represents one child every eight hours. Almost all of these visits are because the child got into medicines during a moment alone.

To encourage the proper disposal of prescription medications that keeps them out of the water supply, out of the hands of abusers who may search trash for drugs, and out of reach of children and teenagers, Cone Health has established medication drop boxes at various locations. The newest drop box – at the Mebane Police Department – has been very successful, collecting 700 pounds of medications within its first two weeks of opening. Alamance Regional Medical Center partnered with Safe Kids Alamance County, the Mebane Police Department and Alamance Citizens for a Drug-Free Community to install the Mebane box.

The boxes are located at:

- Burlington Police Department
  267 W. Front Street
  Burlington
  Mon. - Fri., 8 a.m. to 5 p.m.

- Guilford County Sheriff’s Office
  District 2 Office in Stoney Creek
  6307-B Burlington Rd.
  Whitsett
  Mon. - Fri., 8 a.m. to 5 p.m.

- Mebane Police Department
  116 West Center St.
  Mebane
  Mon. - Fri., 7 a.m. to 11 p.m.

Cone Health assisted in installing a permanent Medicine Drop Box at the Mebane Police Department. In its first two weeks, the Mebane Drop Box collected more than 700 pounds of expired or unused medications.
Mental Health

The needs of mental health patients are changing, especially the needs of baby boomers who often have diabetes, high-blood pressure and other chronic conditions requiring medical care. After studying how the most successful programs work, Cone Health announced in September 2014 plans to dramatically change how behavioral health care is provided in the Triad.

Cone Health will take a phased approach to redesign and relocate our Behavioral Health Hospital services. This plan includes:

- Renovating and upgrading the current Behavioral Health Hospital facility beginning in early 2015 to enhance our inpatient care.
- Moving outpatient behavioral health services away from the Behavioral Health Hospital campus by early 2016 and focusing on further developing these programs within community settings. We expect to provide more behavioral health care designed to help patients avoid crisis situations requiring hospital stays.
- Constructing a new Behavioral Health Hospital, with construction expected to begin in 2018 with an opening in late 2019.

Our Community Health Needs Assessment Goals

**ALAMANCE**

Goal #1: Increase mental health resources for families of children ages 0-8.

Project LAUNCH (Linking Actions for Unmet Needs in Children’s Health) will partner with Alamance Regional to provide four to six Triple P (Positive Parenting Program) trainings for area health care providers in an effort to serve families of children with anxiety and behavioral issues.

Goal #2: Provide mental health training to community leaders.

Alamance Regional will partner with local law enforcement, clergy and non-profit leaders to provide evidence-based training on mental health response and referral to better coordinate care and access.

**GUILFORD**

Goal #1: Improve access to mental health and substance abuse care.

Cone Health will identify community partners to help develop a strategic plan to assess and address behavioral health needs in the county. These partners will also collaborate on creating and disseminating a community resource guide for behavioral health services. Cone Health will also provide community workshops/training to improve community knowledge about mental health and substance abuse needs and resources. Cone Health will educate county and state policymakers about behavioral health needs in Guilford County.

Goal #2: Develop a care coordination model to create consistency in mental health and substance abuse care for the medically underserved population in Guilford County.

Cone Health will create a coordination team of stakeholders and hospital staff to research and develop best practice models of care coordination and treatment of involuntarily committed patients in the Emergency Department. Cone Health will also partner with Rockingham County to create a nurse triage line that incorporates a standard care coordination plan. In addition, Cone Health will assess the need to hire a Behavioral Health manager whose main focus will be to collaborate system-wide with other mental health entities, research best practice methods for improving coordination of care and access to care, and to advocate with state and local entities.

**ROCKINGHAM**

Goal #1: Improve access to mental health resources.

Annie Penn Hospital will work with the mental health task force to assess what resources are currently available and identify gaps. A community-wide behavioral health line will be established along with a community resource guide to improve access to mental health resources.

Goal #2: Increase the number of local mental health resources/programs in Rockingham County.

Integrating mental health and primary care services will allow for more access to non-medical behavioral health providers through primary care offices.
Healthy Pregnancy

Cone Health is collaborating with the Guilford County Health Department to promote Long Acting Reversible Contraception (LARC) among girls aged 15 to 21 years. A similar initiative in Colorado has shown promise, reducing the teen birthrate by 40 percent in four years.

LARCs, which include implants and IUDs, are effective and convenient in that they do not require the teen to do anything until they are ready to be a parent. Then, becoming pregnant is not a mistake and instead is a deliberate and intentional decision to have the IUD or implant removed.

Cone Health is working to make access to LARCs more affordable.

Our Community Health Needs Assessment Goals

GUILFORD

Goal #1: Develop a care coordination model for healthy pregnancies in the Cone Health network.

Cone Health will partner with members of the physician provider community, Guilford County Department of Public Health and The Coalition for Infant Mortality to identify and analyze existing best practices and models of care coordination. This analysis will focus on identifying gaps to improve outcomes. Specifically, the group will analyze best practices related to: improving first trimester access, centering in pre-term births, reduction in tobacco exposure in infants and an increase in breastfeeding rates.

Goal #2: Improve access to healthy pregnancy care.

Partnering with the Guilford County Department of Public Health, Cone Health will develop processes to increase the percentage of expectant mothers accessing care in their first trimester. A key strategy within this goal will be to expand the capacity of the existing Centering Pregnancy Program in order to increase enrollment.

Goal #3: Improve healthy baby outcomes.

A collaborative steering group of Cone Health and community health partners will identify key metrics within each of four healthy outcome categories: pre-term births, smoking in pregnancy, breastfeeding initiation in the hospital and teen pregnancy. Cone Health will coordinate the establishment of a process for tracking each of these metrics and reporting to stakeholders to drive action planning.

Support Beyond Community Needs Assessment Goals

Cone Health’s support for the health and well-being of its communities goes well beyond addressing the health concerns identified in the Community Health Needs Assessment process. The following represent just a sample of the many programs that benefited the community in which Cone Health employees have generously participated.

Contributing to Community Education

Each year, Cone Health offers community education classes on wide-ranging topics – from bariatric surgery to weight loss – because we believe that empowered, informed individuals are essential to a healthy community. We provide events and classes to help all community residents better understand various common health conditions and concerns.

Classes are taught by knowledgeable professionals and typically include information about self-care and lifestyle options as well as clinical treatment options.

Ensuring the Health of Students

Cone Health supported SchoolStock 2014, which is a back-to-school festival that helps financially strapped families obtain the supplies and services students need to be prepared as they return to school. Free haircuts, food and drinks, fun activities, inflatables, face painting and live music also were a part of the event. Approximately 2,000 boxes full of school supplies were distributed.

Cone Health’s Alamance Regional Medical Center played a role in promoting childhood wellness and health.
Creating Outdoor Spaces for the Community
Members of the Rockingham County community and employees at Cone Health’s Annie Penn Hospital will enjoy an outdoor kitchen that can be used for healthy eating demonstrations thanks to funding from the Annie Penn Hospital Foundation. A local company built the outdoor kitchen area using granite stones made of recycled materials.

The foundation also funded a walking trail adjacent to the hospital. The walking trail connects to a city sidewalk that allows it to be used by the community. In addition, three local organizations – Reidsville Garden Club, The Annie Penn Auxiliary Board, and Mattco Metal Works, donated benches for the trail, and a local sculptor created a brick sign that illustrates a family walking.

Coming to the Aid of Displaced Residents
The Cone Health Congregational Nurse program came to the aid of 27 displaced residents when the city of Greensboro closed down and condemned the Heritage House condominiums.

Congregational nurses along with other local agencies provided medical assessments for residents as they arrived at the emergency shelter set up at the Interactive Resource Center. There, the nurses discovered that the displaced residents were only allowed to bring one bag with them. Many were in need of clean clothes and personal items such as toiletries.

Moore and her team collected donations from employees across Cone Health. In two days, Cone Health employees provided an abundance of towels and washcloths. Volunteer Services donated 33 new scrub sets. Congregational nurses purchased toiletries, laundry detergent and cleaning supplies with the cash donations they received. The Moses Cone Surgical Center provided 25 cloth bags, each filled with a towel, washcloth and toiletries. The Community Outreach team helped provide breakfast for the residents each morning.

Walking to Find a Cure
Each year Cone Health joins the fight to raise money for type 1 diabetes research to find a cure for the one out of every three American children who will be affected by the disease. In 2014, Cone Health formed three teams of employees and their families who participated in the Juvenile Diabetes Research Foundation (JDRF) Walk to Cure Diabetes, helping to raise nearly $10,000 for the cause.

In addition to the money raised by walk participants, cafeteria employees at the Moses Cone Hospital cafeteria sold JDRF donation forms, shaped like shoes, which then were displayed on the walls of the cafeteria.

Feeding the Hungry
Cone Health’s Environmental Services employees at Women’s Hospital spearheaded a drive to collect food for the Out of the Garden Project, which supports school students and their families with food assistance on weekends when free/reduced school meals are unavailable.

Out of the Garden Project provides 900 bags of food each weekend to 50 elementary, middle and high school students and their families. The organization also has two mobile food pantries that go to areas of need in Guilford County on a rotating basis.
Investing in Healthy Communities

In addition to the investment Cone Health makes in meeting the health care needs of its communities and supporting important community events and initiatives, two Cone Health foundations – Cone Health Foundation and Impact Alamance – also play a significant role in identifying and investing in the needs of our communities. The following pages give you a snapshot of those contributions.

Cone Health

Uncompensated Patient Care (at cost) ...................................................... $286.3 million

Donations to the Community .......................................................................$1.9 million
  • Cone Health supported many health and community organizations through corporate donations, contributions from our employees, and donated medical equipment and supplies.
  • Cone Health organized numerous community service activities that reached 533 people.
  • Support for the Mammography Scholarship Fund helped 694 uninsured women receive screening mammograms.
  • Cone Health employees contributed 12,108 hours of their personal time serving our communities as volunteers.

Training and Education for Health Care Professionals .................................$10.4 million
  • Cone Health helped train 46 medical residents.
  • Cone Health helped train 3,364 graduate students.
  • Cone Health provided clinical training to 2,664 students.
  • Cone Health professionals gave presentations to 140 students and professionals.
  • Cone Health professionals spent 14,474 hours mentoring 155 students.

Community Health Education and Outreach ................................................ $6.7 million
  • The medical libraries were used by 28,967 people.
  • Cone Health provided 1,604 people with health screenings (including telephone assessments through the Behavioral Health Hospital Helpline and Assessment Service).
  • Cone Health provided health education, support programs and health fairs to 12,856 individuals through 574 programs.

Caring for Our Communities.........................................................................$588,000
  In addition to donating their time, more than 810 volunteers raised money to donate equipment and supplies that benefited Cone Health’s patients.

TOTAL ...................................................................................... $305.9 million*

*The totals listed here represent total dollar amounts for Cone Health. However, the activities within each category do not include Alamance Regional Medical Center. In addition, the dollar totals do not include contributions, grants, scholarships and other support provided to the community by Cone Health Foundation, which are shown on the next page.

Cone Health Foundation

During fiscal year 2014, Cone Health Foundation made commitments of $4,519,214 in grants to 43 Greensboro-area nonprofit organizations. The median award amount was $89,177 and 48.4 percent of grant awards were made in the access to care funding area.

Access to Care
  • Cone Health Congregational Nurse Program
  • Family Service of the Piedmont
  • Guilford Adult Health
  • Guilford County Coalition on Infant Mortality
  • Guilford County Department of Public Health
  • Guilford County Department of Social Services
  • North Carolina A & T State University Partnership for Community Care
  • Triad Adult and Pediatric Medicine
  • The University of North Carolina at Greensboro

Adolescent Pregnancy Prevention
  • Children’s Home Society of North Carolina
  • Guiford Child Development, Inc.
  • Guiford County Department of Public Health Outreach Development, Inc.
  • Partners for Healthy Youth
  • Planned Parenthood Health Systems
  • Triad Adult and Pediatric Medicine
  • Young Women’s Christian Association

HIV/AIDS
  • Central Carolina Health Network
  • Cone Health Regional Center for Infectious Disease
  • Piedmont Health Services and Sickle Cell Agency
  • Triad Health Project

Substance Abuse and Mental Health
  • Alcohol and Drug Services of Guilford
  • D R E A M S Treatment Services
  • Family Service of the Piedmont
  • Guilford CARES
  • Guilford County Department of Social Services
  • Guilford County Schools
  • Malachi House II
  • Mary’s House
  • Mental Health Association in Greensboro
  • North Carolina A & T State University
  • The University of North Carolina at Greensboro

Advocacy and Community Collaborations
  • Action Greensboro
  • Building Stronger Neighborhoods
  • Cone Health
  • Cone Health Center for Children
  • Cone Health Sickle Cell Center
  • Cone Health Workforce Development
  • Enroll America
  • George Washington University
  • Guilford Adult Health
  • Guilford Parent Academy: Guilford County Schools
  • Guilford Nonprofit Consortium
  • Hayes-Taylor YMCA
  • League of Women Voters of the Piedmont Triad
  • Legal Aid of North Carolina
  • North Carolina Center for Public Policy Research
  • Partners Ending Homelessness
  • Partnership for Community Care
  • Ready For School, Ready for Life
  • Renaissance Community Co-op
Impact Alamance was formed when Cone Health merged with Alamance Regional Medical Center. The original $54 million investment is Cone Health’s commitment to further improve the health of Alamance County.

Newly formed in 2014, Impact Alamance continues to develop its funding guidelines and grant making processes. Once fully functioning, Impact Alamance will not accept unsolicited proposals. Instead, it will approach likely partners for projects in its strategic priority areas. Impact Alamance will invest the majority of funds in the following strategically chosen priority areas:

Healthy Kids. Healthy kids funding will focus on two key areas. One area is early childhood initiatives for children ages 0-5 aimed at creating an environment where all kids are physically, socially, emotionally and cognitively ready for school. A second key area is healthy eating and active living initiatives designed to build a healthier environment where kids live and play. Initially, funding in this area will focus on increasing access for families to healthy foods and making equipment for physical activity more accessible.

Healthy Community. Healthy community funding will focus on advocacy for high-quality public education, working to create a community culture in Alamance County that supports children and building the capacity of our local nonprofits and educators to further enhance the great work they do for Alamance County.

Impact in Action. Twice a year, Impact Alamance will provide an open grants cycle to meet needs outside of its priority areas. This is designed for one-time funding in smaller amounts to expand and enhance community health.

Impact Alamance is targeted to invest 4.5 percent of total assets into the community annually. For fiscal year 2015, Impact Alamance expects to invest more than $2.1 million in Alamance County.

How You Can Support Our Work

Charitable donations make it possible for Cone Health to invest more in helping create healthier communities. When you or a loved one is treated at Cone Health, chances are that some aspect of that care is made possible through charitable gifts.

At Cone Health, three community-based fundraising offices – the Office of Fund Development, Alamance Regional Charitable Foundation and Annie Penn Hospital Foundation – receive these gifts and direct them to the areas where they will make the greatest difference. This includes purchasing medical equipment and supplies, providing medical screenings and flu shots, delivering medication assistance, offering healing arts programming, and undertaking heart and cancer clinical trials.

Every gift – large or small – makes a difference. In 2014, more than $3 million was received. Through the work of Cone Health medical teams, these gifts directly benefit the lives of thousands of people in Alamance, Caswell, Guilford, Randolph, Rockingham and neighboring counties.

Office of Fund Development
Contact Bill Porter, vice president, at 336-832-9450 or email bill.porter@conehealth.com.

Alamance Regional Charitable Foundation
Contact Katie Boon, director, at 336-538-7946 or email katie.boon@conehealth.com.

Annie Penn Hospital Foundation
Contact Stokes Ann Hunt, executive director, at 336-951-4628 or email stokesann.hunt@conehealth.com.

For additional information, visit conehealth.com/support.
Leadership

The Board of Trustees of Cone Health is a dedicated group who spends many hours each month helping to guide our organization. Because of the complexities of health care, we ask a lot of our board members. They have to learn the intricate details of patient services, quality, construction and health care finance. They serve as advocates in our community and our legislature, and they help us raise funds. They agree to work with us for multiple years—usually nine.

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About Us

Cone Health is a not-for-profit network of health care providers serving people in Guilford, Forsyth, Rockingham, Alamance, Randolph, Caswell and surrounding counties. Our tagline—the “Network for Exceptional Care”—highlights our commitment to excellence, which is shared by our more than 11,000 employees, 1,300 physicians and 1,200 volunteers.

As one of the region’s largest and most comprehensive health networks, Cone Health has more than 100 locations, including six hospitals, three ambulatory care centers, three outpatient surgical centers, four urgent care centers, a retirement community, more than 75 physician practice sites and multiple centers of excellence.

Alamance Regional Medical Center, a 238-bed medical and surgical hospital in Alamance County, joined Cone Health in May 2013. Specialized services include heart and vascular, cancer and women’s care as well as advanced imaging services and surgical services, among others. Our modern facility utilizes cutting-edge equipment such as the da Vinci® surgical robot system.

Annie Penn Hospital has 110 acute care beds. This facility includes an inpatient and short stay surgery centers, cancer care, heart care and specialty clinics such as a Sleep Disorders Center and an Endoscopy Center of Excellence.

Behavioral Health Hospital offers pediatric and adult inpatient crisis stabilization at an 80-bed facility. Outpatient care includes numerous group therapy programs as well as individual counseling and day programs. The hospital also offers the community a 24-hour Helpline that provides access to a trained professional. Three additional outpatient Behavioral Health Centers also are located in Greensboro, Kernersville and Redsville.

Cone Health Medical Group is a physician-led network of specialty and primary care medical practices of more than 400 doctors and health care professionals at nearly 100 locations across the Triad. Cone Health Medical Group providers offer primary care medical services, including family medicine, internal medicine, obstetrics and gynecology, pediatrics and urgent care. Specialty care—such as cardiology, gastroenterology, pulmonology, rheumatology, oncology, endocrinology, urology and general surgery—is also available at many locations.

MedCenter High Point is a 75,000-square-foot facility that features a 24-hour emergency department; comprehensive lab and imaging services, an outpatient pharmacy; Women’s Health Network; specialized health services such as outpatient rehabilitation, cancer care, heart care and sports medicine; and other walk-in services.

MedCenter Kernersville offers a full range of services, including family medicine, women’s health care, orthopedics, heart care, outpatient rehabilitation, behavioral health, and occupational health complete with an on-site lab and imaging services. For those seeking immediate care, we offer an urgent care facility that is open seven days a week with minimal wait times.

MedCenter Mebane offers numerous services in a single location, including an outpatient surgery center; urgent, primary and cancer care; and services in the areas of ear, nose and throat, gastroenterology, imaging, radiology, lab, physical therapy, diabetes management, nutrition therapy, occupational health, ophthalmology/ optometry, dermatology and plastic surgery.

The Moses H. Cone Memorial Hospital is our flagship. Moses Cone Hospital is a 536-bed teaching hospital and referral center. It includes a Children’s Emergency Department, Level II Trauma Center and centers of excellence in orthopedics, neurosciences, stroke, and heart and vascular care. North Tower opened in 2013 with 16 new operating rooms and all private patient rooms.

Triad HealthCare Network is one of the nation’s most successful accountable care organizations. Cone Health partnered with local physicians to create this consortium of more than 1200 physicians in Guilford, Rockingham, Randolph and Alamance counties. Those physicians have come together to demonstrate how collaboration will allow them to markedly improve the quality and value of the care provided to patients.

Wesley Long Hospital offers 175 private beds for oncology, bariatric, urology and orthopedics medical and surgical patients. Our modern facility utilizes state-of-the-art equipment such as the da Vinci® surgical robot system and the SpyGlass® visualization system in the Endoscopy Center. The campus also provides cancer, sickle cell, sleep disorders, and wound and hyperbaric care.

Women’s Hospital, a 134-bed facility, is home to one of the area’s most experienced neonatal intensive care teams. The hospital’s Level II and Level III units has been providing care to critically ill newborns since 1990. The hospital also houses the nationally accredited Breast and Ultrasound Imaging Center. The hospital’s da Vinci® robot provides minimally invasive surgical care for gynecology patients.