“When my son, Josiah, was born, the physicians, nurses and therapists did an unbelievable job of making me feel comfortable and putting my mind at ease. I am forever grateful to the entire NICU staff at Gulf Coast Regional Medical Center.”

Adrianne Fuqua
So many exciting things took place at Gulf Coast Medical Center in 2013. One announcement we made is the changing of our name to Gulf Coast Regional Medical Center. The addition of the word “Regional” is important as it reflects the breadth of services we added and prepare to offer with Maternal Fetal Medicine for high-risk pregnancies, Level III Neonatal Intensive Care Unit (NICU), Pediatric Intensive Care Unit (PICU), Telemedicine, Pediatric General Surgery, Pediatric Neurology and Pediatric Cardiology. As part of the regional strategy, we also formed clinical affiliation partnerships with Northwest Florida Community Hospital (Chipley, FL), Doctors Memorial Hospital (Bonifay, FL) and Jackson Hospital (Marianna, FL). Through the affiliations, we are creating a hospital network to extend services from Gulf Coast Regional Medical Center into the surrounding rural communities we serve. In October, Gulf Coast Regional Medical Center unveiled a 42-bed critical wing, which includes a 20-bed adult-level ICU, the region’s only four-bed PICU and an 18-bed Level III NICU (Spring 2014).

For the second consecutive year, Gulf Coast Regional Medical Center was recognized as one of the nation’s 100 Top Hospitals® by Truven Health Analytics and was awarded an “A” rating by The Leapfrog Group, an independent organization that rates hospitals on performance, national standards of safety, quality and efficiency, and patient satisfaction. In addition, for the third consecutive year, Gulf Coast Regional Medical Center earned the Top Performer on Key Quality Measures® from the Joint Commission. We were recognized for attaining and sustaining excellence in accountability measure performance for heart attack, heart failure, pneumonia and surgical care.

Through the efforts of a dedicated team, we are now the healthcare provider of choice for the region. This includes caring for the patient and families that reside between Tallahassee and Fort Walton and up to Dothan. We simply could not have made this happen without our entire staff.

Carlton Ulmer, President & Chief Executive Officer
Gulf Coast Regional Medical Center
Gulf Coast Regional Medical Center is a 218-bed acute care hospital located in Panama City, FL. Its 250-member medical staff and more than 800 employees work hard to ensure its patients receive the highest quality of care every day.

Their efforts have resulted in national accreditations for Chest Pain Center, Total Joint Replacement, Peripheral Vascular Disease, Spine, Stroke and Wound Care. The hospital was named a Top 100 Hospital® by Truven Health Analytics for the second consecutive year and was awarded an “A” rating by The Leapfrog Group, an independent organization that rates hospitals on performance, national standards of safety, quality and efficiency, and patient satisfaction.

The hospital is also an affiliate of the University of Alabama at Birmingham (UAB) Cancer Care Network and earned the Advanced Accreditation for Oncology Care (ACOS). For the third consecutive year, Gulf Coast Regional Medical Center earned the Top Performer on Key Quality Measures® from the Joint Commission.

Gulf Coast Regional Medical Center also unveiled a 42-bed critical care wing, adding a new Intensive Care Unit, and the region’s only Pediatric Intensive Care Unit and Level III Neonatal Intensive Care Unit (Spring 2014).

STATISTICS

- Total Patients Treated: 125,567
- Annual Hospital Admissions: 11,399
- Annual Emergency Visits: 60,323
- Total Medicaid Patients Treated – ER: 33,584
- Medicaid Market Share – ER: 52.05%
- Total Indigent Patients Treated – ER: 10,713
- Indigent Care Market Share – ER: 20.55%

OUR FACILITY & SERVICES

- Number of Beds in Service: 196
- Acute Care: 178
- NICU Level II: 12
- NICU Level III (Spring 2014): 6

OUR HOSPITAL FAMILY

- Total Employees: 804
- Total Physicians: 429
- Total Volunteers (Total Volunteer Hours - 14,243): 65

*Represents 2013 data
Economic Impact

TOTAL Salaries & Benefits ........................................ $58,966,773

Cost of Charity & Uncompensated Care ........................................ $10,726,636

TAXES PAID:
- Indigent Care Tax ........................................ $2,304,371
- Federal Income Tax ........................................ $9,327,578
- State Income Tax ........................................ $1,567,205
- Property Tax ........................................ $435,404
- Sales Tax ........................................ $1,149,270

TOTAL Taxes ........................................ $17,088,199

Total Local Vendor Support ........................................ $12,705,283
- Minority Local Vendor Support ........................................ $1,132,822

Capital Investment ........................................ $11,026,984

Physician Specialty Coverage ........................................ $2,421,116

TOTAL Economic Impact ........................................ $112,934,991

Giving Back To Our Community

A partial list of the organizations benefiting from Gulf Coast Regional Medical Center’s involvement:

- Alzheimer’s Association
- American Cancer Society
- American Heart Association
- Bay County Chamber of Commerce
- Bay County Interagency Council
- Case Management Society of America
- Children’s Home Society of Florida
- Community Health Task Force
- Council on Aging
- Covenant Hospice
- Community Health Task Force
- Emerald Coast Hospice
- Florida State University-Panama City Girls, Inc.
- Gulf Coast State College Foundation
- Healthy Start
- Junior League of Panama City
- Lighthouse Family Retreat
- Lynn Haven Senior Center
- March of Dimes
- Panama City Beach Chamber of Commerce
- Panama City Beach Senior Center
- The Rotary Club of Emerald Coast
- Salvation Army
- United Way

CRITICAL CARE WING EXPANSION

In October, the hospital unveiled a new 42-bed critical care wing that includes a 20-bed adult-level Intensive Care Unit (ICU), an 18-bed NICU and a four-bed PICU. The ICU capacity was increased by eight beds and it contains all of the latest equipment needed for the delivery of evidence-based care, while focusing on the patient and providing a family-centered approach to care. The NICU expanded from a 10-bed Level II unit with the capacity to provide Level III care in Spring 2014. Many of the babies we currently transfer to Pensacola, Gainesville or Birmingham will be able to stay here with their families.
2014 Community Report

Providing care that meets and exceeds national standards is the goal of Gulf Coast Regional Medical Center. It’s a commitment that requires a daily attention to detail and an intense focus on quality. We’re proud to say our efforts have resulted in being recognized by the Joint Commission as a Top Performing Hospital. It’s a distinction that places us in the top 12% of hospitals in the country. Additionally, our accreditations and affiliations are a testament to our goal of remaining the area’s health care quality leader:

- American College of Surgeons Commission on Cancer
  Outstanding Achievement Award Recipient
- National Accreditation Program for Breast Centers
- Peripheral Vascular Disease
- Spine Surgery
- Stroke
- Total Hip and Joint Replacement
- University of Alabama at Birmingham (UAB)
  Cancer Care Network affiliate
- Wound Care

For an apples-to-apples comparison of how area hospitals provide care, log on to www.hospitalcompare.hhs.gov.

Awards and Recognition

A select group of physicians and male employees volunteered in an unusual way during the hospital’s annual Wear Your Pink Bra Fashion Show. As part of the hospital’s Making Strides Against Breast Cancer event, departments were encouraged to make a pink bra, which would be modeled by male physicians and staff, and auctioned. The $1,300 raised supported the local chapter of the American Cancer Society.

Consult-A-Nurse

Last year, nearly 10,000 people called Gulf Coast Regional Medical Center’s Consult-A-Nurse. The service is free and available all day, every day. Callers can receive a physician referral, nurse consultation or register for a hospital class or event by calling (850) 747-3600.

PEDIATRIC EARLY WARNING SCORING SYSTEM (PEWS)

In 2012, HCA’s Clinical Services Group introduced an early warning system addressing adult patients (MEWS). A corresponding Pediatric Early Warning Scoring System (PEWS) was implemented in 2013. Hospitals have realized that many warnings in general care areas are preventable. Warning signs associated with patient deterioration may occur up to 8 hours prior to a code event. Use of rapid response teams has decreased the risk of respiratory and cardiopulmonary arrest outside of the PICU. The challenge lies in identifying early signs of deterioration and intervening.

PEWS provides assessment, early intervention and stabilization for pediatric patients, prevents clinical deterioration or arrest outside of the PICU, and triggers a Rapid Response by a team of critical care experts. The system also provides a definitive way to get the necessary attention at the time needed by presenting quantifiable evidence of deterioration and a standardized means of communication that can be used to prioritize workload. PEWS has been validated for use with hospitalized pediatric patients, newborn to 17 years, on medical/surgical units.

SEPSIS INITIATIVE

Gulf Coast Regional Medical Center is paving the way for improved sepsis care in our community through an aggressive initiative aimed at early detection and rapid treatment of the often subtle complications surrounding every day infections. Through a corporate launch of nationally recognized evidence-based guidelines, we’re pioneering the push locally to reduce the complications associated with this condition. Gulf Coast Regional Medical Center’s success with this project is greatly improving sepsis care in the community.
TELEMEDICINE
Gulf Coast Regional Medical Center partnered with InTouch Health to provide 24/7 stroke care to patients. This program allows physicians to remotely consult with patients, family members and other healthcare providers at a moment’s notice from anywhere in the world.

Through an Internet-based connection to the RP-Lite robot, physicians are able to provide real-time audio/video consultations at the patient’s bedside. By getting immediate access to a Gulf Coast Regional Medical Center neurologist, patients may be eligible to receive time-critical medications such as tissue plasminogen activator (tPA), which can save brain function and reduce disability. As a result, emergency physicians can more quickly treat stroke patients in the ER and reduce or eliminate long-term stroke impacts on patients.

INFORMATION TECHNOLOGY
PATIENT SAFETY PROJECTS
Thanks to a dedicated and talented team of Information Technology professionals, Gulf Coast Regional Medical Center accomplished several projects and initiatives in 2013.

- Critical Care Tower Expansion
- Standard Desktop / Windows 7
- PACS Refresh
- CVIS PACS Migration
- CISCO Switch Refresh
- Information Security
- Meditech Upgrade / Enhancements
- Telemedicine / Stroke Respond
- C-Tracker
- STAT
- Vitals Now
- CPOE/pDOC
- Meaningful Use
- MDM AirWatch

NEW PHYSICIANS ADD EXPERTISE TO NICU & PICU
Gulf Coast Regional Medical Center announced the addition of Tony Pena, MD, as its new Neonatal Intensive Care Unit (NICU) Medical Director and Reynaldo dela Rosa, MD, FAAP as Medical Director of its new Pediatric Intensive Care Unit (PICU). Dr. Pena oversees the 18-bed NICU in the hospital’s new critical care wing. The NICU expanded from a 10-bed Level II unit with the capacity to provide Level III care in spring 2014. Gulf Coast Regional Medical Center will have the capability to care for many of these babies here in Panama City without having to transfer them to another facility in Pensacola, Gainesville or Birmingham.

“The development of a Level III NICU in Bay County not only represents a void filled in Bay, but also within the region extending into Southern Alabama. Families are currently being displaced for hundreds of miles to receive this level of care, often, for a prolonged period of time of three or more months. This creates an emotional and financial disruption, further adding to their heart-wrenching situation of having a newborn baby in an ICU. Along with the Level III NICU, we will also have Maternal Fetal Medicine specialists that will keep high-risk expectant mothers from having to travel for their specialized care. These services, Neonatal and Maternal Fetal Medicine, will prevent the separation of the mother and baby. As the NICU Medical Director at Gulf Coast Regional Medical Center, I feel privileged and take great pride to be part of a facility that is committed to putting the patient first and providing a superior level of care,” said Pena.

Dr. dela Rosa oversees the region’s only PICU, a four-bed multidisciplinary unit that provides care for infants, children and adolescents.

“Sickness brings a tremendous amount of stress to the lives of every individual, more so if it involves children. Having the first and only PICU here in Bay County offers a place where critically-ill children can receive medical care from highly-trained doctors and staff using advanced medical equipment without having to drive long distances. It also gives the community peace of mind knowing that in the event something bad will happen to their kids, they can always receive the appropriate care they need in a short period of time. I am excited to share my extensive experience and, in the process, help bring back the smiles on the faces of the children of Panama City,” said dela Rosa.
CARDIOVASCULAR CARE
Gulf Coast Regional Medical Center is the area's only hospital to earn both National Accreditation as a Chest Pain Center with PCI (Percutaneous Coronary Intervention) and for Peripheral Vascular Disease. The expansion of the hospital's cardiology program to include angioplasty and stents signaled a new era in heart care for patients in Bay and surrounding counties. Now, patients have a choice of where they can go locally for high quality cardiac care. The hospital has also earned its reputation as the area's leader in vascular care on the skills of its vascular surgeons, the support of the cardiovascular clinicians, and expertise and care provided by nurses.

COMMUNITY CANCER CARE
As the area's only hospital to be an affiliate of the University of Alabama at Birmingham (UAB) Cancer Care Network and a Nationally-Accredited Breast Center, Gulf Coast Regional Medical Center stands alone in providing its patients the broadest range of cancer-related services. With two oncology nurse navigators, patients receive an additional level of personal service during a difficult time in their lives.

DA VINCI SI ROBOTIC SURGERY
Physicians have performed more than 2,000 da Vinci robotic-assisted surgeries at Gulf Coast Regional Medical Center, the only area hospital with two da Vinci Si (the most advanced robotic surgery technology). Patients needing general, pediatric, thoracic, prostate, hysterectomy and other gynecologic procedures are benefiting from robotic surgery at Gulf Coast Regional Medical Center.

EMERGENCY EXCELLENCE
ADULTS AND CHILDREN
This year, more than 60,000 patients chose Gulf Coast Regional Medical Center for their emergency care. By applying national best standards of care, the hospital stands apart in several key areas that promote high quality, compassionate care. They are:

• Area's shortest average ER wait time
• Area's only designated Pediatric ER
• STEMI team

“STEMI” is an acronym to help paramedics and other emergency medicine professionals recognize a heart attack is occurring and that the heart muscle is being damaged. STEMI (which stands for ST-Elevation Myocardial Infarction) is the most dangerous type of heart attack. When a STEMI alert is called at Gulf Coast Medical Center, a multi-disciplinary team moves into action quickly to assure proper emergency cardiac care is provided accurately. The end result is that lives are being saved.

IMAGING SERVICES
Gulf Coast Regional Medical Center provides the most comprehensive array of outpatient imaging services in Bay and surrounding counties. We are equipped with a broad range of diagnostic technology and are committed to offering imaging services needed across the full continuum of our patients care. The Diagnostic Center of Gulf Coast Regional Medical Center provides all the tests our patient's need in one convenient location. Services available are:

• AngioScreen
• Breast MRI
• Breast Ultrasound
• CT
• DEXA Bone Density
• Digital Mammography
• Fluoroscopy
• Lab
• Mammatome Breast Biopsy
• MRI
• PET/CT
• Ultrasound
• X-ray
ITRIAGE
In a medical situation, two of the first questions usually asked are, "What’s wrong?" and "Where can I go for help?" A new app for iPhone and Android users provides that information and much more. The app is called iTriage and it's free. The app provides easy access to much needed health information including information on more than 1,000 diseases, 350 medical procedures and 300 symptoms. In addition, it includes a nationwide directory of emergency departments, hospitals and physicians. For Gulf Coast Regional Medical Center, iTriage is another resource that helps patients take control of their healthcare. The iTriage app can be accessed at www.itriagehealth.com/get-mobile.

NURSE NAVIGATORS
Gulf Coast Regional Medical Center's nurse navigators help women maneuver the often confusing path of healthcare. They are patient educators and advocates, care coordinators, system navigators and community ambassadors on a mission to improve the healthcare experience for each of their patients. Our nurse navigators are a support system for their patients and family at a critical time – after diagnosis and through treatment – and serve as a “gateway” to Gulf Coast Regional Medical Center services.

OR TRACKER
Taking the wait out of the waiting room is the goal of new technology at our hospital. Large, flat screen monitors in our Surgery and Outpatient Waiting areas display information that track a patient’s progress through the surgical process. Updates to the information are displayed real time as a patient moves, for example, from surgery to post-op. The displayed information meets patient privacy requirements, and at the same time provides family and friends timely updates.

ORTHOPEDIC & SPINE SURGERY
Patients needing advanced treatments for orthopedic and spine issues can find high quality care at Gulf Coast Regional Medical Center. We are the only hospital in the area to have earned National Accreditation for both Total Joint Replacement and Spine Surgery. Advanced procedures including minimally invasive knee and hip resurfacing, as well as partial hip resurfacing, are available to relieve pain and help patients return to normal activities. Our surgeons are committed to performing the latest innovations in their field, and patients benefit from the experience of a panel of orthopedic experts, individualized treatment plans and a high caliber of care.

WOMEN'S IMAGING SUITE
News of a breast biopsy raises many emotions and concerns, but 80% of breast biopsies do not turn out to be breast cancer. At Gulf Coast Regional Medical Center, we provide women the only designated Women’s Imaging Suite with the Mammotome® Biopsy System, a complete system for breast tissue sampling and management. With the Mammotome Biopsy System, clinicians can achieve diagnostic confidence using a less invasive approach that offers women faster recovery, less scarring and lower costs of care as compared to open procedures.

WOMEN & CHILDREN'S SERVICES
From helping women prepare for the birth of their first child to providing compassionate care to them when they are mature, our team of nurses and clinicians truly have a special gift of caring for women through all the stages of life. Following are highlights of our Women and Children's Services:

- “3 in 60” Women’s Imaging Package (mammogram, labs, and DEXA scan performed in one appointment and under 60 minutes)
- Area's largest Pediatric Specialty Unit
- Area's only Nationally-Accredited Breast Center
- Most comprehensive diagnostic/imaging technology for breast health
- Women’s Health Nurse Navigator
- Region's only 18-bed Level III Neonatal Intensive Care Unit (Spring 2014)
- Region's only Pediatric Intensive Care Unit
The response to our Emergency services, especially our Pediatric ER, will require a continued focus on our processes and the quality of care we provide. It is our pleasure to be the ER of choice for so many families in our community.

Gulf Coast Regional Medical Center partnered with InTouch Health to provide 24/7 stroke care to patients across North Florida. This program allows physicians to remotely consult with patients, family members and other healthcare providers at a moment’s notice from anywhere in the world. Through an Internet-based connection to the RP-Lite robot, physicians are able to provide real-time audio/video consultations at the patient’s bedside. By getting immediate access to a Gulf Coast Medical Center neurologist, patients may be eligible to receive time-critical medications such as tissue plasminogen activator (tPA), which can save brain function and reduce disability. As a result, emergency physicians can more quickly treat stroke patients in the ER and reduce or eliminate long-term stroke impacts on patients.

Through clinical affiliation partnerships with Northwest Florida Community Hospital (Chipley, FL), Doctors Memorial Hospital (Bonifay, FL) and Jackson Hospital (Marianna, FL), we are creating a hospital network to extend services from Gulf Coast Regional Medical Center into the surrounding rural communities we serve.

Gulf Coast Regional Medical Center’s partnership with Seawind Medical Clinics in Panama City and Panama City Beach allows us the opportunity to enhance our services, while continuing to provide quality and convenient care to the patients and employers we serve across Northwest Florida.

Looking to the Future

List of Services

- 24-Hour Emergency Room
- Anesthesia Services
- Bariatric Weight Loss Surgery
- Birthing Services
- Birthline Center
- Bone Densitometry
- Breast Health Services
- Cancer Center
- Cancer Resources Library
- Cardiac Catheterization Lab
- Cardiopulmonary Diagnostic Services*
- Certified Primary Stroke Center
- Chaplaincy Services
- CT Scan
- Community Health Education Programs
- Digital Mammography
- Dietitian Consultation
- Emergency Services
- Endoscopy
- Enterostomal Therapy
- Geriatric Medical Care
- h2u Health To You
- Intensive Care Unit
- Laboratory
- Lactation Consultant Services
- Lipid Disease Treatment
- Mammography
- Medical/Surgical Services
- MRI
- Neonatal Intensive Care Unit (Spring 2014)
- Nuclear Medicine
- Nurse Navigators
- Nursery
- OB/GYN
- Operating Rooms
- Orthopedic & Spine Surgery
- Ostomy
- Outpatient/Ambulatory Surgery
- Pediatrics
- Pediatric Emergency Care
- Pediatric Intensive Care Unit (PICU)
- Pediatric Speech Therapy
- Peripheral Vascular Intervention
- Physical & Occupational Rehabilitation
- Physician Referral Service
- Plastic Surgery
- Prenatal Education
- Pulmonary/Neurodiagnostic Services
- Radiology/X-ray
- Robotic Surgery
- Speech Therapy
- Stroke Prevention/Education
- Support Groups
- Telemetry
- Thyroid Disease Treatment
- Ultrasound
- Volunteer Program
- Women’s Center
- Wound Care Services
- *EKG, Echo, Holter, Stress
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Gulf Coast Regional Medical Center

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