



Annual Report

2016



**McCullough-Hyde**  
MEMORIAL HOSPITAL TRUST

# A Letter from the Desk of Brett Kirkpatrick

Executive Director of Hospital Operations at McCullough-Hyde Memorial Hospital | TriHealth

Friends –



It is with great pleasure to present the 2016 Annual Report of the McCullough-Hyde Memorial Hospital Trust. This past year, like most years in this industry, we were faced with the challenges of an evolving health care landscape. But our team continues to amaze me as they continue to adapt to this ever changing business we love to work in.

Our core values have always been strong and important to us at McCullough-Hyde and in the past year we, along with the TriHealth system, decided to take these values a step further.

We implemented the acronym of SERVE to best express and explain our core values here at McCullough-Hyde – serve, excel, respect, value and engage. These areas have been a huge focus and body of work over the last 12 months and will remain at the forefront of our core values. For those of you who frequent the hospital, I assume that you have seen our team members practicing these core values on a daily basis not only with patients, but amongst each other.

We are entering into our third year of affiliation with TriHealth and together, we have identified many opportunities to better serve the patients in our region. First and foremost, was the need to bring more specialty physician services to McCullough-Hyde so that our patients do not have to drive to Cincinnati or another hospital to receive the health care they need. With dollars provided by the affiliation, and a robust capital campaign (including a gracious gift of \$1 million dollars), McCullough-Hyde was able to break ground on multiple construction projects over the last year. First was a brand new Emergency Department, followed by new Operating Rooms and Endoscopy Suites, a new hospital lobby, and now we have a new first-floor Time Share Suite focused on Cardiology, where TriHealth physicians of various specialties will see patients.

Throughout all this change, although hectic and confusing at times, our unwavering focus has always been on our patients and the quality of care they are receiving at McCullough-Hyde. Because of this, we continue to receive excellence in quality and safety, including a recent score of “A” for the Leapfrog Safety Score.

We are excited for the change and capabilities that are ahead for McCullough-Hyde. We remain well-positioned for the future as we continue to add more services, physicians and equipment (ED ultrasound and 3D Mammography coming soon).

Thank you for choosing McCullough-Hyde to receive quality health care. Stay tuned!

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-Donna L. Czekaj

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## Board President



Two thousand sixteen was a banner year for the Trust of McCullough-Hyde Hospital. We realized over \$789,800 in total giving, with \$364,604 in pledges. Our invested assets at the end of 2016 were valued at a record high \$10.6 million. Approximately \$2.2 million of these funds are restricted for various purposes, while the remaining is invested by our Board of Trustees of the Trust to fund future capital, equipment, service, and education needs. These assets are used exclusively to benefit McCullough-Hyde Hospital/Tri-Health, its services, staff, and programs.

The community supported the Trust in record numbers. One hundred seventy three people or families participated in our successful campaign, with 54% representing first-time donors. Truly, the community caught the vision and contributed generously, enabling the Trust to exceed a \$2 million goal by \$100,000. Significantly, the donor base was comprised of a broad representation of community residents, physicians, hospital team members, the hospital Auxiliary, and Board members.

Your gifts to the McCullough-Hyde Hospital Trust are making an appreciable difference in the quality and safety of healthcare in Oxford and the surrounding region. Your contributions enabled the Trust to expend over \$80,000 for advancing technology and equipment, education, and services. In 2016 gifts to the Trust were used to invest \$25,000 in hospital team members' education, skills, and professional development in a variety of clinical areas. Over \$30,000 was spent on equipment upgrades, including a new blood bank freezer for the hospital lab, in addition to a new interactive display monitor system for Same Day Surgery patient areas.

In 2016 the Trust received the largest single gift in its 66 year history. Grateful patient, Marie Bruns Katz, honored her parents with a lead gift of \$1 million to fund the Howard and Mary Jane Bruns Emergency Department. Patients, physicians, and clinical team members are grateful for the way these new facilities promote safer, more efficient and timely patient care.

We also recognize the members of the Board of Trustees and the Board of Directors of the hospital for their support. Board members not only give of their time and talent throughout the year, but also demonstrated their full commitment to the hospital and to our community by 100% participation in making meaningful monetary gifts to the 2016 campaign.

In summary, your gifts have enabled the Trust to invest in our team members, to modernize and upgrade our emergency and surgery facilities, and to fund new equipment acquisitions. These translate into better patient experiences. To all who have contributed to making 2016 a very successful year for the Trust, your generous philanthropy and the careful stewardship of the Trust is an investment that enables McCullough-Hyde Memorial Hospital/Tri-Health to deliver the very best healthcare available anywhere in the region, as verified by independent rating agencies.

Thank you,  
Ralph Gutowski  
Chairman of the Board

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