

Intermountain Healthcare

Healing For Life




Intermountain
Healthcare®

Intermountain's Chairman and CEO

Kem C. Gardner (right)

*CHAIRMAN OF
INTERMOUNTAIN
HEALTHCARE*

Charles W. Sorenson, MD (left)
*PRESIDENT AND CHIEF
EXECUTIVE OFFICER*



DAY S O F H E A L I N G

Hope. Fear. Joy. Sorrow. Faith. Love. A day can hold so much. At Intermountain Healthcare, we are privileged to touch the lives of the patients we care for, and of the loved ones whose lives are intertwined with theirs.

Every day, we strive to make our touch a healing touch. We understand that for our patients, a lifetime can seem to be encompassed in the day or days they spend with us. We approach our work with reverence and concern for what they are experiencing.

In the pages that follow, we tell the story of the days of healing of several of our patients.



The History of Intermountain Healthcare

The beginning: how everything got started

- The Church of Jesus Christ of Latter Day Saints, 1975 gave Intermountain: LDS Hospital, Primary Children's Hospital, to name a few.
- The reason's for the church's gift may vary, but one may be the fact that abortion was legalized nationally.
- The gift came with a price; many of the facilities were outdated and in need of repairs.



- From 1975-1990 Intermountain was the major player in the Health care service industry in Utah and Idaho.
- Late 90's the University of Utah Healthcare Network became a contender.
- From 2000-2005 Intermountain was ranked in the top 2 integrated Healthcare systems in the United States.
- Intermountain has 23 hospitals in Utah, and Idaho.
- Has more than 32,000 employees as of 2010.

Marketing and Production

Marketing tools and Production Processes

- The marketing team use a technique called “branding,” which creates a mental connection with patients and Healthcare.
- Imply slogans such as: Healing for life, our commitment to a healing experience, “mission, vision, value” and The Six Dimensions of care. To ensure patient’s loyalty and provides security.
- Marketing through networking with familiar names such as: Twitter, YouTube, Facebook, and Foursquare.

- Another effective marketing strategy Intermountain has used is: television and radio.
- retelling patient's success stories and testimonials.
- Advertise professional 'expertise' by stating they are the only health care system capable of completing complicated procedures by conducting extensive research to solve medical mysteries.
- Provide healthcare services in the community by providing medical attention for those who are unable to pay.

INTERMOUNTAIN HEALTHCARE 2010 CHARITY CARE

(FREE CARE PROVIDED TO PEOPLE UNABLE TO PAY)

NAME OF HOSPITAL	LOCATION	LICENSED BEDS	STAFFED BEDS	2010 CHARITY CARE ¹	2010 CHARITY CASES
Urban Hospitals⁵					
1. Alta View Hospital	Sandy, Utah	80	67	\$ 4,098,777	8,168
2. American Fork Hospital	American Fork, Utah	83	83	4,036,356	5,527
3. Dixie Regional Medical Center	St. George, Utah	245	245	14,317,152	21,903
4. Intermountain Medical Center	Murray, Utah	472	446	37,407,401	32,289
5. LDS Hospital	Salt Lake City, Utah	350	214	21,679,501	34,300
6. Logan Regional Hospital	Logan, Utah	148	126	4,770,962	9,070
7 & 8. McKay-Dee Hospital Center ²	Ogden, Utah	344	311	20,704,584	28,346
9. Orem Community Hospital	Orem, Utah	20	18	843,323	2,559
10. Primary Children's Medical Center	Salt Lake City, Utah	281	281	10,329,431	15,256
11. Riverton Hospital	Riverton, Utah	89	89	1,780,050	2,054
12. The Orthopedic Specialty Hospital	Murray, Utah	36	36	1,200,383	1,605
13. Utah Valley Regional Medical Center	Provo, Utah	395	367	19,721,782	21,418
Rural Hospitals⁵					
14. Bear River Valley Hospital	Tremonton, Utah	20	14	597,277	1,281
15. Cassia Regional Medical Center	Burley, Idaho	25	25	1,018,270	3,334
16. Delta Community Medical Center	Delta, Utah	20	20	308,676	792
17. Fillmore Community Medical Center	Fillmore, Utah	20	8	216,863	693
18. Garfield Memorial Hospital & Clinics ³	Panguitch, Utah	14	14	-	-
19. Heber Valley Medical Center	Heber City, Utah	20	20	549,612	1,407
20. Park City Medical Center	Park City, Utah	26	26	1,578,764	785
21. Sanpete Valley Hospital	Mt. Pleasant, Utah	20	15	556,860	1,632
22. Sevier Valley Medical Center	Richfield, Utah	42	26	1,261,178	3,763
23. Valley View Medical Center	Cedar City, Utah	48	48	3,094,325	6,018
23 Hospitals		2,798	2,499	150,071,527	202,200
Medical Group				9,902,165	55,237
Homecare				3,047,473	9,346
Other ⁴				677,965	543
Total Adjusted Charity Care¹				\$ 163,699,130	267,326

(1) In 2010, Intermountain provided approximately \$258.2 million in charity care to people unable to pay. The charity care totals listed in this report have been adjusted based on standards established by the Utah State Tax Commission.

(2) Includes 48 licensed beds and 16 staffed beds of the McKay-Dee Institute for Behavioral Medicine. Charity care amounts for the Institute are also included.

(3) In 2010, Garfield Memorial Hospital & Clinics (Garfield Memorial) provided 1,195 cases of charity care totaling \$278,000 (adjusted). As Garfield Memorial is a managed entity of Intermountain, the charity care provided has not been incorporated into Intermountain's financial accounting.

(4) "Other" includes charity for other operations such as the Aronson Surgical Center, the McKay-Dee Surgical Center, and Intermountain Rehabilitation Services.

(5) Urban and Rural designations reflect the location of hospitals relative to U.S. Census Bureau Metropolitan Statistical Areas.

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“All our work, all our science, ultimately comes down to creating days of healing for our patients. We recognize that healing may occur on many different levels, even when illness cannot be cured. In 2011 and beyond, we will continue to provide the healing touch to our patients, so that they and their loved ones may enjoy the fullness of their lives.”

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