
Design Standards

Updated January 2023



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What's in a brand?

A brand defines who you are, what you do, how you are different, what you stand for and ultimately, why people can put their faith and trust in you. The key is for a logo and its underlying brand promise to be memorable to its target audience.

The name Community Hospital Corporation and its logo mark(s) graphically symbolize the mission and values of the company.

The CHC logo(s) must be used according to the standards outlined in this document in order to effectively communicate the essence of the brand in an accurate, compelling, concise and consistent way. These branding guidelines should direct all internal and external communication and marketing efforts. The standards are intended to preserve the integrity of the CHC brand.

Consistency in following design standards is critical to strengthening the brand. By using these standards, the CHC brand will embody a set of specific characteristics in the minds of their audiences.

Brand Promise

Branding is more than the logo. It is the CHC promise to the market. A brand promise defines the company's position in the market and describes what our audience should expect from us. Promises kept result in trust.

CHC Marketing has held the brand and reputation high, resulting in several top employer awards. In 2022, CHC was named a 4-Time Winner in Dallas Morning News' Top 100 Workplace Competition, and achieved "Best Communication" for the second consecutive year. Maintaining brand integrity is as important as ever.

The Brand Hierarchy

To maximize the benefit of the CHC brand equity, a hierarchy of names has been developed to help better identify our diverse service offerings and organizations.

Core Corporate Brand

CHC

Community Hospital Corporation

In text:

First reference: Community Hospital Corporation

Second reference: CHC

Use:

- Name used when referencing the organization overall.
- Logo used together with language about the three distinct divisions of the organization to clarify the not-for-profit issue.
- Logo used in advertising campaign.
- Logo used in direct mail promoting the organization overall.
- Logo used on most marketing collateral, except for those specific to a particular secondary brand.
- Logo used on company letterhead, envelopes and business cards.
- Logo used on e-mail blasts.
- Logo used on e-mail signatures.
- Primary logo on Website.

Secondary Brand #1

CHC

Community Hospitals

In text:

First reference: CHC Community Hospitals

Second reference: CHC Hospitals

Use:

- Used to distinguish the not-for-profit 501C3 and 509A entities/model.
- Logo used on reports for the CHC Community Hospitals.
- Logo used on any secure Website specifically for the CHC Community Hospitals.

Secondary Brand #2

CHC

Community Hospital Consulting

In text:

First reference: Community Hospital Consulting

Second reference: CHC Consulting

Use:

- Used to distinguish the for-profit consulting business.
- Logo used in press releases related to consulting services or clients.
- Logo used on proposals and reports for the CHC Consulting clients.
- Logo used on direct mail or collateral specific to CHC Consulting.
- Logo used on any secure Website specifically for the CHC Consulting clients.

Secondary Brand #3

CHC

ContinueCARE

In text:

First reference: CHC ContinueCARE

Second reference: CHC ContinueCARE

Use:

- Used to distinguish the LTACH division.
- Logo used in press releases related to CHC ContinueCARE services or clients.
- Logo used on reports for the CHC ContinueCARE clients.
- Logo used on direct mail or collateral specific to CHC ContinueCARE.
- Logo used on any secure Website specifically for the CHC ContinueCARE clients.
- Name or logo used on the LTACH area of the CHC Website: communityhospitalcorp.com.
- Logo used on the CHC ContinueCARE Website: continuecare.org.

Secondary Brand #4

CHC

Supply Trust

In text:

First reference: CHC Supply Trust

Second reference: CHC Supply Trust

Use:

- Logo used to distinguish CHC's supply chain services.
- Logo used in marketing materials including collateral, advertisements, Word template and PowerPoint.
- Logo used on CHC Supply Trust Website: chcsupplytrust.com.
- Logo used on business cards and email signature for employees within this division.
- Name or logo used on the supply chain area of the CHC Website.
- Please note – because this is a service line and not a legal entity, the CHC Consulting logo is used on all CHC Supply Trust proposals and other official correspondence.

CHC Core Corporate Brand

The CHC Logo Variations

All CHC logos consist of a round box containing two intersecting crossroads. The acronym CHC is always boldly displayed with the name spelled out below. These elements are always used in their entirety and it is not permissible to use them separately.

Core Corporate Brand Logo

The logo should appear in its primary color configuration whenever possible. Information about the Pantone, CMYK, RGB and hexadecimal colors for the logo are provided on page 10.



Secondary Brand Logo #1

Here all elements remain the same as the core logo, with the name changing from Community Hospital Corporation to Community Hospitals.



Secondary Brand Logo #2

Here all elements remain the same as the core logo, with the name changing from Community Hospital Corporation to Community Hospital Consulting.



Core Corporate Brand Logo Colors

Whenever possible, the 2-color version of the logo should be used. The values for the green and grey are provided below.

Pantone Matching System (for spot color printing):

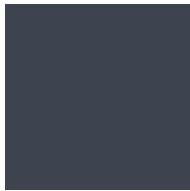


PMS Cool Gray 11



PMS 583

CMYK (for 4-color offset printing):



48-36-24-66



25-3-100-14

RGB (for digital display):

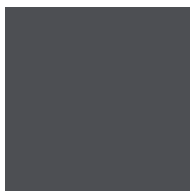


77-79-83



168-180-0

HEX (for HTML / web usage):



#4D4F53



#A8B400

Logo Color Variations

In some instances, such as with promotional items, it will not be possible to use the standard 2-color logo. One example is when the logo needs to be placed on a dark-colored background. In this case, the logo should be reversed completely in white as shown below:



In instances where the logo needs to be reproduced in 1-color, it should be converted to grey scale. The grey areas of the logo remain the same, where the green areas are filled with 50% of the grey to maintain contrast as shown below:



Complementary Colors

A set of complementary colors have been identified that can be used in the development of marketing materials. These colors can help to provide continuity among all communication materials.

Dark Blue:



Pantone PMS 293
CMYK: 100-68-0-2
RGB: 0-70-173
HEX: #0046AD

Cyan:



Pantone PMS 2925
CMYK: 84-21-0-0
RGB: 0-152-219
HEX: #0098DB

Burnt Orange:



Pantone PMS 159
CMYK: 1-74-100-7
RGB: 199-91-18
HEX: #C75B12

Blue-Green:



Pantone PMS 7468
CMYK: 91-50-27-5
RGB: 0-110-147
HEX: #006E93

Turquoise:



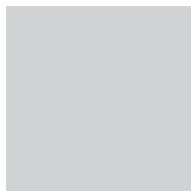
Pantone PMS 7710
CMYK: 75-7-27-0
RGB: 0-176-189
HEX: #00B0BD

Medium Grey:



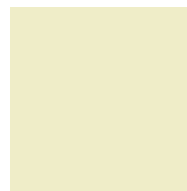
Pantone Cool Gray 8
CMYK: 51-43-41-6
RGB: 131-131-133
HEX: #838385

Light Grey:



Pantone PMS 427
CMYK: 17-13-12-0
RGB: 209-210-212
HEX: #D1D2D4

Light Green:



Pantone PMS 7485
CMYK: 8-1-26-0
RGB: 235-238-199
HEX: #EBEEC7

CHC ContinueCARE and ContinueCARE Hospitals use these same complementary colors.

Logo Placement

Generally for all advertisements, the CHC logo should be placed at the bottom right corner. This way, the logo is generally the last impression the readers have as their eyes move away from the page.

When applied to items including cups, hats, T-shirts, pens, etc, a background that contrasts and complements the CHC logo colors and provides legibility is key. White and light grey are examples of colors that provide good contrast for the logo.

At least 10% of the total logo width in open space should surround the logo in every application.



Incorrect Logo Usage

It is very important to adhere to this Design Standards manual to build consistency and brand recognition for CHC. Proper use of the logo ensures CHC's image is always portrayed the way it was intended and audiences are not confused by contradictory versions. To best do this, use only approved digital artwork.

Do:

- Use approved digital version of the logo in the manner described within this document.

Don't:

- Change the logo color
- Place the logo on a background or over a photo that makes it difficult to see
- Recreate the logo using a different font
- Distort or stretch the logo ratio
- Add new marks to the logo

Examples of Incorrect Logo Usage:



Fonts

The CHC logo uses DellaRobbia BT Roman.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Since this is such a stylized font, it should be used exclusively for the logo.

Marketing headline font is US 101 Regular. This is used all-caps in marketing collateral, ads and other communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The font for subheadlines and body copy is News Gothic. Marketing materials use News Gothic Bold as the subheadline font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

News Gothic Regular is used as the body copy font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For business communications, Calibri is preferred.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For the CHC Website, Robato is used in various weights throughout for body copy, navigation and headers.

Robato Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Robato Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Tagline Usage

The current official CHC tagline is:

HELP WHERE HOSPITALS NEED IT®

The tagline does not always need to appear with the logo, except on advertising. The tagline should always appear with advertising materials. The placement may change with any new campaign.

The tagline typeface is US 101. It is always written in ALL CAPS. Additionally, it should always be the same width as the logo and may be kerned to extend to a width of 50, if necessary. The tagline is a registered trademark and the '®' should always be included.

Additionally, another tagline has been registered and when used, should always display the '®' symbol:

KEEPING THE H IN HOMETOWN®

Two additional (similar) taglines have been developed and may be used when appropriate:

GUIDANCE AT EVERY TURN

VISION FOR THE ROAD AHEAD

E-mail Signatures: CHC

To ensure continuity in communications throughout the company, one e-mail signature format should be used by all corporate employees. This will include a graphic that contains non-changing information (logo, tagline, URL) and a standard method for the dynamic information (name, title, and contact numbers). The dynamic information should use the Google Webmail San Serif font and should appear as shown below. The color of the font should correlate with the CHC grey (PMS Cool Grey 11). RGB values are 77-79-83 and Hex values are 4D4F53.

Periodically, a modified email signature will be used to promote specific awards or designations during a specified period of time.

First and Last Name

Title

O: 972.999.9999



HELP WHERE HOSPITALS NEED IT[®]

www.CommunityHospitalCorp.com

Boilerplate Statement

In order to provide consistency in print collateral, a boilerplate statement has been developed and should be used in all print collateral and advertising. There are two lengths available, depending on what fits best in the layout:

For case studies, press releases, and longer documents use the following:

About Community Hospital Corporation – HELP WHERE HOSPITALS NEED IT®

Community Hospital Corporation owns, manages and consults with hospitals through CHC Hospitals, CHC Consulting and CHC ContinueCARE, with the purpose to guide, support and enhance the mission of community hospitals and healthcare providers. Based in Plano, Texas, CHC provides the resources and experience community hospitals need to improve quality outcomes, patient satisfaction and financial performance. For more information about CHC, please visit <http://communityhospitalcorp.com>.

When less space is available, such as in print ads, use the following:

Community Hospital Corporation owns, manages and consults with hospitals through CHC Hospitals, CHC Consulting and CHC ContinueCARE, with the purpose to guide, support and enhance the mission of community hospitals and healthcare providers.

If space is very limited, use the following:

Community Hospital Corporation owns, manages and consults with hospitals through CHC Hospitals, CHC Consulting and CHC ContinueCARE.

In a select few situations where space is very limited such as the email signature, a third even shorter version of the mission statement is used:

Community Hospital Corporation owns, manages and consults with hospitals through three distinct organizations – CHC Hospitals, CHC Consulting and CHC ContinueCARE.

Mission and Vision Statements

The CHC board has adopted the following mission and vision statements for the organization. They may appear on the CHC Website and may be used in documents and marketing collateral as deemed appropriate by the creator.

Mission: To guide, support and enhance the mission of community hospitals and healthcare providers.

Vision: To be the nation's preeminent resource in advancing community healthcare.

Recommended Paper Stock

In order to provide continuity with print collateral, one paper stock has been identified for the use in printing all collateral materials including case studies, overviews, solutions pieces and article reprints. The specifications are:

Collateral:

100lb text weight

Silk finish

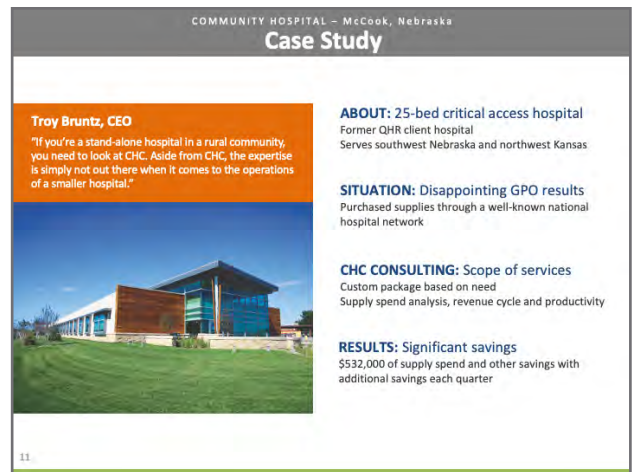
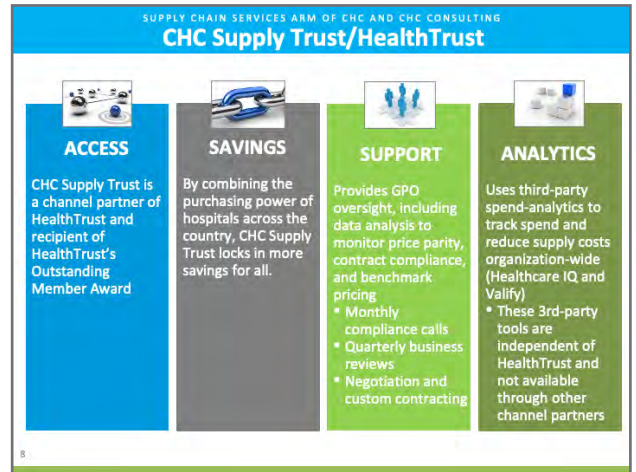
Brochures:

100lb cover weight

Silk finish

PowerPoint and Word Templates

In order to reinforce the brand during presentations, corporate template designs were created.




Pocket Folders

The CHC corporate pocket folder is used for a variety of purposes. Contact marketing if you need a supply of these.



CHC White Papers


These educational collaterals are designed to provide deeper information on key topics of interest to CHC audiences.



WHITE PAPER

A Paradigm Shift in Nurse Staffing

Nurse Shortage Sparks Rethinking, Retooling and New Staffing Models



WHITE PAPER

Power in Partnership?


Community Hospitals Evaluate Relationships as a Pathway to Financial Viability



WHITE PAPER

Is Your Community Hospital Board Effective?


Best Practices for Improving Hospital Board Performance



WHITE PAPER

Community Hospital 2.0


Redesigning Community Healthcare for the Next Generation



WHITE PAPER

Can Your Hospital Withstand a Cyberattack?


How to Prevent and Respond to Cybersecurity Incidents



WHITE PAPER

Community Hospital Supply Chain Best Practices

Planning for Supply Chain Efficiency and Resiliency




Community Hospital Corporation Overview

This collateral piece was created in 2014 and highlights CHC's hospital ownership, management and consulting services. It also touches briefly on the LTACH capabilities of CHC ContinueCARE.

Keeping the in Hometown®

Community Hospital Corporation (CHC) understands that community-based hospitals are vital assets to those they serve. That's why we provide resources to strengthen and support community-based hospitals, including flexible, individualized consulting services along with ownership and management models when it makes sense.

Together with hospital boards and leaders, CHC establishes a strategic vision for the future, paves the way to operational and financial improvement, and masters tricky regulatory compliance.



HELP WHERE HOSPITALS NEED IT®
Hospitals turn to CHC with confidence because of our unwavering commitment to help preserve and protect community hospitals in the least obtrusive way and as part of a collaborative process. CHC's expertise in healthcare and focus on community-based hospitals uniquely qualify us to develop custom-fit solutions to ensure hospitals remain locally operated and governed.

GUIDANCE AT EVERY TURN
Community Hospital Corporation owns, manages and consults with hospitals through three distinct organizations – CHC Hospitals, CHC Consulting and CHC ContinueCARE, which share a common purpose to guide, support and enhance the mission of community hospitals and healthcare providers. Based in Plano, Texas, CHC provides the resources and experience community hospitals need to improve quality outcomes, patient satisfaction and financial performance.

CHC
Community Hospital Corporation

For more information about CHC, please visit www.communityhospitalcorp.com.

A PATH TO FUTURE SUCCESS

CHC Consulting provides management and consulting services and solutions tailored for community-based hospitals. Many clients who engage us begin with our comprehensive operational assessment, which evaluates the hospital's finances, leadership, staffing, supply chain and revenue cycle, among other factors. This analysis identifies organizational strengths and vulnerabilities along with an action plan to get the hospital on track for future success.

“

Before CHC came on board, we didn't have the infrastructure or insight we needed to improve the hospital's performance. Today, there is such a tremendous energy around here.

If you're a standalone hospital in a rural community, you need to take a look at CHC. They deal with the particulars of smaller hospitals. Aside from CHC, the expertise is simply not out there when it comes to the operations of a smaller hospital.

It's been a team effort between Trinity Mother Frances, CHC and ContinueCARE. We all have a common goal to create the right patient care environment to help patients get well.

Karen Barber, CEO
Yoakum Community Hospital
Yoakum, Texas
Hospital Ownership

Troy Brunitz, VP of Finance
Community Hospital
McCook, Nebraska
Management/Consulting

Stephanie Hyde, Administrator
Tyler ContinueCARE Hospital
Tyler, Texas
CHC ContinueCARE

”

COMPREHENSIVE SERVICES TO CHART YOUR COURSE

You can count on CHC to provide strategic direction for the road ahead. Our experienced team offers a broad platform of services to overcome obstacles like budget shortfalls and compliance challenges, and chart the way to smoother terrain. It's a journey, but it's not about getting somewhere. It's about empowering your hospital to stay rooted where it belongs.

CHC Service Platform:

CHC - Hospital Ownership	CHC Management & Consulting Services	CHC ContinueCARE (Post-Acute)
Financial Improvement	Operational Improvement	Regulatory Requirements
Strategic Vision		

Please call CHC today. Because your success is vital to your community, for more information, contact David Dominguez, FACHE, SVP Business Development at dldomingue@communityhospitalcorp.com or 972.943.6400.

Community Hospital Corporation

7800 N. Dallas Parkway, Suite 200, Plano, Texas 75024
Phone: 972.943.6400 Fax: 972.943.6401
www.communityhospitalcorp.com

CHC Consulting Overview

This collateral addresses the specific hospital consulting and management services available through CHC Consulting and calls out the Operational Assessment as a potential first step of engagement with CHC.

Help Where Hospitals Need It®

Community Hospital Corporation (CHC) understands that community-based hospitals are vital assets to those they serve. That's why we provide resources and support to hospitals, including flexible, individualized consulting and management services through CHC Consulting, a distinct CHC organization.

Together with hospital boards and leaders, CHC Consulting develops custom-fit solutions to help community hospitals remain relevant and sustainable by meeting challenges with change.







SOLUTIONS AND SUPPORT FOR COMMUNITY-BASED HOSPITALS

CHC Consulting provides management and consulting services and solutions tailored for community-based hospitals. Many clients who engage us begin with our comprehensive operational assessment, which evaluates the hospital's finances, staffing, supply chain, information technology and revenue cycle, among other factors. This analysis identifies organizational strengths and vulnerabilities along with an action plan for short-term improvement and long-term success.

Community Hospital Corporation owns, manages and consults with hospitals through CHC Hospitals, CHC Consulting and CHC ContinueCARE, with the common purpose to guide, support and enhance the mission of community hospitals and healthcare providers. Based in Plano, Texas, CHC provides the resources and experience community hospitals need to improve quality outcomes, patient satisfaction and financial performance. For more information about CHC, please visit www.communityhospitalcorp.com.



Community Hospital Corporation

For more information about CHC, please visit www.communityhospitalcorp.com.




ASSISTANCE OFTEN BEGINS WITH AN OPERATIONAL ASSESSMENT

CHC Consulting specializes in assessing all aspects of community hospital performance — medical staff development, payer relationships, supply chain, operational budget, capital, staff productivity, regulatory compliance — and in implementing plans that immediately improve the bottom line.

Along with operational and financial improvement, our experienced team offers a broad platform of services including strategic vision, because a common vision for the future among hospital leaders, board members, physicians and other stakeholders is paramount to success. CHC Consulting also helps hospitals across the country interpret and comply with complex, ever-changing healthcare regulations.

When a hospital's future may be best served by affiliation, CHC Consulting helps the hospital get its house in order for a position of strength, then guides conversations toward a continuum of partnership options. Experience has shown that community-based hospitals can still thrive with a vision and approach that direct long-term sustainability.

When a hospital needs full management services, CHC Consulting works with the board to create an arrangement that addresses the hospital's specific needs and circumstances.

Please call CHC today. Because your success is vital to your community. For more information, contact David Domingue, FACHE, SVP Business Development at ddomingue@communityhospitalcorp.com or 972.943.6400.

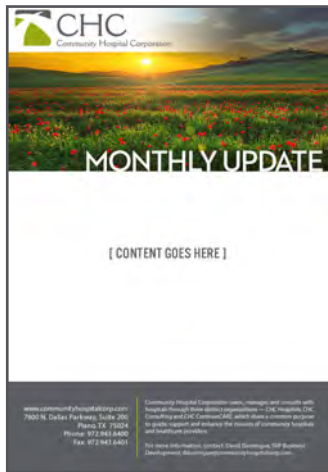


Community Hospital Corporation

Phone: 972.943.6400 Fax: 972.943.6401
www.communityhospitalcorp.com

Email Blasts

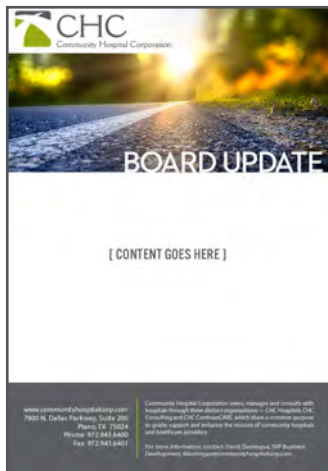
CHC uses a variety of Email Blast templates for email communication efforts with a variety of audiences. These groups include CHC Board Members, Circle of Influence and former employees. There is a regularly scheduled monthly Eblast that goes to the CHC Circle of Influence and CHC Board of Directors. CHC friends and former employees receive a quarterly Eblast and other Eblasts are scheduled to meet specific communication needs such as news and events. Contact marketing to learn more about this communication channel.



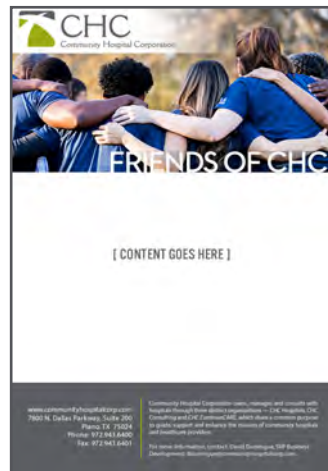
CHC Monthly Eblast Template
Circle of Influence



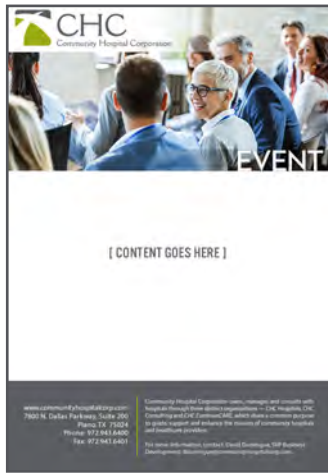
CHC Quarterly CEO Perspective
Circle of Influence



CHC Monthly Board Template
CHC Board of Directors



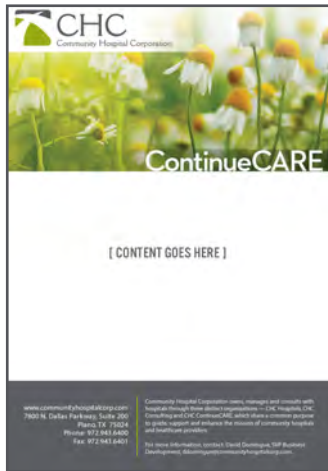
CHC Friends
Former CHC employees and other
friends of the organization



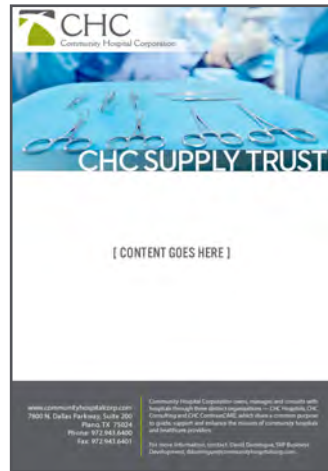
CHC Events



CHC News



CHC ContinueCARE



CHC Supply Trust

Bio Word Template

The print and online bios are produced using a Word template. The name is in Garamond 18pt bold, the title is in Garamond 16pt regular and the body copy is in Arial 11.5pt regular. The photo is placed into a rounded box shape.


>>> Leadership Bio

Jim Kendrick
President and CEO



Jim Kendrick is the President and CEO for CHC, a national leader in advancing community-owned hospitals. Jim brings more than 20 years of executive experience in not-for-profit and for-profit healthcare to the CHC team.

Prior to CHC, Jim served with affiliates of Community Health Systems (CHS) for several years: CEO of AllianceHealth Oklahoma, a 10-hospital network with 70+ affiliated medical practices, six home health agencies, and 4,500 employees; CEO for Longview Regional Medical Center (LRMC), Longview, Texas; and Chief Operating Officer for Wesley Medical Center of Hattiesburg, Miss. He is recognized for leading operational efficiency and hospital program growth, while continuously improving patient satisfaction, physician allegiance, and hospital reputation. During his tenure at LRMC, the hospital was named to Modern Healthcare magazine's Best Places to Work in Health Care – 2009, and in 2010, he was named to Modern Healthcare's Up & Comers.

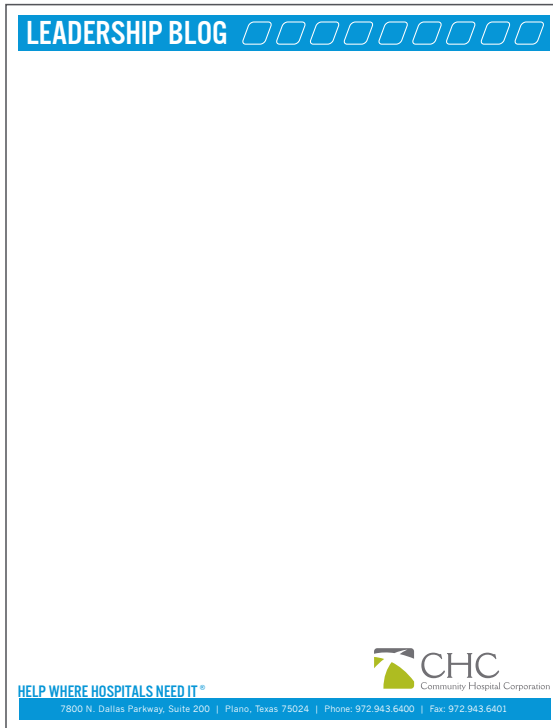
Jim spent several years with Hillcrest Healthcare System (HHS) of Tulsa, Okla. As COO for Tulsa Regional Medical Center (TRMC), he helped establish this HHS facility as the primary teaching hospital for Oklahoma State University's College of Medicine. Prior, Jim served as Vice President of Operations for HHS affiliate Hillcrest Medical Center & Kaiser Medical Center, also in Tulsa.

Active professionally and locally, Jim received the Boy Scouts of America Distinguished Citizen Good Turn Award in 2014, served as Chairman of the Longview, Texas Chamber of Commerce, and as a Board member of the Longview Economic Development Corp.

Jim earned his Master's in Healthcare Administration from Trinity University-San Antonio, was an Administrative Resident for Hillcrest Medical Center-Tulsa, and earned his Bachelor of Arts in Business Administration from the University of Texas Permian Basin-Odessa. He is certified as a delegate of the American Hospital Association and is a fellow of the American College of Healthcare Executives.

Leadership Blog Word Template

The monthly blogs are placed into this Word template that is converted to PDF for use for new business development and marketing purposes.



Case Studies

The CHC marketing team prepares case studies that showcase client successes and CHC capabilities. Each case study follows a consistent format and includes quantitative examples of client improvements due to CHC involvement. All current case studies are placed on the CHC Website in the News & Insights section. The marketing team also has a limited supply of printed copies available. Following are two examples of current case studies.

00000000000000000000
CASE STUDY



CHC Consulting Maximizes USAC Funding for CommonSpirit Health

BACKGROUND
In February 2019, healthcare systems Catholic Health Initiatives (CHI) and Dignity Health finalized their merger to become CommonSpirit Health, one of the nation's largest nonprofit healthcare organizations, with more than 140 hospitals and 1,000 care sites in rural and urban areas across 21 states. The merger allowed CHI and Dignity to achieve greater operational efficiencies in an ever-evolving and complex healthcare environment.

But a merger of this size and scale made it a daunting task for CommonSpirit to compile the information required for Universal Service Administrative Company (USAC) funding of CommonSpirit's broadband services. USAC, a nonprofit corporation overseeing funding for the Federal Communications Commission (FCC), provides funding for healthcare providers' internet and telecommunications services, which are playing a critical role in facilitating and improving patient care, increasing staff productivity, and reducing costs.

To date, CHC Consulting has helped to facilitate more than \$30 million in USAC fund disbursement to 500+ healthcare providers across 41 states.

OPPORTUNITY
Faced with higher costs operating the combined companies' internet and telecom systems in rural areas, it was imperative that CommonSpirit receive as much as possible in USAC funding to help offset those costs. Paying for these services has long been a frustration for rural healthcare providers because they typically face significantly greater expense and obstacles in gaining access compared to their urban counterparts.

USAC Rural Health Care (RHC) Program requirements for location eligibility, RFP submission, bid evaluation, and service eligibility determination are complex and time consuming. Funding requests and disbursements necessitate collaboration with the service providers and supporting document validation. In CommonSpirit's case, the health system determined outside assistance was needed due to the massive size and scope of CHI's and Dignity's broadband connections and invoices that needed to be located, analyzed and confirmed for USAC funding eligibility.





Community Hospital Corporation

HELP WHERE HOSPITALS NEED IT™


00000000000000000000
CASE STUDY

CHC CONSULTING TELECOMMUNICATIONS & USAC SERVICES INCLUDE:

Turnkey Solution
CHC Consulting takes charge of Funding Process Management including strategy, eligibility and application, as well as the RFP, bidding and negotiation processes. We also help with documentation to USAC and ongoing monitoring and resubmission to USAC in future years.

Program Evaluation and Planning
We analyze your hospital's current telecommunications services and costs. Based on that information, we make recommendations to improve your service and reduce your cost.

Training and Support
Onsite or web-based support and training options for your staff.

HCF Consortium Setup
CHC Consulting helps qualified healthcare providers establish their own consortium and obtain funding.

USAC Program Denial Appeal Support
CHC Consulting can jump in and work on your behalf to adjudicate denied funding requests.






Community Hospital Corporation

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CASE STUDY




A Turnaround Story: Southwest Health System


THE SITUATION
When Southwest Health System (SHS), in Cortez, Colorado, contacted Community Hospital Corporation (CHC) early in 2018, the hospital had violated various bond covenants associated with its \$30 million expansion and renovation project. In fact, the organization had failed to meet the 80 days-cash-on-hand requirements for four consecutive quarters. This violation triggered technical default, which could have led to hospital bankruptcy and closure.

Lenders concerned with the financial situation communicated with the board directly and required an outside consulting firm to evaluate the situation and develop a plan of action.


The hospital never missed a bond payment, and all requirements of the forbearance agreement were met far ahead of deadlines. Current Chief Financial Officer Rick Shrader acknowledged that federal CARES Act funding 2020 to 2021 helped SHS weather the pandemic.

Unfortunately, the financial crisis SHS experienced was not uncommon. Community hospitals across the country face serious financial distress. In fact, 1,81 rural hospitals have closed since January 2005 (138 closures since 2010; see North Carolina Rural Health Research Program).





Community Hospital Corporation

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00000000000000000000
CASE STUDY



Looking Forward
As SHS leadership remains focused on continual improvements, important community stakeholders support the hospital's long-term financial goals and mission to provide the highest quality healthcare to our community by bringing excellence, value and service together to promote, improve and restore health.



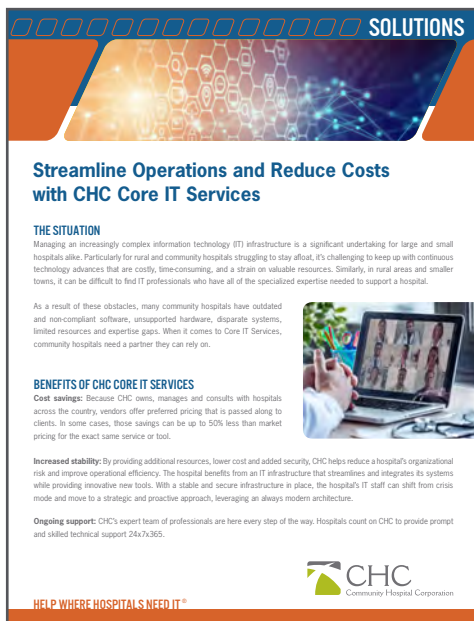


Community Hospital Corporation

HELP WHERE HOSPITALS NEED IT™


Solutions

The CHC Solutions collaterals highlight a common community hospital challenge along with the services that help solve these issues for CHC clients. All Solutions are stored in the News & Insights section of the CHC Website. The marketing team also has a limited supply of printed copies available. Following is a current Solution example.



SOLUTIONS

Streamline Operations and Reduce Costs with CHC Core IT Services

THE SITUATION
Managing an increasingly complex information technology (IT) infrastructure is a significant undertaking for large and small hospitals alike. Particularly for rural and community hospitals struggling to stay afloat, it's challenging to keep up with continuous technology advances that are costly, time-consuming, and a strain on valuable resources. Similarly, in rural areas and smaller towns, it can be difficult to find IT professionals who have all of the specialized expertise needed to support a hospital.

As a result of these obstacles, many community hospitals have outdated and non-compliant software, unsupported hardware, disparate systems, limited resources and expertise gaps. When it comes to Core IT Services, community hospitals need a partner they can rely on.

BENEFITS OF CHC CORE IT SERVICES
Cost savings: Because CHC owns, manages and consults with hospitals across the country, vendors offer preferred pricing that is passed along to clients. In some cases, those savings can be up to 50% less than market pricing for the exact same service or tool.

Increased stability: By providing additional resources, lower cost and added security, CHC helps reduce a hospital's organizational risk and improve operational efficiency. The hospital benefits from an IT infrastructure that streamlines and integrates its systems while providing innovative new tools. With a stable and secure infrastructure in place, the hospital's IT staff can shift from crisis mode and move to a strategic and proactive approach, leveraging an always modern architecture.

Ongoing support: CHC's expert team of professionals are here every step of the way. Hospitals count on CHC to provide prompt and skilled technical support 24x7x365.

CHC
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OUR CUSTOMIZED APPROACH
For all CHC Consulting services, including Core IT support, each hospital client works with CHC to design a customized program tailored to the hospital's needs. For example, the CHC Consulting team can step in to oversee all aspects of IT management or help on a more limited basis with a specific area of technology. Hospital leadership selects services based on the facility's specific needs and then CHC builds a customized support plan. Hospitals only pay for the level of support required.

THE CHC CONSULTING DIFFERENCE
By partnering with CHC IT teams, community hospitals receive practical solutions that help enhance efficiencies, improve quality, and strengthen financial stability. The recommendations are tried and tested in CHC's owned hospitals.

Clients appreciate CHC's experience and expertise supporting community hospitals and the organization's mission-based approach. Count on CHC to implement a cost-effective and reliable IT platform that will help improve operational performance for your organization. Contact CHC today to schedule a free consultation.

About Community Hospital Corporation
Community Hospital Corporation owns, manages and consults with hospitals through CHC Hospitals, CHC Consulting and CHC ContinueCARE, with the common purpose to guide, support and enhance the mission of community hospitals and healthcare providers. Based in Plano, Texas, CHC provides the resources and experience community hospitals need to improve quality outcomes, patient satisfaction and financial performance. For more information about CHC, please visit www.communityhospitalcorp.com.

For more information, contact:
David Domingue, SVP Information Technology & Security and Privacy Officer
at dodomingue@communityhospitalcorp.com
or 972.943.6400.
www.communityhospitalcorp.com

CHC
Community Hospital Corporation
7800 N. Dallas Parkway, Suite 200 | Plano, Texas 75024
Phone: 972.943.6400 | Fax: 972.943.6401



SOLUTIONS

Operational Assessment: The First Step to Long-term Sustainability

Do you know where your hospital stands? Is it holding its own or barely holding on? CHC Consulting's Operational Assessment determines your hospital's status objectively and paves the path to performance enhancements and financial sustainability.

A Comprehensive Operational Assessment:

- Includes a thorough review of operations
- Identifies strengths as well as areas for improvement
- Forms the basis for a performance enhancement plan with specific action steps

The Operational Assessment begins with an extensive review of data and documents, coupled with one-on-one interviews with individuals whose perceptions of the hospital and historical knowledge are important to understand.

Gain insight into the financial impact of COVID-19 for your hospital.
Download a free financial dashboard at: www.communityhospitalcorp.com/covid19/financial-dashboard/landing/

Does your hospital's operational performance need improvement?
Take a Free Operational Assessment Quiz to find out: www.communityhospitalcorp.com/operational-assessment-quiz/

Hallmarks of Healthy Hospital Operations

- Strong leadership and a unified board
- Physician involvement in strategic direction
- Thorough physician mix and the mix itself
- Proactive focus in use to optimize staffing levels
- Well-established charge capture process
- The right CPO measurement
- Just-in-time delivery of supplies vs. overstock
- Healthy clinical, administrative and financial IT systems

An operational assessment helps hospitals leverage their strengths to enhance performance and boost the bottom line.

Signs a Hospital is In Distress

- High operating ratio:
 - Expenses (labor, supplies, purchased services) as a percentage of net operating revenue
- Labor costs relative to revenues
- Less than 60 days cash on hand
- Bond covenant violation or drop in bond rating
- Increase in accounts receivable days and bad debt
- Medical staff dissatisfaction or defection

An operational assessment identifies and addresses inefficiencies to improve performance and put hospitals on solid financial footing.

CHC
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HELP WHERE HOSPITALS NEED IT®



THE OPERATIONAL ASSESSMENT PROCESS

- STEP 1: Operations and Expense Management**
 - Labor analysis (productivity, staffing and skill mix)
 - Occupancy and census
 - Supply chain management
 - Contract services
 - Non-acute care lines of business
- STEP 2: Management**
 - Talent requirements commensurate with organization and structure
 - Relationships and communications with key constituencies (board, physicians, payors, etc.)
 - Clinical leadership
 - Use of consultants
- STEP 3: Finance**
 - Revenue cycle management
 - Cash flow analysis
 - Financial operations, systems and procedures
 - Use of outsourcing
 - Managed care payor analysis
- STEP 4: Physician Clinics - (When Needed)**
 - Organizational structure
 - Medicare designation
 - Services offered
 - Physician productivity
 - Physician employment agreements -- assessment and benchmarking
- STEP 5: Clinical Services**
 - Nursing leadership
 - Care management effectiveness
 - Admissions/discharge/transfer processes
 - Outpatient and ambulatory services
 - Operating room scheduling
 - Ancillary and support services (emergency, radiology, laboratory)
 - Customer service satisfaction
- STEP 6: Medical Staff**
 - Medical staff leadership
 - Medical staff engagement
- STEP 7: Information Technology**
 - System, inventory and integration assessment
 - Review of clinical, administrative and financial IT systems
 - Governance and security
 - Connectivity issues (internally and with remote access)

READY FOR ACTION
The Operational Assessment process produces a report with its findings along with a step-by-step performance enhancement plan. The report contains:

- Evaluations in each of the focus areas
- The hospital's vulnerabilities as well as its opportunities
- Benchmark comparisons with comparably sized hospitals
- Specific recommendations for operational improvements including their estimated financial impact

Frequency review of the Action Plan prevents straying from the path and ensures progress is occurring across all areas.

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"A well thought out Operational Assessment and the corresponding Action Plan provides hospital leadership with a roadmap for organizational improvement. It also quantifies the financial impact of the recommendations being made and outlines responsible parties and timelines for implementation."
- David Domingue, SVP of Business Development

Website

The URL for CHC is CommunityHospitalCorp.com. The Website is built with Wordpress for easy maintenance. Updates can be made by the CHC marketing team. The Website was updated in late 2020.



CHC ContinueCARE

CHC ContinueCARE Logo

This logo is used to represent the organization as a whole. It is the preferred logo for corporate administration, human resources and marketing. Uses include: policies, HR recruitment, PowerPoint, questionnaires, table tent cards, pocket folder and ContinueCARE.org.



ContinueCARE Hospitals Logo

This is the logo used to represent all of the ContinueCARE Hospitals at a global level. Specific uses include corporate business presentations, documents representing all facilities, HR, cross-marketing and promotional items.

**ContinueCARE Hospital Logo**

The singular version of the global logo, ContinueCARE Hospital, is used exclusively for ContinueCARE corporate policies.



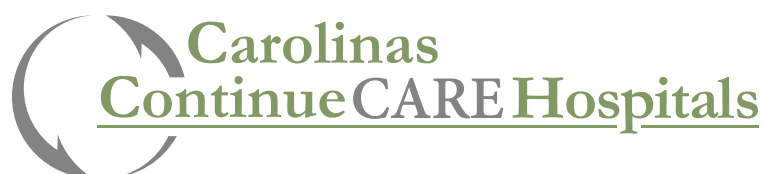
ContinueCARE Facility Brand Logos

For the CHC ContinueCARE division, a unique set of logos has been developed for each ContinueCARE Hospital. Each uses the same graphical mark (circular arrows), same typeface and color palette.

The **facility-level brand logo** is an individual logo, customized for a specific facility as shown below. This logo is used for facility signage, business cards, envelopes, electronic letterhead, email signatures, HR recruitment and specific pages on the ContinueCARE.org website. An example of the logo for ContinueCARE Hospital at Medical Center (Odessa) follows.



The **multiple-facility-level brand logo** is used for a regional group of facilities. At present there are three logos of this kind: Texas, Kentucky and North Carolina. These logos are used for managed care communications, patient/referral brochures for cross-marketing and assorted promotional items.



Exception: Tyler ContinueCARE. Having existing brand equity, the Tyler location uses their own unique layout and color palette as show below.



Pantone Matching System (for spot color printing):



PMS Black



PMS 188

CMYK (for 4-color offset printing):

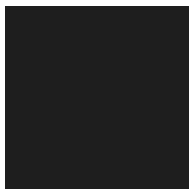


0-0-0-100



12-95-59-54

RGB (for digital display):



30-30-30



119-36-50

HEX (for HTML / web usage):



#1E1E1E



#772432

PLEASE NOTE:

The light grey color used in the logo is the same black, just at 55% opacity.

ContinueCARE Hospital Brand Logo Colors

While similar, the ContinueCARE logo colors are slightly different from the corporate CHC colors.

Pantone Matching System (for spot color printing):



PMS Cool Gray 10



PMS 576

CMYK (for 4-color offset printing):



38-29-20-58



52-6-79-25

RGB (for digital display):



97-99-101



105-146-58

HEX (for HTML / web usage):



#616365



#69923A

Logo Color Variations

In some instances, such as with promotional items, it will not be possible to use the standard 2-color logo. One example is when the logo needs to be placed on a dark-colored background. In this case, the logo should be reversed completely in white as shown below:



In instances where the logo needs to be reproduced in 1-color, it should be converted to grey scale. The grey areas of the logo remain the same, where the green areas are filled with 50% of the grey to maintain contrast as shown below:



Complementary Colors

A set of complementary colors have been identified that can be used in the development of marketing materials. These colors can help to provide continuity among all communication materials.

Dark Blue:



Pantone PMS 293
CMYK: 100-68-0-2
RGB: 0-70-173
HEX: #0046AD

Cyan:



Pantone PMS 2925
CMYK: 84-21-0-0
RGB: 0-152-219
HEX: #0098DB

Olive:



Pantone PMS 7496
CMYK: 44-4-98-40
RGB: 106-127-16
HEX: #6A7F10

Lemon:



Pantone PMS 7404
CMYK: 0-9-86-0
RGB: 243-211-17
HEX: #F3D311

Burnt Orange:



Pantone PMS 159
CMYK: 1-74-100-7
RGB: 199-91-18
HEX: #C75B12

Brown:



Pantone PMS 1615
CMYK: 11-74-100-50
RGB: 134-67-30
HEX: #86431E

CHC ContinueCARE and ContinueCARE Hospitals use these same complementary colors.

Logo Placement

Generally for all advertisements, the CHC ContinueCARE logo should be placed at the bottom right corner. This way, the logo is generally the last impression the readers have as their eyes move away from the page.

When applied to items including cups, hats, T-shirts, pens, etc, a background that contrasts and complements the CHC ContinueCARE logo colors and provides legibility is key. White and light grey are examples of colors that provide good contrast for the logo.

At least 10% of the total logo width in open space should surround the logo in every application.



Incorrect Logo Usage

It is very important to adhere to this Design Standards manual to build consistency and brand recognition for CHC ContinueCARE. Proper use of the logo ensures that the CHC ContinueCARE image is always portrayed the way it was intended so audiences are not confused by contradictory versions. To best do this, use only approved digital artwork.

Do:

- Use approved digital version of the logo in the manner described within this document.

Don't:

- Change the logo color
- Place the logo on a background or over a photo that makes it difficult to see
- Recreate the logo using a different font
- Distort or stretch the logo ratio
- Add new marks to the logo

(Refer to page 14 for examples of incorrect logo usage.)

Fonts

The ContinueCARE logos use Adobe Garamond Pro.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The Bold version is used for the main name, i.e., ContinueCARE Hospital and the Regular version is used for the location name, i.e., at Medical Center Odessa.

For marketing collateral, ads and other communications, headlines should use Adobe Garamond Pro Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The font for subheadlines and body copy is Helvetica Neue.

Subheadlines use Helvetica Neue Medium.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body copy uses Helvetica Neue Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For business communications, Calibri is preferred.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Tagline Usage

The tagline for ContinueCARE is:

Compassionate Care. Intensive Treatment.

The tagline does not always need to appear with the logo. It is used on the Website and in various other materials such as the PowerPoint template at the discretion of the marketing team.

It is always written with the initial letter of all four words capitalized as shown above.

E-mail Signature

Similar to the CHC email signature, this will be used by employees who work for a ContinueCARE hospital. This will include a graphic that contains non-changing information (logo, tagline, URL and address). The dynamic information should use the Google Webmail San Serif font and should appear as shown below. The color of the font should correlate with the CHC ContinueCARE grey (PMS Cool Grey 10). RGB values are 97-99-101 and Hex values are 616365.

First and Last

Title

O: 972.999.9999



Recommended Paper Stock

In order to provide continuity with print collateral, three paper stocks have been identified for the use in printing collateral materials including tri-fold brochures, table tents and questionnaires. The specifications are:

BROCHURES

Paper Mill: Sappi

Stock: McCoy

Finish: Silk

Weight: 120# Cover

TABLE TENTS

Paper Mill: Sappi

Stock: Flo

Finish: Gloss

Weight: 100# Cover

QUESTIONNAIRES

Paper Mill: Finch

Stock: Finch Fine

Finish: Uncoated

Weight: 100# Cover

For other print collateral such as case studies, overviews, solutions pieces and article reprints, the paper stock specifications are:

Collateral:

100lb text weight

Silk finish

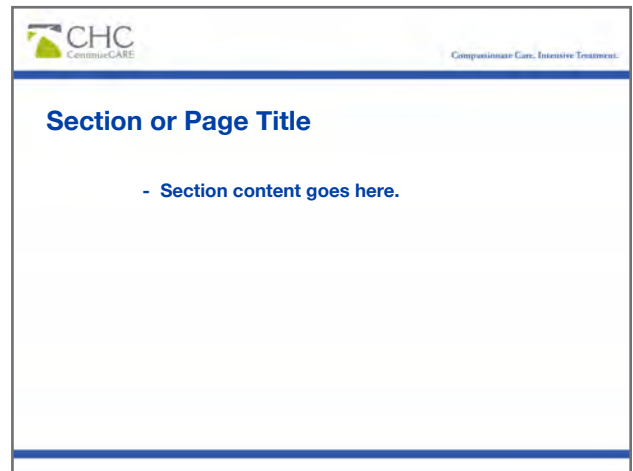
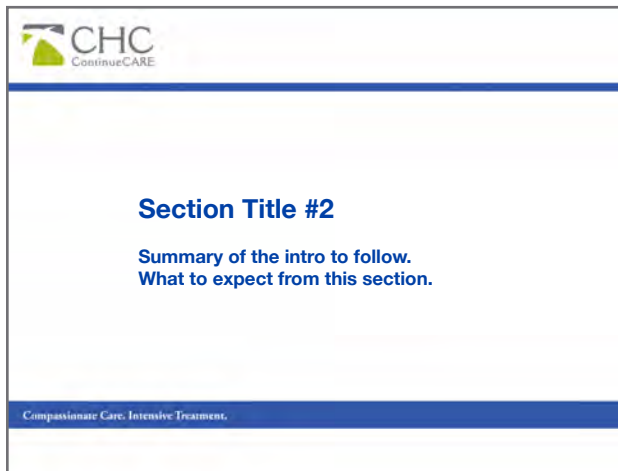
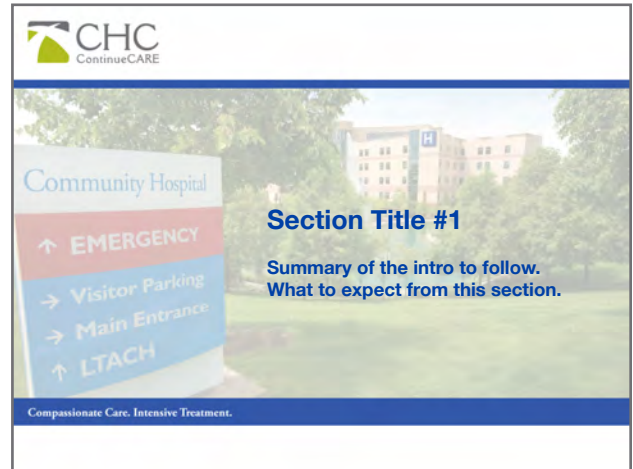
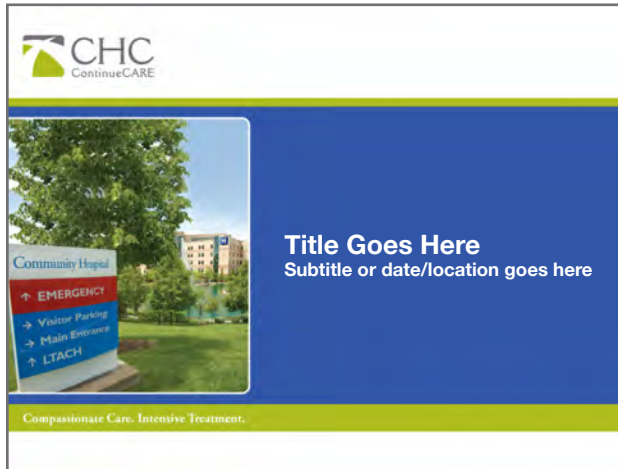
Brochures:

100lb cover weight

Silk finish

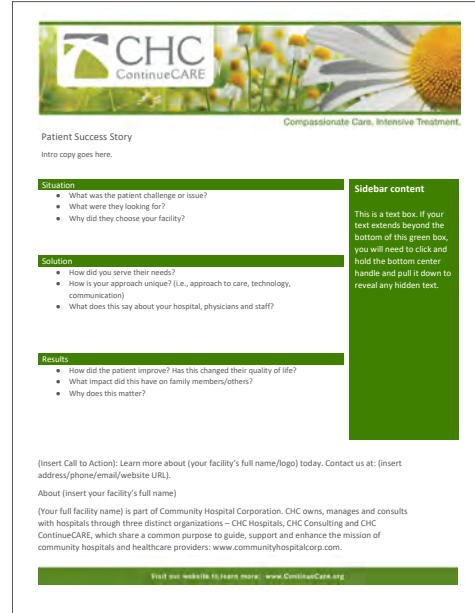
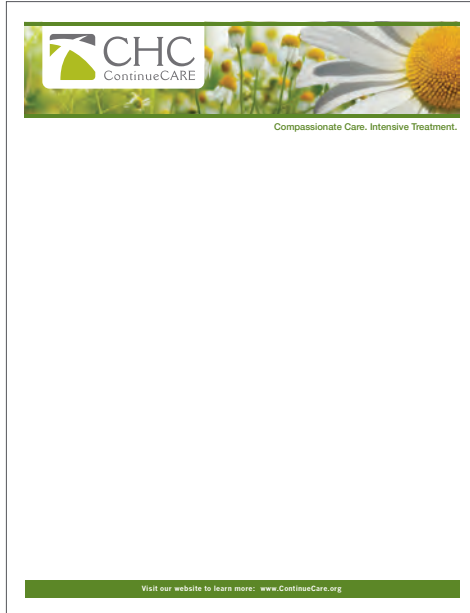
PowerPoint Template

In order to reinforce the brand during presentations, a CHC ContinueCARE corporate PowerPoint template design was created. The template offers a title page, two section title pages and a content page as shown below.



Word Templates

ContinueCARE Word templates were created for facilities to customize for their local marketing or other communications.






Compassionate Care. Intensive Treatment.



[Month Year] Quality Dashboard – Carolinas ContinueCARE Hospital at University

	[Month]	YTD	Benchmark
Mortality Rate			<13%
Risk Adjusted Mortality % (excl. Comfort Care)			
Readmission % (30 days)			
Hospital Acquired Pressure Ulcer Rate			
Falls w/ Injury Rate			<0.4
Patient Satisfaction %			>70%

LTACH Patient Referral Criteria
If you answer "yes" to any of these questions, refer your patient for a prompt clinical assessment.

- Is the patient on Day 4 in ICU/CCU?
- Has the patient been on mechanical ventilation for >96 hours?
- Does the patient have multi-system failure?
- Is there a need for extensive respiratory or Tracheostomy care?
- Is there a need for extensive wound care (potential for flaps, future surgery)?
- Does the patient need multiple IV therapy medications?
- Do acute medical issues compromise the patient's rehabilitation?
- Does the patient have a history of multiple readmissions to the hospital?
- Is the patient at risk for medical complications after discharge?
- Are the patient's medical needs too extensive for transfer to a lower level of care?

CHQ Accreditation and Center of Excellence
Recognized as a hospital that meets or exceeds national standards and evidence-based guidelines in the care, treatment, and service provided to its patients and staff.




Referral Contact:
[Name] Admissions Coordinator

Referral by Fax:
(xxx) xxx-xxxx

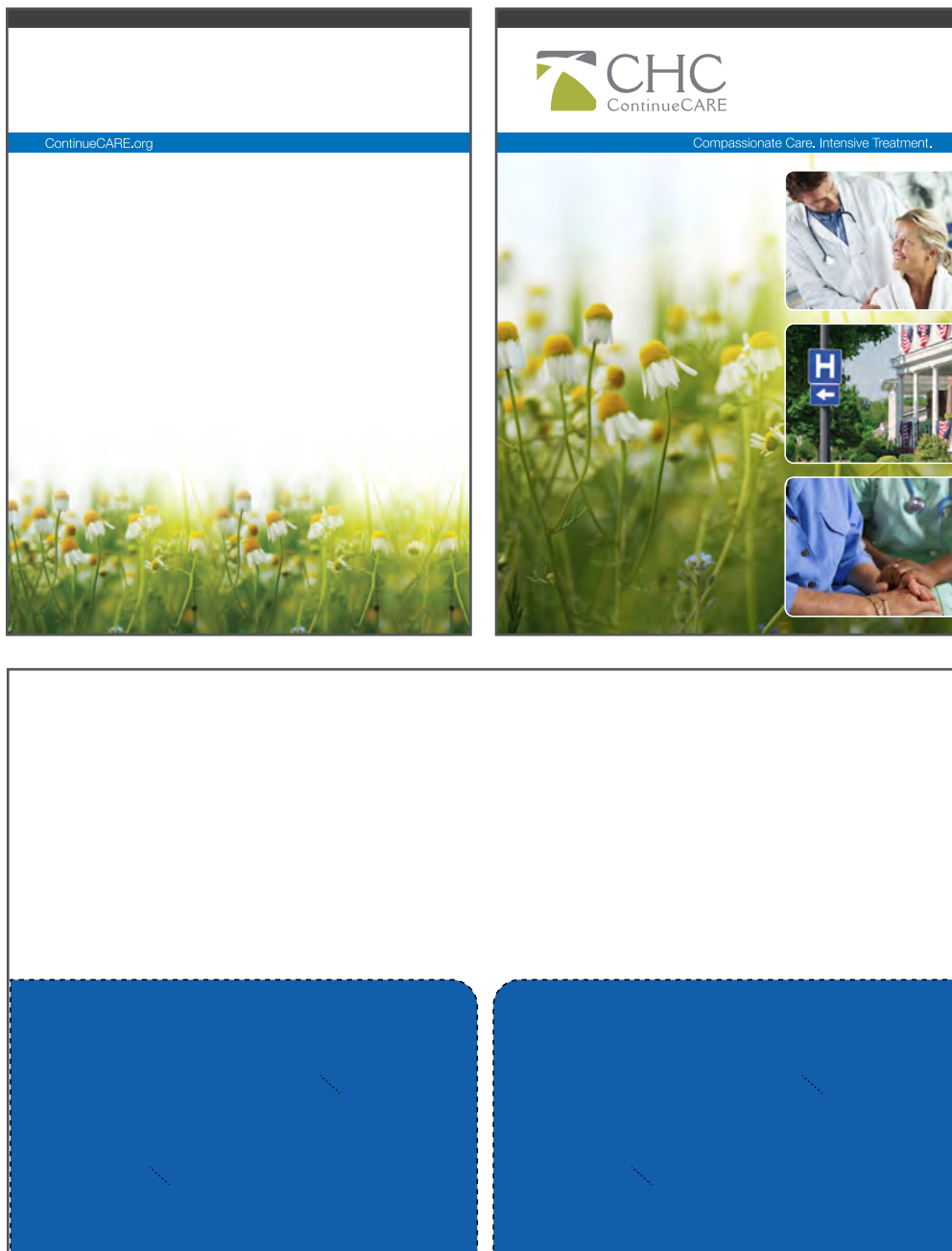
Referral by Phone:
(xxx) xxx-xxxx

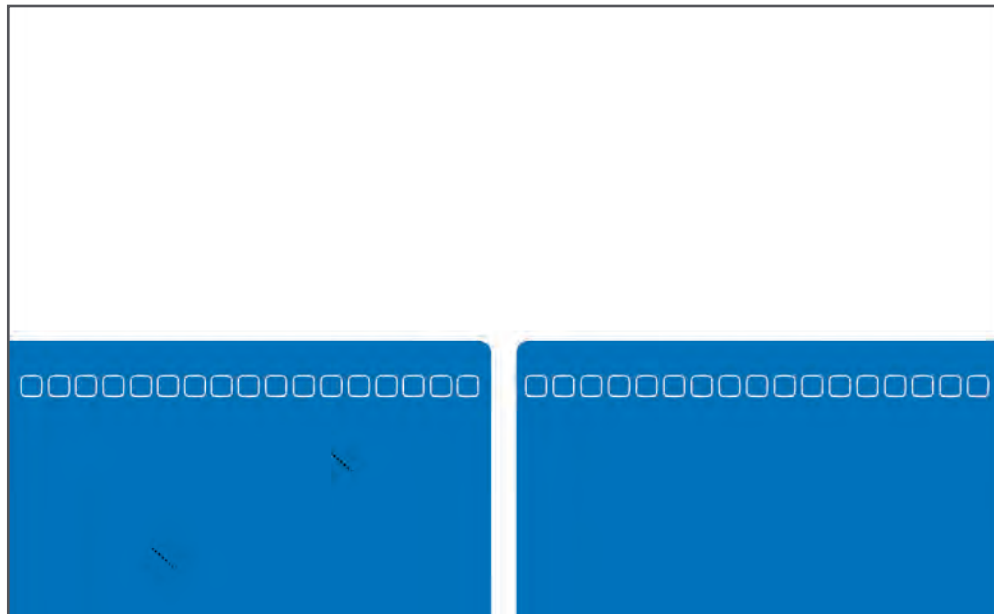
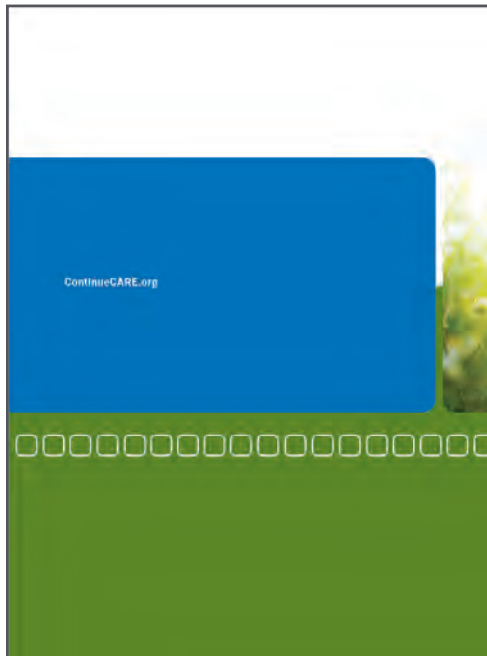
- INSERT FACILITY FOOTER HERE
- DOUBLE CLICK ON FACILITY TEXT TO THE RIGHT TO CHANGE

Carolinas ContinueCARE Hospital at University
Carolina Medical Center-University, 8802 N. Tryon St., Charlotte, NC 28262
www.continuecare.org/theletter

Pocket Folders

There are two CHC ContinueCARE pocket folders available for use by ContinueCARE Hospitals and the corporate office. Both are stored and available for ordering from Millet the Printer. For more information about ordering these folders or other ContinueCARE marketing materials, please refer to CHC marketing.





ContinueCARE Brochures (Patient & Referral)

A template for patient and referral brochures has been created for regional groups of ContinueCARE hospitals. The brochures can be ordered directly from the printer. Detailed instructions are available on CARELink or through the corporate CHC ContinueCARE team. CHC Marketing assists with developing new brochures when required.

Dedicated to Quality Care

CHC ContinueCARE Hospitals are dedicated to providing care with an interdisciplinary approach, developing individualized care plans, encouraging family and/or caregiver participation, to achieve optimal patient outcomes. Our hospitals are licensed under Medicare as long-term acute care hospitals, providing care for critically ill and medically complex patients who require a longer acute care stay than a traditional hospital.

We enjoy the best of both worlds by having relationships with larger systems, yet maintaining a small hospital atmosphere.

ContinueCARE Hospital at Hendrick Medical Center is a 19-bed LTACH located on the 7th floor of the Jones Building at Hendrick Medical Center.

ContinueCARE Hospital at Medical Center is a 25-bed LTACH housed on the 4th floor of our host hospital, Medical Center Hospital, Odessa, Texas.

Our Philosophy

Our Sacred Work philosophy is central to the service we provide and displayed in everything we do. This means each action we take is grounded in loving intention. Sacred Work is more than customer service; it's about caring for our patients, ourselves and each other.

LTACH Referrals

Talk to a physician, social worker or case manager for more information about patient referrals to our LTACHs. You may also call us for more information about the process. Our experienced staff is ready to help.

Our Locations

ContinueCARE Hospital at Hendrick Medical Center
1900 Pine Street, 7th Floor, Jones Building
Arlene, TX 79601
T: 325-670-6261 | F: 325-670-6249
ContinueCARE.org/Hendrick

ContinueCARE Hospital at Medical Center
Medical Center Hospital – 4th Floor
500 W. 4th Street
Odessa, TX 79761
T: 432-640-4284 | F: 432-640-4320
ContinueCARE.org/Odessa




Compassionate Care.
Intensive Treatment.

Patient edition

Dedicated to Quality Care

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Refer a Patient

Please contact us for more information about CHC ContinueCARE Hospitals, including questions about patient referral services, care, career opportunities, and more. We are here to help.

Our Locations

ContinueCARE Hospital at Hendrick Medical Center
1900 Pine Street, 7th Floor, Jones Building
Arlene, TX 79601
T: 325-670-6261 | F: 325-670-6249
ContinueCARE.org/Hendrick

ContinueCARE Hospital at Medical Center
Medical Center Hospital – 4th Floor
500 W. 4th Street
Odessa, TX 79761
T: 432-640-4284 | F: 432-640-4320
ContinueCARE.org/Odessa




Compassionate Care.
Intensive Treatment.

Referral edition

Why LTACH?

A Long Term Acute Care Hospital (LTACH) is a viable option for critically ill patients requiring intensive and complex medical treatment and longer lengths of stay.

What is an LTACH?

An LTACH takes care of serious medical problems for patients who are stable, but still very sick with complex medical conditions that require a longer length of stay. In many cases, patients are transferred from a community hospital to an LTACH because they need a longer recovery time and around-the-clock care.

Specialty Services

Pulmonary Program
A major focus of the Pulmonary Program is the hospital's ventilator weaning program. We provide the specialized care required to transition patients from the ventilator while treating any additional injuries or complications. Ventilator patients are also supported with pulmonary therapy, nutritional support and physical rehabilitation.

The Pulmonary Program cares for patients with severe emphysema, chronic bronchitis, asthma, pneumonia and other related conditions. The treatment offered for patients with pulmonary disease includes respiratory therapy, physical strengthening, energy conservation, breathing techniques, nutrition, and patient and family education.

Medically Complex Program
The Medically Complex Program is designed to treat patients with serious infections, uncontrolled diabetes, cancer and many other conditions requiring intensive/acute care. The treatment plan for patients with medically complex problems may include surgery, nutritional support, IV medications, physical rehabilitation, and patient and family education.

Wound Care
Our team offers comprehensive wound management for patients with severe burns, pressure ulcers and other serious wounds. Many times treatment is complicated by other complex medical issues such as diabetes or obesity treatment, and our team offers special expertise in comprehensive wound management for LTACH patients. The treatment plan for wound care patients may include specialized therapies, infection control, physical and occupational therapy, and patient and family education.




Team Approach

Our multidisciplinary team consists of physicians, nurses, therapists, dietitians, social workers, case managers, pharmacists and other professionals who work together on every aspect of patient care. Each team develops short- and long-term goals for the patient including the following:

- Primary physicians (direct patient care)
- Nurses (help with daily care and medication)
- Critical liaisons (facilitate the admissions process/collaborate with care team)
- Case managers (help manage all health care needs)
- Pharmacists (manage medication)
- Respiratory therapists (assist with breathing)
- Physical therapists (help regain strength, mobility and fitness)
- Occupational therapists (help re-learn daily activities)
- Speech therapists (help with swallowing, speaking and understanding language)
- Radiologists (do X-rays, CT, MRI or other images)
- Dietitians (plan the right meals)
- Physician specialists (experts in certain body systems)

This team works together to serve the needs of each patient. The type of care and goals is different for each patient depending on their health needs.

Why LTACH?

An LTACH or long-term acute care hospital, takes care of serious medical problems for patients who are stable, but still very sick with complex medical conditions that require a longer length of stay. In many cases, patients are transferred from a community hospital to an LTACH because they need a longer recovery time in an acute hospital environment.

Specialty Services

Pulmonary Program
A major focus of the Pulmonary Program is the hospital's ventilator weaning program. We provide the specialized care required to wean patients from the ventilator while treating any additional injuries or complications. Because the health status of ventilator-dependent patients declines quickly, we provide aggressive pulmonary therapy, nutritional support and physical rehabilitation.

The Pulmonary Program cares for patients with acute exacerbations of emphysema, chronic bronchitis, asthma, pneumonia and other related conditions. The treatment plan for patients with pulmonary disease includes respiratory therapy, physical strengthening, energy conservation, breathing techniques, nutrition, and patient and family education.

Medically Complex Program
The Medically Complex Program is designed to treat patients with infectious diseases/sepsis, uncontrolled diabetes, cancer, complicated wounds, uncontrolled pain and many other conditions requiring intensive/acute care. The treatment plan for patients with medically complex problems may include pain management, wound management, surgery, nutritional support, IV medications, physical rehabilitation, and patient and family education.

Wound Care
Comprehensive wound management for patients with severe burns, pressure ulcers and other serious wounds is the focus of the Wound Care Program. Our team specializes in wound management for patients with complex medical issues such as diabetes or obesity treatment. The treatment plan for wound care patients may include specialized therapies, infection control, pain management, nutrition management, physical and occupational therapy, and patient and family education.




Team Approach

Our multidisciplinary team works together on every aspect of patient care. Each team member provides input into the short- and long-term goals for the patient. Each patient has access to a full range of medical specialties including:

- Primary care and specialty physicians
- Nurses
- Critical liaisons
- Case managers
- Pharmacists
- Respiratory therapists
- Occupational therapists
- Speech therapists
- Radiologists
- Dietitians

ContinueCARE Brochures (Patient) SPANISH LANGUAGE VERSION

A template for a Spanish language version of the patient brochure has been created for regional groups of ContinueCARE hospitals. The brochures can be ordered directly from the printer. Detailed instructions are available on CARELink or through the corporate CHC ContinueCARE team. CHC Marketing assists with developing new brochures when required.

Atención de calidad

Los hospitales ContinueCARE se dedican a brindar atención con un enfoque interdisciplinario, desarrollando planes de atención individualizados, fomentando la participación de la familia y/o guardián, para obtener resultados óptimos para el paciente. Nuestros hospitales están autorizados bajo Medicare como hospitales de cuidados intensivos a largo plazo, brindando atención a pacientes gravemente enfermos y casos médicamente complejos que requieren una estadía de cuidados intensivos más larga que un hospital tradicional.

Contamos con lo mejor de ambos mundos al tener convenios con instituciones de gran escala, pero manteniendo un ambiente de hospital pequeño.

El Hospital ContinueCARE en Baptist Health Corbin es un LTACH de 32 camas ubicado en la planta base de nuestro hospital anfitrión, Baptist Health Corbin.

Nuestra Filosofía

Nuestra filosofía de trabajo, Sacred Work, es fundamental para el servicio que brindamos y se demuestra en todo lo que hacemos. Esto significa que cada acción que tomamos se basa en una muestra de cariño. Sacred Work es más que servicio al cliente; se trata de cuidar a nuestros pacientes, a nosotros mismos y a los demás.

Referencias a LTACH

Consulte con un médico, embajador social o administrador de casos para obtener más información sobre referencias de pacientes a nuestro LTACH. También puede llamar o comunicarse en línea para obtener información sobre el proceso. Nuestro personal experto está dispuesto a ayudarle.




**Cuidado compasivo.
Tratamiento intensivo.**

Gracias paciente

Nuestra ubicación

ContinueCARE Hospital en el Baptist Health Corbin
1 Trillium Way, Planta Baja
Corbin, KY 40701

Teléfono: (606) 523-5150
Fax: (606) 523-5160
<https://corbin.continuecare.org/>

¿Por qué elegir a LTACH?

Un Hospital de Cuidados Intensivos a Largo Plazo (LTACH, por sus siglas en inglés) es una opción viable para pacientes en estado crítico que requieren un tratamiento médico intensivo, complejo y una estadía prolongada.

¿Qué es un LTACH?

Un hospital de cuidados intensivos a largo plazo (LTACH) se ocupa de los problemas médicos graves de pacientes que se encuentran estables, pero aún en estado delicado con condiciones médicas complejas que requieren una estadía prolongada. En muchos casos, los pacientes son transferidos de un hospital comunitario a un LTACH porque necesitan una recuperación prolongada y atención las 24 horas.

Servicios de Especialidades

Programa Pulmonar

Un enfoque principal del **Programa Pulmonar** es el protocolo de desconnexión del ventilador hospitalario. Brindamos atención especializada requerida para la liberación de los pacientes intubados, mientras tratamos cualquier lesión o complicación adicional. Los pacientes con ventilador también reciben asistencia con terapia pulmonar, apoyo nutricional y rehabilitación física.

Programa Medicamento Complejo

El **Programa Medicamento Complejo** está diseñado para tratar a pacientes con infecciones graves, diabetes no controlada, cáncer y muchas otras afecciones que requieren cuidados intensivos. El plan de tratamiento para pacientes con problemas médicamente complejos puede incluir cirugía, apoyo nutricional, medicamentos intravenosos, rehabilitación física y educación del paciente y su familia.

Tratamiento de lesiones

Nuestro equipo ofrece un tratamiento de lesiones completo para pacientes con quemaduras graves, úlceras por presión y otras heridas de gravedad. Muchas veces el tratamiento se complica por otros problemas médicos complejos, como diabetes o tratamiento de ostomía, y nuestro equipo ofrece experiencia especializada en el manejo exhaustivo de lesiones para pacientes en cuidados intensivos (LTACH). El plan de tratamiento para pacientes con lesiones puede incluir terapias especializadas, control de infecciones, manejo del dolor, manejo de la nutrición, terapia física y ocupacional, y educación del paciente y su familia.

Trabajo en equipo

Nuestro equipo multidisciplinario consta de médicos, enfermeras, terapeutas, nutricionistas, trabajadores sociales, administradores de casos, farmacéuticos y otros profesionales que colaboran en aspectos de la atención del paciente. Cada miembro del equipo desempeña objetivos a corto y largo plazo para el paciente, incluidos los siguientes:

- Médicos de cabecera (trato directo al paciente)
- Enfermeras (ayudan con el cuidado diario y los medicamentos)
- Intermedios clínicos (facilitan el proceso de admisión y colaboran con el equipo de atención)
- Administradores de casos (ayudan a coordinar todas las necesidades de atención médica)
- Farmacéuticos (coordinan los medicamentos)
- Terapeutas Pulmonares (apoyan con la respiración)
- Terapeutas Físicos (ayudan a recuperar la energía, movilidad y la aptitud física)
- Terapeutas Ocupacionales (ayudan a volver a aprender las actividades diarias)
- Terapeutas del Lenguaje (ayudan a como tragar los alimentos, hablar y comprender el lenguaje)
- Radiólogos (hacen rayos X, tomografías computarizadas (CT), resonancias magnéticas (MRI) y otros laboratorios de imágenes)
- Nutricionistas (planifican las comidas adecuadas)
- Médicos Especialistas (expertos en ciertos sistemas del cuerpo)

Este equipo trabaja en conjunto para atender las necesidades de cada paciente. Los objetivos médicos y el tipo de atención son diferentes para cada paciente dependiendo de sus necesidades de salud.

Wound Care Brochure - ContinueCARE Hospital Hendrick Medical Center

A template for a Wound Care brochure has been created for Hendrick Medical Center. This brochure can be ordered directly from the printer. Detailed instructions are available on CARELink or through the corporate CHC ContinueCARE team. CHC Marketing assists with developing new brochures when required.

Contact Us for Your Patients' Wound Care Needs

Phone: 325-670-6227
Efax: 325-480-4136

csaling01@continuecare.net
agraham01@continuecare.net
www.hendrick.continuecare.org

Admissions Office

1900 Pine Street, 7th Floor
Jones Building
Ablene, TX 79601

Visionary Healing: How Thermographic Imaging Prevents and Treats Patient Wounds

For critically ill patients, invisible tissue damage under the skin can lead to severe Stage 3 and 4 wounds. Unconscious and non-ambulatory ICU patients are at a higher risk for infection and pressure wounds. Unfortunately, the damage caused by reduced blood flow or infection may take up to seven days to rise to the surface. That means even the most attentive caregivers may be unaware of a problem until a serious wound is evident.



Innovative Wound Treatment and Proven Results

ContinueCARE Hospital at Hendrick Medical Center is the first Long-Term Acute Care Hospital in the United States using Long Wave Infrared Technology to identify invisible wounds. This allows the team to begin treatment up to a week earlier. This tool gives caregivers an additional eye that can reduce or eliminate hospital-acquired pressure ulcers (HAPU) and accelerate treatment of pre-existing wounds.

Previous HAPU Rates



After ContinueCARE Hospital implemented the Infrared Technology in April 2021, there was an immediate and drastic improvement in the Hospital Acquired Pressure Ulcer rate. Other gains included improvements in patient satisfaction, healing rates and employee morale (staff could visually see the benefits of their labor).




Give Your Patients the Best


**Advanced Healing
Using Advanced
Technology**

What is Long Wave Infrared Technology?

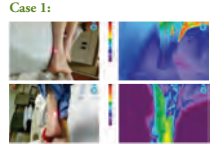
WoundVision's Scout® technology is an FDA-cleared medical device that combines thermographic and photographic imaging into a single modality. This enables trained and qualified health care professionals to harness the power of advanced physiological documentation for objective and quantitative measurements of skin temperature change and to streamline wound photography and measurement.

The ContinueCARE WoundVision Initiative:

- Our team uses Photographic and Thermographic Imaging with the WoundScout on admission and weekly for each patient.
- New preventative and treatment skin care regimen.
- Increased and ongoing education for ALL staff.
- Quick reference material provided to staff to assist in accuracy and efficiency.




Case 1:



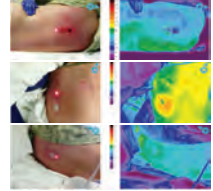
On admission photographic images unremarkable, thermographic images indicated signs of deep tissue pressure injuries (DTPI). On discharge, thermographic imaging shows temperatures are within normal range and the DTPI never surfaced or opened up.

Case 2:



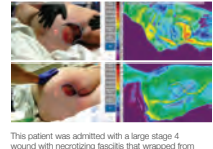
On admission this patient had recently had a below-knee amputation (BKA). Images of the surgical site showed significant signs of demarcated hypoperfusion that could lead to dehiscence. We informed the surgeon who removed the necrosis and restitched the wound.

Case 3:



On admission, an open pressure injury on the thoracic spine was present. Thermographic imaging shows significant hypoperfusion to the area. Prevention and treatment measures were implemented. Two weeks after admission, temperatures began to normalize. On discharge, the open area is almost completely resolved and is within the normal thermographic range.

Case 4:



This patient was admitted with a large stage 4 wound with necrotizing fasciitis that wrapped from the perineum to the right glute. She was admitted for post-surgical debridement. Admission images show significant hyperfusion to the area as well as significantly increased temperature in the sacrum due to the infection. This patient was too unstable to return back to surgery for any further debridement on admission, and the wound location did not permit the use of a wound vac. The care team began our prevention and treatment regimen in conjunction with a specialty bed and wound care procedures. On discharge, the patient's wound was significantly improved in size as well as perfusion to those areas.

The thermographic scan shows areas with reduced blood flow as blue or purple, while infections show as orange or red.

Table Tents

These items are available for order by ContinueCARE hospitals directly from Millet the Printer.



Patient Questionnaire

ContinueCARE hospitals use these questionnaires to track patient satisfaction. These forms can be ordered directly from Millet the Printer.



CHC
ContinueCARE

Compassionate Care. Innovative Treatments.

	Always	Sometimes	Usually	Never
1. The facility is clean and comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:	<hr/>			
2. ContinueCARE hospital staff are courteous, friendly and willing to help.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:	<hr/>			
3. Your needs are met promptly and completely.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:	<hr/>			
4. Do you have any suggestions for improvement or any other comment?	<input type="checkbox"/>			
Comments:	<hr/>			
5. Is there any person who is making your stay here special or that you would like to recognize?	<input type="checkbox"/>			
Name & Comments:	<hr/>			
Name (optional):	<hr/>			
Date:	Time:	Room Number:		

Thank you for your time.
Please place in box at front desk.

CHC ContinueCARE Overview

This collateral addresses the specific challenges faced by leaders of Long Term Acute Care Hospitals (LTACHs) along with CHC ContinueCARE capabilities to maximize LTACH success.

Long-term Success for LTACH

Operating a long-term acute care hospital (LTACH) can be as challenging – and rewarding – as serving patients with medically complex conditions, especially those who are fragile and suffer from multisystem complications. That's where Community Hospital Corporation (CHC) comes in. We understand what it takes to provide appropriate, high-quality care in the least costly setting, to best serve medically complex patients and your long-term financial health.

CHC Consulting, the management and consulting arm of CHC, provides development and management services for LTACH facilities, enhancing their ability to serve a growing need while maximizing margins. Whether a facility operates as a hospital within a hospital (HWH), a hospital satellite or a freestanding model, we understand the challenges that long-term care providers face – capacity issues, patient flow, access to capital, Medicare payment rules – all of which impact the level and availability of future services.



COMPATIBILITY FOR OPTIMAL SUCCESS

An LTACH operating within a healthcare system helps to complete the full continuum of care, while providing an appropriate setting where patients can be treated for an extended length of stay with commensurate reimbursement. When operational philosophies are consistent and the LTACH is part of an integrated delivery system, patients can be appropriately transitioned with reimbursement reflective of each venue's purpose, anticipated length of stay and necessary resources. When LTACHs are fully integrated, many benefits apply:

- Extends the continuum of care
- Diminishes (short-term acute hospital) DRG revenue loss
- Creates recognition by managed care payment structure
- Cross-utilizes services and resources within the health system continuum



CommunityHospitalCorp.com



UNIQUE OWNERSHIP MODEL

There is renewed interest in how LTACHs can be beneficial to hospitals, especially since the sunset of a federal moratorium limiting new LTACH facilities and beds. With this opportunity in mind, CHC offers much more than consulting services – a unique ownership model through CHC ContinueCARE, LLC, the post-acute care company of CHC. The model provides for the continued operation and existence of a not-for-profit LTACH under a newly created structure that benefits the host hospital, meets regulatory compliance, and creates opportunity for improved LTACH performance in the long term.

GUIDANCE AT EVERY TURN

CHC Consulting helps hospitals negotiate the complexities of CMS' requirements, including the various grandfather clause exemptions, to maximize LTACH performance. Many clients who engage us begin with our comprehensive operational assessment, which identifies organizational strengths and vulnerabilities along with an action plan (coding audits, length-of-stay management, clinical staff education) to get their post-acute program on a positive path. Together with hospital boards and leaders, our experts help to sharpen strategic vision for the future, improve operations and finances, and master regulatory compliance.

Community Hospital Corporation owns, manages and consults with hospitals through three distinct organizations – CHC Hospitals, CHC Consulting and CHC ContinueCARE, which share a common purpose to guide, support and enhance the mission of community hospitals and healthcare providers. Based in Plano, Texas, CHC provides the resources and experience community hospitals need to improve quality outcomes, patient satisfaction and financial performance. For more information about CHC, please visit www.communityhospitalcorp.com.

Please call CHC today. Because your success is vital to your community. For more information, contact April Myers, BVP Post-Acute Operations at amyers@communityhospitalcorp.com or 972.943.6400.



7800 N. Dallas Parkway, Suite 200, Plano, Texas 75024
Phone: 972.943.6400 (ex. 972.943.6401)
www.communityhospitalcorp.com

Website

The URL for CHC ContinueCARE is www.ContinueCARE.org, with sub URLs for each owned facility (i.e. www.continuecare.org/hendrick). The Website is built with Wordpress for easy maintenance. Updates can be made by facility staff trained as Website editors, or by the CHC marketing team.

ContinueCARE Hospital
at Baptist Health Deaconess Madisonville

Contact >
CHNA >

HOME ABOUT FOR FAMILIES CAREERS OUR STORIES

Review us on Google!

Compassionate Care. Intensive Treatment.

Caring for patients with specialized needs.

What is an LTACH?

A Long Term Acute Care Hospital (LTACH) serves the needs of patients with medically complex conditions, especially those suffering from multisystem complications and needing extended recovery times – a hospital stay that is often 25 days or more. A patient is usually admitted after a short-term, acute-care hospital stay. After care in an LTACH, many patients are then able to transition from the LTACH to acute rehab, skilled nursing or go home. Hospice care is also a post-acute treatment option for patients with a terminal disease who have a life expectancy of six

Start your referral.

Name of Patient*
First Name, Last Name

Name of Referring Person*
First Name, Last Name

Phone*

Next >

ContinueCARE Resources

Printing

Millet the Printer in Dallas has all files. Contact Carrie Self (214-741-3602 or cari@milletthepainter.com) to place an order and include delivery instructions. Please copy Anne Block (ablock@communityhospitalcorp.com). CHC will be invoiced and your facility will be charged. You may split orders and share costs with other facilities. Prices are subject to change.

Folders (two generic CHC ContinueCARE options with business card slit)

Heavy Weight Folder with 3 inset photos

250 Q: \$1,250 500 Q: \$1,450

Lighter Weight Folder with Large Daisy

250 Q: \$870 500 Q: \$950

Patient or Referral Brochures

Millet can make minor text edits (12" x 9" folded to 4" x 9")

250 Q: \$420 500 Q: \$690 750 Q: \$960 1,000 Q: \$1,230

Table Tents (flat 5" x 10" and includes a die cut for a business card)

250 Q: \$320 500 Q: \$400 1,000 Q: \$600

Patient Questionnaire (8.5" X 11" folded to 8.5" x 5.5")

250 Q: \$325 500 Q: \$500 1,000 Q: \$800

Branded Materials and Promotional Items

The HealthTrust Purchasing Group portfolio includes several choices under contract. Your materials manager may have updated HPG information. You will be billed directly by all vendors.

Staples Business Advantage Promo

(HPG Contract #4064, www.staplesadvantage.com)

Contact Denise Molina at 702.300.1890 or Denise.Molina@staples.com

Zach Hentrich, Inside Sales Manager, 314.692.3037 or Zachary.Hentrich@staples.com

American Diversity

(HPG Contract #6804, www.americandiv.com)

Contact Erica Van Beck at 800.754.8831 ext. 401 or

evanbeck@americanmin.com

American Solutions for Business

(HPG Contract #6808, www.americanbus.com)

Contact Maggie Leland at 320.334.3776 or mleland@americanbus.com

The Barr Group

(HPG contract #6810, www.barrgroupinc.com)

Contact Renee Murray 615.574.719 or renee@barrgroupinc.com

Smart Source of Georgia LLC

(HPG Contract #6812 www.datasuppliesinc.com)

Contact Mark Lewis 864.271.6666 or mlewis@smartsourcellc.com

CHC Supply Trust

CHC Supply Trust Logo

This logo is used to represent CHC supply chain services. It is the preferred logo for marketing materials promoting supply chain services. Uses include: Website, advertisements, collateral, PowerPoint, business cards and email signature. Because this service line is not a legal entity, the CHC Consulting logo is used for proposals, contracts and other official correspondence relating to CHC Supply Trust.



CHC Supply Trust Brand Logo Colors

The CHC Supply Trust colors are designed to complement those used by other CHC brands. The values for the blue and grey are provided below:

Pantone Matching System (for spot color printing):



PMS 2925



PMS Cool Gray 11

CMYK (for 4-color offset printing):



84-21-0-0



48-36-24-66

RGB (for digital display):



0-152-219



77-79-83

HEX (for HTML / web usage):



#0098DB



#4D4F53

Logo Color Variations

In some instances, such as with promotional items, it will not be possible to use the standard 2-color logo. One example is when the logo needs to be placed on a dark-colored background. In this case, the logo should be reversed completely in white as shown below:



In instances where the logo needs to be reproduced in 1-color, it should be converted to grey scale. The grey areas of the logo remain the same, where the green areas are filled with 50% of the grey to maintain contrast as shown below:



Member Logo

CHC Supply Trust member hospitals may use the following logo on their Website and other materials to share that they are members of CHC Supply Trust.



Complementary Colors

A set of complementary colors have been identified that can be used in the development of marketing materials. These colors can help to provide continuity among all communication materials.

Dark Blue:



Pantone PMS 293
CMYK: 100-68-0-2
RGB: 0-70-173
HEX: #0046AD

Burnt Orange:



Pantone PMS 159
CMYK: 1-74-100-7
RGB: 199-91-18
HEX: #C75B12

Blue-Green:



Pantone PMS 7468
CMYK: 91-50-27-5
RGB: 0-110-147
HEX: #006E93

Turquoise:



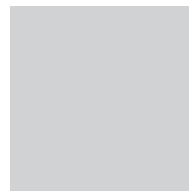
Pantone PMS 7710
CMYK: 75-7-27-0
RGB: 0-176-189
HEX: #00B0BD

Medium Grey:



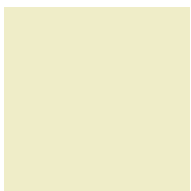
Pantone Cool Gray 8
CMYK: 51-43-41-6
RGB: 131-131-133
HEX: #838385

Light Grey:



Pantone PMS 427
CMYK: 17-13-12-0
RGB: 209-210-212
HEX: #D1D2D4

Light Green:



Pantone PMS 7485
CMYK: 8-1-26-0
RGB: 235-238-199
HEX: #EBEEC7

Logo Placement

Generally for all advertisements, the CHC Supply Trust logo should be placed at the bottom right corner. This way, the logo is generally the last impression readers have as their eyes move away from the page.

When applied to items including cups, hats, T-shirts, pens, etc., a background that contrasts and complements the CHC Supply Trust logo colors and provides legibility is key. White and light grey are examples of colors that provide good contrast for the logo.

At least 10% of the total logo width in open space should surround the logo in every application.



Incorrect Logo Usage

It is very important to adhere to this Design Standards manual to build consistency and brand recognition for CHC Supply Trust. Proper use of the logo ensures CHC's image is always portrayed the way it was intended and audiences are not confused by contradictory versions. To best do this, use only approved digital artwork

Do:

- Use approved digital version of the logo in the manner described within this document.

Don't:

- Change the logo color
- Place the logo on a background or over a photo that makes it difficult to see
- Recreate the logo using a different font
- Distort or stretch the logo ratio
- Add new marks to the logo

(Refer to page 16 for examples of incorrect logo usage.)

Fonts

The CHC Supply Trust logo uses DellaRobbia BT Roman.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Since this is such a stylized font, it should be used exclusively for the logo.

Tagline font is US 101 Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Marketing headline font is Helvetica Neue (TT) Medium.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The font for subheadlines and body copy is News Gothic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

News Gothic Regular is used as the body copy font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For business communications, Calibri is preferred.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Font color should be PMS Cool Grey 11

Tagline Usage

The current official CHC Supply Trust tagline is:

ACCESS. SAVINGS. SUPPORT.

The tagline should always appear with the logo on print advertising materials. In other uses, the tagline may appear together with the logo or it may be included but disconnected from the logo as design needs dictate.

The tagline is always written in ALL CAPS and in US101 font. When presented with the logo, the tagline should be the same width as the logo. It may be kerned to a width of 50, if necessary. When in color, the tagline should be in PMS 2925.



E-mail Signature

The CHC Supply Trust email signature is used by select employees who support supply chain services. This includes a graphic that contains the non-changing information (logo, tagline, URL and address). The dynamic information should appear as shown below. The color of the font should correlate with CHC Supply Trust gray (PMS Cool Gray 11). RGB values are 77-79-83 and Hex values are #4D4F53.

First and Last Name

Title

O: 972.999.9999



CommunityHospitalCorp.com

ACCESS. SAVINGS. SUPPORT.

Boilerplate Statement

In order to provide brand consistency and clarity, a boilerplate statement has been developed and should be used in all advertising and is also used in certain business communication where appropriate. The statement follows:

CHC Supply Trust is the supply chain services arm of Community Hospital Corporation and CHC Consulting.

Recommended Paper Stock

In order to provide continuity with print collateral, one paper stock has been identified for all printed collateral materials including case studies, overviews, solutions pieces, flyers and article reprints. The specifications are:

Collateral:

100lb text weight

Silk finish

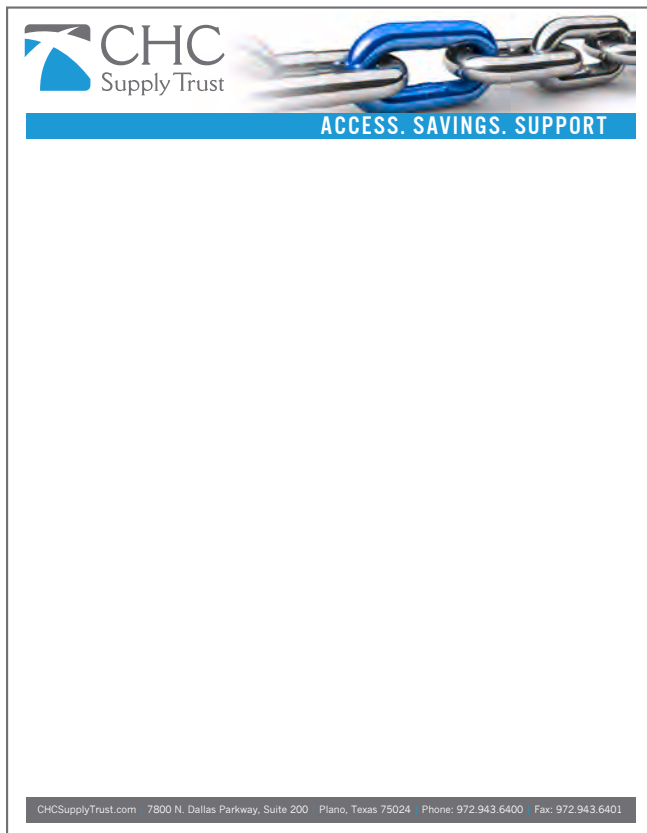
Brochures:

100lb cover weight

Silk finish

Word Template

Word templates were developed to give the business development team flexible tools that can be used for customized marketing materials such as short case studies, charts, graphics, etc. Often, the Word template will be used for more content-heavy subjects that are not appropriate for PowerPoint. This document is not intended as general digital or printed letterhead.



Marketing Collateral

A few marketing collateral items have been developed to support the CHC Supply Trust sales effort. To date, those include a one-page overview collateral and two conference hand out flyers. A PDF of the overview is available on the CHC Supply Trust Website. Contact marketing if you need printed copies of the overview or flyers.



ACCESS. SAVINGS. SUPPORT.

Supply Chain Services

Following labor, supply costs are the second-highest expense for hospitals as well as the fastest-growing cost center. Unfortunately, spiraling expenses tend to hit community-based hospitals hardest. That's because they receive less favorable GPO pricing than their larger counterparts. This is when CHC Supply Trust, the supply chain services arm of Community Hospital Consulting, comes in. We offer healthcare supply chain management support to community hospitals. This includes providing GPO access to the same preferred pricing that large hospital systems are able to negotiate.

UNIQUE VALUE

CHC Supply Trust partners with HealthTrust, the nation's third-largest GPO, to roll out preferred pricing for community hospitals. Since CHC owns, manages and consults with community hospitals, the benefits of our GPO offering are tried, tested and proven on a daily basis. In addition, we return 100 percent of GPO rebates to hospitals each month.

What's more, this unique relationship with HealthTrust means that contracts are scrutinized continually by their specialized value analysis team for better pricing and better products, and ultimately written in favor of your hospital and the best clinical outcomes. This analysis and vetting process saves you money, time and reduces the burden of contract review.

GPO ACCESS TO PREFERRED PRICING

GPO access is by far the most in-demand supply chain service CHC Supply Trust offers for reducing healthcare supply chain management costs. That's due to the significant savings made possible by the HealthTrust partnership. By aggregating the purchasing power of community hospitals across the country, CHC Supply Trust is able to grant access to HealthTrust's portfolio of specially priced, clinician-recommended products typically reserved for the nation's largest hospitals and health systems. Indeed, all CHC Supply Trust hospital clients gain access to a higher level of savings regardless of size.

TEAM-DRIVEN ONBOARDING AND SUPPORT

From dialogue to data analysis and product match-up, the onboarding process involves onsite visits from CHC and HealthTrust experts, ensuring a smooth conversion and maximum savings. Special expertise is another thing that sets CHC Supply Trust apart. Led by Jon Pruitt, CHC's SVP of CHC Supply Trust, the team collectively has decades of experience working with and for community hospitals in materials and healthcare supply chain management. With data analysis, negotiation and hospital operations know-how, team members excel at identifying supply chain savings and efficiencies for our hospital clients.

Following conversion and training, our experts conduct a 90-day post implementation check-in and provide ongoing service support.

CHC Supply Trust Offers More Savings

20%	17.82%	13.76%	16.07%
15%			
10%			
5%			
0%			
	Average Med/Surg Savings	Average Pharmacy Savings	Blended Savings

Savings based on most recent Complimentary Analysis performed for 15 hospitals (21 to 306 beds) in various states comparing CHC Supply Trust prices to those of leading GPOs. [Excludes HealthTrust]

FOUR LEVELS OF HEALTHCARE SUPPLY CHAIN MANAGEMENT SUPPORT

CHC Supply Trust offers hospitals a spectrum of healthcare supply chain management support. This helps hospitals reduce costs while prioritizing clinical quality and patient safety.

SPECTRUM OF SUPPLY CHAIN SUPPORT			
Supply Chain Consulting	GPO Access Only	Customized Support Services Agreement	Outsourced Materials Management
Supply Spend Cycle Assessment	Low Cost	All of the benefits of GPO Access, PLUS	All of the benefits of GPO Access and Supply Chain Support Services, PLUS
Supply Chain Operational Assessment	Access to Better Tier Pricing Through CHC Group/HealthTrust	Supply Chain Operational Assessment	Full Departmental Management
FANS Assessment	Conversion Support	On-Call Supply Chain Support	Provision of Full-Time Onsite Personnel!
Pharmacy Assessment	Spend Analytics		Maximum Support

HOW MUCH CAN YOUR HOSPITAL SAVE?

Our assessments indicate that hospitals can typically save from 15 to 20 percent annually over rates charged by other GPOs. As a place to start, we offer a Complimentary Supply Spend Analysis. This compares the cost of items a hospital already purchases to CHC Supply Trust pricing for the same exact items. This analysis shows a conservative estimate of how much new members can save simply by purchasing those same items through CHC Supply Trust.

The savings are far-reaching. "Healthcare supply chain management in healthcare is not just about medical-surgical supplies," Pruitt says. "It's typically the facility engineers who are most surprised by what's in the portfolio, including services they're already using that are offered for significantly less."

ADDITIONAL SAVINGS

Purchased Services from pharmacy and food services to laundry, landscaping and more—account for about 25 percent of a community hospital's operating expenses. This area of spend, however, is often decentralized and overlooked. CHC Supply Trust, powered by Vality Solutions Group, offers benchmarking by category and one centralized platform for controlling costs and governing pricing, resulting in savings of up to 10 percent.

Find out how much your hospital can save with our Complimentary Supply Spend Analysis.

Community Hospital initially saw supply spend and other savings of \$532,000, followed the next year by savings of \$334,000 just on orthopedic implants. Community Hospital continues to see about 18% savings annually on its supply spend.

McCook, Nebraska, 25-bed Critical Access Community Hospital

For more information, contact:
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ACCESS. SAVINGS. SUPPORT.

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www.CHCSupplyTrust.com

Website

Go to this URL for CHC Supply Trust services:
www.communityhospitalcorp.com/services/chcsupplytrust.
 The Website is built with Wordpress for easy maintenance.
 Updates can be made by the CHC marketing team.



CHC Marketing Tools



CHC MARKETING TOOLS

CHC Marketing Tools

Launched in 2019, CHC Marketing Tools contains marketing samples, templates, logos, resources and more for all-CHC/CHC ContinueCARE and our hospitals. This resource is refreshed monthly with new materials.

Get access from The Park > Office Links or here: <https://sites.google.com/communityhospitalcorp.com/chc-marketing-tools>

You can Download, Share, Customize, Reference, Learn.

For example, the Social Media section includes a best practices guide along with content and images to use in your hospital's social media accounts.

Sign in to your CHC Google account:

If you are not a CHC or ContinueCARE employee yet have received a Google account from CHC:

Go to CHC Marketing Tools: <https://sites.google.com/communityhospitalcorp.com/chc-marketing-tools>

Sign in with your new account and initial password. You can change your password once you've signed in.

Troubleshooting

For any account login issues, go to:

<https://chcorp.zendesk.com/hc/en-us/requests/new>

and submit a request by clicking "General Help Desk" in the menu to proceed.

For further assistance or if you have items you would uploaded, contact Anne Block at ablock@communityhospitalcorp.com or 972-943-6470.

