



VALLEY HEALTH  
*2011 Annual Report*

CELEBRATING  
**35** Years of Quality Healthcare

**STRATEGIC GOAL 1**

Maintain and provide expanded access to quality health services to all communities in the Tri-State area.

**STRATEGIC GOAL 2**

Implement sound practices for operations and governance to strengthen organizational infrastructure of the Valley Health delivery system.

**STRATEGIC GOAL 3**

Maintain fiscal viability including growth of cash-on-hand, and utilize measurement reports to steer financial decisions, ensure growth and maintain facilities.

**STRATEGIC GOAL 4**

Reorganize network infrastructure to enhance patient care and meet definition of meaningful use of technology.

**STRATEGIC GOAL 5**

Develop and implement strategies to ensure that patient care and organizational policies and procedures are of the highest quality and follow standards set forth in the Valley Health business plan and healthcare plan, meeting all rules and regulations required by any governing board and granting organization.

**STRATEGIC GOAL 6**

Implement strategies to aid in the development, growth and retention of quality staff and promote "team concept" throughout the entire organization.

**A MESSAGE FROM OUR CEO**

Excellence is a very difficult standard to live up to year after year. This annual report, for the 34 years that I have been writing it, reflects our excellence in delivery of healthcare services and health-related programs. A major factor to achieve the "standard of excellence" is the employees and staff of our organization. This report focuses on our staff, many whom have been with us for several decades. The position the organization holds and its stability can be credited to these individuals who have dedicated themselves and their careers to Valley Health.

Our ability to retain highly-skilled and well-educated healthcare professionals and support staff is certainly a signal that we have a caring, rewarding and fulfilling work environment that is critical to the pathway toward the mission of Valley Health. If you look around at our competition, you will find significant turnovers among professional staff. My sense is, because of our stability and work environment, along with our substantial level of excellence, we continue to see significant organizational growth.

Annually we profile our new providers, some who have joined us through collaborations in Point Pleasant and Milton. Others have joined us as we expand current locales and seek mechanisms to serve populations that have complicated needs, such as those with behavioral problems. We all know the health statistics of our region that reflect depression, drug use and obesity. The demand for increased behavioral and psychiatric resources likely will be a point of emphasis in the next several years. The relationship and opportunity for collaboration with Pretera Center, as indicated in the report, along with Valley Health's \$8.7 million facility on Route 60, will have an impact upon meeting some of the behavioral health demands in our region.

As we move forward in our history, the excellence we achieve is proportional to the quality and professionalism of our employees, be it those that join us through collaborations such as those with the Point Pleasant practices and the practice in Milton, previously operated by Cabell-Huntington Hospital, or through our general expansion to meet community needs.

Our ability to provide professional development and a positive work environment will go a long way to keeping our organization healthy, especially in an industry that has much uncertainty with funding resources, especially Medicare, Medicaid and other government resources.

In achieving our 35-year anniversary, it is clear we have seen many things that have challenged us, be it changes with funding sources, threats to Medicare and Medicaid as well as threats from those locally who felt we should not be in the healthcare delivery business. Obviously, we have survived and thrived in our excellence and service delivery. Today, almost 70,000 individuals call Valley Health their healthcare home. Providers of care and professionals contact us weekly about wanting to join us as well as bring their patients to us to be part of the Valley Health system of care. All of this is due to our excellence and the excellence of our 340 staff members who dedicate themselves and their careers to the organization. We are fortunate we have these individuals, and they deserve my and our collective thanks.

Our communities have a great resource in Valley Health. It is a strong and vital community resource that is 35-plus years strong. I am very honored to be CEO and work for and with such a dedicated Board of Directors which is the strength and backbone of the organization. They enable the staff to accomplish their work and serve the communities the Board of Directors represents.

The excellent partnership of community, board and staff ensures that our future will be strong, even with the challenges we may face. As has been the case for over 35 years, we rise to the challenges and continue to grow and serve the community.

Thank you!

**Steve Shattls**

Executive Director/CEO



## BOARD OF DIRECTORS



**Linda Atkins**  
Retired Director of  
Recruitment and Retention  
WV Bureau for Public Health



**Greg Agee**  
Operations Manager  
Colonial Food Service  
Equipment



**Ann Allen**  
Retired Nursing Administrator  
Outpatient Surgery Centers



**Charles Carroll**  
Community Advocate  
Special Populations



**Bill Bryant**  
Retired Principal  
Ferrellsburg Elementary



**Ben Howard**  
Retired Personal Banker &  
Investment Representative  
Huntington Banks



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and Executive Director  
WV State Medical Association



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**Bill Marcum**  
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Humanities Organization, Inc.



**Jack Thornburgh**  
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Director of Finance and  
Administration  
City of Huntington



**Clara Alice Wilson**  
Operations Manager  
Dawson Thompson Oil Co.



**Mary Morgan Wise**  
Owner  
Subway Franchise

## FROM THE CHAIRMAN OF THE BOARD

Valley Health has come a long way in our 35 year history... a history that has seen a multitude of changes in the healthcare environment of both the state and the nation. With the leadership of the administration and staff of Valley Health, we have met the challenges that these changes have brought to the delivery of quality care to our patient population. We have become a model for organizational and clinical excellence and have capitalized on opportunities for expansion of services to better meet the needs of our communities.

I am confident that in the coming year Valley Health will continue to be a leader that exhibits excellence in healthcare delivery, providing quality, affordable care to all individuals.



**Jill Hutchinson**  
Consultant for Medical Malpractice  
Issues for Community Health  
Centers & Former CEO  
WV Primary Care Association

Celebrating 35 Years of Quality Healthcare

## AFFORDABLE CARE ACT GRANT PAVES THE WAY FOR \$8.7 MILLION HEALTH CENTER PROJECT

Valley Health broke ground in August 2011 on an \$8.7 million facility that, once constructed, will represent the organization's largest comprehensive health center and new administrative headquarters.

The new facility, funded under the Patient Protection and Affordable Care Act of 2010, Title IV, Section 4101, Public Law 111-148, will allow Valley Health to embark on the next chapter in its long history of healthcare delivery and signifies another important commitment from the Valley Health Board of Directors toward excellent care and critical services to all residents of the region.

The facility, which will be adjacent to the Pretera Center Campus on U.S. Route 60 in Huntington, is anticipated to be complete by December 2012 and will be home to primary medical care services, urgent care services, pharmacy services, psychiatry services, dental services and administrative office space. The new facility will house the most modern technology, including electronic medical, dental and behavioral health records.

The groundbreaking ceremony coincided with Valley Health's celebration of 35 years of service and National Health Center Week, an annual event each August that honors the country's public health centers for the affordable, high-quality healthcare they provide to the underserved.



*Future Home of Valley Health's Next Health Center  
and Administrative Headquarters*



VALLEY HEALTH

*Celebrating Progress Through Leadership*

**COMPARATIVE ANNUAL FINANCIAL STATEMENTS**

	2011	2010	2009
<b>Net Patient Revenues</b>	19,948,145	19,453,745	18,635,923
<b>Grants</b>	8,667,159	9,183,695	7,353,052
<b>Other Revenues</b>	5,417,545	6,228,765	3,721,307
<b>Total Revenues</b>	34,032,849	34,866,205	29,710,282
<b>Employment Cost</b>	21,085,986	20,310,542	12,977,180
<b>Supplies Cost</b>	6,518,217	7,716,476	4,880,097
<b>Other Cost</b>	6,036,072	6,629,442	6,425,083
<b>Total Cost</b>	33,640,275	34,656,460	29,282,960
<b>Gain/(Loss)</b>	392,574	209,745	427,322

In 2011, Valley Health was able to maintain consistent operating performance and generate an adequate bottom-line.

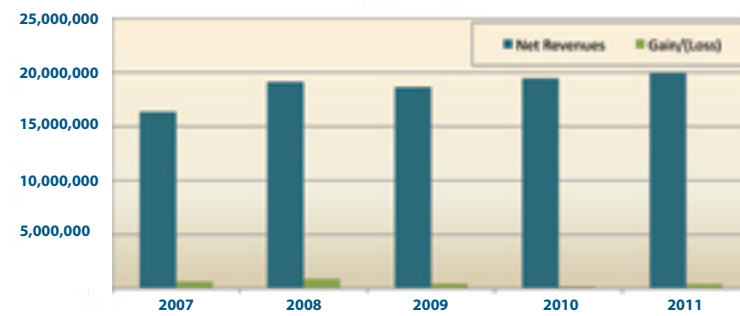
Contributing to Valley Health's overall performance was an improving dental department which has, over the last five years, steadily increased profitability while providing increased access to its patients.

Valley Health has been able to maintain a low level of debt compared to its increasing net-owned assets. It continues to exhibit an adequate coverage of its operating expenses through the working capital levels it maintains. This has been achieved in an environment of aggressive expansion of service sites and related infrastructure.

**Richard Weinberger, CPA**  
Chief Financial Officer

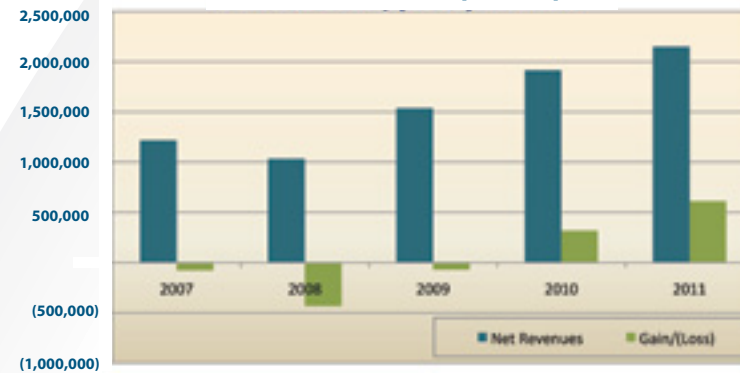


**OVERALL GAIN/(LOSS) TRENDS**



	2007	2008	2009	2010	2011
<b>Net Revenues</b>	16,346,972	19,129,759	18,635,923	19,453,745	19,948,145
<b>Gain/(Loss)</b>	620,842	879,975	427,322	209,745	392,574

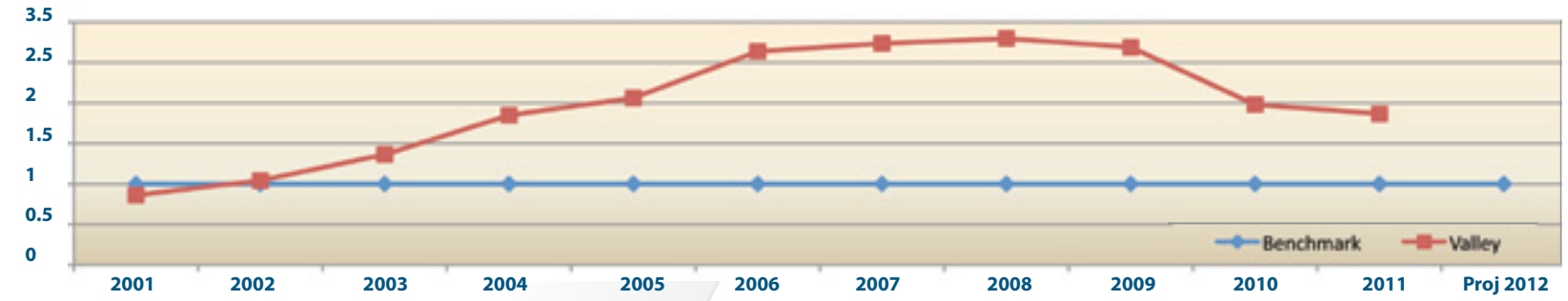
**DENTAL GAIN/(LOSS) TRENDS**



	2007	2008	2009	2010	2011
<b>Net Revenues</b>	1,216,643	1,033,875	1,536,781	1,915,153	2,150,055
<b>Gain/(Loss)</b>	(79,077)	(433,964)	(72,893)	319,424	612,189
<b>Dentistry Visits</b>	12,526	14,547	14,443	14,870	12,684

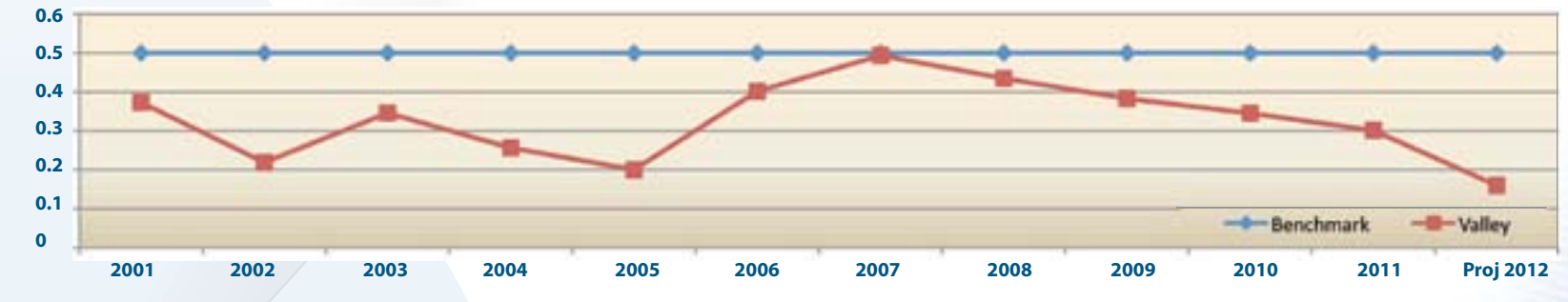
Celebrating 35 Years of Quality Healthcare

**COVERAGE - WORKING CAPITAL TO EXPENSES**



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>Working Cap</b>	1,240,908	1,581,431	2,218,949	3,243,059	3,925,066	6,221,429	6,712,621	6,787,920	6,661,782	5,717,146	5,233,799
<b>Monthly Exp</b>	1,440,896	1,517,354	1,626,837	1,754,377	1,903,045	2,358,666	2,453,915	2,426,871	2,475,857	2,888,038	2,803,356

**LONG-TERM DEBT TO EQUITY TREND**



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Proj. 2012
<b>Debt</b>	1,015,842	883,763	1,811,205	1,772,655	1,763,632	4,083,257	5,458,639	5,070,018	4,738,798	4,311,352	4,011,299	3,561,299
<b>Equity</b>	2,723,185	4,036,113	5,235,662	6,915,443	8,802,181	10,163,292	11,055,659	11,657,159	12,377,059	12,487,388	13,314,979	22,264,979

*Celebrating Solid Operating Performance*

## HIGHLY-SKILLED PHYSICIANS JOIN OUR TEAM



### Shelley Bailey, MD – Family Medicine

Shelley Bailey, MD, a physician board certified by the American Board of Family Practice, came to Valley Health in October 2011 as part of the Cabell Huntington Hospital Family Medical Center merger with Valley Health in Milton. Dr. Bailey, who completed medical school and residency at the Joan C. Edwards School of Medicine at Marshall University, has been able to provide ongoing care to her patients throughout the transition while continuing to grow her practice in Milton and at Valley Health – Hurricane.



### Andrea Kellar, MD – OB/GYN

Andrea Kellar, MD, joined Valley Health in August 2011 and serves patients at Valley Health – Hurricane and Valley Health – Fort Gay. Dr. Kellar completed medical school and residency at the Joan C. Edwards School of Medicine at Marshall University where she ultimately achieved the position of chief OB/GYN resident. Dr. Kellar is qualified in all areas of OB/GYN care, but has special interest in gynecological surgeries and is trained to perform minimally-invasive and robotic procedures.



### Sanjay Masilamani, MD – Psychiatry

Valley Health - Highlawn further expanded its psychiatry practice in August 2011 with the addition of board certified physician, Sanjay Masilamani, MD. Dr. Masilamani completed his psychiatry residency and earned the position of chief resident at the CAMC Division of West Virginia University's School of Medicine. His medical degree was completed at the Marshall University Joan C. Edwards School of Medicine, and he holds a Masters in Forensic Science from Marshall as well. Dr. Masilamani has plans to also serve patients at Valley Health – Hurricane beginning in January 2012.



### Matthew Morris, MD – Pediatrics

To meet the increasing demand for pediatric services at its Southside and Hurricane health centers, Valley Health brought Matthew Morris, MD, on board in August 2011. Dr. Morris is a graduate of the Joan C. Edwards School of Medicine at Marshall University where he specialized in pediatrics during his years of residency. In his practice, Dr. Morris will place emphasis on well-child visits and other types of preventive care. He is also qualified to diagnose and treat children's illnesses and injuries and manage chronic pediatric conditions.



### Mathew Weimer, MD – Family Medicine

Mathew Weimer, MD, joined Valley Health in October 2011 as a member of Valley Health's new health center in Milton. Dr. Weimer came to Valley Health from a practice in Middleport, Ohio, as an opportunity to return to the region where he attended college and completed his family medicine residency. Board certified by the American Board of Family Practice, Dr. Weimer was a Yeager Scholar as an undergraduate at Marshall University. His medical degree was then earned at the Medical College of Ohio in Toledo and his residency completed at the Joan C. Edwards School of Medicine at Marshall University.

## MASON COUNTY EXPANSION STRENGTHENS ORGANIZATION

Valley Health's long-planned expansion to Mason County, W.Va., was finalized in May 2011. The initiative included a partnership with three existing Mason County medical practices and was executed in collaboration with Pleasant Valley Hospital as a means of establishing Mason County's first network of federally-qualified health centers (FQHCs). The three Mason County health centers now under Valley Health's management include:

- Valley Health – Gallipolis Ferry
- Valley Health – Children's Clinic, Point Pleasant
- Valley Health – Women's Health, Point Pleasant

Valley Health's presence in the Mason County market has provided new service opportunities that include the ability to serve the uninsured through a sliding fee scale program, access to family planning, access to the Breast and Cervical Cancer Screening Program and access to the Vaccines for Children Program.

Valley Health was fortunate to have the providers for each of the Mason County health centers maintain their well-established practices by becoming valued members of our team.

### Damia Hayman, FNP-C – Family Medicine

Certified nurse practitioner, Damia Hayman, serves patients at Valley Health's practice in Gallipolis Ferry and is qualified to provide family medicine care to patients of all ages. She completed her advanced nursing degree at West Virginia University and supports her profession through service as the West Virginia Representative for the American Academy of Nurse Practitioners and as the West Virginia Nurses Association Advanced Practice Nurse Congress President.



### Mark Nolan, MD – OB/GYN

Mark Nolan, MD, has served the healthcare needs of women throughout the region for many years. As the physician in place at Valley Health – Women's Health, Dr. Nolan completed medical school at the University of Oklahoma College of Medicine and residency at Riverside Hospital in Columbus, Ohio. He is a member of the American Medical Association and the American College of Obstetrics and Gynecology.



### John Wiltz, MD – Pediatrics

Dedicated to pediatric care for the last 16 years, John Wiltz, MD, serves Point Pleasant patients at Valley Health – Children's Clinic. Dr. Wiltz graduated from medical school at the Indiana University School of Medicine and completed residency at the Walter Reed Army Medical Center. He is a member of the American Board of Pediatrics and the American Academy of Pediatrics.



### TURNING SMILES INTO REWARD

Valley Health Dental Director, Andrea Kelly, DDS, enjoys the internal reward that enhancing a patient's smile brings. In fact, knowing that she helped improve a patient's confidence through a more attractive smile is what she likes best about her job.

And while delivering prettier and healthier smiles will always be Dr. Kelly's top goal, beautiful smiles are not the only reward her team of dentists and hygienists across the network have to offer. Together, the dentistry department is rewarding Valley Health with a very healthy profit margin.

While profitable operation has not always been the course for the dentistry group, the tide turned in 2010. Today, when comparing 2011 financial statistics against those of 2009, the department has seen its revenue increase by 40 percent, and most importantly, its profit by an astonishing 940 percent.

The turnaround, according to Dr. Kelly, "has been a complete team effort between the clinical and administrative staff. Improvement can largely be related to the operational efficiencies we've created. The focus we've placed on ensuring that patients' insurance programs are being verified and that co-payments and deductibles are being paid, are evident in the financial results that are being realized."



### LOCATIONS

**Fort Gay**  
71 Wayne Street  
Fort Gay, WV 25514

**Harts**  
22 Fleming Drive  
Harts, WV 25524

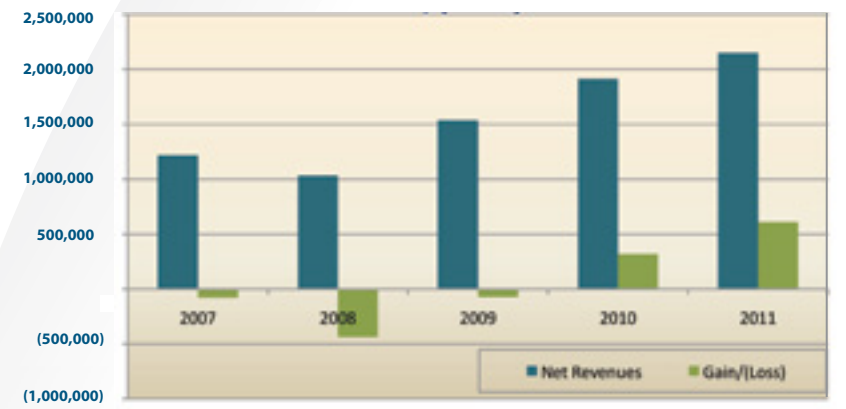
**Southside**  
723 Ninth Avenue  
Huntington, WV 25701

**Upper Kanawha**  
408 Alexander Street  
Cedar Grove, WV 25309

**Westmoreland**  
2908 Auburn Road  
Huntington, WV 25704

**Harmony House**  
627 - 4th Ave  
Huntington, WV 25701

### DENTAL GAIN/(LOSS) TRENDS



Celebrating 35 Years of Quality Healthcare

### DENTISTRY – THEN AND NOW

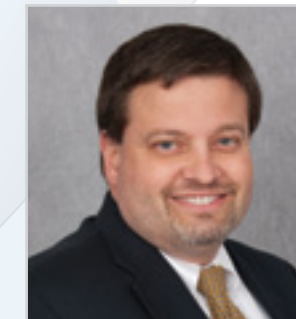
With an understanding of the tremendous need for oral health programs, particularly in rural areas, Valley Health implemented its dentistry program for the first time in 1979 at Fort Gay Family Health Services, a health center that is today known as Valley Health – Fort Gay. Service at that time was delivered to patients by Dr. Daniel Brody, who came to Fort Gay as a National Health Service Corps dentist. Upon fulfilling his commitment to the Corps, Dr. Brody chose to stay with Valley Health, where he now, three decades later, continues to provide patients with dedicated care.

Since the opening of that first practice, Valley Health has since expanded its dentistry program to include practices, not only in Fort Gay, but in Harts, Southside, Upper Kanawha and Westmoreland. Valley Health also makes dental care available to the homeless at Harmony House in Huntington and has plans to establish a sixth full-service practice in 2012 with the completion of its new U.S. Route 60 health complex. All practices offer a comprehensive range of services that include cleanings, sealants, X-rays, fluoride treatments, extractions, fillings, restorative services and cosmetic dental procedures.

Our dentistry team includes a staff of five dentists, two full-time hygienists and two part-time hygienists, all of whom are qualified to treat patients of all ages. Large practices, such as Westmoreland, care for up to 400 patients each month, with approximately 60 percent being adults and 40 percent being children.



**Daniel Brody, DMD**  
Fort Gay



**Jon Paul Kardos, DDS**  
Harts



**Andrea Kelly, DDS**  
Dental Director  
Westmoreland



**Lon Spain, DDS**  
Upper Kanawha



**Kara Stevenson Smith, DDS**  
Southside

### SCHOOL-BASED OUTREACH

In addition to supporting their regular health center practices, providers including Daniel Brody, DMD, Andrea Kelly, DDS, Kara Stevenson Smith, DDS, and Donya Hamm, RDH, are actively involved with Valley Health's growing school-based health center program. Services, including dental education, dental cleanings, fluoride treatments, X-rays and sealants are made available to students enrolled in Valley Health's five school-based health centers on designated days throughout the year.

The school-based dentistry program looks to expand in late 2012, particularly in rural and underserved urban areas, with a mobile dentistry initiative that is slated for implementation. Seeing the lack of dental education as one of the biggest unmet needs across the region, Valley Health Dental Director, Andrea Kelly, DDS, is supportive of the school-based expansion saying, "Oral healthcare is an important part of maintaining overall health and should begin at an early age. People need to understand that dental disease is nearly 100 percent preventable. That's why expanding our outreach to students and their parents is so critical. It affords us the opportunity to provide early intervention and reach those who may not otherwise have access to care."



*Celebrating Dental Achievements*

### NEW HOME IN HURRICANE EXPANDS SERVICES

Valley Health was pleased to move its Hurricane-based health center operation to a newly-constructed, spacious, state-of-the-art facility in October 2011. The new, 5,500 square foot facility, located at 3727 Teays Valley Road, provides the space needed to meet the growing demand for healthcare services in the Teays Valley market.

The new facility makes provision for the continued offering of family medicine care, on-site laboratory services and after hours care. In addition, it has allowed for expansion of the pediatrics department to include an additional physician and for a full-range of OB/GYN services to be introduced. Beginning January 2012, behavioral health and psychiatry services will be available to the community as well.

The physician staff of Valley Health - Hurricane currently includes long-standing Hurricane family medicine physician, Charles Bukovinsky, MD, OB/GYN physician, Andrea Kellar, MD, and pediatricians, Jane Nicholas, MD, and Matthew Morris, MD. April Baisden, MD, and Sanjay Masilamani, MD, will both establish practice hours in January 2012 as psychiatrists.



Valley Health - Hurricane

### SECOND MILTON SITE NOW OPEN

Valley Health is pleased to announce a successful collaboration with Cabell Huntington Hospital in assuming operation of Cabell Huntington Hospital's Family Medical Center in Milton as a new Valley Health-managed facility. The health center, now known as Valley Health - Milton, has been operational under the new structure since October 3, 2011, and represents Valley Health's second Milton-based location.

Valley Health - Milton will specifically focus on delivery of family medicine services. Family medicine physician Shelley Bailey, MD, has transitioned to the Valley Health team and has been available to provide ongoing service to her previous patients. She has been joined at the practice by family medicine physician, Mathew Weimer, MD. Both doctors are board certified by the American Board of Family Practice.

The new health center, located at 1 Harbour Way, supplements the offerings of Valley Health's other Milton-based health center, Valley Health - Grant, located at 308 East Main Street. The two sites are slated to merge in 2012.



Valley Health - Milton

### \$492,835 GRANT ALLOWS SCHOOL-BASED EXPANSION

Valley Health Systems, Inc. is pleased to expand its school-based health center (SBHC) programs through the \$492,835 grant it received from the U.S. Department of Health and Human Services. The grant makes provision for two new school-based sites to be opened and for equipment and systems upgrades to be completed across existing sites. The project implementation period is July 1, 2011 through June 30, 2013. Once all phases of the project are complete, Valley Health's school-based program will be represented by a total of seven school-based centers that serve 5,500 students.

**Poca High School SBHC**  
Location: Putnam County  
Funding: \$105,000  
Reach: Poca High, Middle & Elementary Students  
Timeline: Service to be available 4Q 2011

**SBHC EHR/Equipment**  
Locations: Existing SBHCs  
Funding: \$299,450  
Reach: 4,652 students  
Timeline: 2012

**Harts Intermediate SBHC**  
Location: Lincoln County  
Funding: \$50,000  
Reach: K-8 students in Harts  
Timeline: Services to be available in 2012

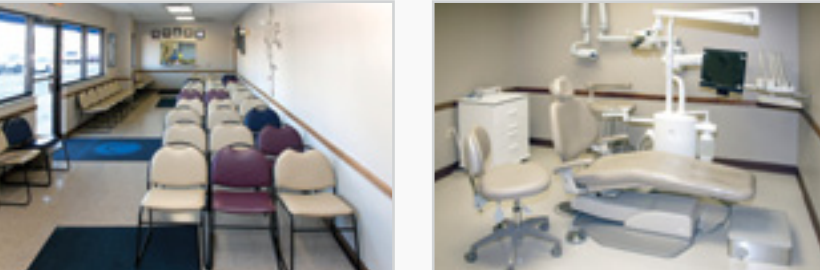
**COMMUNITY HEALTH CENTER GRANT SUPPORTS OPERATIONS**

Valley Health is the recipient of a 5-year Community Health Center Grant award from HRSA that allows us to receive \$4,786,120 each year through 2016 to help with the operational expenses of providing care to the underserved in the communities where we are located. A portion of the funding is specifically targeted for the healthcare services our organization provides to the homeless. Valley Health's total annual operating budget is \$34,000,000.

**UPPER KANAWHA CONSTRUCTION**  
Ground was broken on a new 7,000 square foot, \$852,716 facility in October 2011 with completion slated for 2012.



**SOUTHSIDE RENOVATIONS**  
The \$59,814 Valley Health - Southside project was completed in 2011 with renovations that included enlargement of the waiting room, upgraded dental facilities, triage alteration and a new awning on the building.



**HUNTINGTON RENOVATION**  
A complete \$490,389 renovation of Valley Health - Huntington in 2011 made provision for new exam rooms, expanded front office space and an updated interior.



## WEST VIRGINIA CONNECT IS MAKING A DIFFERENCE



In November 2010, Valley Health was selected by the Department of Health and Human Resources as one of the organizations who could make West Virginia CONNECT available to the working uninsured of our region. While not an insurance product, West Virginia CONNECT allows enrolled patients to have the professional fees for routine preventive, acute care and chronic care services waived at Valley Health's West Virginia locations.

Any West Virginia resident between the age of 19 and 64, actively employed and without health insurance for a minimum of six months was eligible to enroll. The program was met with tremendous response. In fact, Valley Health achieved its maximum enrollment of 1,500 patients in less than six months.

"The timing for this program was right," stated Valley Health CEO and Executive Director, Steve Shattls. "In today's tough economy, West Virginia CONNECT has filled a need for many hard working West Virginians who previously may have gone without health insurance or proper treatment in an effort to live within their budget. West Virginia CONNECT has addressed that issue head-on, making basic primary care services more accessible and affordable to those who need them."

## A STORY FROM THE HEART

For Valley Health patient, Angela, West Virginia CONNECT was heaven-sent. As a woman who has whole-heartedly dedicated the past several years toward improving her life and overcoming the circumstances of her past, Angela was at an agonizing loss when her government-assisted medical benefits were taken away. She didn't know how she was going to be able to continue the regular medical treatment she required from Dr. Zachary Hansen at Valley Health - Carl Johnson and from Dr. April Baisden at Valley Health - Highlawn.

As a hairdresser with an expanding clientele, Angela's income had grown to the point that she no longer qualified for healthcare benefits under the medical card program. "As you work to improve your life, you sometimes have to accept that things get worse for a while," Angela said. "While I was happy that I was becoming more successful, I quickly came to the realization that my income would not support the cost of continued treatment. I remember getting so upset over the situation one day at work. My appointment with Dr. Hansen was the next day, and I was literally scraping pennies together to try to come up with the money to go to my visit."

Then in walked Angela's next client, Hazel Taylor. "Without even knowing where Hazel worked, I started telling her about my problem." As fate would have it, Hazel is a long-time Valley Health employee and told Angela about the availability of West Virginia CONNECT.

"I was so happy I could have cried," said Angela. "Hazel took care of everything for me, helping with my application and making sure that my benefits started right away. That's the way Valley Health is. I've been a patient there since I was 15, and when I go there, they are so friendly and know me by name. Some of the employees have even become my clients. I can't express my gratitude to Hazel for letting me know about West Virginia CONNECT and to Dr. Hansen and Dr. Baisden for the great care they provide. Without them, I might not be here. Valley Health has literally saved my life."



## THE FUTURE OF INTEGRATED HEALTHCARE IS BRIGHT

Collaboration between Valley Health, Pretera Center and the West Virginia Mental Health Consumers Association (WVMHCA), resulted in the first quarter 2011 opening of Valley Health at Pretera and the launch of the BRIGHT program. This collaboration, in which Valley Health offers family medicine services directly within the walls of Pretera Center's U.S. Route 60 behavioral health clinic in Huntington, allows for an integrated approach to treatment for both body and mind. By treating patients as a whole person, this approach results in a more holistic, person-centered experience.

The ultimate goal of BRIGHT is wellness and preventive care. Preventive healthcare is important because it saves lives. It also saves money and reduces needless pain and suffering. When diseases are found early, they are easier to treat and manage. This may be particularly important among those suffering from serious mental illness, as there is a higher prevalence of metabolic syndrome, liver diseases and hypertension among this population. Valley Health's nurse care manager works with these patients' primary care and mental health providers to address their concerns, remove barriers and optimize health through support of healthy lifestyle choices.



**BEHAVIORAL  
RESOURCES  
INTEGRATED  
WITH  
GOOD  
HEALTHCARE  
TECHNIQUES**

## INFORMATION TECHNOLOGY IN MOTION

The role that technology plays in Valley Health's successful quest toward ever-increasing excellence in our healthcare delivery model is critical. As the component that drives our organization's information connectivity, performance efficiency and tracking capability, information technology platforms are under constant evaluation. It is that very evaluation that led senior management to develop a plan for moving direct control of core technology functions back in-house.

Two years ago, in 2009, Valley Health forged a partnership with Florida-based Health Choice Network for technology functions that included electronic health records (EHR), implementation and training, network administration, support services and business intelligence. While the partnership has been effective, evidence pointed to improved response times and enhanced operating efficiencies by moving the majority of those functions back to Huntington.

Leading the transition, which is already underway, is Valley Health's Chief Information Officer, Josh Hammonds. Working together with a team that includes IT Technician, Matt Williamson, IT Helpdesk Associate, Angie Wellman, Clinical EHR Trainer, Kelley Willis, and an EHR IT Technician that is yet to be hired, Hammonds expects to have network administration, EHR and training services fully under management by the end of first quarter 2012.



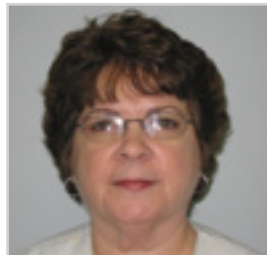


## DEDICATED EMPLOYEES ARE OUR GREATEST RESOURCE

## 30 – 35 YEARS OF SERVICE



**Rhonda Damron**  
Office Coordinator  
Fort Gay



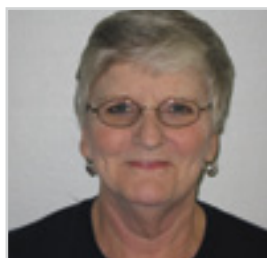
**Drema Ramey**  
Office Coordinator  
Harts



**Sue Ann Easterday**  
Office Coordinator  
Upper Kanawha



**David Revell, MD**  
Family Medicine  
Grant



**Diana Meadows**  
Lab Technician  
Upper Kanawha



**Steven Shattls**  
Executive Director/CEO  
Headquarters



**Donna Miller**  
LPN  
Harts



**Debra Zuberbuehler, RN**  
Administrator  
Headquarters

## 25 – 29 YEARS OF SERVICE

Daniel Brody, DMD - Fort Gay  
Deborah Crouch - WIC  
Caroline Culver, PA-C - Harts  
Susan Dotson - Spring Valley  
Terri Grimm - WIC  
Janice Holton - Harts

Melinda Hopkins - Huntington  
Roberta Mitchell - Billing  
Linda Salem - Grant  
Letha Sparks - Billing  
Michael Ward, DO - Upper Kanawha

## 20 – 24 YEARS OF SERVICE

Robin Anderson - WIC  
Sharon Bays - Southside  
Shirley Birchfield - Headquarters  
Mary W. Caldwell - WIC Administrator  
Cathy Davis - Adolescent Health Initiative  
Joseph DeRosa, DO - Ironton  
Melanie Hall - Headquarters  
Joy Hakala - A Woman's Place  
Denise Hoge - Grant  
Herbert Myers, DO - Medical Director  
Chalida Ng - WIC

Doris Ross - Wayne  
Amelia Smith - Cabell WIC  
Deborah Steele - Wayne  
Barbara Vessely - Laboratory  
Nancy Waller - Fort Gay  
Deborah Williamson - Headquarters  
Deborah Wills - Black Lung  
Janet Wilson - Harmony House

## 15 – 19 YEARS OF SERVICE

Mildred Barber - WIC  
Clarissa Burchell - Billing  
Mary Caldwell - Billing  
Janice Canady - Wayne  
Sherii Carpenter - WIC  
Paula Cook - Harts  
Paul Connor, PA-C - Fort Gay  
Jerilynn Dorsey - Pharmacy  
Rhonda Hinkle - Wayne  
Debra Holley - Grant  
Leigh Ann Irvin - A Woman's Place  
Leigh Jordan - A Woman's Place  
Michelle Linville - Cabell Midland

Karen Massie - Billing  
Lori Moss - Pharmacy  
Regina Null - Fort Gay  
Mandi Pitsenbarger - Headquarters  
Charlotte Spurlock - Huntington  
Barbara Watson - Southside  
Alice Weddington - WIC  
Richard Weinberger - Headquarters  
Crystal Welch - Headquarters  
Kathy Wellman - Fort Gay  
Kelley Willis - Wayne  
Peggy Wills - WIC  
Janis Wilkes - WIC

## SCOTT DAVIS, MD, RECEIVES NATIONAL AWARD

Valley Health is pleased to congratulate Scott E. Davis, MD, on his achievement as one of only 16 Pfizer Teacher Development award recipients in 2011.

Dr. Davis, a family medicine physician at Valley Health – Wayne, was bestowed the honor by the American Academy of Family Physicians Foundation (AAFP). Selected among those family medicine doctors across the nation who teach medical students and residents on a part-time basis, the AAFP Foundation considers its Pfizer Teacher Development recipients to be the best in their profession. Selection is based on scholastic achievement, leadership and dedication to family medicine.

Davis, a Lavalette, W.Va., native, joined Valley Health's Wayne health center in July 2009 and has since made a significant impact on the health and well-being of the community through development of a substantial patient base. Despite the growth of his practice, Davis dedicates time to teaching by routinely rotating medical students from Marshall University's Joan C. Edwards School through his practice.

In a letter supporting Dr. Davis' nomination, medical student Lauren Bevins said Davis both challenged and encouraged her during her rotation with him at Valley Health – Wayne.

"Not only was Dr. Davis a great teacher, but I also saw first-hand the compassion and empathy that is so critical when taking care of patients, especially those who have limited medical resources," she wrote. "I saw Dr. Davis work through lunch, stay late in the office and see walk-in patients when his schedule was already full. He was also very aware of the financial challenges that his patients face, and he worked with patients to find lower-cost medications and less expensive screening and diagnostic tests."

Davis graduated from Marshall University's Joan C. Edwards School of Medicine in 2006 and completed residency there in family medicine in 2009.



*"Dr. Davis is very deserving of this prestigious award. He is an exceptional asset to our organization, the students he mentors, and most notably, the patients to whom he so devotedly serves."*

Steven Shattls  
Valley Health Executive Director/CEO

Pictured Left: Dr. Davis, his wife and three sons.



Dr. Davis at the award banquet with Valley Health co-workers (from left to right) Sanjay Masilamani, MD, Lanie Masilamani, Rhonda Hinkle, Melanie Hall, Herbert Myers, DO, and Crystal Welch



VALLEY HEALTH

Celebrating Employee Milestones

## WESTMORELAND QUALIFIES AS LEVEL THREE BY THE NATIONAL COMMITTEE FOR QUALITY ASSURANCE (NCQA)

With Valley Health's mission of providing quality healthcare to all individuals, we are constantly striving to reach a higher level of quality so that the quality of our patients' lives can increase as well. It is therefore a goal to have each of our 19 Federally Qualified Health Centers (FQHCs) achieve Patient Centered Medical Home (PCMH) recognition by the National Committee for Quality Assurance (NCQA). Leading the way toward that goal is Valley Health – Westmoreland, located at 2908 Auburn Road in Huntington, who achieved certification from the NCQA this past year as a level three PCMH. Level three certification is the highest available NCQA ranking.

NCQA Patient-Centered Medical Home is an innovative program for improving primary care. In a set of standards that describe clear and specific criteria, the program gives practices information about organizing care around patients, working in teams and coordinating and tracking care over time. There are three levels of NCQA PCMH recognition; each level reflects the degree to which a practice meets the requirements of the elements and factors that comprise the standards. These standards reflect elements that make primary care successful.



Westmoreland Providers

### FAMILY MEDICINE

- Shelley Bailey, MD
- Charles Bukovinsky, MD
- Scott Davis, MD
- Jenifer Hadley, DO
- Zachary Hansen, MD
- Gregory Holmes, MD
- Buddy Hurt, DO
- Amy Marsteller, MD
- David Revell, MD
- Charles Vance, III, DO
- Michael Ward, DO
- Mathew Weimer, MD
- David Whitmore, DO
- Mary Adams, FNP-C
- Molly Bennett-Beckley, PA-C
- Paul Connor, PA-C
- Caroline Culver, PA-C
- Damia Hayman, FNP-C
- Traci Phillips, FNP-C
- Terry Roberts, FNP-C
- Jerrold Robinson, FNP-C
- Linda Salem, FNP-C
- Jennifer Wellman, FNP-C
- Janet Wilson, FNP-C

### GASTROENTEROLOGY

- Stanley Masilamani, MD

### DENTISTRY

- Daniel Brody, DMD
- Jon Paul Kardos, DDS
- Andrea Kelly, DDS
- Lon Spain, DDS
- Kara Stevenson Smith, DDS
- Michele Endicott, RDH
- Donya Hamm, RDH
- Amber Shamblin, RDH
- Tina Triplett, RDH

### INTERNAL MEDICINE

- April Baisden, MD
- Carlton Herald, DO
- Edward Moran, Jr., MD
- Manimekalai Raman, MD
- Daniel Whitmore, DO

### OB/GYN

- Richard O. Booth, Jr., MD
- Brian E. Bower, II, MD
- Joseph DeRosa, DO
- Ellie Hood, MD
- Andrea Kellar, MD
- Rafael E. Molina, Jr., MD
- Herbert Myers, DO
- Mark Nolan, MD
- Aaron Scaife, MD
- Andrea Vallejos, MD
- Javier Vallejos, MD

### PEDIATRICS

- Shannon Smith Maxey, MD
- Edward Moran, Jr., MD
- Matthew Morris, MD
- Jane Nicholas, MD
- Manimekalai Raman, MD
- Misty Strow, MD
- Daniel Whitmore, DO
- John Wiltz, MD
- Amanda Workman, MD

### PHARMACY

- Lori Moss, RPH

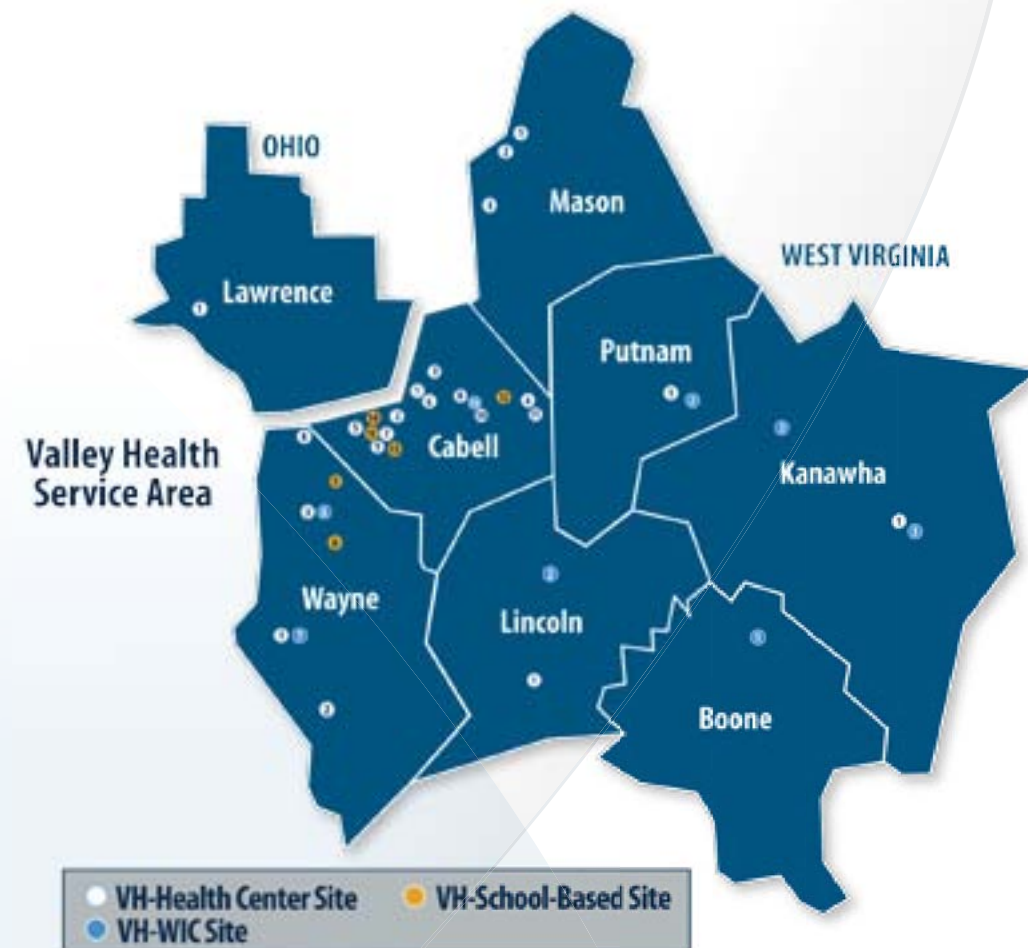
### PSYCHIATRY

- April Baisden, MD
- Sanjay Masilamani, MD

### ULTRASOUND

- Amanda Buell, RDMS
- Courtney Beter, RDMS

Celebrating 35 Years of Quality Healthcare



### CABELL COUNTY

1. Valley Health – Administrative Office
2. Valley Health – A Woman's Place
3. Valley Health – Carl Johnson
4. Valley Health – Grant
5. Valley Health – Harmony House
6. Valley Health – HighLawn
7. Valley Health – Huntington
8. Valley Health – Pharmacy
9. Valley Health – Southside
10. Valley Health – Presera BRIGHT Clinic
11. Valley Health – Milton

### School-Based Health Centers

12. Valley Health – Cabell Midland
13. Valley Health – Huntington High
14. Valley Health – Huntington Middle
15. Valley Health – Southside Elementary

### WIC Location

16. Valley Health – Cabell County WIC

### KANAWHA COUNTY

1. Valley Health – Upper Kanawha
- WIC Location**
2. Valley Health – Kanawha County WIC
  3. Valley Health – Upper Kanawha WIC

### LINCOLN COUNTY

1. Valley Health – Harts
- WIC Location**
2. Valley Health – Lincoln County WIC

### MASON COUNTY

1. Valley Health – Point Pleasant Pediatrics
2. Valley Health – Point Pleasant Women's Health
3. Valley Health – Gallipolis Ferry

### PUTNAM COUNTY

1. Valley Health – Hurricane
- WIC Location**
2. Valley Health – Putnam County WIC

### WAYNE COUNTY

1. Valley Health – Fort Gay
2. Valley Health – Steptown
3. Valley Health – Wayne
4. Valley Health – Westmoreland

### School-Based Health Center

5. Valley Health – Spring Valley High
6. Valley Health – Wayne High

### WIC Locations

7. Valley Health – Fort Gay WIC
8. Valley Health – Wayne WIC

### LAWRENCE COUNTY, OH

1. Valley Health – Ironton

**OUR MISSION:**

To provide quality healthcare to all individuals, emphasizing outreach to those who are underserved.

**OUR VISION:**

Valley Health will be the leader in providing excellent community-based primary care.

**OUR VALUES:**

**HONESTY:** We will tell the truth.

**RESPECT:** We will treat every person as important.

**UNITY:** We will work together.

**TRUST:** We will do what we say and say what we do.

**LEADERSHIP:**

Steven Shattls, MPA, CEO/Executive Director  
Richard Weinberger, CPA, Chief Financial Officer  
Herbert Myers, DO, Medical Director  
Lanie Masilamani, MHA, Chief Operating Officer