

Health Connection

A PUBLICATION OF
CARLSBAD MEDICAL CENTER

**Make time for
your mammogram**
CMC has a digital option

**How we benefit
our community**

**5 hidden
heart-disease
risk factors**

**What's your
health IQ?**
Find out inside



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Building for a healthy future



Janet Carbary
Chief Executive Officer

I'm pleased to report that phase one of Carlsbad Medical Center's (CMC) \$15 million renovation is finally complete, and our front entrance is once again open for your convenience. We have a beautiful new lobby,

including a welcoming information desk and improved spaces for our hospital gift shop and our Starbucks café. Our hospital cafeteria—newly renamed The Desert Grill—has seen some upgrades as well, including improved seating, updates to the salad bar and new selections such as brick oven pizza. The public is always welcome at CMC, so if you're looking for a great cup of coffee or a delicious option for breakfast or lunch, I'd like to personally invite you to stop by and pay us a visit!

MORE CHANGES AHEAD

Renovation of our surgical space is ongoing, as we

increase our operating room from 10,000 to 23,000 square feet, and work begins on our second-floor Women's Services Unit in June. These improvements, scheduled to be completed in December, will allow us to serve you—our friends and families here in southeast New Mexico—with the quality care you deserve.

At CMC, we take your care personally, and we're proud to be growing again in 2010. We're committed to providing residents of the surrounding communities with enhanced health care services. Our ultimate goal is for CMC to be a great place for employees to work, physicians to practice medicine and patients to receive care.

Best regards,

JANET CARBARY
Chief Executive Officer
Carlsbad Medical Center



Visitors to CMC are greeted by Auxiliary volunteers at the new information desk.



The front entrance of the hospital is once again open after our recent remodeling.

A better mammogram

Carlsbad Medical Center features digital imaging

Breast cancer often makes itself known in its early stages, when there's a good chance for a cure. But here's the catch: You need the right screenings to detect breast cancer. Women who undergo routine mammograms at Carlsbad Medical Center (CMC) have advanced diagnostic technology available—digital mammography.

"We're excited to be able to offer this technology," says Joe Moore, director of diagnostic imaging at CMC. "It allows us to offer our patients advanced mammograms with the least-possible hassle and disruption to their lives. There are many advantages to digital mammography, and until recently, you had to travel out of town to receive this type of mammogram."

BENEFITS OF GOING DIGITAL

While digital imaging feels almost identical to conventional screening from the patient's perspective, digital mammography has several benefits, including shorter exam times and a significant reduction in call backs to obtain more images.

With digital mammography, the radiologist reviews electronic images of the breast using special high-resolution monitors. The physician can adjust the brightness, change contrast and zoom in for close-ups of specific areas. Because digital mammography images are electronic, they can be transmitted quickly across a computer network. Digital images also can be easily stored, copied without loss of information and transmitted and received in a more streamlined manner, eliminating dependence on one set of original films.

To supplement this technology, the hospital added a digital computer-aided detection (CAD) system, which highlights common characteristics of breast cancer, including masses, clusters of

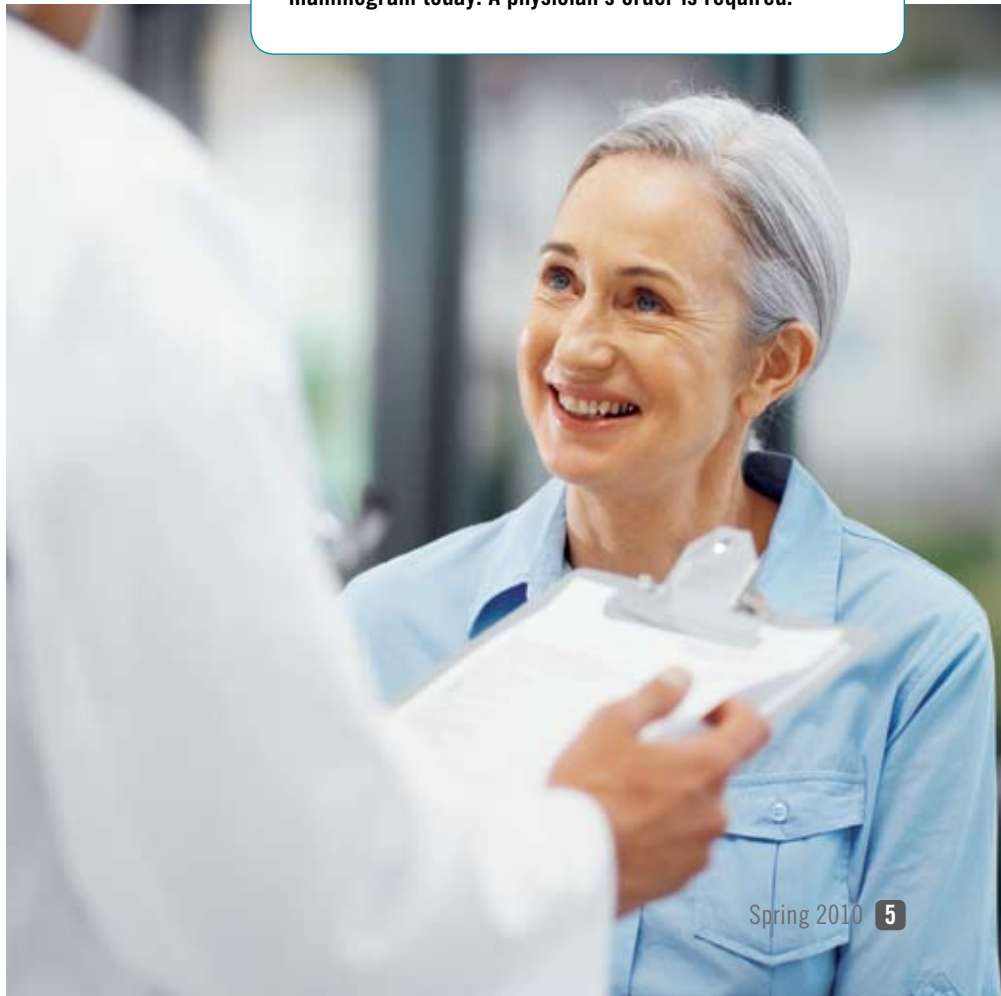
microcalcifications and changes in breast tissue, also called architectural distortion. CAD flags these abnormalities to help the radiologist detect breast cancer early. "Digital CAD is like a second set of eyes to support and enhance the radiologist's judgment," says Moore.

Commit to early detection today by scheduling your mammogram at CMC.

! Early detection saves lives!

At CMC, our new digital mammography service not only helps save lives but also makes getting a mammogram faster and easier than ever before. We're here to make your experience as quick and comfortable as possible with the continued quality that you expect from us.

Make a date to do something special for yourself and your family. Call (575) 887-4151 to schedule your mammogram today. A physician's order is required.





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Meeting the community's needs

We're here to serve you

Every year, Carlsbad Medical Center (CMC) takes care of thousands of people from our community. We're proud to say that we also take good care of the community itself—employing hundreds of people, paying taxes, using local businesses and donating to charities. If you've ever been to our hospital, you know that we take patient care personally. And now you know just how personally invested we are in making this community a better place to live and work.

THE NUMBERS TELL THE STORY

By the end of 2009, CMC employed more than 669 dedicated employees, who supported 4,807 admitted inpatients and treated 21,755 emergency room patients and 76,630 outpatients. And our employees donated almost 3,600 volunteer hours to the betterment of CMC and the community this past year. Because of the support you've shown by using CMC, we continue to contribute to the health and well-being of patients and area residents. Our economic impact on the Carlsbad area remains significant.

Please review our 2009 Community Benefit Report, at right. We're dedicated to enhancing the health of our community in a caring, focused, cost-effective manner. In other words, offering the services you need, close to home.



2009 Community Benefit Report

Providing quality care

ER patient visits	21,755
Inpatient visits	4,807
Outpatient visits	76,630

Financial benefits

Payroll (669 employees)	\$31,490,007
Capital investments	\$1,440,647
Property and sales taxes	\$3,238,506

Caring for our community

Community volunteer hours (estimated)	3,595
Hospital auxiliary donated hours of service	12,000
Charity and uncompensated care	\$17,706,092
Dollars spent locally	\$1,166,396
Donations to the community	\$82,669

TOTAL COMMUNITY INVESTMENT **\$55,124,317***

*Dollar amounts are approximate.

EXPANDED SERVICES

Our \$15 million renovation project, which began in October 2009, will result in:

- four additional operating rooms
- a renovated women's/OB unit
- a remodeled front entrance and lobby

! Check out our Web site today!

To learn more about Carlsbad Medical Center's services, visit www.carlsbadmedicalcenter.com.