



## Reid About Value

### ————— Patient advocacy: It's what we're about —————

January 2008

Dear Community Leader:

By the time you receive this letter, an important Reid function historically housed at 1401 Chester Boulevard will have relocated to a convenient new location a short distance away at 1501 Chester Boulevard, the former home of Richmond Cardiology Associates.

At first glance, you might think this office – Patient Financial Services – would not have a direct impact on your business or employees. After all, it's the office that handles payments to the hospital for services rendered. You might ask "what's the value to me and my business from this move?" But this function directly impacts your organization in more ways than you might imagine.

Reid Hospital is dedicated to continuing our commitment to serving people, regardless of ability to pay. Today's reality, however, is that with the growing number of uninsured, increasing co-payments and deductibles, increasing shortfalls in Medicare and Medicaid, hard working people – even with insurance – often end up with serious financial challenges. These bills can result in real personal and family stress and have a serious impact on their ability to function effectively on the job in your organization.

Our "Patient Advocates" stand ready to assist in arranging for needed patient assistance. In our Patient Financial Services area, we've made the deliberate decision to do away with "financial counselors" as the title for our team members who work with patients about billing. This terminology, though well-meaning, carries a negative connotation by implying that the patient isn't doing something right if they are unable to pay a bill up front and right away.

Business and community leaders know that Reid Hospital has always followed good business practices, realizing that our facilities cannot provide quality care without remaining financially healthy. Yet, our motive has always been about making sure the community maintains state-of-the-art health care, offering fair prices and with access for all. Said another way, our primary purpose is **NOT** about the money.

As we open this department in a newly remodeled, easy-to-access location at the corner of Chester Boulevard and Waterfall Road, our patient advocates are there to help your employees with any financial challenges they might face due to health related issues.

We are committed to helping you, as an employer, and your workforce and their families, remain healthy in body, mind and spirit. An important part of that is providing ways to help that reach far beyond IV poles and X-rays. In that respect, I believe these special members of the Reid team now carry a title that applies to every member of our 2,000+ team – the truth is, we are **all** patient advocates.

Sincerely,

Barry S. MacDowell  
President