



Reid Hospital
& Health Care Services
Caring • Healing • Leading

Reid About Value

Big City Medicine Right Here, Now

February 2007

Dear Community Leader:

When Reid Hospital provides services that patients formerly could seek only in a larger cities, we can keep those patients and their families here at lower costs, supporting this community and your businesses. That is good for all of us.

In addition to paying less, employees spend less time away from work for appointments and follow-up care. They save money in travel time and gasoline. It's easier for their families and friends to offer needed support, should a hospital stay be necessary.

There is yet a more important benefit. Your employees *and* you have quick access to life-saving care. A good example of that care is Reid's expanded heart services. "Time is muscle" is a familiar phrase in heart health provider circles. That means the quicker treatment is received, the less damage there is likely to be to the heart.

To help you save minutes and heart muscle, Reid now provides 24/7 cardiac interventional care. This low-cost, high quality care starts in Reid's emergency room where board-certified physicians follow specific protocols for heart or stroke symptoms. An array of tests and procedures from cardiac catheterizations, angioplasty and stent placement are available to diagnose and address blockage. Should the diagnosis call for open heart surgery, there is no need to seek those services outside Richmond.

When we begin new services, we determine whether there is a need, whether we can do it well and whether we can do it cost-effectively. Yes, yes and yes are the answers in expanded heart services. Our costs again, are lower than comparative hospitals across the nation. In fact, an analysis focused on heart procedures indicates that Reid's charges are in the lower third. And recent information I shared with you offers evidence that we do not sacrifice quality to maintain low costs. As a reminder, we are among the best in the nation in quality of treatment for heart attack patients.

Truly, you or your employees have no reason to seek heart care outside Richmond. You and they have no need to tie into a larger, remote, more costly health system. Quality, low-cost, ease of access. It's all here, at Reid.

Sincerely,

Barry S. MacDowell
President