

Nevada Hospital Reporting

(Pursuant to NRS 449.490, Sections 2 through 4)

Demographic Information

Name of Organization	SUNRISE HOSPITAL AND MEDICAL CENTER
Location (City & State)	LAS VEGAS, NEVADA
Fiscal Year Ended (mm/dd/yyyy)	12/31/2010
Description of Organization (number of facilities, bed size, major services & centers of excellence)	<p>Sunrise Hospital and Medical Center, along with Sunrise Children’s Hospital, have played a leading role in Nevada healthcare. Many of our state’s medical “firsts” have come from Sunrise as it continues to serve more patients each year than any other privately owned hospital in Nevada, with over 154,539 patient days and 99,204 emergency room visits in 2010.</p> <p>For more than 50 years, Sunrise has led the way in new technologies and services such as the first open heart surgery; the first robot-assisted surgery suite to increase precision and reduce complications; the first Gamma Knife for incisionless brain surgery and the first certified Stroke program in Southern Nevada offering brain-saving treatments.</p> <p>With an entire region counting on our quaternary-level medical expertise, Sunrise has 117 Adult and 96 Children’s critical care beds for a total of 213 critical care beds, which is more than any other hospital in Nevada.</p> <p>Sharing the Sunrise campus is another Nevada first, Sunrise Children’s Hospital. Mirroring the reputation and services of its 700-bed adult hospital counterpart, Sunrise Children’s Hospital serves families from a multi-state region with specialized teams transporting the sickest patients to Las Vegas for treatment at the state’s largest, most comprehensive children’s hospital.</p> <p>Sunrise Children’s offers Pediatric Emergency Room physicians and pediatric intensivists onsite 24/7. Sunrise Children’s Hospital offers 244 beds to care for our state’s most acutely ill children. Whether it is an open-heart surgery moments after birth, delicate spine surgery for congenital defects, delivery of high-risk pregnancies, or battling cancer, pediatric patients (and their moms) have unique access to services for everything from routine to complex childhood healthcare needs.</p> <p>Today, Sunrise continues its proud tradition of innovation as its medical programs achieve national recognition for clinical excellence in areas such as heart care and stroke management. Sunrise combines the vast experience of physicians and staff assembled from the world’s leading institutions with national treatment standards and industry-leading quality initiatives. And, most importantly, patients have recognized our unique value by naming Sunrise their most preferred hospital for 15 years straight. Our expert staff has also recognized Sunrise as one of the “Top 100 Hospitals to Work for” through Nursing Professionals Magazine.</p>
Governance/Organizational Structure (tax exempt status, affiliated entities)	Sunrise Hospital & Medical Center is owned and operated by Sunrise Hospital and Medical Center, LLC, a Delaware limited liability company affiliated with HCA Inc., which is qualified to do business in Nevada. Sunrise Hospital and Medical Center is a publicly traded for profit corporation.

Capital Improvements

New Service Lines:

New Service Lines: List each new service line offered.
None

Major Facility Expansion:

Description	Prior Years Costs	Current Year Cost	R=Replace N=New	Const. In Progress?
None	\$			
	\$			
	\$			
	\$			

Major Equipment:

Description	Prior Years Costs	Current Year Cost	R=Replace N=New	Expansion
Information Systems Infrastructure	\$661,709	\$738,520		
Patient Monitoring	\$1,475,171	\$751,997		
Respiratory Equipment	\$	\$747,515		

Other Additions and Total Additions for the Period:

Other capital additions for the period not included above	\$3,292,720
Total Additions for the Period (Sum of Expansion, Equipment & Other Additions)	\$5,530,752

Home Office Allocation

Describe the methodology used to allocate home office costs to the hospital
<p>As a means to reduce costs, it is common for healthcare companies, including HCA, to utilize the services of a central oversight company, also referred to as a management company. Instead of having to employ several different individuals for each function (at each hospital), an affiliate contracts with one management company to provide the facility its essential services at a cost-effective rate. Using a management company's services streamlines an entity's operations and creates efficiencies that, without the management company, perhaps would not be achieved. In return for providing these integral services to the hospitals, the corporate office receives an arms-length fee, charged monthly. The fee is calculated as a percentage of net revenues, which is similar to other management companies in the healthcare industry. The fee charged to HCA's wholly-owned hospitals is calculated at 6.5% of net revenues.</p> <p>Services provided under this management agreement include: consulting services in areas such as long-range planning, budget control systems, financial reporting systems and practices, contractual agreements, accounts receivable management, government reimbursement (including cost report preparation and filing), capital planning, internal audit, managed care contracting, legal services, and human resources services (including employee benefit design and management). Corporate office prepares and files federal, state and local tax returns and reports as well as tax audit and appeals management. HCA performs advisory services relating to design, construction and inspection of new physical facilities, and renovations, repairs and maintenance of existing physical facilities. Corporate office provides direction in areas such as health services marketing, community and public relations, government affairs, quality assurance, patient safety initiatives and market research. HCA has placed a particular emphasis on patient safety and quality and has made a significant investment in these initiatives which provides no additional reimbursement, but provides a safer environment for the patient. The preceding is certainly not a comprehensive list of all services but rather a summary overview of the extent and wide range of corporate office's business.</p>

Community Benefits Structure

Hospital Mission Statement	The Mission of Sunrise Hospital & Medical Center and Sunrise Children's Hospital is to achieve an unequaled level of measurable quality in the delivery of a continuum of cost-effective, integrated healthcare services that are responsive to the needs of the patients, physicians, employees and community.
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Hospital Vision	Sunrise Hospital & Medical Center and Sunrise Children’s Hospital set the standard of excellence every day.
Hospital Values	<p>Above all else, we are committed to the care and improvement of human life. In recognition of this commitment, we strive to deliver high quality, cost effective healthcare in the communities we serve. In pursuit of our mission, we believe that following value statements are essential and timeless:</p> <ul style="list-style-type: none"> • We recognize and affirm the unique and intrinsic worth of each individual. • We treat all those we serve with compassion and kindness. • We act with absolute honesty, integrity and fairness in the way we conduct our business and the way we live our lives. • We trust our colleagues as valuable members of our healthcare team and pledge to treat one another with loyalty, respect and dignity. • Hospital leaders provide the framework for planning, directing, coordinating, providing and improving healthcare services that are responsive to community and patient needs and that improve patient health outcomes. • We will lead, act as an example to others, and be a responsible member of the local community. • We believe in respect for the rights of patients, that each patient is an individual with unique health care needs. Each patient will be treated with respect and compassion. • Patient education is essential to promoting recovery, speeding return to function, promoting healthy behavior, and involving the patient in care decisions. • Each member of the healthcare team is an essential component to positive patient outcomes. • It is our objective to provide all employees with a satisfying job and the opportunity to improve and develop their skills. • Our aim is a safe and hazard-free working environment. • To provide accurate, reliable and valid information to our people and ensure that we listen to the opinion of others.
Hospital Community Benefit Plan (groups to target, decision makers, goals)	<p>As part of our community benefits assessment, Sunrise Hospital & Medical Center and Sunrise Children’s Hospital spend a great deal of time and resources evaluating the needs of our community. During this evaluation we assess community population, community growth, healthcare service needs and gaps in current healthcare offerings. Examples of our findings during this assessment include the need to provide more Medicare eligibility assistance to new moms who are currently without insurance. Through our Sunny Babies program, women can register for Medicaid and get the appropriate pre- and post-natal care they need for a healthy pregnancy and healthy baby. Because of the growing need, we opened an additional Sunny Babies office in an area identified to have a need. This new location is in addition to the existing Sunny Babies location on the Sunrise campus. Additionally, we also provide a free Consult-A-Nurse hotline where callers can speak to a registered nurse to help answer health questions and find a physician or specialist.</p>

Mission Mapping (these are not required fields)

	Yes	No
Does your mission map to your strategic planning process?	X	
Do you have a dedicated community benefits coordinator?		X
Do you have a charitable foundation?		X
Do you conduct teaching and research?	X	
Do you operate a Level I or Level II trauma center?	X	
Are you the sole provider in your geographic area of any specific clinical services? (If Yes, list services.)	<p>Sunrise Hospital and Sunrise Children’s Hospital provide services that are available at no other hospital in the community. The communities we serve are some of the fastest growing in the United States. Sunrise Hospital is dedicated to providing advanced medical care locally so that patients do not need to leave the region to receive care. Our ability to invest the necessary infrastructure dollars to make these services available locally results in Sunrise Hospital providing:</p> <p>The most comprehensive Children’s Hospital in the state offering the most specialized pediatric staff, the only dedicated pediatric oncology unit, the first and largest neonatal intensive care unit and the largest, most advanced children’s heart program in the state of Nevada.</p> <p>Accredited Sleep Disorder Center - The Regional Center for Sleep Disorders is only one of two hospital-based sleep lab in Southern Nevada and is fully accredited by the American Academy of Sleep Medicine. The Center’s Clinical Director is also board-certified in Sleep Medicine. The Center offers both diagnostic testing and consultations for disorders such as snoring/sleep apnea, narcolepsy, restless legs, insomnia, nightmares, sleep walking, etc.</p> <p>Nevada Neurosciences Institute - Sunrise Hospital & Medical Center is a Certified Primary Stroke Center by the Joint Commission and part of the first network of certified stroke centers in the valley. Certified by the Joint Commission in February of 2006, the stroke program provides access to acute stroke care and stroke prevention follow up care. The stroke center offers access to traditional care for acute ischemic stroke utilizing the only approved medication Tissue Plasminogen Activator (tPA), as well as access to interventional neuroradiology treatments of acute stroke such as the MERCI clot-retrieval device, pneumbra device, aneurysm coiling and intra-arterial tPA, as well as treatments that expand the window of opportunity for treatment of acute stroke beyond the conventional three hour window. Patients presenting to the emergency department with stroke symptoms are evaluated by a board certified neurologist. The stroke program also brings world class research in the area of acute stroke treatment and stroke prevention to the residents of Southern Nevada. The stroke program at Sunrise Hospital & Medical Center continues to work toward improving patient outcomes by participating in the American Heart and American Stroke Associations Get With the Guidelines-Stroke program (GWTG), which is a program designed to help monitor patient outcomes. Sunrise Hospital recently received the GWTG Gold Plus Performance Achievement Award.</p> <p>The Nevada Neuroscience Center at Sunrise Hospital and Medical Center serves as a clinical rotation site for the emergency physician residency program based in Kingman, Arizona. The emergency physician residents perform their neurology rotation at our facility under the direction of our in house neurology staff.</p> <p>Epilepsy - The Epilepsy Center at Sunrise, with a dedicated Chief Epileptologist,</p>	

is the only center of its kind in Nevada offering an epilepsy monitoring unit with specialized nurses and staffing, WADA testing (language and memory mapping) and the surgical treatment of epilepsy.

Rehab - Sunrise Hospital's Rehabilitation Unit is Southern Nevada's first CARF Certified rehabilitation unit and only CARF Certified Stroke Specialty in the state of Nevada.

Gamma Knife Center – The only Gamma Knife in Nevada is a \$3.5 million, 20-ton tool that performs Stereotactic Radiosurgery using a concentrated cobalt radiation dose delivered with precision to destroy abnormal issues without an incision or damage to surrounding normal tissue. The tool, housed in a 2,000-square-foot addition to the Sunrise Diagnostic Center, uses three computers, 201 beams of intersecting radiation and requires the skills of a multidisciplinary team, including a neurosurgeon, radiation oncologist and a radiation physicist.

Deep Brain Stimulation - Sunrise is the first hospital in Nevada to acquire the revolutionary Activa Tremor Control Therapy with STEALTH image guidance system, a new treatment option that helps suppress tremors by using a fully implantable neurostimulator -- a pacemaker-like device -- to deliver mild, electrical stimulation to block brain signals that cause tremors. This leading-edge technology allows people who struggle to perform everyday tasks, due to the uncontrollable and sometimes wild shaking of their limbs, to be restored to a normal daily existence. The therapy has proven to be a tremendous success with thousands of Essential Tremor and Parkinson's patients worldwide.

Pediatric Electrophysiology (EP mapping) - Children who have had surgery for congenital heart disease have the greatest need for this service. Cardiac arrhythmias affect approximately four million Americans per year. Of those who receive physician care, only 3 percent are currently treated by electro physiologists. EP mapping is a catheter-guided approach to determine the source of the cardiac arrhythmia and to aid in its management. EP mapping is performed at Sunrise Children's Hospital and has dramatically improved the survival rate of pediatric cardiac patients. Important to note, without this service, these children would need to travel out of state for care.

Neonatal and Pediatric Diagnostic and Interventional Cardiology – Newborns, with hearts the size of a walnut, sometimes have cardiac abnormalities that can not be diagnosed through conventional means. Sunrise Children's Hospital offers diagnosis on even the tiniest hearts to locate the source of the abnormality and treats approximately 300 children per year in diagnosing and correcting congenital anomalies. This has reduced the need for open heart surgery on a large majority of children seen at Sunrise Children's.

Noninvasive Congenital Cardiac Anomalies – Most children are born with a normal, healthy heart. In some cases, though, children are born with defects or abnormalities, known as cardiac anomalies. Sunrise Children's Hospital provides diagnosis and treatment options for cardiac anomalies. Noninvasive procedures often mean eliminating the need for open heart surgery and often provide same day or next day discharge.

Pharmacy Services - Medication safety is a primary focus at Sunrise Hospital and Sunrise Children's Hospital. The pharmacy automation mechanisms we have in place help prevent medication errors and improve patient safety. Sunrise a pharmacy robot and uses initiatives such as bar coding and smart pump technology for medication administration. Sunrise Children's Hospital also has a

dedicated pediatric pharmacy with specially trained pharmacists and technicians who only prepare pediatric doses.

Transport – Sunrise Children’s Hospital provides a dedicated Pediatric and Neonatal Transport Team. This service provides fixed-wing, helicopter and ground transport to the hospital of critically ill patients within the Las Vegas valley, outlying communities and as far away as Taiwan and Mexico.

Pediatric Oncology - Sunrise Children’s Hospital offers the only dedicated pediatric Oncology Unit. The Oncology Unit actively participates in national clinical trials through Children’s Oncology Group to help improve treatment and find a cure for childhood and adolescent cancers.

Breast Center - The Breast Center at Sunrise Hospital is the only comprehensive Breast Center in southern Nevada and provides coordinated, compassionate and comprehensive care to individuals and their families, participating in innovative scientific research and incorporating valid scientific findings into clinical practice. The Breast Center utilizes the expertise of a multidisciplinary team to provide access and opportunity for the best breast care available, using state-of-the-art imaging equipment including digital mammography. In 2008 the Breast Center was recognized as a Certified Participant of the National Quality Measures for Breast Center Programs. The Breast Center also hosts breast cancer support group and wellness classes.

Adult Oncology - Additionally, Sunrise is the only Community Hospital Comprehensive Cancer Program in Southern Nevada approved by the American College of Surgeons Commission on Cancer. The American Cancer Society has assigned one of two Patient Navigators in Nevada to Sunrise Hospital and Medical Center.

Sunrise has a hospital-based local Institutional Review Board to review and monitor research at the facility.

SCAN - We also offer the only SCAN (Suspected Child Abuse and Neglect) Program where we see over 400 sexually abused or neglected children per year, ages 0 through 17. Area hospitals and clinics send potential victims of child physical and sexual abuse to us because we offer expertise in this clinical and forensic service. Physicians from Sunrise Children’s Hospital provide expert witness testimony in court cases involving child abuse and neglect.

Clinical training to Outreach (rural) hospitals that will prepare a seriously-ill or injured patient for transport to a tertiary medical center, such as Sunrise Hospital.

The role of patient volume as it relates to outcomes is well documented. Hospitals with a large experience base in a given treatment or procedure demonstrate excellence and better patient outcomes. For many of our clinical programs, we are the sole provider with large enough volumes to provide patients with a unique level of expertise and preparedness for unusual medical conditions. These programs include one of the larger cardiac specialty services in the country; one of the largest cancer programs within HCA, the most comprehensive neuroscience center in the region and the most comprehensive children’s hospital in the state.

Community Health Improvements Services

	Benefit \$2,079,052.44
Community Health Education	\$38,385.44
Community-Based Clinical Services	\$
Health Care Support Services	\$2,040,667.00

Health Professions Education

	Benefit \$2,352,660.86
Physicians/Medical Students (net of Direct GME payments)	\$1,857,269.00
Nurses/Nursing Students	\$15,945.20
Other Health Professional Education	\$479,446.66
Scholarships/Funding for Professional Education	\$0

Subsidized Health Services

	Benefit \$91,307,230.00
Total Uncompensated Cost from Uncompensated Cost Report filed with DHCFP	\$ 94,626,457.00
Less: Medicaid Disproportionate Share Payments received for the Period	\$531,739.00
Less: Other Payments Received for these Accounts (County Supplemental Funds, etc.)	\$2,245,950.00
Net Uncompensated Care	\$91,848,768.00
Uncompensated SCHIP (Nevada Checkup) Cost	\$362,314.00
Uncompensated Medicare Cost (see instructions)	\$4,539,848.00
Uncompensated Clinic or Other Cost	\$0.00
Other Subsidized Health Services	\$
Less: Cost Reported in Another Category	<\$5,443,700.00>
Total Subsidized Health Services	\$91,307,230.00

Research

	Benefit \$104,250.61
Clinical Research	\$102,200.00
Community Health Research	\$2050.61
Other	\$0

Financial Contributions

	Benefit \$425,422.31
Cash Donations	\$278,952.95
Grants	\$0
In-Kind Donations	\$146,469.36
Cost of Fund Raising for Community Programs	\$0

Community Building Activities

	Benefit \$8,655.30
Physical Improvements and Housing	\$0
Economic Development	\$0
Community Support	\$7,875.00
Environmental Improvements	
Leadership Development and Leadership Training for Community Members	\$0
Coalition Building	\$780.30

Community Health Improvement Advocacy	\$0
Workforce Development	\$0

Community Benefit Operations

	Benefit \$1,835.28
Dedicated Staff	\$0
Community Health Needs/Health Assets Assessment	\$1,835.28
Other Resources	\$0

Other Community Benefits

(Briefly explain other community Benefits provided but not captured in sections above)	Benefit \$4,589.97
Participation in Miscellaneous State and Local Events – Representing Sunrise Hospital at State and Local Councils	\$4,589.97

Total Community Benefit

	Benefit \$96,283,696.77
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Other Community Support

	Benefit \$6,912,730.00
Property Tax	\$1,583,494.00
Sales and Use Tax	\$3,526,059.00
Modified Business Tax (Head Tax)	\$1,803,177.00
Other Tax (describe)	\$0.00
Assessment for not meeting minimum care obligation of NRS 439B.340	\$0.00
Total Other Community Support	\$6,912,730.00

Total Community Benefits & Other Community Support

	\$103,196,426.77
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<p>List and briefly explain educational classes offered</p> <p>Filling a huge need for health education, Sunrise Hospital offers a wide variety of educational programming to support the Las Vegas community. Classes offered fall under several categories including general health education, support groups, staff development to improve delivery of care and student educational activities benefiting the public.</p> <p>General health educational programming includes specific disease processes and general wellness topics such as childbirth preparation classes, child safety programs, driving programs, health fairs, CPR classes, PALS training, heart health lectures, stroke seminars and screenings, women’s health programs, nutrition, diabetic and prenatal classes. Program development is based on community need. Sunrise Hospital has educational materials in both English and Spanish available for all patients as needed.</p> <p>Support group activities are numerous. We sponsor the American Stroke Association support groups, cancer support programs, grief support programs and pet therapy services. We are fortunate to have full time in-house chaplain services and are supported by area churches in the local community for patient visitation. We often serve as an educational source for other churches in the community as our pastor is board certified.</p>

Student and professional growth for public welfare is heavily supported at Sunrise Hospital. We provide a full pediatric residency program as well as “the learning laboratory” for a multitude of technical, pharmaceutical, laboratory and nursing programs. In 2008, Sunrise Hospital served as a clinical education site for pediatric residents, Pharm.D pharmacist students, diagnostic imaging students and rehabilitation technicians in the areas of physical therapy and rehabilitation. Additionally, through the Education Department, nursing respiratory therapists and paramedic students completed clinical rotations throughout the hospital.

List and briefly describe other community benefits provided to the community for which the costs cannot be captured

Sunrise Hospital, as an affiliate of HCA, has instituted quality measures to ensure patient safety. These measures, which are the cornerstone of our commitment to care, are expensive to implement, labor intensive, and require a significant amount of resource investment. Notwithstanding, we continue to demonstrate improved patient outcomes, declining patient medication errors as a result of our dedication to patient safety, as well as continue to embrace and participate with evolving national quality initiatives. While these initiatives encompass great resources and globally touch many aspects of our operations, cost capture opportunities are challenging at best and underestimate resources expended; however we demonstrate significant quality outcomes.

Sunrise Hospital also makes a significant investment in ensuring quality to our patients. As exemplified by Sunrise Hospital’s successful accreditation recognition from rigorous programs, such as The Joint Commission Accreditation, Joint Commission Stroke Certification, the American Association of Blood Banks, and The College of American Pathologists, Chest Pain Accreditation, American College of Surgeons (Trauma, Oncology). Additionally, the Commission on Accreditation of Rehabilitation Facilities accredits our 30-bed rehabilitation unit and the American Sleep Disorders Association accredits our Sleep Center.

Opportunities are actively sought to participate with external and government agencies, initiatives and pilots. Sunrise Hospital is actively participating in collaboration with HealthInsight (QIO) in 2 projects supporting the 9th SOW. Currently, we are participating with the public reporting of Core Measures outcomes, HCAHPS results (CMS Hospital Compare) and Leapfrog Survey. We also are participating with other corporate initiatives.

Sunrise recognizes the needs for consumers of healthcare to understand and interpret quality data and sharing our outcomes with the community. We have invested resources and money into participating with national databases such as STS (Cardiovascular), ACC (Cardiology), GWTG (Stroke). This is very beneficial because it allows us to benchmark ourselves nationally with others to assess stability and most importantly identify our opportunities for improvement. Key performance measures include research and the oncology center of excellence. Sunrise is one of the first Southern Nevada hospitals to enroll and participate in national hospital data comparisons, and to participate in the Vermont/Oxford National Neonatal Study.

In support of the National Patient Safety Goals and Regulatory Standards, Sunrise Hospital spearheaded a concurrent tracer methodology to capture compliance and identify opportunities for improvement. This initiative was recognized as a “best practice” by HCA and implemented throughout other HCA facilities.

This year, 105 physicians joined the Medical Staff at Sunrise, including specialists in Orthopedic Surgery, Nephrology, Neonatology, Breast Surgery, Hematology Oncology, Cardiology, Pediatric Cardiology, Internal Medicine, Anesthesia, Internal Medicine, Obstetrics and Pulmonology.

Discounted Services & Reduced Charges Policy & Procedures

Charity Care Policy: (attach copies of actual policies if first filing or policy changed)	Policy Effective Date: 04/01/2007
Does the hospital have a policy? (Yes or No)	Yes
Policy covers up to what % of Federal Poverty Level?	200%
Discounts given up to what %?	100%
Amount of time to make arrangements (in days or months)	Unlimited Time Frame
Other comments	
Prompt Pay or Other Discounts: (attach copies of actual policies if first filing or policy changed)	Policy Effective Date: 09/01/2005
Does the hospital have a policy? (Yes or No)	Yes

Discounts given up to what %?	79% ER to 84% IP
Amount of time to make arrangements? (in days or months)	Reviewed on a case by case basis; no designated time frame.
Other comments	

Collection of Accounts Receivable Policies & Procedures

Effective Date of Policy	06/01/2004
Does hospital have established policy?	Yes
Does hospital make every reasonable effort to help patient to obtain coverage? (Yes or No)	Yes
Number of patient contacts before referral to collection agency	Private Pay > \$5000 4 letters, 5 telephone contact attempts. Private Pay <\$5000 3 letters, 2 telephone contact attempts. Patient Liability after insurance > \$3000 3 letters, 5 telephone contact attempts. Patient Liability after insurance < \$3000 4 letters, 3 telephone contact attempts.
Is collection policy consistent with the Fair Debt Collection Practices Act? (Yes or No)	Yes
Methods of communication with patient (e.g. phone, letter, etc.)	Phone and Letters
Number of days prior to referral to collection agency	Average 71 days – Maximum 140 days
Is the patient notified in writing of referral to collection agency?	Yes
Is the patient notified in writing prior to a lawsuit being begun?	Yes
Other comments	

Chargemaster

Is hospital chargemaster available in accordance with NRS 449.490 (4) requirements? (Yes or No)	Yes
Is the chargemaster updated at least monthly? (Yes or No)	Yes
How is the chargemaster made available? (E.g. format, location, etc.)	The chargemaster is available within the Case Management Department in a paper report format during normal business hours.