Frequently Asked Questions

When will payroll deductions begin?
You will be notified when the first gift will be withheld from your paycheck. This is likely to start in July 2007.

Is my pledge confidential?
It is important to know that your pledge is confidential and will not be known by your supervisor or co-workers. Participation in the employee campaign is completely voluntary and will in no way affect your job.

How much am I being asked to give?
CRMC employees are very generous, caring people. The leaders of this campaign would never suggest a specific amount because every personal situation is different. Whatever amount you choose will be gratefully received and used wisely.

What if I stop working here?
Your gift, whether you work here or not, is completely voluntary and can be revoked or continued after employment ends by notifying the Human Resources office.

Do I have to make a gift through payroll deduction?
Of course not. You may make a one-time gift if you’d like, or even a monthly/quarterly/annual gift over five years. Any gift you make will be greatly appreciated.

Cullman Regional Medical Center Foundation
Darla West, Director
P.O. Box 1108 • Cullman, Alabama 35056
256-737-2565 • darla.west@crmchospital.com
Dear Staff:

It has been a challenging year and a half since CRMC Board members opted to regain CRMC’s independence from Baptist Health System. The intervening time has brought many challenges, and the staff at CRMC has met these challenges with professionalism and quality. We see this every day through CRMC’s stellar patient satisfaction surveys.

In America, there is a 1 in 3 chance that you, or a loved one, will be treated in an emergency department this year. The current Emergency Department was built in 1995 to handle 19,000 visits a year, almost doubling the capacity of the old Cullman Medical Center. Yet in 2006, there were more than 32,000 visits.

There is simply not sufficient room to triage, diagnose, and treat that many patients as the space is currently designed. The lack of overall space, design inefficiencies, and the open bay concept guarantee longer waits and a lack of privacy.

“The Golden Window Campaign” is about providing new treatment opportunities for cardiac, stroke, and trauma patients. Providing these services locally will quite literally save lives and help minimize the long-term effects of these types of emergencies. In 2006, 1,657 patients came to the Emergency Department with symptoms that created cardiac concerns, averaging almost five each day.

We ask you, the backbone of all that is CRMC, to consider helping to lead your community in making the Emergency Department at CRMC a shining example of what a community hospital should be!

Sincerely,

Steve Glasscock  
Chairman  
CRMC Board of Directors

Del Brock  
President  
CRMC Foundation  
Board of Trustees

The Mary Jones Memorial

In 2004, Mary Jones, CRMC’s long-time Emergency Department Director, suffered a massive stroke and passed away at age 47. Since that time, employees of the hospital have looked for an opportunity to permanently memorialize her role as both a caregiver and leader among the employees.

As part of “The Golden Window Campaign,” the Foundation will combine all employee gifts to create a special memorial to Mary Jones, dedicated to her history with CRMC and its patients.

$25,000 will create The Mary Jones Treatment Room

$100,000 will create The Mary Jones Nurses Station

$250,000 will create The Mary Jones Stroke Center

$500,000 will create The Mary Jones Emergency Department

Incentives

We’ve established two incentives to encourage every employee to return a gift card, whether they make a gift or not.

1) Free Airline Ticket Raffle

Every employee gift card that has been returned, whether the employee has made a gift or not, will be entered into a raffle for TWO airline tickets anywhere in the continental US that Southwest Airlines flies! These tickets are donated by an anonymous donor so no raised funds are used to pay for them.

2) Commemorative T-Shirts

Every employee that completes and returns a gift card, whether the employee has made a gift or not, will receive a T-Shirt commemorating the employee campaign. During a single day to be determined, all employees will be invited to wear their T-Shirt and celebrate the successful conclusion of the employee campaign.
**A Lifesaving Community Resource**

CRMC’s emergency department is not just “another business line” or “profit center” for the hospital. It is in the lifesaving business, and it also provides healthcare to people who have nowhere else to turn at the time the care is needed.

The mission of the Emergency Department is to provide the best care to all patients – emergency and non-emergency. To do so, however, requires a well-designed working space and an efficient medical process. Patients don’t always see it, but most delays and unnecessary waiting are created by inefficient space that helps create breakdowns in the delivery of quality care. It’s not just about more space, but about the right design of the space.

And yes, it’s true. About 60% of the patients coming to the Emergency Department are not faced with life-threatening emergencies. Yet, in some cases, those patients are either referred to the ED by their on-call physician during non-business hours or they don’t even have a family physician. CRMC, as the community hospital, accepts that it is best for the health of the community to treat all people who need treatment.

While nothing can compare to the life and death importance of the work done by the Emergency Department, it’s also important to realize that about 50% of the patients using other departments of CRMC came to CRMC through the Emergency Department. What those patients see and feel during their Emergency visit will color how they see CRMC for years to come.

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**Payroll Deduction Gift**

The campaign is seeking gifts from all donors over a five-year period. There are 26 pay periods per year, so a five-year gift would cover 130 pay periods.

With a payroll-deduction gift, a specified dollar amount is withheld from after-tax proceeds of your paycheck. Since taxes have been withheld you will be able to take a tax deduction for your contribution on your annual tax return. (Please seek advice from your tax preparer.)

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**Gift of ETO**

Employees may make gifts of accumulated Earned Time Off (ETO). These gifts are taxable under IRS legislation, and taxes will be withheld each pay period from your paycheck. Since taxes have been withheld you will be able to take a tax deduction for your contribution on your annual tax return. (Please seek advice from your tax preparer.)

Employees may choose to give ETO in one of two ways:

**First**, employees can designate a certain number of hours to be taken from their “ETO bank” on an annual basis in July for the five year gift period.

**Second**, employees may opt to donate a specific number of hours EACH PAY PERIOD over the course of the five year gift period.

In all cases, the employee cannot donate ETO if that donation will bring their total number of hours of accumulated ETO to less than 80. Other than maintaining a reserve of 80 ETO hours in their “ETO bank,” an employees may give as many hours each pay period or year that they would like.

Employees may cancel their campaign gift intention at any time by notifying the Human Resources Department.

All employee gifts, regardless of size, will be recognized by a special commemorative plaque.
Better Care Starts with an Efficient Floor Plan

While more floor space doesn’t guarantee quicker or more compassionate care, it is a key ingredient to having CRMC’s Emergency Services meet the expectations of the community. The current design is neither efficient nor private.

Most patient dissatisfaction with the Emergency Department comes from non-healthcare issues such as waiting times, privacy, and security. CRMC acknowledges that the hospital has not always met these community expectations.

The redevelopment plans for the Emergency Department include an expansion of as much as 3,000 square feet and the complete renovation of the current 5,000 square feet. These plans take into account the new urgent care centers in the community and recognize that while usage numbers will likely grow, the availability of urgent care centers will keep that usage growth to a manageable number.

The current eight-bed “open bay” concept, where patient beds are separated only by curtains, will be replaced with 16 enlarged, private Treatment Rooms to improve both privacy and security. The Pediatric Treatment Room will be specifically designed for CRMC’s younger patients, and a special Family Waiting Area will seclude children from the sometimes unsettling reality of a modern Emergency Department.

CRMC will also dedicate at least three of the Minor Trauma Rooms to an Expedited Care Program. These rooms will be used mostly by midlevel practitioners (nurse practitioners, physician assistants, and others) for non-emergency care. This will allow emergency physicians to focus their talents on real, life-threatening emergencies.

Plans also call for two new, enlarged and better equipped Triage Rooms to allow for faster triage of arriving patients.

From a true lifesaving capability, CRMC will create three Major Trauma Rooms—one each for Chest Pain, Stroke, and Major Trauma. These rooms will be specifically equipped to handle each type of emergency in the most efficient and effective manner. These types of emergencies will have direct and easy access to support services such as Diagnostic Imaging and the Cardiac Catheterization Center.

Through a unique partnership with UAB, local patients can now see a UAB-certified Interventional Cardiologist without having to be transported to Birmingham, allowing for future treatment to be received locally.