

MARQUETTE GENERAL AND
OUR STRATEGIC FUTURE AS
PART OF:



Duke LIFEPOINT
HEALTHCARE

Introductions: The DLP Team

Duke University Health System

- **William J. Fulkerson Jr., MD**
Executive Vice President
- **Harry R. Phillips, M.D.**
Chief Medical Officer, Network Services
- **Karen Frush, MD**
Chief Patient Safety Officer
- **Paul Lindia**
Associate Vice President, Network Services

LifePoint Hospitals

- **Bill Carpenter**
Chairman & Chief Executive Officer
- **David Dill**
President & Chief Operating Officer
- **Leif Murphy**
EVP & Chief Development Officer
- **Jess Judy**
Senior Vice President, Provider Relations
- **Jeff Seraphine**
President, Delta (Transition) Division
- **Paul Hannah**
Senior Vice President, Development



**Building a Regional Network
of Hospitals, Physicians and Healthcare Services
that are Quality Driven, Adaptive to Change,
and Financially Strong.**

Why are health systems seeking partners?



Why Duke LifePoint Healthcare?



Founding Principles

**Dedication to
Quality and
Service**

Physician
Collaboration
and Support

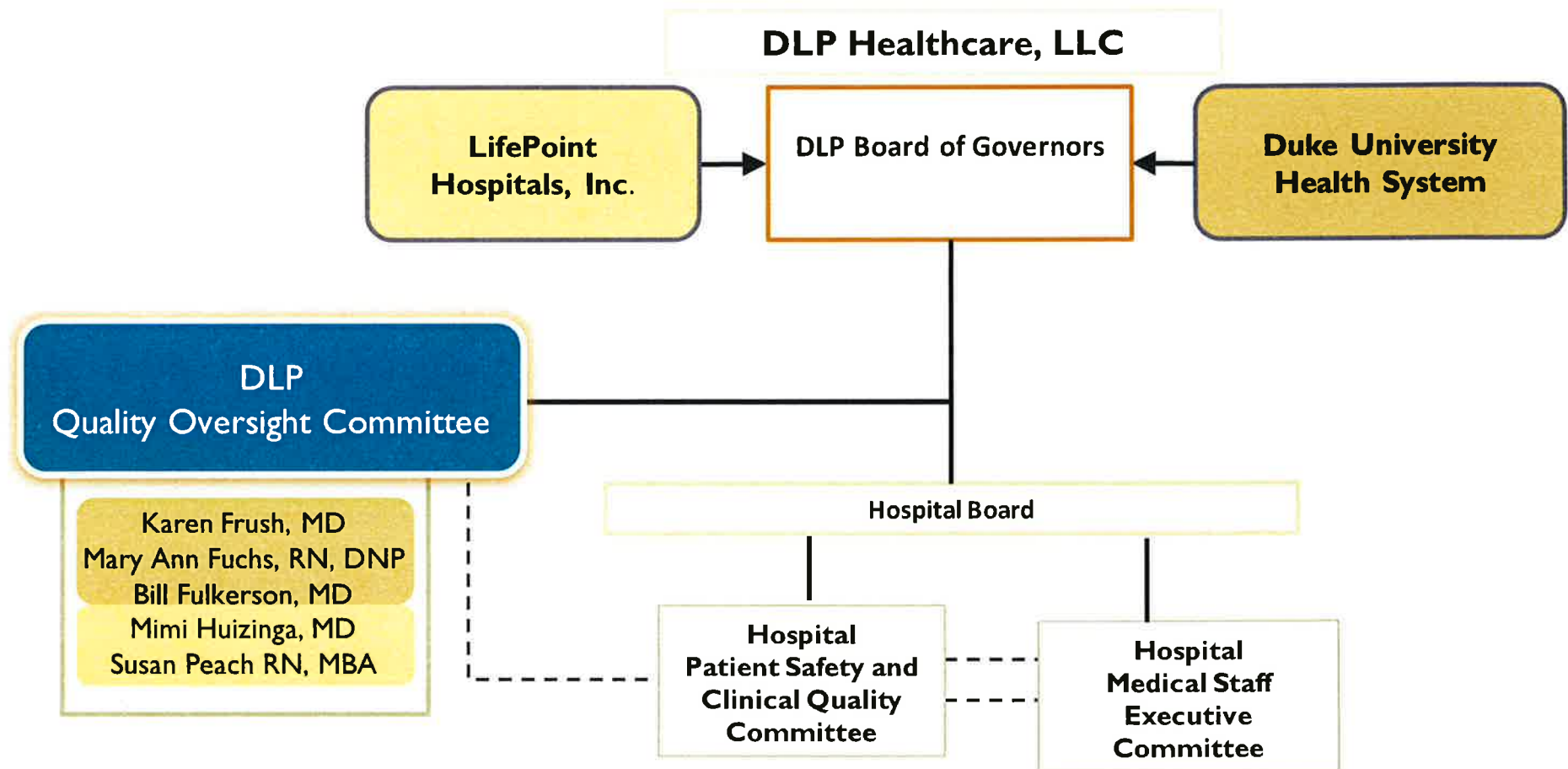
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HEALTHCARE

Investing in
Our Hospitals
and Communities

Resources to
Achieve Operations
Excellence

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HEALTHCARE

Quality Program Reporting Structure



DLP Quality and Safety Program

Leadership:

- Expectation that DLP Quality and Safety Program team will be led by the CEO and Medical Staff Leadership
- Expectation that there will be a Chief PSO on the Leadership team

Performance Improvement:

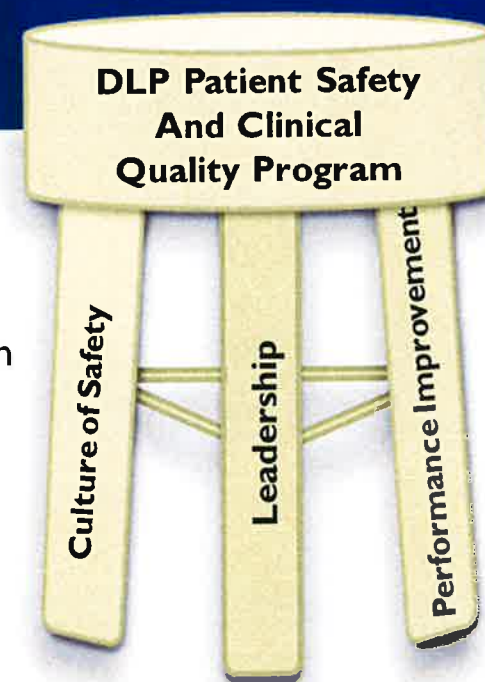
- Assistance with Scorecarding and Reporting
- Data analysis and trending that supports decision-making
- Access to Duke resources to build capability in performance improvement methods

Culture of Safety:

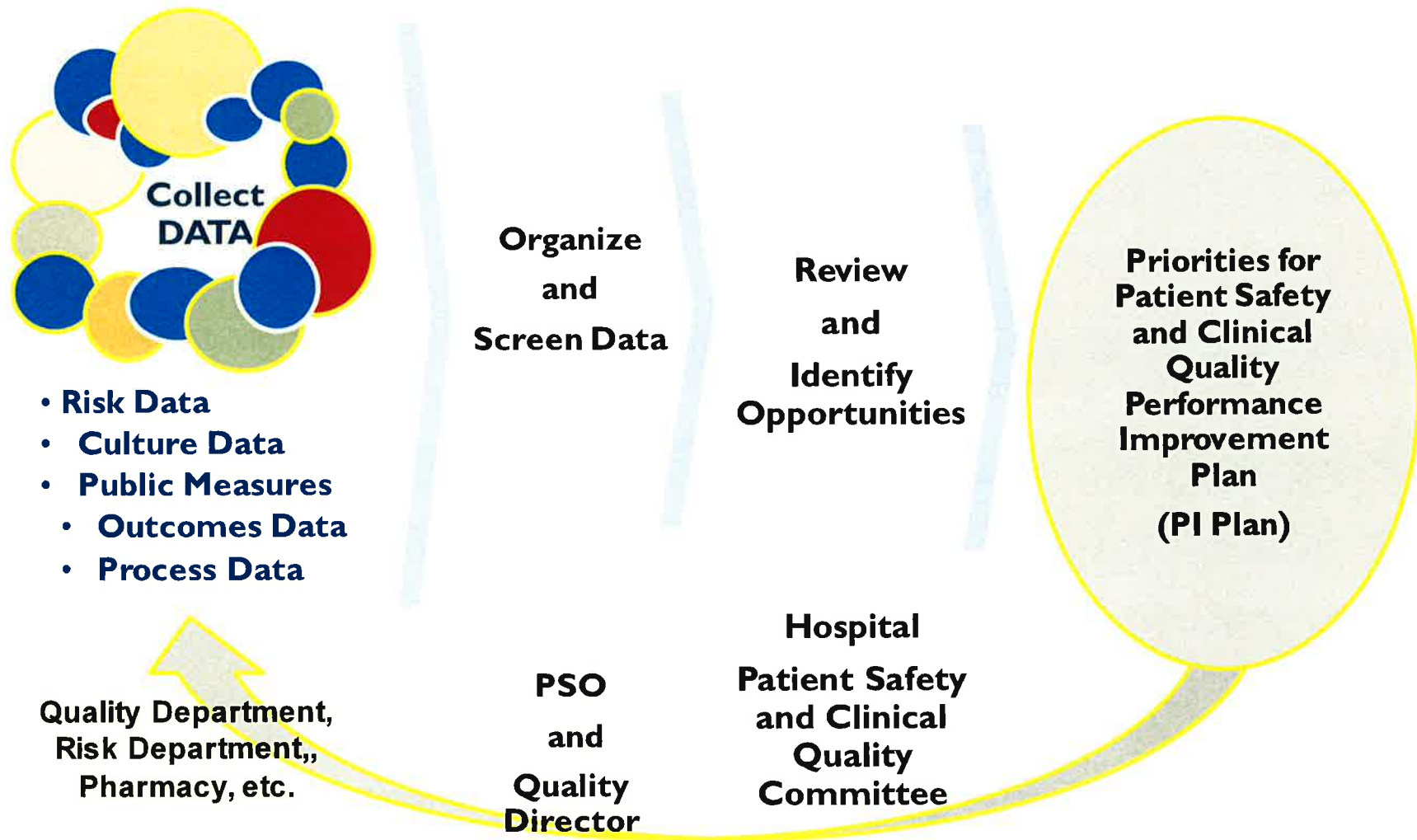
- Expectation that Leadership team and staff will promote a Culture of Safety
- Access to the Duke Patient Safety Center for training and education

What does a World-Renowned Academic Health System bring to the table?

- Support for early adoption of Evidence Based Practices
- Translation of research into appropriate practices for community hospitals
- Expertise on building structure and process
- Facilitation skills



Quality Council and Leadership: Setting Priorities & Goals

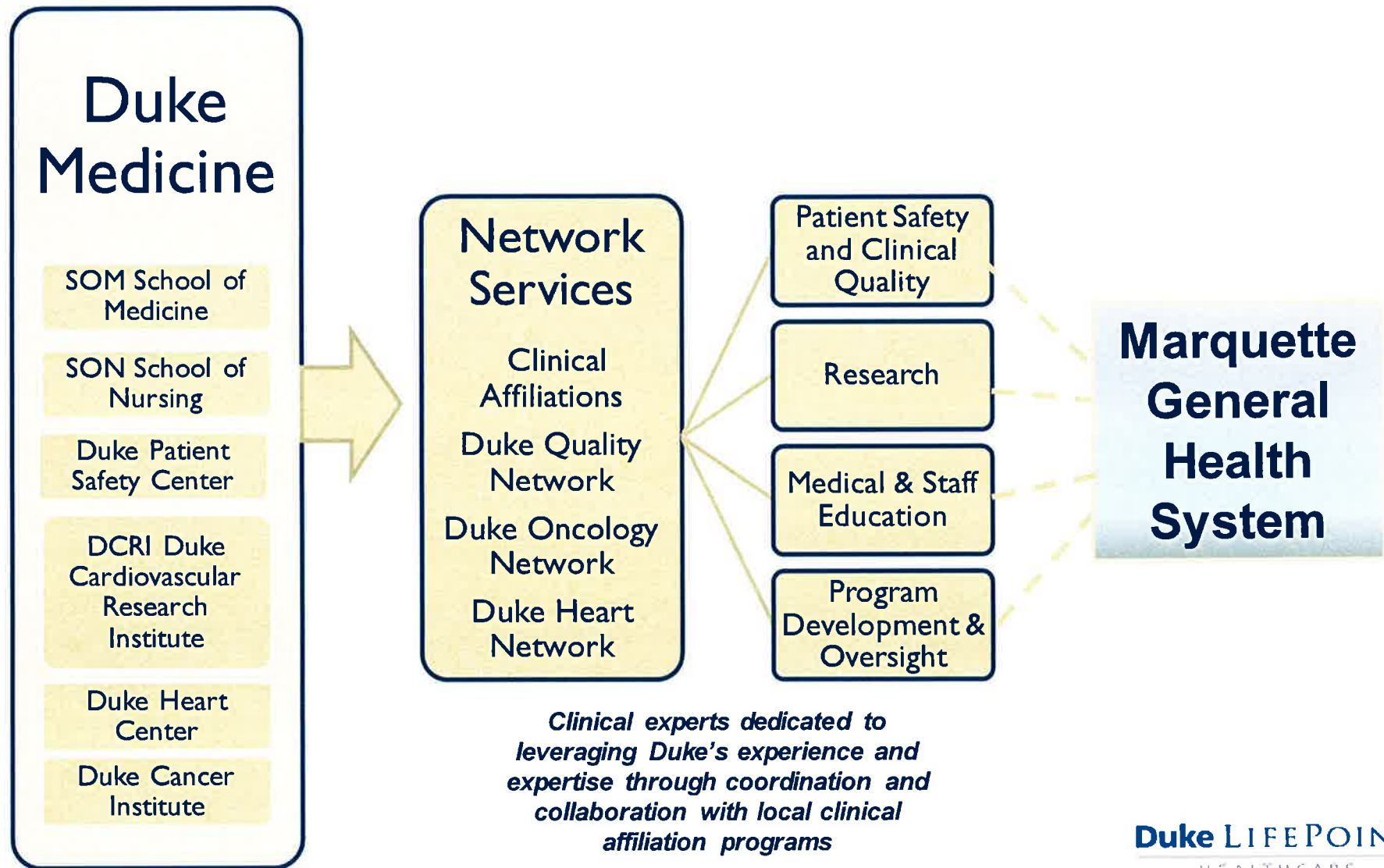


Creating a Quality Difference

Experience, expertise and availability matter

- Multidisciplinary team of experts with over 100 cumulative years of experience in developing, sustaining and growing premier clinical programs
 - Access to expert clinicians who serve as national “thought leaders” for clinical and translational research – forms basis for latest practice guidelines
 - Dedicated team of clinical staff experienced in building & enhancing clinical programs
- “Boots on the ground” model to ensure staff competence, hospital readiness and patient safety for new program launches and continued program success and expansion
 - Ongoing communication to ensure continuous program success
 - Program updates and strategic growth planning
 - Education/training
 - Balanced Scorecard data / metrics review
 - Ready availability for urgent/emergent problem-solving
 - Clinical consultations
 - Programmatic/administrative issues
- Potential for program differentiation by offering site based research
- Duke name recognition and branding

Coordinated Approach to Accessing Duke



Leveraging the Duke Brand

Co-branding with Affiliate Hospitals

**WHEN IT COMES TO YOUR HEART,
THIS IS THE DREAM TEAM.**


Introducing the New Southeastern Heart Center
Managed by Duke University Health System

We made a promise. A promise to deliver world-class heart care to Southeast Florida and beyond. And by a team of Duke and HCA physicians, the new Southeastern Heart Center offers complete cardiac services, including open heart surgery. The new high standards of Duke's higher level of care. It's more of the art technology with a focus on research, and it really is a dream come true.

www.seheart.org | 305.679.7000 | info@seheart.org

**SOUTHEASTERN
HEART CENTER**
managed by
DUKE UNIVERSITY HEALTH SYSTEM

Ray Allen
Chairman of the Board



What could be better than
having a leader in Heart and
Cancer Care treating you?



Having two.

We are about to announce High Point Regional and Duke Medicine joining together to deliver the nation's best Heart and Cancer Care to the Triad. Combining Duke's Greenbaum technology and leadership with High Point Regional's award winning care and state-of-the-art facilities brings you a level of specialized care right here to our community.

We believe the most effective Heart and Cancer Care comes from a team of specialists working together to meet your individual needs. We now have a dream team in place to fight for your continued health.



www.highpointregional.com

**We would have gone anywhere
for the latest cancer treatment.**

But we didn't have to.



Being affiliated with the top cancer treatment center in the South helps us provide some of the best cancer care anywhere, right here.

- A state-of-the-art treatment center staffed with experienced cancer specialists
- The latest technology for the most precise delivery of radiation therapy
- Clinical trials, research, and expertise through our Duke Oncology Network affiliation
- Ongoing progress on our commitment to achieve status as an American College of Surgeons (ACS) Comprehensive Community Cancer Center



**Beaufort Memorial
RESEARCHING
CANCER CENTER**

A Duke Oncology Network Member

Learn more about the Karysling Cancer Center and how close you are to some of the best cancer care anywhere. Visit beaufort.org/cancer.

Advanced care. Right where you need it.

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Duke Provides a Differentiator for Local Residents

Irrespective of hospital location or program type, affiliation with the Duke Medicine brand significantly increases likelihood to use

Affiliate Hospital	Affiliate Program	% more likely to use program due to Duke Medicine affiliation
Alamance Regional Medical Center, NC	Heart	70%*
	Neonatology	64%*
Johnston Memorial Hospital, NC	Cancer	80%*
Person Memorial Hospital, NC	Hospital Management	62%
Maria Parham Medical Center, NC	Cancer	75%
Southeastern Regional Medical Center, NC	Cancer	72%
	Heart	74%
Beaufort Memorial Hospital, SC	Cancer	84%
	Heart	81%
Danville Regional Medical Center, VA	Heart	70%
Indian River Medical Center, FL	Heart	78%*

**Consumer Brand Awareness Survey conducted by Gelb
Survey for DUHS 2009**

This was answered by those in the service area

* Based on home county only

Founding Principles



Physician Collaboration and Support

Year	2008	2009	2010	2011
Targeted New MDs	10%	10%	10%	10%
Retention	95%	94%	96%	96%
Employed	231	281	311	340

Enhanced Physician Relations / Retention

- Proactive Medical Staff Development Planning
- Dedicated Recruitment Support
- Comprehensive Physician Onboarding Program
- Structured Communication and Responsiveness
- Practice Management Specialists



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**Investing in
Our Hospitals
and Communities**

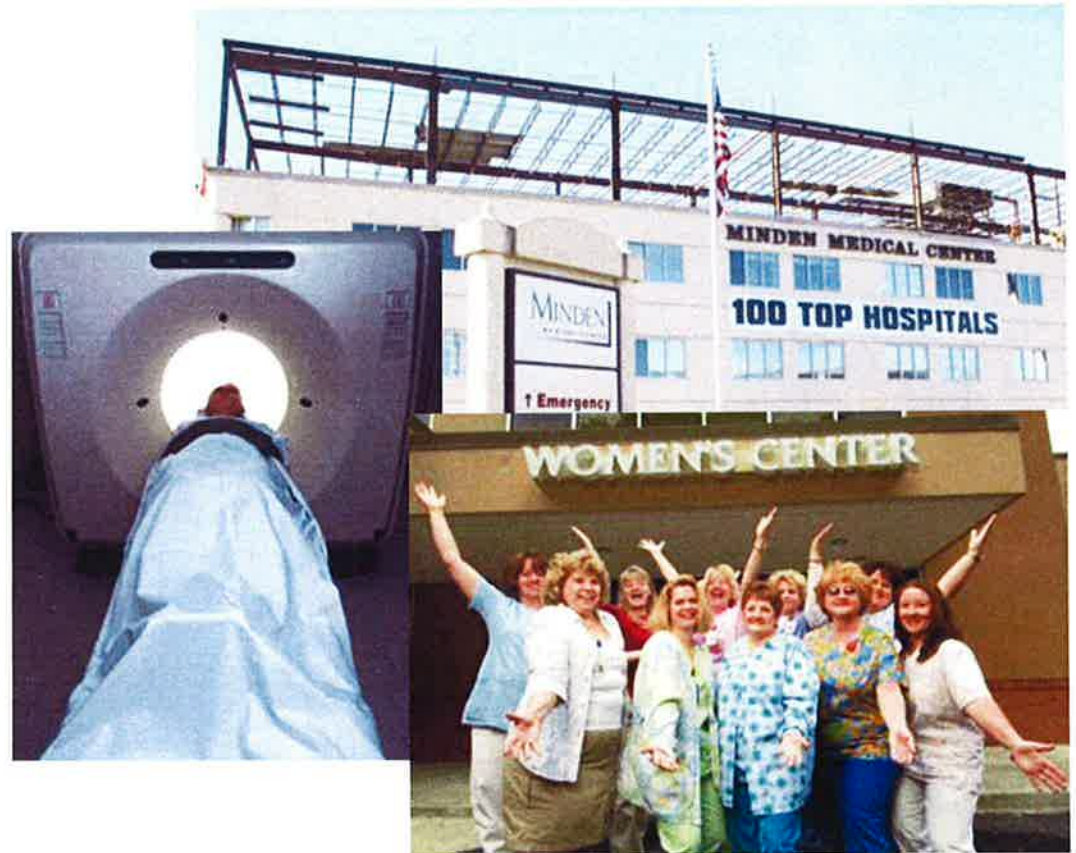
Resources to
Achieve Operations
Excellence

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Reinvesting in our Communities

LifePoint - \$230+ million capital budget in 2012

- Facilities and equipment
 - Expanded EDs
 - Diagnostic technology
 - Ongoing maintenance
- Service line expansion
 - Surgical
 - Cardiology
 - Cancer treatment
- IT infrastructure
 - Meaningful Use
 - CPOE
 - PACS
 - EHR



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Organized to Support Hospital Success

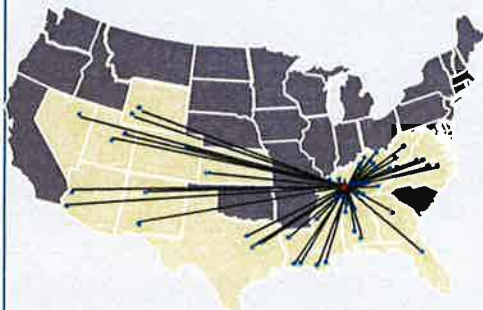
Operations Leadership & Support

Division Presidents, CFOs, CNOs and Controllers

Operations & Corporate Resources/Experts

- Strategic Planning & Growth
- Physician Resources
- HR & Talent Development
- Reimbursement & Regulatory
- HIT Systems and Services
- Group Purchasing & Supply Chain
- Managed Care & Revenue Cycle
- Construction & Facilities Mgmt
- Risk Management
- Legal & Compliance
- Government Relations
- And many more

Peer Group Support



Best Practice Sharing and Collaboration with 54 Hospitals



Organized for Transition Success

DLP Transition Division

Dedicated Leadership, Support & Resources



Pre-Acquisition

- Market Analysis
- Due Diligence
- Planning with Key Stakeholders

Transition Plan

- Orientation
- Integration
- Connect to “Best Practices”

Strategic Plan

- Quality Assessment & Plan
- Growth Initiatives
- Medical Staff Development Plan
- Resource Needs

Growth & Success

- Quality & Service
- Service-line Growth
- Physician Recruitment
- Capital Investments
- Future Delivery System

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We Share a Common Philosophy

OUR COMMITMENT TO YOU

- Ensuring the delivery of quality patient care
- Creating an excellent workplace for employees
- Recruiting and retaining needed physicians
- Building strong, collaborative physician relationships
- Supporting the community and local economy
- Continuing the commitment to charity care
- Maintaining local governance and involvement
- Retaining the health system's name and identity
- Integrity, accountability and compliance in everything we do



Executive Vice President
Duke University Health System



Chairman & Chief Executive Officer
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