

## Building on a Strong Foundation

When the Sisters of Mercy first became involved in health care it was not because they were experts, but because they were compassionate. Their intense dedication to alleviating suffering impelled them to take on major responsibilities. Between 1879 and 1954 the Sisters of Mercy from Dubuque and the Sisters of Mercy from Grand Rapids, Michigan established 30 hospitals, sanitariums and nursing homes. One of the hospitals is now known as Mercy Medical Center – North Iowa in Mason City.

The Sisters' legacy of service is rich and revealed the direction for future generations. Catholic health care has become increasingly focused on fulfilling our responsibilities to the community. Not just as a provider of health care services, but also as a partner in the community that pays great attention to what Mercy - North Iowa calls community benefit.

Today, as an organization comprised of dedicated physicians, nurses, technicians and professional staff, the people of Mercy are proud to continue the Sisters' mission of love and healing. As a provider, employer, advocate, partner, bringing together people of diverse faiths and backgrounds – Mercy – North Iowa's ministry is an enduring sign of health care rooted in our belief that every person is a treasure, every life a sacred gift, every human being a unity of body, mind and spirit.

In Fiscal Year 2007, Mercy – North Iowa provided a variety of health care services,



Mercy teamed up with Kris Kelly, DDS, and his wife, Kim Kelly, RN, to provide the free dental clinic, which opened in 2005.

outreach programs and education activities to benefit the community and increase access to medical care. Within these pages are some of those stories:

### CHARITABLE and UNCOMPENSATED CARE

Mercy – North Iowa has always been committed to serving all who are in need with dignity and respect, regardless of their ability to pay. Our charitable

contributions given in the way of free education, low or no-cost care, and shortcomings in Medicaid totaled \$15 million last fiscal year.

### RURAL OUTREACH

Many friends and neighbors found themselves in a financial crisis this past year. Whether it was a job loss, facing an illness, or recovering from a tragedy, Mercy's Rural Outreach was available to qualified individuals for short-term assistance in funding provider appointments and medications.

- 3,900 people received assistance in Fiscal Year 2007

### FREE DENTAL CLINIC

Adult dental care was identified as a major unmet need in the community through requests to community-based social agencies, including Mercy Family Health Line, Mercy Emergency Services and physician clinics. Mercy partnered with Kris Kelly, DDS, and his wife, Kim Kelly, RN, to provide the free dental clinic, which opened in August 2004.

- Approximately 3,000 patients have been served since it opened.

### SENIOR HEALTH INSURANCE INFORMATION PROGRAM (SHIIP) IN CERRO GORDO COUNTY.

Navigating insurance coverage is a daunting task for many elderly people. That is why Mercy helps sponsor SHIIP, a free health insurance counseling program provided by the State of Iowa. SHIIP counselors assist older adults who have questions or

problems related to Medicare, Medicare supplemental insurance, Part D drug program, long-term care insurance and related issues. Volunteer counselors are seniors themselves who can relate to the concerns of the people they help or are relatives or caregivers of older adults.

- Seven volunteers were trained as SHIIP counselors in Fiscal Year 2006
- More than 900 individuals were counseled on Medicare Part D
- More than 1,800 hours were spent in SHIIP counseling
- \$10,000 was donated in-kind by Mercy – North Iowa

### MERCY FAMILY HEALTH LINE

When dealing with an unfamiliar ailment, the residents of North Iowa can find comfort in Mercy Family Health Line, a free health



### Mission:

To work together and with others to continue the healing ministry of the Church, promoting the well-being of people in the communities we serve by living the values of Compassion, Respect, Concern for those who are poor, Excellence, and Stewardship.



For more than a decade, Mercy Medical Center-North Iowa's Case Management (CM) department has provided service to chronically ill North Iowans.

information and physician referral service available 24 hours a day, seven days a week.

- 40,881 calls were processed from June 2006 to June 2007

### COMMUNITY CASE MANAGEMENT

Community-based Case Management is a program staffed primarily by registered nurses who are supported by a social worker and a hospital chaplain, all held together by a full-time office manager. This team works with patients who have multi-system chronic illness, helping them stay out of the hospital if possible. This is accomplished by early identification of onset of illness and appropriate access into the health care system.

For more than a decade, Mercy - North Iowa's Case Management department has provided service to chronically ill North Iowans. Appropriate use and management of medication is part of this service. Case managers found finances to be a factor affecting successful use of medications. If patients could not afford their medications they would not purchase them or take them as often as directed. To remedy this situation, the nursing staff connected these individuals to pharmaceutical company patient assistance programs that provide free or reduced cost medications to individuals that meet company guidelines.

- 611 individuals obtained

6,316 medications for a cost savings of \$4 million from January 2003 to November 2007.

- 669 patients have been enrolled in the Community Case Demonstration Project.

### SERVING A DIVERSE POPULATION

The faces of Iowans, like most of those throughout the nation, have changed to reflect a more diverse population, thus creating a need to embrace our differences and create a health care environment that is accessible to all.

Mercy Interpretation Services help bridge the gap of communication by offering around-the-clock interpretation services. Mercy Medical Center – North Iowa also has promoted access and improved quality care to newly immigrated Hispanic persons through:

- A prenatal clinic for low-income Hispanic women

- An established Hispanic Women's Outreach program
- Offering Mercy Family Health Line in a variety of languages, including spanish.
- Prioritized, planned, and lead s strategies to meet the distinct cultural and language needs of Hispanic persons

In addition, Mercy – North Iowa has helped:

- 49 people complete one of five 20-hour basic interpreter training programs offered by Mercy
- 98 people enroll in medical vocabulary classes
- 32 people participate in two interpreter skills classes
- 1,200 people attend an in-service regarding how to access interpretation services



The Mercy Family Medicine Residency provides a training program that is well integrated with the professional community. Dual goals for the program are to provide both quality patient care and quality resident education.

### NAMASTE CLINIC

Namaste Outreach Collaborative-Hampton Obstetric Clinic, a

collaborative effort of Mercy Family Medicine Residency, Mercy Medical Center - North Iowa, Franklin General Hospital, Public Health of Franklin County and North Iowa Community Action Organization, was developed in response to the needs of low-income women. The Namaste Clinic provides prenatal and postpartum health care to mothers to prevent complications and address potential problems as early as possible. The full range of obstetrical services provided by the clinic includes prenatal risk assessments, screening and treatment for sexually transmitted diseases, lab tests, ultra sound, nutritional education, and vaccination updates.

- 20 patients had 108 appointments within the last six months

### PROVIDING LEARNING OPPORTUNITIES

Mercy – North Iowa is helping to prepare future health care professionals by offering programs for physicians, nurses, pharmacists, technicians, and professional staff, including:

- Mercy Family Medicine Residency
- Cardiology Fellowship Program
- Pharmacist Internship
- Palliative Medicine Fellowship
- Radiologic Technology Program

## Earning a Great Reputation

Because of the dedication of Mercy Medical Center -North Iowa's physicians and staff in addition to quality initiatives undertaken by the organization, Mercy – North Iowa has received both state and national recognition, including:

- Top 100 Hospital, named by Solucient, an independent health care firm, for the fifth year.
- Top 100 Cardiovascular Hospital, again named by Thomson Healthcare for the seventh year.
- Platinum Well Workplace Award presented by the Wellness Councils of America (WELCOA).
- Community Value Five Star Hospital recognized by Cleverley & Associates of Columbus, Ohio, a leading health care financial consulting firm specializing in operational benchmarking and performance enhancement strategies.
- Most Wired, Small and Rural Hospitals, according to the results of the 2007 Most Wired Survey and Benchmarking Study released by *Hospitals & Health Networks* magazine, for two years.
- Top 100 Home Care Elite, Mercy Home Care

# Keeping a focus on fitness

Staying well – a constant goal throughout our entire lives. For some, it is easy. Others need a little boost.

“At Mercy Heart Center, our physicians and hospital staff identified a need to assist patients and families in making healthy choices and start on the road to a healthier life,” said Mitch Morrison, Mercy Heart Center Director.

For this reason, Mercy Medical Center-North Iowa created Forever Fit, an access point for individuals looking for direction and support in obtaining a healthier lifestyle.

“Many people want to become healthier, they just don’t know where to start,” said Sarah Johnson, Program Specialist, Regional Health Education Center. “Our hope is that through the Forever Fit program, our broad health care community can provide a single entry point for people who want change in their life, but are overwhelmed by how to begin.”

Participants enrolled in Forever Fit may participate in free monthly education sessions and receive regular health information at no charge. In addition, they have access to a program specialist who may direct them to other health care services to address concerns related to weight management, nutrition, exercise, smoking cessation, and a variety of other health topics.

Mercy-North Iowa kicked off its new Forever Fit program on March 27. Meetings are held at Mercy’s Cardiac Rehabilitation Center, 621 South Illinois, Suite 102 in Mason City. The keynote speaker will be (depending on publish date). To learn more about Mercy’s Forever Fit program, call 641-422-7510.



Jennifer Haapala-Bushbaum, Rn, monitors a client during her regular workout.



Donna McDonough knows the importance of health screenings.

## Screenings Save Lives

Over the years, Mercy Medical Center – North Iowa has been designating one week of the year to distribute free colorectal cancer-screening kits as a way to encourage health screenings and increase awareness of the importance of early detection in the diagnosis of cancer. Eighty-two year old Donna McDonough knows the value of a health screening first hand.

“As a Mercy Ambassador I was helping to distribute the free colorectal screening kits two years ago,” she said. “I felt if I was handing the kits out and encouraging people to take the time to be screened that I should do the same.”

She took a kit home, followed the instructions and mailed her samples into Mercy Cancer Center Laboratory. A few days later McDonough received the lab results, which indicated she should contact her physician for further testing.

“I never expected to get that news when I took the screening,” she said.

McDonough immediately contacted her family doctor, James Coddington, M.D., of Mercy Family Clinic – Forest Park, who referred her to J.D. Thoreson, M.D., Internist with Mason City Clinic who performed a colonoscopy. He removed one polyp but otherwise the colonoscopy results came out fine, McDonough said. Now, she encourages friends and family of all ages to take advantage of health screenings.

In May 2006, 387 colorectal cancer-screening kits were distributed with a 60 percent return rate. From these kits, six were identified to need further medical follow-up while in May 2007, 467 kits were distributed with a return rate of 50 percent. Seven kits had positive results, which needed follow-up with a physician.

In 2007, more than 1,890 men and women in Iowa are expected to be diagnosed with colon cancer, and 660 are expected to die from the disease. The number of colon cancer deaths could be cut in half if Americans followed the recommendations for early detection. Colorectal cancer affects both men and women of all racial and ethnic groups, and is most often found in people aged 50 years or older. For men, colorectal cancer is the third most common cancer after prostate and lung cancers. For women, colorectal cancer is the third most common cancer after breast and lung cancers.

## Bridging a Gap

While having a baby is usually a joyous time in ones life, it still can cause stress. This transition to parenthood becomes even more stressful when patients are unable to communicate with their health care team.

In the ever-changing world of patient care, Mercy Medical Center - North Iowa continues to serve an increasing population of Spanish speaking patients. As a result, interpreters are an important asset to Mercy-North Iowa’s patients and staff. In particular, their talents and services have been immeasurable at Mercy Birth Center.

Spanish interpreters at the Birth Center provide interpretation upon admission for:

- Communication during labor and childbirth, including C-sections
- Signing consents and completing other paperwork
- Education during the hospital stay, including breastfeeding classes
- Collecting information for birth certificates and financial assistance if applicable
- Communication during routine care by the nurses, doctors’ rounds, discharge instructions, and other appropriate times.

It is important that patients know all aspects of their care during labor and the care they receive after, as well as the care being given to their baby. Patients also need to receive information on how to take care of themselves and their babies after they get home. Interpreters allow nurses and physicians to break language barriers and communicate directly with the non-English speaking patients and vice versa.

From July 2006 to June 2007, Mercy’s interpreters have provided 64 Mercy Birth Center patients more than 355 hours of service.



Kris Gannett Sanchez, Mercy Interpreter, provides interpretative services for a Spanish-speaking mother Guadalupe Baez and her newborn, Jesus Baez, and Mercy Birth Center nurse, Brandie Theobald.

## SimpleCare: A Local Resource for those Uninsured

The cost of health care insurance can be staggering and for many people it is simply unaffordable. But having no insurance is a frightening alternative.

“What started out as the discussion between two resident physicians on how to improve access to health care while minimizing costs, led to the implementation of SimpleCare,” recalls Scott Henderson M.D., Mercy Family Medicine Residency Program Director.



Dr. Scott Henderson

best price medical services. SimpleCare providers charge their “best price” to SimpleCare patients who pay in full by cash, check or charge card at the time of service. This program is

SimpleCare is a program developed by the American Association of Patients and Providers that offers

expanding nationwide and has received a lot of recognition from national media.

Locally, SimpleCare was implemented in July 2004, which allows uninsured individuals to access health care services at a reduced cost by eliminating the administrative cost.

SimpleCare patients are being accepted at the Mercy Family Medicine Residency Clinic in Mason City. Members also

receive reduced pricing at all Mercy Family Pharmacies in Mason City and at the Mercy Home Therapy Shoppe at Mercy Cheslea Creek.

Sue Crawford has been a SimpleCare member since 2004 and has renewed her membership each year. “It’s a good program and it’s nice to know you have something to help cut costs versus paying full price. When you don’t have insurance, it’s a scary place to be.” From July 1, 2006 to May 31,

2007, approximately 35 SimpleCare members generated 72 visits at the Mercy Family Medicine Residency Clinic. SimpleCare patients were charged anywhere from \$18 to \$280 depending on what they were seen by the doctor for. The average charge for a SimpleCare visit during this time period was \$50.61; much less than a standard office visit at most medical clinics.

“The Residency’s on-going involvement in SimpleCare

provides for patients to have access to health care services they might not otherwise seek out,” Dr. Henderson said.

Approximately 25 members used their SimpleCare membership to receive reduced pricing on prescription medications at a Mercy Family Pharmacy and a total of 232 prescriptions were filled.

# Palliative Medicine - Light, Hope, and Human Kindness

Jody Thada, of Garner, is no stranger to pain. After being diagnosed with multiple sclerosis 10 months ago and having many complications since, she has had to deal with pain daily.

But there is hope. Jody is one of

the many patients who have accessed the Palliative Medicine program at Mercy Medical Center – North Iowa, which was established in 2006.

“To come here has helped a lot. They tell me that I don’t have to

be in pain and help me look for the positive side of things,” she said.

Even her husband, Glen, has seen results. “I highly recommend this program,” he commented. “Feeling better is not an overnight

thing, but I have been impressed with how Palliative Medicine has impacted Jody.”

David Wensel, D.O., and Anne Zook, R.N., B.S.N., M.A., Palliative Medicine Coordinator, lead the palliative medicine efforts at Mercy - North Iowa and have served nearly 60 outpatients and 200 inpatients since the inception of the program. They work with a team of physicians, nurses, social workers, pharmacists, spiritual care providers, and dietitians to relieve suffering and enhance the quality of life for patients and their families with significant illness.

“I sincerely believe that palliative medicine continues our Mission with the same compassion

of the Sisters of Mercy who created this medical community so many years ago,” Dr. Wensel said.

Suffering comes in many forms. Along with the physical pain an illness can cause, there are those who struggle with ongoing spiritual, emotional, and relational suffering, compounded by serious illness. Mercy’s Palliative Medicine Team takes time to consult with patients and their loved ones and set goals for the entire family. With the help of the care team, palliative medicine helps patients and families with symptom management, emotional and spiritual consultation, and decision-making.

“All of us on the team care for these individuals with a particular phrase in mind, ‘Here at whatever hour you come, we will provide light, hope, and human kindness,’” Zook said. “Whether we are facilitating communication among health care providers or family members, or helping to explain treatment options for a patient, support and hope are really at the heart of what we do.”



Anne Zook, Palliative Medicine Coordinator, meets with Glen and Jody Thada to discuss Jody's care.

## Celebrating Mercy Associates and the Spirit of Giving

Mercy associates continue to live Mercy's Mission on a volunteer basis. This is not so much because of where they work, but truly demonstrates the compassion Mercy associates have for their friends, neighbors and their communities.



Associates from Mercy Internal Medicine and Mercy Dermatology – Dr. Karkos organized a food drive during the holiday season and raised 159.2 pounds of food, which was taken to the Hawkeye Harvest Food Bank in Mason City.



Mercy Medical Center – North Iowa continued its tradition of helping those in need during the last holiday season in a number of ways, including:

- Adopting 31 families throughout North Iowa to help ensure a Merry Christmas was had by all. Families chosen to receive gifts were involved with Community Partners, an agency which is supported by a joint effort between Community Action and Mercy Community Benefit Ministry, and also a few of Mercy's own families.
- Purchasing gift cards, food for Christmas dinners for families whose names have not been placed on the initial list until late in the holiday season
- Purchasing items for Francis Lauer Youth Services.
- Sponsoring five community holiday projects: The Salvation Army Kettle Drive, Marine Corps Toys for Tots, Coats for Kids, Globe-Gazette Cheer Fund and North Iowa Community Action Organization Adopt a Child, in lieu of giving gifts to the Mercy Management Team.



# Mercy Women's Services: Reaching Out to those in Need

Michele is a breast cancer survivor. She came to Mercy Women's Services at age 50. As a cook in a nursing home that couldn't supply health benefits, Michele, like many women in rural Iowa, put family financial needs ahead of her personal health care needs. So, when Michele found a lump in her breast, she didn't get it checked.

Michele's mother had been diagnosed with breast cancer and was treated at Mercy and was the one who encouraged Michele to contact Mercy Women's Services for financial assistance to get screened for breast cancer. Michele followed through with enrollment in the Iowa Breast and Cervical Cancer Early Detection Program (IBCCEDP), sure that the lump would turn out to be nothing. Due to the presence of a lump, she was scheduled quickly for a clinical breast exam and mammogram in Britt, close to her Kanawha home. Michele could not believe what happened next as she was diagnosed with breast cancer.

Many thoughts of concern went through her mind. "How will I pay? What will happen to me? How will I tell my son that his mother has breast cancer?" She was referred to a surgeon associated with Mercy Center for Breast Health for consultation

regarding her options. She was told that she would need a mastectomy because she was at stage two of the disease and that it could have been detected earlier if she had gone in for breast cancer screening.

Michele was going to lose her breast, but fortunately not her life. Her treatment plan was established, including her surgery, chemotherapy and radiation. Michele was offered the opportunity, and elected the option, to participate in a clinical trial for chemotherapy. She also received case management services through Mercy Center for Breast Health at no cost to her and was able to connect with the on-site American Cancer Society Navigator to assist with any additional needs she had associated with her treatment and survivorship. Her treatment plan required many more than 30 trips to Mason City, but she was able to utilize Mercy Cancer Center's free courtesy transportation for treatment. For her convenience, her preoperative testing was scheduled on the same day to minimize the amount of trips she would need to make. And since she had been enrolled in the IBCCEDP, she was eligible for the Breast and Cervical Cancer Treatment Act of 2000, which made Medicaid funding available to her during her treatment.



Michelle received help from Mercy when battling breast cancer.

“Everyone explained the procedures and processes clearly and in a way I could understand,” Michele said. “I was receiving a lot of information very quickly and found it difficult to remember everything.” In addition to the medical support system developing, Michele relied heavily on the great support she received from her husband, son and mother during this fast-paced, technical, and emotional phase of her life. Her employer also was very supportive, giving her the time off she needed to recover and maintain her job for her return.

Her surgery was successful. “I woke up without my breast, but so happy to be alive.” Michele thought. Then there was chemotherapy, radiation therapy,

and follow-up visits. Michele is now comforted by the fact that she is only returning every six months for check-up visits. “Everyone at the Cancer Center was great. They really cared about me as a person. I’m relieved to be done with treatment and feel better about my health every time I don’t need to come back for a period of time,” she said. “This entire experience has changed me a lot. Before surgery, I was self-conscious about my appearance and now I’m just happy to be here and can joke about my body because I’m healthy and I know what is really important.”

When asked what advice she could offer other women, Michele offered this, “Don’t put it off like I did. Get your breast health screening and care. You need to find breast cancer early. If you can’t afford it, find a program that can help you. Mercy was there for me.”

The breast and cervical health program at Mercy Women's Services educates North Iowa-area women and refers them to low-

cost or free mammograms, clinical breast exams, pelvic exams, and Pap tests in their own communities. The vital program also creates access to care with the provider of their choice in their own rural community. This increases access in many aspects including financial limitations, transportation and scheduling barriers, and issues with provider trust and cultural diversity.

The program collaborates with a variety of community businesses and organizations to reach women of need most effectively and serves a multi-county area in rural Iowa. Since 1996, Mercy Women's Services has reached approximately 122,000 women with information about the importance of early detection of breast and cervical cancer and has referred almost 11,000 women for mammograms, clinical breast exams and Pap tests. In addition, these women receive follow-up care, diagnostic testing and treatment if needed.

For more information about breast and cervical cancer screening, programs or enrollment services available through Mercy Women's Services, please contact 641-422-6015 or toll free at 800-433-3883, extension 6015

## Since 1996, Mercy Women's Services has:

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  - Referred almost 11,000 women for mammograms, clinical breast exams and Pap tests.
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# Mercy – North Iowa Colleagues Offer Their Time and Talents

The community of Rockwell has benefited greatly from the time and talents of two Mercy Medical Center – North Iowa associates. Ruthann Murphy, Mercy Case Management, and Tracy Worley, Clinic Nurse Manager, Same Day Surgery, Post Anesthesia Care Unit, Surgical Services are both extremely active in their community.

Ruthann serves on the golf course board of directors, and is an active member of the St. Peter Lutheran church. Tracy sits on Rockwell Community Nursing Home Board and serves as an Emergency Medical Technologist – Paramedic (EMT-P). The one thing the two women have in

common is all the time they donate to the Legion Auxiliary in Rockwell, Tracy as President and Ruthann as Secretary.

The Auxiliary, 59 members strong, does much throughout the year; they give three \$200 scholarships to members of the local high school's graduating class; sponsor free coffee and donuts at Legion Hall after the town's Memorial Day parade, which the group also participates in; organizes a Halloween costume contest for children; host a potluck for Veteran's Day; decorates a storefront window; and has a float in the town's Homecoming Parade.

Their efforts are tireless, much

like many of their Mercy associates who donate their time and talents to organizations, clubs, schools, and their own communities. Last year, Mercy colleagues generously gave 21,740 hours of volunteer time.

“Mercy is not just the bricks and mortar of a building, it is the people that work there that are the spirit of Mercy. I am extremely proud to be a member of an organization whose associates give so freely of their time to benefit so many,” said Jim FitzPatrick, President/CEO, Mercy – North Iowa.



Tracy Worley, Clinic Nurse Manager, SDS, PACU, and Surgical Services and Ruthann Murphy, Mercy Case Management, and are both extremely active in their community of Rockwell.

Mercy Medical Center-North Iowa Associates donated hundreds of dollars worth of school supplies for the second year for North Iowa children in need. The school supplies were given to Community Partners, a collaborative program between Mercy-North Iowa and Community Action. From there, Community Partners case managers delivered the items to the children's homes. The fund-drive also was held in conjunction with the National Back-To-School Campaign, which is sponsored by Cover the Uninsured. Their goal is to educate people about free or low-cost health insurance for the 9 million children nationwide who are not insured.

# From the President and Board Chair:

From the President and Board Chair:

Mercy Medical Center – North Iowa has been a tightly woven part of the fabric of Mason City and North Iowa area for approximately 100 years. There are many of life's stories that begin in a hospital. New life begins at a hospital; people are cured or receive rest to continue on; for others it's a comfortable place for the end of their journey.

At Mercy Medical Center – North Iowa we know that at any stage of life, it's not only our job, but our privilege to care for and serve our patients and their families.

As a Mission-based hospital, Mercy – North Iowa is an invaluable asset and resource to people and communities. Mission-based hospitals care for all those who walk through the doors with the same respect and compassion regardless of a person's faith, ethnic background, or ability to pay. Mercy is committed to evaluating the community's health needs and then meeting those needs by designing programs to fit them.

Mercy– North Iowa takes seriously its obligation as a Catholic health care organization and provides health care services that, if unmet, would jeopardize the well-being of the elderly, the poor, or the chronically ill.

We are very fortunate to have strong support from our patients, their families, and the community. We make this promise, to continue serving you and the entire community for a healthy tomorrow!

Sincerely,  
James FitzPatrick  
President/CEO  
Mercy Medical Center  
– North Iowa

Marti Rodamaker  
Chair, Board of Directors  
Mercy Medical Center  
–North Iowa



James FitzPatrick



Marti Rodamaker

# The Generosity of Our Communities

Mercy Medical Center – North Iowa's vision of building a healthy community necessitates a strong commitment to achieving philanthropic goals. The generous contributions that Mercy – North Iowa receives are used to strengthen and expand services and to purchase equipment to provide the best possible care to patients.

From the young or old, big or small, all contributions given to Mercy Foundation do make a difference in the communities Mercy-North Iowa serves.

Betty Geer, a Mason City native, was a modest woman who loved life. She was a person who was truly committed to her friends and her community.



In 2001, Betty Geer bequeathed Mercy -North Iowa a gift of \$1,627,000. According to Betty's friend and attorney, John Whitesell of Iowa Falls, "Betty appreciated the treatment and excellent care she received at Mercy Medical Center-North Iowa. She had a strong desire that a substantial portion of her estate be used in providing continued quality

care and treatment of cancer patients. I am confident that Betty's spirit and love for your organization and its Mission are with us."

"Betty's gift was her way of telling us that Mercy – North Iowa touched her life in a very positive way. It is a huge vote of confidence for our hospital and how we helped her in her fight against cancer. It is gratifying to all of us at Mercy – North Iowa to be shown appreciation for what we do to fulfill our Mission," said Jim FitzPatrick, President and CEO of Mercy Medical Center-North Iowa. "To say that a gift such as this, one of the largest single gifts ever made to the hospital, makes an impact on health care in our area, is truly an understatement."

Another gift Mercy – North Iowa received came from some people most would not suspect - the 2007 Forest City Community School second and third grade class.

At the close of the school year, the children learned a valuable lesson on economics and philanthropy. While

learning about economics, the children were asked to apply their knowledge to a real-life situation and develop a product to sell. The group chose cookies. Another lesson followed, as the students then had to borrow money from a banker to begin their business by purchasing the necessary supplies.

After baking the cookies, the class set up their shop and decided on an evening to invite their parents and family members to their store. The money left after paying the banker back for the start-up costs, was to be donated to a cause of the students' choice. Two of the groups chose to donate to Mercy-North Iowa and asked that their money be used to buy baby clothes and toys for toddlers.

"The building of a good community hospital very clearly demonstrates a shared vision of friends, neighbors and the health care providers in whom they have entrusted their care," said Scott Smith, Director, Mercy Medical Center Foundation.

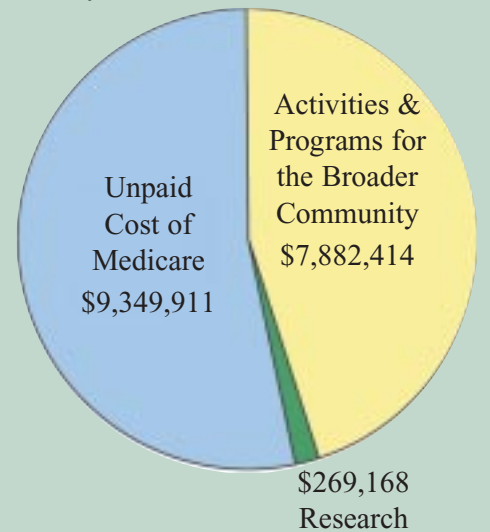
Mercy Foundation was established in 1993 as a 501(c)3 nonprofit organization. The Foundation promotes and secures philanthropic funds in support of the Mission of Mercy Medical Center – North Iowa. Money raised goes toward strengthening and expanding services and to purchase equipment to provide the best possible care to patients. The Foundation receives gifts restricted to a specific area of the hospital where the dollars are to be spent. Unrestricted gifts are made through donations with no designation attached to the gift. Donations are received from memorials or honorary gifts, direct mail appeals, campaigns, and in-kind giving. All donations given to Mercy Foundation remain in North Iowa and are used according to the donor's wishes. The Foundation's Board of Directors, made up of community members from North Iowa, oversees donations received and disbursements of funds. All Mercy Foundation funds are invested through local North Iowa financial institutions.

## Giving Back

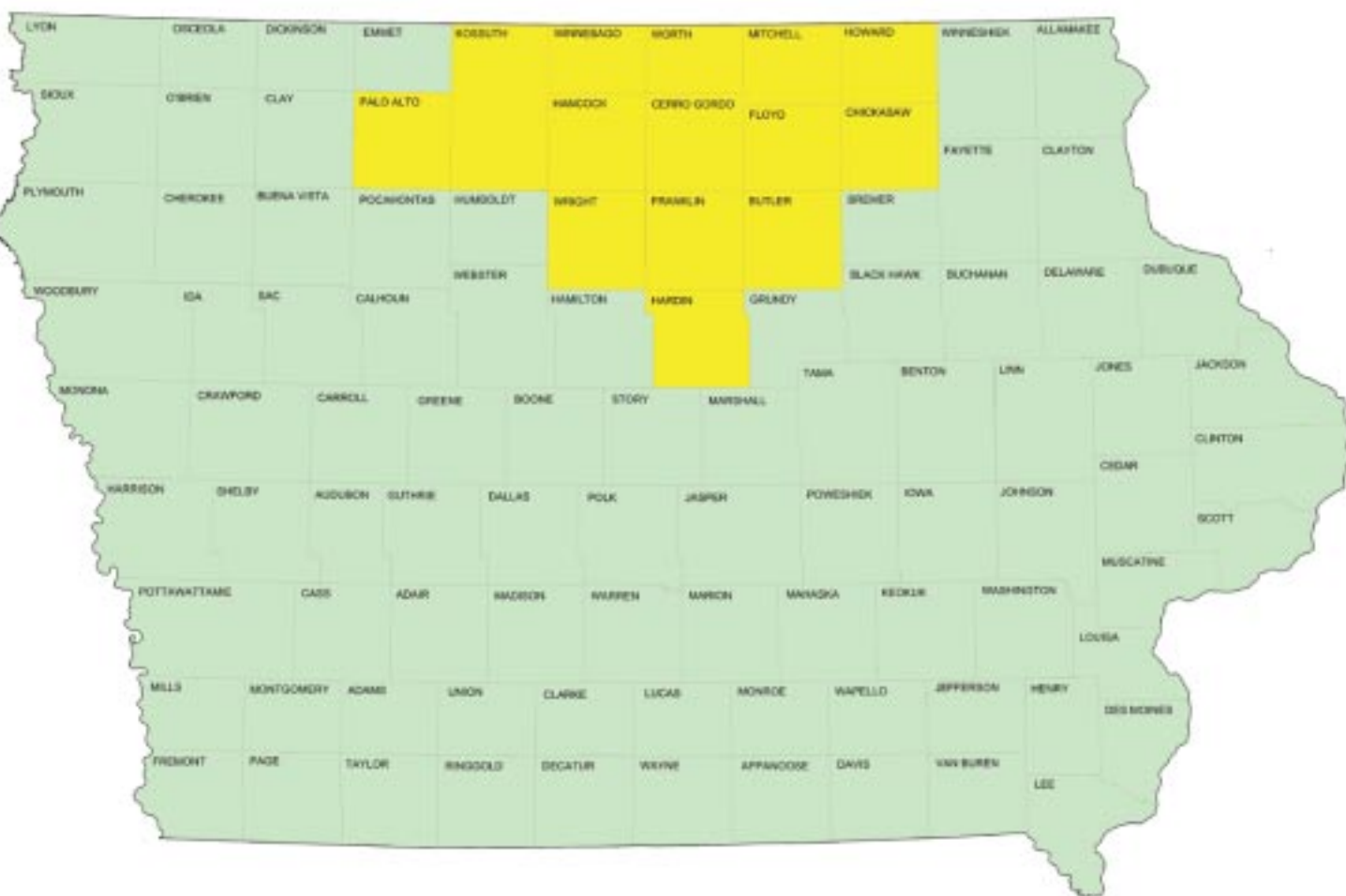
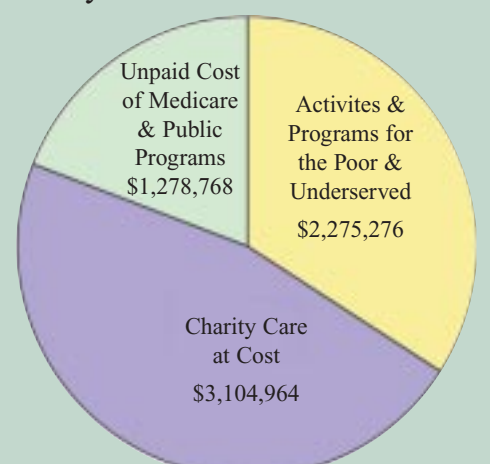
Mercy Medical Center – North Iowa believes in giving back to the community and has supported this belief by providing programs and services that benefit the community at large and the residents on a personal level.

The following charts demonstrate what Mercy has given in the way of Community Benefits in Fiscal Year 2007.

Ministry For the Broader Community



Ministry For the Poor & Underserved



## About Mercy Medical Center - North Iowa

Mercy Medical Center - North Iowa is a faith-based, not-for-profit community health care system that offers comprehensive health care services for people throughout northern Iowa and southern Minnesota.

The Sisters of Mercy founded St. Joseph Mercy Hospital in Mason City in 1916. Their efforts to care for the growing community augmented a group of local doctors, who had established Park Hospital seven years earlier. Park Hospital later was renamed North

Iowa Medical Center and was moved from its downtown location to the west side of the city. The hospitals consolidated in 1993 as North Iowa Mercy Health Center. Known today as Mercy Medical Center – North Iowa, the medical center has taken a prominent role in ensuring that patients across northern Iowa and southern Minnesota have access to and receive exceptional quality health care and experience world-class service.

As the major referral center for North Iowa, Mercy Medical Center - North Iowa is a secondary level health care provider. Mercy – North Iowa offers the best of all worlds: the family atmosphere of a hometown health care center along with the technology, services and resources of a major modern medical center.

Today, as a member of Mercy Health Network – North Iowa, Mercy - North Iowa supports and affirms the network's

commitment to strengthen the local community health care system. Mercy – North Iowa provides management support to nine rural hospitals throughout the 14-county service area. As part of a complete continuum of patient care services, Mercy – North Iowa offers home care, rehabilitation, occupational health and hospice, as well as six area retail pharmacies.