



ELEVATING

what's possible



HUNTSVILLE HOSPITAL
FOUNDATION

FY24 Donor Impact Report
July 2023 – June 2024



Huntsville Hospital Foundation *elevates* what is possible in our not-for-profit hospitals. That is only possible thanks to your partnership and your belief in our mission.

Huntsville Hospital Health System is one of the largest public health care systems in the nation and a top provider of charity and uncompensated care in the state. We are proud of the hearts and hands who care for our entire community, regardless of the circumstances. Daring to care big makes Huntsville Hospital special. Your gifts and support enable HHF to invest in equipment, programs, staff support, patient assistance and facility upgrades that make this important work more accessible and effective for every patient we serve.

One-hundred percent of the donations HHF receives from donors, hospital employees and community partners fuel our mission and elevate our impact. In fiscal year 2024, you helped us mobilize care to underserved communities with a new Mobile Medical Unit, provide emotional and mental support to children grieving loss, cut wait times in half for heart patients needing a potentially lifesaving CT scan, and so much more.

We hope your impact is evident as you flip through these pages and see the faces of those whom you have helped this year. Your gifts help improve and save lives like these every single day.

Here is just a glimpse at ways donor funding is elevating what's possible. >>





Elevating care for the underserved

Huntsville Hospital rolled out a brand-new Mobile Medical Unit (MMU) to meet the needs of underserved neighborhoods and patients in our community. The new truck and 25-foot trailer—custom built for medical capabilities—enables Huntsville Hospital's skilled care team to more easily hit the road and **directly deliver basic and preventative health care at North Alabama senior centers, homeless shelters, nonprofits and community events.**

The MMU program offers a safe, caring, predictable environment, and functions as a 'medical home' to many — at absolutely no cost to them. The new vehicle and all ongoing program costs are covered by grants and other donations to HHF.

IMPACT >>

- reduces transportation barriers to care
- provides education
- no charges for care
- helps prevent future hospitalizations



Elevating cardiac imaging

A brand-new CT scanner was installed at the Huntsville Hospital Heart Center in the final weeks of this fiscal year. The majority of this multimillion-dollar investment was covered by HHF. This equipment was a top-priority request from our health system, and is already improving access and outcomes for heart patients – cutting diagnostic wait times from months to weeks. **The new CT scanner is one of very few of its kind in the nation, putting Huntsville Hospital on the forefront of coronary CT imaging.** This innovative technology is a paradigm shift in imaging, and provides a substantially better resolution image while also giving our patients significantly less radiation. It also improves the diagnostic capabilities for our physicians, allowing for early detection of coronary disease and the opportunity to provide preventative treatment.

IMPACT >>

- reduces wait times
- less radiation
- staff & patient satisfaction
- better resolution images
- earlier detection



Elevating patient assistance

HHF Patient Assistance Funds close the gap on health care equity for patients who are overwhelmed and under-resourced at diagnosis. We proudly help pay for food, medicines, rent, utilities, and transportation assistance for approximately 50 qualified patients every single month so they can focus on getting well. Patients like Reagan. Reagan was diagnosed with aggressive breast cancer this February and had to undergo surgery just two weeks later. She is only 29 years old, an engineer with no remote work flexibility, and lives alone. Patient assistance funds enabled Reagan to pay her mortgage and keep her home, plus paid for gas as she traveled the hour to Huntsville almost every single day for treatment. Because Reagan was able to keep her savings intact, she was then able to afford IVF egg retrieval and still have the potential for a family someday despite the hormone blocking medicine that was required through treatment. **"It allowed me to help keep my job; it allowed me the chance to possibly have a family in the future after all of my treatments are done ... to have that opportunity, you just can't put a price on that."**



Elevating cuddle time

Meet Paxton, a lovable Golden Retriever and the newest member of the Canines for Coping facility dog program! Paxton completed his world-class facility dog training at Guide Dogs of America - Tender Loving Canines and now works 40 hours per week with patients in Pediatric Surgery Pre-Op, Radiology, Outpatient Pediatric Therapy and Antepartum. **His special training has proven success reducing anxiety and improving outcomes for HHW&C patients of all ages.** The addition of Paxton means that Asteroid, our first dog who started the program five years ago, can now focus fully on the mental and emotional needs of our hospital team.



Elevating visibility & reducing sticks

New equipment in our pre-operative departments is reducing stress for both patients and nurses. Two new VeinViewer Vision 2 devices use near-infrared technology to project a real-time image of your vein directly onto your body. That means nurses and techs can literally see what is happening below the skin and be **better equipped to start an IV in only one attempt, reducing pricks and pain.** The innovative technology helps them see the veins, avoid valves and know which size IV cannula will best fit in the vein. This upgrade is revolutionizing the IV experience for patients who are notorious for "hard" veins!



Elevating comfort during stressful screenings

Now, instead of an awkward hospital gown, women can be wrapped in a warm robe and comfort while they await a mammogram. Intentional upgrades were completed this fall to provide a calmer, more spa-like environment for patients at both Huntsville Hospital and Madison Hospital Breast Centers. The biggest gamechangers are new warmed robes, which are helping to **reduce the stress and anxiety** many women experience during their diagnostic screening visits.





Elevating regional critical care

Every year, more than 600 children are transported on the Kids Care critical care transport ambulance – which is basically an ICU on wheels for kids who are critically injured or sick. That means if your child is hospitalized anywhere else across our region and they need the elevated care of our Women & Children's hospital, we can **get them to Huntsville quickly and care for them along the way**. Earlier this year, an immediate need emerged to purchase a new ambulance. A generous grant from The Caring Foundation of Blue Cross and Blue Shield of Alabama, combined with Huntsville Classic proceeds, covered the vehicle cost and it is now in production. We can't wait to witness how this support helps families in the near future!



Elevating clear lab results

New investments in the Madison Hospital Lab are helping the team process lab results faster and more accurately, including a new slide printer and Aerospray Stat Slide Stainer (*pictured right*). A superior staining process gives enhanced clarity on patient samples to **reduce errors and produce accurate results more quickly**. This new equipment has made this incredibly important work easier for both the Lab team and Pathologists.





Patient story: Rhonda's Room

One long-term patient has left a lasting imprint on the hearts of our Cardiovascular ICU and Progressive Cardiovascular teams. Rhonda Lanier has become like family, and room 650 like her home-away-from-home.

Rhonda has active heart failure. After an aortic valve replacement, days on the unit turned into months as she underwent 11 surgeries and battled many setbacks. She passed the time and distracted herself from the pain by getting to know her caregivers.

The staff proactively got together looking for ways to donate and honor Rhonda after her more than six-month stay in the unit. They decided it would be fitting to officially make it "her room" – dedicating room 650 in Rhonda's name. Dozens of staff members contributed to the room naming through HHF, and surprised Rhonda with a celebration and plaque on Valentine's Day.



Read the full story.



Elevating resources for kids with diabetes

HHF issued an emergency appeal for help funding 20 kids with Type 1 diabetes to attend summer and fall diabetes camps at Camp Seale Harris. You answered the call, and **all 20 were fully sponsored to attend the camp for free!** This resource is a blessing to our Pediatric Endocrinology & Diabetes Clinic families, giving them education, empowerment, and a sense of shared community.



Elevating EKG technology

A brand-new fleet of 19 EKG machines recently replaced old, unreliable, end-of-life equipment in the EKG Department and across HH Main, HHW&C, the Medical Mall, and the Emergency Department. These upgraded machines are in use 24/7 during routine rounding, Code Blue emergencies, prior to procedures, and more. The information a provider can get from these simple, non-invasive tests is truly remarkable and is **essential to patient care**. Results are used in the diagnosis of heart attacks (*past, present and future!*), irregular heart rhythms, and heart defects for patients of all ages.



Donor spotlight: Sandra Cepeda

Imagine needing emergency — or even basic — medical care, but not being able to communicate with your caregiver. When a patient and caregiver are unable to understand each other, this presents a threat to the safety of the patient and the quality of care our team can provide. To overcome these language barriers, Huntsville Hospital utilizes live interpreter technology. Thanks to one individual's generosity, 11 additional locations will soon have access to these much-needed interpretation devices.

Sandra Cepeda's donation will directly reduce risk, improve outcomes and help our care teams provide more compassionate, equitable care to patients and families in need of an interpreter.

"The fact that Huntsville Hospital doesn't refuse care to those who can't afford it speaks volumes to me. That, combined with the hearts of the amazing people who work at both the Foundation and hospital, as well as the quality of the care the hospitals provide, are great motivators to help advance health care in our community. Not being able to communicate with the clinical team has to add a tremendous amount of anxiety to an already difficult situation. In a small way, I think helping overcome language barriers will tell those who don't speak English that they matter and they are loved. I believe that is what Jesus would want." — Sandra Cepeda



Elevating grief support

During our “Season of Caring” this fall, donors generously contributed enough to fund eight full months of grief support for children at The Caring House. We were blown away by your generosity and support for this special program!

The Caring House provides a safe place where Madison County children can receive the support they need to overcome grief after the devastating loss of a family member or friend. **Your support gives these kids access to the specialized resources they need to heal, at no cost or added burden to their families.** The Caring House relies fully on HHF funding to operate, and would not be possible without your continued support.



Elevating outcomes in critical cases

When a patient’s body temperature is dangerously high, it can cause lasting damage. Donor funding helped provide eight new cooling blankets so our critical care units are able to **regulate patient body temperature, reduce swelling around the brain, and prevent long-term damage or death.** The blanket lies underneath the patient and maintains a stable temperature through constant circulation of chilled water from the attached machine.

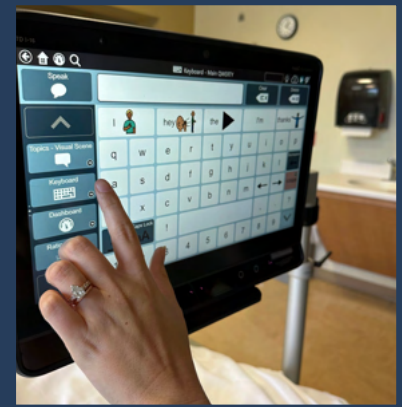




Elevating nonverbal communication

The HH Speech Pathology Program now has two Augmentative and Alternative Communication Devices — a gamechanger for patients who are unable to speak due to conditions such as stroke, mechanical ventilation, head/neck cancers or surgeries, new tracheostomies, or ALS. This is our hospital's first technology-based option to assist with nonverbal communication — an incredible upgrade from the old paper-based methods, and truly customizable based on the patient's needs.

The devices give patients a voice, either through eye tracking or through a specialized touchscreen, so they can express thoughts, wants, needs and feelings with their caregivers and family. The addition of AAC will improve the quality of care, patient safety, and patient independence throughout hospitalization.



Elevating the employee orientation experience

Huntsville Hospital now hires and onboards more than 200 new Madison County employees every single month and had officially outgrown the existing employee orientation space and downtown parking options. To answer that need, the Foundation fully funded the conversion of an existing room at the off-campus HH Cochran Center, turning it from an open warehouse into intentional space for up to 300. Funding included full room renovations, all A/V equipment, badge readers, tables, and chairs for a **larger and more effective onboarding experience**.



IMPACT >>

- increases capacity for onboarding
- reduces wait between hire and start date
- dedicated clinical training space for hands-on orientation experience

Our impact areas at a glance



Equipment & technology



Meaningful programs



Assistance for patients & staff



Facility upgrades



**Elevating
the strength of a system**

This fiscal year Huntsville Hospital reached an agreement with DeKalb Regional Medical for them to join our Huntsville Hospital Health System. That addition makes 15 hospital campuses in our health care system working together to serve you. So, what does that mean exactly? Huntsville Hospital chooses to collaborate with and take on smaller rural hospitals to ensure they can remain in that community. **This helps ensure residents can continue having access to essential care close to home instead of having to drive to Huntsville.** This, in turn, helps with patient volume on our Madison County campuses. By streamlining operations, it helps make our daily functions more efficient and cost effective. *Fun fact: our system washes and distributes around 45,000 pounds of laundry every day from a centralized laundry facility!*

This growth and transition to a **cooperative, community-based hospital network** is part of the HH Health strategic plan, and is an intentional approach to strengthening the health of our communities and region. Because we are stronger together.

HH Health is a public, not-for-profit hospital.

All revenues generated in our system are reinvested locally, back into health care services that are provided to patients we serve. Our hospitals are committed to providing vital, but often unprofitable, services that are needed in our communities. **The donations provided to Huntsville Hospital Foundation are truly essential** and ensure we can fund state-of-the-art equipment, programs, staff scholarships, patient and employee emergency assistance, and other needs that exceed the operating budget for our Madison County locations. **Thanks to you, we can elevate what is possible for our community, patients and local hospitals.**



YOUR GIFTS IMPACT

every department,
every caregiver,
every patient.

\$6 Million

provided for our
not-for-profit
hospitals this year

83

hospital departments
& service lines
supported

4,500+

Lifesaver Club
employee donors

\$4 Million

additional funding
received through
state & federal grants
& appropriations

8,256

total individual &
corporate donors

756,000+

patients cared for
in our Madison
County hospitals



Elevating your social calendar



2023-2024 SIGNATURE EVENTS



Huntsville Classic

We are still flying high from our biggest fundraiser ever! 8,000 sponsors, donors and friends helped us sell out The Orion and rock out to Steve Miller Band on May 18. Thanks to you, we are in the process of crossing dozens of items off of Huntsville Hospital for Women & Children's wish list!

Event proceeds are making it possible for us to equip a new critical care ambulance, fund an entire year of our Canines for Coping and Caring House programs, complete a renovation of the Pediatric ICU, plus provide needed equipment for Mother/Baby, Labor & Delivery, Anesthesia, and Pediatric Surgery.



Miracle Bash

Miracle Bash guests helped us light the night and honor Neonatal Intensive Care Unit miracles at Miracle Bash in August. This fun summer event was complete with a live performance by Juice, food, games and the biggest silent auction in town.

Proceeds purchased high-tech infant beds and warmers to care for the sickest babies from across our region at Huntsville Hospital for Women & Children. HHF was also able to fund new computers and mounts for unit nurses providing care at the bedside.



Liz Hurley Ribbon Run

6,255 walkers and runners joined together to make a difference for local breast cancer patients and survivors at our 20th annual Liz Hurley Ribbon Run! All proceeds stayed right here in our community to provide for the top-priority needs of Huntsville Hospital Breast Center.

Thanks to amazing sponsors and participants, HHF purchased an additional ultrasound machine and specialized ultrasound table. This has reduced patient wait times and helped detect breast cancers earlier and more accurately.



BMW Brunch

The holidays officially commenced with our 38th annual BMW Brunch! This festive brunch does big things for women in our community. HHF uses every dollar raised to provide emergency financial assistance, needed equipment, wigs and more for gynecological cancer patients at

Huntsville Hospital. These items give comfort and peace during days of sickness, fear and pain. Thank you to all of our guests and sponsors for helping these women as they continue their fight against cancer.

WE HOPE YOU'LL JOIN US NEXT TIME!



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THANK YOU TO OUR 2024 COMMUNITY PARTNER VISIONARIES



THE CARING FOUNDATION

