

APPENDIX A

OURTOWN MEMORIAL HOSPITAL OVERVIEW

Mission Statement

Ourtown Memorial Hospital strives to deliver exceptional care that enhances the health of the community.

Vision Statement

As a recognized and valued community hospital, we focus on caring treatment for all.

Overview:

Ourtown Memorial Hospital, established in the early 1950s, successfully serves its consumers by providing general services such as maternal/child health, cardiovascular and cancer care, surgery, endocrinology, and orthopedic care. Located in a suburban area, residents often build lifelong relationships with the hospital system.

Several recent renovations successfully enlarged the original main hospital area. The nonprofit hospital also operates an extremely busy emergency department (30,000 visits), but is recognized for primary care.

The service area spans two complete counties and includes a small corner of a third county. Given the stability of its consumer base, the hospital previously did not invest in outreach. Recognizing increasing competition from large hospital systems, the administration began pursuing outreach marketing in the past three years.

The governing board consists of 15 members with strong community participation via advisory boards.