

BLOWING ROCK HOSPITAL • CHARLES A. CANNON, JR. MEMORIAL HOSPITAL • WATAUGA MEDICAL CENTER



# APPALACHIAN REGIONAL HEALTHCARE SYSTEM

## A BRIEF HISTORY

*To support the provision of high quality and compassionate health care for the mountain region of northwest North Carolina, northeast Tennessee with a spirit of teamwork based on a set of operating values.*



**Richard Sparks**  
President & CEO

For decades, High Country residents and visitors have been cared for by three unique and independent hospitals - Watauga Medical Center in Boone, Charles A. Cannon, Jr. Memorial Hospital in Linville and Blowing Rock Hospital in Blowing Rock. In recent years, however, the hospitals have forged relationships with one another not only to expand the healthcare services offered, but to enhance the quality of care as well.

In June 2004, Watauga Medical Center and Charles A. Cannon, Jr. Memorial Hospital joined to form the Appalachian Regional Healthcare System (ARHS). The new relationship allowed for increased efficiencies, cost savings and the ability to take the region's healthcare to new levels of care that would not have been possible for either hospital to achieve on its own. ARHS welcomed Blowing Rock Hospital in June 2007, adding long-term care options for the community's aging population.

In addition, Appalachian Regional Healthcare System has partnered with Appalachian State University and its newly-formed School of Nursing. The relationship will address the national nursing shortage on a local level. Plans include building an Allied Health Edu-

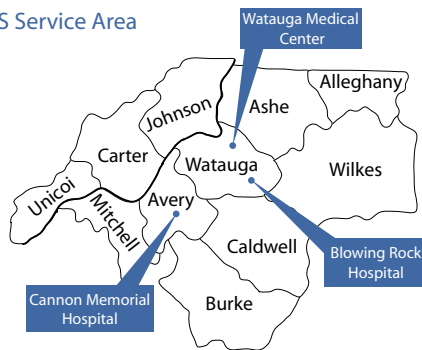
cation facility to provide more opportunities to those who wish to live, advance their education in the field of healthcare, and work at one of the system's member hospitals, or wherever their healthcare career may take them.

The Appalachian Regional Healthcare Foundation was established in 2006 to build upon the excellent work of the Cannon-Sloop Healthcare Foundation and the Watauga Medical Center Foundation. The Foundation is charged with increasing philanthropic support for the system by identifying and soliciting potential donors to support continued growth.

Appalachian Regional Healthcare System's vision is to build a regional healthcare system, which results in healthier individuals and enhanced quality of life. This vision is fulfilled by adhering daily to our values of compassion, integrity and excellence.

The vision, along with our commitment to "making life better" solidify Appalachian Regional Healthcare System as the premier healthcare system in Northwest North Carolina.

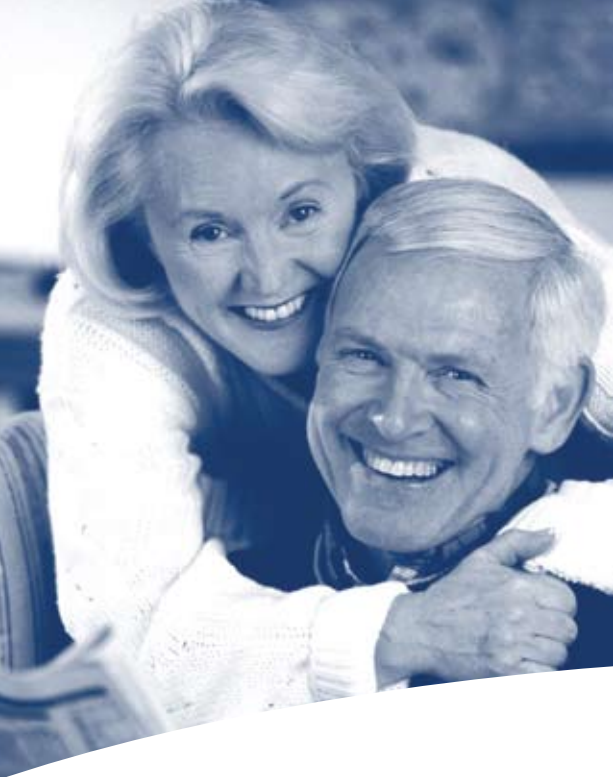
ARHS Service Area



## VALUES

- Compassion
- Integrity
- Excellence





## BLOWING ROCK HOSPITAL

Blowing Rock Hospital, a private, non-profit 25-bed critical access hospital, was established in 1952 to provide health care services to Blowing Rock and surrounding communities. The hospital provides acute, intermediate and skilled care.

418 Chestnut Drive  
Blowing Rock, NC 28605  
(828) 295-3136

- Emergency Services
- Physical Therapy
- Occupational Therapy
- Respiratory Therapy
- Laboratory Services
- Home Care
- Adult Day Care
- Long Term Care
- Imaging Services
- Short Term Rehabilitation

Licensed Beds: 25 acute; 72 skilled nursing

Medical Staff: 15 active; 23 consulting

Employees: 160

### *Accreditations:*

The Joint Commission



*Tim Ford*  
CEO





## CHARLES A. CANNON, JR. MEMORIAL HOSPITAL

Charles A. Cannon, Jr. Memorial Hospital is a critical access hospital located in Linville. Cannon is accessible to meet the health care needs of the community.

The Avery County YMCA opened on the hospital campus in 2007 and greatly enhanced the wellness and rehabilitation services.

- Emergency Services
- Physical Therapy
- Respiratory Therapy
- Behavioral Health
- Cardiopulmonary Rehabilitation
- Restorative Care
- Diagnostic Services
- New Life Center
- Surgical Services
- Sleep Services
- Home Care/CAP
- Imaging Services

Licensed Beds: 25 acute; 10 skilled nursing

Medical Staff: 24 active; 30 affiliate

Employees: 370

**Accreditations:**

The Joint Commission

434 Hospital Drive  
Linville, NC 28626  
(828) 737-7000



*Chuck Mantooth*  
CEO





## WATAUGA MEDICAL CENTER

Watauga Medical Center, a non-profit corporation, offers primary and secondary acute care and specialty care services to the High Country. Located in Boone, NC, the Medical Center is home to the Seby B. Jones Regional Cancer Center, the Mallard Kidney Dialysis Center and the Paul H. Broyhill Wellness Center.

336 Deerfield Road  
Boone, NC 28607  
(828) 262-4100

- Cancer Center
- Imaging/Lab Center
- Kidney Dialysis Center
- Birthing Center
- Occupational Therapy
- Physical Therapy
- Speech Therapy
- Respiratory Therapy
- Wellness Center
- Cardiac Cath Lab
- Pain Clinic
- Home Health Care
- Sleep Services
- Emergency Services
- Surgical Services
- Cardiopulmonary Rehabilitation

Licensed Beds: 117 acute  
Medical Staff: 84 active; 91 affiliate  
Employees: 950

**Accreditations:**  
The Joint Commission



*John Barrett*  
*Chief Operating Officer*





Appalachian Regional Medical Associates (ARMA) is a hospital-owned practice management corporations that employ local physicians, provide medical malpractice coverage and insurance contracting as well as hire and maintain physician office staff. Because many physicians have no interest in being a small business owner, ARMA removes some of the challenges associated with operating a medical practice.

“By relieving the physicians of administrative duties, they have more time for patients and patient care,” said John Barrett, COO for Appalachian Regional Healthcare System. “Pooling resources and partnering reduces overall costs as well as streamlines inpatient and outpatient functions for the System. Costs are reduced by combining health insurance coverage and standardizing hiring practices which increase efficiency and assures seamlessness with facility information technology (IT) systems.”

**870 State Farm Road, Suite 103-B  
Boone, NC 28607  
(828) 268-9125**

*APPALACHIAN REGIONAL ADULT & PEDIATRIC MEDICINE*  
*Member of Appalachian Regional Medical Associates*

*Melinda Lada, M.D.  
Victoria Morehouse, M.D.*

*APPALACHIAN REGIONAL PULMONOLOGY*  
*Member of Appalachian Regional Medical Associates*

*Kevin Wolfe, M.D.*

*APPALACHIAN REGIONAL RHEUMATOLOGY*  
*Member of Appalachian Regional Medical Associates*

*John Winfield, M.D.  
Sally A. Nicks, M.D.*

*ELK RIVER MEDICAL ASSOCIATES*  
*Member of Appalachian Regional Medical Associates*

*David P. Kimmel, M.D.  
Alfred D. Earwood, M.D.*

*WATAUGA INTERNAL MEDICINE*  
*Member of Appalachian Regional Medical Associates*

*John Whitlock, M.D.  
Peter Haibach, M.D.  
Robert Griffith, M.D.*

*APPALACHIAN REGIONAL OBSTETRICS & GYNECOLOGY*  
*Member of Appalachian Regional Medical Associates*

*Henry F. Gregor, M.D.*

### ACUTE CARE

Blowing Rock Hospital, Charles A. Cannon, Jr. Memorial Hospital and Watauga Medical Center are equipped to handle a variety of acute care situations. Services vary between locations, but primary and secondary medical needs are assessed at all facilities when presented.

Services available include:

- Intensive Care/ICU - WMC
- Intermediate Care/IMCU - WMC
- Critical Care Unit - CMH
- Emergency Room - BRH, CMH & WMC
- Laboratory - BRH, CMH & WMC
- Operating Room - CMH & WMC

### ADULT DAY HEALTH CARE

Certified by the North Carolina Department of Human Resources and the North Carolina Adult Day Care Association, the Adult Day Care program at Blowing Rock Hospital provides adult daytime supervision for individuals 18 years of age and older Monday through Friday from 7:30 am to 5:30 pm. The program offers mental, physical and spiritual activities, music therapy, arts & crafts classes, exercise, bible study, shopping trips, field trips, transportation and nursing supervision. Several options are available for a fee.

BRH (828) 295-3136 extension 227

### BEHAVIORAL HEALTH SERVICES

Appalachian Regional Behavioral Health offers inpatient and outpatient services at Cannon Memorial Hospital and outpatient services at Watauga Medical Center. The programs are designed to assist individuals experiencing emotional or psychological difficulties. Licensed therapists and psychiatrists provide comprehensive patient focused evaluation, assessment and therapy.

CMH (828) 737-7889

WMC (828) 268-9454

### CARDIOPULMONARY REHABILITATION

Cardiac and Pulmonary Rehabilitation provides support, exercise, and education to patients with cardiac or pulmonary conditions by means of an individualized therapy plan. Non-invasive cardiology services and pulmonary function studies are coordinated with physicians using up-to-date technologies.

Linville Summit Cardiopulmonary Rehabilitation Project

CMH (828)737-7069

Appalachian Cardiopulmonary Rehabilitation Program

WMC (828) 268-9054

### CARDIAC CATHETERIZATION LAB

Watauga Medical Center in Boone is home to a state-of-the-art cardiac catheterization lab, used by cardiologists at the Sanger Clinic, also located on the campus. The lab provides patients with a comprehensive cardiac diagnostic service, available immediately upon suspicion of a cardiac problem.

WMC (828) 268-2614



## DAVANT EXTENDED CARE CENTER

The Davant Extended Care facility at Blowing Rock Hospital is a 72-bed skilled nursing facility. Patients have access to physicians, nurses, physical therapists, respiratory therapists, licensed social workers and dieticians. Activities provide physical, spiritual and mental stimulation and are tailored to individual patient needs and limitations.

BRH (828) 295-3136

## HOME HEALTH SERVICES

Serving Watauga, Ashe, Wilkes, Alleghany, Avery and Caldwell Counties, Appalachian Regional Healthcare System Home Health provides skilled nursing care, IV Infusion therapy, physical, occupational and speech therapy, home health and home care aides and medical social workers. Family and friends can visit at your discretion and you can recuperate in the privacy and comfort of your own home. For more information, call (828) 266-1166.

## IMAGING & RADIOLOGY SERVICES

Appalachian Regional Healthcare System offers imaging services at Blowing Rock Hospital in Blowing Rock, Cannon Memorial Hospital in Linville and Watauga Medical Center in Boone.

- Diagnostic Radiology
- Bone Densitometry
- Interventional Radiology
- Stereotactic Breast Biopsy
- Mobile Lithotripsy
- Digital Mammography
- Nuclear Medicine
- Mobile PET
- Diagnostic, Vascular, & Cardiac Ultrasound
- CT
- MRI
- Open MRI
- PET Scan

## OBSTETRICS

The New Life Center at Cannon Memorial Hospital and the Marchese Birthing Center at Watauga Medical Center provide care and support for families before, during and after the birth of their baby. Labor, delivery, recovery, and postpartum rooms at both facilities are spacious and designed to resemble a bedroom at home.

Birthing Center/WMC (828) 265-5029      New Life Center/CMH (828) 737-7860

## REHABILITATIVE THERAPY SERVICES

Physical therapy, occupational therapy and speech therapy services provide patients with the most comprehensive level of rehabilitative care. The combination of state-of-the art facilities and our dedicated staff provide individualized, hands-on patient care that yields exceptional results for the patient and referring physician. Services are provided in acute care, outpatient and home health care settings. The addition of the therapy pool at the Broyhill Wellness Center in Boone provides physical therapy patients an opportunity to recover and rebuild in an aquatic environment conducive to faster healing times.

- Physical Therapy - Inpatient  
WMC (828) 262-4173  
CMH (828) 737-7520  
BRH (828) 295-3136
- Physical Therapy - Outpatient  
Blue Ridge PT (828) 268-9043  
CMH (828) 737-7520  
BRH (828) 295-3136
- Occupational Therapy - Inpatient  
WMC (828) 262-4173  
BRH (828) 295-3136
- Occupational Therapy - Outpatient  
Blue Ridge PT (828) 268-9043  
BRH (828) 295-3136
- Speech Therapy  
WMC (828) 265-5026  
CMH (828) 737-7520  
BRH (828) 295-3136





### RESTORATIVE CARE

The 10-bed Restorative Care Unit at Cannon Memorial Hospital is licensed for skilled nursing care. The nurses and nursing assistants provide 24-hour care to people who can no longer care for themselves due to physical, emotional or mental conditions. In most cases, care is for a limited period of time following an injury or illness.

A physician supervises each patient's care. Physical therapists, occupational therapists and speech therapists work with patients to aid them in regaining their skills.

CMH (828)737-7603

### SLEEP SERVICES

Physicians and technologists specially trained in sleep disorders provide detailed sleep evaluations and treatment plans for patients who suffer from chronic sleepiness or fatigue, chronic or loud snoring, restless sleep, chronic difficulty falling asleep or staying asleep, pauses in breathing while sleeping and much more.

Over 40 million Americans suffer from sleep disorders. Appalachian Regional Sleep Disorders Center offers flexible scheduling for evaluations at their two high country locations.

For more information, call (828) 262-4175 or contact your primary care physician.

CMH & WMC (828) 262-4175

### ARHS AVERY HOME CARE

Serving Avery, Burke, McDowell, Mitchell and Yancey Counties, Sloop CAP and Avery Home Care provide certified nursing aides and in-home aides for personal care services with RN and case management supervision. Quality care in the home may decrease your stay in the hospital, and in some cases, allow you to avoid hospitalization or long term institutionalization completely. Family and friends can visit at your discretion and you can recuperate in the privacy and comfort of your own home.

For more information, call (828) 733-1062.

### EMPLOYMENT OPPORTUNITIES

#### **Who says you can't have it all?**

Healthcare professionals in North Carolina's High Country have discovered a well-kept secret: The Blue Ridge Mountains offer an idyllic place to live, work and play. Big-city cultural attractions and small-town warmth merge in Boone, North Carolina and its neighboring communities. Upholding the values of Compassion, Integrity and Excellence, Appalachian Regional Healthcare System is a family of three hospitals and a physician practice management organization.

Appalachian Regional Healthcare System takes pride in its education partnership with Appalachian State University, its state-of-the-art facilities and technology, and the nearly 1500 healthcare professionals who have chosen to work there. You could be one of them.

For more information, call (828) 262-4116 or visit [www.apprhs.org](http://www.apprhs.org).





### PAUL H. BROYHILL WELLNESS CENTER

The Paul H. Broyhill Wellness Center provides a setting for people to improve their quality of life through general fitness, educational programs, and rehabilitation services. Fitness programs help members improve cardiovascular endurance as well as muscular strength and endurance. The Center has basketball, volleyball and racquetball courts, as well as an indoor track, swimming pool, cardiovascular equipment, strength training machines and free weights.

For more information, call (828) 266-1060.

### SEBY B. JONES REGIONAL CANCER CENTER

The Seby B. Jones Regional Cancer Center, located on the Watauga Medical Center Campus, offers a multidisciplinary approach to the prevention, diagnosis and treatment of cancers using medical oncology and radiation oncology. Through advanced technology and a highly trained staff, the Center offers exceptional diagnostic and treatment options that include radiation, chemotherapy, biotherapy, immunotherapy, brachytherapy and hormonal treatments.

*Accredited by the Commission on Cancer of the American College of Surgeons.*

For more information, call (828) 262-4332

### SCOTT MALLARD KIDNEY DIALYSIS CENTER

The Mallard Kidney Dialysis Center offers standard bicarbonate-based hemodialysis and peritoneal dialysis. Inpatient treatment is offered to dialysis patients that are hospitalized at Watauga Medical Center or those who need acute dialysis treatment. Outpatient treatment is provided for Watauga, Ashe, and Avery county residents. Temporary dialysis treatments are available to patients who vacation in the High Country.

For more information, call (828) 265-5050

### OUTPATIENT IMAGING & LAB CENTER

Conveniently located on State Farm Road in Boone, Watauga Medical Center's Outpatient Imaging & Lab Center offers diagnostic radiology, digital mammography, bone densitometry and open MRI examinations.

For more information, call (828) 268-9403



*Paul H. Broyhill Wellness Center*



*Seby B. Jones Regional Cancer Center*



*Scott Mallard Kidney Dialysis Center*



*Outpatient Imaging & Lab Center*

### APPALACHIAN HEALTHCARE PROJECT

Appalachian Healthcare Project is a collaborative effort of the medical community to provide healthcare services to low income, uninsured residents in Watauga and Avery Counties. The project coordinates healthcare for patients by assigning a primary care provider, managing referrals to specialists, arranging diagnostic evaluations and interventional procedures and obtaining medications for patients.

(828) 268-8955

### THE FARMWORKER HEALTH PROGRAM

The Farmworker Health Program provides access to quality, affordable, community-based, culturally appropriate, and comprehensive healthcare services for migrant and seasonal farmworkers and their families in Watauga, Avery, and Caldwell counties.

(828) 268-8965

### WATAUGA COUNTY HEALTHY CAROLINIANS

Healthy Carolinians is a statewide network of partnerships that address health and safety issues at the community level. Watauga County Healthy Carolinians consists of individuals and committees that work on programs/interventions that address health and safety issues in our county.

(828) 268-8961

### SAFE KIDS WATAUGA COUNTY

Safe Kids Watauga County is a coalition of NC and Safe Kids Worldwide. Injuries to children are down 43 percent over the past two decades - saving an estimated 38,000 children's lives.

(828) 268-8955.

### SPIRIT OF WOMEN

Spirit of Women is a network dedicated to advancing the cause of women's health. As a member, Appalachian Regional Healthcare System's hospitals promote national educational initiatives for women and their families on topics like menopause, cancer, diabetes, heart disease, healthy pregnancy and more.

(828) 268-8961



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