

REPORT TO OUR

COMMUNITY

TANNER HEALTH SYSTEM 2012-2013 • IMPROVING THE HEALTH OF OUR COMMUNITY



 **TANNER**
HEALTH SYSTEM

TANNER'S MISSION

TO PROVIDE A CONTINUUM OF QUALITY HEALTHCARE SERVICES WITHIN OUR RESOURCE CAPABILITIES. TO SERVE AS A LEADER IN A COLLABORATIVE EFFORT WITH THE COMMUNITY TO PROVIDE HEALTH EDUCATION, SUPPORT SERVICES AND CARE FOR ALL OF OUR CITIZENS.

A REPORT TO OUR COMMUNITY



Tanner Health System has always been focused on our mission: improving the health of the community we serve. From the very earliest days, Tanner has worked to make west Georgia a healthier place to live and grow.

Today Tanner advances access to care in the region through comprehensive cardiac, cancer and surgical programs, a vast network of primary care and specialty physicians — including many in areas that otherwise would have no local access to a physician — and a continued commitment to recruit high-quality, committed physicians to west Georgia and east Alabama.

We are also enhancing our efforts beyond the walls of our hospitals and clinics to enable people to live longer, healthier lives. We're identifying the obstacles to better health and pursuing innovative ways to solve these problems.

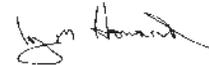
Rather than trying to address these problems alone, Tanner is reaching out to a broad coalition of community partners. We're working with farmers to bring affordable, locally grown produce to more of the region's residents. We're working with schools and childcare centers to support programs that will encourage children to be more physically active and aware of the importance of a healthy

diet. We're bringing together entire task forces of interested individuals and organizations to produce a comprehensive and impactful solution to our community's health.

In addition, we're continuing to make strides in ensuring that those who turn to us for care receive the best care possible. These efforts continue to earn Tanner state and national acclaim for quality, patient experience and more.

We're grateful to our patients — the many families that have relied on Tanner for generations — as well as to our medical staff, our team of healthcare professionals and our community partners for their tireless support. Together, we're making this region a healthier place to live.

Thank you,



Loy M. Howard
President and CEO
Tanner Health System

Daniel Jackson, Chairman,
Tanner Medical Center, Inc.
Board of Directors

2012-2013 AWARDS & ACCOLADES

Outstanding Patient Experience Award
Healthgrades
Tanner Medical Center/Carrollton
and Tanner Medical Center/Villa Rica,
2012-2013

Top Performer on Key Quality Measures
The Joint Commission
Tanner Medical Center/Carrollton,
Tanner Medical Center/Villa Rica and
Higgins General Hospital, 2012

Quality Honor Roll
Chairman's Category
Georgia Hospital Association
Tanner Medical Center/Carrollton,
Tanner Medical Center/Villa Rica and
Higgins General Hospital, 2012

No. 1 in Georgia in Overall
Orthopedic Services
Healthgrades
Tanner Ortho and Spine Center at
Tanner Medical Center/Carrollton,
2010-2013

'A' for Patient Safety
Leapfrog Group
Tanner Medical Center/Carrollton, 2012

HealthStrong Top 100 Critical Access
Hospitals
iVantage Health Analytics
Higgins General Hospital, 2012-2013

HomeCare Elite Top 500
HomeCare Elite
Tanner Home Health, 2012

Most Wired
Most Improved category
American Hospital Association and
Hospitals & Health Networks magazine
Tanner Health System, 2012

Tanner Medical Center, Inc.
Board of Directors

Daniel Jackson, Chairman
Steve Adams
Larry Boggs
Jerry Clayton
Mary Covington
Loy M. Howard
Stephen Kahler, MD
Jeffrey Lindsey, DMD
Robert B. Pitts, MD
Nita Price
Timothy Warren
Gelon Wasdin

Ex-officio Members

Ben Camp, MD, Chief of Staff
Brad White, MD, Vice Chief of Staff



UNDERSTANDING THE COMMUNITY'S NEEDS

What does a community need to achieve long-term, sustainable and marked improvements in overall health?

There are easy, generic answers that would apply to any community: Everyone needs access to medical care, safe places to exercise and play, options for choosing a healthy meal, etc. But west Georgia and east Alabama is not a generic region, and Tanner serves diverse communities — some rural, some urban; some mature, some still experiencing rapidly growing populations with young families.

In 2012, Tanner embarked on a comprehensive Community Health Needs Assessment, further identifying the health needs of communities throughout the region. The assessment included the collection and analysis of public health data and reports, interviews and focus groups, and a survey distributed throughout the region.

COMMUNITY HEALTH IMPLEMENTATION STRATEGY

With input from the more than 1,500 survey responses received, the focus groups held and the data collected through the Community Health Needs Assessment, Tanner examined its own services and reached out to partners throughout the region.

The process of devising and implementing the Community Health Implementation Plan has been unprecedented: stakeholders from across the region are sitting down together, discussing how to make west Georgia a healthier place to live. With everyone's

involvement, it became clear that many of the issues identified in the Community Health Needs Assessment could be overcome.

IMPROVING HEALTH IN THE TANNER COMMUNITY

The Community Health Implementation Plan centers on several major areas:

- Improve access to care
- Provide chronic disease education, prevention and management, including:
 - Prevent and reduce tobacco use
 - Prevent and reduce obesity, increase physical activity and improve nutrition
- Increase access to and demand for high-impact quality preventive services
- Improve the community environment to support health
- Promote shared ownership of community health
- Increase awareness of behavioral health

By addressing the underlying causes of health problems, identifying community assets that could be mobilized to address health problems, expanding evidence-based clinical services that tie back in to community-based health improvement activities, and through collaboration with local partners that empower them as leaders in community health in their own right, a significant opportunity exists to make a meaningful improvement in the health of the community Tanner serves.

BY THE NUMBERS

268

ATTENDED TANNER'S 2013
COMMUNITY HEALTH SUMMIT

THE PLAN COMES TOGETHER:

GET HEALTHY, LIVE WELL

To learn more about **Get Healthy, Live Well** — including opportunities for you to get involved, a comprehensive list of upcoming exercise and healthy eating opportunities, a map of recreational options throughout the region and more — visit www.GetHealthyLiveWell.org.

With the obstacles to improved health identified and a way to address those obstacles in hand, Tanner looked for ways to put the Community Health Implementation Plan into action.

In September 2012, Tanner received a \$1.22 million Community Transformation Grant from the Centers for Disease Control and Prevention (CDC), representing the largest grant in Tanner's history. The CDC funded 40 organizations across the nation, with Tanner being one of only eight hospitals in the country (and the

only hospital in the Southeast) to receive a CDC Community Transformation Grant. With those funds, Tanner established Get Healthy, Live Well — a community collaborative to help promote healthy lifestyles and prevent chronic disease in Carroll, Haralson and Heard counties. The initiative is expanding upon the work already being done through Get Healthy West Georgia, which launched in Spring 2012 in partnership with the Community Foundation of West Georgia and other community partners.

BY THE NUMBERS

22,934

RESIDENTS HAVE
ATTENDED A GET HEALTHY,
LIVE WELL EVENT

BY THE NUMBERS

543

VOLUNTEERS WORKING TO
ADVANCE COMMUNITY
HEALTH THROUGH
GET HEALTHY, LIVE WELL



E WELL

Get Healthy, Live Well is led by 24 task forces consisting of more than 540 volunteers and 150-plus local, state and national partners — from grocers to municipalities, federal and state agencies and civic groups to churches — including:

- Leadership Team
- Tobacco-Free Living
- Tobacco-Free Youth
- West Georgia Regional Food System Collaborative
- Healthy Food Access
- Community Gardens
- Nutrition Education and Cooking Matters
- Farmer Initiatives
- Youth Wellness
- School Exercise
- School Nutrition
- Faith-Based Wellness
- Business and Industry Wellness
- Get Healthy West Georgia
- Healthy Child Care Centers

- Healthy and Active Families
- Healthy and Safe Communities
- Childhood Obesity Prevention
- Diabetes Prevention Program
- Clinical Education
- Diabetes Peer Support
- Breastfeeding Support
- Research and Evaluation
- Communications

The goal of the collaborative is for every one of the more than 151,000 residents in the three-county area to be touched by one or more of the programs developed and promoted by Get Healthy, Live Well.

The program's outcomes are being assessed by a multidisciplinary evaluation team in partnership with faculty and graduate students at the University of West Georgia. Results from their studies will be published to further the understanding of evidence-based practices in community health.

MEETING THE CHALLENGE

The problems have been identified. The plan has been developed. And the community has come together in a way that hasn't been seen since the 1940s, when people worked across the lines of economics and race to build the region's first hospital.

Tanner and its partners are reaching beyond the walls of the hospitals and into the community, working to address unmet public health needs. The health system is expanding access to care and implementing programs to enhance the well-being of the community.

In this report, you'll see how Tanner is rising to the challenges that the community has identified and is pulling together resources from near and far to make the region a healthier place to live, work, learn and grow.

MORE WAYS WE'RE BUILDING A HEALTHIER COMMUNITY

Tanner works to improve the wellness of the communities we serve — from providing health education to offering free screenings and partnering with others to support community wellness initiatives like Get Healthy, Live Well.

During the past year:

5,029 people attended programs on health and wellness offered through the Tanner Speakers Bureau.

263 pre-K children throughout the region received free vision screenings.

21 episodes of WLBB NewsTalk 1330 AM's "Community Voice" program featured Tanner physicians and other healthcare professionals who provided health education to the community.

507 community members attended monthly State of the Heart sessions hosted by Tanner Heart & Vascular Specialists.

2,380 older adults learned more about their health at events specifically designed for them.

323 people received free screenings for peripheral artery disease, skin cancer and prostate cancer.

7,600 residents attended free health fairs and community-based events to learn more about their health and how to live well.

2,662 people attended programs to learn more about cancer and cancer prevention.

729 people donated blood at drives held across Tanner Health System.

70 people completed Safe Sitter child care safety training.

170 performances were offered by Tanner's Harmony for Healing music therapy program.

493 people learned more about their healthcare options with tours of Tanner Medical Center/Carrollton.

23 Carroll County Schools students got hands-on experience with health care through the Tanner Connections program.

18 students participated in the Teens in Action program.

To learn more about the Tanner Speakers Bureau or to schedule a presentation for your community group, civic group, church group or professional organization, call **770.836.9687**.

CARING FOR

EVERY MEMBER OF THE COMMUNITY

Illness is not confined to the employed or to those with health insurance. Access to high-quality medical care is a need felt throughout our region.

Tanner is committed to providing care to every member of our community, regardless of their ability to pay. As a tax-exempt 501(c)(3) healthcare organization, Tanner provides charity care for those who need — but who could not otherwise afford — quality healthcare services.

Though the economy of the region continues to improve, west Georgia continues to struggle with rates of unemployment and an uninsured population more than twice the national benchmark and a higher rate of persons living below poverty level than the rest of the state and nation.

In the past fiscal year, Tanner provided \$61.4 million in gross charges for charity

and indigent care — including \$34.2 million from Tanner Medical Center/Carrollton, \$16.3 million from Tanner Medical Center/Villa Rica and \$8.6 million from Higgins General Hospital in Bremen. Tanner Medical Group provided \$2.3 million in gross charges for indigent and charity care.

In addition, Tanner has supported local efforts to expand access to care through locally based community clinics.

Tanner provides that \$61.4 million in charity care while receiving no local tax dollars. All revenues are reinvested into expanding access to care, medical technology, facilities and charity care.

BY THE NUMBERS

\$61.4M

IN CHARITY AND
INDIGENT CARE

BY THE NUMBERS

\$666.3M

IN ECONOMIC IMPACT

BY THE NUMBERS

\$1,269,570

in community health,
planning and wellness
initiatives

\$425,004

in subsidized care

\$393,693

for medical research

\$191,359

in community programs
and community clinic
support

\$102,204

in economic development

\$62,781

for community
leadership training

\$15,059

to maintain walking trails

\$0 received in
local tax dollars



AN ENGINE FOR OUR REGION'S ECONOMY

The region has faced difficult economic times. Nonetheless, by emphasizing quality care and through the careful stewardship of Tanner's senior leadership and board of directors, Tanner remains a strong contributor to the region's economy, contributing \$666.3 million in economic impact and helping to create 5,100 full-time jobs in west Georgia and east Alabama, according to the Georgia Hospital Association.

Using local services from area companies allows Tanner to create employment opportunities in our region and improve economic prospects beyond the hospital walls.



GROWING STAFF, EXPANDING ACCESS

During the past fiscal year, Tanner's medical staff has grown to include:

GEORGE ATWELL, DDS
Oral and Maxillofacial Surgery
G. FRED ATWELL, DDS

GOLDEN BARNETT III, MD
Psychiatry
Willowbrooke at Tanner

WILLIAM BEHM, MD
Radiology
Georgia West Imaging

CORY BUTZON, MD
Pediatrics
Tanner Family Healthcare of Franklin

MICHAEL ECKERT, DO
Emergency Medicine
Carrollton Emergency Physicians

KI-HON LIN, MD
Orthopaedic Surgery
Carrollton Orthopaedic Clinic

FREDERICK MAKORI, MD
Internal Medicine
Tanner Primary Care of Carrollton

YELENA MAKORI, MD
Internal Medicine
Tanner Primary Care of Carrollton

HANS MILLER, MD
Pain Management
Tanner Pain Management Center

OLADAPO ODUJEBE, MD
Emergency Medicine
Carrollton Emergency Physicians

HEATHER PARK, MD
Vascular Surgery
Tanner Vascular Surgery

JOHN PEARSON, MD
Urology
West Georgia Urology

JAMES PREMPEH, MD
Internal Medicine
Tanner Intensive Medical Services

VISHAL RATKALKAR, MD
Nephrology
Carroll County Nephrology

BRETT STANGER, MD
Anesthesiology
West Georgia Anesthesia Associates

LAUREN YANCEY, MD
Ophthalmology
Carrollton Eye Clinic

GROWING STAFF, EXPANDING ACCESS

A key part of Tanner's efforts to extend access to care is attracting high-quality medical providers to the area, ensuring that the services residents need are available close to home.

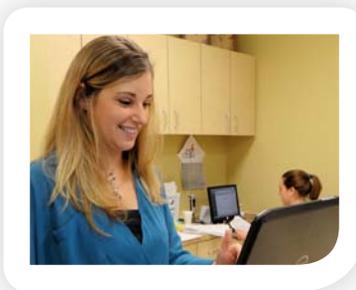
The number of medical providers available in a community has a direct impact on that community's ability to access care. A 2012 report from the Association of American Medical Colleges ranked Georgia 41st in the number of active physicians and forecasts that Georgia will rank last in the nation by 2020, with a shortfall of some 2,500 physicians. With a deficit of providers, it can sometimes take months to get an appointment — time during which a condition goes untreated and continues to worsen. Overcoming the physician shortage while extending care to the region's growing population is one of Tanner's most significant challenges,

both now and in the years ahead.

Tanner is taking steps to meet this challenge, creating efficiencies by integrating clinical excellence initiatives, working in tandem with other regional hospitals, integrating information technology improvements and more, while also recruiting additional physicians to practice in the region and join Tanner's medical staff.

That includes offering Future of Health Care Scholarships to students from across the region who are enrolled in medical school or advanced practice provider programs. Tanner also continues to support local nursing schools, including the nursing programs at the University of West Georgia and West Georgia Technical College, and provides clinical opportunities for nursing students throughout the health system's hospitals and clinics.

SEARCHING FOR DR. RIGHT?



A complete directory of Tanner physicians—searchable by location, specialty and even gender and language spoken—is available 24 hours a day, online at www.tanner.org or by calling 770.214.CARE (2273).

Heather Park, MD, a board-certified vascular surgeon, joined Tanner Vascular Surgery this year, enabling the Tanner Medical Group practice to expand services to Villa Rica.

BY THE NUMBERS DURING THE PAST FISCAL YEAR

\$2,230,654

INVESTMENT IN THE REGION'S FUTURE HEALTHCARE PROVIDERS

34 MEDICAL SPECIALTIES

16 PHYSICIANS JOINED TANNER'S MEDICAL STAFF

300 PHYSICIANS ON TANNER'S MEDICAL STAFF



Tanner team member Shannon Riley works in a server room at Tanner Medical Center/Carrollton.

TECHNOLOGY IMPROVES PATIENT CARE

Technology has reshaped the delivery of health care, from new tests and treatments to helping providers work alongside patients to improve their health.

Tanner has been at the forefront of adopting and implementing new technologies, placing the health system among the first in the nation to meet new federal requirements for secure electronic medical records throughout its hospitals and Tanner Medical Group practices.

The integrated health information management technology at

Tanner allows providers within the system to access important medical information, including a patient's recent test results, current medications, allergies and more. This leads to greater collaboration between providers and better outcomes for patients.

The technology also is helping Tanner deploy programs to meet the specific needs of the system's patient population, with new programs to manage chronic diseases, expanded services in areas with identified needs and more.

CONTINUING A TRADITION OF SERVICE

As a tax-exempt organization that receives no local taxpayer dollars, Tanner does not operate for the benefit of shareholders but for the communities it serves. Instead of dispersing earnings to shareholders, Tanner reinvests earnings back into improving

health care in west Georgia and east Alabama in the form of expanded facilities, advanced technology, additional physicians and caregivers, emergency care, educational programs, charity care and community wellness initiatives.

1,730 babies born at Tanner's maternity centers

2,322 orthopedic and spine procedures

2,854 heart catheterizations

3,638 nuclear medicine procedures

4,725 visits to Tanner Advanced Wound Center

5,320 MRI procedures

6,049 visits from Tanner Hospice Care

8,981 served at Tanner MS Center at Tanner Medical Center/Villa Rica

13,408 inpatient admissions

18,613 visits to Tanner Occupational Health

23,834 CT and pet/CT scans

51,505 visits from Tanner Home Health

86,871 X-rays

1,019,177 laboratory tests

NEW EMERGENCY DEPARTMENT SURGICAL SERVICES

AT TANNER MEDICAL CENTER/CARROLLTON



Tanner vastly expanded access to emergency care and surgical services with the opening of the new emergency department (ED) and renovated surgical services unit at Tanner Medical Center/Carrollton.

The new ED is 32,000 square feet with 40 beds — about three times the space and twice the bed capacity of the hospital's former ED. The unit's state-of-the-art design maximizes efficiency and patient comfort, while new trauma rooms ensure patients are receiving the right care, right away.

The new emergency department also incorporates a range of diagnostic services, including computed tomography

(CT), ultrasound and digital X-ray. The availability of on-unit diagnostic imaging makes it faster for the department's team of board-certified emergency physicians to make diagnoses and administer treatment.

Tanner Medical Center/Carrollton's ED was the oldest — and busiest — of Tanner Health System's three 24-hour emergency departments, and it serves an ever-growing population. In 1980, the last time the emergency department saw a significant expansion, Carroll County's population was a little more than 56,000; according to the 2010 Census, the county's population is now more than 110,000, growing 96 percent since the last time the Tanner Medical Center/Carrollton ED was expanded.

Along with the department's patient care capabilities, the unit also features a 1,100-gallon freshwater turtle and fish habitat, donated by the team of board-certified emergency physicians at Carrollton Emergency Physicians, who provide around-the-clock staffing for the ED.

The unit features separate entrances for walk-in patients and ambulances.



Tom Fitzgerald, MD, a board-certified emergency physician with Carrollton Emergency Physicians and medical operations leader for the Tanner Medical Center/Carrollton Emergency Department, greeted some of the nearly 2,000 visitors who toured the new unit in January 2013.

DEPARTMENT, EXPANSION

The health system also has contracted with air ambulance company, Air Evac Lifeteam, with Tanner Medical Center/Carrollton currently serving as the base for a locally available helicopter that can be used to quickly transport patients to the hospital or other facilities for higher-level trauma care.

Ensuring that physicians on Tanner's medical staff have the resources and capacity to continue providing the most advanced treatments and services available, Tanner also expanded the hospital's surgical services unit from six to 10 operating suites, including a new hybrid operating suite that doubles as a catheterization lab to provide the latest vascular procedures. Tanner also added a da Vinci Si e HD robotic surgery system, making robotic-assisted surgery available in west Georgia.

The new suites feature the latest healthcare design elements, including high-definition screens for minimally invasive procedures, integrated anesthesia equipment and more.

The short stay unit at the hospital was expanded from 16 to 23 rooms, providing greater access to the same-day surgical

procedures that account for up to 90 percent of all surgical cases at Tanner. In addition, the number of suites for gastroenterology procedures, such as colonoscopies, grew from two to three.

Since the expansion opened to the public in February 2013, loved ones and caregivers have enjoyed expanded waiting rooms and family consultation spaces, as well as areas equipped with digital patient and community education screens and more. The facility offers other exceptional features as well, including Bistro '49, serving Starbucks coffee, and a new home for the hospital's Lamplighter gift shop.

FIND THE CARE YOU NEED

Tanner offers minimally invasive surgery and 24-hour emergency care at each of its hospital facilities, including Tanner Medical Center/Carrollton, Tanner Medical Center/Villa Rica and Higgins General Hospital in Bremen. To learn more about Tanner's services and locations, visit www.tanner.org or call **770.214.CARE**.

ROBOTIC SURGERY ARRIVES



The new da Vinci Si e HD robotic surgery system has come to Tanner Medical Center/Carrollton.

Minimally invasive robotic surgery is now an option for patients at Tanner Medical Center/Carrollton.

The da Vinci Si e HD robotic surgery system was installed in the hospital's recently expanded surgical services unit, and the hospital has been offering procedures on the system since March 2013 as part of the women's services program at Tanner. It is currently used for specified gynecologic and gynecologic cancer procedures, such as hysterectomies, for patients who might benefit most from robotic surgery. In the next year, the program will be expanded to other clinical programs and will be an effective tool in the treatment of prostate cancer.

Along with tiny, highly-dexterous implements, the da Vinci Si e HD system at Tanner provides a higher level of visibility for surgeons, who can view a magnified, high-resolution three dimensional image of the surgical site from the da Vinci console. Tanner is offering minimally invasive robotic surgery only for those who would best be served by the service.

BY THE NUMBERS DURING THE PAST FISCAL YEAR

110,598

visits to Tanner Health System
emergency departments in
Carrollton, Villa Rica and Bremen

288,676

outpatient visits
to Tanner facilities

9,852

surgical cases
performed

TANNER EXPANDS URGENT CARE TO CARROLLTON, WEDOWEE

BY THE NUMBERS

18,039

VISITS TO TANNER
URGENT CARE LOCATIONS
THROUGHOUT THE REGION



The Tanner Urgent Care location in Bremen is now open. New Tanner Urgent Care locations also opened in Carrollton and Wedowee.

When it comes to access to care, it's important to be able to see a provider where — and when — you need one. That's why Tanner Health System has added new urgent care locations in Carrollton, Bremen and Wedowee.

Tanner Urgent Care offers walk-in treatment for minor medical emergencies — including colds and flu, cuts and lacerations, burns and rashes, fevers, sprains and more — with evening and weekend hours available so patients can access care on their schedule. The locations serve adults and children.

Along with minor medical emergencies, the centers also provide fast, efficient service for patients who need care for chronic medical conditions — such as diabetes and asthma — that

could worsen without prompt treatment.

Tanner Immediate Care/Carrollton opened in June 2013 in the Tanner Occupational Health Center on Dixie Street, just across from Tanner Medical Center/Carrollton.

Urgent care services also expanded into east Alabama, with Tanner Primary Care of Wedowee — located in the Tanner/East Alabama medical office building just south of downtown Wedowee — offering walk-in care for minor medical emergencies and evening and weekend hours. In Bremen, another new Tanner Urgent Care center along Alabama Avenue also opened in Fall 2013, near Ingles. Tanner Urgent Care/Bremen is located at 100 Tanner Drive.

Tanner has operated an immediate care location in the Tanner at Mirror Lake medical office building since 2008. That location attracted about 18,000 patient visits in the past year.



URGENT CARE

Tanner Immediate Care/Carrollton

Monday through Friday, 8 a.m. to 6 p.m.
Saturday and Sunday, 8 a.m. to 2 p.m.

Tanner Immediate Care/Villa Rica

Monday through Friday, 8 a.m. to 8 p.m.
Saturday and Sunday, 8 a.m. to 5 p.m.

Tanner Urgent Care/Bremen

Monday through Friday, 8 a.m. to 6 p.m.
Saturday and Sunday, 8 a.m. to 2 p.m.

Tanner Primary Care of Wedowee

Monday through Friday, 8 a.m. to 6 p.m.
Saturday, 8 a.m. to noon



TANNER/EAST ALABAMA

NOW OPEN

BY THE NUMBERS

317,967

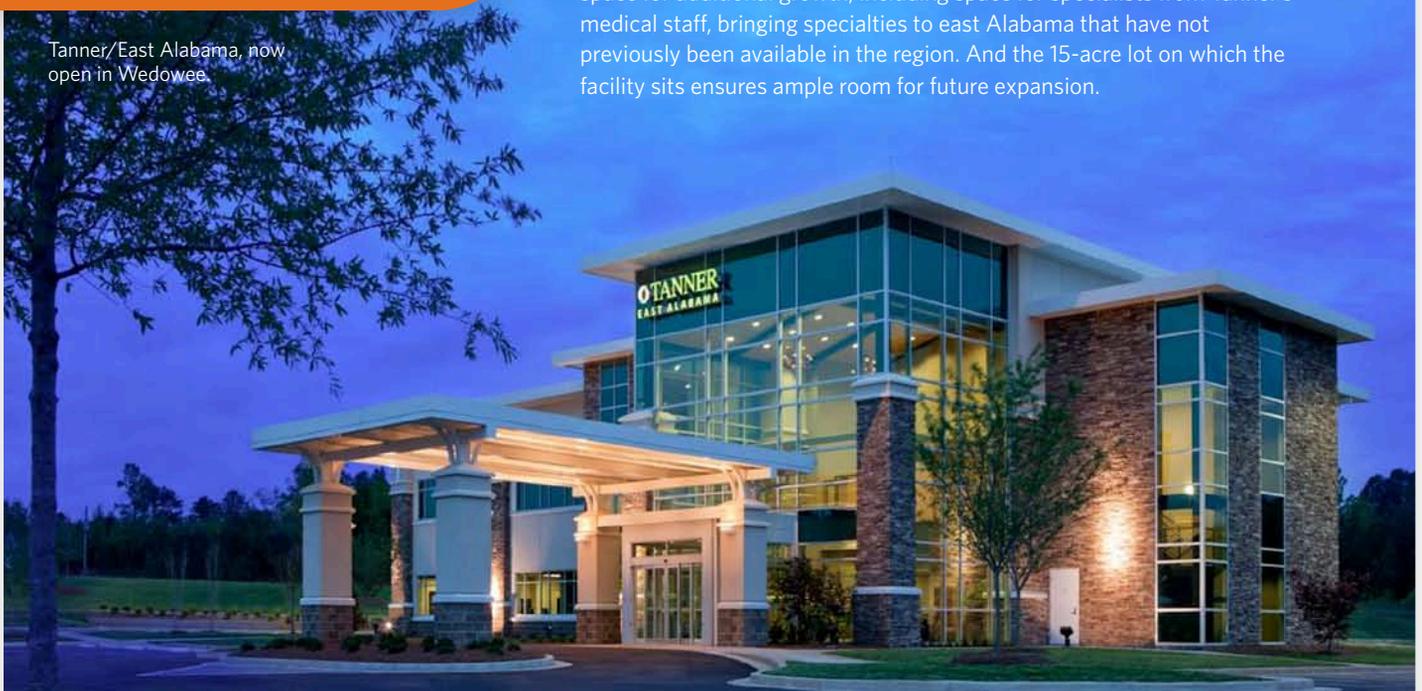
VISITS TO TANNER MEDICAL
GROUP PROVIDERS DURING
THE PAST YEAR

In May, expanded options and improved access to care came to Randolph County with Tanner/East Alabama. Located at 1030 South Main Street in Wedowee, Tanner/East Alabama is a 20,000-square-foot medical office facility and the new home of Tanner Primary Care of Wedowee — formerly the Wedowee Clinic.

The region has long been identified as being in need of physicians, including primary care providers and specialists.

Tanner/East Alabama offers walk-in care for minor medical emergencies and preventive medicine for every member of the family through Tanner Primary Care of Wedowee. The second floor offers space for additional growth, including space for specialists from Tanner's medical staff, bringing specialties to east Alabama that have not previously been available in the region. And the 15-acre lot on which the facility sits ensures ample room for future expansion.

Tanner/East Alabama, now open in Wedowee.



GROWING TO SERVE MORE OF THE REGION

Tanner Medical Group — comprised of about 30 medical practices led by physicians employed by Tanner Health System — is one of metro Atlanta's largest multispecialty physician groups. Tanner Medical Group has practice locations throughout the region, from Franklin to Tallapoosa, Villa Rica to Wedowee, Ala. Tanner Medical Group has continued to expand in the region with new services and providers, including:

Tanner Vascular Surgery Adds Location in Villa Rica — With a new vascular surgeon joining the patient care team at Tanner Vascular Surgery, the practice expanded to offer a new location serving Villa Rica. In addition, cardiac and vascular specialists are making use of the new catheterization lab that is now

available at Tanner Medical Center/Villa Rica, expanding leading-edge cardiac and vascular care to more people throughout the region.

Tanner Pain Management Expands — Residents living with chronic pain have more access to expert pain management care, with specialized providers offering innovative therapies and working alongside referring physicians to establish comprehensive pain management plans. For those living with chronic pain, the state-of-the-art therapies and complete medication management available through Tanner Pain Management Center offers a new lease on life. Tanner Pain Management now offers two locations, serving Carrollton and Villa Rica.



Tanner's new "Mammography on the Move" mobile mammography unit is making digital mammography more accessible for women throughout the region.

NEED HELP?

Resources are available to help women who need an annual screening mammogram but cannot afford one. Call Tanner Breast Health in Carrollton at **770.836.9280** for more information on the resources available to help you receive this essential annual screening.

'MAMMOGRAPHY

ON THE MOVE' WITH MOBILE UNIT

IS IT TIME FOR A MAMMOGRAM?

The American Cancer Society and Tanner Cancer Care recommend yearly screening mammograms for women starting at age 40 and continuing for as long as they are healthy. Women at higher risk for breast cancer should consult their physician regarding the optimal age to start getting yearly mammograms.

If it's time for your annual mammogram, you can schedule your screening at either Tanner Breast Health in Carrollton, Tanner Breast Health in Villa Rica, Higgins General Hospital in Bremen or on Tanner's Mammography on the Move mobile unit by calling **770.836.9721**. For more information, including a schedule of upcoming Mammography on the Move locations, visit www.TannerBreastHealth.org.

Digital mammography hit the road in west Georgia and east Alabama with Tanner Health System's new "Mammography on the Move" mobile mammography unit.

The new mobile mammography unit serves at community events, businesses, churches, civic groups and more, making access to digital mammography and bone density screenings easier and more convenient for women throughout west Georgia and east Alabama. It is fully accredited, spacious and designed to ensure comfort and privacy.

The Tanner Medical Foundation Board of Directors made a commitment to raise the funds that purchased Mammography on the Move.

Mammography on the Move removes barriers preventing women from getting mammograms, reaching women throughout the region who do without mammograms because they lack time, awareness or access.

A current calendar of the unit's scheduled appearances is available at www.TannerBreastHealth.org.

BY THE NUMBERS DURING THE PAST FISCAL YEAR

15,931
digital mammograms
provided

228
Mammograms provided in
areas where such services
were not previously available



Cancer survivor Sean Swarner spoke at Tanner's annual Celebration of Life, detailing his trip to the summit of Mount Everest and the other Seven Summits.



OUR PROMISE:

3 DAYS FROM DIAGNOSIS TO TREATMENT OPTIONS

192 newly-diagnosed cancer patients took part in the Tanner Cancer Care Promise

580 new cancer cases treated

Tanner Cancer Care has implemented a way to help cancer patients that goes beyond excellent outcomes: speed.

Like many of the exceptional cancer treatment programs throughout Georgia, Tanner Cancer Care offers leading-edge technology and treatments, a comprehensive approach to care and excellent clinical outcomes. But Tanner Cancer Care also has a tight-knit team of cancer specialists who already work closely together, representing a variety of disciplines in the fight against cancer. This made Tanner uniquely positioned to establish a process that would get patients ready to start a treatment plan fast.

That was the idea behind the Tanner Cancer Care Promise: 3 Days from Diagnosis to Treatment Options. To fulfill the Tanner Cancer Care Promise, staff members begin devising a treatment plan as soon as they receive a physician's

referral. Within three days, the patient will know his or her treatment options.

A COMMUNITY COMES TOGETHER TO FIGHT CANCER

Cancer is the second leading cause of death in Carroll, Haralson and Heard counties and one of the top areas of concern determined by Tanner's Community Health Needs Assessment. The mortality rate for all cancer sites in Carroll (191), Haralson (206.7) and Heard (197.6) counties exceeds the Georgia rate of 179.2, according to the Georgia Department of Public Health.

To help people overcome cancer in the region, Tanner Health System and Tanner Medical Foundation have involved the community in supporting their neighbors:

- *Celebration of Life* - The annual free event at Tanner Medical Center/Carrollton invites cancer survivors and

a guest to enjoy an inspiring presentation from a nationally renowned cancer survivor. The 2013 Celebration of Life featured Sean Swarner, a two-time cancer survivor and the first cancer survivor to scale Mount Everest and the other Seven Summits — the highest peaks on each of the seven continents — who spoke to an audience of more than 130 cancer survivors and their guests.

- *Choirs for Cancer* - Nearly 900 community members supported Tanner Medical Foundation's Choirs for Cancer in 2012 by attending or performing in the benefit concert. The 2012 concert featured Babbie Mason, the renowned gospel singer and songwriter, and the talented members of local church and professional choirs. Almost \$50,000 was raised through sponsorships, ticket sales, donations and T-shirt sales to help local cancer patients with medication, treatment and expenses related to their cancer care that they could not otherwise afford. The three consecutive annual Choirs for Cancer events have raised more than \$170,000 to assist local cancer patients.
- *Cancer Awareness T-Shirts* - Tanner's cancer awareness T-shirt sales have become an annual tradition in west Georgia. 2012 sales of the shirt raised \$10,000 to benefit Tanner's cancer patient transportation program.

BY THE NUMBERS

20%

INCREASE IN POPULATION AMONG RESIDENTS 65 AND OLDER IN CARROLL COUNTY BY 2016

TANNER

REHAB FACILITY

OPENS AT TANNER MEDICAL CENTER/CARROLLTON

While most of the region's residents are young, those who are 65 and older will be the fastest growing segment of the region's population in the years ahead. In Carroll County alone, the 65-and-older population will grow by more than 20 percent by 2016.

To conveniently and effectively serve this growing segment of the population, Tanner opened Tanner Rehab Facility at Tanner Medical Center/Carrollton. The facility discharged its first patient in June 2013.

Tanner Rehab Facility is a \$1.3 million, 13,000-square-foot comprehensive inpatient rehabilitation facility built from existing space inside Tanner Medical Center/Carrollton. Each of the facility's 20 beds are private, and one bed is located in a 320-square-foot transitional living apartment that features a kitchen with standard-height cabinets and appliances, as well as a washing machine, dryer, dining table and chairs, sofa and more, helping patients relearn how to navigate and function around their own homes.

The facility provides occupational therapy, speech therapy and physical therapy, as well as a team of rehabilitation physicians, rehabilitation registered nurses and admission coordinators to provide a comprehensive approach to care.

Tanner Rehab Facility can help address a range of conditions, including:

- Brain injuries, both traumatic and acquired
- Musculoskeletal disorders, including polyarthritis and rheumatoid arthritis
- Neurological and neuromuscular conditions, such as strokes, brain tumors, Guillain-Barre syndrome, transverse myelitis and more
- Postsurgical patients recovering from brain, spine and general orthopedic procedures
- Spinal cord injuries (C4 and below)



Tanner Rehab Facility at Tanner Medical Center/Carrollton offers 20 private rooms, living/dining/recreation space, rehabilitation facilities and more, helping patients recover closer to home, so loved ones can be part of the healing and learn more about patients' needs following discharge, reducing hospital readmissions.



SWING BED PROGRAM LAUNCHED IN BREMEN

Higgins General Hospital now offers “swing beds” to help patients recover close to home.

BY THE NUMBERS

253

PATIENTS SERVED BY THE
SWING BED PROGRAM
AT HIGGINS GENERAL
HOSPITAL SINCE IT OPENED
IN NOVEMBER 2012

The swing bed program is designed for patients who require a less intensive level of care than they received while in the hospital but who are not yet ready to leave treatment. When a patient needs more time to recover from an illness, injury or surgery, the program allows patients to heal and to make a smooth transition from acute care to home.

During this transition period from hospital to home, Tanner provides a variety of rehabilitation options to meet the individual needs of our patients in a convenient, comfortable location, ensuring that a patient is healthy enough and prepared for the lower level of care he or she will experience after being discharged from the hospital.

Patients in the swing bed program can receive up to two weeks of additional care, with physician visits and constant

supervision from a team of highly skilled nurses and other healthcare professionals. The program provides skilled nursing care, physical and occupational therapies, speech therapy, and respiratory therapy, as well as education about living with a condition and time to understand treatment that may be needed after leaving the hospital.

Swing bed patients stay in hospital rooms that have been remodeled to accommodate longer-term patients, with additional storage space, specialized furniture and sleeper sofas to accommodate loved ones who may wish to stay with the patient in the swing bed program.

Funding for the refurbished swing bed rooms at Higgins General Hospital was made possible by generous donations to Tanner Medical Foundation.

WILLOWBROOKE AT TANNER

FILLS A NEED

Physical health is inseparable from mental health, but mental health services remain difficult to access throughout Georgia.

One in four people have a diagnosable mental disorder. In west Georgia, the number of people reporting poor mental health days is almost twice as high as the national benchmark of 2.3.

With a continuum of care and access to clinically proven treatments, these neighbors are able to live healthy lives as productive members of our community.

Willowbrooke at Tanner is continuing to expand its services, with new locations and a major expansion of its facilities.

NEW LOCATION IN CARTERSVILLE

In the 2012-2013 fiscal year, Willowbrooke at Tanner expanded its outpatient services to Cartersville, providing partial hospitalization programs for children, adolescents and adults. Also available in Carrollton and Villa Rica, the partial hospitalization program is designed for patients who maintain themselves in the community at a minimum-to-moderate level of functioning and present no imminent harm to themselves or others. The program also serves patients who are making the transition from inpatient care back into the community.

4,745

admissions to an inpatient or outpatient Willowbrooke at Tanner program

10,586

free, confidential mental health screenings provided

APPROVED TO EXPAND IN VILLA RICA

When it opened in 2009, Willowbrooke at Tanner's inpatient facility in Villa Rica was the first new facility of its kind built in Georgia in at least 20 years. The 52-bed inpatient facility offers short-term, acute behavioral health care to children, adolescents and adults.

Willowbrooke at Tanner will embark on a major expansion of its inpatient facility, adding a new, 30-bed wing to provide even more inpatient behavioral health care for residents throughout west Georgia and the Southeast.

CONNECT NOW

Willowbrooke at Tanner offers free, confidential mental health screenings that can help connect you or a loved one to the services he or she needs. To schedule an assessment, call the 24-hour helpline at **770.836.9551**.

More information about Willowbrooke at Tanner's innovative programs is available online at www.WillowbrookeAtTanner.org.



Willowbrooke at Tanner, an inpatient behavioral health facility in Villa Rica, will expand to 82 beds to serve children, adolescents and adults after receiving state approval last year.

BY THE NUMBERS

7,955

PATIENTS VISITED A
PATIENT-CENTERED MEDICAL
HOME MODEL PRACTICE

ESTABLISHING YOUR MEDICAL HOME

For the past year, Tanner Medical Group has successfully piloted a new program designed to help people with chronic medical conditions live healthier lives by giving them the attention they need early so they'll experience fewer complications later.

The Patient-Centered Medical Home (PCMH) model of care was implemented at Carousel Pediatrics, Mirror Lake Internal Medicine and Tanner Primary Care of West Paulding. Patients in the PCMH model have been diagnosed with chronic diseases, such as diabetes, asthma, hypertension or chronic obstructive pulmonary disease (COPD).

As part of the physician-led program, these patients receive additional attention from medical professionals, including more education about their condition and access to a patient care coordinator, who provides follow-up care to ensure patients are following the plan they've

designed with the physician to manage their disease.

With the increased level of attention and support, patients can avoid more intensive levels of care later, such as an emergency department visit or even admission to the hospital.

Regionally, the program has broad implications for the health of the community. Enhanced management of conditions like diabetes and heart disease can mean lower instances of heart attacks, strokes and more. With Tanner Medical Group's regional reach — including primary care clinics throughout west Georgia and east Alabama — expansion of the PCMH program can lead to reduced hospitalizations and emergency department usage, as well as a better overall quality of life for hundreds of patients and families throughout the region.

FIND YOUR MEDICAL HOME

Looking for a provider to evaluate and help you better manage a chronic disease? Visit www.TannerMedicalGroup.org or call **770.214.CARE (2273)** for a current list of Patient-Centered Medical Home and other primary care providers.



BATTLING

OBESITY TOGETHER

Eating is social, but when we diet, we diet alone, right? Not anymore.

BY THE NUMBERS

1,150

PEOPLE PARTICIPATED IN THE
2013 WEIGHT LOSS CHALLENGE

Get Healthy West Georgia — an initiative with support from Tanner Health System, the Community Foundation of West Georgia and other local partners that serves as part of the Get Healthy, Live Well collaborative — launched its second-annual Weight Loss Challenge in early 2013, with 233 participants losing more than 2,400 pounds — an average of 10.6 pounds each.

According to the CDC, obesity is a major health challenge for the communities in west Georgia, where 31 percent of adults in Carroll and Haralson counties and 28 percent of residents in Heard County report being obese. The state benchmark for obesity in Georgia is 28 percent, and the national benchmark is 25 percent. In addition, more than a quarter of residents in each county report being physically inactive, compared to the national benchmark of 21 percent.

The challenge included Healthy for Life classes, with “field trips” to a supermarket and group walks. Get Healthy West Georgia’s 2013 Weight Loss Challenge was followed by Maintain, Don’t Gain challenges, encouraging residents to keep up the lifestyle changes they made to lead to the weight loss.

Healthy weight loss in a structured program like that available from Get Healthy West Georgia provides a number of benefits, helping get you motivated to lose weight and keep it off, reducing the risk of diabetes, cardiovascular disease and even some types of cancer.

Along with the challenges, Get Healthy West Georgia continues to promote improved health through free tools on its site to help residents log their exercise, keep food diaries, track their weight loss, measure their body mass index (BMI), participate in exercise challenges, connect with friends or create their own group challenges. All these tools are available through the website www.GetHealthyWestGeorgia.org.

BY THE NUMBERS

2,487 pounds lost — about the same as a Volkswagen Beetle with three adults inside — through the challenge

493 people attended free Healthy for Life classes

44,779 pageviews made at www.GetHealthyWestGeorgia.org

2,637 people participated in the Get Healthy West Georgia program



The cast of "A Straaaaange Dream" — Ginna Blair, Scott van Patten and Jake Shadrix — stage the show at the Joshua R. Mabry Center for the Arts at Carrollton High School for a group of Carrollton Elementary School students. The play was made possible through the Community Foundation of West Georgia and Get Healthy West Georgia's other community partners.



ENCOURAGING HEALTHIER YOUTH

It's easier to address unhealthy habits if they never form in the first place.

With funding from the Community Foundation of West Georgia and other community partners, Get Healthy West Georgia has given thousands of area children "A Straaaaange Dream," the title of a play that made the rounds through area elementary schools during the 2012-2013 school year. The play was written by copywriters, registered dietitians and health education specialists on staff at Tanner, with input from pediatricians on the health system's medical staff. It teaches the importance of eating right — including staying away from sweets and other "empty calorie" foods — as well as the health dangers of becoming overweight and the benefits of living a physically active lifestyle.

The show, which was provided to schools in Carroll, Haralson and Heard counties by a cast of three locally based actors, also touched on issues related to chronic diseases, tobacco use and more.

Get Healthy, Live Well also is working with community partners, including Bremen City Schools, Carroll County Schools, Carrollton City Schools, Haralson County Schools and Heard County Schools, as well as faculty from the University of West Georgia to help schools incorporate more physical activity into the school day through the USDA's HealthierUS School

4,213 children learned about exercise and a healthy diet through "A Straaaaange Dream"

350 teens took the Don't Be a Bonehead pledge in the first two months

Challenge and the Take 10! program. It has organized education events for area day care providers to learn more about encouraging physical fitness and healthier eating through their establishments.

'DON'T BE A BONEHEAD' TARGETS YOUTH TOBACCO USE

Individuals who do not use tobacco before reaching 20 years of age are much less likely to use tobacco later in life, according to the U.S. Surgeon General.

Focusing on preventing tobacco use among teens led to many young area residents taking the "Don't Be a Bonehead" pledge not to use tobacco and visiting the website, www.DontBeABonehead.org. The message behind the site and the pledge is clear: Tobacco doesn't make you look cool. In fact, you kinda look like a bonehead.

The campaign also includes wristband and T-shirt giveaways and a Facebook page, www.facebook.com/

dontbeabonehead. It was rolled out at community events where young people often congregate, including annual Independence Day parades and at a local, free outdoor movie series for families and young people. At these events, many youth signed the Don't Be a Bonehead banner and received T-shirts and wristbands with the campaign's unique, custom-designed logo.

The www.DontBeABonehead.org site features short, easy-to-read posts on a variety of tobacco-related topics, including seven smoking-hot reasons to stop using tobacco, links for in-depth information on the health risks associated with tobacco use and more. The site also connects visitors to smartphone apps that can help smokers quit and a tool to calculate how much tobacco use will cost over time.

The campaign was based on input from focus groups of actual teens who either use or avoid tobacco. Their feedback led to the ideas that made the campaign more effective at reaching young people either using or at risk to start using tobacco.



READY TO QUIT?

Giving up tobacco isn't easy — in fact, most people try as many as 10 to 14 times before successfully quitting tobacco. Along with the support of loved ones, the backing of a program to help you quit tobacco is instrumental in achieving a tobacco-free lifestyle. Here are some options for help:

PHYSICIAN SUPPORT

Want to speak with a qualified medical professional about your options to give up tobacco? Tanner's free, 24-hour physician referral line at **770.214.CARE (2273)** can connect you with a physician on Tanner's medical staff who can help you plan a successful approach to quitting tobacco.

FRESH START

Tanner and Get Healthy, Live Well offer free Fresh Start sessions, providing straightforward and practical advice to help residents quit using tobacco. A schedule of classes is available at www.GetHealthyLiveWell.org or by calling **770.214.CARE (2273)**.

DON'T BE A BONEHEAD

It's best if you never start using tobacco. And if you do smoke, dip or chew, then quitting sooner is always better. Visit www.DontBeABonehead.org for information and resources to help you quit using tobacco — even if you're not yet old enough to buy it.

GEORGIA TOBACCO QUIT LINE

Call **1.877.270.STOP (7867)** to access free counseling, a resource library and referral sources to help you quit tobacco.

BATTLING TOBACCO

Tobacco use is one of the greatest obstacles to good health. It leads to a range of diseases — from cancer to heart disease — and makes it difficult to increase physical activity.

According to the Robert Wood Johnson Foundation and the University of Wisconsin Population Institute, the rate of tobacco use in Carroll County — 23 percent — is higher than the state rate of 19 percent and the national benchmark of 13 percent. (Tobacco use statistics for Haralson and Heard counties were not available.) Tobacco use claims the lives of as many as 10,000 Georgians each year.

To take on tobacco use in the region, Get Healthy, Live Well has partnered with community members and area teens with programs to help prevent and reduce tobacco use.

GIVING RESIDENTS A 'FRESH START'

It's never too late to realize the health benefits of quitting tobacco. From the minute of that last smoke or dip, the user's health begins to improve. Quitting isn't easy, but with support, the odds of successfully giving up tobacco increase dramatically.

Through the 2012-2013 Fiscal Year, Tanner Health System and Get Healthy, Live Well staff began work to offer free tobacco cessation programs to area residents. With the support of experienced tobacco cessation counselors already on staff at Tanner, residents now have access to the American Cancer Society's Fresh Start smoking cessation program.

During the course of three weeks, the upbeat program provides straightforward and practical advice for quitting tobacco and remaining tobacco-free. Participants focus on the positives of quitting tobacco, such as the health benefits of quitting, the money saved, the freedom from addiction and the increased sense of smell and taste. The program is offered each month, and participants are welcome to return if they need continued support.



MAKE A FRESH START

Are you ready to become a nonsmoker? Just visit www.GetHealthyLiveWell.org and register for the free Fresh Start tobacco cessation classes.





About 80 members of the community turned out on a spring afternoon for the dedication and first planting of the Knox Park Community Garden in Carrollton. The garden is a partnership between Tanner Health System's "Get Healthy, Live Well" initiative, Keep Carroll Beautiful, Incredible Edible Carrollton, the City of Carrollton and Carroll County Master Gardeners.



RAINING ON 'FOOD DESERTS'

In recent years, the battle against obesity has been hampered by one hard-to-control factor: Calories are cheap, abundant and readily available.

For many neighborhoods, the lack of access to healthy meal options is a major barrier to better health. According to the USDA's Food Atlas 2012, 11 percent of Carroll County residents have limited access to healthy foods, compared to a national benchmark of just 1 percent. However, about half of residents in Carroll, Haralson and Heard counties have easy access to fast-food meal options.

Get Healthy, Live Well has sought to improve access to healthy foods through a number of innovative means — some of which have literally taken root.

Through partnerships with the Carroll County Master Gardeners, Keep Carroll Beautiful, Incredible Edible Carrollton, the Carrollton municipal government and others, Get Healthy, Live Well helped launch the Knox Park Community Garden in Carrollton in the spring of 2013. Plots were leased for one year to area residents in the largely urban section of town, who could access assistance from

experienced gardeners to help them get the most out of their cultivation efforts.

Along with growing food, Get Healthy, Live Well has partnered with area residents to establish the West Georgia Regional Food System Collaborative, which is working to develop new community gardens, to bring Cooking Matters classes to west Georgia, to increase nutrition education and bring healthier food options to local schools. The collaborative is also working to improve access to healthy food for all residents in west Georgia, connecting area farmers with restaurants and retail establishments and supporting various task force initiatives. The Web site www.GetHealthyLiveWell.org provides a calendar with farmers markets throughout the region. The community-based collaborative also supported efforts to allow Carrollton's Cotton Mill Farmers' Market to accept Supplemental Nutrition Assistance Program (SNAP) benefits.

Several of these markets have featured visits from professional chefs and nutrition experts who provide tips on preparing healthy meals using the products available at the markets.

BY THE NUMBERS

90

PERCENT OF AVAILABLE PLOTS LEASED TO AREA RESIDENTS IN THE KNOX PARK COMMUNITY GARDEN

Get Healthy, Live Well continues to expand its community garden efforts, recently launching the Stockmar Park Community Garden in Villa Rica and planning additional community gardens elsewhere in the region. And through the West Georgia Regional Food System Collaborative, talks are underway to promote locally grown food on the menus of more local restaurants and even through local school system lunch programs and hospital cafeterias.



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LOOKING AHEAD

THIS IS JUST THE BEGINNING.

Tanner and its partners are moving forward with a number of new initiatives and programs in the coming year, including expanded tobacco cessation efforts, diabetes prevention programs, programs to encourage breastfeeding, healthy cooking education classes for lower-income residents and much more.

LIKE US ONLINE

To stay abreast of all the region has to offer, bookmark **www.GetHealthyLiveWell.org** and “like” the collaboration’s Facebook page at **www.facebook.com/GetHealthyLiveWell**.

You can download Tanner’s complete Community Health Needs Assessment and Community Health Implementation Plan online at **www.tanner.org/Main/CommunityBenefit.aspx**.

GET INVOLVED

Residents have many opportunities to get involved in helping to make west Georgia and east Alabama healthier places to live, including:

- Volunteering
- Joining a task force
- Leading an educational class
- Becoming tobacco-free ambassadors
- Getting involved in researching outcomes
- Taking advantage of a leadership or internship opportunity
- Partnering with Tanner or Get Healthy, Live Well

To discuss ways you can get involved, call **770.836.9871** or click the “Get Involved” tab online at **www.GetHealthyLiveWell.org**.

