NEW LEADERSHIP AND A NEW VISION FOR HEALTH CARE IN HIGH POINT
Since my arrival to High Point, I have been truly amazed at the level of commitment and dedication shown to our hospital, and how much it has developed over the years due to the support of the people of this community.

This is a very exciting time for High Point Medical Center as it begins a new chapter in its history. UNC Health Care System was instrumental in putting High Point Regional on a firm foundation. Now with Wake Forest Baptist Health, we are poised to grow and become one of the region’s premier health care providers as Wake Forest Baptist Health - High Point Medical Center. While we continue to integrate with Wake and prepare for the future, we plan to remain true to our culture and our mission.

As part of our integration with Wake, we have embarked on an aggressive 100-day plan called High Point Medical Center aWAKEning! Under this plan we will work with Wake to: Learn from each other; Become a team; Be all we can be; Grow; and Inspire and educate! United, through these five strategic imperatives, we will grow and develop new services and capabilities, while remaining true to our culture and our mission.

THANK YOU VERY MUCH FOR YOUR ONGOING SUPPORT OF HIGH POINT MEDICAL CENTER.

James Hoekstra, MD
President
Wake Forest Baptist Health
High Point Medical Center
Senior Vice President and Associate Dean
Clinical and Academic Network Development

A.B. Henley
Kevin High, MD
Jeff Horney, Chairman
Tony Lindsay, MD
Ken McAllister
Gary Park
Linda Sekhon, DHSc
Ken Smith
Kevin Speight, MD
Reverend Frank Thomas
Patricia Triplett, MD
Royster Tucker, III
Don Webb, Vice Chairman

Of the five strategic imperatives, the “grow” initiative is the most challenging. In order to “prime the pump” for growth in surgical specialties and advanced care capabilities, we must invest in new technologies and new clinical programs that will attract new physicians and new patients to High Point Medical Center. These technologies include robotic surgery devices, advance imaging technologies, cancer surgery equipment, surgical and cardiovascular lab technologies, and telemedicine capabilities.

High Point Medical Center is headed for an amazing future with endless possibilities thanks to the support of our physicians, nurses, staff, volunteers, donors and most importantly you! Together we can make a difference in the lives of those we serve.

THANK YOU VERY MUCH FOR YOUR ONGOING SUPPORT OF HIGH POINT MEDICAL CENTER.

James Hoekstra, MD
Brack Brigman
Jerry Camp
Braden Covington
David Congdon
Chris Ellington
David Fisher, MD
Darrell Frye

A Message from the President

BOARD OF TRUSTEES

The current facility was constructed in the mid-1980s and occupied on Jan. 8, 1986. The total cost was $54 million, funded by $10.2 million raised through a community fund drive, $30 million in bonds financed through the North Carolina Medical Care Commission, and $14.5 million from the Hospital’s funded reserves.

Wake Forest Baptist Health – High Point Medical Center is a 351-bed hospital in High Point, North Carolina, that serves the residents of High Point and surrounding areas. High Point Medical Center provides a wide range of patient- and family-centered care and has six specialty service areas: Congdon Heart and Vascular Center, Hayworth Cancer Center, The Neuroscience Center, The Esther R. Culp Women’s Center, The Emergency Center and The Piedmont Joint Replacement Center.

The hospital also offers direct access to the medical experts and other resources of Wake Forest Baptist Medical Center in Winston-Salem, one of the nation’s leading academic medical centers.

FACILITY
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OWNERSHIP
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STAFF

Unreimbursed Treatment Costs

Charity/Uninsured
Community Outreach

PATIENTS SERVED
(FY 2018 Actual)

Emergency Visits
59,227
Outpatient Visits
171,390
Adult Hospital Stays
15,878
Births
1,408

Unreimbursed Treatment Costs

Charity/Uninsured
Community Outreach

23.7 million dollars
23.2 million dollars
1.9 million dollars

*Data reflects Fiscal Year 18.
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Dr. James Hoekstra was not exactly sure what the local reaction would be to Wake Forest Baptist Medical Center’s acquisition of High Point Medical Center. He was pleasantly surprised.

“I know how much high-quality health care means to people, but the outpouring of support from the High Point community has been nothing short of inspiring,” said Dr. Hoekstra, president of Wake Forest Baptist Health – High Point Medical Center. “You really cannot understand it unless you see and experience it.”

Dr. Hoekstra’s presidency officially began Sept. 1, the day High Point became part of the Wake Forest Baptist Health System, but he spent most of the previous year playing a major role in the complicated transition process.

“Bringing High Point Medical Center into the Wake Forest Baptist family was an enormous task but the collaboration among the different teams and the dedicated employees here in High Point made the transition seamless,” Dr. Hoekstra said.

Just as many U.S. Presidents take office and launch a 100-day plan to bring about change, Dr. Hoekstra also took office on September 1 with a plan to stimulate rapid growth and development.

“High Point was already a fantastic place to receive care,” said Dr. Hoekstra. “The emphasis of this plan is how we can take what is already great and move it to the next level.”

Dr. Hoekstra’s “a-WAKE-ning” plan has five core points –

Learning from each other; becoming a team; increasing efficiency and controlling costs; growing key service lines and inspiring the future of health care providers. Each element of the plan honors the legacy of care High Point has always provided while looking for ways to build best practices across the entire system, grow the services available in our region, establish marquee service lines in High Point and inspire future health care providers in the years ahead.

Substantive changes have already occurred at High Point Medical Center including:

- Recruiting new physicians in neurology, vascular surgery, orthopaedics and cardiology.
- Establishing a full-time neurologist at the hospital for the first time.
- Adding a heart failure physician specialist to the cardiology team.
- Expanding ophthalmology eye care services at the hospital and through medical practices in the city.
- Bringing in state-of-the-art robotic surgery machines.
Dr. Hoekstra, 60, brings medical, administrative, business and leadership experience into the position at High Point Medical Center.

He earned his bachelor’s degree at Hope College in Michigan and graduated from the University of Michigan Medical School in 1984. He completed a residency in emergency medicine residency at the University of Cincinnati Medical Center in 1988. That same year, he joined the faculty at The Ohio State University School of Medicine, where he later served as associate dean for clinical education.

In 2003, he joined Wake Forest Baptist as professor and chair of emergency medicine. In that role, he oversaw the expansion of the department from one emergency room at the main hospital in Winston-Salem to a network of Wake Forest Baptist-managed emergency rooms at 16 hospitals across North Carolina.

Appointed vice president for business development in 2015, he was instrumental in the integration of Cornerstone Health Care and Wilkes Regional Medical Center into the Wake Forest Baptist system. In 2017 he was named senior vice president and associate dean, clinical and academic network development, a position that he will continue to hold.

Dr. Hoekstra’s medical expertise is in emergency cardiology and the care of patients with acute coronary syndromes. He is past president of the Society for Academic Emergency Medicine.

Dr. Hoekstra and his wife of 37 years, Sheryl, have three adult children and two grandchildren.

“He already knows the community and he is committed to the continued success of the health system through the growth of clinical programs that improve the health of those in the High Point area and beyond.”

What Dr. Hoekstra has experienced so far at High Point has only strengthened his belief that “the potential for High Point Medical Center in this combined system is beyond what you can imagine.”

“Jim will be a great asset to High Point Medical Center and the High Point community.”

Dr. Julie Ann Freischlag
CEO of Wake Forest Baptist and Dean of Wake Forest School of Medicine
Dr. Freischlag is also dean of Wake Forest School of Medicine, one of the country’s most selective medical schools and a recognized leader in experiential medical education and groundbreaking research - and she is also a vascular surgeon whose specialty is an intricate operation to treat a complex condition called thoracic outlet syndrome.

“I tend to put a lot of joy into my work, and a lot of energy,” she said.

Dr. Freischlag, 63, became Wake Forest Baptist’s CEO in May 2017 after serving as vice chancellor for human health sciences and dean of the medical school at the University of California, Davis.

Just two months after arriving at Wake Forest Baptist she was named interim dean of the School of Medicine, then in February of this year the interim tag was removed.

As CEO and dean, Dr. Freischlag has the overall responsibility for the Medical Center’s clinical, academic and innovation enterprises and its annual operating budget of $2.5 billion.

The largest of those complex pieces is Wake Forest Baptist’s regional clinical system, which is anchored by the 885-bed tertiary care hospital in Winston-Salem and currently includes five other hospitals, approximately 300 other primary and specialty care locations, more than 2,000 physicians and 1,535 acute care beds.

Those numbers include the most recent addition, Wake Forest Baptist Health – High Point Medical Center, which officially became part of the system on September 1.

“Bringing High Point Medical Center into the Wake Forest Baptist family means that more patients who live in the High Point area are now able to receive world-class health care close to home,” Dr. Freischlag said. “We also believe that the Wake Forest Baptist affiliation will attract patients and talented staff to this facility.”

Dr. Freischlag, a native of Illinois, obtained her bachelor’s degree at the University of Illinois and her M.D. at Rush University Medical College and completed a surgical residency and a vascular fellowship at UCLA Medical Center. She later served as professor and chief of vascular surgery at UCLA and as chair of surgery and surgeon-in-chief at Johns Hopkins Medical Institutions.

Her resume also includes various leadership positions with a number of national professional organizations and more than 250 scholarly publications. She also is a frequent speaker on topics ranging from the treatment of vascular diseases and patient safety to work-life balance and the need for diversity in the health care professions.

Dr. Freischlag and her husband, Phil Roethle, a retired financial executive, reside in Winston-Salem. They have three adult children and three grandchildren.

Serving the dual roles has been highly beneficial, bringing together the complex pieces and opportunities of our Medical Center and seeing the whole effectively.
The first week of September was a flurry of activity as signs were changed, uniforms began transitioning and technology was migrated to the Wake Forest Baptist Health System. The week culminated with a special event on Sept. 7 as staff from across the organization joined together to celebrate becoming part of the Wake Forest Baptist Health family. At the event staff signed the Patient Promise Pledge Banner, which now hangs proudly in the Patient Entrance, while they picked up new High Point Medical Center T-shirts and enjoyed delicious cupcakes to honor this special occasion.

**WELCOME TO THE WAKE FOREST BAPTIST HEALTH FAMILY!**

PATIENT AND FAMILY PROMISE

We promise to: Keep you safe. Care for you. Involve you and your family. Respect you and your time.
Welcome to the first baby born after the transition to Wake Forest Baptist Health – High Point Medical Center

Andrew and Cynthia W. welcomed baby girl Faith Sept. 1, 2018 at 9:10 pm. We wish mom, dad and baby Faith a long, happy and healthy life!

Metabolic and Bariatric Surgery Accreditation

In late 2017, High Point Medical Center received accreditation as a Comprehensive Center, formerly known as the Center of Excellence designation, under the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program (MBSAQIP®), a joint program of the American College of Surgeons (ACS) and the American Society for Metabolic and Bariatric Surgery (ASMBS).

The MBSAQIP Standards ensure that bariatric surgical patients receive a multidisciplinary program, not just a surgical procedure, which improves patient outcomes and long-term success. The accredited center offers preoperative and postoperative care designed specifically for their severely obese patients.

Mission: Lifeline® Silver Plus Receiving Quality Achievement Award

High Point Medical Center received the 2018 Mission: Lifeline® Silver Plus Receiving Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association for the treatment of patients who suffer severe heart attacks.

Watson Health 50 Top Cardiovascular Hospital

On Nov. 5, 2018, High Point Medical Center was named one of the nation’s 50 Top Cardiovascular Hospitals by IBM Watson Health™. The Watson Health 50 Top Cardiovascular Hospitals study, now in its 20th year, uses Medicare and Medicaid services data to score hospitals in key value-based performance areas that include inpatient and extended outcomes, clinical processes, efficiency and cost of common cardiovascular conditions.

If all cardiovascular providers in the U.S. performed at the level of the Watson Health 50 Top Cardiovascular Hospital winners (based on Medicare patients only), results industry-wide could amount to: over 10,300 additional lives saved, $1.8 billion saved, and 2,800 additional bypass and angioplasty patients could be complication-free.

ACC Chest Pain Center Accreditation

The American College of Cardiology recognized High Point Medical Center for its demonstrated expertise and commitment in treating patients with chest pain. High Point Medical Center has been awarded Chest Pain Center Accreditation based on rigorous onsite evaluation of the staff’s ability to evaluate, diagnose and treat patients who may be experiencing a heart attack.

Hospitals that have earned ACC Chest Pain Center Accreditation have proven exceptional competency in treating patients with heart attack symptoms.
The Wake Forest Health Network is an integrated network with more than 165 clinical practices providing care throughout the Triad and western North Carolina. The providers (formerly part of Cornerstone Health Care, Wake Forest Baptist Community Physicians and UNC Regional Physicians) have created a unified health care community which means for patients - access to the best care has never been easier or closer to home.

Through the network, patients have access to the renowned specialty expertise and leading technology that Wake Forest Baptist has been providing to our communities for more than half a century. Practices provide a wide range of services including, primary care, pediatrics, women’s health, sports medicine, heart health, cancer care, neurology and more. Our entire team focuses on improving your health and wellness through:

- Personal, high-quality, patient and family-centered care
- Affordable care in the most appropriate setting
- Convenient access to the latest research and clinical studies at an academic medical center

Wake Forest Health Network practices are located throughout central and western North Carolina, including Alexander, Ashe, Catawba, Davie, Davidson, Forsyth, Guilford, Randolph, Rowan, Stokes, Surry and Wilkes counties.

WAKE POINT MEDICAL CENTER

WAKE HEALTH NETWORK - EXPERT CARE, CLOSE TO HOME

Sept. 1, 2018 brought many changes to the medical community in High Point including the launch of the Wake Forest Health Network.

WAKE HEALTH NETWORK BY THE NUMBERS

- 1400+ Employees
- 249 Doctors
- 198 Advance Practice Providers
- 165 Locations
- 24 Medical Specialties
- 12 Counties Served
It had been a busy and tiring day. By 10 pm Kay Willard was ready for rest and bed. She was going through her nightly routine, washing her face, brushing her teeth – all the normal end-of-day rituals. And that is the last thing she remembers. Nothing else.

At 1 am her husband, Dr. Virgil Willard, happened to awaken and he found Kay unresponsive on the floor. He immediately called 911. After a quick assessment, he feared Kay had suffered a stroke. Kay was brought by ambulance to High Point Medical Center where it was confirmed that she had indeed suffered a stroke. She went through days of testing to determine the extent of the stroke, and days of care to begin the process of healing and recovery.

After she was released from the hospital, she found herself under the care of cardiologist Dr. Barry Cheek. He confirmed that the stroke was brought about by Atrial Fibrillation (Afib), a condition in which the heart quivers or beats irregularly. His next statement to her was, “You don’t have a choice. You have to exercise! Managing your Afib requires it. I don’t care where you go but you have to get some exercise!” Kay decided that the best place to start was right below where she sat, The Fitness Center at High Point Medical Center. Dr. Cheek wrote her a prescription as part of the Exercise is Medicine program giving her a reduced membership rate for the first 12 weeks.

Kay immediately went downstairs and signed up. And she is so grateful that she did! The Fitness Center at High Point is unique in that it is a medically based fitness center.

When you enter you see the typical equipment, weights, mats, etc. that you would expect to see at any gym. The difference is in the staff. The knowledge and understanding that they have through their years of training and pursuit of advanced degrees makes them the perfect fit to partner with you and your physician as you work to regain health.

For Kay, the location of the fitness center was also key. She was very nervous about beginning an exercise routine – she just did not trust her heart at that moment. Knowing that medical help could so quickly be reached gave her peace-of-mind.

She has worked out regularly on her own and with an exercise physiologist since April 2018. The effects of stroke were physical as well as mental. She needed to rebuild strength and mental clarity. The personalized workout plan the staff developed focused on enhancing her balance, memory and physical strength.

Today, Kay is amazed with her strength, abilities and focus. Thanks to the Fitness Center and Dr. Cheek, Kay has a happy, healthy life ahead.

For more information on the Fitness Center at High Point Medical Center, please visit WakeHealth.edu/HighPoint.
20 YEARS
OF HEALTH EDUCATION

Celebrating its 20th birthday in 2018, the Millis Regional Health Education Center has been a field trip destination dedicated to educating children and youth on the importance of healthy living.

Thanks to the Millis Family, the Millis Center serves more than 25,000 children from over 100 schools annually.

Programs provided by the Millis staff cover topics such as nutrition and physical activity, general health, puberty, bullying prevention, substance use/abuse prevention and dental health all in a hands-on, age appropriate way. Additional partnerships with local organizations such as the Theatre Art Galleries, enrich the Millis programs by incorporating art and creativity into the health education environment.

With the support of a grant from The Bobby Labonte Foundation, the Millis Center expanded in 2018 to include a new life-size interactive wall puzzle exhibit in the Wellness Discovery Room. This exhibit allows school aged visitors to learn the important role of six vital organs; skin, brain, heart, eyes, liver and kidneys.

“We are so very pleased that through the generosity of the Labonte Foundation we could further enhance children’s education about their bodies through this “kid-friendly” interactive tool,” said Denise Potter, chief marketing officer, network hospital/affiliate philanthropy and vice president, High Point Regional Health Foundation.

“We are really happy to support the Millis Regional Health Education Center and help them get this new exhibit,” said Bobby Labonte.

The Center has served over 200,000 students since opening in 1998 and continues to expand and grow each year.

The new magnetic puzzle is located in the free-play area of the Wellness Discovery Place allowing each child who visits the Millis Center, regardless of program topic, to have the opportunity to explore and learn about nutrition and physical activity.

“We were really happy to support the Millis Center and help them get this exhibit. Teaching kids about why they should make healthy choices, to eat well and have fun with exercising falls right in line with the mission of the Bobby Labonte Foundation and so this was a natural fit.”

- BOBBY LABONTE

Nearly 1 in 3 children in North Carolina are overweight or obese
29.5% of adolescents are physically active daily
20% of North Carolina children from ages 2-5 have untreated dental cavities
33% of adolescents are watching 3 or more hours of TV daily

Nearly 1 in 4 kids are bullied on a regular basis in the United States

Obese children are almost six times more likely than children with healthy weights to have an impaired quality of life—equal to that of children undergoing treatment for cancer.
A morning of fun, exercise and the great feeling that comes with supporting a worthy cause greeted the participants of the High Point Medical Center’s Annual Heart & Sole 5K Run/Walk & Fun Run. Several hundred walkers and runners in this year’s event raised nearly $25,000 for Heart Strides, High Point Medical Center’s cardiac and pulmonary rehabilitation program.

Since 1985, Heart Strides has been helping hundreds of patients annually, to improve their quality of life and make gains in preventing future heart and lung recurrences. When patients are not able to afford the cost of the program, the funds raised by the 5K Run/Walk cover the costs of the patient’s care.

The 18th Annual Pink Ribbon luncheon was held in May and featured Susan Sparks, nationally recognized breast cancer survivor and humorist. She provided inspiration for the attendees with her openness and her strong message of hope. The luncheon provides funding to the Pink Ribbon program at High Point Medical Center’s Hayworth Cancer Center.

In 2018 the Pink Ribbon luncheon raised over $57,000 which is providing Pink Ribbon comfort bags, family educational materials, free mammograms for patients who cannot otherwise pay for the lifesaving screening and CancerFITT exercise programs.
In just eight years High Point Regional Health Foundation’s Sun & Stars Signature Event has brought in net proceeds of nearly $1 million! The 2018 event held in September featured Grammy award winning band Diamond Rio to a sold out crowd netting $120,000!

All funds raised will go toward The Campaign for High Point Medical Center which is supporting a major renovation and modernization project at the Congdon Heart and Vascular Center and the Hayworth Cancer Center.

Special thanks to our 2018 Presenting Sponsor Ilderton Dodge Chrysler Jeep Ram and Signature Sponsors Doug Witcher and The Christman Company.

Join us in supporting The Campaign for High Point Medical Center by contacting The High Point Regional Health Foundation at 336-878-6379 or visit us online at HighPointRegionalHealthFoundation.com.
All cancer patients, survivors, family and friends who have been affected by cancer are invited to join us for a celebration of life, hope and encouragement.

Thursday, Dec. 6, 2018
at the Hayworth Cancer Center
302 Westwood Avenue, High Point
5:30 pm - Opening Remarks
6 pm - Lighting of the LoveLine Tree
Refreshments and Fellowship to follow the ceremony

*This is an outdoor event

Please RSVP to this event by calling 336-878-6888. We invite you to make a contribution online at HighPointRegionalHealthFoundation.com

Welcome to your connection to a world-class academic health center combined with the compassionate care you have always trusted in High Point.

High Point Medical Center is proud to now be part of Wake Forest Baptist Health. Bringing together an exceptional medical team of specialists across the Triad means your family has the expert care they need when they need it most - close to home.

EMPLOYEES GIVING BACK
2018 EMPLOYEE GIVING CAMPAIGN

Showing exceptional dedication and compassion, co-workers and medical staff from High Point Medical Center raised $200,000 during the GiveStrong! Fundraising Campaign. The generosity of those participating in the four-week campaign included gifts ranging from $1 to more than $5,000!

Employee donations benefit the ongoing renovations and modernization projects at the hospital as well as the Patient Special Needs and Project CARE funds.

LoveLine
Celebration of Life

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