



Children'sSM
Healthcare of Atlanta
Dedicated to All Better

Serving the Children of Georgia





Telemedicine
Locations in Georgia¹

529



1,700

pediatric physicians

60+ Pediatric
Specialties & Programs



346,000

unique patients



Making an impact for Georgia

Every day, lifesaving work happens at Children's Healthcare of Atlanta. From fractures and appendectomies to pediatric cancer treatments and organ transplants, we provide high-quality care to children from each of Georgia's 159 counties. As the nation's largest pediatric clinical care provider, we manage more than 847,000 patient visits annually. Simply put, our goal is a healthier future for Georgia's children.

The Children's Pediatric Difference

Pediatric care is very specialized care. Pediatric specialists, physicians and nurses require years of additional training to understand important physiological and psychological differences between children and adults to provide the specialized care they need.

The care Children's provides goes even further. With our volumes, Children's sees more cases—and more anomalies—in a month than many facilities see in children in a year.

- Our network of physicians contains the largest collection of pediatric specialists in the state and includes some of the most nationally renowned specialists in the country.
- Our nurses go through an extensive hiring process that ensures they have the right combination of strength, expertise and caring that it takes to provide high-quality pediatric care every day.
- Our equipment is specially designed to fit the growing bodies of children. Whether they need one of 14 different I.V. needle sizes or radiation dosing standards to protect their fragile bodies—our patients get exactly what they need.
- Our research is focused on discovering cures that are tested and verified at the bedside.
- Our outcomes in services such as cardiac beat national averages. And our expertise is called upon every day in areas of less complex care—from ear tube surgeries to broken bones—to back up adult providers who may not have the equipment, protocols or experience to help get kids better, faster.

Our physicians, nurses, support teams and research staff combine to form a team of uniquely qualified employees whom we refer to as: Strong Enough to Care Enough—the heart of the Children's Pediatric Difference. This difference is seen in our outcomes, our patient satisfaction and even in our operational efficiency—built on nearly 100 years of just one thing: making kids healthier.

Children's is one of the only hospitals to be nationally ranked in each of the 10 specialty areas by *U.S. News & World Report*, including cancer, cardiac, gastroenterology, orthopaedics, pulmonology, nephrology and urology—many of which were ranked among the top 20 programs.

Our reach

We provide access to care through three hospitals—Egleston, Hughes Spalding and Scottish Rite—and 20 neighborhood locations throughout metro Atlanta, including our Marcus Autism Center. In 2012, Children's was one of the largest pediatric clinical care providers in the nation, including:

- 346,356 unique patients
- 25,868 hospital admissions
- 38,663 surgical procedures (inpatient and outpatient)

Aflac Cancer and Blood Disorders Center

- 370 new cancer cases each year—more than one per day
- Follows more than 700 children with brain tumors each year
- A national referral center for pediatric cancer and blood disorders—treating patients from 43 different states throughout the U.S.

Children's Sibley Heart Center

- Better survival rates for major surgeries, e.g., Norwood than the national average
- 732 heart surgeries and access to 40+ pediatric cardiologists
- Shorter length of stay when compared to the national average

Rehabilitation Services

- One of the largest pediatric inpatient rehab facilities in the U.S.—the Comprehensive Inpatient Rehabilitation Unit (CIRU)
- Led by three board-certified pediatric physiatrists
- Accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) for our CIRU and Day Rehabilitation Program, with specialty recognition in spinal cord system of care, brain injury program and pediatric specialty program

Trauma Center

- Treats more than 60% of Georgia's pediatric trauma patients²
- Georgia's only dedicated Level I and Level II pediatric trauma centers
- More than 200,000 visits our Emergency Department for trauma care in 2012

Neurosciences Program

- Largest neurological and neurosurgical inpatient volumes in the country—nearly 1,400 more patient discharges than the national average³
- Among the first pediatric hospitals in the world to implement the high-field strength iMRI technology
- A multidisciplinary concussion management team, with a dedicated concussion nurse and hotline
- One of the largest teams of pediatric neurosurgeons in the country

Radiology Program

- More than 200,000 scans a year—more pediatric scans than anyone in the nation
- Up to 50 percent reduction in CT abdominal radiation with enhanced technology, such as ASiR
- Accredited by the American College of Radiology in all modalities

Transport Team

- Access to air transport—with helicopters and airplanes staffed by our transport team
- Transported 5,104 pediatric patients via ground and air in 2012
- Dedicated Transfer Center to assist physicians with inpatient transfers 24 hours a day/seven days a week

Mission

To make kids better today and healthier tomorrow

Vision

Best Care...Healthier Kids

Values

- Care about People
- Passionate about Kids
- Dedicated to Better

Our quality

As a part of our One is Not Zero campaign, Children's staff reduced codes outside our intensive care units (ICU) by 95 percent. These efforts led to drastic reductions in our rates of bloodstream infection and ventilator-associated pneumonia—resulting in hundreds of lives saved. In addition, we experienced a 68 percent reduction in serious events since 2008.

Our people

We have been ranked as one of *Fortune* magazine's 100 Best Companies To Work For, a competitive national ranking of America's top companies, for seven consecutive years. Our rigorous hiring process ensures we hire the top professionals with the right expertise. To provide our employees with the support they need to do the work they love, we support their growth through continuous learning and training opportunities, in addition to the day-to-day challenges with which they are faced. It is our goal to deliver on our employee promise to be committed to the personal and professional needs of our people and inspire others by our dedication to improvement.

Our research

Supported by our patient volumes, our partnerships with universities throughout the state create unique and robust research capabilities that will redefine pediatrics. Through this collaboration, we can develop pediatric research that enhances care delivery and distinguishes Children's—and our partners—on a national basis. We will continue to focus on the clinical areas, therapeutic approaches and disciplines in which we can make the greatest difference.

Children's has 13 different scientific centers:

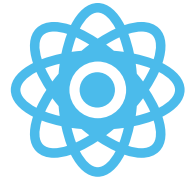
- Autism
- Cardiovascular biology
- Clinical and translational research
- Clinical outcomes research and public health
- Cystic fibrosis
- Developmental lung biology
- Drug discovery
- Hematology and oncology
- Neurosciences
- Immunology and vaccines
- Pediatric healthcare technology innovation
- Pediatric nanomedicine
- Transplant immunology

As the only nationally ranked pediatric healthcare system in Georgia, we embrace our obligation to serve the healthcare needs of children and families in Atlanta and throughout the state. We are committed to investing in groundbreaking research that will enhance the experiences of patients throughout Georgia.

Our physician training

We are working with our academic partners to increase residency and fellowship training programs. In 2012:

- Ten percent of the Emory University School of Medicine graduating class entered pediatric residencies and 19 percent of the fellows trained at Children's currently remain within our system.
- Pediatric residents increased 28 percent since 2006.
- We offered onsite training to allied health students and sponsored internships to students in physical, occupational and speech therapy.



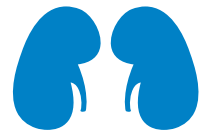
Reduced amount
of radiation in CT scans
and X-rays by up to

50%



1,700

Number of
sickle cell patients
we treat annually



100%

**kidney transplant
patient survival rate**

at 30 days, one year and
three years after transplant



732

**pediatric
heart surgeries**

One of the highest
volumes in the U.S.

Our community benefit

\$149.1 million

Total community benefit

These are programs or activities that provide treatment and/or promote health and healing as a response to our community's needs.

\$74.8 MILLION

Unreimbursed clinical care

Children's is committed to providing medically needed healthcare to the children of Georgia. In 2011, Children's provided about \$74.8 million of care for which we did not get paid.

\$43.5 MILLION

Research

This includes the cost of facilities, equipment and salaries to support research. Children's collaborates with Emory University School of Medicine, Georgia Institute of Technology and other academic institutions in more than 600 active clinical research studies. Advances in medicine and enhanced patient care are a direct result of research.

\$10.5 MILLION

Wellness

These programs provide education awareness and support to the community, other not-for-profit organizations and school systems, and are designed to keep our children healthy and out of the hospital. Wellness includes obesity prevention, healthcare provider training and outreach efforts.

\$10.2 MILLION

Specialty pediatric services and preventative care

This is the cost to provide specialty pediatric services that go beyond traditional medicine to create a healing environment specially designed for kids. Services include health screenings, asthma care and education, injury prevention, child life specialists, family libraries, play areas, a 24-hour nurse advice Call Center and hospital-based classrooms.

\$10.1 MILLION

Physician training

This is the cost of providing education to prospective physicians less federal support of our graduate medical education program. We are training the next generation of caregivers as the pediatric teaching site for Emory University School of Medicine and Morehouse School of Medicine, with 115 residents and 97 fellows in more than 27 different specialties.

Our role in Georgia's healthier future

Georgia has the second highest rate of childhood obesity in the country. In response, Children's launched Strong4Life, a wellness movement designed to ignite societal change and reverse the epidemic of childhood obesity and its associated diseases in Georgia.

Leveraging our clinical expertise, Strong4Life aims to help families achieve sustainable lifestyle change by breaking down the complex issue of childhood obesity into simple steps. Strong4Life makes improving family nutrition and physical activity habits fun and provides parents and caregivers the support they need to accomplish their goals.

Strong4Life reaches families through public awareness, policy change efforts, school programs, healthcare provider programs, community partnerships and more. Working with our partners at the state and local levels, our goal is to help make Georgia's kids healthier so we are no longer ranked as one of the top 10 states for childhood obesity.

In 2012, we continued making strides with Strong4Life, including:

- Strong4Life reached and served nearly 300,000 Georgia children in 2012.
- More than 1,500 healthcare providers have been trained since 2011.
- Strong4Life worked with more than 170 schools.
- The Health4Life Clinic saw nearly 1,500 patient visits in 2012.
- Camp Strong4Life hosted more than 260 campers and family members and helped 80 percent of campers decrease body fat and reduce/maintain BMI.



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1 Including child advocacy centers

2 Trauma admissions under age 15 for Georgia Trauma Hospitals. Georgia Department of Public Health Emergency Medicine Services (EMS) and trauma section, 2012

3 Pediatric Health Information System