



Regional Healthcare Success a Source of Pride and Inspiration

Coweta-Fayette EMC is proud to serve an area blessed with exceptional healthcare facilities that care for our Members and drive economic development.

In Fayette County, Piedmont Fayette Hospital continues to expand its diverse services and is widely recognized as a medical center of excellence. President and Chief Administrative Officer Michael Burnett is a dedicated visionary who provides strategic direction not only at the hospital, but also in the community through the Fayette Chamber. A large group of local physicians support and utilize the hospital's services, a fact that has created success for physicians, the hospital and – most importantly – the patients.

In Coweta, it has been hard to keep up with the multitude of new healthcare sites. The construction of cutting-edge facilities like Piedmont Newnan Hospital, Cancer Treatment Centers of America (CTCA) and the Ansley Park Health and Rehabilitation Facility, medical office complexes and soon-to-be-built HealthSouth Hospital has significantly changed the healthcare landscape. I have heard the phrase “game changer” mentioned in reference to Coweta's healthcare mecca status, and it is an appropriate analogy.

Anne Meisner, President/CEO of CTCA in Newnan, is a wonderful new asset in the community and a gifted healthcare professional. CTCA's patient growth has more than doubled original predictions, and future facilities are already being considered for patients (so far this year 67 percent have traveled here from out of state).

Piedmont Newnan Hospital and our Members are fortunate to have leaders like Michael Bass, President/CEO, and Nathan Nipper, COO, on board to use their experience, expertise and communications skills to transform the brand-new facility into a fully staffed center of excellence. Michael explained that one of the primary drivers of future hospital expansion will be the active recruitment of local doctors to refer patients for diagnostic



testing, lab work and out-/in-patient surgery. The facilities and equipment are already in place, but the volume of use still needs to be increased for cost efficiency. It truly is a mutually beneficial arrangement when local doctors refer patients to the hospital; recruiting them also benefits patients by providing convenience, options and peace of mind.

We encourage local doctors to share our area's success stories with medical school alumni and friends – to tell them about the quality of life we have here. The Chamber has information packets to help encourage physicians to establish a practice in our little piece of paradise.

It requires skill and insight to balance a community's medical needs and plan for seamless future growth. Piedmont Newnan Hospital is actively seeking to expand niche services with specialists in key medical disciplines, like neurology, to use a recent example.

One of the things the business community can do to ensure that healthcare opportunities remain available is to provide more employees and patients by growing the local economy. We should continue to “do the basics brilliantly.”

In addition to hospitals, the new West Georgia Technical College facility and upcoming University of West Georgia campus in downtown Newnan will provide nursing and other medical graduates to fill local positions.

We have much to be proud of – everyone has worked together to get us to this enviable point in time. We have much more to accomplish, and we have the talent and enthusiasm to get the job done. Our community team members have “want-to attitudes” and the persistence to raise the bar and stay the course!

For the Team,

Anthony H. Sinclair "Tony"

Anthony H. Sinclair “Tony”

Exceptional Healthcare Facilities Abound in EMC Service Area

If it is true that the greatest wealth is health, then Coweta-Fayette EMC's members should count themselves rich beyond measure.

Gone are the days when driving to Atlanta for medical care was a necessity; now, most every wellness need can be met in our own backyard.

"The extraordinary hospitals and health facilities available in the areas we serve are critical to the wellbeing of our communities, both health-wise and in terms of strategic economic growth," said Coweta-Fayette EMC CEO Anthony "Tony" Sinclair. "We are truly fortunate to live in this wonderful place during a time of exciting prosperity."

One such shining example is Piedmont Newnan Hospital, a brand-new, state-of-the-art, 362,000 square-foot, 136-bed hospital on Poplar Road in Newnan, staffed by more than 830 employees and over 300 physicians. Piedmont Newnan provides 24-hour emergency care, plus medical, surgical and diagnostic services, including heart care, sleep services, women's care and wound and hyperbaric care. The hospital also includes an advanced cancer center offering complete therapy, disease management, prevention and wellness.

According to Michael Bass, President and CEO of Piedmont Newnan Hospital, completion of the new hospital has had a significant impact on healthcare in Coweta County, particularly in terms of drawing specialized medical talent to our area. Neurologists, ophthalmologists, obstetricians, gynecologists and urologists are just some of the recent staff additions. "We couldn't recruit these specialists without this building," he said. "Piedmont Newnan fulfilled its promise to the community."



Michael Bass, President and CEO of Piedmont Newnan Hospital



New Piedmont Newnan Hospital campus on Poplar Road

Bass said continued success will come with the expansion of Coweta's primary care base. "Selling Coweta County as a place to live and raise a family is not hard. We just needed a state-of-the-art facility to attract these physicians."

In addition to the new hospital itself, Piedmont Newnan has introduced interventional radiology,

expanded their minimally invasive surgery program (including robot-assisted cases), launched Epic, a universal electronic health record system used by all Piedmont facilities and providers, worked collaboratively with Piedmont Fayette Hospital and planned for a new Interstate 85 interchange, expected in the fall of 2017.

"I think the future is very, very bright for healthcare services in the Coweta/Fayette area. With a high quality of acute care, plus centers of excellence and facilities like the Cancer Treatment Centers of America and soon HealthSouth providing specialty care, the sky is the limit," he said. "This community will thrive, not merely survive. More patients will stay here instead of driving to Atlanta – it's going to happen."

In Fayette County, a similar optimism surrounds Piedmont Fayette Hospital on Highway 54 in Fayetteville, which is coming up on its 16th birthday. Named five times as one of the nation's 100 Top Hospitals® according to Thomson Reuters,

and for six consecutive years as one of the nation's Most Wired hospitals, Piedmont Fayette is a 172-bed, acute-care community hospital offering 24-hour emergency services, medical and surgical services, as well as obstetrics, cardiac catheterization and rehabilitation services. The hospital has received top ratings in



The robotics team at Piedmont-Newnan Hospital



Michael Burnett, President and Chief Administrative Officer of Piedmont Fayette Hospital



Piedmont Fayette Hospital on Highway 54 in Fayetteville

patient satisfaction among metro Atlanta hospitals according to the Hospital Consumer Assessment of Healthcare Providers and Systems survey results for the past two years.

With over 1,400 employees and a medical staff of over 500 physicians, Piedmont-Fayette is a key economic driver in the region. According to the Georgia Hospital Association, hospitals play a vital role in the economies of their communities. Economic impact comes from sales, wages and employment generated by business activity, plus from the “ripple” or “halo” effect of purchasing goods/services from other local businesses, and through healthcare personnel spending their wages locally.

“To see Piedmont Fayette Hospital develop into what it is today is really exciting,” said Michael Burnett, President and Chief Administrative Officer. “I’ve been blessed to be a part of that growth.”

One aspect of that expansion will be the addition of a second linear accelerator (LINAC), a machine that generates energy for external beam radiation treatments for cancer patients. Currently, Piedmont Fayette averages 46 radiation treatments per day with each treatment taking approximately 15 minutes.

“This additional LINAC machine is huge for our cancer patients at Piedmont Fayette,” said Burnett. “Not only will we have better scheduling

and the capacity to accommodate unscheduled patients, but we’ve designed the treatment rooms so our patients can enjoy natural light and be comforted by their surroundings.”

Piedmont Fayette also provides a state-of-the-art cancer center offering complete therapy, disease management, prevention and wellness. Art classes, nutrition workshops, hand drum-



Dr. Anita Johnson, CTCA Medical Director of Breast Surgical Oncology, with the INTRABEAM® Intraoperative Radiation Therapy system

ming, cooking demos, counseling, yoga, ministry support and stress reduction are available. “Cancer treatment involves more than just medical care – we treat the patient, not just the disease. It’s wonderful to hear the stories and see the lives that have been changed,” Burnett said.

At Piedmont Fayette, Burnett said it’s the doctors that make the difference. “The things that make this hospital great are the employees, medical staff and volunteers. The quality of our medical staff is unprecedented, in my opinion,” he said. “We will continue to challenge ourselves to meet the access needs and clinical needs of our community, while also encouraging healthy lifestyles. We all need to support each other.”

And in terms of support, both Bass and Burnett echo encouragement for specialty centers of excellence like the Cancer Treatment Centers of America at Southeastern Regional Medical Center (CTCA) in Newnan. Coming up on its one-year anniversary, CTCA has far exceeded expectations in its quest to provide integrated and personalized care under one roof.

“We believe in the ‘mother standard of care,’” said Anne Meisner, CTCA’s CEO. “We treat every patient as if they are a member of our own family.”

And apparently, that business model works. Pairing advanced medical care and excellent clinicians with a team of complementary caregivers – focusing on everything from nutrition and naturopathy to spiritual care and self-image – CTCA has treated over 782 patients, nearly double their projections.

“The care as a result of our patient teams is wonderful. Our goal is to improve not only the length of life, but also the quality of life,” said Meisner.

CTCA, a warm and welcoming hospital and adjoining caregiver hotel that specializes in treating advanced and complex cancers, has recently purchased 75 acres around the facility and is planning an expansion in the coming months that will add 25 inpatient beds and 250 parking spots.

Along with the subsequent economic infusion that expansion is likely to provide, CTCA’s impact on regional economies in general is likely to continue. With 67 percent of their patients traveling from 37 states (so far), the revenue generated by visitors staying, shopping and dining nearby is a definite boon for local business.

“We chose this location for lots of reasons – proximity to the airport, the talent pool, easy access to commercial services, safety, community support – but it was our patients who ultimately decided on Newnan,” said Meisner. “I see Coweta as becoming more and more of a hub for healthcare... Stay tuned!”



Anne Meisner, CEO of Cancer Treatment Centers of America at Southeastern Regional Medical Center

Member Appreciation and Annual Meeting

When: October 12, 2013
from 9:00 a.m. - Noon

Where: Coweta-Fayette EMC
Headquarters Near Palmetto

Come join in the fun and learn more about your cooperative during this year's Member Appreciation Day. Each family will receive a **special gift** just for attending.

Entertainment will be by Alvarado Roadshow, a country band from Alvarado, Texas. They were here for last year's meeting and were enjoyed by all. Once again, they will entertain you with their true country style.

Fun activities can be enjoyed by the entire family. There will be games for the children and bingo for adults, plus door prizes, children's crafts, cotton candy, popcorn and soft drinks.

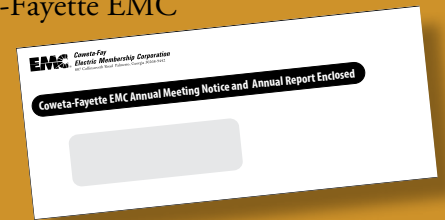
Information on energy efficiency, green power, Operation Round Up, Touchstone Energy, security and natural gas will be available outside on the midway before the meeting begins.

The Grand Prize will be a \$1,000 credit on your electric bill. You must be present to win, so be sure you mark Saturday, October 12, on your calendar and join us for a day of fun and valuable information at this year's member appreciation day and annual meeting.

A New Look for Your Annual Report

Arriving late September, your Annual Report and Annual Meeting Notice will have a different look this year. Instead of a folded newsletter as in the past, it will arrive in a regular window envelope marked Coweta-Fayette EMC

Annual Meeting Notice and Annual Report enclosed.



EMC Alerts and Reminder Information

Alerts and reminders can be used to help monitor your account activity. Whether receiving a text on your cell phone or having an email sent to your preferred account, you have a choice of how you would like us to inform you of events concerning your account.



Accessing our customer service portal through "Pay My Bill" at www.utility.org and selecting the My Alert tab allows member/consumers to select which alerts would be beneficial. You can choose from due date and past due date reminders as well as alerts when information to your account profile has occurred and if a check payment was returned. Consumers making payments with Coweta-Fayette EMC can also select to receive an alert whenever a payment has been received.

This site can also be used to update vital contact information which is needed for the EMC to communicate with you or aid in the establishment of an outage ticket for electricity.

You can participate in the alert program by setting-up your account online or by simply giving one of our customer service representatives a call at 770-502-0226. To enter the information yourself, go to our utility.org website and click on "Pay My Bill" in the top left corner choose My Account, then Account Profile. You will need your account number to set-up your account. Once you have an account, choose how you want to receive your alerts under the My Alerts tab. When this is completed you should begin receiving your reminders.

