Our promise to improve the health of children in our region through the prevention of illness, disease and injury is the compass that guides everything we do and speaks to who we are as an organization.

You’ll see our promise purposefully woven throughout our organization. Through our expanded campus, the addition of new clinics and services in the community, as well as new programs and technology at our medical center, we are keeping our commitment to our patients and families. It impacts all areas of care and speaks to our unwavering commitment to patient- and family-centered care and ensuring the best outcomes for our patients.

It translates into new additions, like our Child Life Zone, which provides such an important outlet and source of therapy for our patients, and includes initiatives, like express registration, so that our families have a positive and expedited experience even before they arrive for their visit.

Our commitment also includes the installation of advanced technology such as our MIBG suite to treat cancer patients with neuroblastoma; an advanced leading-edge, experimental treatment that is offered only in a few locations and now is available at Cook Children’s. Why is this important? Because it means that we now offer treatment to our patients that previously required them to travel to other areas of the country. Now, they can get the best care possible close to home. It also includes technology, like “HeRO”, a state-of-the-art neonatal heart rate observation technology which provides our doctors and nurses advanced warning when a baby is at risk. Parents can take comfort in knowing that we are doing everything possible to look after their child’s safety, while also attending to their needs in the all single room Neonatal Intensive Care Unit.

Our promise also drives our efforts in the community. That’s why we established the Center for Children’s Health to provide the infrastructure to help sustain our Community-wide Children’s Health Assessment and Planning Survey (CCHAPS) and the resulting initiatives born from the data. In response, we continue to work collaboratively with others within our six-county service area to focus on the health data critically important to each community and develop targeted plans of action to tackle these issues.

In the year ahead, we’ll continue our ongoing efforts to address access to care, expand and grow both our main campus and the services we provide in the community to address the broad spectrum of needs of children in our region. It’s our promise and we intend to keep it.

Sincerely,

Rick W. Merrill
President and CEO
Cook Children’s Health Care System
OUR PROMISE:

Knowing that every child’s life is sacred, it is the promise of Cook Children’s to improve the health of every child in our region through the prevention and treatment of illness, disease and injury.
At Cook Children’s, we work together as a team to make a difference in the lives of patients and families. Because of that teamwork and the dedication of our employees, Cook Children’s continues to be recognized as a top place to work by local and national organizations. Fiscal year 2012 was no exception.

Workplace Dynamics named Cook Children’s as a National Top Workplace. Approximately 50 health care organizations made the list, with only eight from Texas. Modern Healthcare ranked Cook Children’s on the top 100 Best Places to Work. Cook Children’s is the only exclusively pediatric health care system recognized by Modern Healthcare.

Locally, The Dallas Morning News ranked Cook Children’s as the top health care employer in the DFW Metroplex for the fourth year in a row. Out of the large companies ranked, Cook Children’s is the only non-profit in the top eight and the highest ranked Fort Worth-based company.

RAINBOW MEDICAL CENTER SELECTED AS A LEAPFROG TOP CHILDREN’S HOSPITAL

For the third straight year, Cook Children’s Medical Center has been selected as a Leapfrog Top Children’s Hospital. This distinction is only achieved by an elite group of hospitals that meet the nation’s toughest standards for safety and quality, through prevention of medical errors, reducing mortality for high-risk procedures and reducing hospital readmissions.

TOP 100 INTEGRATED HEALTHCARE NETWORKS

Cook Children’s, for the fourth consecutive year, was named one of the top 100 integrated healthcare networks in the nation by IMS Health, a leading provider of information, services and technology for the health care industry. We remain the only free-standing children’s network to be recognized for our level of integration.
Neurosciences receives recognition
The Cook Children’s Jane and John Justin Neurosciences Center was named a “Center of Excellence” by the Genzyme Corporation, which is establishing a network of medical centers for a new research protocol. The study will focus on the evaluation and treatment of Pompe disease patients. Pompe disease is a rare hereditary neuromuscular disorder that causes progressive muscle weakness in people of all ages, but can be fatal for infants.

Nurse residency program receives accreditation
The Post Baccalaureate Nurse Residency Program at Cook Children’s Medical Center is now accredited by the Commission on Collegiate Nursing Education (CCNE). Cook Children’s Medical Center is the first pediatric facility to receive this accreditation.

Neighborhood clinics earn excellence in community service award
Cook Children’s earned the Excellence in Community Service Award from the Texas Hospital Association. This award was received in recognition of the ongoing and successful efforts to provide medical homes for homeless and underserved children through our neighborhood clinics.

Denton County recognizes Cook Children’s work in the community
Cook Children’s was selected as a Denton County Public Health Advocate for our work to expand and improve public health services in Denton County. Our leadership in creating the Wellness Alliance for Total Children’s Health (WATCH) of Denton County, a coalition aimed at improving the mental health for children in Denton County, was specifically noted.

Neurosciences receives recognition
The Cook Children’s Jane and John Justin Neurosciences Center was named a “Center of Excellence” by the Genzyme Corporation, which is establishing a network of medical centers for a new research protocol. The study will focus on the evaluation and treatment of Pompe disease patients. Pompe disease is a rare hereditary neuromuscular disorder that causes progressive muscle weakness in people of all ages, but can be fatal for infants.

U.S. NEWS & WORLD REPORT RECOGNIZES COOK CHILDREN’S
Cook Children’s specialties were once again recognized on U.S. News & World Report’s list of Best Children’s Hospitals.

THE 2012-2013 RANKINGS INCLUDE
To fulfill our promise, we continue to grow and improve our efforts by providing a safe and effective healing environment for our patients and patient families.

The opening of the Dodson Specialty Clinics building in April 2012 is part of the largest expansion in Cook Children’s history. Having our specialties together in one building with close proximity to the medical center allows for a more centralized approach to caring for patients.

The 40 percent increase in space allows us to realign current inpatient facilities, specialty clinics and family parking to create an open and easily accessible healing environment for our patients and patient families.

The expansion of the medical center also allows physicians and staff to use groundbreaking technology and state-of-the-art equipment to improve the quality of life for every child who comes through our doors.

OTHER HIGHLIGHTS INCLUDE:

The Neonatal Intensive Care Unit (NICU) is outfitted with all single rooms and is the largest in the nation with 99 rooms and 106 beds, including accommodations for twins, triplets and quadruplets.

The Transitional Care Unit and Rehabilitation Care Unit, part of the Jane and John Justin Neurosciences Center, houses 28 beds.

The Hematology and Oncology Center includes new bone marrow transplant rooms, an infusion area, 28 inpatient beds and a dedicated pharmacy. The center also has a special lead-lined suite with an adjoining room for families to stay while their child receives MIBG (metaiodobenzylguanidine) I-131 therapy, a clinical research trial providing an experimental cancer treatment for neuroblastoma patients.

As a part of the Palliative Care program, the Hematology and Oncology Center has a meditation garden and donor-funded palliative care suite to support families faced with the end stages of life.

The Dodson Specialty Clinics building combines 18 specialties under one roof, including a surgery center and radiology and neurosciences’ magnetoencephalography (MEG) technology, a noninvasive tool used to study patients with difficult-to-control epilepsy and brain function. Only five of these exist in pediatric settings in the U.S.

Dodson Surgery Center allows each patient and family to wait and recover together in all-private rooms. The center also includes six state-of-the-art operating suites and 28 all-private prep/recovery room beds.
SOUTHLAKE TURNS 1

Cook Children’s Urgent Care and Pediatric Specialties in Southlake reached its first birthday in April 2012. Hundreds of neighbors, employees and patients celebrated with a Kids’ Health and Safety Fair in the center’s parking lot on April 14, 2012, deemed by the Tarrant County Commissioner’s Court as Safe Kids Tarrant County Day.

The facility brings together urgent care and specialty services under one roof, which is a big convenience for the families of Southlake and surrounding areas. And the numbers clearly show the demand for a facility like this. In the urgent care clinic alone, March 2012 experienced 1,065 patient visits, compared to 627 visits in April 2011. From April 2011 to March 2012, the clinic had 9,902 total visits, compared to 7,502 projected. That equals an average of 200 more monthly visits than forecasted.

MANSFIELD URGENT CARE AND PEDIATRIC SPECIALTIES COMING SOON

An urgent care and pediatric specialty office will open in Mansfield in spring 2014. In addition to urgent care, patients will be seen for cardiology, neurology, gastroenterology, orthopedics, endocrinology, pediatric surgery, rehabilitation, psychiatry and psychology. The office will also include a lab and radiology unit.

HAPPY 5TH BIRTHDAY
COOK CHILDREN’S NORTHEAST HOSPITAL

Cook Children’s Northeast Hospital celebrated five years of caring for the children of Northeast Tarrant County by inviting patients and their families to a birthday celebration in June 2012. The lawn of the hospital’s campus was filled with bounce houses, face painting and many games. The lively carnival atmosphere provided fun, summer activities for families and staff.

In 2011, Cook Children’s Northeast Hospital saw more than 47,000 patients compared to approximately 35,000 its first year. This is a growth of 3 percent in the past five years.
Preparing for a new baby is an exciting and emotional time in a couple’s life. Combine that with the realization your cancer has spread and you have a window into Valente Fernandez’s life in October 2012.

Valente, or “Junior,” as his friends call him, was first diagnosed with osteosarcoma, a bone cancer, on Valentine’s Day 2012 when he was 18 years old. For eight months, he endured several rounds of chemotherapy and a knee replacement. But in October, he faced a new setback. He was told that his latest scans showed tumors on his lungs.

The news was stinging, both for him and his family. Junior and his wife, Jessica, were getting ready to deliver their first child. The thought of having to visit Cook Children’s Medical Center for two weeks at a time to receive treatment was almost overwhelming.

When Junior began treatment for the new tumors, he and Jessica were driving back and forth from Denton to Cook Children’s Medical Center in Fort Worth. After his second round of chemo, his doctors decided that Junior was doing well enough that he could start receiving his chemotherapy treatments at his house, through Cook Children’s Home Health.

Patients beginning treatments at home are assigned a Cook Children’s Home Health care coordinator. This coordinator is a registered nurse who ensures that every family is treated with respect, that all care is coordinated and that communication between the family and providers is timely and accurate. Patients and their families may call on a pediatric home care nurse at any time. They are available 24 hours a day, seven days a week.

Now, when it’s time for Junior to go through a round of chemo, one of two nurses dedicated to his case visits his home to get everything set up for that first day of treatment and then visits daily. With this treatment set up, Junior has plenty of time to spend with Jessica and their beautiful baby, Valerie. Today, he is still receiving treatment, but now he doesn’t have to miss a moment from his family.
QUALITY AND SAFETY

THE SAFETY OF PATIENTS, FAMILIES AND EMPLOYEES IS VERY IMPORTANT TO US AT COOK CHILDREN’S. PROVIDING SAFE, QUALITY CARE IS A KEY COMPONENT OF OUR PROMISE TO IMPROVE THE HEALTH OF EVERY CHILD WE SERVE.

IN 2012:

- Cook Children’s Medical Center’s ventilator associated pneumonia (VAP) rate was reduced by 57 percent.

- Cook Children’s Home Health was successful in dropping medication error rate per 1,000 doses from 1.77 in 2009 to 0.03 in 2012.

- Surgical site infections (SSI) at Cook Children’s Medical Center were reduced by 22 percent from a rate of 2.3 percent to 1.8 percent.

- Cook Children’s Home Health reduced central line infections associated with bloodstream infections per 1,000 central line days, dropping from 1.44 in 2008 to 0.18 in January 2013. Central lines (IVs inserted into large veins) are critical for treating many of our patients.

- Cook Children’s Pediatric Surgery Center in Plano measured 96.6 percent for the Confidence in Care rating given by patients, compared to a 95.6 national average.

- The “Will Recommend Facility” rating for Cook Children’s Pediatric Surgery Center in Plano hit 95.8 percent compared with 95.1 percent national average.

- Cook Children’s Health Plan members gave us a 92 percent satisfaction rating.

Sources: Cook Children’s Medical Center, April 2013; Cook Children’s Home Health, April 2013; Cook Children’s Physician Network, March 2013; Cook Children’s Health Plan, March 2013; Cook Children’s Pediatric Surgery Center, March 2013.

The Cook Children’s Health Care System vaccination rate for all staff is more than 99 percent. The national average is 67 percent.

Cook Children’s Medical Center had no falls resulting in injuries. This includes all visitors to the medical center: patients, families, employees and volunteers.

Cook Children’s leads the way with immunization rates in our primary care offices at nearly 100 percent. The state average is 80 percent.
A large part of improving patient care is staying up-to-date with the latest in medical technologies. This allows us to treat our patients in the most noninvasive and effective ways possible.
Melody TPV therapy provides a new treatment option for children and adults with failed pulmonary valve conduits, which prevents adequate blood flow from the heart to the lungs. The procedure is designed to restore the pulmonary valve function and delay the need for open-heart surgery. A thin, hollow tube (catheter) holding a specially designed heart valve is inserted into a vein in the patient’s leg and guided to the heart. The heart valve is attached to a wire frame that expands, with the help of a balloon to push open the blocked pulmonary conduit. This procedure doesn’t replace open-heart surgery, but can delay the need for it for several years and results in a shorter hospital stay for the patient.
There’s no place like home, but…
Sometimes improving the health of children is about the simple conveniences that make a hospital visit easier and more pleasurable.

ONLINE RESOURCE
Mycookchildrens.org is the new, free patient Web resource parents can use to communicate with their child’s physician office, review and pay billing statements and view a summary of their child’s visit.

EXPRESS REGISTRATION
Express registration allows parents to complete patient information online prior to their child’s appointment at the Cook Children’s Medical Center, Dodson Specialty Clinics or the Southlake Urgent Care office.

ZOOTY FRUITY®
Zooty Fruity, the new yogurt shop at the medical center, provides patients and patient families with a dose of comfort in the form of a sweet, delicious treat. It has smoothies; 18 different frozen yogurt flavors, including swirls, no-sugar, non-dairy and Greek/Euro tart; more than 40 toppings and 23 varieties of candy, including sugar-free, no-added-sugar, gluten-free and probiotic options.
CHILD LIFE ZONE
The expanded Child Life Zone gives patients a place in the medical center where they can be free from the anxiety of needles and procedures and allows them to forget about being patients for a while. The new 4,000-square-foot addition houses a state-of-the-art recording and broadcast studio, a teens-only room with arcade games, pool and foosball tables and several gaming systems, Matustik Family Resource Center, Bomar Library, computers for parents and families and Ray’s Place snack bar.

EXPANDING OUR REACH
By continuing to increase the number of physicians on staff and specialties, we are giving our patients and families more access to care. The number of Cook Children’s Physician Network primary care doctors and specialists has increased by 22 percent since fiscal year 2009, from 259 to 316.

TELEMEDICINE
Telemedicine capabilities also have been expanded to include psychiatry. We now offer access to seven specialties via telemedicine: Endocrine, Genetics, Hematology and Oncology, Infectious Disease, Nephrology, Neurology and Psychiatry.

WHAT OUR PATIENTS AND PATIENT FAMILIES ARE SAYING ABOUT US:

Our patients and patient families are our number one priority. We are here to help and want to know if we are doing a good job and how we can improve.

“Everything was perfect! Love the kiosk check-in.”

“…The new office is very nice. My child loves the computer games! Thank you!”

“Very clean, love games, activity centers, lounge areas for families and children. Love complimentary valet and we were greeted and asked if we could be helped. Very courteous.”

“The staff and nurses are all very caring and compassionate.”

“Cook Children’s is an amazing place and is the only place I want my children to be in times of serious medical conditions.”
The completion of the expansion would not have been possible without the support of Cook Children’s donors who believe in our ability to keep our promise. The “Fulfilling Our Promise” capital campaign began in 2008 with an initial goal of $75 million. Billboards, print and radio ads all conveyed the same simple message: “Giving feels good.”

When the campaign concluded in October 2012, the money raised exceeded $88 million and included the largest gift ever received in the organization’s 100-year history.

COOK CHILDREN’S EMPLOYEES CARE A LOT

COOK CHILDREN’S EMPLOYEES RAISED ALMOST $500,000 IN 2012 THROUGH THE EMPLOYEES CARE CAMPAIGN. THE AMOUNT RAISED BY EMPLOYEES CARE IN 2012 OUTDID 2011 NUMBERS BY ALMOST $50,000.
Help make it all better.

Giving feels good.

Giving to Cook Children’s helps us provide world class pediatric cancer care that everyone can feel good about. Give today.

www.cookchildrenspromise.org
COMMUNITY BENEFITS

KEEPING OUR PROMISE IN THE COMMUNITY

Cook Children’s Community Health Outreach (CHO) department works with more than 275 partner organizations to improve the safety and health of at-risk children in our six-county region through education, disease and injury prevention and advocacy.

Cook Children’s is currently leading nine coalitions or collaborative programs and participates in many other health-related collaborations throughout the six-county service region:

- Children’s Oral Health Coalition
- Homeless Initiative
- Johnson County Alliance for Healthy Kids
- Save a Smile
- Wellness Alliance for Total Children’s Health (WATCH) of Denton County
- Healthy Children Coalition for Parker County
- Hood County for Healthy Children
- Safe Kids Tarrant County
- Wise Coalition for Healthy Children
• Served 30,362 children, families and community partners through 166 community health outreach events, including limited oral evaluations (dental screenings), car seat checks/fitting stations, drowning prevention education, oral health education and education related to mental health, child abuse prevention and prevention of childhood obesity.

• Checked 1,022 car seats for correct installation and distributed 511 car seats at car seat checks/fitting stations, through our Safe Kids Tarrant County program.

• Distributed 27,306 oral hygiene kits that included toothbrushes, tubes of toothpaste and resource brochures to underserved children through Children’s Oral Health Coalition and Save a Smile.

• Provided dental screenings (limited oral evaluations) for 6,083 children through the Save a Smile program. Since 2003, the Save a Smile program has orchestrated more than $5.4 million in donated dental services.

• Reached 1,263 community members and hosted more than 130 community meetings in our outlying counties of Wise, Parker, Hood, Johnson and Denton to build community partnerships and develop community awareness about targeted children’s health issues.

• Hosted a regional workshop “Trying hard is not good enough” for 88 community partners to help them identify and improve programmatic and community outcomes.

• Provided primary care through medical homes at Cook Children’s Neighborhood Clinics to 755 sheltered, homeless children through 1,745 patient encounters, including 581 well-child visits and 1,034 sick-child visits.

• Helped 276 children maintain medical homes at Cook Children’s Neighborhood Clinics after leaving homeless shelters.

• Provided preventive health education to 2,132 caregivers of sheltered, homeless children on behavioral health topics, nutrition, colds and flu, stress management, primary care, immunizations, emergencies, SIDS/co-sleeping, prevention of child abuse, asthma, communication and parenting topics.

• Cook Children’s funded $944,390 to cover Homeless Initiative expenses in Tarrant County from March 2008 through September 2012.
Cook Children’s also serves the community through the Cook Children’s Health Plan, which provides low-cost or no-cost health insurance to more than 108,000 low-income families through Medicaid and the Children’s Health Insurance Program (CHIP).

Project ADAM Texas has:

- **Designated 40 schools to be Heart-Safe**, meaning they have implemented a quality sudden cardiac arrest response program.
- **Trained more than 40,000 school employees on hands-only CPR and the use of automated external defibrillators (AEDs).**
KEEPING CHILDREN AT THE CENTER OF OUR FOCUS

Part of improving the health of every child in our region is keeping up with the health issues children are facing and working proactively to prevent. The Center for Children’s Health led by Cook Children’s continues to focus on the seven health issues identified in the first Community-wide Children’s Health Assessment & Planning Survey (CCHAPS): access to care, asthma, abuse, childhood obesity, mental health, oral health and safety.

The Center for Children’s Health is home to CCHAPS, community research and community health outreach, with the goal of creating aligned collaborations that will lead to improved child health outcomes.

The results of a second survey were released in 2012 and provided an update on the health of children in our six-county service area. The latest results from the CCHAPS data are available to the public on the Center for Children’s Health Web site at centerforchildrenshealth.org, which launched in 2012.

The center now has a research director who provides scientific leadership for all aspects of children’s community health issues.
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Cook Children’s Annual Report | 2012
**Medical Staff**
- **Physicians**: 628
- **Volunteers**: 1,443
- **Volunteer Hours**: 107,936
- **Full-time Employees**: 5,401

**Home Care**
- **Skilled Visits**: 9,626
- **Equipment/Supply Items**: 1,795,414
- **Pharmacy Doses**: 200,461

**Inpatient Care**
- **Licensed Beds**: 384
- **Admissions**: 11,305

**Patient Transport**
- **Ambulance**: 1,834
- **Airplane**: 223
- **Helicopter**: 225
- **Total Patient Transports**: 2,282

**Cook Children’s Health Plan**
- **Membership**: 103,339
**Surgical Procedures**

- **Inpatient** 7,446
- **Outpatient** 15,055

**Total Surgical Procedures** 22,501

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**Intensive Care Admissions**

- Neonatal Intensive Care 848
- Pediatric Intensive Care 901
- **Total Intensive Care Admissions** 1,749

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**Outpatient Visits**

- Specialty Clinics 94,648
  - Neighborhood Clinics 90,638
  - Outreach Clinics 11,150

**Total Outpatient Visits** 196,436

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**Emergency/Urgent Care Visits**

- **Emergency Department** 116,105
- Urgent Care 11,836

**Total Emergency/Urgent Care Visits** 127,941

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**NET REVENUE**

- Cook Children’s Medical Center $733,814
- Cook Children’s Physician Network $132,456
- Cook Children’s Home Health $39,277
- Cook Children’s Health Plan $226,561
- Investment Income $45,173
- Other Revenue $45,507

**Total Sources of Revenue** $1,222,788

*Dollar amounts above are in thousands.

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**Operating Expense** $833,297

**Community Benefits** $100,559

**Interest Expense and Fees** $15,059

**Capital Expenditures** $108,899

**Funds Available for Reinvestment in Pediatric Health Care** $164,974

**Total Uses of Revenue** $1,222,788

*Dollar amounts above are in thousands.

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**CHARITY CARE AT COST**

- Cook Children’s Medical Center $4,141,898
- Cook Children’s Physician Network $746,328
- Cook Children’s Home Health $93,025

**Total Charity Care** $4,981,251

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**TOTAL UNCOMPENSATED CARE AT COST**

(Charity + Medicaid Shortfall + Bad Debt)

- Cook Children’s Medical Center $37,904,926
- Cook Children’s Physician Network $4,651,766
- Cook Children’s Home Health $11,413,107

**Total Uncompensated Care** $53,969,799