

ANNUAL REPORT 2013

The Numbers Tell Our Story



COMMON TABLE



Dear Friends,

It has been just over two years since I became Chair of Healthy Memphis Common Table. When I started, my focus was to make the Mid-South a healthier region through equal access to quality health care, not because it was possible, but because it was the right thing to do. For me, this has been a learning journey through the dynamic environment of health and health care in our community.

Under Renee's leadership and our partners' support, the HMCT staff has executed superbly and deserves our heartfelt thanks for jobs well done. In addition to the top ten accomplishments highlighted in this 2013 Annual Report, much more was accomplished. Project Better Care, Diabetes for Life, Million Calorie Reduction, Green Machine, our Healthy Shelby Partnership, Let's Change, and our many Take Charge Status Reports are all significant programs that continue to make a positive difference in our community. These efforts are possible because of you and more than 200 community partners who believe in making the Mid-South a better place.

The highlight of my tenure has been celebrating HMCT's tenth anniversary and recognizing all of the people who had the vision and commitment to get HMCT to where it is today. Going forward, we will continue our commitment and expand our reach. For some time, we have been busy formulating a strategic plan that will carry of through the next five years and secure the sustainability of our mission.

We are streamlining our programs to execute R.E.A.L. Community Goals: Reduce family and childhood obesity, Eliminate health disparities, Activate patients, consumers and caregivers, and Lift health care quality. These changes are a result of our successes and will help us to broaden our reach and fulfill the expanding needs of our community and surrounding areas of Tennessee, Mississippi and Arkansas.

I hope you will join me for the next ten years; it will be a great adventure.

Thank you for your continued support.

Thomas "Tad" Feeney, MBA
Chair, Board of Directors
Healthy Memphis Common Table

THE NUMBERS DEMONSTRATE PROGRESS IN MAKING MEMPHIS AND SHELBY COUNTY A HEALTHIER PLACE TO LIVE



We are pleased to share our 2013 annual report showcasing Healthy Memphis Common Table's success in realizing its numerous community impact goals. "The Numbers Tell the Story" highlights the 10 most positive results we've achieved by engaging consumers, health plans, employers, families and health systems to improve health and health care. The numbers put our success in context and show how our work reaches people and changes lives in our community.

Our 2013 accomplishments also give relevance to measuring the work of HMCT and the partners who collaborate with us to bring positive change. The support of our sponsors, grant funders and individual donors give our Board and staff the ability to drive these numbers to achieve the greatest impact. We are humbled to have so many donors, partners and collaborators who share and support the work we do.

It is with great pride we present to the community the results of our 2013 efforts. We appreciate the ongoing support of those who engage with our work and who see its real impact. We look forward to HMCT's role in the region and our continued focus on impacting the numbers to achieve better health and health care for the entire community.

Renee S. Frazier, MHSA, FACHE
CEO
Healthy Memphis Common Table

HMCT is leading industry change through innovative initiatives and programs that help develop community stakeholder awareness, improve policy and engage the public. In 2013, we “pushed for impact” in our community through these 10 key partnerships and collaborations that helped change the way citizens think about health care they receive and food and beverages they consume.

1. Through HMCT’s collaboration with the Saint Patrick’s Community Outreach and the University of Memphis’ Department of City and Regional Planning, the partnership provided fresh fruits and vegetables to more than **1,000** residents each month in **15** underserved Memphis communities.
2. HMCT secured **30** commitments from local organizations to use smarter vending, calorie labeling and healthier meeting policies, reaching over **100,000** people in the Mid-South. Championed by Memphis Business Group on Health (MBGH), Memphis Fast Forward and Leadership Memphis, these innovative policy changes resulted in a **1,000,000** calorie reduction per organization.
3. Our 7th Take Charge Community Report on Non-urgent Emergency Department Visits documented more than **52.1%** of total emergency room visits as non-urgent. Our 8th Take Charge Community Report on Improving Quality in Primary Care Practices reported A1c testing improved from a low of **47%** to a high of **90%** over 20 months through HMCT’s Project Better Care and Diabetes for Life initiatives.
*Lead Researcher: Cyril F. Chang, Ph.D., The University of Memphis
4. HMCT operates the only chronic disease registry designed to be a non-competitive community-wide asset with the capacity to monitor the status of more than **110,000** patients with diabetes and **250,000** patients with hypertension.
5. By engaging MBGH, Memphis Medical Society and various health plans, we produced our fifth consumer-focused public report on our www.healthcarequalitymatters.org website, detailing **180** primary care practices and providing clinical data on **500** sites.

THE NUMBERS STRENGTHEN OUR COLLABORATIVE, HIGH-IMPACT INITIATIVES

6. QSource and the Directors of Quality from each hospital system teamed with HMCT to produce a community plan that tracks key Medicare indicators, impacting and improving care for more than **80,000** Medicare patients in our community.
7. We expanded our traditional and social media footprint to amplify the critical issues of Food Deserts, Health Disparities and Health Literacy. These social determinants of health affect more than **250,000** moderate to low income residents.
8. We established our national presence as a leading Regional Health Improvement Collaborative (RHIC) through our CEO’s appointment on **2** National Quality Forum (NQF) Population Health Committees.
9. HMCT’s operational partnership with Healthy Shelby achieved over **100,000** commitments to Five Wishes, launch of the high blood pressure collaborative and a mobile app on safe sleep to reduce unnecessary infant deaths.
10. HMCT, in partnership with Methodist Le Bonheur Healthcare, provided **54** continuing medical education (CME) credits as part of peer-to-peer, quality improvement learning collaborative to advance primary care practices to Patient-Centered Medical Home (PCMH) recognition.

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Robert and Donna Abney
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Denise LeVere-Cusson

HMCT is fortunate to have many generous partners who are committed to improving the health and healthcare of people in the Greater Memphis area. Individuals, corporations and foundations make contributions to support our work, enabling us to present community projects that educate citizens on how to take charge of their health through preventative measures and lifestyle changes. The following have expressed their support for HMCT between January 1, 2013 and December 31, 2013.

Thank you!

Lisa Pote
Michael Provo
Marilynn Robinson
James and Lindsay Ryan
Traci Sampson and Lee Harness
David and Kay Solomon
Sridhar and Poornima Sunkara
Anne Sullivan
Art and Jeanne Sutherland
William and Cristie Travis
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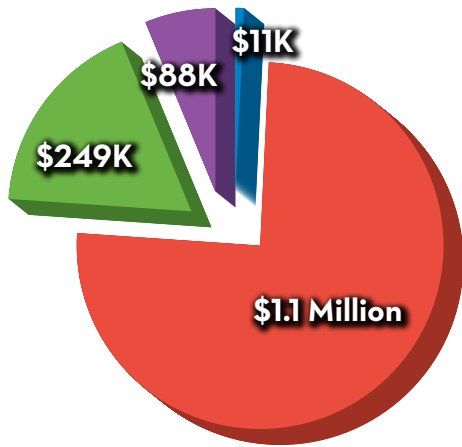
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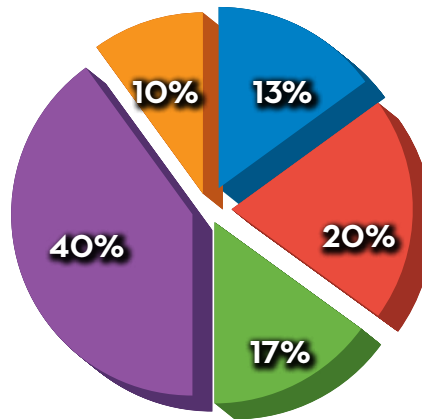
Our financial statements illustrate our investment in our core competencies. In 2013, **83** cents of every dollar spent went directly to our programs and services that advance our vision of making Memphis one of America's healthiest cities. Our full financial statements are available at www.guidestar.com.



- Board Donations
- Grants
- Contracts
- Special Events/Other Donations

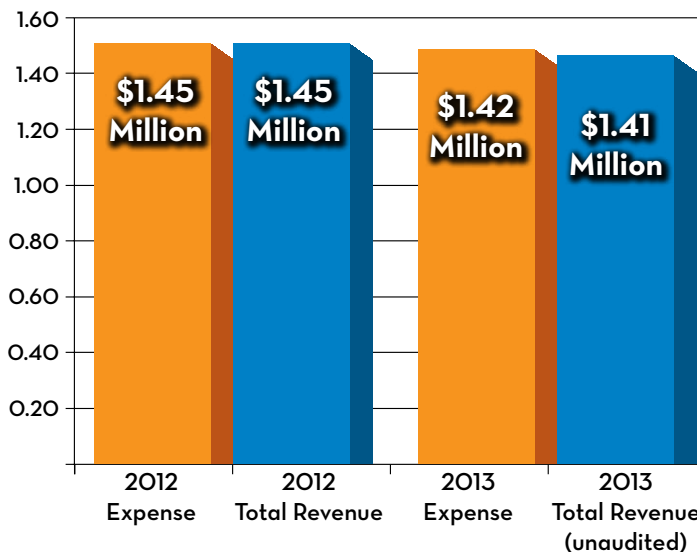
2013
\$1.4 Million
Revenue Distribution
(in 000's) unaudited

2013
Budgeted \$1.4
Million Expense
Distribution



- Childhood and Family Obesity
- Health Disparity / Health Literacy Education
- Administrative Overhead
- Direct Services to Physicians /Patients
- Consumer and Patient Activation

THE NUMBERS DISPLAY GOOD STEWARDSHIP OF THE DOLLARS WE RAISE



Revenue and Expense Trends
(in Millions)

THE NUMBERS SHOW THESE PASSIONATE LEADERS WHO ARE CATALYSTS FOR COMMUNITY IMPROVEMENT IN HEALTH AND WELL-BEING

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