

## Nebraska Orthopaedic Hospital Marks 10 Years of Healthy Growth

When it comes to the diagnostic, surgical and rehabilitation needs of people with sports injuries, joint replacements, or other musculoskeletal conditions, the Nebraska Orthopaedic Hospital (NOH) in Omaha is just what the doctor ordered. As the first hospital in the region dedicated to the complete care and treatment of the orthopaedic patient, NOH has experienced substantial growth since opening its doors in 2004.

"We started out with about 130 employees and the majority of services were in the main hospital building," CEO Tom Macy recalled. "Today, we have nearly 400 employees and have expanded our campus to include a rheumatology clinic, a 24-hour emergency department, a pharmacy, and outpatient surgery facilities."

Approximately 75 percent of the hospital's services are devoted to outpatient care, which includes the diagnosis and treatment of sports-related injuries. "The other 25 percent of our business is inpatient, which is total joint replacement," Macy explained. "We've gone from 4,500 to over 9,500 surgeries per year. That includes about 1,200 total joint replacements annually."

Located at 144th Street and West Center Road, the main hospital has 24 beds and is equipped with the latest magnetic resonance imaging (MRI) technology, and physical therapy suites that include specialized hydrotherapy facilities.



**CEO Tom Macy at a physical therapy facility located in the Oakview Medical Building located west of the main hospital.**

"We offer physical therapy for individuals who are both surgical and non-surgical candidates. Physical therapy helps some patients delay or even avoid surgery," Macy noted. "Physical therapy is also an important part of the recovery process following surgery."

Macy credited the hospital's success over the past decade to the dedication of its professional staff in providing the highest level of patient care in the most cost-effective manner. Patient experience and satisfaction were important selection criteria for a pair of national awards presented this year to the Nebraska Orthopaedic Hospital.

The hospital was the recipient of a Women's Choice Award

as "America's Best Hospital for Orthopedics" based on patient satisfaction measurements and clinical excellence. They also received the "Healthgrades Joint Replacement Excellence Award for 2014," which recognizes the top-performing hospitals in the nation that have achieved quality excellence in particular specialties.

In its ongoing effort to hold down administrative costs and protect patient information, Macy cited the hospital's integration of a new electronic medical records (EMR) system. "That's been a major change and will continue to be an evolving component in healthcare for some time to come," he shared.

According to Macy, hospitals and healthcare organizations are responding to the population trend of leading more active lifestyles with programs that encourage health and fitness, such as the Market to Market Relay®, which NOH has sponsored for seven consecutive years.

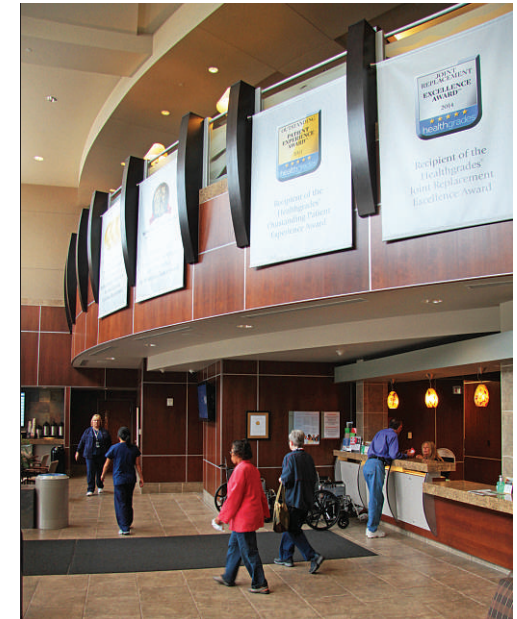
As the hospital celebrates its 10-year anniversary, Macy has been appreciative of the way Omaha and its surrounding communities have responded to NOH, and for the support of its business partners, including First National Bank.

"Our relationship with First National predates the opening of the hospital," Macy noted. "The hospital was a joint venture between 28 orthopaedic

surgeons and the Nebraska Medical Center, which had a long-standing relationship with First National Bank. So choosing First National for our commercial needs was a natural fit."

Over the years, First National has provided them with operating capital, equipment financing, an ATM, and credit card services.

"We have a great partnership with First National and they have been very supportive of what we've wanted to do. They've given us everything we've needed," Macy added.



**The Nebraska Orthopaedic Hospital serves patients from the Omaha metropolitan area, eastern Iowa, and as far north as the South Dakota border.**



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