



August 6, 2010

Dear RMH donor,

As you have likely heard, the Board of Directors for RMH has signed a letter of intent to affiliate with Sentara Healthcare. Because you have so generously given to RMH, I want to clarify what will happen to your past and, we hope, future donations to RMH. Let me assure you that 100 percent of any past, present or future donations will stay in our community to benefit the care that our patients receive right here at RMH. Our vision is to provide exceptional quality and compassionate care for every person, every family, every day. We will continue to use your generous donations to support our vision.

Our community and its need for healthcare are always evolving. A hundred years ago, the need for local healthcare was so great that community leaders were compelled to build the area's first hospital. Twenty years ago the need for comprehensive cancer care allowed the community to unite to help us build the RMH Regional Cancer Center. Five years ago, when we had outgrown the facility on Cantrell Avenue, the community generously supported our efforts to construct a new hospital and health campus to provide the best health care available for our community.

Each of these changes honored our commitment to this community and resulted in better care being available to those we care most about. We are confident that the affiliation with Sentara Healthcare will have a similar positive impact.

Let me assure you that RMH is in a strong financial position. However, the Board understood the increasing pressures facing independent community hospitals like ours. Knowing this, they sought a partner who could help assure that we could deliver on our promise to improve the health of the community over the long term. Sentara Healthcare was selected for many reasons. Our mission, vision and values are similar, and both parties see significant benefits to partnership. We are both community-based, not-for-profit organizations. We both believe in local governance and leadership. And we both remain deeply committed to providing the best care possible to the communities we serve.

We will stay in touch as our affiliation with Sentara develops, but if you have any questions in the meantime, please contact the RMH Foundation at (540) 564-5955. I have enclosed some basic facts about the affiliation as well as some information on the impact of your past donations. Thank you for your past support. In partnership with your continued support, we are looking forward to a bright future for healthcare here in our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Krauss".

Jim Krauss  
President

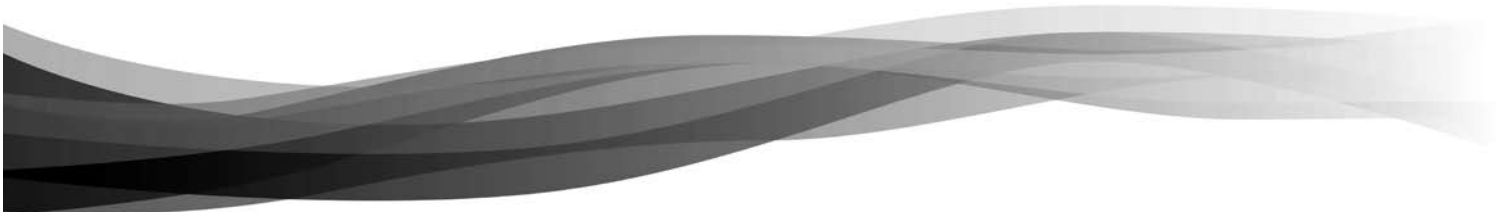


# **PRESERVING COMMUNITY HEALTHCARE FOR THE FUTURE:**

## *Facts About the RMH Healthcare and Sentara Healthcare Affiliation*

1. RMH must focus on delivering quality healthcare in a complex and rapidly changing environment. Affiliation will help to ensure that appropriate healthcare services are available here in our community to meet the needs of our residents for generations to come.
2. The operation of today's hospital is extremely complex, requiring us to adhere to many changing rules, regulations and standards. A larger integrated system, rather than a single independent hospital, has more expertise and resources to manage these complex issues successfully.
3. A healthcare system has a better opportunity to protect the economic strength and viability of the hospital and its medical staff through lower costs for supplies and the ability to secure capital to continue to purchase modern equipment and start up new services.
4. As a large integrated organization, Sentara has nationally recognized quality improvement technology and professionals on staff, which stand-alone hospitals like RMH cannot always afford. These additional resources enable physicians and other clinical leadership to obtain quality of care data more quickly and accurately, and be able to adapt to best practices.
5. Neither RMH Healthcare nor Sentara Healthcare has ever had a layoff and there are no plans to do so with this affiliation. The affiliation will also provide staff with greater opportunities for personal and professional growth.
6. As with other Sentara affiliations, medical staff credentialing will still be handled at RMH, and all health professionals will be given the opportunity to share "best practices" with others throughout the Sentara organization.
7. It is expected that the services currently provided at RMH will be continued and new services added to maintain a full-service hospital in the community.
8. We will retain the Rockingham Memorial Hospital name and ensure ongoing community input through a local governance structure to serve as a liaison between the local community and Sentara.
9. The RMH Foundation will remain a department of RMH focused on the healthcare needs of the community. All current and future gifts and donations will stay at RMH.
10. The financial terms of the affiliation are being finalized; however, the community can be assured there will be a substantial commitment to ongoing investments to enhance services and technology and meet community needs.

**In summary, this affiliation best positions RMH to provide a second century of high-quality healthcare to our community and our region.**



## RECENT NEEDS YOU HELPED MEET ...

In 2009 the RMH Foundation spent just over \$3 million in donations on 63 projects throughout the hospital and the community. Below is just a sampling of what your donations have helped make possible.

\$7,720 to provide massages for cancer patients undergoing treatment – a practice proven to encourage healing and quick recovery

\$1,741,459 for construction of the new hospital

\$34,500 for a system that burrs through the coronary arteries to remove plaque, greatly reducing the need for cardiac surgery

\$210,000 for a new breast ultrasound unit that helps detect and diagnose breast diseases, and also helps our surgeons plan for surgery in a more detailed way than was previously possible

\$4,000 to provide home rehabilitation that proactively prevents injuries and major health events for low-income disabled and elderly community members. This project is part of the RMH community outreach

\$41,000 for nine nursing scholarships provided through the RMH Nursing Heritage Fund

\$2,195 for specialized gowns that allow surgeons to control a patient's body temperature during a procedure and provide comfort to a patient after a procedure

\$27,794 for an infant hearing screener to help prevent potential irreversible and permanent impairment in speech, language, and cognitive abilities

Your support enhances and saves lives. Thank you!

