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May 30, 2013

Ms. Courtney Avery
Administrator
Health Facilities and Services Review Board
525 West Jefferson, 2nd Floor
Springfield, Illinois 62761

RECEIVED

MAY 31 2013

HEALTH FACILITIES &
SERVICES REVIEW BOARD

Dear Ms. Avery:

Re: Name Change—Iowa Health System d/b/a UnityPoint Health

Iowa Health System is the sole corporate member of Trinity Regional Health System, the sole corporate member of Trinity Medical Center and Robert Young Center for Community Mental Health.

Trinity Medical Center operates three hospitals, two of which are in Illinois—Trinity Moline and Trinity Rock Island. Trinity Rock Island has two open certificates of need. The first is Permit # 10-159, Surgery Expansion; the second is Permit # 12-101, Heart Center/Emergency Department Tower.

On April 17, 2013, Iowa Health System (IHS) announced its new name: UnityPoint Health. Iowa Health System remains the corporate name. UnityPoint Health is a new d/b/a of IHS.

Exhibit 1 is a new corporate organization chart showing the placement of UnityPoint Health as a d/b/a of Iowa Health System. Exhibit 2 is an article from The Des Moines Register describing the rationale for the new name.

In accordance with Section 1130.240 g), Changes in Name and/or Legal Status, Trinity Rock Island is notifying the Health Facilities and Services Review Board of this change in name. The Iowa Health System change of name does not constitute either a change in the facility's legal status or a change in ownership.

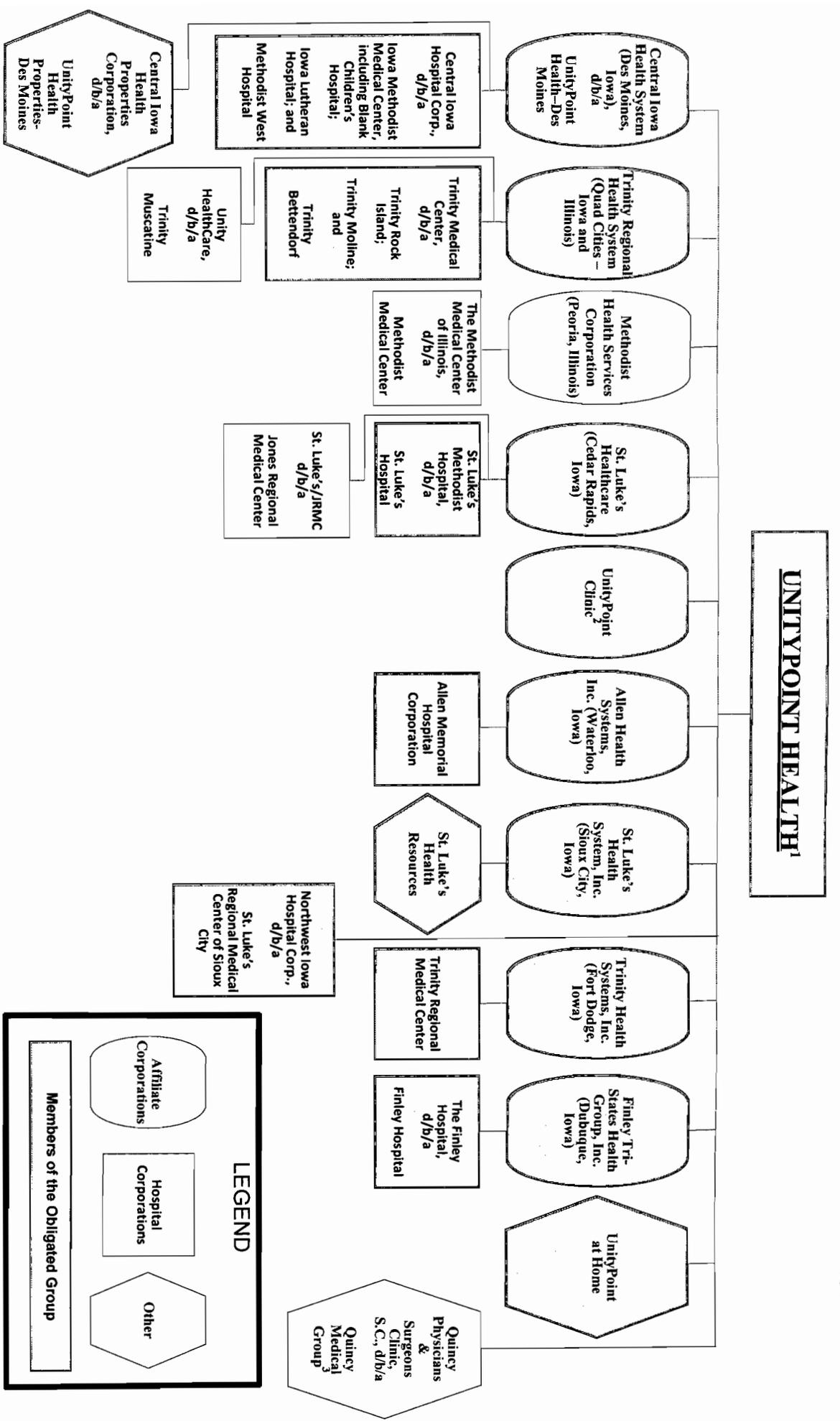
If you have any questions regarding this notification, please do not hesitate to call me at (309) 779-5020.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay Willsher".

Jay Willsher, FACHE
Chief Operating Officer

Cc: Mike Constantino, Supervisor of Project Review
Janet Scheurman, PRISM Healthcare Consulting



¹ UnityPoint Health is a registered trademark of Iowa Health System, d/b/a UnityPoint Health.

² UnityPoint Clinic is a d/b/a of Iowa Physicians Clinic Medical Foundation, an Iowa nonprofit corporation and a Tax Exempt Organization.

³ UnityPoint Health, through a physician designee, owns 45% of the stock of Quincy Physicians & Surgeons Clinic, S.C., d/b/a Quincy Medical Group, an Illinois service corporation.

UnityPoint Health, each Affiliate, UnityPoint at Home, and each Hospital, except Trinity Regional Health System, Trinity Medical Center, Methodist Health Services Corporation, and The Methodist Medical Center of Illinois, are Iowa nonprofit corporations exempt from federal income taxation under Section 501(a) of the Internal Revenue Code of 1986, as amended (the "Code"), are organizations described in Section 501(c)(3) of the Code, and are not private foundations under Section 509(a) of the Code (a "Tax Exempt Organization"). Trinity Regional Health System, Trinity Medical Center, Methodist Health Services Corporation, and The Methodist Medical Center of Illinois are Illinois not for profit corporations and Tax Exempt Organizations. Quincy Medical Group is an Illinois service corporation and is not a Tax Exempt Organization.

This chart reflects the primary entities which provide, directly or indirectly, patient care services. All are controlled by UnityPoint Health, except for Quincy Medical Group. This chart does not reflect all UnityPoint Health controlled entities.

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New name unifies hospitals' strategy

Iowa Health System, now UnityPoint Health, is changing the way it treats patients, its CEO says.

Apr. 17, 2013 | Comments

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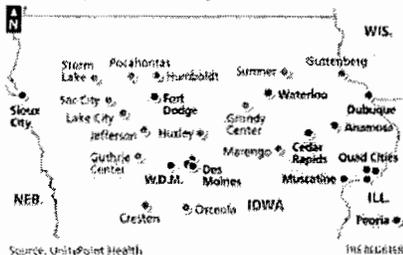
29 hospitals in two states

UnityPoint Health, the new name for Iowa Health System, is the largest health care provider in Iowa. The system includes 15 hospitals, plus 14 community hospitals that are affiliated with the system.



UnityPoint Health

KEY: ● Hospitals ● Community network hospitals



Source: UnityPoint Health

Written by
Lynn Hicks

FILED UNDER
Business

At the same time that health care companies get bigger, they're trying to get leaner and fix a fractured approach to treating patients.

To emphasize that goal, Iowa's largest health system unveiled a new name Tuesday. Iowa Health System is now UnityPoint Health.

The new name will encompass a system affiliated with 29 hospitals, 280 physician clinics and other sites that employ 24,000 people in Iowa and Illinois. UnityPoint is the fifth largest nondenominational health system in the United States.

Bill Leaver, president and CEO of UnityPoint Health, announced the new name and logo to 1,600 system leaders who met Tuesday in Des Moines. He said the company is doing more than changing a name; it's transforming how it treats patients and the way it gets paid for doing so.

"The current way we provide care is unsustainable," Leaver said. "The system is siloed, fragmented and driven by episodes of care."

Other health care providers are making

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Why the name change?

NO LONGER A SYSTEM: UnityPoint Health leaders say its old name — Iowa Health System — was neither accurate nor understood. The name has been used since 1993, when Iowa Methodist and Iowa Lutheran merged. CEO Bill Leaver said the company wanted to get away from the term "system." "It is perceived to be impersonal," he told leaders Tuesday as he announced the new name. "We tell patients, 'The point of unity is you,'" Leaver said.

BEYOND IOWA: Besides signaling a new approach to health care, the name change also reflects the system's reach beyond Iowa. Methodist Medical Center in Peoria, Ill., came under the Iowa Health umbrella in October 2011.

UNIFYING LANGUAGE: The new name unites Iowa Health's nine physician groups under one name — UnityPoint Clinic — as well as its home health care services — UnityPoint at Home and UnityPoint Hospice.

HOSPITALS KEEPING NAMES: The system's hospitals, including Iowa Methodist and Iowa Lutheran in Des Moines and Methodist West Hospital in West Des Moines, will keep their names but also use the UnityPoint brand. Employees began changing signs Tuesday. TV commercials announcing the new name will air starting Saturday.

WHO DEVELOPED NAME? The company hired ZLR Ignition to help develop the new brand. The Des Moines marketing company also worked with the Civic Center of Greater Des Moines to find a new name, Des Moines Performing Arts, and did the rebranding of the Iowa Foundation for Medical Care to Telligen. UnityPoint declined to release the cost of the rebranding. Spokeswoman Amy Varcoe said the cost was not included in the system's annual operational costs and will not raise the cost of care to patients.

THE COMPANY'S VIEW: "We believe it will have a significant return on investment, because it will unite our continuum of services and consistently brand them for the quality our patients, employees and physicians expect," Varcoe said. "We will also be able to save money by sharing patient education, marketing and other materials across our regions. Branding is critical to an organization going through a strategic change like we are because it rallies employees behind a united brand promise."

industry, because providers must invest in sophisticated information-technology systems to track patients' health data.

For example, some of Iowa's largest health systems — University of Iowa Health Care, Mercy Cedar Rapids, Mercy Health Network in Des Moines and Genesis Health System in the Quad Cities —

similar moves, pushed by governments and insurers to eliminate waste and better coordinate care for patients.

President Barack Obama's federal health reform law provides incentives for providers to form accountable care organizations. The organizations turn traditional health care economics on its head, reimbursing hospitals and doctors for keeping people well instead of by how many patients they treat and tests they order.

And on the state level, Gov. Terry Branstad's health reform bill would require people to seek care from primary care providers working for accountable care organizations.

Industry seeing more consolidation

The trend is accelerating consolidation and collaboration in the

announced last year an alliance to create efficiencies, cut costs and improve their communities' health.

UnityPoint and its chief competitor in central Iowa, Mercy, have recruited physicians, hospitals and clinics to be part of their accountable care organizations. By attracting independent providers, the big companies get more patients and data, and they share some of the savings in return.

UnityPoint said it has hired 273 physicians and providers since 2007. Mercy has added 44 organizations — such as clinics and county hospitals — and increased its number of independent and employed physicians by 27 percent since it formed its accountable care organization in July 2012, said spokesman Gregg Lagan.

Dr. David Swieskowski, who leads Mercy's ACO, said the health care system has been working on transforming care for years. It started hiring health care coaches in 2004 to help patients with high blood pressure, diabetes and other conditions keep their health stable and stay out of the hospital.

"We weren't being paid," Swieskowski said. "We were doing it because it was the right thing to do."

Executives believe cost saving possible

At Tuesday's UnityPoint symposium, hospital CEOs shared stories of how doctors, nurses and others were collaborating to treat patients at home, instead of in the hospital.

UnityPoint's mission, Leaver said, is to find the best clinical outcome and the best patient experience, all at an affordable price.

Leaver emphasized the need to cut waste and duplication in the system. Citing a national figure that 20 percent of health spending is waste, he said that would represent \$5 billion in Iowa.

Cliff Gold, a veteran Iowa health care executive, agrees there is great opportunity to both reduce costs and improve quality in health care. The status quo rewards overuse of expensive tests and technology, he said.

"There are probably more MRIs in West Des Moines than in most developed nations," Gold said. "They only provide value if used."

Gold, who is chief operating officer of Co-Opportunity Health, a new health insurance co-op in Iowa, said the jury is still out on whether health care providers can turn the new ideas into quantifiable results.

"It will be a long, long time before we see data to support whether

quality is improving," he said.

Hospital achieves fewer readmissions

UnityPoint believes early data show promise. One of its hospitals, Trinity Regional Medical Center in Fort Dodge, became the first in Iowa to launch an accountable care organization, in January 2012.

Dr. Lincoln Wallace, medical director of Trinity's ACO, said the group has focused on following up with patients three to five days after they were released from the hospital. They've discovered that patients often failed to follow treatment plans or didn't understand instructions, and nurses who visited their homes helped patients get back on track.

As a result, Trinity's readmission rates have fallen from 11.4 percent to 9 percent. The national average is 12 percent to 13 percent. "That's significant. That's a hard number to move," Wallace said. He's still awaiting Medicare claims data, but he's confident the hospital will see cost savings as a result.

As such pilot programs move across the state, Wallace sees a risk: People will perceive accountable care organizations as a way to restrict access to care, the same criticisms of the old health maintenance organizations of the 1990s.

"If people think this is rationing of care, it will fall apart in a heartbeat," he said.

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