

MOSES CONE HEALTH SYSTEM



— 50 YEARS OF CARING FOR YOU —

CONE: A NAME SYNONYMOUS WITH CARE

For more than a century, textiles and a spirit of caring have been entwined with the Cone family legacy. As business entrepreneurs who revolutionized cotton manufacturing in the South and invented denim, the Cones continue to follow a wise ancestor's advice: Be humble in success, satisfied with life as it unfolds and charitable toward others in need.

Herman Cone was 17 when he arrived in America from his native Bavaria in 1846 with only 40 cents in his pocket. He quickly achieved great success as a grocery merchant in Tennessee, married Helen Guggenheimer and, during 40 years of marriage, fathered 13 children. Blessed with their father's drive for discovery, the two oldest children, Moses and Ceasar, founded Cone Mills Corporation. Based in Greensboro, Cone Mills became one of the largest textile manufacturers in the country and helped the region flourish economically.

Perhaps the greatest evidence of the Cone family's generosity is The Moses H. Cone Memorial Hospital. After Moses Cone's death in 1908, Bertha L. Cone established a trust fund in 1911 to build a hospital as a memorial to her husband in the community where Cone Mills began. Following her death in 1947, Bertha Cone's entire share of the family inheritance was directed toward the hospital's creation. Gifts and bequests from other members of the Cone family helped move building plans forward.

Excavation for the hospital began in September 1949. On February 20, 1953, Herman Cone, president of the Board of Trustees and nephew of Moses Cone, cut the ribbon and opened the hospital for public inspection. The Articles of Incorporation from May 29, 1911, signed by Bertha Cone and Moses Cone's brother, Bernard (who served a total of 40 years on the Board of Trustees), state, "No patient shall be refused admittance because of inability to pay."





1953

A Period of Firsts

The new hospital opened on February 25 with 231 employees and 53 of the 310 beds in service. Rates ranged from \$8 to \$20 per day. The first patient—a toddler—was admitted with a respiratory infection. The following day, Brockton R. Lyon, MD, performed the hospital's first surgery—a gallbladder removal. By the end of the year, there were 144 beds in service and 592 babies had been delivered.

THE FIRST DECADE: 1953-1962

In 1953, Dwight Eisenhower had just replaced Harry Truman as President, and teenagers were gyrating to something called rock 'n' roll.

Big changes were under way in Greensboro as well. Annexation, coupled with a population boom, was transforming the city into a Southern metropolis. In one year alone, Greensboro nearly tripled in size to 52 square miles. The city gained notoriety as the birthplace of Southern desegregation as the 1960 Woolworth's sit-ins ushered in a new era of racial equality and civil rights.

The newly constructed art deco-style Moses Cone Hospital meshed well with the fast growing city. Its new technologies and growing staff kept the hospital evolving and focused on the future.

1950-1956

Joseph S. Lichty, MD, was the first hospital director, and he worked diligently to acquire clinical staff and training programs along with establishing operational support services. Dr. Lichty was a proponent of the hospital becoming a teaching facility, and it continues in that role today.

At the annual meeting of the Board of Trustees in March 1953, Benjamin Cone, nephew of Moses Cone and son of Ceasar Cone, succeeded Herman Cone as president of the hospital. He served on the Board until 1971.



Also in March 1953, the first meeting of the Women's Auxiliary was held in the hospital cafeteria with Mrs. Norman Cooper as the organizing chairwoman. The purpose of the Auxiliary, she explained, was to provide personal interest and service over and above regular hospital care to give patients a feeling of warmth, security and well-being. In those early days, volunteers were asked to entertain children accompanying visitors to the hospital and supply laundry service for patients. The Auxiliary's first gift was a record player donated to the Pediatric Unit in 1954. In 2002, the Moses Cone Health System volunteers and auxiliaries donated more than \$151,586 and contributed more than 209,347 hours of service.

1954-1958

Advancements in Education

Since its beginning, Moses Cone Hospital has served as a teaching institution as well as a healthcare



facility. The hospital's first clinical study program—The School of Medical Technology—was founded in 1954 by Herbert Z. Lund, MD. In cooperation with Greensboro City Schools, the hospital founded The School of Practical Nursing, which eventually became part of the modern-day Guilford Technical Community College. In 1957, Moses Cone Hospital provided funding to establish a two-year associate degree program in nursing at Woman's College, which became The University of North Carolina at Greensboro in 1963. The School of Radiologic Technology was founded in 1958 by E. D. Apple, MD, and became academically affiliated with Greensboro College in the early 1970s. In 2002, 14 school programs and 845 healthcare students received clinical training here.

1954-1961

Medical Training and Development

Moses Cone Hospital leaders continued their interest in education by establishing a one-year medical internship program, one of only a few programs in North Carolina sponsored by a hospital without a medical school.

1956

Harold L. Bettis became hospital director in 1956, a position he would hold for 23 years. Under his leadership, the hospital added numerous buildings, laboratories and educational facilities.

1960-1962

First Expansions

In 1960, construction on the fifth and sixth floors began. Upon completion, the hospital's capacity would total 484 beds. The following year, the hospital opened the first Intensive Care Unit in the state and one of the first in the United States.



The 100,000th patient was admitted to the hospital in 1962. By then, the average daily census was 245 patients, and the total cost of operation was about \$32.25 per patient per day.

1963

Four African-American physicians were added to the medical staff. Moses Cone Hospital became the first integrated hospital in Greensboro before the U.S. Supreme Court's legislation requiring it in 1964.

THE SECOND DECADE: 1963-1972

1965-1967

The 1960s were a time of great social and technological changes. Martin Luther King Jr. had a dream, Neil Armstrong made "one giant leap for mankind" and President Lyndon Johnson signed the Medicare program into law, forever changing healthcare and its accessibility to seniors. Unforgettable fashions like tie-dyed T-shirts and bellbottom jeans dotted the nation, while radios tuned in to the Beatles and Bob Dylan.

In Greensboro, Ceasar Cone II led the charge for the construction of an airport just as jet passenger service was gaining popularity. Woman's College changed its name to The University of North Carolina at Greensboro and became a coeducational institution. And by 1971, Moses Cone Hospital would employ more than 1,000 healthcare professionals.

Graduate Studies in Medicine

A lasting teaching affiliation began with the University of North Carolina at Chapel Hill in 1967. Through its newly organized educational department, the hospital began providing training for post-graduate medical and pharmacy students. William Herring, MD, was the first member of the teaching service faculty. Herring, Director of Medical Education, taught general medicine and later hired Martha Sharpless, MD, to begin the Pediatric Teaching program.

Expansion of Cardiopulmonary Services

The Cardiopulmonary Laboratory opened in 1965 under the direction of Thomas B. Nolan, MD, to conduct research in the area of cardiovascular disease and help physicians with their diagnoses. Cardiac catheterization was subsequently introduced at Moses Cone Hospital, the second non-university hospital in North Carolina to offer the procedure. Today, the hospital performs more than 10,000 heart and vascular procedures annually.

In early 1967, the hospital opened its state-of-the-art Coronary Care Unit (CCU) to monitor and care for acutely ill cardiac patients.



1968

Record keeping drastically changed as the hospital began to computerize its accounting and patient-billing process and to microfilm its medical records.



Color TV sets were installed in rooms and waiting areas so patients and visitors could watch shows like *Gunsmoke*, *I Dream of Jeannie*, *The Newlywed Game*, *Hee Haw* and *Laugh-In*.



1969

Moses Cone Hospital became one of the first hospitals in the nation to offer a residency program in Family Practice. Eventually, George Wolff, MD, would become the program's first medical director in 1972.

The hospital also installed cardiac monitors in the operating rooms during 1969.

1971

Cesar Cone II, chairman of the board of Cone Mills Corporation and nephew of Moses Cone, succeeded his brother, Benjamin, as president of the Board of Trustees.

James C. Lee, MD, and Joe Frazer, MD, led a 22-member team in performing the first open-heart surgery at the hospital.

1972

This was the year of milestones: The 30,000th baby was born; the 100,000th operation was performed; and the 600,000th outpatient was treated.



THE THIRD DECADE: 1973-1982

The "far out" 1970s brought with them mood rings, pet rocks and disco music. Big budget movies like Jaws and Star Wars re-energized a declining film industry, and public television launched educational programming like Sesame Street. Technological advances led to the first 747, which revolutionized air travel, and the microprocessor, which revolutionized everything else.

Shopping malls debuted in Greensboro during the '70s (Four Seasons, Carolina Circle and Friendly Shopping Center's Forum VI) and by 1980, Blue Bell and Burlington Industries had joined Cone Mills as Fortune 500 manufacturing companies. Impressive progress also occurred within the walls of Moses Cone Hospital.



1974

The Greensboro Area Health Education Center (AHEC) was founded at Moses Cone Hospital through an affiliation with the UNC Medical School. AHEC was designed to apply the resources of the state's finest educational institutions to local health-care needs and to provide opportunities for the growth and development of high quality healthcare professionals. The Greensboro AHEC—one of nine in the state—now tracks 175 rotating medical students and 52 residents each year.

Expansion continued in 1974 with a \$16.5 million construction project which added 235,000 square feet for a new East wing and made room for several new departments: primary care clinics, a new Radiology Department, an Emergency Department and a new sixth floor to accommodate patient beds. Many existing areas also were expanded or renovated.



1978

In October, the Board of Trustees dedicated the new AHEC Medical Library in memory of Laura W. Cone, a 22-year trustee of the hospital and sister-in-law of Moses Cone. Laura Cone was instrumental in the founding of the School of Nursing at UNC-G and in securing funding for the Medical Library.

Gene Tranbarger, Director of Nursing, introduced Primary Nursing, a system where patients remain under the watchful care of one professional nurse from admission to discharge.

The hospital's first computerized tomography (CT) scanner became operational under the leadership of Otis Fisher, MD, Chief of Radiology Services. The scanner, heralded as the most significant advancement in diagnostic technology since the X-ray, eliminated uncomfortable procedures and exploratory surgery.



1979

Dennis R. Barry became hospital director. Known for his rigorous work ethic and commitment to public service, Barry continued the hospital's focus on providing high quality healthcare at an affordable price. Under his visionary leadership, the hospital has grown into the comprehensive health system it is today.

1981

To keep pace with the growing community, the hospital announced plans for a \$32.6 million construction project to renovate 127,000 square feet of the existing facility and build a five-story wing on the west end of the building.

In September, Mary Sue Miller, RN, head nurse of the Medical Intensive Care Unit, received the first Nursing Excellence Award. Twenty years earlier, she was instrumental in planning the first Intensive Care Unit.

Through the leadership of Bruce Brodie, MD, Medical Director of Cardiovascular Services and LeBauer HealthCare, the Cardiovascular Lab made advancements with new cardiac catheterization equipment to perform coronary angioplasty. Also, there were new instruments to evaluate heart size and function, including the echocardiogram ultrasound. Moses Cone Health System continues to be a world leader in the treatment of acute heart attacks and primary angioplasty.



THE FOURTH DECADE: 1983-1992

The 1980s saw NASA's first reusable spacecraft, the collapse of Communism and the Berlin Wall, and the end of the Cold War. Homes in America were introduced to video games, cable TV, the personal computer and the VCR. Schoolchildren learned to "Just Say No."

Downtown Greensboro was revitalized during the '80s with four new skyscrapers and the listing of the downtown district on the National Register of Historic Places. A new regional airport terminal was completed in 1982, and the facility was renamed Piedmont Triad International Airport in 1987.

During these years, Moses Cone Hospital brought new technological developments and treatments to the Triad, including the first cochlear implant surgery. And for the first time, the hospital expanded its services beyond the walls of the original building.



1983

The hospital began performing surgical laser procedures, the first being an excision of vocal cord nodules by Robert Lawrence, MD. Laser surgery revolutionized many surgical procedures because it offered greater precision, less bleeding and a reduced recovery time.



1985

Greensboro Diagnostic Center, a free-standing joint venture with Greensboro Radiology Associates, opened to provide services in general diagnostic X-ray, general fluoroscopy, CT scanning, nuclear medicine and mammography. The collaboration provided improved access to ambulatory services that previously required patients to enter the hospital for diagnosis.

Donald Smith, MD, was named Director of the Greensboro AHEC and Director of Graduate Medical Education at Moses Cone Hospital, a position he still holds.

1986

The Family Practice Center, a 12,000-square-foot facility, opened. In addition to providing all the services of a traditional family physician's office, it also serves as a training site for specialists in family medicine.

The hospital began treating oncology patients with its new \$1.5 million linear accelerator, a device that speeds up and improves the precision of cancer radiation treatments.

In 1986, Eric Kraus, MD, pioneered the first cochlear implant surgery in the Triad. The implant enabled a totally deaf person to hear sounds, receive auditory cues and increase his ability to communicate.

1987

The state's first inpatient Hospice Unit for terminally ill patients opened as a joint venture with Hospice of Greensboro.



1988

Moses Cone Hospital purchased Greensboro's Humana Hospital with plans to convert it into a hospital dedicated exclusively to women and newborns.

1990

The Women's Hospital of Greensboro, the state's first free-standing hospital dedicated solely to women and infants, opened and featured a Level III Neonatal Intensive Care Unit. During its first year of operation, the hospital delivered more than 3,523 babies, performed more than 3,796 women's surgical procedures, and tested more than 8,514 women in the Breast and Ultrasound Imaging Center.

1991

The Neuroscience Center was the first center of its kind in the Triad. It treats patients with acute head and spinal injuries, brain and spinal tumors, seizures and neurological disorders.

1992

The Moses Cone Heart Center began as part of the North Carolina Heart Institute.



Citing the healthcare crisis of the poor and uninsured, the hospital entered a partnership with Greensboro Urban Ministries to create HealthServe Ministry, a program which operates two clinics offering primary care to indigent adults and children.

On April 10, Peter Young, MD, performed the first laparoscopic surgery, a bowel resection.



1994

CareLink began as a mobile critical care unit to transfer patients between facilities or from hospitals in outlying areas to Moses Cone Hospital. Each CareLink vehicle is equipped with state-of-the-art medical technology capable of servicing advanced cardiac, neurosurgical and critical-care needs. They provided 7,361 transports in 2002.

The hospital also began a 28-month expansion that added 50,000 square feet to the east end of the building.

1995

Moses Cone Hospital and The Women's Hospital became Moses Cone Health System.

1997

Wesley Long Community Hospital joined Moses Cone Health System. The merger enabled the hospitals to improve cost effectiveness and efficiency of services. Also, the Moses Cone-Wesley Long Community Health Foundation, one of the largest foundations in the state, was formed to develop and support preventive health programs in the area.



1998

The Congregational Nursing Program began as a collaborative relationship between the religious community and the System. The program provided six Greensboro churches with paid nurses who visit parishioners weekly to check blood pressure, visit shut-ins and teach health education classes. Today, 23 churches participate in the program.

1999

One of Greensboro's oldest and largest private physician groups—LeBauer HealthCare—joined Moses Cone Health System. The group maintains offices with multiple specialties in a three-county area.

2001

Moses Cone Health System Behavioral Health Center, an 80-bed facility, opened to provide comprehensive behavioral health services for children, adolescents and adults suffering from acute psychiatric or substance-abuse conditions.

THE FIFTH DECADE: 1993-2003

Advancements in computer technology and the proliferation of the World Wide Web gave birth to the Information Age during the 1990s. The convenience and immediacy of the Internet empowered both consumers and manufacturers. In Greensboro, growth proceeded apace with the construction of economy-expanding projects like Koury Convention Center, Grandover Resort and Bryan Boulevard. The nation's economy encountered both extremes during this decade, but even during unpredictable times, the original vision of Moses Cone Hospital remained unchanged: All citizens of central North Carolina deserve accessible, affordable and compassionate healthcare.



2001



Annie Penn Hospital, a 110-bed facility serving Reidsville and surrounding communities, merged with Moses Cone Health System. Founded in 1930, Annie Penn Hospital offers a full range of medical specialties, including inpatient and outpatient services, a skilled nursing care facility, LeBauer HeartCare and a satellite oncology clinic of Moses Cone Regional Cancer Center.

To facilitate the treatment of patients who have peripheral vascular disease, a PV laboratory and operating room was built at Moses Cone Hospital, establishing the Moses Cone Heart and Vascular Center. All vascular procedures were moved there as part of the continuum of heart and vascular care.

2002

What had begun as the Piedmont Cancer Institute in 1995 has grown to become the \$15 million Moses Cone Health System Regional Cancer Center. Opened at Wesley Long Community Hospital to provide comprehensive services in cancer prevention, screening, diagnosis, treatment, support and research, the Center offers patients a holistic treatment approach to their disease.



Dennis Barry, President and Chief Executive Officer, was elected to serve as Chairman-elect in 2002 and then Chairman of the Board of Trustees of the American Hospital Association in 2003.

2003

Today, Moses Cone Health System maintains 1,408 licensed beds and provides a full range of services to the people of Guilford, Alamance, Randolph and Rockingham counties. Led by a 22-member, self-perpetuating Board of Trustees, care is provided by more than 800 physicians and dentists, 2,121 registered nurses and a dedicated staff of more than 7,000.





THE FUTURE OF MOSES CONE HEALTH SYSTEM

The future always brings change, and Moses Cone Health System will continue to adopt newer, better treatments and technologies as they develop. Medical technology experts predict, for example, a growing reliance on advanced healthcare devices, such as wearable computers capable of recognizing potential illnesses. Through our partnerships with educational institutions, we will always be on the forefront of new developments.

However, the most crucial part of healthcare is timeless: compassion and care. This aspect of what we do is a Cone family legacy, and it will never change. Our commitment to the human touch in healthcare has been recognized by the most important audience of all: our patients. They are the ones who provided the enthusiastic feedback that led to the System being named a Success Story Winner by Press Ganey Associates, an independent hospital assessment organization.

With its perfect weave of technical innovation and compassionate patient care, Moses Cone Health System looks forward to a bright future in the Triad, one that continues the caring tradition of its founding family.





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