



PRESENTED BY
HCA*Va*
Health System

Confidential Application ★ Deadline July 23, 2010

THE IMPACT AWARD WINNER, ALONG WITH THE WINNERS OF THE BUSINESS COUNCIL AWARDS, WILL BE HONORED AT THE GREATER RICHMOND CHAMBER'S ANNUAL DINNER IN NOVEMBER 2010.

When was the primary business founded?			1999		
Business Name:			The Pediatric Connection		
Contact:		Title:			
Beth Bailey		President			
Address:			1300 Semmes Avenue		
City:		State:	Zip:		
Richmond		VA	23064		
Phone:		Fax:			
804-675-4550		804-			
E-Mail:			bbailey@pediatricconnection.com		
Website:			www.pediatricconnection.com		

To be considered for the IMPACT Award, a company must be a for-profit, privately-held business.

Please provide a brief overview of your business:

The Pediatric Connection is a home care company that cares for children with special medical needs. We deliver equipment, supplies and provide respiratory therapists and nursing services for children throughout the state of Virginia. We are advocates for these families and their children. Our goal is to impact as many lives as we can because we believe everyone should have the opportunity to be their best.

EVALUATION CRITERIA

On additional sheets, please provide the following information for the evaluation process. The more complete the information, the better your application can be evaluated. (This information will remain confidential.) Be sure to answer all the questions. Please submit no more than 10 pages along with this application form.

1. BUSINESS GROWTH AND PERFORMANCE*

FISCAL YEAR	NUMBER OF EMPLOYEES	GROSS SALES (\$) (FULL TIME EQUIVALENT)
2005	_____	_____
2006	_____	_____
2007	_____	_____
2008	_____	_____
2009	_____	_____

SEE
ATTACHED

*Based on the information you provided above, you may be eligible in the statewide Small Business of the Year Award.

Note: All finalists will be required to make available financial statements for review during the site visit. All financial information, including this form, is held in the strictest confidence and is reviewed only by the selection committee.

2. ECONOMIC IMPACT

How has your company had an economic impact on the Richmond region?

3. COMMUNITY IMPACT

How has your company had an impact on the community in the Richmond region?

4. EMPLOYEE IMPACT

How has your company had an impact on the lives of your employees?

5. INDUSTRY IMPACT

How has your company had an innovative impact within your specific industry?
Describe specific innovations you've brought to your industry.

6. OTHER OUTSTANDING ACCOMPLISHMENTS

Describe any other exceptional achievements.

Please mail your completed application by July 23, 2010 for

IMPACT Award
Greater Richmond Chamber
P.O. Box 1598
Richmond, VA 23218-1598

Signed by Owner/Officer:

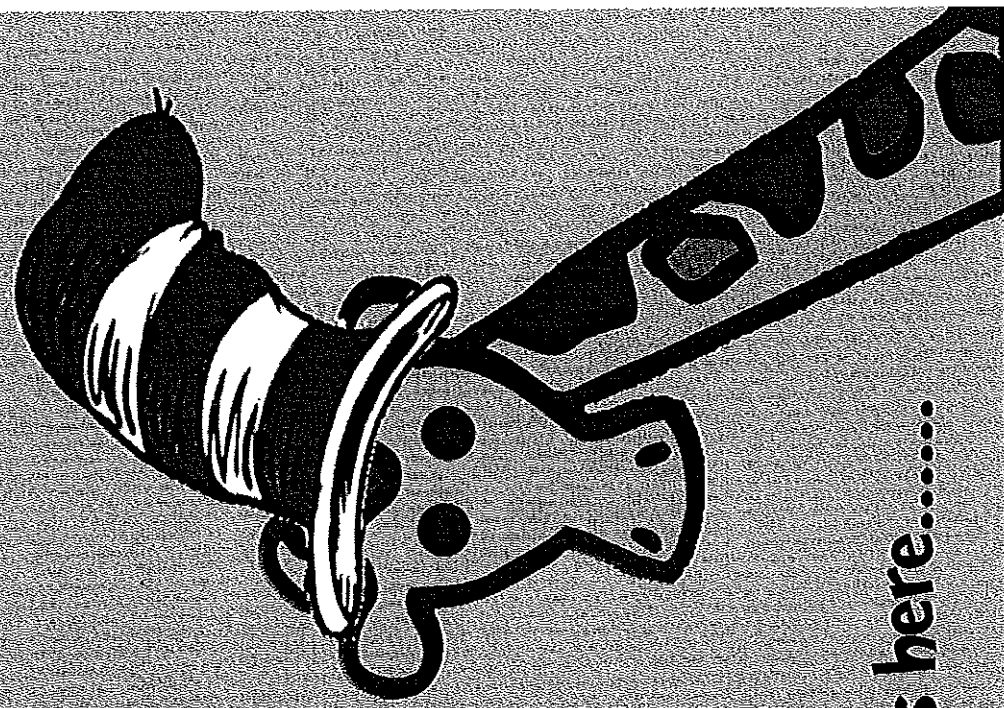
Don Bailey

Date:

7/23/10

2010 APPLICATION

The Pediatric Connection

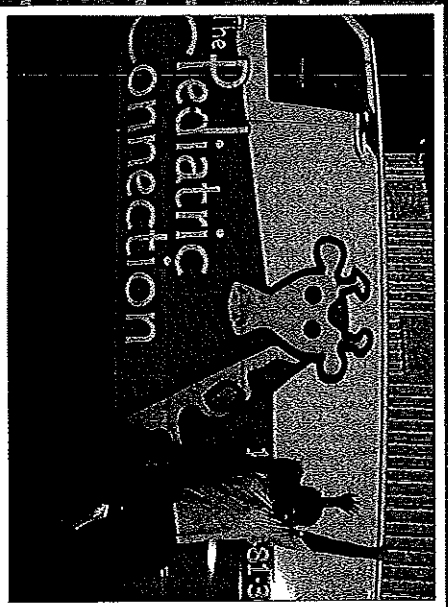
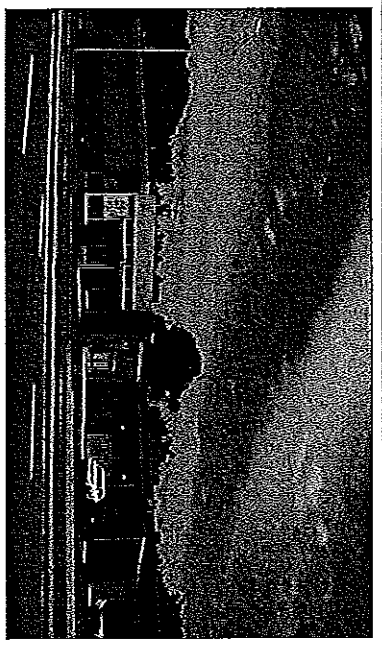


IMPACT
AWARD
2010

The story begins here.....

BUSINESS GROWTH & PERFORMANCE

Fiscal Year	Total	Number of Employees (Full time equivalent)		Gross Sales (\$)
		Office Staff	Private Duty Nursing Staff	
2004	189	64	125	
2005	172	63	109	
2006	184	65	119	
2007	185	75	110	
2008	171	76	95	
2009	192	82	110	



Sometimes the questions are complicated and the answers are simple

Dr. Seuss

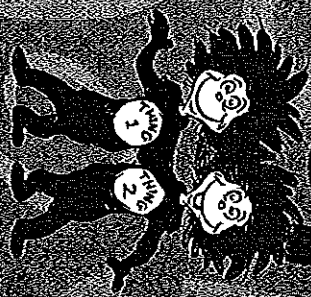
Some of the questions asked in this economy, both nationally and locally, are "what can we do to contain costs associated with healthcare" and "how does this affect me?" both the individual employee as well as the employer. These are questions that we, as a company, find extremely important. These are questions that we strive to answer every day.

The demand for pediatric in-home health care and durable medical equipment has risen over the past 30 years. This is largely due to the increased survival rates of premature infants, patients recovering from medical or surgical treatments and/or trauma, family preferences for in-home versus hospital care, and cost containment pressures to limit or avoid hospital stays. However, in much of the United States, access to such services and products is specifically rationed to the pediatric patient's banking. The result is many children having no choice but to stay in the NICU, PICU or other pediatric wards, resulting in much higher cost and compromised quality of life. Financially, the cost to the state to care for the same child with the same needs through The Pediatric Connection is \$4000-\$6000/month. With 133 beds, each patients currently on service this results in a monthly cost savings to the Commonwealth of \$5,181,000, greatly reducing the economic burden on the government and taxpayers.

ECONOMIC IMPACT

With The Pediatric Connection, the metro-Richmond area is fortunate to have a company that understands and addresses these challenges and impacts the local economy in two significant ways:

1. The high-tech pediatric respiratory/home care model allows patients to move from full-time hospitalization into the home setting. This produces better long-term outcomes at less cost by reducing the amount of time of hospitalization and associated costs, in addition to minimizing chances of subsequent admissions.
2. The organic patient base growth creates a stable business environment that promotes new hiring and helps maintain FTE's during challenging economic times. With the assistance of private duty nursing, as well as monitoring of the care from our certified clinicians, we provide peace of mind, hospital quality equipment and continuation of care from a hospital to home setting. Combined, these factors contribute to improved quality of life for the entire family and significantly reduced caregiver burden. Subsequently, Richmond employers are able to save valuable dollars that would have been used to compensate for lost work hours.



Additionally, with the 2005 purchase of our building in the Manassas neighborhood of the city of Richmond, The Pediatric Connection restored and revitalized the existing building, enhancing the landscape of the area. With this move, we were able to relocate seventy employees to a declining business district while taking advantage of mass transit availability to make us more available to our "customers". This move has proven to be beneficial both to the company and the city economy wherein The Pediatric Connection now brings \$10 million taxable revenue to the city of Richmond. The increase in revenue and significant growth experienced since our move has enabled us to afford a second building, which was contracted July 20, 2010 for an additional 27,000 square feet on Commerce Street. The anticipated impact of our new facility will allow us to expand our warehouse space into the new building, while developing additional employee amenities; in turn, it will create more office space in our existing building, allowing space for staff growth.

Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.
Dr. Seuss, The Lorax

The children we care for live in our neighborhoods and their parents work in our community. The Pediatric Connection is viewed as a partner in healthcare with Richmond-area hospitals. Our patients are faced with high-stress situations on a daily basis. It is our goal to make a difference in the lives of these children, contributing to a much brighter future filled with the ability to achieve their goals and dreams. We do this without regard for their socioeconomic status, ethnicity, or religious affiliation.

In addition to the children whose lives we touch directly, we have a mentoring relationship with Blackwell Elementary School that allows us the opportunity to donate books to their library, clean the grounds of the school, and are working toward providing musical instruments in an effort to support the arts. Our culture of contributing to the community inspires our employees to also enjoy sponsoring and participating in the following events:

Participation in Care Connections with VCU Health System

Marine Corps Toys for Tots program

Monument Avenue 10K

Indigent Care Program
Through this program, The Pediatric Connection provides as much as \$500,000 of free medical care every year to patients who are not able to pay for health care equipment, medical supplies,

Annual supporter of the Salvation Army Angel Tree

Special Olympics

American Family 5K/10K to support the Children's Hospital Foundation

Outfitting children with school supplies and new clothes for back to school

USA Today's National Make a Difference Day

Central Virginia Asthma Coalition

Asthma Camp

Adopting a family in need every Christmas

SCAN backpack project for back to school

Silpada jewelry party to benefit New Visions, New Ventures

Race for the Cure

Cochrane Summer Economics Institute

The week-long study program for young men, school seniors. The program provides financial support, electronics, dress, new wardrobe and a variety of other perks. Through a combination of the summer gift, community service and membership, employees

Respiratory Internship/Scholarship — implemented in the fall of 2007. The Pediatric Connection and U. Sargent Reynolds Community College join efforts to offer Respiratory Therapy students an internship in pediatric home care. The selected students get the opportunity to gain valuable, real-world experience in patient care while working closely with our very own Respiratory Therapists.

At The Pediatric Connection our motto is: Make the Difference, Make the Connection

We embrace this motto, and in 2009 alone volunteered a total of 1110 man hours and contributed \$21,460.80.

As a health care provider we have a clear mission for our community and that is to give back in terms of goods, services and financial support to people in need.

