

## PROJECT UNIFY FACT SHEET

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### VISION

*To be the national model for rural health and wellness by creating a premier, trusted academic healthcare delivery system for the benefit of the people of eastern North Carolina.*

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**Why:** Our goal is to continuously improve health care for the people of eastern North Carolina. The integration of the ECU Physicians and Vidant Medical Group (VMG) clinical practices enhances access to the highest levels of health care innovation, broadens education and training opportunities for medical students and enhances research capabilities.

**Financial terms:** Vidant will make an initial upfront mission support payment of \$35 million to ECU and an annual \$14.25 million mission support payment to the Brody School of Medicine. Financial responsibility for the new entity belongs to Vidant.

**Deal closing date:** Not yet determined but will occur no sooner than Jan. 1, 2018, and no later than Dec. 31, 2018.

**New name:** The newly integrated entity was incorporated under the name VECU Medical Group, Inc. (VECU). As part of the integration agreement, the parties have stipulated that as branding is developed for the new company, including the name under which it will do business, the term “East Carolina University,” “East Carolina” or “ECU” will be featured in the name and logo of the corporation and in all branding of the Corporation.

**Leadership:** The new company’s board will be chaired by the dean of the Brody School of Medicine, and include six members appointed by Vidant and five by ECU.

**Employee impact:** The impact on employees will vary based on individual circumstances, however, the transaction itself does not change employment status or compensation for current Vidant employees and the new Corporation will offer employment to all current eligible clinical employees of ECU Physicians who choose to immediately transition into positions with the new organization. Others will have options to remain ECU employees for a defined period of time to reach certain state retirement and benefit milestones.

**Patient benefits:** The agreement will bring patients access to an integrated network of doctors, newest therapies, clinical trials and medical research, while working to ensure the highest level of care at the most affordable price.

### About Vidant Medical Group

Vidant Medical Group (VMG) is a multi-specialty physician and provider group that is part of Vidant Health, system of care which includes eight hospitals serving the eastern one-third of North Carolina. Built on trusted relationships with patients and communities, VMG facilitates the practical application of evidence-based protocols in several settings, including an academic medical center, community hospitals and ambulatory sites, enabling a dynamic, supportive environment that resonates with both physicians and providers. Formed in January of 2010 with 100 providers in 40 clinic locations, VMG has today grown to more than 420 providers in more than 80 practice sites in eastern North Carolina. Based on the robust increase in demand, VMG expects this growth to continue far into the future.

**About ECU Physicians**

ECU Physicians, the clinical practice of the Brody School of Medicine, employs more than 350 physicians and about 80 advanced practice professionals who practice across 25 primary care and specialty clinics, as well as in the Emergency Department of Vidant Medical Center. This past year their services included 391,300 clinic visits, 154,600 emergency visits, and 119,000 in-patient encounters. In addition, oncology services are provided through a joint venture with Vidant Medical Center.