

A NEWSLETTER
FOR ASSOCIATES OF
CAPELLA HEALTHCARE

CONNECTIONS

ADVANCING OUR MISSION FROM DAN SLIPKOVICH



Celebrating our people, progress, achievements and milestones is a vital part of our culture at Capella. And we have so much to celebrate right now that we've expanded this issue of *Capella Connections* by four pages.

First, I want to congratulate the hospitals and individuals we recognized during our STAR Awards Banquet this summer which is a highlight of our annual Leadership Conference. These hospital awards are focused on accomplishments in each of our five pillars: Quality, Service, People, Growth and Finance. The top STAR Award for overall achievement – with outstanding performance in all five pillars – went to National Park Medical Center in Hot Springs, Arkansas. This is the third consecutive year the hospital has earned top honors. Congratulations to CEO Jerry Mabry and the entire NPMC team on the results of their hard work and commitment!

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NEWEST HOSPITAL JOINS CAPELLA FAMILY

Muskogee Community Hospital and Muskogee Regional Medical Center to become one health system

Muskogee Community Hospital is the newest hospital to join the Capella Healthcare family of hospitals. With the finalization of the arrangement this summer, the way has been paved for Muskogee's two hospitals to unite, forming one comprehensive health system.

Capella Healthcare has operated 275-bed Muskogee Regional Medical Center since April 2007. Muskogee Community Hospital, a physician-owned and operated facility licensed for 45 beds, opened in 2009. MCH received the honor of being certified LEED-GOLD for New Construction. The LEED (Leadership in Energy & Environmental Design) Green Building Rating System™ is a voluntary, consensus-based standard to support and certify successful green building design, construction and operations. The nationally recognized certification system helps to promote integrated, whole-building design practices in the building industry.

"We are excited to welcome Muskogee Community Hospital to the Capella family of hospitals," said Dan Slipkovich, Chief Executive Officer of Capella Healthcare. "The goal of this collaboration is to be able to better meet the healthcare needs of Muskogee and the surrounding communities as we respond to the call for closer collaboration between providers under healthcare reform. Collaborations such as this are taking place in communities throughout the nation now as hospitals, physicians and other healthcare providers prepare for the era of healthcare reform."

"The uniting of our hospitals allows us to enhance existing services and eventually attract new services for the region we serve," said Kevin Fowler, Chief Executive Officer of Muskogee Regional Medical Center, who assumed the position of CEO for the new system. "By combining the operations of these two facilities, we will be in a better position to serve our community and to attract patients who otherwise are leaving Muskogee for care. We are driven by one goal above all others – to build the strongest possible healthcare system that puts quality patient care first."

Over the next weeks, the newly combined organization is in a transition period. A Transition Team is working closely with physicians and staff to determine the smartest ways to integrate care and to determine which services will be offered at each campus. Members of the team include physicians, community leaders, hospital leadership and healthcare planning experts.



Muskogee Community Hospital

Capella Healthcare has been named to Modern Healthcare's list of fastest-growing healthcare companies as part of the magazine's inaugural "Healthcare's Hottest" recognition program. See page 3 for more on this award.

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PILLAR TALK

Great strides in Pillar achievements

QUALITY

We are passionately committed to providing the highest possible quality of care.

First nuclear imaging camera of its kind in the state available at SWMC

Southwestern Medical Center became the first facility in the state of Oklahoma to offer the Discovery NM630, the latest advanced technology for nuclear medicine (NM). Delivering doses half the amount of standard NM scanning protocols, the Discovery NM360 reduces a patient's time on the table without compromising on image quality.



The NM630 gantry has a 70cm opening, which will help accommodate claustrophobic patients. It incorporates fusion imaging, allowing CT and PET images to be overlaid on nuclear medicine images, providing the radiologist and physician a better determination for the diagnosis of tumors that are carcinogenic versus tumors that are cystic or vascular. Image capabilities for renal analysis, whole body bone and spots review, gall bladder analysis, gastric analysis, brain SPECT processing, lung analysis, thyroid and parathyroid analysis, adrenal analysis and cardiac analysis are available.

Willamette Valley Medical Center rated "A" for safety

Willamette Valley Medical Center is one of only two Oregon hospitals to receive an A safety rating from the prestigious Leapfrog Group. The rating indicates that patients treated at WVMC have fewer falls, fewer infections, fewer complications following surgery, and fewer medication errors than other hospitals. It's further evidence of the hospital's promise: "You matter. Amazing care every time."



Carolyn Lash, chief quality officer

SERVICE

We are dedicated to exceeding the expectations of all we serve, and achieving continuously high customer satisfaction feedback. The Service Pillar is focused on how we interact with our partners and stakeholders, including physicians, boards and communities.

River Park Hospital employees participate in ACS's Third Cancer Prevention Study

With the goal of making a real difference in the community and region, a number of River Park employees have signed on to participate in the American Cancer Society's Cancer Prevention Study – 3.

This nationwide research study is focused on helping those working to find a cure better understand the lifestyle, behavioral, environmental and genetic factors that cause or prevent cancer. Participants will answer numerous survey questions about their lifestyles, provide measurements, give a blood sample and make a long-term commitment to participate in lifestyle and health surveys for the next 20 to 30 years.

River Park receives Susan G. Komen Grant

For the fourth year in a row, River Park Hospital has partnered with the Warren County Educational Foundation to request and receive a grant from the Upper Cumberland Affiliate of Susan G. Komen's "One Woman. One Life. One Difference" program. This year's grant totaled \$16,851.87 and is being used for 117 free mammograms for underserved women and even more educational information disseminated into the community than in past years. Efforts are also being made with this grant cycle to reach out to minority groups in the community, including members of the Hispanic population and men.

Left to Right: Mary Cantrell, Warren County Educational Foundation Treasurer; Dr. Norman Rone, Mayor of McMinnville; Ted McWilliams, Executive Director Susan G. Komen Upper Cumberland; and Ashley Wright, River Park Community Relations Coordinator and grant coordinator.



PEOPLE

Our most valuable asset is our employees. We aggressively seek ideas, initiative and involvement from fully engaged employees, without whom none of our accomplishments would be possible.

Jacksonville Medical Center named "Best Place to Work" Again

For the second consecutive year, Jacksonville Medical Center has been named among *Modern Healthcare's* Best Places to Work in Healthcare for 2012. It is one of two organizations to make the list in the state of Alabama.

"We are truly honored by this award, as we work hard to provide a happy and safe work environment for our employees and physicians," said CEO Jim Edmondson. "Our inclusion on this list, two years in a row, means we have engaged, satisfied employees, which leads to high quality care and happy patients."

The list was compiled using information gathered from employers and employees of companies with at least 25 employees as part of a no-cost application process. For the application, employers completed a survey detailing their policies and practices, benefits, and employee

demographics. Meanwhile, employees were asked to evaluate their employer in eight areas: leadership and planning, culture and communications, role satisfaction, working environment, relationship with supervisor, training and development, pay and benefits and overall satisfaction.

“This award is a great honor and a true reflection of the culture of empowerment and engagement that Jim Edmondson and his leadership team have worked so hard to establish,” said Michael Wiechart, SVP, Chief Operating Officer, Capella Healthcare. “I am proud of the leadership and staff at Jacksonville Medical Center for being chosen, for a second year in a row, for *Modern Healthcare*’s prestigious list of Best Places to Work.”

GROWTH

With solid financial strength, we provide the resources that enable our hospitals to purchase new technologies, add services and recruit physicians to broaden the scope and quality of care.

NPMC opens Senior Care unit

National Park Medical Center has opened a specialized unit for the care of geriatric patients requiring behavioral health care. The unit, called Senior Care, is specifically designed for patients ages 65+. Patients stay in the Senior Care unit only while acute hospital care is required.

The 12-bed senior behavioral health unit is led by (from left) Dee Lane, community education manager; Susan Davidson, LCSW, Director of Social Services; and Senior Care unit program director, Kathy Hillis, RN, MSN, with 52 years combined experience in geriatrics care.



FINANCE

We are focused on being good stewards of all we have. Together we leverage our experience, shared wisdom and size to identify best practices and create efficiencies.

The Advisory Board's Crimson Clinical Advantage

One of the most important decisions Capella's National Physician Leadership Group has made was the selection of The Advisory Board's Crimson Clinical Advantage program as the tool through which they would address physician performance improvement. The performance technology platform helps hospitals better manage quality and access across all hospital settings.

Not only is the Crimson initiative helping Capella's hospitals and physicians work collaboratively to advance quality goals while delivering the most efficient, compassionate care, it's making care more cost-effective as well. For example, by educating physicians whose patients had longer lengths of stay than patients with similar conditions, Muskogee Regional Medical Center (Muskogee, OK) may be saving as much as \$680,000 annually. And clinical documentation improvements identified at Saint Mary's Regional Medical Center (Russellville, AR) will enhance their revenue by almost \$300,000 by more accurately representing the acuity of their patients. These two hospitals' successes were recently showcased at The Advisory Board's Crimson Summit.

“Crimson is also a great tool for identifying our opportunities and measuring our progress in reducing readmissions,” said Beverly Craig, vice president, Regulatory Compliance & Clinical Risk Management. “If we can best serve our patients in ways other than an inpatient admission, we are all succeeding.”

AWARD RECOGNIZES FASTEST GROWING U.S. HEALTHCARE COMPANIES

Capella named to *Modern Healthcare*'s hottest recognition program

Capella Healthcare has again been recognized nationally for its growth in being named to *Modern Healthcare*'s list of fastest-growing healthcare companies. The list is part of the magazine's inaugural “Healthcare's Hottest” recognition program which honors the 40 fastest-growing healthcare companies that are headquartered in the U.S., have at least \$20 million in revenue for 2011, and have been in business for five years or more. Capella was honored as a top ten health system on the list which in addition to hospitals/hospital systems also included physician group practices, payers/insurers and suppliers.

“Since we founded Capella in 2005, our leadership has worked together with our hospitals and the communities we serve to grow smartly and deliberately,” said Dan Slipkovich, co-founder, chairman and CEO of Capella. “We have grown through both acquisitions and by expanding our services in existing markets through targeted investments and physician recruitment.”

“Being named to *Modern Healthcare*'s list of the fastest-growing hospital companies reflects the success of our strategy, with our net revenue having tripled from 2006 to 2011, as well as the hard work and dedication of our thousands of physicians and hospital employees across the nation.”

Capella continues to grow through acquisitions and innovative partnerships with other healthcare providers in the communities it serves. In May, Capella and Saint Thomas Health, Nashville, completed a joint venture to operate four Capella hospitals in Middle Tennessee. The Capella-Saint Thomas system potentially could expand to additional sites over a 60-county area of Tennessee and Kentucky.

“We are continually seeking partners who recognize, as we do, that the future of healthcare is all about collaboration and innovation,” said Slipkovich.

For more information and the full list of 40 companies, visit www.modernhealthcare.com



ADVANCING OUR MISSION FROM DAN SLIPKOVICH

— continued from page 1

Six other hospitals were recognized for their significant achievements in individual pillar categories. Learn more and see photos from the awards ceremony on pages 6 and 7. I want to extend my personal congratulations to every individual whose hard work and dedication contributed to these outstanding organizational achievements.

Additionally, for the first time, we presented individual leadership awards in several categories. To see who received our CEO, CNO and CFO, Board and Physician Leadership Awards as well as Individual Pillar Awards (corporate staff), see page 8.

Congratulations to these hospitals and individuals whose achievements should inspire us. While these awards simply recognize the best within our Capella Healthcare family, it is significant that many of these hospitals are also earning national recognition for their accomplishments. In fact, we've just learned that Jacksonville Medical Center has been recognized by *Modern Healthcare*, for the second consecutive year, as one of the nation's "Best Places to Work in Healthcare." Perhaps even more importantly, on page 6 you'll see a vivid demonstration about how powerfully employee satisfaction impacts every area of service as JMC earned top honors for all four of our Service Pillar awards: inpatient, outpatient, and ER patient satisfaction as well as physician satisfaction, in addition to our top award for employee satisfaction. Congratulations to CEO Jim Edmondson and the entire JMC family on this truly remarkable achievement!

And, finally, our company has received a very prestigious honor, thanks to the hard work of every hospital, and in fact, every single member of the Capella family. We've been named to *Modern Healthcare's* list of fastest-growing healthcare companies as part of the magazine's inaugural "Healthcare's Hottest" recognition program. See page 3 for more on this award.

Congratulations again to everyone and keep up the good work as you continue to achieve our mission of making health care better in the communities we serve!

Muskogee Community Hospital and Muskogee Regional Medical Center join forces – continued from page 1

In addition to short-term changes during the transition period, a multi-year plan to help achieve the new vision is being created. Some elements of the plan will include:

- how services will be continued, expanded and delivered
- physician recruitment needs
- new service development
- best use of facilities
- potential partnerships with other providers

The vision is to create a new, comprehensive healthcare system that:

- is known for high-quality, cost-effective care
- meets the community's needs close to home, so patients don't have to travel too far
- offers convenient access for patients
- allows for greater collaboration among physicians and healthcare professionals
- builds upon existing services and brings new and more complex services

"The Transition Team is made up of a good cross-section of medical staff specialties and members of the community," said David L. Kyger, MD, an internal medicine specialist who has been an active medical staff member of both MRMC and MCH. "One of the biggest strengths of this combined system is that we have the ability to pick and choose the best aspects of two excellent medical centers in order to offer our community state-of-the-art care in facilities superior to any in our region."

Brad McIntosh, MD, a family practice and obstetrics practitioner who has also worked at both hospitals, is a member of Capella's National Physician Leadership Group. "Combining our two hospitals will be very good for the community. Both have strengths and balance each other and we can use the best of both to make us each better. We're going to be able to grow Muskogee into the regional medical center it should be."

To learn more, visit: www.CapellaHealthcare.com/partnership-opportunities/hospital-case-studies



BENEFITS – Technology Update

by Anthony Scott, Director of Benefits

The Capella Healthcare Benefits Team is pleased to present secure single sign-on technology through **mycapella.net** and **mycapellabenefits.com**. We understand in today's world of technology it is very difficult to remember all of your user IDs, passwords and pin numbers so we have taken steps to create a seamless login process for your MyCapella experience. Through



secure single sign-on technology, you will log on through your **mycapella.net** account, then click the **My Capella Benefits link** on the landing page. This link will take you directly to your personal benefits account without having to enter any additional user IDs and passwords.

When you are in your personal **My Capella** benefits account, simply click the **Resources** tab on the homepage toolbar followed by **Benefit Contacts** and you will be directed to a list of our benefit providers. From there, you will be able to access most of our benefit partners by simply clicking the link to your Caremark Rx, Diversified Investment Advisors or WageWorks (Flex Spending) accounts without entering additional user IDs and passwords. Secure single sign-on technology will be made available to access your Medical/BCBS of TN account in late 2012. You must be enrolled in the specific benefit program in order to access the account and in some instances, you may be asked to activate your account if you have not done so already. We hope you enjoy this new feature with your Foundations for Life programs.



ACES UPDATE

New IT system benefits patients, families and staff

Editor's Note: This article, written by Molly Walker, is reprinted with permission from the Yamhill Valley News-Register, which originally published it on August 31, 2012. Willamette Valley Medical Center (McMinnville, OR) served as Capella's pilot hospital in launching the new Advanced Clinical Electronic System (ACES).

For families that have lived through the agony of watching a loved one wheeled into surgery behind closed doors, and having no idea who will emerge when with what kind of news, a revolution is under way at Willamette Valley Medical Center.

The hospital has just implemented a comprehensive new electronic recordkeeping system. And among its many ramifications, for patients and professionals alike, is the ability of relatives to monitor a surgery in progress.

The new system informs them when the surgery has begun and when it has ended. It informs them when the patient has been wheeled into recovery and when he or she will be returned to a regular room, ready to receive visitors.

After months of painstaking preparation, the multi-million-dollar system was launched in August.

CNO Connie Pullen, who has helped lead the way on implementation, said a family that recently took advantage of the new surgical monitoring component told her it made all the difference in the world. It made relatives feel closer to their loved one, more involved in their treatment and less fearful and anxious about the outcome. But she said that is just one of many beneficial aspects.

Pullen said nurses are excited because documentation of procedures has become far more automated, providing more precision with less investment of labor. She said that will allow them to put more time into patient care, which is what drew them to nursing in the first place.

Pullen said key members of the line staff were involved in development of the new approach from the outset. "You want the people who are at the beds every day developing the tools," she said.

And while more automation may be a good thing, too much may not. She said the hospital felt it was important to strike a balance between human and computer assessments.

There are many good reasons to automate health care records, Pullen said, but the one foremost is patient safety. Under the new system, test results, treatment orders and drug orders flow directly from the physician's fingertips to the lab, nurse and pharmacy in a process known as CPOE — Computerized Physician Order Entry. Pullen said it is one of the safest ways to convey directions without risk of introducing human error.

The old system was designed using MS-DOS, and computer language used in early Microsoft computers. The new system is internet-based and functions completely differently.



Amy Thompson, RN, says WVMC's new Advanced Clinical Electronic System (ACES) is easy to use.

Under the system, nurses learn of new orders for a patient the moment they are submitted. So do personnel in other departments, like radiology, helping everyone remain informed and coordinated.

"It's making just a tremendous difference in our world," Pullen said. "There's a lot of seamless automation in this. As physicians come out of school and join us, this is what they expect. It's state of the art."

The conversion cost \$3.7 million and involved every department in the hospital. Physicians have the same access as hospital personnel, even from home.

"All in all, we've trained over 700 people to use this system," Pullen said.

Registered nurse Amy Thompson, who divides her time between the birthing center and surgical suite, really appreciates the new system.

Each patient room has its own computer, complete with scanner and a small LED light above the keyboard. She said the light allows a nurse or doctor to access the system even when the patient is sleeping, without causing a disturbance.

She said the computer logs when vital signs were taken, when medications are next due, what rounds have been completed and what new orders have been introduced. It tracks virtually everything, she said, yet is very easy to use.

The installation is bringing the hospital up to the latest standards, Pullen said. With the use of initials on tracking boards located around the hospital, rather than full names, patient privacy is protected while efficiency is optimized, she said.

To hear Dr. David Siepmann discuss the development and role of the Physician Advisory Group, which provides overall guidance for the implementation of the ACES project, visit the "For Physicians" section of Capella's website.



Seven hospitals honored for outstanding achievements in Pillar categories

Seven hospitals were recognized during Capella Healthcare's annual Awards Banquet which is a highlight of the annual summer Leadership Conference. The hospital awards are focused on accomplishments in each of the company's five pillars: Quality, Service, People, Growth and Finance.

The top STAR Award for overall achievement – with outstanding performance in all five pillars – went to National Park Medical Center in Hot Springs, Arkansas. This is the third consecutive year the hospital has earned top honors. Congratulations to CEO Jerry Mabry and the entire NPMC team on the results of their hard work and commitment!

Six other hospitals were recognized for their significant achievements in individual pillar categories.



STAR Award

**For outstanding achievement in all five pillars
National Park Medical Center (AR)**

National Park Medical Center (AR) was honored as Capella Healthcare's STAR Award Recipient, for overall outstanding performance in all five pillars. This is the third consecutive year that NPMC has won the top honor. Pictured from left here are: Robbie Pettey, Chief Financial Officer; Patsy Crumpton, Chief Nursing Officer; Jerry Mabry, Chief Executive Officer and Brian Bell, Chief Operating Officer.

In the Growth Pillar, National Park Medical Center was also honored for having the highest admissions growth during the last year and for medical staff retention.



QUALITY

- **Best Overall Quality
Willamette Valley Medical Center (OR)**

The Quality Award again went to Willamette Valley Medical Center (McMinnville, OR) for having the highest core measure scores of all Capella hospitals. Pictured here are: Frank Almendarez, Chief Operating Officer; Dan Ordyna, Chief Executive Officer; and George Wiley, Chief Financial Officer.





SERVICE – BEST OVERALL IN:

- Inpatient Satisfaction
Jacksonville Medical Center (AL)
- ED Satisfaction
Jacksonville Medical Center (AL)
- Outpatient Satisfaction
Jacksonville Medical Center (AL)
- Physician Satisfaction
Jacksonville Medical Center (AL)

PEOPLE – BEST OVERALL IN:

- Employee Satisfaction
Jacksonville Medical Center (AL)
- Contract Labor Utilization
Muskogee Regional Medical Center (OK)
- Lowest Employee Turnover
Capital Medical Center (WA)

GROWTH – BEST OVERALL IN:

- Admissions & AA Growth
National Park Medical Center (AR)
- Medical Staff Retention
National Park Medical Center (AR)
- Medical Staff Recruitment
Capital Medical Center (WA)

FINANCE

- Best Overall Net Revenue per Adjusted Admission
Highlands Medical Center (TN)
- Most Improved Operating Expense per Adjusted Admission
Muskogee Regional Medical Center (OK)
- Best Overall – EBIDTA Growth
Southwestern Medical Center (OK)



Pictured with all five of Jacksonville Medical Center's awards, from left, are: CEO Jim Edmondson, CFO Tammy Cobb, and CNO Jean Ann McMurrey.



In the People Pillar, Muskogee Regional Medical Center was honored for their Contract Labor Use. In the Finance Pillar, the hospital was honored for most improved operating expense per adjusted admission. Pictured here from left are: CFO Matt Romero, CEO Kevin Fowler, COO Janie Sinacore-Jaberg, and CNO Rose Lopez.



In the People Pillar, Capital Medical Center was honored for having the lowest overall employee turnover. In the Growth Pillar, the hospital was honored for medical staff recruitment achievements. Pictured from left are: CEO Jim Geist, COO Dana Rice, CNO Tanya Carroccio, and CFO Derek Lythgoe.



(Bottom right) In the Finance Pillar, Southwestern Medical Center was honored for best overall EBIDTA Growth. Pictured from left are: CNO Steve Owens, CEO Steve Hyde and CFO Wayne Colson.



(Left) Highlands Medical Center was honored in the Finance Pillar for their achievement in net revenue per AA growth. Pictured from left are: CFO Sarah Clark, CEO Bill Little, and CNO Geraline Copeland.

Individual Leadership Awards presented

HOSPITAL LEADERSHIP AWARDS

- **CEO Leadership Award (TIE)**
Steve Hyde, Southwestern Medical Center
Jerry Mabry, National Park Medical Center
- **CNO Leadership Award**
Connie Pullen, Willamette Valley Medical Center
- **CFO Leadership Award**
Wayne Colson, Southwestern Medical Center



CEO Leadership Award (TIE)
Steve Hyde,
Southwestern Medical
Center



Jerry Mabry, National
Park Medical Center



CNO Leadership Award
Connie Pullen,
Willamette Valley
Medical Center



CFO Leadership Award
Wayne Colson,
Southwestern Medical
Center

BOARD LEADERSHIP AWARD

- **Kathy Hewitt**
Muskogee Regional Medical Center

PHYSICIAN LEADERSHIP AWARD

- **Kevin Hale, MD, National Park Medical Center**



Quality Award
Teresa Williams, VP
Chief Quality Officer



Service Award
John Bradford, VP
Associate General
Counsel



People Award
Beth Wright, VP
Corporate Comm /
Strategic Marketing



Growth Award
Mark Medley
President, Hospital
Operations



Finance Award
Anthony Scott
Director, Employee
Benefits

CORPORATE INDIVIDUAL PILLAR AWARDS

- **Quality:** Teresa Williams
- **Service:** John Bradford
- **People:** Beth Wright
- **Growth:** Mark Medley
- **Finance:** Anthony Scott

More information about each of these award recipients may be found on www.CapellaHealthcare.com in the News Room section.



BOARD LEADERSHIP AWARD KATHY HEWITT

Kathy Hewitt, Chairman of the Board for Muskogee Regional Medical Center, received the Board Leadership Award in honor of her dedication to the Muskogee community, her tremendous community service, and her leadership as board chair.

Mike Wiechart, SVP, Chief Operating Officer of Capella, said: "Kathy embodies the type of 'can do' spirit and work ethic to get things done. She's reached the pinnacle of success in the community serving as a Councilwoman for more than 12 years and as Mayor for four. She's served as the hospital's board chair since 2007 when Capella entered into the agreement with the City. She's been so instrumental in changing the culture of the facility, challenging staff and leadership to improve quality, training, technology and overall operations while re-building trust in the community."



PHYSICIAN LEADERSHIP AWARD KEVIN HALE, MD

Dr. Kevin Hale is the recipient of Capella Healthcare's annual Physician Leadership Award.

Michael Wiechart, Senior Vice President and Chief Operating Officer for Capella Healthcare, presented the award: "Dr. Hale is an unyielding advocate for quality and patient satisfaction for all patients. The entrepreneurial skills he has demonstrated in growing his practice from one to 21 providers over the last 20 years has benefited National Park Medical Center and its patients as

he has served in numerous leadership roles. He was appointed to serve on Capella's inaugural National Physician Leadership Group, and has risen to the position of Chairman this year.

"Additionally, Dr. Hale's leadership in the community has been invaluable and played a significant role in the success of area youth as well as the Lake Hamilton public school district. Dr. Hale spends much of his free time with area youth by coaching area sports teams. He also provides services such as free physicals through his clinic to youth participating in sports. And he gives significant time to serve on the Lake Hamilton School Board.

"Dr. Hale has used the indescribably painful experience of the loss of his son Kameron to form an organization that makes a daily impact on youth throughout the Hot Springs area. Kamo's Kids Foundation actively works with community organizations, the juvenile court system and school counselors to provide a wide variety of needs to underserved children."



MUSKOGEE REGIONAL'S EMPLOYEE GYM MAKES A BIG IMPACT ON STAFF AND VOLUNTEERS

HEALTHY HERO VOICES

Editor's Note: Earlier this year, Muskogee Regional Medical Center opened a fitness center to help employees and volunteers live a healthier lifestyle. Here are two perspectives from this quarter's Health Heroes.

Sonja Lyons, Admissions

"The employee gym has truly been a blessing in my life! I have been going faithfully five to six days a week since the gym opened on January 1. It is so convenient being able to come in and work out before going to work. Usually, I have the gym all to myself since I start work at 5:15 a.m. That puts me in the gym around 3:30 a.m. So, needless to say, I am very proud of my dedication which is paying off nicely.



"Other than losing weight, I am striving to make daily exercising a lifestyle. I've been fluctuating in size for several years so once I reach my goal there are plenty of clothes in my closet that I will be able to fit in again. Because of the gym being on site it has been easier for me to lead a healthier life at work and outside of work. It has motivated me in more ways than one, and I am so excited to reach my goal and spend the rest of my life maintaining my new and improved look."



Scott Butler, Volunteer

"Last year, I wasn't feeling very well, so I went to the doctor. He did a glucose test and it came back at 300. He told me to lose about ninety pounds. That was about the time the gym opened. So I stopped eating sweets, cut out all junk food, and started working out three days a week. My weight was 307. I have now lost 27 pounds and I'm still working on it.

"Since I started working out and watching what I eat, my

metabolism has jumped way up. I feel so much better. I can't stand to sit around; I need to be doing something all day. With medication and the gym, my sugar stays where it needs to be. Thank you for asking about my story, I love to tell it."



Scott's story was so inspiring; it sparked a story in the local newspaper, the Muskogee Phoenix. Read more about Scott at this link: <http://tiny.cc/4cophw>

HONORING BRIGHT STARS

Ashly Potts voted "Best Nurse in the Sequatchie Valley"

Grandview Medical Center (Jasper, TN) ER nurse Ashly Potts was recently voted "Best Nurse in the Sequatchie Valley" by readers of the *Jasper Journal* and *South Pittsburg Hustler*. Ashly's blending of the "art and science" of nursing in her daily activities has endeared her to not only her patients but staff as well.



Pictured with "Best Nurse in the Sequatchie Valley" Ashly Potts are Shirley Scarlatti, chief nursing officer and Rob Stapleton, director of emergency services.

National Hand Hygiene Leadership Award present to Dr. Blal Zafar

Blal Zafar, MD, a hospitalist at River Park Hospital (McMinnville, TN), was one of six physicians in the country to receive the Lathem Physician Leadership Award in Hand Hygiene from Proventix Systems of Birmingham. The 2012 recipients are recognized as dedicated leaders of change within their facilities and provide outstanding examples of excellence in leadership and hand hygiene to patients, visitors and staff members.



Dr. Damba chosen health policy fellow

Victoria Damba, DO, has been chosen by the American Osteopathic Association to be an Osteopathic Health Policy Fellow for the next year. She is one of only 12 physician leaders chosen from around the country for this educational program sponsored by the Ohio State and NY Queens College of Osteopathic Medicine and the American Osteopathic Association.

A hospitalist at Mineral Area Regional Medical Center (Farmington, MO), Dr. Damba represents the hospital's medical staff on Capella Healthcare's National Physician Leadership Group.

Do you work with someone whose personal commitment to their own health is an inspiration to others? Or who deserves to be "A Bright Star," someone whose professional or personal recognition has brought honor to your organization?



Nominate them for our Health Heroes or Bright Star feature. Email us at Connections@CapellaHealthcare.com

CAPELLA'S HOSPITAL HIGHLIGHTS



ALABAMA

JACKSONVILLE MEDICAL CENTER Jacksonville **Jacksonville Medical Center installs new information system and Computerized Physician Order Entry**

In July, Jacksonville Medical Center implemented the CPSI Healthcare Information System which will allow the hospital to achieve greater efficiencies in operations as well as provide a higher level of patient care.

JMC also installed CPSI's Computerized Physician Order Entry (CPOE) software, a web-enabled add-on to CPSI's ChartLink® electronic medical record portal. The application will allow JMC physicians to securely enter orders for medications, procedures, therapies, and nursing activities online from anywhere via the Internet. Jacksonville Medical Center is proud to be the first of the area's five hospitals to move forward with full-scale implementation of these new systems.

Service Awards presented

Congratulations to Jean Ann McMurrey, CNO, honored for thirty years of services and to Tammy Cobb, CFO, for five years of service. Both were recognized at Capella's annual leadership conference this summer.

ARKANSAS

SAINT MARY'S REGIONAL MEDICAL CENTER Russellville **Second cath lab expands ability to perform complex minimally invasive heart procedures**

With an investment of \$1.675 million, Saint Mary's Regional Medical Center now offers the latest and most technologically advanced cardiac catheterization procedures. Utilizing intravascular ultrasound (IVUS) and fractional flow reserve (FFR) technology, cardiologists can rapidly diagnose and treat complex heart and vascular conditions. Saint Mary's treatment times currently outperform the American Heart Association's recommendation of 90 minutes rapid response time for door-to-balloon intervention.

NATIONAL PARK MEDICAL CENTER Hot Springs **NPMC wins Diamond Award for Heart and Vascular Institute campaign**

National Park Medical Center Heart & Vascular Institute's campaign won top honors from the Arkansas Hospital Association's marketing society. The media selection of radio, print and outdoor helped convey and reinforce the message to a wide range of people in Hot Springs and the 5-county service area of Garland, Pike, Hot Springs, Clark and Montgomery counties.

Poster-sized ads were strategically displayed in halls and waiting areas throughout the hospital to help reinforce the message of high quality, compassionate care delivered by the area's leading specialists. It also included a new logo for the institute and new signage throughout the facility.

MISSOURI

MINERAL AREA REGIONAL MEDICAL CENTER Farmington **MARMC installs GE Optima 32-slice scanner**

Mineral Area Regional has installed a new GE optima 32-slice scanner, upgradeable to 64-slice. This sophisticated equipment helps doctors make an accurate diagnosis and offers patients the opportunity for a lower radiation dose. The 32-slice CT scanner became operational July 1 and is located in the emergency department.

OKLAHOMA

MUSKOGEE REGIONAL MEDICAL CENTER Muskogee **MRMC's Maternal/Child Department receives state recognition**

In July, Muskogee Regional Medical Center received an "Outstanding Achievement Award" from the "Every Week Counts, Improving Oklahoma's Perinatal Outcomes Collaborative." This is in recognition of MRMC's efforts to reduce scheduled, elective inductions and Cesarean deliveries prior to 39 weeks gestation to improve the long-term health of Oklahoma's children.

MRMC greatly narrows stroke window

As a requirement for their Primary Stroke Center status, Muskogee Regional Medical Center has a goal of 45 minutes from ER arrival to CT results for code stroke patients. In order to reduce this time, the team has taken several steps including giving a beeper to the x-ray tech and the radiologist to notify them of a code stroke. MRMC improved their time from 61 minutes in May to 29 minutes in June.

MRMC-MCH Transition Team gets to work

Since the partnership between Muskogee Regional Medical Center and Muskogee Community Hospital was finalized this summer, the Transition Team has begun the process of building a new, comprehensive health system that is better positioned to serve the region for generations to come.

The team is composed of physicians, community leaders, hospital leadership and healthcare planning experts:

- James Beebe, MD – Family Practice
- Edgar Boyd, MD – Otorhinolaryngology (ENT)
- Lyle Burris – Retired Judge
- Mike Ebert – WalMart Manager & MRMC Board member
- Timothy Faltyn, PhD – President, Connors State College and MRMC Board member
- Kevin Fowler – CEO, MRMC
- Timothy Holder, MD – Family Practice/Obstetrics
- David Kyger, MD – Internal Medicine
- Brad McIntosh, MD – Family Practice/Obstetrics
- Richard Reutlinger, MD – General/Vascular/Thoracic Surgery
- Russell Roth, MD – Obstetrics/Gynecology
- Kevin Wade, MD – Pediatrics
- Robert Wampler – President, Delta Division, Capella Healthcare



SOUTHWESTERN MEDICAL CENTER Lawton **"Chances & Choices" luncheon features "The Biggest Loser" Danny Cahill**

Danny Cahill wants everyone to "lose their quit" and start making healthy choices. Cahill, who lost 235 pounds (or 55.8% of his body weight), was the 2009 winner of TV's "The Biggest Loser." Thanks to the sponsorship of SWMC, he was featured at the "Chances and Choices" luncheon, sharing his inspirational story of weight loss and overcoming personal problems.

Southwestern Medical Center offers laser treatments

The new Laser Center at SWMC can help restore lost confidence. Considerable advances in laser surgery make this non-invasive approach the preferred treatment for a variety of skin conditions such as leg veins, pixel skin resurfacing, hair removal, vascular and pigmented lesions, tattoo removal, skin rejuvenation. The laser actually interacts with the skin to create a higher level of well-being and healthiness without cutting or scarring.

OREGON

WILLAMETTE VALLEY MEDICAL CENTER McMinnville **COO named at WVMC**



Frank Almendarez, R.N., BSN, MHSA, has been named Chief Operating Officer at Willamette Valley Medical Center. He joins the hospital with 25 years of experience in clinical and leadership positions, including positions as chief clinical and nursing officer, assistant VP-patient care services, administrative director, ED and occupational health director,

diagnostic imaging director, and emergency preparedness coordinator.

We're No. 3! We're No. 3! We're No. 3!

In July, *Consumer Reports* published its first ever ranking of hospitals. Of 58 hospitals ranked in Oregon, Willamette Valley Medical Center was tied for third in the state – missing first place by only three points.

Physician helps raise \$13,796 for charity

Dr. Guillermo Higa, a surgeon at Willamette Valley Medical Center, raised \$13,796 for Willamette Valley Cancer Foundation competing in McMinnville, Oregon's annual Biggest Turkey Contest. Dr. Higa, a great sport, was crowned "Biggest Turkey." His talent involved lip-syncing to a mix of songs by the group LMFAO while dressed in a hamster costume.



TENNESSEE

GRANDVIEW MEDICAL CENTER Jasper **Healthy Horizons**

Grandview Medical Center, along with members of the Marion County Health Council, sponsored the second annual "Healthy Horizons" school event that invited school children and their parents to a day of fun with emphasis on eating healthy and exercising.

Hundreds of children engaged in activities such as t'ai chi and jazzercise and enjoyed inflatable obstacle courses. Parents received instruction on nutritional cooking and local resources on healthy living.



Linda Hooper demonstrates T'ai Chi.

Operation Backpack

GVMC departments were in friendly competition as they collected school supplies in support of "Operation Backpack." Hospital leaders delivered the collected items and staffed a GVMC booth at the "Operation Backpack" event on August 28 where children and parents were provided with supplies and other resources to help kick off the new school year.

HIGHLANDS MEDICAL CENTER Sparta **Generations changes name to Highlands Senior Care**



Left, April Hibdon, director of Highlands Senior Care and Hanna Clayton, certified dementia practitioner and regional social worker for NHC.

Highlands Senior Care, formerly known as Generations, changed its name on July 1, celebrating 20 years of service and a new day for Highlands Medical Center. A 24/7 specialized behavioral health unit for patients, ages 65 and over provides care for geriatric patients with depression and other emotional illnesses.

"Generations has been

part of the hospital for 20 years and is known for providing excellent care for seniors in need," said Bill Little, chief executive officer of HMC. "With our hospital's recent name change to Highlands Medical Center and our new partnership with Saint Thomas Health, the new name – Highlands Senior Care – better reflects what this service is about. We're excited about all of the improvements and the renovation project beginning later this year will include this unit."

RIVER PARK HOSPITAL McMinnville **QuickER campaign launched**

River Park recently launched its QuickER campaign to focus on efforts to improve wait times and satisfaction in their emergency room. The installation of two billboards promoting the new "quicker" care times with real-time clocks advertises to the community how long the average door to doctor wait time is in the ER. Improvements have been made in bed side registration, immediate bedding (when available), and a greatly-improved triage system. The ER has also received interior and exterior renovations to improve patient safety and satisfaction. The River Park ER is an accredited chest pain center and is in the process of becoming a certified stroke center.



HOSPITAL HIGHLIGHTS – continued from page 10

RPH hosts women's health event

On July 19, River Park Hospital hosted their inaugural "All About Your Health – An Event for Women." Approximately 120 people visited booths targeted at the health and well-being of women in the community. The event culminated with a health panel discussion featuring general surgeon Dr. Andrew Castello, Saint Thomas chest pain and stroke clinical coordinator Amy Howard, Certified Family Nurse Practitioner Theresa Hill, and River Park director of therapy services Kenny Kominos.

DAISY Award winner announced



Earlier this year, Elizabeth Lavoie was chosen as the second DAISY Award winner for River Park Hospital. Judy Roberts, Stephanica Colangione, Olivia Myers, Mary Cady and Tabitha Denney were also nominated by their peers, directors, patients and community members. These nominees were chosen for their clinical expertise and extraordinary compassionate care, and for being outstanding role models in the nursing community.

RPH honored for flu shot success

River Park Hospital recently received the Joint Commission's Gold Award and was recognized for vaccinating over 95% of employees against the flu during the recent flu season. The combined efforts of the Quality Department, Infection Control and individual department directors and employee champions helped to achieve this success!

Director of Family Birth Unit Jenny Grady gives a flu shot to Director of Inpatient Services during the employee flu shot clinic.



DEKALB COMMUNITY HOSPITAL Smithville

STONES RIVER HOSPITAL Woodbury

Sue Conley named CEO of DeKalb Community and Stones River Hospitals

Veteran hospital executive Susan (Sue) Conley, FACHE, has been named CEO for DeKalb Community and Stones River hospitals by the Upper Cumberland Healthcare Initiatives (UCHI) Board and Capella Healthcare in consultation with the hospital's Board of Trustees. She begins the new position on October 1.

Conley is moving from Van Buren, AR, where she has been serving as CEO of Summit Medical Center, a 103-bed acute medical/surgical



hospital. Prior to this, she served as CEO at Mesa Vista Regional Hospital in Mesquite, NV; and as COO at a number of hospitals in Arkansas and Texas. She also served as an Assistant Administrator and Laboratory Supervisor after beginning her healthcare career as a Medical Technologist.

DCH and SRH are a part of the Capella-Saint Thomas system of hospitals, a joint venture between Capella Healthcare and Saint Thomas

Health, along with sister hospitals Highlands Medical Center in Sparta and River Park Hospital in McMinnville.

WASHINGTON

CAPITAL MEDICAL CENTER Olympia CMC unveils new brand initiative

Building on the excitement of recent growth with the addition of an outpatient diagnostic imaging center, advanced wound center and expanded neurosurgical services, Capital Medical Center has unveiled a new brand initiative, including a new logo.



The initiative kicked off with an "It's A New Day" ad campaign that runs over the course of nine weeks and highlights hospital administrators, board members, physician leaders, employees, and volunteers passionately displaying their fresh direction as the hospital moves forward in its quest to exceed expectations and provide exceptional care. The new brand is designed to connect the hospital's bright future, recent growth, and renewed commitment with the community it serves.

SECOND ANNUAL PHOTO CONTEST LAUNCHED CASH PRIZES!

Share your vision of the world with us. Enter in any category and highlight your community:



- **Places** – Show us your view of Americana. Photos can be landscapes, geological or climate features, events or activities... anything that captures the essence of your unique community.
- **People** – Show us individuals from all walks of life, including families at play, people volunteering, the diversity that makes community special.
- **Purpose** – Show us how the people in your community care for their friends, their family or those less fortunate.

No hospital work photos please. Signed photo release forms will be required for any individuals pictured. For a complete list of rules and how to enter, see the "For Employees" section of Capella's website at www.CapellaHealthcare.com

The award-winning photographs will be featured on Capella's website and in publications. Cash prizes will be awarded to the top winners in each category. The deadline is November 1.



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To see this issue on-line, or learn more about Health Heroes and Bright Stars, visit the "For Employees" section.

