

A NEWSLETTER
FOR ASSOCIATES OF
CAPELLA HEALTHCARE

CONNECTIONS

ADVANCING OUR MISSION FROM DAN SLIPKOVICH



This is an especially exciting issue of *Capella Connections* because we have so much good news to share. Several hospitals have earned national recognition for their quality of care and constituency satisfaction. As a company, we've set a new

record in patient satisfaction. And we've announced plans for an exciting new joint venture that's a sign of the times to come.

First, I want to congratulate the hospitals who received awards at our annual summer Leadership Conference. For the second consecutive year, National Park Medical Center took top honors, receiving our company's Star Award. The award recognizes the single hospital that has achieved remarkable success in all five of our pillars: Quality, Service, People, Growth and Financial.

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Hospitals achieve national recognition

#1 IN WASHINGTON AND ARKANSAS

Two of Capella's hospitals have recently been rated #1 in their states for medical excellence, two others have been recognized as "top performers" on core measures, and yet another has been named among the country's best places to work in healthcare.

According to the newly released 2012 quality awards from CareChex, the medical quality rating service of The Delta Group, Capital Medical Center (Olympia, WA) and Saint Mary's Regional Medical Center (Russellville, AR) are tops in their state.

- **Capital Medical Center** has been ranked #1 in Washington for Medical Excellence for both Orthopedic Care and Major Neurosurgery. For orthopedic care, Capital is ranked in the Top 100 in the country as well. Last year (2011 CareChex), they were ranked #1 in Washington in Spinal Fusion and Spinal Surgery.



Capital Medical Center (Olympia, WA)

- **Saint Mary's Regional Medical Center** has been ranked the #1 hospital in Arkansas for Women's Health. SMRMC is also ranked in the Top 100 in the country for Women's Health.



Saint Mary's Regional Medical Center (Russellville, AR)

Dr. Thane Forthman, managing principal at The Delta Group commented, "CareChex allows the public to make informed decisions regarding the quality of medical care provided by hospitals. These two hospitals have achieved an exceptionally high level of performance in the clinical areas for which they are being recognized. This is a benchmark that other hospitals should seek to emulate."

CareChex is a hospital quality rating service of The Delta Group, the nation's largest privately-held healthcare information services company that provides clinical, financial, and patient satisfaction findings to consumers, providers, and purchasers of U.S. medical care. The 2012 CareChex analysis consists of data from 2008-2010.

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ADVANCING OUR MISSION

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Here's a listing of all of the pillar award recipients, which recognizes accomplishments from last year.

*** Overall Achievement in all Five Pillars National Park Medical Center**

*** Quality**

- Highest Core Measures Willamette Valley Medical Center

*** Service – For Highest Scores in:**

- Inpatient Satisfaction Hartselle Medical Center
- ED Satisfaction Parkway Medical Center
- Outpatient Satisfaction Hartselle Medical Center
- Physician Satisfaction Grandview Medical Center

*** People – Best Achievement in:**

- Employee Satisfaction Jacksonville Medical Center
- Contract Labor Use Jacksonville Medical Center and National Park Medical Center
- Employee Turnover Capital Medical Center

*** Growth – For Highest Achievement in:**

- Admissions Growth Mineral Area Regional Medical Center
- Adjusted Admission Growth National Park Medical Center
- Medical Staff Retention Capital, Hartselle and River Park Hospitals
- Medical Staff Recruitment National Park Medical Center and White County Community Hospital

*** Financial:**

- Best Net Revenue per AA Grandview Medical Center
- Most Improved – Op Exp per AA White County Community Hospital
- Highest Achievement – EBDITA National Park Medical Center

Congratulations to these hospitals whose achievements should both inspire and inform us. While the Star awards simply recognize the best within our Capella Healthcare family, it is significant that many of them are also earning national recognition for their accomplishments, which you'll read more about in this issue. Two hospitals have achieved top rankings for medical excellence in their states and two have been recognized as top performers in quality for their achievement in core measures.

Additionally, as a company, our most recent 12 months of patient satisfaction data* – as measured by HCAHPS – moved us up significantly in overall rankings. In fact, over the last three years, our percentile ranking has risen by 40%, and these most recent rankings put us ahead of most similar companies like ours. I'm very proud of all that you are doing to increase patient satisfaction while improving the quality of care.

Finally, we've just signed a "Letter of Intent" to form an innovative joint venture partnership with Saint Thomas Health in Tennessee. Not only will it help our middle Tennessee hospitals expand and improve care for their communities, but it will provide a significant opportunity for our two companies to jointly partner with additional hospitals that recognize the value of these kinds of partnerships, especially as accountable care and health reform continue to evolve.

This will be a landmark opportunity for us. You can read the latest news on our website, but we hope to finalize this partnership during the first quarter.

** Rolling four quarter averages as of 3/31/11 (most recent publicly available data).*

Hospitals achieve national recognition

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TOP PERFORMERS IN QUALITY

Two hospitals have been named among the nation's top performers on key quality measures by The Joint Commission, the nation's premier hospital accreditation organization. Grandview Medical Center (GMC) in Jasper, TN, and Willamette Valley Medical Center (WVMC) in McMinnville, OR, are among a select few to earn the distinction of "top performer" for attaining and sustaining excellence in accountability measure performance.

The recognition was based on data reported about evidence-based clinical processes that are shown to improve care for certain conditions, including heart attack, heart failure, pneumonia, surgical care and children's asthma. Inclusion on the "top performers" list is based on an aggregation of accountability measure data reported to The Joint Commission during the previous calendar year. This first recognition program is based on data reported for 2010.

WVMC, one of only two hospitals honored in Oregon, was recognized for both pneumonia and surgical care. GMC, one of 20 hospitals honored in Tennessee, was recognized for pneumonia care. Out of the 3,009 hospitals submitting accountability measure data to The Joint Commission, these hospitals were among only 405 to meet or exceed the target rates of performance for 2010.

"Today, the public expects transparency in the reporting of performance at the hospitals where they receive care, and The Joint Commission is shining a light on the top performing hospitals that have achieved excellence on a number of vital measures of quality of care," says Mark R. Chassin, MD, FACP, MPP, MPH, president of The Joint Commission.

#1 IN ALABAMA, #13 IN THE COUNTRY

Jacksonville Medical Center has been recognized in *Modern Healthcare's* "Best Places to Work in Healthcare" listing. See the feature on page 3 to learn more.

"We are pleased to congratulate these Capella hospitals for their significant accomplishments," said Dan Slipkovich, Chief Executive Officer of Capella Healthcare. "Their medical staff, employees and leadership all deserve credit for earning this prestigious national recognition."



Jacksonville Medical Center ranked #13 in the nation in “Best Places to Work in Healthcare”

Jacksonville Medical Center (JMC) has been named to *Modern Healthcare*’s “Best Place to Work in Healthcare” list, ranking at #13. It is the only organization in Alabama to make the prestigious list, which recognizes 100 “outstanding” health care employers, including hospitals, physician practices, insurers, suppliers, and consulting groups. Only seven of the top 15 were hospitals, placing JMC in a very select group.

“Research shows that having employees who are pleased with their workplace and happy with their jobs leads to better care and more satisfied patients,” said JMC CEO Jim Edmondson. “Over the past year, we’ve focused on educating the community about our high

patient satisfaction scores through advertising and on our website. This national recognition for our employee satisfaction is certainly additional validation of the dedication and hard work of our staff. We are excited about the new visibility this will bring to our hospital and the community.”



Speakers at JMC’s celebration included (from left): Martha Lavender, RN, MSN, DSN, Chairman of the Board, who is Assistant to the President of Gadsden State Community College and a member of the Alabama Board of Nursing; Wally Barthel, who served on the board for 22 years, 16 as Chairman; Dr. Braden Richmond, Vice Chief of both the board and the medical staff; Mike Wiechart, Chief Operating Officer, Capella Healthcare; and Jim Edmondson, Chief Executive Officer, Jacksonville Medical Center.

Modern Healthcare’s “Best Places to Work in Healthcare” 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, including:

- Leadership and planning
- Culture and communications
- Role satisfaction
- Working environment
- Relationship with supervisor
- Training and development
- Pay and benefits
- Overall satisfaction



INTRODUCING ACES (ADVANCED CLINICAL ELECTRONIC SYSTEM)

Clinical transformation fully engaged

Capella Healthcare has embarked on a clinical transformation that will convert all hospitals’ core clinical systems to Meditech 6. The ACES (Advanced Clinical Electronic System) project officially launched in June with the first meeting of the Physician Advisory Group (PAG).

David Siepmann, M.D., is chairing the Physician Advisory Group (PAG) which provides overall guidance for the implementation of new IT initiatives. A Dartmouth-trained radiologist who practices at Capella’s Willamette Valley Medical Center in Oregon, Dr. Siepmann says he spends his life interacting with a number of computer systems.

“It’s exciting. We have physicians representing a broad group of specialties throughout Capella who are really helping guide the implementation of this dramatic change in how we all do business,” he said. “These computer systems have the potential to significantly improve the way we take care of patients. They can help us prevent errors, access vast stores of information quickly, and help coordinate care between providers. But it takes a lot of work to get things set up the correct way. The role of the

Physician Advisory Group is to exploit the range of experiences from physicians who are equally passionate about providing quality patient care and how computers can help.”

Al Smith, Capella’s Chief Information Officer, is directing the project. “Over the next few years, all of our facilities will make this journey in order to provide a long-term Information Systems foundation to support our clinicians and clinical departments, meet continuing government mandates and engage our physicians in reducing variability to provide the highest quality and safest experience in our hospitals,” he said. “Eight hospitals are currently engaged in developing our best practice enterprise system design with plans for our first facility to go live during the summer of 2012.”



To hear Dr. Siepmann discuss the development of and role of the PAG, visit the “For Physicians” section of Capella’s website or the YouTube channel at <http://www.YouTube.com/CapellaHealthcare>

HONORING A BRIGHT STAR

Dr. Drake receives Tennessee Hospital Association's Meritorious Service Award

Serving his patients, his community and his local hospital since August 1985, Dr. Alan Drake has been honored with a "Meritorious Service Award" by the Tennessee Hospital Association. Nominated by White County Community Hospital, Dr. Drake has maintained one of the busiest primary care practices in White County for 25+ years.



Since moving to Sparta, Tennessee, following completion of his medical training, Dr. Drake has raised two boys, grown his independent practice, and given generously to the community, his church and his hospital.

A gifted leader, Dr. Drake has served as the hospital's Chief of Staff and on the board of trustees. As physician advisor for the hospital for over five years, he has taken on a number of responsibilities, including reviewing the charts of his peers for proper documentation and championing utilization management efforts. He is also responsible for conducting peer review activities and addressing appropriate medical care with other physicians. In all of these activities, he accomplishes this work with diplomacy, discretion and fairness, all with the goal of helping the hospital maintain the highest standards for quality care.

Dr. Drake's leadership style has also proven valuable in the Physician Leadership Group (PLG) that helps to guide the hospital strategically. His concern for the medical staff as well as his desire to see the hospital succeed made him the natural choice as the group's leader, which also places him on Capella's National Physician Leadership Group.

In 2009, when the hospital was struggling to survive, he helped form a physician group that would eventually purchase a small portion of the facility. This led to the formation of a Joint Venture Board that helps lead the facility operationally as well as strategically. To no one's surprise, Dr. Drake was elected by his peers to be one of three physicians on the Joint Venture steering committee. He has been extremely involved in this group and has contributed significantly to the hospital's recent success.

His caring attitude, commitment to his patients and leadership ability also carry over into what he does for the community. For many years, he has been the volunteer physician for the White County School District, performing athletic physicals free of charge for all of the students desiring to play sports.

To learn more about Dr. Drake, including his service to his church and his medical mission trips, visit our website at CapellaHealthcare.com



SALUTING A HEALTH HERO

EDITOR'S NOTE: Family Practitioner Dr. Alan Drake, a member of Capella's National Physician Leadership Group, nominated fellow family practitioner Dr. Ty Webb for our Health Heroes feature, citing his personal commitment to wellness and his influence on others. Dr. Webb responded to a few of our questions and we thought we'd share his answers.

Dr. Ty Webb starts small, plans to finish big

How long have you been running?

I started running track in high school as a means of seeking identity. Back then, I was a sprinter, so I thought running a mile was difficult, more than two miles torture and more than three miles was crazy. I didn't get serious about running (or any exercise) for health until my mid-30's. That was 10 years ago this Thanksgiving – I couldn't even run ½ mile. I committed to running at least a little every day. Five months later my younger brother who **never** ran, called me and told me he had

My mother-in-law long suspected I was some type of psycho exercise-nut, until she went on vacation to the west coast and saw 'everybody' exercising.

completed Nashville's first Country Music Half Marathon. He challenged me to run it with him – I couldn't say no, but I also couldn't run more than 3 miles at that point. A year later, I completed my first half-marathon (13.1 miles) and we've done it every year together since then.



We have also enjoyed cycling since we were kids, so six years ago, we added two more annual events to our calendar: a triathlon each summer and the Multiple Sclerosis fundraising 'Bike to Jack & Back' each October.

Have you seen any health benefits from your activities?

While my cholesterol has improved, I exercise because I **feel** better. Mentally, I'm sharper. I am much more rested and energetic. I am able to play with my children more easily and I can do chores on the farm more easily. I don't know if I have fewer aches and pains, but I do believe that I heal more quickly **and** I know my asthma control is better when I exercise consistently. I also found that daily exercise in the winter is a very effective antidepressant.

Do you use your experiences to motivate your patients?

I draw from my experiences when advising my patients. I lost 20 pounds by the first ½ marathon, but didn't lose my next 10 pounds until 9 years later. This is a good example of how the long term benefits can be additive, the results seem rather paltry at first, until five or 10 years later when you realize that your efforts are paying off. The bottom line, however, is that rarely will someone actually make a lasting lifestyle change because of a lab value, or what the scale says,

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Company leader honored with National Outstanding Eagle Scout Award

An Eagle Scout at age 13 and an Eagle Scout today 40 years later, Capella Healthcare co-founder and CEO Dan Slipkovich has received one of the first National Outstanding Eagle Scout Awards. Chosen for his outstanding record of service, professional accomplishment and living the Scout Oath and Law every day, Dan was honored during a surprise ceremony at the corporate office during October.

“Dan was selected from among 13,000 Eagle Scouts in our 37-county region which extends into Fort Campbell, Kentucky,” said Hugh Travis, Scout Executive and CEO of the Middle Tennessee Council, Boy Scouts of America. “The Outstanding Eagle Scout Award is a prestigious recognition granted to Eagle Scouts who have demonstrated outstanding achievement at the local, state or regional level. Dan was selected due to his intense commitment of sharing with the community what Scouting did for him and ultimately his career.”

“Honor, duty, helping and respecting other people are all values that resonate in Scouts, and values that reflect who Eagle Scout Dan Slipkovich is. Leadership is about living the mission and values and setting the example through honesty, truthfulness, integrity, courteousness, and thriftiness. Dan epitomizes those values. And he manages the company this way. I’d go a step further as well, as it’s also part of the vision of the employees and physicians of Capella Healthcare. Your vision and values focus on these same traits...they are key values that drive the organization.”

Dan credits Scouting with having made a significant difference in his life, impacting both his personal values and professional accomplishments. “Through my scouting years, I learned an innumerable number of things,” he says. “When you come down to some of the basics, it’s about treating people how you expect to be treated and dealing with things in a very open and honest fashion. It didn’t really hit me until mid-career that those things I learned during those earliest years were core values. I’m always proud to say that I’m an Eagle Scout and still participate in a big way in Scouting. It’s something that has made a difference in where I am in business these days.”

Dan co-founded Capella Healthcare in 2005, following a distinguished career serving in a variety of healthcare leadership positions, including with HCA and Province Healthcare. He serves the industry in a variety of professional leadership positions, including as a member of the Board of Governors for the Federation of American Hospitals.



From left: Presenting the award to Dan were Hugh Travis, along with Ray Capp, Chairman of the Alumni Committee, and Tim Acree, National Eagle Scout Association Chairman. Dan’s wife, Lisa, and sons Jake and Sam are with him.

Did you know?

Dan was born in Croatia (formerly Yugoslavia). He came to the U.S. when he was six years old, sent on a boat by his parents, who knew in the mid-60s that there would be a war there, given a matter of time.

Favorite hobbies?

Building projects, golf, boating, and a little hunting

Pets?

His family has a Papillion named Happy and two Minx cats named Safire and Rocco.

Favorite music group

The Beatles

Health Hero Dr. Ty Webb’s personal commitment to wellness

or even based on disease (like diagnosis of diabetes). We are not motivated by the abstract or by risk; we change our lives because we *feel* better.

What’s your next goal or adventure?

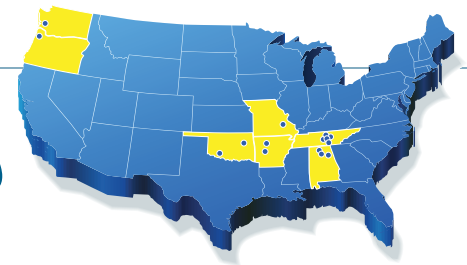
My next race will be a local 5k – I’ll be racing my son who just decided this year to run cross country. My other goals for the next few years: complete a half-ironman triathlon, run a full marathon in

under four hours, and somehow qualify for the Escape from Alcatraz triathlon. The Boston Marathon is like the World Cup, SuperBowl, and World Series rolled into one – it’s a little beyond my ability level – but who knows down the road...

To read Dr. Webb’s interview in its entirety, visit our website at CapellaHealthcare.com



CAPELLA'S HOSPITAL HIGHLIGHTS



ALABAMA

HARTSELLE MEDICAL CENTER Hartselle **Hartselle wins top awards**

CEO Tim McGill presented three awards to the staff of HMC, following the Capella's annual Leadership Conference. The hospital won the top awards for inpatient and outpatient satisfaction for the third year in a row and also received a top award for medical staff retention.

"I thanked the staff and employees and told them they are our greatest asset—taking care of our patients and their families," McGill stated. "We're very proud to be recognized as the number one hospital in the company for satisfying our patients. This is probably the highest recognition we could receive."

JACKSONVILLE MEDICAL CENTER Jacksonville **JMC named one of *Modern Healthcare's* 'Best Places to Work'**

The staff celebrated their national ranking as one of *Modern Healthcare's* "Best Places to Work in Healthcare" with a special program featuring several guest speakers. Not only did they make the list, they were ranked #13 in the nation. "I'm so proud to have the privilege of leading such an impassioned team of committed caregivers," said CEO Jim Edmondson. "Having happy employees and physicians leads to better care and more satisfied patients. We don't currently have any clinical vacancies and we don't have to use any contract labor. In fact, we have a waiting list of people who want to work here."

JMC was the only organization in Alabama to make the list, and only the second since the list has been published. Read more about this on page 3.

PARKWAY MEDICAL CENTER Decatur **Parkway Medical Center earns heart failure accreditation and is voted "Best of the Best"**

PMC received full heart failure accreditation status from the Society of Chest Pain Centers (SCPC) this summer. "More Medicare dollars are spent for diagnosis and treatment of heart failure than any other disease. We are pleased to have taken measures through this accreditation to do our part to improve the lives of our heart failure patients while keeping costs down as much as possible," said Tim McGill, Parkway CEO.

Additionally, PMC has added a Signa HD 1.5T MR system from GE Healthcare, providing quicker exams and greater comfort for patients, in addition to high diagnostic confidence for doctors. "One feature of the Signa HD 1.5T MR system is the ability to do dual breast scanning," said Stacey Miller, PMC's Radiology Director. "In the time it normally takes to image just one breast, we can now image both breasts simultaneously. The system also tolerates patient motion very well during brain scans, which reduces retakes."

And finally, *The Decatur Daily's* "Best of The Best" 2011 Reader's Choice Poll results were recently announced, and Parkway Medical Center was selected for honors as Best Hospital and Best Emergency Department. Additionally, Dr. Mistye Taylor was chosen as Best OB/GYN.

ARKANSAS

SAINT MARY'S REGIONAL MEDICAL CENTER Russellville **SMRMC earns trauma center designation and opens new psychiatry unit**

Arkansas Department of Health recently recognized SMRMC as a Level 3 Trauma Center. The designation was conveyed following an in-depth site visit at the facility to review processes, procedures and overall care of patients who present to the Emergency Department with trauma injuries. Arkansas has a high fatality rate as a result of traumatic injuries.

"We're very proud to be able to provide this service to our community," said Carolyn Cook, RN, Nurse Director of Saint Mary's ED. "Participating in a statewide trauma system allows us to effectively treat trauma patients locally and identify those patients who need to be transferred to hospitals with additional resources in a timely manner. Providing the best care to our patients is our top priority."

Additionally, Saint Mary's opened a new Behavioral Health Care Unit this fall.

NATIONAL PARK MEDICAL CENTER Hot Springs **Rehab Center earns fifth consecutive accreditation; new Center for Breast Care opens**

The Breast Center at NPMC has move to a new, spa-like venue located on the first floor of the Ouachita Professional Building, adjacent to the hospital. "We are very excited about what this move will mean for our patients," said Mammographer Becky Norwood, RTR. "Not only will our patients have the convenience and privacy of a separate breast center, we will also have the safety and reassurance of having the full-service hospital right next door." The center features the latest in digital mammography technology, computer aided detection equipment and the Multicare Platinum Prone Stereotactic Breast Biopsy System, making it the premier center for diagnostic breast care.

"We are looking forward to an even better patient experience, with a more streamlined sign-in process, easier to find location and more private locale for our patients," said Norwood. The NPMC Breast Center will continue to

feature spa-style robes for all patients, the latest in digital mammography technology, and experienced and compassionate staff. "The new location is very comfortable and features serene and calm décor including a beautiful fountain donated by the NPMC Auxiliary."



From left: Mammographers Becky Norwood, RTR; Lorita Brock, RTR; and Amanda Kisselburg, RTR.

Additionally, the hospital's Rehabilitation Program has earned its fifth consecutive three-year accreditation from CARF International. NPMC Rehab is the only rehabilitation facility in Hot Springs and one of only six hospital-based adult inpatient rehabilitation programs in Arkansas to achieve this highly sought after accreditation.

MISSOURI

MINERAL AREA REGIONAL MEDICAL CENTER Farmington **MARMC is first in state to add AirStrip OB**

As the first healthcare facility in the state of Missouri to acquire and implement an innovative patient monitoring solution, MARMC is helping obstetricians keep a closer eye on their labor and delivery patients than ever before.

AirStrip OB™ delivers vital patient waveform data – including fetal heart



rate and maternal contraction patterns – in virtual real-time directly from the hospital labor and delivery unit to a doctor's smart phone from anywhere the doctor gets a cell phone connection. Additional patient data is also accessible, including nursing notes, vital signs and order results.

AirStrip OB works with the iPhone™, Android, BlackBerry® and a variety of Windows Mobile® devices. Compliant with federal patient privacy regulations, AirStrip OB is cleared by the U.S. Food and Drug Administration. “The comfort, safety and security of our patients is of paramount concern at Mineral Area Regional, and AirStrip OB offers an added layer of protection,” said Robert Harris, MD, an AirStrip OB user and OB/GYN at Mineral Area Regional Medical Center. “No matter the demands of the day or my location, I can closely watch my patients in labor and be in a position to react immediately to a change in situation. That will contribute to improved patient care.”



OKLAHOMA

MUSKOGEE REGIONAL MEDICAL CENTER Muskogee Emergency Department renovated; hospital wins Community Service Award

MRMC was pleased to show off their newly renovated ER to the public during an open house. Doctors and nurses say the newly completed \$1.2 million renovation will benefit patients tremendously. The ER's design helps with efficiency and was, in fact, initiated because of the department's piloting of the LEAN program, featured earlier in *Capella Connections*. The chief nursing officer, Rose Lopez, said, “Now the nurses' stations are strategically built into several areas in the ER so nurses are closer to the patients in each area.” Dr. Berry Winn, medical director, said physicians were delighted with the renovation and pointed out that patients will have more privacy as well.

Additionally, MRMC has been honored as the Chamber of Commerce Community Service Award recipient in The Business & Industry Awards, which recognize excellence among Muskogee's business community. These prestigious awards honor organizations and individuals for their contributions to the economic vitality and quality of life in Muskogee.

SOUTHWESTERN MEDICAL CENTER Lawton Stroke Center accreditation renewed; physician appointed

SWMC's Neuroscience Center has once again achieved a Disease Specific Care Certification for the treatment of stroke with ZERO deficiencies. Southwestern Neuroscience Center was the first and remains the only certified Primary Stroke Center in southwest Oklahoma.

Gregory K. Morton, III, MD, is the only physician in Oklahoma to be appointed to the exclusive Undersea and Hyperbaric Medical Society (UHMS) national survey team. The UHMS is an international, non-profit organization serving more than 2,400 members from 50 countries. The society is the primary source of scientific information for diving and hyperbaric medicine physiology worldwide and the only national organization performing accreditation surveys for hyperbaric therapy centers. Dr. Morton is currently the Hyperbaric Safety Director at SWMC, having served in this role at the Center for Wound Healing and Hyperbarics since 2007. Dr. Morton will play an integral role in the hyperbaric chamber accreditation process across the United States.



Southwestern Medical Center staff members show off 115 backpacks that the hospital donated to the Lawton Public School District. The hospital bought 115 empty backpacks and the individual hospital departments donated their time and money to fill the backpacks for children in kindergarten through sixth grade. Three additional boxes full of supplies were also gathered and given to the district.

OREGON

WILLAMETTE VALLEY MEDICAL CENTER McMinnville WVMC is first in Oregon to offer 3D mammography

For Dr. David Siepmann, radiologist at McMinnville's WVMC, one advantage of the hospital's new state-of-the-art breast tomosynthesis imaging is a reduction in the percentage of women who have to be brought back for a second screening. But the biggest one is its ability to detect cancers that conventional mammograms miss. The local hospital is the first in the state to employ the new technology, which produces both a traditional two-dimensional digital image as well as a set of layered images affording a three-dimensional view. Physicians describe the new technology as a game changer.

“Breast imaging is one of the ways we can really make a difference,” Dr. Siepmann said. “If I can find a tiny little cancer in a 40-something woman with young kids, one that would otherwise have killed her, that's a good reason to get up in the morning.”

TENNESSEE

DEKALB COMMUNITY HOSPITAL Smithville DCH hosts Senior Fair

DeKalb Community Hospital hosted a Senior Health Fair with DeKalb Community Bank and HealthSpring at the Family Medical Center. The hospital sponsored tables promoting Mammography Screening Month, Sleep Center, Depression and Memory screening as well as senior wellness. Bingo, door prizes, food and presentations from physicians were enjoyed by more than 300 participants.

GRANDVIEW MEDICAL CENTER Jasper GMC named “Business of the Year”

Grandview has been named “Large Business of the Year” by the Marion County Chamber of Commerce for its local economic impact and its health-care contributions to the community. Chamber officials said the hospital was chosen not only because of the health care services provided, but also for the “intangible” contributions made, which include economic benefits for the entire Marion County Community.

“This is very gratifying,” said Dr. Robert Collins, Chief of Medical Staff, who accepted the award on behalf of CEO Bruce Baldwin. “There are many communities like Marion County that would love to have a hospital of this size and quality adding to their quality of life. Those of us who live here in Marion County are fortunate that we have a facility that offers the services and care needed by our friends and family.”



ETHICS AND COMPLIANCE

Text messaging raises HIPAA concerns

by Tony Fay, Vice-President – Ethics and Compliance

Texting is often a common and convenient means of communication. However, Capella Healthcare's HIPAA policy clearly states that texting is not a secure form of communication and should not be used to transmit any Protected Health Information (PHI) as defined by HIPAA.



Violations of HIPAA law will subject your hospital to fines, penalties and lawsuits. Penalties can also be applied against the individuals involved in any violations as well as the hospital. In fact, just recently several psychiatric facility nurses (non-Capella) were cited for HIPAA violations for using Social Media to handle shift change handoffs.

While taking the extra steps often required to safeguard the privacy of patients may be cumbersome, we are still bound by federal law and must find ways to comply even if it isn't the most efficient use of our time.

Most other healthcare professionals say their hospitals have adopted devices (mostly smart phones) that are password-protected and encrypted to solve this problem. Regardless of the device – such as an iPhone, Blackberry or Android – before using it to transmit any patient-specific data, staff should consult with the hospital's IT director to make sure the device is fully compliant.

What do you think?

We want to know what you think about *Capella Connections*. And, you might even get paid for your thoughts! Let us know your opinion by participating in a **brief readership survey** no later than December 31, and you'll be entered into a drawing for a **\$75 gift card!*** To complete the 11-question online survey, just go to <https://www.surveymonkey.com/s/CapellaCommunication>

**For complete rules, including eligibility for prize drawing, see survey.*



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

HOSPITAL HIGHLIGHTS

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RIVER PARK HOSPITAL McMinnville

River Park is "In the Green"

River Park Hospital has spent several months "in the green" with a very low percentage of hospital-acquired infections (HAIs). Being "in the green" signifies that they've achieved superior rates in HAIs, and results in internal "Go Green" celebration parties for staff, including green snacks. Employees sign the Target Zero Pledge committing to do everything in their power to target zero HAIs.

In other news, RPH volunteer Marva Hughes was recently recognized as *The Southern Standard* newspaper's 2011 Woman of Achievement. A former business office manager at River Park, Marva is now retired and stays active with her volunteer work at the hospital, with the Master Gardeners Club, the Warren County Fair Board, and also works with several other organizations.

STONES RIVER HOSPITAL Woodbury

Nurse receives Emergency Nursing Award

During National Emergency Nurses Week, ER Nurse Annie Barton received the Emergency Nursing Award from Vanderbilt Medical Center's LifeFlight team. Recipients are chosen for their ability to demonstrate clinical excellence and mentor other emergency care providers. In addition, they are recognized for their education contributions to their community, professional behavior and compassion to patients, families and other providers. Annie has been employed with Stones River Hospital since 1991.

Left to right: Faith Bogle, ER Director, with Annie Barton, RN; and the Vanderbilt LifeFlight Nurse.



WHITE COUNTY COMMUNITY HOSPITAL Sparta

WCCH wins the Border Battle

White County Community Hospital competed against River Park Hospital in McMinnville to see who could raise the most money for the local high school's sports programs leading up to one of their Friday night football games. WCCH not only won the border battle on the field, but also between the two hospitals by raising \$3,000. The money will be split among the school's athletic teams.

WASHINGTON

CAPITAL MEDICAL CENTER Olympia

CMC expands services with opening of Outpatient Diagnostic Imaging Center

CMC has expanded services with the opening of Capital Imaging Center and Outpatient Clinic, a state-of-the-art diagnostic imaging center located just behind the hospital. In addition to diagnostic imaging, in early 2012 the center will be home to a wound care center and serve as physician medical office space.

The diagnostic imaging center houses a GE 64-slice CT, Optima 450 wide bore MRI, and Precision 500D Fluoroscopy imaging unit, as well as a second imaging unit and ultrasound services. The new MRI produces outstanding imagery while making patients more comfortable with a larger diameter opening allowing for larger patients and reducing anxiety for many patients that have claustrophobia. In addition, patients can expect a cooler, quieter scanning environment.



"The center will allow Capital Medical Center to separate outpatient studies from inpatient and emergency department studies," Dana Rice, Chief Operating Officer, said. "By moving outpatient studies from the main hospital, we are able to offer increased convenience and faster service to our patients."