



# CAPELLA Connections

VOLUME TWO | SPRING 2009

## SOUTHWESTERN MEDICAL CENTER'S SIGNIFICANT EXPANSION

Lawton, Oklahoma is growing... and so is Southwestern Medical Center! As part of its effort to improve access and to meet a mounting need for surgical services in the community, Southwestern Medical Center recently completed a two-part, \$12 million dollar expansion.

After breaking ground in July 2007, Phase One was completed last summer and included:

- Relocating Administration, Pharmacy, Respiratory and a Classroom to newly constructed sites adjacent to the existing Medical Office Building.
- Renovating eight Same Day Surgery rooms for privacy and confidentiality.
- Doubling the size of Surgical Recovery from five bays to ten bays.
- Renovating the surgery area to allow for a family consult/waiting room, staff office, staging cubicles, and enlarged endoscopy room.
- Expanding the Operating Room to accommodate two new suites for orthopedic and neurosurgical procedures.
- Expanding the hospital's parking lot to include an additional 140 spaces.

Phase Two – construction of a second 33,000 square foot multi-level Medical Plaza located on the northwest portion of the hospital's campus – began in March 2008 and was completed within the year.

The new Medical Plaza is designed to accommodate new and existing physician practices and will meet recruitment needs well into the future. The Plaza already houses new practices for an orthopedic surgeon and an internal medicine/sports medicine physician.

Leadership at SWMC is not only delighted the hammering is complete, but also believes the expansion puts SWMC at the forefront of providers in the region in its ability to serve the growing health needs of the Lawton/Fort Sill community and southwest Oklahoma.



Southwestern Medical Center's new Medical Plaza

## ADVANCING *our* MISSION

FROM DAN SLIPKOVICH



While we had all hoped for relief from economic pressures in the New Year, our economy continues to tumble, affecting families and businesses in every community. Hospitals across the country have been forced to make tough decisions and take proactive measures to ensure they can continue to serve.

Our hospitals and our company are not exceptions. However, we are committed to continue serving our communities with the same level of excellent service to which they are accustomed.

In the face of these tumultuous times, it's never been more important that we excel in the areas of quality and patient satisfaction. Ensuring that every patient has the best experience possible has always been a mission-driven expectation for our hospitals. And, as you know, patient satisfaction is now a publicly-reported rating system required by the government through the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) program.

This spring, our hospitals' HCAHPS scores will become publicly available, along with a majority of hospitals across the nation. Patients – and even the media – will be able to access this important information, and it may impact future managed care contracts, where patients opt to receive care and more.

If we want to be the hospital of choice in every community we serve, now is the time to again focus our attention to the little things that help patients and their families feel more comfortable in a time of vulnerability.

In this issue of Capella Connections, we will highlight the hospitals that excelled in 2008 in patient satisfaction, as well as other key areas, such as employee and physician satisfaction. Keep up the good work, all of you!

# ANNOUNCING... AURIGA INSURANCE GROUP

We are pleased to announce that on March 1st, Capella launched its own captive insurance company, Auriga Insurance Group. Auriga will write our medical malpractice and general liability insurance for our hospitals, as well as for our employed physicians and extenders.

Capella's significant growth over the last year led us to explore the possibility of launching a captive. After many months of analysis, we concluded Auriga could provide our facilities, physicians and extenders with quality insurance and service while projecting a savings of approximately \$5 million per year.

Chuck Self, Capella's VP of Risk Management, will monitor the operations of Auriga along with AON Insurance Managers located in Grand Cayman. Segwick CMS will perform the claims administration function. Chuck is coordinating with all facilities to discuss the changes in more detail. Please feel free to contact Chuck (Charles.self@capellahealth.com) with any questions.



## AND THE WINNER IS...

Lee Yuill, VP Internal Audit. Capella held a "name that captive" contest in late fall and Lee was the first to suggest "Auriga." The Origin? Auriga is a constellation in the northern sky of which "Capella" is its brightest star. Congratulations Lee!

## SPOTLIGHT ON: SATISFACTION SCORES

Patient, physician and employee satisfaction scores act as a thermometer in understanding where our hospitals are excelling and where they may need improvement. We are delighted to recognize those hospitals that have achieved especially high marks in each category of stakeholder satisfaction in 2008.

Listed below are the Top 3 hospital performers in each category. 1st place winners will receive commemorative plaques in recognition of their outstanding achievement.

The overall winner in 2008 combined satisfaction scores is **PARKWAY MEDICAL CENTER**! Parkway employees, physicians and volunteers will be the first recipients of the inaugural Capella Cup, a trophy that will reside at Parkway throughout 2009 signifying their outstanding work in making Parkway the hospital of choice in their community.



CATEGORY	FIRST PLACE	SECOND PLACE	THIRD PLACE
Employee Satisfaction	NATIONAL PARK MEDICAL CENTER	HARTSELLE MEDICAL CENTER	WILLAMETTE VALLEY MEDICAL CENTER
Physician Satisfaction	WILLAMETTE VALLEY MEDICAL CENTER	PARKWAY MEDICAL CENTER	HARTSELLE MEDICAL CENTER
Outpatient Satisfaction	RIVER PARK HOSPITAL	WOODLAND MEDICAL CENTER	SOUTHWESTERN MEDICAL CENTER
Inpatient Satisfaction	HARTSELLE MEDICAL CENTER	WOODLAND MEDICAL CENTER	JACKSONVILLE MEDICAL CENTER
ED Patient Satisfaction	PARKWAY MEDICAL CENTER	MINERAL AREA REGIONAL MEDICAL CENTER	JACKSONVILLE MEDICAL CENTER

# STRAIGHT FROM THE HEART

## VOLUNTEERS PLAY VITAL ROLE IN THE PATIENT EXPERIENCE

**146,858 hours.** That's how long it would take to circle the globe 2,191 times in a plane. Or the time equivalent to working a full-time job for 73 years.

But, would you believe 146,858 is also the number of hours volunteers contributed in 2008 alone (!) to the patients of Capella hospitals?

We're proud of the superior care each hospital offers to our 14 communities across the nation, but we could not do it without our 723 dedicated volunteers.

The volunteers that serve our patients are a diverse group of individuals who selflessly devote thousands of hours each year to support hospital employees and physicians. Whether playing with children during waiting times or helping families find their way in the halls, volunteers make a difference providing special services that we might not otherwise be able to offer.

Although no kind act goes unnoticed, many of our facilities have notable volunteer stories:

- Evelyn Saffel has volunteered for **NATIONAL PARK MEDICAL CENTER** for the last 11 years. In 2008 alone, Evelyn volunteered 1,309 hours.
- **HARTSELLE MEDICAL CENTER**'s volunteer group – "The High Steppers" – are known for line dancing throughout the hospital to entertain patients and bring a much needed smile to their faces.
- In 2008, **WILLAMETTE VALLEY MEDICAL CENTER** had 99 adult volunteers, 22 college and 8 high school volunteers. Together, they donated 18,850 hours, and approximately \$24,400 to various community and hospital efforts.
- **CAPITAL MEDICAL CENTER**'s Sylvia Fenton, Marjorie Halgren, and Dee Stevens have been volunteers since doors opened on January 16, 1985. They retired in January with a combined 28,577 hours of service!
- Mary Pat Cole has worked at **MUSKOGEE REGIONAL MEDICAL CENTER** as a volunteer for 15 years with more than 28,000 total hours of service.



Bacone VP, Dr. Robert Brown; Bacone Pres., Rev. Dr. Robert Duncan, Jr.; MRMCCNO, Diane Fulton; MRMCCO, Steve Mahan

## MUSKOGEE REGIONAL MEDICAL CENTER

## MRMC PARTNERS WITH LOCAL COLLEGE

In response to the growing nursing shortage and difficulty in recruiting to rural communities, Muskogee Regional Medical Center initiated a new innovative partnership with Bacone College.

The partnership with Bacone creates 20 annual nursing scholarships and staffs the new position of Chair of the Department of Nursing at Bacone. The Chair will also serve as Associate Chief Nursing Officer at MRMCC, dividing time equally between the two organizations.

Recipients of these scholarships must agree that, upon graduation from the program, he or she will accept full-time employment with MRMCC for a period of six months for each semester they received the tuition scholarship.

MRMCC's CEO Steve Mahan believes that the partnership will create a smooth road from college to work and will give students an incentive to pursue a career in nursing. It will not only provide for employment and education opportunities for aspiring nurses, but will also impact the care MRMCC provides to patients.

"This is a win for everyone involved - MRMCC, Bacone College, nursing students and the patients of this community," said Mahan.



Volunteers Grace Whitworth and Mary Biby work in the Gift Shop at **SOUTHWESTERN MEDICAL CENTER**.



# CAPELLA'S HOSPITAL HIGHLIGHTS



## CAPITAL MEDICAL CENTER

Capital is bringing on-site Olympia Family Medicine, a four-physician group with one nurse practitioner, in mid-2009. Olympia Family Medicine will relocate to the new 7,800 sq. ft. office suite located on Capital's campus, allowing them to utilize the hospital's advanced diagnostic imaging, clinical lab and other outpatient services.

## GRANDVIEW MEDICAL CENTER

Dr. Richard Thompson was recently named the new medical director of Mountainview Treatment Center, the adult inpatient behavioral health facility located adjacent to Grandview. Dr. Thompson has practiced psychiatry for nearly 20 years and plans to expand the psychiatry services currently offered at Grandview.

## HARTSELLE MEDICAL CENTER

HMC has reached an important milestone by celebrating their 60th anniversary. An appreciation luncheon was held in November to salute those who have served the hospital and the community throughout the years.

## JACKSONVILLE MEDICAL CENTER

JMC employees are participating in Meals on Wheels, Inc., a program that regularly prepares meals for homebound residents unable to make their own meals. JMC provides 30-40 meals per day, and in 2008, they supplied over 15,000 meals to those in need.

## MINERAL AREA REGIONAL MEDICAL CENTER

In November, MARMC hosted the Women of Wellness Expo, where more than 300 women from the community were treated to an afternoon of health-related information. The evening featured a health fair with more than 50 exhibitors, a festive dinner and a national speaker.

## MUSKOGEE REGIONAL MEDICAL CENTER

MRMC has partnered with Oklahoma State University to conduct a survey as part of the Community Health Engagement Process, a steering committee made up of local citizens concerned about local healthcare. The survey, conducted by telephone, will serve as an opportunity for the community to voice past, present and future healthcare concerns.

## NATIONAL PARK MEDICAL CENTER

The 25th Annual NPMC Christmas Scramble Golf Tournament was held in December at the Hot Springs Country Club Arlington Course. Approximately 100 players and 30 sponsors raised more than \$10,000 for the Hot Springs Area Community Foundation to benefit local children's charities.

## PARKWAY MEDICAL CENTER

As part of its effort to expand Women's Services in Morgan County, Parkway welcomed Dr. Kari Kubik to its Medical Staff in January. Dr. Kubik is the first and only urogynecologist in the entire North Alabama region. One in three women by age 60 is affected by health issues related to Dr. Kubik's specialty.

## RIVER PARK HOSPITAL

River Park has ramped up its physician recruitment efforts in the past few months in order to strengthen primary care services and provide additional specialties that will allow patients greater access to healthcare. The new staff additions include an ENT, which will provide an entirely new service to River Park's patients.

## ST. MARY'S REGIONAL MEDICAL CENTER

For the third year in a row, Saint Mary's provided assistance to the Pope County Health Unit at its mass flu vaccination clinic in November. Saint Mary's staff members

were on hand to give shots and provide support, and nearly 4,000 doses were administered.

## SOUTHWESTERN MEDICAL CENTER

In December, Southwestern became the first hospital in southwest Oklahoma to perform lap band surgery. In one day, doctors performed not one, but three of these procedures that will help patients lose excess body weight and keep it off.

## WILLAMETTE VALLEY MEDICAL CENTER

Willamette continues to succeed in their physician recruitment efforts. In January, Dr. Nazmul Hoque, a Board Certified Internist, joined the hospital staff, and Dr. Melvin Herd, a Board Certified Family Practitioner, joined in February.

## WHITE COUNTY COMMUNITY HOSPITAL

White County has started a Healthcare Explorer program for area high school students interested in a career in healthcare. The program allows students to rotate through six hospital departments, experiencing some hands-on training in each area.

## WOODLAND MEDICAL CENTER

Fresh Ideas Start Here (FISH), an employee suggestion program, was initiated at Woodland in July 2008. Employee suggestions received during 2008, such as switching to new printing and copy systems, resulted in annual savings of \$81,723.04 to date, based on actual reduction in cost or expenses. In turn, employees received monetary awards for their approved ideas equaling up to 5% of total savings.

## THE FINAL WORD

### CALLING ALL RUNNERS, WALKERS & SUPPORTERS

Join Team Capella to train for and run the Country Music Half Marathon on April 25, 2009!

Last year, we had 18 participants and many more fans from the corporate office and around the country. We hope to increase that dramatically this year. We have a great time and all levels are welcome.

Not only is this good for your fitness, it is great way to get to know your colleagues while enjoying the most beautiful time of year in Nashville. Last year, Team Capella enjoyed pre-race dinner at Maggiano's and post-race burgers and beverages at McCabe's Pub.

For more info on the event: [www.cmmarathon.com/home](http://www.cmmarathon.com/home). If you are interested in training alongside the team, please contact Carolyn Schneider at 615-764-3029 for training tips, registration or volunteer details.

## IN THE NEXT ISSUE...

- Coding changes coming down the pike
- Growth of Hospitalist programs across our hospitals

## HAVE IDEAS FOR STORIES?

Send us an email at [connections@capellahealth.com](mailto:connections@capellahealth.com)