

A NEWSLETTER  
FOR ASSOCIATES OF  
CAPELLA HEALTHCARE

# CONNECTIONS

## ADVANCING OUR MISSION FROM DAN SLIPKOVICH



In his book entitled *Good to Great: Why Some Companies Make the Leap... And Others Don't*, Jim Collins makes a point about personal and professional success that I think makes sense.

*When [what you are deeply passionate about, what you can be best in the world at and what drives your economic engine] come together, not only does your work move toward greatness, but so does your life. For, in the end, it is impossible to have a great life unless it is a meaningful life. And it is very difficult to have a meaningful life without meaningful work. Perhaps, then, you might gain that rare tranquility that comes from knowing that you've had a hand in creating something of intrinsic excellence that makes a contribution. Indeed, you might even gain that deepest of all satisfactions: knowing that your short time here on this earth has been well spent, and that it mattered.*

Every single employee and associate of our company has made a meaningful difference in the lives of others during this first half

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ACES (ADVANCED CLINICAL ELECTRONIC SYSTEM) CONVERSIONS COMPLETED

## Capella's hospitals in position to realize benefits of EHRs

Electronic health records can provide many benefits for providers and their patients. Capella's family of hospitals is now in position to realize those benefits, having completed stage one of an enterprise-wide conversion process that upgraded information systems to better support caregivers in providing the highest quality of care.

Capella Healthcare embarked on this clinical journey with MEDITECH 6.0 as its core tool in 2011. The first step in this journey – bringing seven of Capella's facilities live on MEDITECH 6.0 as the go forward IT platform – has been completed.

This effort included a replacement of all the functionality that was supplied via MEDITECH Magic or 5.64 and ProMed (ED/ER system), as well as new functionality and technology including:

- Inpatient Computerized Physician Order Entry (CPOE)
- Zynx evidence-based order set content
- ED/ER Centralized Provider Order Entry (CPOE)
- ED/ER On-line Physician Documentation
- Internet-based training modules
- Network and device refresh and additions
- New faxing solution
- New down time solution
- New remote access solution
- DRAGON voice recognition in the ED/ER



The implementation teams, which included staff from the hospitals and corporate office (*IT staff pictured above*) as well as business partner Parallon, completed conversions at six hospitals in just five months, an unprecedented feat within MEDITECH's customer base.

“While our aggressive schedule was predicated on meeting the government-mandated dates to comply with Meaningful Use Stage 1, our goal is certainly much broader overall,” said Al Smith, VP, Chief Information Officer. “What we've achieved is establishing an information systems foundation that better supports our caregivers and engages our physicians in reducing variability to provide the highest quality and safest experience in our hospitals.”

Willamette Valley Medical Center (WVMC) was the first of Capella's hospitals to convert last summer. “It's making a tremendous difference in our world,” said Connie Pullen, Chief Nursing Officer and Project Sponsor. “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 investment at WVMC alone cost more than \$3.5 million.

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of 2013. I hope that you will feel a great sense of satisfaction in reading about some of these remarkable achievements.

- **First, all of our hospitals have completed step one in converting to a new electronic health record (EHR) system.** A tremendous accomplishment, this major undertaking is benefiting the lives of our patients every day. Throughout the nation, many other hospitals are struggling to meet Medicare's "Meaningful Use" standards and are at risk of incurring penalties in 2015, according to a newly published study. Thanks go to every one of our employees and physicians who have played a role in these EHR conversions, which have occurred without any significant issues.
- **Even in the midst of this hard work and numerous other challenges, two of our organizations have achieved "best place to work" honors.** Southwestern Medical Center (Lawton, OK) was named by Becker's Hospital Review to its "100 Best Places to Work in Healthcare" annual listing. And Capella's corporate office (Franklin, TN) has been named to the first annual "Tennessean Top Workplaces" listing. I am very proud of both of these honors. Knowing that our employees see us a great place to work, which is one of the main goals of our People Pillar, is an incredible honor.
- **Additionally, we've just learned that our company has been named – for the second consecutive year – to Healthcare's Hottest,** a listing of the nation's fastest growing health care companies, compiled by *Modern Healthcare*.
- **Willamette Valley Medical Center (McMinnville, OR) has been named among the 100 strongest hospitals in the nation.** Read more on page 4.
- **And, DeKalb Community Hospital (Smithville, TN) is receiving a national award for its significant improvement in ER patient satisfaction.**

You can learn more about all of these awards and more on our website.

Significant activities take place every day at our hospitals that don't generate national attention or awards, but are just as important. Whether it's staff at Grandview who reported a contaminated syringe leading to a nationwide recall (see page 3) or a caregiver placing a Hawaiian umbrella into a glass of contrast (see page 4) just to make a patient smile, you are performing meaningful work, making a difference in the lives of countless others every day. Thank you.

## Realizing the benefits of EHRs

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Dr. David Siepmann, a radiologist at WVMC, chairs the Physician Advisory Group, which provides overall guidance for the implementation of new IT initiatives.

"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."

Now that this first step in the journey is complete, staff will be working together to enhance the system further to:

- Hardwire clinical documentation
- Increase efficiencies in clinical documentation and ancillary department workflows
- Incorporate non-ED/ER physician documentation
- Add additional specialty areas (e.g., OB, general surgery, orthopedics) for increased CPOE
- Add Mobile Phlebotomy tool
- Add ePrescribing (optional for MU Stage 2)
- Patient Portal (required for MU Stage 2)

"We want to express our appreciation to each facility's Project Sponsor, the IS department, facility department managers/directors, and facility super users who all played a huge role in the success of this project," said Smith. "Additionally, we are all grateful for the thousands of physicians and employees who had to learn a

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## What is "Meaningful Use"?

Realizing the benefits of electronic health records depends on how effectively they're used. The phrase "Meaningful Use" (MU) – a part of the American Reinvestment and Recovery Act (ARRA) – is the set of standards defined by the Centers for Medicare & Medicaid Services (CMS) Incentive Programs that governs the use of electronic health records (EHRs) and allows eligible providers and hospitals to earn incentive payments by meeting specific criteria. The goal of the program is to promote the spread of electronic health records to improve health care in the United States.

The benefits of the meaningful use of EHRs include:

- **Complete and accurate information.** With electronic health records, providers have the information they need to provide the best possible care. Providers will know more about their patients and their health history before they walk into the examination room.
- **Better access to information.** Electronic health records facilitate greater access to the information providers need to diagnose health problems earlier and improve the health outcomes of their patients. Electronic health records also allow information to be shared more easily among doctors' offices, hospitals, and across health systems, leading to better coordination of care.
- **Patient empowerment.** Electronic health records will help empower patients to take a more active role in their health and in the health of their families. Patients can receive electronic copies of their medical records and share their health information securely over the Internet with their families.

One of the next steps of Capella's full implementation of EHRs is the launch of patient portals, scheduled for 2014.



# Realizing the benefits of EHRs

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## OUR EHR TIMELINES\*

FACILITY	LIVE DATE	FACILITY PROJECT SPONSOR
Willamette Valley	08/22/12	Connie Pullen, Diane Farrow
Grandview	01/15/13	Shirley Scarlatti, Bob Johnson
Capital	03/19/13	Brian Felter, Becky Means
EASTAR	04/16/13	Verno Davidson, Debbie Kifer James Tolbert
Saint Mary's	05/07/13	Carolyn Cook, Lynn Sims
River Park	05/21/13	Ken Ware, Jeff Johnson
Southwestern	06/04/13	Steve Owens, Kent Lewis
National Park	06/17/13	Patsy Crumpton, Tom Elmore Steve Kelly

*\*First six facilities implemented MEDITECH 6.0, and NPMC converted to MEDITECH Magic Advanced Clinical Applications.*

new way of doing things, even as they continued providing outstanding care to patients. Our successful conversion was the result of tremendous teamwork.”

Four of Capella’s hospitals are using non-MEDITECH solutions. Here’s an update on their progress.

- **Mineral Area Regional Medical Center (MO)** – Went live on the HMS Advanced clinical applications in April 2013. MARMC attested for MU Stage 1 at the end of July.
- **DeKalb Community Hospital and Stones River Hospital (TN)** – Both went live on HMS Advanced clinical applications in 2011 and are currently in their second year of MU Stage 1 attestation. They are already starting the MU Stage 2 module implementations.
- **Highlands Medical Center (TN)** – Went live on HMS Advanced clinical applications in 2011 and are currently in their second year of MU Stage 1 attestation. They are starting the MU Stage 2 module implementations.

“We also want to extend a very special thank you to the following Capella employees who went above and beyond in helping their sister Capella facilities go live with MEDITECH 6,” Smith said. They include:

- **Diane Farrow and Tina McDonald (Willamette)** – Assisted the other hospitals in learning the MEDITECH 6 security and user ID build.
- **Melissa Sweeney (Grandview)** – Assisted other hospitals in learning the MEDITECH 6 Provider table build.
- **Morgan Parker and Shawn Thompson (Willamette) and Becky Means (Capital)** – Assisted other hospitals in learning their physician order sets.
- **Dana Clark (Grandview)** – Assisted Capital Medical Center with Blood Bank module build.

## HONORING BRIGHT STARS

### Nationwide recall protects patients after attentive staff find, report defect

National news stories frequently focus on patient harm done because of inattentiveness by providers or manufacturers. They don't often focus on lives protected or potentially saved because of the conscientiousness of caregivers. But we want to make sure you know about this one.

At Grandview Medical Center, in Jasper, TN, several sharp-eyed caregivers noticed a contaminant on a hypodermic needle. They took immediate action, reporting the anomalies to

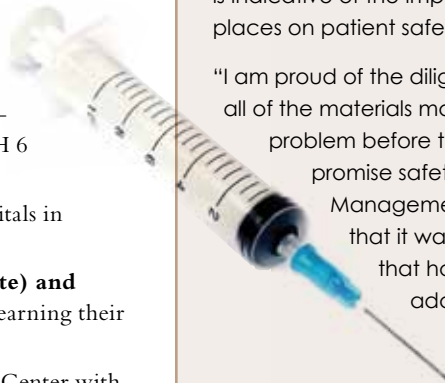


Materials Management, which promptly reported it to the manufacturer. Following their investigation, a nationwide recall was instigated, protecting patients throughout the country.

The issue involved a visible orange/brown particulate on a 29g hypodermic fixed needle insulin syringe. The investigation by the manufacturer showed the particulate consisted of inorganic materials. While unlikely, it's possible that sensitive persons could have experienced a site reaction to the materials, including infection or allergic reaction.

“This was a team effort in safety awareness,” Bruce Baldwin, Grandview CEO said. “From our alert nursing staff to the quick responses of our materials management team, we’re glad this was a victory for patient safety not only for our hospital, but for other hospitals throughout the nation. This is indicative of the importance and priority this hospital staff places on patient safety.”

“I am proud of the diligence of our nursing staff and all of the materials management staff in finding this problem before there was any potential to compromise safety,” Stephanie White, Materials Management Director, said. “We’re proud that it was the cooperative effort of our staff that happened to have contributed to an addressed national patient safety issue.”





## PILLAR TALK

# Pillar achievements

### QUALITY

#### Willamette Valley Medical Center named 2013 HealthStrong™ Top 100 Hospital

Willamette Valley Medical Center (McMinnville, OR) has been named one of the nation's 100 strongest hospitals in the iVantage Health Analytics® 2013 HealthStrong™ study.

The 2013 HealthStrong Top 100 Hospitals scored best on the iVantage Health Analytics' Hospital Strength Index™. The Hospital Strength Index is the industry's most comprehensive rating of hospitals and the results recognize the Top 100 hospitals – measuring them across 56 different performance metrics, including quality, outcomes, patient perspective, affordability and efficiency.



“It is such an honor for WVMC to be ranked among the nation's top 100 hospitals in this very comprehensive study,” said Rosemary Davis, Interim CEO of WVMC. “Awards such as this help affirm the dedicated service of our physicians and employees, who work hard to provide amazing care for every patient, every day.”

### SERVICE

#### Service with a Smile: Relieving stress when patients are anxious

Note received from a Willamette Valley Medical Center patient: “When the cheerful staff at the front desk of the Radiology Department informed me I had to drink a Barium [sulfate] cocktail, instant dread set in. With a smile they asked ‘what flavor would you prefer?’

‘Vanilla Latte please,’ I replied. To my surprise, I was promptly served a perfectly chilled [cocktail] with a straw and a Hawaiian umbrella.

This made me chuckle. It allowed my mind to take me on a trip to Hawaii and enabled me to get through it. A very classy touch!!!”



### PEOPLE

#### Southwestern named one of the 100 Great Places to Work in Healthcare

Southwestern Medical Center (Lawton, OK) has been named as one of “100 Great Places to Work in Healthcare” in the annual listing published by Becker's Hospital Review and Becker's ASC Review. The hospitals, health systems, ambulatory surgery centers and physician groups included on the list offer robust benefit packages, positive work environments, excellent employee recognition programs and opportunities for professional development and continuing education.



The Becker's Hospital Review and Becker's ASC Review editorial teams accepted nominations for the 2013 list and selected recipients based on nominations and thorough editorial research.

#### Capella Healthcare selected one of the Tennessean Top Workplaces

Capella Healthcare's corporate office was selected as one of The Tennessean Top Workplaces. The Top Workplaces are determined based solely on employee feedback.

“We are incredibly honored to be included on The Tennessean Top Workplaces listing because it means our employees value the work they do and the ‘family’ we've created here,” said Dan Slipkovich, co-founder, chairman and CEO of Capella. “Special thanks to Rhonda Trent who nominated us and to all of the employees who participated in the survey.”



#### Mila makes a difference at home and abroad

Mila Vazquez is one of Capella's – and Tennessee's – brightest stars. As a physical therapist at DeKalb Community Hospital and Stones River Hospital, Vazquez goes the extra mile by going with her patients to their doctor's appointments, calling to check on them and being their friend.

Going the extra mile with her patients is not the only thing that makes Vazquez extraordinary. She started *The Philippine Project* – partnering with The Filipino American Association of TN to help raise money to give back to the people and place that raised her. She has hosted charity luncheons featuring homemade cuisine and asked friends and co-workers to donate money during casual Jean Fridays, where employees bring in a donation in return for the perk of wearing jeans. With the donated funds, she purchases shoes and basic necessities and travels to the Philippines every year to share her blessings with children and adults alike.

“Growing up, there was a big ship that came to our island. It was full of mission workers who came especially to help our village and the villages around us. As a child, I said to myself, ‘I want to be one of those people when I grow up.’ Now, I am living that dream by making a difference for my people of the Philippines as well as my patients here in the United States.”



Mila Vazquez helps a patient's recovery through physical therapy.

## ICD-10 coding update in process

The U.S. Department of Health and Human Services (HHS) has issued the final rule mandating that all healthcare providers covered by the Health Insurance Portability and Accountability Act (HIPAA) must implement ICD-10 for medical coding effective October 1, 2014. Andretta Reed, MHA, RHIA, Director of Coding and Revenue Integrity, is directing Capella's implementation plan.



**Andretta Reed, MHA, RHIA**  
*Director of Coding and Revenue Integrity*

"ICD-10 implementation represents a transformation of the health care industry and will impact nearly every part of our business," Reed said. "Capella is committed to ensuring that our systems, clinical processes, and business policies and procedures successfully meet ICD-10 implementation standards and deadlines without interrupting day-to-day business practices. We are developing a comprehensive training plan to ensure all staff are adequately aware of the ICD-10 changes and how that will affect them in their specific roles."

## WHAT IS CHANGING?

Although the term ICD-10 is usually used alone, there are actually two parts to ICD-10:

- ICD-10-CM (Clinical Modification) used for diagnosis coding, which will replace ICD-9, Volumes 1 and 2.
- ICD-10-PCS (Procedure Coding System) used for inpatient hospital procedure coding, which will replace ICD-9-CM, Volume 3.

It is important to note that the change to ICD-10 does not affect the Current Procedural Terminology (CPT) code set for outpatient procedures and physician services.

If you have a specific question regarding ICD-10, please call Andretta Reed at (615) 764-3087 or email her at [ICD10questions@capellahealthcare.com](mailto:ICD10questions@capellahealthcare.com)



## WHAT'S NEXT IN HEALTHCARE REFORM?

Hospitals and other healthcare providers will need to play a big role in helping to educate the public about the changes healthcare reform is bringing.

The Affordable Care Act or "Obamacare" requires everyone to enroll in an insurance exchange, apply for Medicaid, or buy insurance through their employer. And, if they don't, they'll have to pay a penalty. Many people are still seemingly unaware of this even though enrollment for the 2014 year starts on October 1. Each of Capella's hospitals will be providing information on their websites to help educate the community about what's required.

While there are a number of benefits the health care industry anticipates as a result of health reform, there are also a number of challenges, according to Mike Wiechart, SVP, Chief Operating Officer. "While the intent of the Affordable Care Act was to make sure most people had access to health insurance, unfortunately, there will still be about 20 million people who fall into a 'donut hole,' not eligible for Medicaid nor able to afford insurance through an Exchange. That's because approximately half of all states – including several where Capella has hospitals – have chosen not to expand Medicaid. Therefore, hospitals throughout the nation are likely to experience continued growth in the amount of uncompensated care. That's one reason it's very important we help educate our communities about options available for getting health insurance and taking advantage of the subsidies available."



**Mike Wiechart**  
*Senior Vice-President  
Chief Operating Officer*

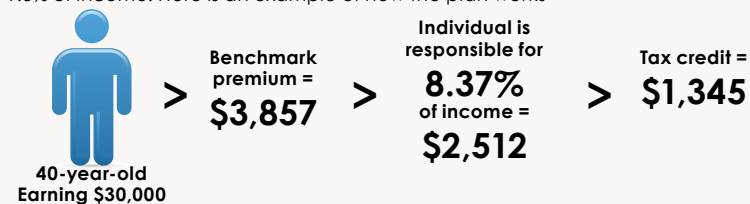
Additionally, the continued pressure on reimbursement, including the 2% reduction in Medicare payments mandated by the Sequester, is impacting all hospitals. And hospitals remain in danger of being hit with even more cuts that could significantly impact patient care. To advocate for healthcare providers, the Federation of American Hospitals has established the Coalition to Protect America's Health Care. To keep up in real time with what's happening, you can visit the website [ProtectHealthcare.org](http://ProtectHealthcare.org), subscribe to their email list, follow them on Twitter or fan them on Facebook. It's important that health care providers educate themselves so that they can support legislation that doesn't negatively impact patient care.



"I have great confidence in the outstanding people we have working for Capella Healthcare, and know that we are already well ahead of many organizations in addressing the challenges health reform will bring," said Dan Slipkovich, CEO of Capella. "But we're going to need everyone to be fully engaged as we work together to deliver an even higher quality of care and service at the most efficient cost."

## Here's how the subsidies work

Premium subsidies (federal tax credits) will be available for people buying their own insurance in "marketplaces" or Exchanges who have incomes from 100% up to 400% of the poverty level (about \$24,000 to \$94,000 per year for a family of four in 2014). The amount of the tax credit is based on a benchmark premium, which is the cost of the second-lowest-cost silver plan in the area where a person lives. The tax credit equals that benchmark premium minus what the individual is expected to pay based on their family income, which is calculated on a sliding scale from 2% to 9.5% of income. Here is an example of how the plan works



The tax credit can be used in any plan offered in the health insurance marketplace.



EIGHT HOSPITALS RECOGNIZED FOR 2012 PILLAR ACHIEVEMENTS

# Southwestern Medical Center earns outstanding achievements in five Pillar categories

Eight hospitals were recently recognized for their 2012 achievements during Capella Healthcare’s annual Strategic Planning 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 Southwestern Medical Center (Lawton, OK). Congratulations to CEO Steve Hyde and the entire SWMC team on the results of their hard work and commitment!

Seven other hospitals were recognized for their significant achievements in individual pillar categories. (See awards listed on page 7.)



Right, Southwestern Medical Center became the first hospital in Oklahoma to offer the Discovery NM630, the latest advanced technology for nuclear medicine.



## STAR Award

**For outstanding achievement in all five pillars  
Southwestern Medical Center (OK)**

A two-campus hospital – with one facility dedicated to caring for psychiatric patients – Southwestern Medical Center (SWMC) celebrated its 105th year of serving the community this past year.

In the People Pillar, they've truly excelled, having been named by Becker's Hospital Review as one of the nation's top 100 "Best Places to Work in Healthcare." They had a very impressive 81% response rate to their medical staff satisfaction survey. In terms of quality and service, SWMC had an outstanding Joint Commission survey in 2012. And they received Capella's top award for ER patient satisfaction. In the areas of growth & finance, they've added two free-standing imaging centers to their local services.

SWMC sponsors an annual Wellness Expo, offers free annual sports screenings and hosts a fitness competition and road race. Additionally, they host the Pride Gallery, showcasing local artists at the hospital.

Above is the hospital's Administrative Team. From left, Chief Quality Officer Dinah Lazarte, HR Director Danny Hale, CEO Steve Hyde, CNO Steve Owens, Associate CNO Lanya Doyle, and CFO Wayne Colson.



# Individual hospital achievements in Pillar categories

## QUALITY

- **Best Overall Quality**  
Mineral Area Regional Medical Center (MO)

## SERVICE – BEST OVERALL IN:

- **Inpatient Satisfaction**  
Capital Medical Center (WA)
- **ED Satisfaction**  
Southwestern Medical Center (OK)
- **Outpatient Satisfaction**  
National Park Medical Center (AR)
- **Physician Satisfaction**  
Grandview Medical Center (TN)

## PEOPLE – BEST OVERALL IN:

- **Employee Satisfaction**  
National Park Medical Center (AR)
- **Contract Labor Utilization**  
Southwestern Medical Center (OK)
- **Lowest Employee Turnover**  
Capital Medical Center (WA)

## GROWTH – BEST OVERALL IN:

- **Admissions & Adjusted Admissions\* Growth**  
Capital Medical Center (WA)
- **Medical Staff Retention**  
DeKalb Community Hospital (TN)  
Highlands Medical Center (TN)  
National Park Medical Center (AR)
- **Medical Staff Recruitment**  
Saint Mary's Regional Medical Center (AR)

## FINANCE

- **Best Overall Net Revenue per Adjusted Admission**  
Mineral Area Regional Medical Center (MO)
- **Most Improved Operating Expense per Adjusted Admission**  
National Park Medical Center (AR)
- **Best Overall – EBIDTA Growth**  
Southwestern Medical Center (OK)

*\*Adjusted Admissions is a measure of all patient care activity calculated by adjusting hospital inpatient admissions to account for outpatient activity, skilled nursing and chemical dependency services.*

# Individual Leadership Awards presented

## HOSPITAL LEADERSHIP AWARD

- **CEO Leadership Award (TIE)**  
Donnie Frederic, CEO, Saint Mary's Regional Medical Center  
Jerry Mabry, Arkansas Market CEO and CEO of National Park Medical Center
- **CFO Leadership Award**  
Robbie Petty, National Park Medical Center
- **CNO Leadership Award**  
Steve Owens, Southwestern Medical Center



**CEO Leadership Award (Tie)**  
Donnie Frederic  
Saint Mary's Regional  
Medical Center



Jerry Mabry  
Arkansas Market and  
National Park  
Medical Center



**CFO Leadership Award**  
Robbie Petty  
National Park  
Medical Center



**CNO Leadership Award**  
Steve Owens  
Southwestern Medical  
Center

## PHYSICIAN LEADERSHIP AWARD

- Finley Turner, MD, Saint Mary's Regional Medical Center

## SPECIAL RECOGNITION

- David Siepmann, MD, Willamette Valley Medical Center for Leadership as Chair of the Physician Advisory Group



**Physician Leadership Award**  
Finley Turner, MD  
Saint Mary's Regional  
Medical Center



**Special Recognition**  
David Siepmann, MD  
Willamette Valley  
Medical Center

For more information on these award recipients, visit the News Room section of Capella's website at [www.CapellaHealthcare.com](http://www.CapellaHealthcare.com)



## Online resource provides personalized health information

An innovative, personalized online health information resource has been launched by all hospitals in the Capella Healthcare family.

The new service allows subscribers to designate the health information they want to receive via any of four free services. “Our hospitals are committed to improving the health of their communities, and this new resource will help them do that by giving people easy access to the current health information that matters most to them,” said Beth Wright, VP-Corporate Communications and Strategic Marketing. “We believe these new services will help people make more informed decisions about their health.”

The new services include:

- **My Health Newsletter™** – Hospitals will email subscribers the latest health news every month on the topics they choose, pulled from hundreds of publications and journals, all medically reviewed.
- **My Health Reminders™** – Subscribers who provide their age and gender can be emailed free, timely reminders for all key health screenings and exams they need. They can also sign up for My Health Reminders for Loved Ones™.
- **My Health Assessments™** – These comprehensive health and wellness tools give expert recommendations based on easy-to-use interactive questionnaires.
- **My Baby Expectations™** – For hospitals with maternity services, expectant parents can subscribe to a free monthly email newsletter throughout pregnancy, delivery and baby’s first year. It includes information on pregnancy, breastfeeding and baby’s development, as well as downloadable podcasts and lullabies.

“While people should always rely first on their personal physician as their best health resource, we also know that more than half of US adults turn to the Internet for health information. By connecting our communities to information that is both current and informative, we believe we can be a more valuable partner to those we serve. These new tools also provide us with an excellent opportunity to promote our hospitals’ services and medical staffs.”

To subscribe to the new service, just visit your hospital’s website and click on the “Health Info” tab.

## WANT TO WIN \$100?

Help us educate your friends, neighbors and community about your hospital’s free customizable online newsletter. All you have to do is share a link to the subscription page that’s on your hospital’s website via any of your own personal Social Media sites, inviting your friends to check it out. For each Social Media site you share it on, you are entered into the drawing once. Drawing will take place on October 1. To enter the contest, send a copy of that posting – either printed or online – to [Connections@CapellaHealthcare.com](mailto:Connections@CapellaHealthcare.com)

For more information or complete rules, see the “For Employees” section of Capella’s website: [www.CapellaHealthcare.com](http://www.CapellaHealthcare.com)



DON'T GET "CAUGHT" IN A PHISHING SCHEME

## PROTECT YOUR WORK COMPUTER AND YOUR PERSONAL IDENTITY

By Jeff Cobb, Chief Information Security Officer

Hackers, thieves and others distribute millions of well-crafted email messages every day designed to trick you into giving out sensitive information or to click on web links that can be used for identity theft, unauthorized access to websites or systems, and distributing malware. It’s called phishing.



And, even though at work we have filters and other scanning mechanisms in place to detect malicious emails and attachments, there are still steps you need to take to make sure information you’re charged with stays safe.

Watch for the following clues when trying to determine whether an email is legitimate.

### **P** Personal/Company Data Reference or Request

- May include convincing details about your personal or company information.
- Asks for personal data, or directs you to websites that ask for personal data.

### **H** Hyperlinks or Attachments

- The message wants you to click on an Internet link, click an image that contains a link, or open an attachment.
- When you move your mouse/cursor over the link or image, the Internet address may not match the text. It may contain the “@” sign, the name of the company may be slightly altered, or it may contain an international abbreviation so the phishers control what website you visit (e.g., “cn” for China or “tw” for Taiwan).

### **I** Inaccurate Information

- May have inaccurate information—including poor graphics and incorrect grammar.

### **S** Suspicious Sender

- May be from a sender you don’t recognize.
- May have a sender’s name that is not in Capella’s Global Address Book.

### **H** Hurry Up and Respond

- Attempts to create a sense of urgency that you must respond immediately, such as a deadline for responding or a consequence for not responding (e.g., “your account will be locked”).

Questions or concerns over a suspicious email? Don’t hesitate to contact your Facility Information Security Officer or me – [Jeff.Cobb@capellahealthcare.com](mailto:Jeff.Cobb@capellahealthcare.com)

Want to learn more about this topic or others, such as keeping your mobile devices safe? Visit Ethics and Compliance Resources in the “For Employees” section of our website.





# HEALTHY HEROES

## NPMC Imaging Department loses 120+ pounds

The National Park Medical Center Imaging department embarked on a 12-week Fitness Challenge earlier this year. Fourteen participants put \$20 into a pool, and the individual who lost the highest percentage of their body weight won the \$280...and bragging rights!

The department used the "My Fitness Pal" smart phone app, logging their daily calories, exercise, and weight loss – and encouraging each other using the news feed feature which shares when a friend loses weight, exercises, and logs their calories.

NPMC Nutritionist Haley Hampton also got involved, emailing the group with weekly tips. One of the group's favorite tips was "Healthier Meat has Fewer Feet!" (Get it? That means fish is the healthiest, since it has no feet at all. Chicken, with two feet, is healthier than beef or pork, each with four feet.)

Overall, the department lost more than 120 pounds! The winner, MRI Supervisor Sandy Burgess, lost over 20% of her body weight! Burgess shared, "We often spend more time with our work families than we do with our own families at home – and we always eat lunch together – so it was important to have this group of people always encouraging each other." Burgess said that her children – Megan, Mallory and Alex – really encouraged her. "We worked out together, and they made me take photos along the way."



Above: NPMC MRI Supervisor Sandy Burgess who lost more than 20% of her body weight.

Right: DeKalb County Mayor Mike Foster, CEO Sue Conley and Marketing Director Shan Burklow – both of DeKalb Community Hospital and Stones River Hospital – show their support for the Ultimate Weight Loss Challenge.

## COUNTY VS. COUNTY, MAYOR VS. MAYOR

### Nearly a half ton of weight lost in spirited competition

Two Tennessee communities lost 943 pounds in the first annual Ultimate Weight Loss Challenge, which pitted Cannon County against DeKalb County, Mayor vs. Mayor, and hospital vs. hospital in a spirited competition.

Sponsored by DeKalb Community Hospital and Stones River Hospital, the event challenged individuals and teams to lose all the weight they could in 90 days. Both hospitals provided support groups, nutrition classes and local discounts to make losing weight easier.

Winners were announced during a final weigh-in at the DeKalb County Fair this summer, with Daniel Seber of DeKalb County being named the "Ultimate Weight Loss Champion" having lost 17.04% of his body weight. Cannon County Champion Billy Moulder lost a total of 11.07% of his body weight. DeKalb County took top honors overall.

When asked about DeKalb's victory, County Mayor Mike Foster replied, "I am proud to accept this trophy on behalf of DeKalb County. We are proud of Daniel Seber for a job well done and hope everyone continues to make healthy choices throughout the year. This is a great way to get our community thinking about healthy choices."

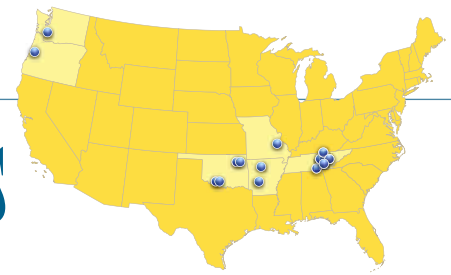
Concerning Cannon County's defeat, County Mayor Mike Gannon said, "This was all in good fun and we are proud of both counties for their efforts. Mike Foster and I had a good time during the challenge. I am proud of Cannon County's hard work and congratulate Billy Moulder for representing us well."

"Our hospital was so pleased with the wonderful turnout to support the challenge. Hundreds of people across DeKalb and Cannon Counties have been making healthy choices, getting active and supporting each other," said Sue Conley, CEO of DeKalb Community Hospital and Stones River Hospital.

To celebrate the success, the hospitals are donating 943 pounds of food to the local food banks.



# CAPELLA'S HOSPITAL HIGHLIGHTS



## Happy Anniversary!

During the second quarter of the year, Mineral Area Regional Medical Center (Farmington, MO) celebrated its 61st anniversary of serving the community!

## ARKANSAS

### NATIONAL PARK MEDICAL CENTER Hot Springs

#### Auxiliary officers installed

The NPMC Auxiliary installed their new officers recently, including the following: President Sylvia Griffin, Vice-President Shirley Bourland, Treasurer Linda Baldwin and Secretary Hilda Elkins. Griffin was also recently elected as the AHAA's Southwest District secretary.



The Auxiliary started a new community project this year. H.E.L.P. (Helmet Emergency Labeling Program) provides free helmet decals for area residents, to help educate people on what to do in the event of a bicycling, skating, or skateboarding accident. The decals include a small label for the outside of the helmet noting, "In case of an accident, this helmet should only be removed by a trained healthcare professional." The inside helmet label provides a place for parents to complete the child's name, parent's name, contact information and allergies in the event that a child must be transported to a hospital. Should a child have an accident, the decals provide valuable information to whoever provides assistance.

### SAINT MARY'S REGIONAL MEDICAL CENTER Russellville

#### Hospital earns A in safety, one of four in state

SMRMC was one of just four Arkansas hospitals to be recognized with an "A" Hospital Safety Score by The Leapfrog Group, an independent national nonprofit run by employers and other large purchasers of health benefits. In the study, A-F scores are assigned to U.S. hospitals based on preventable medical errors, injuries, accidents and infections.

"Saint Mary's is once again proud to be considered among the safest hospitals in Arkansas and the nation," stated Donnie Frederic, Saint Mary's CEO. "We are extremely pleased to receive this national distinction. It is a reflection of our physicians and staff and their focused, daily efforts to ensure our patients receive safe, quality care."

Additionally, local residents voted Saint Mary's Fitness Center as "Best of the Best" in Russellville, AR.

## MISSOURI

### MINERAL AREA REGIONAL MEDICAL CENTER Farmington

#### MARMC earns an A

MARMC was recognized with an "A" Hospital Safety Score by The

Leapfrog Group. This is the first and only hospital safety rating to be peer-reviewed in the Journal of Patient Safety (April 2013).

"Providing the highest quality of care and patient safety are our hospital's top priorities. All of us at Mineral Area Regional are proud of this recognition as it demonstrates the commitment and dedication of our employees, physicians, and medical professionals in caring for our patients," said Lynn Mergen, Mineral Area Regional CEO.

## OKLAHOMA

### EASTAR HEALTH SYSTEM Muskogee

#### EASTAR Health System moves the needle on S3 score

EHS made significant progress over five quarters in decreasing their Joint Commission's Strategic Surveillance System (or S3) score. This demonstrates tangible progress in creating a safe high-quality environment for patients. The S3 tool uses data that The Joint Commission currently has, which includes past survey findings, ORYX® core measure data, data from the Office of Quality Monitoring (complaints and non-self reported sentinel events), data from an organization's electronic application, and HCAHPS data. Hospitals with higher scores can be at risk of being targeted for an unannounced survey from The Joint Commission. Through the end of the first quarter, EASTAR's scores were better than the state and national averages as well as the average magnet or university hospital.

#### EHS wins Relay for Life awards

EHS's Team Hope won the awards for Fight Back Champ and Top Fundraising Team, as well as being named the Platinum Team for the Muskogee County American Cancer Society Relay for Life. Congratulations also to member Diane Few who won top awards for the \$1,000 Club and the Top Fundraiser award for Muskogee County.



#### New senior team members announced

Tony Young is the new CEO for EHS. A seasoned health care executive with more than 30 years of experience, Young moved to Muskogee from Tulsa where he served in healthcare leadership positions for the past 22 years. Debbie Kifer is the new CNO for EHS, coming from Midwest Regional Medical Center in Midwest City, OK, where she held the same position. She has over 37 years in nursing leadership positions. Scott Bailey is the new CFO, who comes from Palmer, AK, where he has been CFO for Mat Su Regional Medical Center. Before that, he served in CFO positions for several hospitals throughout the Midwest.



### SOUTHWESTERN MEDICAL CENTER Lawton

#### SWMC helps wounded warriors

Proceeds from SWMC's third annual "Southwestern Scorchers" benefitted the Fort Sill Soldier and Family Assistance Center in support of the wounded warrior programs on post. The event offered a timed 5K run, a 1-mile fun run/walk, and a child 1-mile run as well as a new



event, the Fitness Challenge. The Fitness Challenge consisted of three events — pull-ups, sit-ups and push-ups, according to Matt Godfrey, physical therapist and assistant event coordinator.

**OREGON**

**WILLAMETTE VALLEY MEDICAL CENTER** McMinnville  
**Parker and Steele named outstanding employees**

Morgan Parker, PharmD, and Patty Steele, RN, have been named manager and employee of the year at WVMC. Both exemplify the hospital’s mission: You matter. Amazing care every time.

A pharmacist, Parker was vital in the conversion from Accudose to PYXIS as well as in the successful implementation of eMAR in MEDITECH 5.6.4. These difficult and complicated conversions prepared Morgan well for the challenge of MEDITECH 6.0. He was not only instrumental in the conversion of M6 at WVMC, but laid important groundwork for the conversion throughout Capella.



Patty Steele is the MVP in WVMC’s drive to improve clinical quality through compliance with core measures, increased patient satisfaction and service excellence standards. Every day Steele is helping staff and doctors comply with core measures. Just as important is the time she spends rounding, setting the example of what patient rounding should look like. She not only makes patients feel good about the care that they are receiving, but she actively solves any problems that they might be experiencing.



**Wound Center earns “Center of Distinction” award**

WVMC physicians, leaders, and clinicians gathered to celebrate the Center of Distinction Award given to the hospital’s Wound Care and Hyperbaric Medicine Center by Healogics, the nation’s largest provider of advanced wound care services. Dr. Erik Swensson, Chief Medical Officer for Capella, is medical director for the service. The center has achieved outstanding patient outcomes for 12 consecutive months, including patient satisfaction over 92% and a 91% wound healing rate within 30 median days.

**Joint Center earns certification**

The Joint Replacement Institute at WVMC earned certification and The Joint Commission’s Gold Seal of Approval® for its knee and hip replacement surgeries by demonstrating compliance with The Joint Commission’s national standards for health care quality and safety. There were no recommendations for improvement following the rigorous on-site review.

**Meredith Nelson is CFO**

Meredith P. Nelson, CPA, is the new CFO for WVMC, coming from Valley View Medical Center in Fort Mohave, AZ. Previously, she was with LifePoint Hospitals and HCA.



**TENNESSEE**

**DEKALB COMMUNITY HOSPITAL** Smithville  
**Nurses of the Year honored**

Christy Thomas and Lori Glover were named Nurses of the Year by

ACNO Dawn Lawson and ER Director Daniel Goodson during a recent ceremony during Nurse’s Week. People’s Choice Awards – as voted by staff nurses – went to Ann Hildreth and Linda Gagne. “Best of the Best Awards” were given for multiple inventive categories including “Biggest Cut-Up” and “Most Likely to Show Pictures of the Grandkids.”



DeKalb Community Hospital’s People’s Choice Award Winners: Ann Hildreth and Linda Gagne.

From left to right: ACNO Dawn Lawson, Lori Glover, Christy Thomas, ER Director Daniel Goodson.



**DCH earns “Stroke-Ready” designation**

Additionally, DCH has earned “stroke-ready” designation following comprehensive training and a mock drill. They are now part of the Saint Thomas Stroke Network

**GRANDVIEW MEDICAL CENTER** Jasper  
**Hospital honored for quality**

GMC was recognized by MedLine Industries for its excellence in preventing hospital-acquired pressure ulcers. Grandview experienced dramatic results over a 12-month period with zero reportable hospital-acquired pressure ulcers during that time.



**GMC donates LUCAS to EMS**

It’s relatively lightweight considering it can pack a life-saving “punch,” but that is literally the purpose of the LUCAS, an automated cardiopulmonary resuscitation (CPR) device recently provided by Grandview Medical Center to Puckett EMS for use in emergency medical responses in Marion County. The LUCAS chest compression system is designed to deliver uninterrupted chest compressions at a consistent rate and depth to help significantly improve the chances of return of spontaneous circulation (ROSC) to patients in cardiac arrest.

“This can literally be a life-saving device,” said Grandview CNO Shirley Scarlatti. “While trained EMS and hospital medical personnel certainly know how to perform CPR, there are limits to human



# HOSPITAL HIGHLIGHTS – continued from page 11

endurance should a patient require a sustained or prolonged CPR effort. This device removes that limitation and enables CPR to be administered consistently for much longer periods of time.”

The device, along with accessories, was purchased by the hospital as a result of a state grant that assists medical providers in emergency medical preparedness and response.

## HIGHLANDS MEDICAL CENTER Sparta

### HMC serves during TV auction

Staff members at HMC recently gave their time to serve on a phone bank for their community’s local public TV auction fundraiser. In the photo, General Surgeon Dr. Kevin Purgiel talks with Tammy O’Dell, host for the event.



Photo credit: Jim Dillon

During May, which is National Stroke Awareness Month, the hospital provided free stroke risk screenings.

## RIVER PARK HOSPITAL McMinnville

### Physicians decrease early elective deliveries

Obstetricians at River Park Hospital have decreased early elective deliveries significantly, partnering with Healthy Tennessee Babies are Worth the Wait, a partnership launched last year by the Tennessee Center for Patient Safety, THA, March of Dimes and others.

### Connecting through telemedicine

During their annual Heart Healthy Fair, RPH staff gave free screenings to approximately 200 people. Highlights of the event included a special focus on cardiac rehabilitation and the hospital’s new telemedicine technology. Dr. Frank Lafranchise, neurologist, attended the health fair via the telemedicine unit and interacted with patients to demonstrate the abilities of the telemedicine unit.



## Joe Mazzo is new COO

Joe Mazzo has joined RPH as COO, coming from Centennial Medical Center, a 657-bed hospital in Nashville, where he had been vice president of clinical operations.



## STONES RIVER HOSPITAL Woodbury Trauma training exercises conducted

The National Association of Medical Technicians (NAMT) performed training exercises and testing for Stones River Hospital to help standardize pre-hospital trauma care. The curriculum, taught world-wide, was designed using military trauma training input, which excels with the best of trauma protocols already in place.

“Trauma affects millions of people annually,” Dr. Michael Thomas said. “The statistics are astounding. In third world countries, millions die each year due to the fact that no one is trained in what to do for a patient in trauma. This type of ‘hands-on’ skills testing is designed to improve outcomes...and it works!”

## WASHINGTON

## CAPITAL MEDICAL CENTER Olympia Progressive Care Unit expanded

Capital Medical Center recently expanded its Progressive Care Unit. The expansion allows for 10 private patient rooms as well as an additional medication room, storage room and work space, providing more private room options for patients as well as an improved work environment for staff and physicians.

## THIRD ANNUAL PHOTO CONTEST LAUNCHED CASH PRIZES!

Share your vision of the world with us. Employees, volunteers and physicians are eligible to enter in these categories:

- **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 your community special.
- **Purpose** – Show us how the people in your community care for their friends, their family or those less fortunate.



First place in the People Category in 2012 went to Jamie Lawson, Marketing Director at Grandview Medical Center in Jasper, TN.

No hospital work photos allowed. 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](http://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.



**CAPELLA HEALTHCARE™**

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