

INSIDE



Emergency Preparedness
HVCH and You



Satisfaction
Physician, Employee and Patient



Award Nomination
Brenda Lehman Nominated for State Award

Commitment to EXCELLENCE

NEWSLETTER *Spring* 2009



In-service volunteers are a hard-working group that donated 4,737 hours in 2008.

Front Row: Virginia Sparks, Mary McAfee, Myrna Angle, Wynn Wilkinson, Jean Mowrey, Betty Corby, Dennis Ritchie. Back Row: Don Wolfe, Ruth Hawkins, Ruth Flowers, Audrey Chute, Mimi Hammer, Dorothy Pierson, Barbara Riddlebarger, Curt Thomas, Bonnie Lindsey.

LOCAL VOLUNTEERS MAKE COMMITMENT TO EXCELLENCE

Volunteers at Hocking Valley Community Hospital are among nearly 61 million Americans who volunteer in their communities. Many of them volunteer simply for the satisfaction it gives them. Jean Mowrey, who has been a hospital volunteer for 26 years said, "It just makes me feel good. Helping out is good for the hospital, good for our patients, good for the community, and it's certainly been good for me." *(continued back cover)*

HOCKING VALLEY COMMUNITY HOSPITAL

Emergency Preparedness

IT WAS THE MORNING OF JANUARY 28, 2009, A DAY THAT PROMISED TO BE A REMINDER OF WHAT WINTER COULD BRING TO THE HOCKING HILLS. THE WINTER BLAST TURNED OUT TO BE A TEST OF EMERGENCY PREPAREDNESS. ICE AND SNOW FROM THE WINTER STORM PREVENTED MANY EMPLOYEES FROM COMING TO WORK THAT DAY, PRESENTING SOME SERIOUS CHALLENGES FOR HOSPITAL STAFF MEMBERS ON HAND.

As the storm hit, it was clear that it was time to put the Emergency Preparedness Plan into action. First priority was patient care. The Incident Command team immediately evaluated patient care needs to confirm that appropriate clinical staff was already on duty at the hospital. From that point on, the team

- Monitored staffing levels consistently to make sure clinical services were available to patients.
- Conducted leadership briefings every six hours to report, assess, and plan.

Where help was needed, many staff members stepped out of their normal roles and pitched in to help.

- The Plant Operations team braved the frigid weather to keep hospital grounds safe.
- The Surgical team provided assistance to housekeeping, keeping floors clean, dry, and safe, while standing by for emergencies.
- OB nurses served lunch and dinner in the cafeteria.
- Community Relations staff and Patient Registration staff helped Food and Nutrition prepare meals.

All was going well until the power went out about 6:00 p.m. on the 28th. The emergency generator started immediately and powered the critical areas of the hospital for about 24 hours. AEP restored power and the hospital routine started getting back to normal.

During the day and a half under disaster conditions, patient care was provided without interruption. The hospital staff was prepared and on alert for unforeseen emergencies.

In her disaster response report, hospital President and CEO, LeeAnn Lucas-Helber said, "The teamwork was outstanding, and I am so proud of this organization! We recognize our Extreme Weather Warriors for their unquestioned dedication to the health and well-being of our patients, for their commitment to each other, and for their exemplary service to our community."

▼◀ Pictured in the cafeteria are: Stacey Gabriel, Director, Emergency Department; Jana Lehman, Nutrition Department; LeeAnn Lucas-Helber, HVCH President; Sharon Conner, Supervisor, Nutrition Department; Faith McCollister, Nutrition Department ▼ Don Corne of the Plant Operations Department braves the elements to make sure walkways are clear and safe during winter storms.



YOUR PERSONAL Emergency Preparedness

Emergency Information Available

Emergencies and disasters come in all varieties and know no bounds, but public information about preparedness is readily available through the internet and printed publications.

“Every household, business, and organization should become familiar with emergency procedures and resources before they are needed,” said Stacey Gabriel, B.S.N., R.N. Gabriel is the Emergency Department/Urgent Care Director and Emergency Preparedness Coordinator at Hocking Valley Community Hospital.

Visit these Web sites for information on emergency preparedness in a variety of situations:

- Ready America.....www.ready.gov
- American Red Cross.....www.redcross.org
- Centers for Disease Control.....www.cdc.gov
- Department of Health and Human Services.....
www.hhs.gov/disasters
- Department of Homeland Security.....www.dhs.gov
- Federal Emergency Management Agency....www.fema.gov
- Ohio Pandemic.....www.ohiopandemicflu.gov



▲ Stacey Gabriel (third from left) conducts a reporting session to assess patient situations, status of emergency preparedness, and hospital resources.

Front Row: Julie Grow, Director, Patient Registration; Vivian VanBibber, Nursing Supervisor; Stacey Gabriel, Director, Emergency Department and Incident Commander; Geoff Perry, Director, Plant Operations; LeeAnn Lucas-Helber, HVCH President. Back Row: Ray Turner, Plant Operations; John Burgess, Director, Information Services; Shauna Glenn, Utilization Review Nurse; Ressa Hutchison, Nursing Supervisor; Wayne Johnson, Plant Operations; Julie Stuck, VP, Patient Services; Chase Wartenbe, Director, Materials Management; Janelle Wallace, Director, Risk Management.

Recommended Items to Include in a Basic Emergency Supply Kit

Emergency supplies should include:

- ❑ Water, one gallon of water per person per day for at least three days, for drinking and sanitation
- ❑ Food, at least a three-day supply of non-perishable food
- ❑ Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries for both
- ❑ Flashlight and extra batteries
- ❑ First aid kit
- ❑ Whistle to signal for help
- ❑ Dust mask, to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place
- ❑ Moist towelettes, garbage bags and plastic ties for personal sanitation
- ❑ Wrench or pliers to turn off utilities
- ❑ Can opener for food (if kit contains canned food)
- ❑ Local maps

Additional items to consider:

- ❑ Prescription medications and glasses
- ❑ Infant formula and diapers
- ❑ Pet food and extra water for your pet
- ❑ Important family documents such as copies of insurance policies, identification and bank account records in a waterproof, portable container
- ❑ Cash or traveler's checks and change
- ❑ Emergency reference material such as a first aid book or information from www.ready.gov
- ❑ Sleeping bag or warm blanket for each person, additional bedding in cold weather
- ❑ Complete change of clothing including a long sleeved shirt, long pants and sturdy shoes, additional clothing in cold weather
- ❑ Household chlorine bleach and medicine dropper (When diluted nine parts water to one part bleach, bleach can be used as a disinfectant. In an emergency, use it to treat water by using 16 drops of regular household liquid bleach per gallon of water. Do not use scented, color safe or bleaches with added cleaners.)
- ❑ Fire Extinguisher
- ❑ Matches in a waterproof container
- ❑ Feminine supplies and personal hygiene items
- ❑ Mess kits, paper cups, plates and plastic utensils, paper towels
- ❑ Paper and pencil
- ❑ Books, games, puzzles or other activities for children

When preparing for a possible emergency situation, it's best to think first about the basics of survival: fresh water, food, clean air and warmth.

Source: Ready America

SATISFACTION

Physician & Employee Satisfaction = Increased Patient Satisfaction

PATIENTS MAY THINK THEIR HEALTHCARE PROVIDERS A BIT SMUG WHEN HOSPITAL EMPLOYEES SAY, “IF WE’RE HAPPY, YOU’RE HAPPY,” BUT FACTS ARE FACTS. RESEARCH CONDUCTED BY THE STUDERGROUP UNDER THE RURAL HOSPITAL PARTNERSHIP PROGRAM IS CLEAR.

StuderGroup CEO Quint Studer said, “When physicians and hospital employees are highly satisfied with their working environment, patient satisfaction levels increase dramatically.”

Achieving higher patient satisfaction through physician and employee satisfaction and retention requires a significant effort from all parties, including the hospital leadership team.

“Since patient health and well-being is the number one priority of healthcare professionals and community hospitals, it is resoundingly clear that patient satisfaction starts with all of us who work in or with the hospital,” said Julie Stuck, Vice President Patient Services at Hocking Valley Community Hospital. “Families in our community should view high levels of physician and employee satisfaction levels as quality indicators.”

In addition to a persistent focus on quality, community hospitals face a number of challenges with regard to finances, as well as a shortage of qualified clinical professionals.

Since research shows that lower employee turnover means shorter length of stay and improved patient outcomes, employee retention is key to performance excellence and quality of care. Experienced employees understand processes and procedures, resulting in smoother collaboration, greater accuracy, and more time spent with patients.

“Most people who choose to work in healthcare see it as a calling versus a job and are among the most dedicated professionals,” wrote StuderGroup’s Debbie Cardello, R.N., M.S.N., in the newsletter Urgent Matters.

Lower turnover means lower cost of recruitment, testing, and training. Money saved can mean cost containment for patients or it can be redirected for positive use in patient care, professional education, and new jobs.

Physician satisfaction improves patient outcomes and reduces costs, too. Physicians want good personal lines of communication with hospital administrators and staff. In order to perform their clinical duties to their professional potential, physicians rely on hospital employees to maintain an efficient, patient-focused system of operation.

Qualified physicians are extremely important to the quality of life in rural communities. About 25% of the U.S. population resides in rural areas, but only 10% of U.S. physicians establish practices in rural areas.

Physicians who admit patients to the local hospital are making a personal commitment to highest levels of patient care. When good relationships are built and maintained by physicians, hospital staff, and patients, the entire community benefits in a variety of ways.

- Patients receive hospital care closer to home.
- Continuity of care is enhanced.
- Patients have confidence in overall quality of care.
- Physicians, nurses, specialized technologists, hospital staff, volunteers, and administrators work collaboratively in the best interest of the patient.
- Patient stays may decrease in time spent in the hospital while outcomes improve.
- The hospital grows and becomes stronger financially, allowing reinvestment in the community through expanded services, technology, medical specialties, charity care, education, jobs, and economic development.

“Physicians and employees have choices on where to work, and they increasingly choose to work in organizations that create environments in which caregivers feel valued, supported and in which they have positive relationships with each other,” said Stuck. “Physician and employee satisfaction are absolutely essential to the quality of healthcare in our community.”

REWARD AND RECOGNITION CELEBRATION



▲◀◀ Recipient: Sharon Conner, Supervisor, Nutrition and Food Services
Presenter: Robert Schmidt, Director, Human Resources

▲◀ Recipient: Mary McAfee, In-service Volunteer, Patient Registration (right)
Presenter: Kathy Krumlauf, Director, Community Relations

▲ Recipients: Wayne Johnson, Plant Operations (left); Geoff Perry, Director, Plant Operations (right)
Presenter: LeeAnn Lucas-Helber, President

◀ Recipients: Josh Clark, Certified Surgery Technician (left); Jolene Smith, R.N., Family Birth Center (right)
Presenter: Julie Stuck, Vice President Patient Services

PATIENT SATISFACTION ACHIEVED THROUGH TEAMWORK



Members of the Physician Satisfaction Team toast the staff with freshly brewed cappuccino: Janelle Wallace, Director, Physician Relations and Chair, Physician Satisfaction Team; John Ireton, D.O., Hospitalist; Ward Murrey, Nuclear Medicine; Richard Adams, D.O., Radiologist; Duane Mast, M.D., HVCH Medical Director; Michelle Matheny, R.N., Family Birth Center; Michael Tornwall, M.D., Surgeon; Alison Monroe, R.N., Director, Skilled Nursing Department.

Medical care is delivered more effectively when hospital staff and physicians work as partners to maintain a high level of quality, safety, and efficiency.

A Physician Satisfaction Team works behind the scenes at HVCH to enhance patient care through teamwork and to recognize members of the medical staff for their hard work, dedication, and for their selfless hours of service to HVCH and the community.

During the Satisfaction evaluation process, several physicians expressed their feelings about the importance of cooperation and communication in patient care.

At HVCH, teamwork makes the difference in patient care. We all work together. Every day, I hear from our patients that our staff is great.

DR. JOHN IRETON, HOSPITALIST

We have good people at HVCH who give quality care which makes it very enjoyable to live and practice medicine here in the Hocking Hills.

DR. MIKE TORNWALL, SURGEON

Here at HVCH, we have the same technology as many larger hospitals where I have worked, but we have the advantage of great caring employees.

DR. RICHARD ADAMS, RADIOLOGIST

I enjoy my work at Hocking Valley Community Hospital because Hocking Valley has great physicians, nurses, and staff who want their patients to have great care.

DR. DUANE MAST, MEDICAL DIRECTOR

Professional communication is encouraged through special recognition, calls, notes, and discussion. Information is distributed through professional memoranda and education, publications, secure internet, and other channels.

NEW PROCEDURE

New Procedure Offered for Treatment of Heavy Bleeding

THE WORLD HEALTH ORGANIZATION REPORTS THAT ONE IN FIVE WOMEN EXPERIENCE HEAVY OR PROLONGED MENSTRUAL BLEEDING, A CONDITION KNOWN AS MENORRHAGIA.



Karl Hsieh, M.D.

A study conducted by the National Women's Health Resource Center, a nonprofit, independent health resource, found that the majority of women suffering from menorrhagia do not seek treatment. Rather, "they accept this monthly burden as something they just have to live with, when that is not the case at all," said Amy Niles, president and CEO.



Douglas Lawson, M.D.

Although not normally life-threatening, menorrhagia is severely debilitating and directly affects the personal and professional lives of about 10 million women in the United States.

"Endometrial ablation is a brief procedure that can free women of the unpleasant effects of menorrhagia," said Douglas Lawson,

M.D., a board-certified obstetrician/gynecologist on Hocking Valley Community Hospital's active medical staff.

Please Note

The NovaSure System is produced by Cytyc, a Hologic Company. Cytyc provided some of the information used in this article. For more information about NovaSure, Cytyc and Hologic, visit novasure.com, cytyc.com, and hologic.com.

Endometrial ablation is the removal of the lining that causes menstrual periods.

Dr. Lawson and Karl Hsieh, M.D. perform endometrial ablation using the NovaSure® System. This minimally invasive outpatient procedure uses precisely measured radio frequency energy technology. The procedure takes about 90 seconds.

Most women experience mild discomfort and discharge and can return to regular activities the next day. About 80% of women who have the procedure stop having periods completely, while 20% have minimal bleeding or significant reduction in menstrual flow.

Endometrial ablation is an alternative to hysterectomy and may prevent the patient from being subjected to the potential side effects and risks of drug therapy.

Potential candidates for this procedure are pre-menopausal women who do not plan to become pregnant and who experience heavy or excessive menstrual bleeding due to benign causes.

Endometrial ablation has proven to be safe and effective. Many women report a reduction in PMS and painful periods, reduced anxiety, greater self-confidence, and a boost in energy. Side effects are minimal.

For an appointment with Dr. Lawson or Dr. Hsieh, call 740-385-5414. The office address is 31490 Chieftain Drive, Suite B, Logan.

BRENDA LEHMAN NOMINATED FOR STATE AWARD



Employee of the Year, Brenda Lehman, and skilled nursing resident, Ruth Lehman, enjoy some sunshine and fresh air on a lovely spring day.

Described by her supervisor as "the heart and soul of the restorative nursing program," Brenda Lehman has been nominated for the Ohio Hospital Association's Albert E. Dyckes Health Care Worker of the Year Award.

Lehman is a State Tested Nurse Aide on the Skilled Nursing Unit at Hocking Valley Community Hospital where she helps residents resume normal activities of daily living following rehabilitation. She is Hocking Valley Community Hospital's 2008 Employee of the Year.

One of her patients said, "Brenda goes out of her way for everybody. She is cheerful, always neat, and professional.

JOINING OUR TEAM



Cathy J. Fanning, D.O., Family Practice

A central Ohio native with strong ties to the area, Cathy J. Fanning, D.O., joined Hocking Valley Medical Group in fall of 2008. Dr. Fanning is a family practitioner.

Dr. Fanning received her medical degree and completed her residency at the Philadelphia College of Osteopathic Medicine and Hospital in Philadelphia, PA. Her experience includes private practice in Circleville and Chillicothe.

Growing up in Lancaster, OH, Dr. Fanning acquired her people skills while working at Famous Recipe Chicken and at Sears in Lancaster before leaving for college.

Dr. Fanning and her husband Bill have three children: Sara lives in South Carolina with her husband and son Michael; Ryan is a teacher in Seoul, South Korea; and Amanda is completing a degree in Animal Science at Penn State University.

The Fannings reside on a small farm in Bremen along with a cocker spaniel, two border collies, four horses, and an orange tiger cat. She enjoys gardening, making jams and jellies, horseback riding, bass fishing, HGTV, movies, and raising cattle. This active family attends Ebenezer Baptist Church.

Dr. Fanning's office address is 751 State Route 664N, Suite D, Logan. For an appointment, call 740-380-3940.



Abraham C. Parail, M.D., F.A.C.C., Intervention Cardiology, Peripheral Arterial Disease

We are pleased to announce that Dr. Abraham C. Parail, M.D. will now be available to patients of Hocking Valley Community Hospital for their cardiology-related needs. Dr. Parail is a board certified cardiologist, active Fellow of the American College of Cardiology and is a practicing partner of HeartCare Inc. located in Central Ohio.

Dr. Parail earned his medical degree from the Medical College of Wisconsin. He completed his internal medicine residency at the University of Cincinnati, his cardiovascular fellowship at the Medical College of Wisconsin, and his interventional cardiovascular fellowship at Allegheny General Hospital in Pittsburgh.

Dr. Parail specializes in the treatment of cardiovascular and peripheral vascular disease. He performs diagnostic and interventional cardiac catheterizations and diagnostic and interventional peripheral vascular catheterizations. He also interprets echocardiograms, non-invasive vascular scans, and nuclear stress tests.

Dr. Parail's Hocking County office is located in the Hocking Valley Community Hospital Medical Arts Building, 819 State Route 664N, Logan. For an appointment, please call 614-337-9800 or 800-490-2771.

Personally, she has encouraged me to go beyond what I thought I could accomplish — and she was right!"

Lehman was nominated for the award by Alison Monroe, R.N., Director of the Skilled Nursing Unit at Hocking Valley Community Hospital. Monroe said, "Brenda worked hard to earn her S.T.N.A. credentials. She is personable and compassionate. She does the extra things that residents appreciate and she conducts herself by the Standards of Behavior adopted by the employees of our hospital. We're all rooting for her!"

Judging criteria are based on the ideal qualities of a health care worker in Ohio: leadership, going beyond the call of duty, reflecting the values of quality health care, community involvement, overcoming barriers to success.

The Ohio Hospital Association will announce the winner of the Health Care Worker of the Year Award in June of 2009.

After hours, Brenda is involved in 4H, the Hocking, Fairfield, and Perry County Horseman's Council, Hocking County Farm Bureau, and All American Youth Horse Show.

LOCAL VOLUNTEERS MAKE COMMITMENT TO EXCELLENCE

In 2008, a total of 30 In-Service volunteers served their community by donating a total of 4,737 hours to Hocking Valley Community Hospital. Volunteers contributed valuable time and talents helping in Registration and Out Patient Registration, Materials Management, Out Patient Surgery, Pharmacy, Skilled Nursing, Community Relations, and in the Medical Arts Building.

The Auxiliary, a volunteer group founded in Logan on June 8, 1960, was already well-established and was ready to pitch in when the Hospital opened its doors in 1966.

The Auxiliary is currently made up of three TWIG groups (Together With Important Goals) who raise money to buy new equipment. Altogether in 2008, 47 ladies in three TWIGs volunteered 4,382 hours. They raised and donated \$37,000 for the purchase of an electrical stimulation and ultrasound unit for Physical and Occupational Therapy, new furniture for the Summit, and new software for the Dietary Department.

TWIG activities and fundraisers include book sales, Celebration of Lights, Chinese auctions, bake sales, flower sales, ham sales, jewelry sales, raffles, rummage sales, square dances, and uniform sales.

To learn more about becoming an In-Service volunteer or TWIG member, ask any volunteer or TWIG member, log on to www.hvch.org/volunteer or call the Community Relations office, 380-8110.

Volunteering Good for Community, Good for Volunteers

According to Census Bureau data, volunteers in America contributed 8.1 billion hours of service worth approximately \$158 billion in 2007.



A check in the amount of \$20,800 from TWIG fundraisers is presented to the hospital for the purchase of hospital equipment.

Jan Bell, TWIG II President; Norma Geiger, Auxiliary President; LeeAnn Lucas-Helber, HVCH President; Jean Moore, TWIG I President; Mimi Hammer, Auxiliary Treasurer.

Chryis Keynes, TWIG VI President, was unable to be in the photo.

Perhaps the biggest benefits of volunteering are the pride, satisfaction, and accomplishment that come from service and making a difference in the community.

A growing body of research indicates that volunteering provides health benefits, too.

Research in The Health Benefits of Volunteering reports that those who volunteer have lower mortality rates, greater functional ability, and lower rates of depression than those who do not volunteer. Those who devote a "considerable" amount of time to volunteer activities (about 100 hours per year) are most likely to exhibit positive health outcomes.

Most volunteers and volunteer groups agree that sharing time and talent helps strengthen communities and improve lives.

Information regarding volunteer-related topics can be found at www.nationalservice.gov.



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