

Health Update

HENRY COUNTY
HEALTH CENTER
CARE YOU TRUST. COMPASSION YOU DESERVE.

MOUNT PLEASANT, IOWA
OCTOBER — DECEMBER 2014

A family's heartfelt thanks

When a heart attack strikes, every second counts. Immediate medical care can mean the difference between life and death. This spring the Frank family experienced this first-hand when a cardiac emergency struck their family.

After passing out twice at work, Helen Frank arrived home on May 10 to tell her husband Marc that she needed to go to the Emergency Department. Shortly after Helen left the room, Marc discovered his wife face down on the floor. He began CPR while waiting for Henry County Health Center Emergency Medical Services to arrive.



"The ambulance response time was fast even though it seemed like hours. The care was very professional and organized as each person promptly started an individual procedure while still working together as a team. You could tell this wasn't their

first rodeo," Marc said as he recalled that day.

After checking in at HCHC's Emergency Department, he was taken to his wife where they were preparing her for departure in the helicopter.

"The doctor came to me right away to tell me they had to get Helen to the University of Iowa Hospitals and Clinics (UIHC) immediately. They had started preparing her for the helicopter ride as soon as she arrived at HCHC. They allowed me and the rest of our family members to say goodbye. As the helicopter was leaving they informed us where they were taking her, gave directions to get there, and reminded us

to drive safely and that she would be in good hands. The HCHC staff was caring and concerned," explained Marc.

However, Helen was not out of the woods. Her treatment at UIHC was intense as two stents and a balloon were inserted to open the blocked main artery to her heart. Helen was put in a coma for three days to prevent any further damage, and spent 24 days at UIHC. Altogether, Helen suffered two mini strokes, a heart attack, cardiac arrest, internal and external bleeding, followed by pneumonia. After returning home she had to return to HCHC where she was diagnosed with two large blood clots in each lung. She returned to UIHC and came home for good on June 7. However, she had some recovery work ahead of her through HCHC's Cardiac Rehabilitation Program.

"Without the Cardiac Rehabilitation Program, I truly believe I would not be doing as well as I am physically and emotionally. Nurses Linda and Andrea are very caring and they are always upbeat. We all have fun. The classes that Cardiac Rehab offers are very informative," said Helen.

Although Helen doesn't remember her experience in HCHC's Emergency Department, her family most certainly will never forget it.

"Many things stand out about Helen's care at HCHC. But I think what stands out the most is the dedication that staff had toward Helen and the teamwork that was shown. If not for their diligence, Helen may not have survived to make that flight to UIHC," explained Marc. "It all started with the great team of paramedics and Emergency Department staff of Henry County Health Center. Thank you. We will be forever grateful to everyone involved with Helen's survival."

HCHC IN THE COMMUNITY..... 2

AUXILIARY NEWS..... 3

BREAST HEALTH AWARENESS 4

FOUNDATION..... 5

HCHC ASSOCIATE ACHIEVEMENTS.. 6

HCHC ASSOCIATE ACHIEVEMENTS.. 7

UPCOMING EVENTS 8



HCHC in the Community

Henry County Health Center Provides Community Benefit

OVER \$2 MILLION IN UNCOMPENSATED CARE AND HEALTH CARE SERVICES GIVEN ANNUALLY

Henry County Health Center provides \$2,203,420 in community benefits to Henry County, according to a recently completed assessment of those programs and services. That amount, based on 2013 figures, includes \$1,230,678 in charity care and bad debt, as well as \$972,742 in free or discounted community benefits that Henry County Health Center specifically implemented to help Henry County residents.

Community benefits are activities designed to improve health status and increase access to health care. Along with uncompensated care (which includes both charity care and bad debt), community benefits include such services and programs as health screenings, support groups, counseling, immunizations, nutritional services and transportation programs.

The results for HCHC are included in a statewide report by the Iowa Hospital Association (IHA) that shows Iowa hospitals provided community benefits in 2013 valued at nearly \$1.3 billion, including more than \$335 million in charity care. All 118 of Iowa's community hospitals participated in the survey.

"Henry County Health Center is committed to improving the health of area residents and meeting the health care needs of our communities. Therefore, we offer programs aimed at achieving our mission to enhance the health of individuals and our communities through high quality, effective and efficient services. This includes activities like educational health presentations for the public, community health fairs, specific programs designed to help individuals in their efforts to manage chronic health conditions, as well as the many programs and services offered by Henry County Community Health," explained HCHC CEO Robb Gardner.

The programs and services accounted for in the survey were implemented in direct response to the needs of individual communities as well as entire counties and regions. "Many of these programs and services would



HCHC and its associates give back to our communities in various ways. This includes donating and participating in community health-related events like Henry County Relay For Life. HCHC has had a Relay team for more than seven years, and for the fourth year in a row has been one of the top fundraising teams in Henry County. This year HCHC Healing Hands raised a record breaking \$11,162. Pictured are a few of the team members from HCHC who participated in this important event.

not exist without hospital support and leadership," said IHA President and CEO Kirk Norris.

But the ability of Iowa hospitals to respond to such needs is affected by many factors, including managing huge losses inflicted upon by Medicare and Medicaid, totaling more than \$314 million. More than 60 percent of all hospital revenue in Iowa comes from Medicare and Medicaid. Hospitals serving small, rural communities and counties are particularly dependent on these programs.

Iowa hospitals continue to implement strategies that increase value to their patients and communities. This means offering high quality care to individuals, addressing the health needs of identified populations and implementing process improvements that bend the cost curve. By seeking out ways to raise quality, reduce waste and increase safety, Iowa hospitals have become value leaders.

"HCHC's participation in state quality initiatives and process improvement efforts demonstrate our belief that we must continue to be innovative and pursue strategies that add value for our patients and area residents. We are committed to enhancing quality of service and implementing activities that provide value to our communities as well as improve customer satisfaction. We are dedicated to increasing the quality, safety, and the overall experience of healthcare for our patients," explained Gardner.

Auxiliary News

'Look Local' and discover unique merchandise at HCHC's Gift Shop

Looking for a unique gift item? Check out Henry County Health Center's Gift Shop, Unique Expressions. Located in the front lobby of HCHC, the Gift Shop offers a wide selection of items at affordable prices.

Martha Hayes and Sandy Eiffert, co-chairs of the Gift Shop, make it a priority to offer items that will appeal to many different tastes. "We try to offer something for everyone, which includes unique items and products that people are asking for. We look for seasonal items, along with merchandise for babies and children, and products like purses, jewelry and scarves. Basically we purchase items to stock for six to eight months," explained Eiffert.

The Gift Shop offers jewelry, purses, scarves, watches, candles, home décor, lotions, brands like Simply Soothing and Fresh Wave, candy and snacks, University of Iowa and Iowa State items, greeting cards, note cards, flowers, balloons, children and baby items, puzzles, games and seasonal items. The Gift Shop is open from 9 a.m.-4 p.m. Monday through Friday.

"We keep our customers in mind and try to offer affordable items. We want our shop to be a place where people can come to shop for a nice gift and not have to spend a lot of money. It is also a convenient place for the health center's associates to shop. Unique Expressions gives customers an opportunity to shop locally and not have to spend their time and money shopping out of town," said Eiffert.

Shopping local not only benefits our community by keeping business in town, but shopping at the Gift Shop also directly benefits HCHC patients. The proceeds from the Gift Shop go to the HCHC Auxiliary where the money is used to fund different projects. Some of the projects funded are sleep sacks and smoke/carbon monoxide detectors for all babies born at HCHC, patient care equipment purchases, bike helmets

continued on page 6



Auxiliary Soup Supper

Friday, November 7

4:30 - 7:00 p.m.

Calvary Baptist Church

803 E. Mapleleaf Drive.
Mt. Pleasant

CHOICES: Baked Potato with toppings, Potato Soup, Chili

\$7 for choice of two
\$5 for choice of one
\$2 Kid's Menu (under 5)

INCLUDES: relish, crackers, dessert bar and drink

- HCHC Gift Shop Display
- Used Jewelry
- Place your order for frozen cut-out Christmas cookies, Gingerbread Men and Pastry Puffs (Pick up will be Thursday, Dec. 4 in HCHC Front Lobby)
- Proceeds benefit HCHC Auxiliary health scholarship fund.

Everyone welcome!



Breast Health Awareness

Breast Health Awareness Seminar

**Thursday,
October 16
5:30 pm**

Health Education Center
Henry County Health Center

HCHC is observing Breast Cancer Awareness Month in October by offering a FREE seminar, panel discussion, and tour of the HCHC Imaging Services Department Women's Center.

THE PANEL OF SPEAKERS WILL INCLUDE:

- HCHC General Surgeon **DR. MICHELLE TANSEY** who specializes in breast health and performs breast surgeries at HCHC.
- **DEB STEENBLOCK**, Mammography Quality Control Coordinator, HCHC's Imaging Services Department.
- *Care for Yourself* Coordinator **CINDY LITCHFIELD**, RN, BSN.
- **LAURIE PARKS**, RN, HCHC's Infusion/Chemotherapy Department.

The public is invited to attend this free seminar.

The seminar will begin in the Health Education Center. Participants will tour HCHC's new Women's Center with the presentation to follow. Presenters will give a brief introduction, followed by a question and answer panel discussion. If you have questions about breast health and want to learn more about HCHC's services, call 319.385.6124 for reservations.

Light refreshments will be served. Please RSVP by October 10, 2014.

PUMP IT UP!

**Friday, October 17th
7 a.m. – 7 p.m.
Pep Stop, Mt. Pleasant**

In recognition of Breast Cancer Awareness Month, HCHC Foundation and Pep Stop are partnering to provide a day of "full-service." A portion of every gallon of gas pumped will be donated to HCHC Foundation in support of the Mammography Program which provides free mammograms for qualifying women. Donations for the Mammography Fund are being accepted throughout the month of October at the Pep Stop. Stop by on October 17 to get full service by HCHC Foundation volunteers!

The HCHC Foundation Mammography Fund helps supplement Henry County Community Health Department's *Care for Yourself* program. *Care for Yourself* provides eligible women access to free mammograms and cancer screening services. To help encourage women to get regular mammograms and reduce the fear associated with how to pay for such testing, HCHC Foundation worked with Community Health to set up this funding source for qualifying women. To learn more about the program, call Cindy Litchfield in Community Health at 385-6724 or Michelle Rosell of HCHC Foundation at 385-6541.

HCHC Foundation

Acts of Love

IN MEMORY/IN HONOR GIVING

As long-time residents of Henry County and supporters of Henry County Health Center, these three families knew they wanted to do something meaningful to honor their loved ones while further supporting the health services of HCHC.

"It was an easy decision for us," explained Sally Olson. "Mom (Mildred Carlson) was always treated well when she visited HCHC, and the emergency crew was kind, reassuring and gentle when they were called to help her. She was appreciative of their services and directing her memorial gifts to HCHC Foundation just made sense." Sally and her husband, Tim, both understand the role of the HCHC Foundation and also believe that a strong health center makes for a better community. Tim added, "We and our friends have personally benefited from HCHC. The service is invaluable and it is a blessing for our communities to have such a special hospital right here in the county."

Marilyn Ridinger also echoed this sentiment. Throughout the years, Dwight and Marilyn Ridinger had occasion to call on HCHC's Emergency Medical Services. "They were always quick to respond and knew what to do. Dwight would say the ride in the back could be a bit bumpy at times, but he always knew he was in good hands," said Marilyn. After his death, Marilyn and her family decided that one way to honor Dwight's memory was to direct memorial gifts to HCHC Foundation for Emergency Medical Services. "It feels good knowing that Dwight is still helping other people."

In February 2000, Richard McBeth, fondly known as Dick, suffered his first heart attack. Emergency response team members rushed to the home and successfully stabilized Dick before being transferred to Iowa City. "Because of that emergency crew's quick and skillful response, we had an extra 13 years together," explained wife Eileen McBeth. According to son Mike McBeth, "Those extra 13 years have meant so much to our family." After Dick's death, the McBeth's expressed a desire to do something to help provide "extra years" for other families. "Dad was always about anything that would save someone's life. And with the generosity of people that donated on Dad's behalf, we were able to have those funds go to something that would save others."

Because of their love, many lives are being touched across our community. The generous support of individuals and families is integral to the success of the HCHC Foundation and, in turn, the advancement of HCHC and the health of our communities. The HCHC Foundation is ever grateful for the generosity of the community and the faith in our efforts to be good stewards of that generosity. For more information on how you can be part of the HCHC Foundation, please contact Michelle Rosell at 319/385-6541 or email rosellm@hchc.org.



Sally Olson, Dan Walderbach and Tim Olson are pictured with the Hope Car Bed which is designed for the safe and secure transport of special needs infants. In addition, a pediatric immobilizer for transporting children with back and neck injuries was purchased.



Pictured is Marilyn Ridinger with HCHC EMS Director Dan Walderbach. Four video laryngoscopes were purchased for each of the HCHC ambulances. These hand-held camera devices provide paramedics a clear view of the vocal cords during difficult intubation procedures.



Dan Walderbach, Eileen McBeth and Mike McBeth show an example of how Dick's memorial funds were used to purchase First Responder trauma bags that house oxygen and airway management tools, IV administration supplies and other vital equipment that is taken on every call.

HCHC Associate Achievements

HCHC Maternity Services receives recognition

Henry County Health Center's Maternity Services Department recently received recognition for involvement in a statewide initiative. HCHC's pledge to reduce Early Elective Deliveries emphasizes the safety of moms and their babies. This initiative goes hand-in-hand with HCHC's main priority focused on patient safety.

In June 2012, Iowa Healthcare Collaborative began a statewide initiative to eliminate all non-medically indicated early elective inductions (prior to 39 weeks). The reason for this initiative is attributed to better outcomes and less adverse events for both mom and baby when natural progression of labor takes place. While not all obstetrical adverse events are preventable, many are and this is one way of helping to reduce potential adverse events. This initiative comes from the Partnership for Patients campaign which was launched in 2011 by the Department of Health and Human Services and CMS (Centers for Medicare and Medicaid) to coordinate strategies targeted at making care safer and more reliable for patients.

"Through the MOREob program, we have built a culture of safety in our department by developing the knowledge, skills, attitudes, behaviors and practices that make patient safety the number one priority and everyone's responsibility, all the time," explained Shayla Malone, HCHC Maternity Services Director. "As a result of this improved culture, we have achieved improved clinical outcomes including the Partnership for Patients initiative. Patient safety is our guiding principle and all of the staff work hard to attain it."

Pictured with the recognition banner is: (front, l-r): Marica Baldrige, Kristy Riordan, LoRena Allen, Amanda Fields, Stefanie Ford, Brandie Thornton; (back, l-r):Becky Fraise, Rhiannon Parriott, Shayla Malone, Tammi Burdette, JaNan Peterson, Marissa White, Sue Weiss.



continued from page 3, Look Local and discover unique merchandise at HCHC's Gift Shop

for children who come to the Emergency Department following bike/scooter accidents, stuffed animals for children treated at the health center, and scholarship funding for students pursuing healthcare careers. This past year the Gift Shop gave the Auxiliary \$12,000.

"We invite the public to visit our Gift Shop and see what we have to offer. Not only are our prices affordable, but we also offer special sales like a 25% discount off one item purchased the first Thursday of each month," said Eiffert. "Come support our Gift Shop, which supports the Auxiliary, which in turn ultimately supports the mission of HCHC."

HCHC Associate Achievements

HCHC Associates recognized for professional growth

Henry County Health Center is pleased to recognize 40 associates who participated in HCHC's Career Ladder Program. The Career Ladder was developed to promote professional enrichment and growth for every HCHC Associate. This program endorses HCHC's vision to be the healthcare provider and employer of choice.

The purpose of HCHC's Career Ladder is to recognize, facilitate and compensate associates for demonstrating increasing levels of excellence through personal accountability, professional practice, leadership and customer service.

HCHC strives to provide opportunities for development and recognition of staff excellence. The program encourages all staff to excel at their current position or take the initiative for professional growth in their field, thereby enhancing quality of care, improving patient outcomes and promoting patient satisfaction and staff engagement and retention. Participation in the Career Ladder Program also enhances our community

by advocating service and leadership in community activities and organizations.

"This is a career ladder, not a clinical ladder, which means that each and every associate is eligible to participate in the program. The diversity of the associates who participated this year is evident as we had individuals from several departments apply. There are four levels available in the program, and we had participants at each level," explained Lynn Humphreys, Human Resources Director.

"This group of recipients displayed through documentation that they were committed to going above and beyond the requirements of their jobs to improve themselves. This results in a better place to work and better care for our patients. The investment the associate and HCHC makes results in achievement of outstanding patient satisfaction and customer service through the delivery of high-level care and service excellence, and our 2014 Career Ladder recipients are role models for how to work toward this goal and give back to the community."



Career Ladder recipients for 2014 include (front, l-r): Mary Murphy, Brent Wilson, Angie Ackles, Dawn Zaiser, Deanna Fraise, (middle, l-r): Andrea Moeller, Brandy Parker, Kelly Klossing, Rebecca Van Deuren-Sample, Stephanie Gorsch, Maureen Ewinger, Marcia Jamison; (back, l-r): Dan Walderbach, Elise Klopfenstein, Devan Rhum, Brian Sinclair, Vicky Oge, Gary Brose, Kelly Carr, Gale Bittle, John Vallandingham.



(Front, l-r): Diane Steffensmeier, Linda Veldboom, Gloria Fear, Stacy Speidel; (back, l-r): Travis Johnson, Jean Glandon, Laura Williams, Laurie Hoyer, Sara McClure, Ava Seibert, Connie Borschel.



(L-r): Lori Coakley, Jill Burtlow, Erika DuVall.

Career Ladder recipients not pictured: Carolee Benz, Jill Daniel, Todd Steenblock, Deb Steenblock, Prudy Mallams.



407 South White Street
Mount Pleasant, IA 52641

Non-Profit
U.S. Postage
PAID
Cedar Rapids, IA
PERMIT NO. 174

Upcoming Events

CARDIAC/PULMONARY SUPPORT GROUP

October 15, Noon
Presentation by
Dr. Alfred Savage, D.O., FAAC
**"Why Rehab? Reasons
and Benefits."**
Free lunch provided
*Health Education Center,
HCHC*

December 2, 6:30 p.m.
Annual Christmas Party
Bring a heart healthy, low-
fat dish (drinks, meat, plates,
utensils provided)
Friends and family welcome
*Mt. Pleasant Civic Center,
2nd floor of Library*

DIABETES 2-HOUR FOLLOW-UP CLASS

October 2, 2-4 p.m.
November 6, 2-4 p.m.
December 4, 2-4 p.m.
*Diabetes Education Center,
Suite 24, HCHC*

HHCC HALLOWEEN WALK AND 15 YEAR CELEBRATION

October 19, Afternoon
East Lake Park

DIABETES GROUP TRAINING

October 21 & 28
November 18
December 16
Call 385-6518 to register
*Diabetes Education Center,
Suite 24, HCHC*

PRE-DIABETES CLASS

October 14, 12-1 p.m.
December 9, 12-1 p.m.
Call 385-6518 to register
*Diabetes Education Center,
Suite 24, HCHC*

COFFEE CLUB

November 14,
8:30-9:30 a.m.
Free social hour discussing
diabetes and other health
topics
*Diabetes Education Center,
Suite 24, HCHC*

HCHC AUXILIARY \$5 JEWELRY SALE

October 24,
7:30 a.m.-5:30 p.m.
Classroom A1 & A2, HCHC

ANNUAL FROZEN PASTRY/ CUT-OUT COOKIE SALE

Month of October
through November 20
Call 319-385-6524 to order
Product pick-up on
December 4, 1-3 p.m.
HCHC Lobby

ANNUAL SOUP SUPPER

November 7, 4:30-7 p.m.
*Calvary Baptist Church,
Mt. Pleasant*

ANNUAL GIFT SHOP LOBBY SALE

December 4,
7:30 a.m.-5 p.m.
HCHC Lobby

FOUNDATION BOOK FAIR

December 10,
9 a.m.-4:30 p.m.
Classroom A1, HCHC

HCHC AUXILIARY MEETING

October 13
November 10
December 8
9:00 a.m. Monthly Meeting
Classroom A1, HCHC

PHYSICIANS & CLINICS of HCHC

WAYLAND COMMUNITY CLINIC

Jessie Anderson, ARNP
227 W. Main
319.256.7100

Clinic held on Mondays and Thursdays
8:30 a.m.–Noon and 1 p.m.–5 p.m.
Wednesdays 8:30–11:30 a.m.

WINFIELD COMMUNITY CLINIC

Tess Judge-Ellis, DNP, ARNP
110 W. Pine
319.257.6211

Clinic held on Tuesdays (Dr. Judge-Ellis)
and Fridays (Dr. Judge-Ellis &
Jessie Anderson)
8:30 a.m.–Noon and 1 p.m.–5 p.m.
Wednesdays (Jessie Anderson) 1–4:00 p.m.

This publication does not constitute professional medical advice. Although it is intended to be accurate, neither the publisher nor any other party assumes liability for loss or damage due to reliance on this material. If you have a medical question, consult your medical professional.

Chief Executive Officer: *Robb Gardner*
Editor: *Shelley L. Doak*
© 2014 Henry County Health Center