

VIEWPOINT

BAXTER REGIONAL MEDICAL CENTER

BRMC announces Legends for 2008

The Baxter Regional Medical Center Legends for 2008 are Jan Crawford, administration; Gerald Cantrell, ambulance; Julia Blanchard, materials management; Paul Mason, environmental services; and Terry Lally, maintenance.

Jan Crawford

When Jan joined Baxter General Hospital in 1981, she brought the "can do" attitude, organizational skills and work ethic that have strengthened the organization. She began as secretary for the controller, but soon became executive secretary to then-CEO Bill Anderson.

Jan not only manages the CEO's schedule, but her duties also include serving as board secretary, maintaining the booking schedule of various conference rooms and keeping minutes for several medical staff committees. She arranges business travel for the CEO and board members.

Jan does the tedious paperwork for physician credentialing and recredentialing, organizing more than 100 files. Dr. Lincoln Godfrey describes Jan as "the first and last person you need to call with a question."

Jan is very knowledgeable about the hospital and also recognizes the importance of confidential information. And even when she's busy with her own projects, she will offer help and a smile to others. While maintaining her work hours, Jan continued her education and received a degree in business.

Jan has worked for four hospital administrators and has helped the office work continue to flow smoothly through each transition.

Her work with BRMC is a family affair. Jan's husband, Jerry, who works in the engineering department, has been with the hospital for 27 years. Her son worked summers in the engineering department while attending school, and her daughter, Lori, is a licensed social worker at BRMC.

Gerald Cantrell

Gerald has led his department to national recognition with the addition of cutting-edge technology. He began his career at BRMC in 1974 as an EMT trainee and orderly on Ward 2. Since then, he has grown in leadership and service as the hospital has grown in size. As ambulance director, Gerald has ensured that his department progressed right along with the hospital.



Ron Peterson, BRMC president and CEO, with 2008 Legends (from left) Gerald Cantrell, Julia Blanchard, Jan Crawford, Terry Lally and Paul Mason

When Gerald first started at BRMC, the only transportation to the hospital other than private car was a red-and-white hearse donated by Roller Funeral Home. Under Gerald's leadership, BRMC's ambulance service became the first full-service paramedic operation in the north-central Arkansas region in 1985.

Gerald obtained his EMT certification in the first EMT class in Baxter County, which was taught at BRMC. He was quickly promoted to shift captain, then to director of emergency services. In 2001, he graduated from ASU with his RN license.

In 2008, Gerald took on more responsibility by accepting the position of emergency preparedness coordinator and safety director of the hospital. Under his leadership, the BRMC ambulance service has established bases in surrounding areas and has participated in numerous community preparedness and service activities. In 2007, the service was recognized nationally for Outstanding Emergency Service.

Julia Blanchard

As a member of the materials management staff, Julia affects every area of the hospital. She exemplifies BRMC values by treating all staff, patients and visitors with respect and kindness. She has served the hospital for more than 15 years.

Julia works closely with her director and other staff members to help the department run smoothly, and she looks for ways to save the hospital money while maintaining quality. Even when she is busy, Julia has time for a smile and word of encouragement.

Julia researches products and obtains samples, and she attends meetings outside the hospital to bring back new and innovative ideas. She is

truly a model BRMC employee who embodies the attitude we should all strive for.

Paul Mason

Paul is known all over the hospital for his positive attitude, friendly smile, and willingness to help whenever and wherever he is needed.

As a member of the environmental services department for more than 20 years, Paul takes great pride in his job. As assistant supervisor/trainer, he trains all the department's new employees.

Paul is always conscientious about supply usage and presents ideas that help the department move forward and save money. Paul is trustworthy and an exemplary role model of customer service.

Paul is constantly striving to improve himself and help meet the needs of others.

Terry Lally

Terry's contributions are evident all across the hospital. He worked with contractors to build CARTI, the Medical Arts Building and numerous other construction projects at BRMC. Terry became a BRMC employee in 1993 as a full-time painter/Sheetrock hanger.

He has designed methods and even tools to help BRMC complete painting and construction jobs in-house more quickly and cost-effectively. Terry is always the first to volunteer to take extra shifts while someone is sick or on vacation. He will help any mechanic in the shop with any task.

Terry goes out of his way to help patients in need, even using his own time and money to lend a hand. It is no wonder that Terry's services are in high demand throughout the hospital.

Schliemann Center for Women's Health Education named
Page 2

Ambulance EKG enhances emergency care
Page 3

Baxter employees receive state appointments
Page 4

Inside This Issue

Baxter Regional Medical Center
624 Hospital Drive
Mountain Home, AR 72653
Main Number 870-508-1000
Find a Physician 800-695-DOCS (3627)

Board of Directors
Steve Luelf – Chairman
Clark Fletcher – Vice Chairman
Tom Schmucker – Secretary
Jim Venters – Treasurer
Rosalyn Blagg
Lincoln Godfrey, D.O.
George Johoske
George Lawrence, M.D.
Ted Sanders
Bruce White, M.D.
Mary Wren, M.D.

baxterregional.org
e-mail: brmc@baxterregional.org



Baxter Regional
Medical Center

A Word from the Board of Directors Chairman

Steve Luelf

Despite the struggling economy and other challenges facing the healthcare industry, we were fortunate to end 2008 in an operationally sound position. This is largely due to the dedicated leadership team and staff of our hospital.

More than a year ago, our staff embarked upon "Mission Possible." Various staff teams examined every aspect of our operations with the goal of streamlining business operations, finding savings opportunities and improving quality. Our staff members were open-minded and often made sacrifices that affect them or their teams personally. The mission was successful and, as a result, we ended the year in good shape.

Our nation's current economic challenges significantly affect the management of Baxter Regional Medical Center. When consumers face economic uncertainty, they are more likely to postpone nonemergency medical procedures, which reduces hospital volume. Higher volume increases our financial strength as a hospital; lower volume has the opposite effect.

Also, instability in hospital volume means fluctuation in the number of staff members needed. It is a major challenge to efficiently manage volume fluctuations and avoid unfairly disrupting the lives of our valuable and committed staff.

With hospitals closing around the country due to economic strain, we feel fortunate to rise to the challenge. The board and staff continue to focus on strategic planning and efficient operations, while always emphasizing quality. With the faithful support of our community, we will continue providing first-class healthcare, close to home.



Steve Luelf

Schliemann, Wren shared vision for center

As Dr. Mary Wren was assembling the team that would help make her dream of a women's health education center a reality, one of the first women she thought of was Josee Schliemann.

Wren and Schliemann first met in 1996 when Schliemann's husband, Frank, who was suffering from Alzheimer's disease and a stroke, was receiving care at Good Samaritan Village. Wren had moved back to Mountain Home to care for her father, who was in the early stages of Alzheimer's.

"That became our initial bond," Wren says. "I watched Josee deal with the end stages of that horrible disease with grace, courage and extreme devotion. I tried to encourage her to take some time for herself, and she helped me prepare for and navigate my own journey with my dad."

Schliemann grew up in Belgium and came to the U.S. in 1946 following World War II. Five

Schliemann Center for Women's Health Education named

The Women's Health Education Center of Baxter Regional Medical Center was officially renamed to honor Josee Schliemann, 81, of Oakland, Ark., who donated \$300,000 to ensure that the Schliemann Center for Women's Health Education continues to offer programs that benefit women of all ages.

A charter member of the Women's Health Advisory Board, Schliemann says the center has surpassed her expectations, but that she would like to see it expand to serve more area women.

During the dedication ceremony, BRMC officials and Women's Health Advisory Board members expressed their appreciation for Schliemann's generous gift. Schliemann called the education center the "dream" and "vision" of Baxter Regional's Dr. Mary Wren.

Wren said the center most reflects Schliemann's spirit. "I can think of no more perfect name for the house than the Schliemann Center for Women's Health Education, or, as it is in my heart, Josee's House," Wren said.

BRMC President and CEO Ron Peterson also thanked Schliemann for her gift. "It's so nice for you to remember the community and continue your legacy in this way," he told Schliemann.

Women's Health Advisory Board Chairwoman Sally Gilbert introduced and welcomed guests, and member Corinne Hiser opened the ceremony with prayer.

Opened in 2005, the education center includes a boutique that offers hard-to-find specialty items such as Medela breastfeeding supplies, mastectomy swimsuits and baby gifts. In the center's library, women can find books on a variety of topics and Internet access to research pertinent health issues.

The center hosts Lunch & Learn, Girls Night Out, Teen Girls Night Out and Golden Girls Day Out programs where women of all ages enjoy food, fun activities and a wealth of health information geared specifically to them. Support groups, as well as childbirth and breastfeeding classes, also meet at the center.

The "Tell Your Mom, Save A Life" outreach program takes breast cancer awareness to the schools, while "Owning Up" teaches students to respect themselves and others.

The dedication ceremony concluded with the unveiling of a new sign designating the Schliemann Center for Women's Health Education. Members of the Women's Health Advisory Board, wearing pink aprons embroidered with the new name of the center, gave guests silver keychains engraved with the new name.

"We so greatly appreciate this generous gift," said Barney Larry, executive director of the Baxter Regional Hospital Foundation. "Josee has played such a big part in guiding the center, and now her gift will benefit so many women in our community. It is very fitting that this center will now bear her name."

years later she became an American citizen. She and her husband lived in St. Louis, Mo., where they raised four children. When Frank retired in 1979, they moved to Oakland, Ark., where they had spent holidays and vacations.

When Wren asked Schliemann to serve on the Women's Health Advisory Board, she quickly agreed. Schliemann has attended many of the outreach programs herself and has experienced the positive impact they have on women in the community.

"I had no idea it would grow to be this big," Schliemann says of the center that now bears her name. "But, for the good of the community, we need to keep expanding the scope of our programs."

Her gift will help the Schliemann Center for Women's Health Education do just that.



Josee Schliemann in front of the sign for the newly dedicated Schliemann Center for Women's Health Education at Baxter Regional Medical Center



Pictured (from left) are Sally Gilbert, Women's Health Advisory Board chairwoman; Schliemann; Dr. Mary Wren, whose vision led to the center's establishment; and Ron Peterson, BRMC president and CEO.



Matt Baker, BRMC Ambulance paramedic, visits with Glen Wright of Cushing, Okla. When Wright had a heart attack, the 12-lead EKG aboard the ambulance that transported him saved valuable minutes in administering his care.

Ambulance EKG enhances BRMC emergency care

“Code STEMI.” The page echoed through the halls of Baxter Regional Medical Center, summoning a specialized team of healthcare professionals to the Cline Emergency Center (CEC).

CEC physician Dr. Allen Jackson called the code based on the EKG of patient Glen Wright, who was en route to the hospital by ambulance. STEMI stands for ST segment elevation myocardial infarction, or heart attack.

Readings transmitted by the 12-lead EKG on board the ambulance give physicians vital information to help determine the appropriate course of care. “The EKG lets us know if this is a STEMI or a non-STEMI event,” says Kelly Dicks, CEC director. “This is important because the two are treated differently.”

Before Wright arrived, the emergency department and cath lab team, including cardiologist Dr. Michael Camp, had his treatment plan in place. “The sooner the intervention, the more heart muscle we are able to save,” Dicks says.

Within 22 minutes of Wright’s arrival, Camp was inserting a balloon and stents to increase blood flow to Wright’s heart. The national average for this “door-to-balloon time” is 90 minutes.

“This enhances our role as an extension of the Cline Emergency Center,” says Gerald Cantrell, ambulance director. “Having the 12-lead EKG on board saves 15 to 30 minutes, because this is a test that would otherwise have to be performed after the patient reached the ER.”

Wright and his family were pleasantly surprised by the technology being used in such a rural area. He and his wife, Mary Lou, had traveled from their home in Cushing, Okla., to buy a car at a residence in Flippin. Wright buys and sells old Model A Fords as a hobby.

His symptoms began as he was tying the car down on the trailer. “I thought I had indigestion,” Wright says. “I’ve had a heart attack before, and it felt altogether different. It was burning, and then I started sweating. My arm started hurting.”

He took a nitroglycerin pill, and his wife offered to drive home. “He said he wasn’t feeling good, and his color was terrible,” she says.

As his condition worsened, Wright took another nitroglycerin pill. Mary Lou stopped at the Fairview Fire Department for directions to the nearest hospital. A fireman called for an ambulance and began treatment as a first responder, administering baby aspirin.

As soon as BRMC paramedic Glenn Sanderson and EMT Janette McQueen arrived on the scene, they loaded Wright into the ambulance to begin emergency procedures, including the EKG.

Wright remembers that upon his arrival at BRMC, a team of five healthcare providers began his care immediately. Wright was impressed by how quickly they transported him to the cath lab. “They must have gotten ready for me quickly, because it didn’t take too long to get to the hospital,” he says. “That time makes a lot of difference. It could be a lifesaver.”

And even though they were five and one-half hours from home, the Wrights found caring people around them. Their minister in Oklahoma called Jim Robinson of First Christian Church in Mountain Home to visit them. “Everybody was just super nice,” says Mary Lou, who also praised the quick work of the Fairview firemen, the BRMC Ambulance crew, the CEC staff, the cath lab team, Dr. Camp and the nurses.

In his hospital room two days later, Wright still wore a monitor, the only indication that he was a patient. He was dressed, sitting up and laughing with his wife, son-in-law and grandson.

“Everybody that we’ve talked to has said this is the best place for someone in Glen’s condition to be,” says Mary Lou.

Her husband was quick to add with a smile, “You Arkansawyers are doing a good job.”

CEO Corner

I was recently asked where our marketing theme “Remarkable” originated, and I was proud to state, “From our employees.”

We have all the necessary components for delivering quality urban healthcare in a nonurban setting. We have “Remarkable,” top-notch physicians who love the area and provide a vast array of specialties. We also have “Remarkable” nurses, homegrown in many cases due to our outstanding relationship with Arkansas State University – Mountain Home.

Advanced technology also makes us “Remarkable.” We are able to meet healthcare needs with up-to-date technology, due in part to the generosity of our “Remarkable” community, foundation and auxiliary.

We are often able to purchase equipment that would not normally be found in a hospital of our size or location, such as a special surgical table used in a new, full hip-replacement procedure. The table allows the surgeon to position the patient in such a manner that a small incision can be made in the groin, a vast improvement over the traditional method involving a long incision made along the outer thigh and across the quad muscles. Because of this specialized table, a full hip replacement is now less traumatic and recovery is faster. But technology comes with a price tag, and this special table cost \$94,000.

As we proceed through 2009, we will continue to strive for cost efficiency without sacrificing quality of care. One way we will achieve this is through public education that focuses on prevention and encourages healthy lifestyles.

We are all familiar with the obesity epidemic that is sweeping the nation, affecting even our children. Younger people are entering the healthcare system with conditions that require lifelong maintenance. These patients, in addition to an aging population that is living longer, put a huge burden on the existing healthcare system. If we can encourage people to adopt healthier lifestyles by providing educational tools through our support houses, health fair, public forums, community partnerships with ASU – Mountain Home and organizations such as the Convoy of Hope, BRMC will continue to be a “Remarkable” caregiver for area residents.

Thank you for your continued support of our efforts.



Ron Peterson

Baxter employees receive state appointments



BRMC Risk Manager Sandy Priebe was recently sworn in to the State Board of Nursing by Municipal Judge Van Gearhart. Her term will expire Oct. 1, 2012. Also, Kristy Pollard of the BRMC physical therapy department has been reappointed to the Governor's Developmental Disability Council. Her term will expire June 30, 2013.

BRMC Regular Support Groups and Classes

Peitz Cancer Support House

For more information, call 870-508-2273 (CARE) or e-mail rellis@baxterregional.org.

Caregivers Support Group

2nd and 4th Thursdays, 1 p.m.

Celebrating Life Support Group

1st and 3rd Fridays, noon

Chatting Needles

Wednesdays, 1 p.m.
1st Thursday, 5 p.m.

Breast Cancer Survivors

2nd Tuesday, noon
4th Thursday, 6 p.m.

Men's Cancer Breakfast Support Group

2nd Thursday, 7:30 a.m.

Men's Cancer Activity Support Group

4th Friday, 9:30 a.m.

Children's Support Group

Tuesdays, 4 p.m.

Lymphedema Support Group

3rd Monday of every other month, noon
(January, March, May, July, September, November)

2009 Look Good, Feel Better

Feb. 16, April 20, June 15, Aug. 17, Oct. 19, Dec. 14
9-11 a.m.
Must call to register

Schliemann Center for Women's Health Education

For more information, call 870-508-2345 or e-mail aponder@baxterregional.org.

Fibromyalgia Support Group

1st and 3rd Mondays, 10 a.m.

Women's LIFE Support Group

1st Tuesday, 6 p.m.

Reppell Diabetes Learning Center

For more information, call 870-508-1765 or e-mail karkangel@baxterregional.org.

Diabetes Wellness Group

4th Tuesday, 5 p.m.
Lagerborg Dining Room
Free

Am I at Risk?

3rd Tuesday, 5:30-7 p.m.
Free

First Class Flyers – Type 1 Support Group

Call for dates and times
Free

Baxter Regional Center on Aging

For more information, call 870-508-3880 or e-mail nsvehla@baxterregional.org.

Better Breathers

2nd Friday, 2 p.m.

Parkinson's Support Group

1st Wednesday, 11 a.m.

Dementia and Alzheimer's Support Group

2nd Friday, 3:30 p.m.
Van Matre Senior Center

Brain Teasers

3rd Friday, 1 p.m.

Stroke Education and Support Group

2nd Wednesday, 1 p.m.

Mark Your Calendar!

Feb. 24

Breastfeeding Class

Sandy Allenbaugh, RN, Instructor
6:30-9 p.m.
Schliemann Center for Women's Health Education
For more information, call 870-508-2345 or e-mail aponder@baxterregional.org.

Feb. 26

AARP Safe Driving Class

9 a.m. – 2 p.m.
Mountain View
For more information, call 870-508-3880 or e-mail nsvehla@baxterregional.org.

Feb. 26

Girls Night Out

Women's Heart Health with Dr. Michael Camp
6-8 p.m.
Cardiovascular Associates
For more information, call 870-508-2345 or e-mail aponder@baxterregional.org.

March 9 and 13

AARP Safe Driving Class

9 a.m. – 2 p.m.
Baxter Regional Center on Aging
For more information, call 870-508-3880 or e-mail nsvehla@baxterregional.org.

March 9, 23 and 25

Tobacco Cessation Class

Peitz Cancer Support House
For more information, call 870-508-2273 (CARE) or e-mail rellis@baxterregional.org.
(Must attend all sessions to complete class)

March 12

Couples Night Out

6-8 p.m.
Schliemann Center for Women's Health Education
For more information, call 870-508-2345 or e-mail aponder@baxterregional.org.

March 18

Cooking for One series – Part 3

Tanya Yates, Baxter County Extension Agent
9 a.m.
Baxter Regional Center on Aging
For more information, call 870-508-3880 or e-mail nsvehla@baxterregional.org.

March 18

Lunch & Learn

Skin Cancer Prevention
Corinne Hiser, ANP
Noon
Schliemann Center for Women's Health Education
For more information, call 870-508-2345 or e-mail aponder@baxterregional.org.

March 18

Getting a Good Night's Sleep

Karen Ezell, BRMC Sleep Lab
Noon
Baxter Regional Center on Aging
For more information, call 870-508-3880 or e-mail nsvehla@baxterregional.org.

April 3 and 4

Women's Cancer Survivors Retreat at Ozark Mountain Memories

Registration March 2-27
For more information, call 870-508-2273 (CARE).

April 8

Cooking for One series – Part 4

Tanya Yates, Baxter County Extension Agent
11 a.m.
Baxter Regional Center on Aging
For more information, call 870-508-3880 or e-mail nsvehla@baxterregional.org.

April 8

Self-Defense Techniques for Seniors

Paul Mruk
11:30 a.m.
Baxter Regional Center on Aging
For more information, call 870-508-3880 or e-mail nsvehla@baxterregional.org.

April 15 and 16

BRMC Health Fair

Baxter County Fairgrounds
For more information, call Donna McMullen at 870-508-1883 or e-mail dmcullen@baxterregional.org.

April 23

Golden Girls Day Out

Keeping a Healthy Body – Knees and Feet
1-3 p.m.
Schliemann Center for Women's Health Education
For more information, call 870-508-2345 or e-mail aponder@baxterregional.org.

The following physicians are on staff at Baxter Regional Medical Center. For more information, please call our Physician Referral Hotline & Centers of Excellence at 870-508-1001 or toll-free at 800-695-DOCS (3627).

ANESTHESIOLOGY Dr. Charles W. Armistead Jr. 424-7070 Dr. Ira D. Chatman 424-7070 Dr. James S. Clarke 424-7070 Dr. Phillip Eugene Milam 424-7070 Dr. J. Camp Newton 424-7070	FAMILY MEDICINE • also Obstetrics Dr. Kevin J. Adkins 425-3131 Dr. Richard H. Ahrens 449-4221 Dr. Robert C. Ahrens 449-4221 Dr. Roland Bailey 453-2266 Dr. Shawn D. Bogle 449-4221 Dr. Ronald Bruton 425-6971 Dr. Richard L. Burnett 425-3030 Dr. J. Gregory Elders 425-6971 Dr. Robert M. Ford 508-1001 Dr. Caleb Gaston 425-3131 Dr. Michael S. Hagaman 425-6971 Dr. Michael Hodges 425-3131 Dr. George Lawrence 425-6971 Dr. Timothy C. Paden 425-3030 Dr. Lonnie Robinson 425-6971 Dr. Roger D. Simons 453-2274 Dr. Misty Skorcz 994-7301 Dr. Tammy Tucker 445-3296 Dr. Edward L. White 425-3131 Dr. Stacy Wilbanks 425-3131 Dr. Mark Williams 425-3030	INTERNAL MEDICINE/ PEDIATRICS Dr. John W. Thompson 425-3030 NEPHROLOGY Dr. Daniel Valach 508-5010 NEUROLOGY Dr. Bruce Robbins 424-6634 OBSTETRICS/GYNECOLOGY Dr. Harley Barrow 425-7300 Dr. Erik Shultz 425-7300 Dr. Linda N. Teal 425-7788 Dr. Mary R. Wren 425-7300 OPHTHALMOLOGY Dr. Paul Arnold 424-2020 Dr. Priscilla Arnold 424-2020 Dr. William D. Hill 425-2277 Dr. Kenneth Jones 425-2277 Dr. Kenneth M. Kilgore 424-4900 Dr. Douglas Marx 424-2020 Dr. J.Y. Massey 424-2020 Dr. Ethan J. Wright 424-4900 ORTHOPAEDICS Dr. Jeryl G. Fullen 424-3642 Dr. Terry G. Green 424-3642 Dr. Thomas E. Knox 424-3400 Dr. Anthony D. McBride 424-4710 Dr. M.B. Moore III 424-4710 PATHOLOGY Dr. James Babcock 508-1890 Dr. Steve Douglas 508-1890 Dr. Christopher G. Webb 508-1890 PEDIATRICS Dr. Yoland Condrey 425-6272 Dr. Perry Wilbur 424-3545	PLASTIC SURGERY Dr. Adam Newman 425-6398 PODIATRY Dr. Eric Arp 425-7363 PSYCHIATRY Dr. Thomas Walden 508-6400 Dr. Christopher Winslow 508-2646 PULMONOLOGY Dr. Mohammad Al-Ajam 508-3250 Dr. Khaled Al-Khasawneh 508-3250 Dr. William P. Galli 508-3250 RADIATION ONCOLOGY Dr. Gary B. Wells 424-2200 RADIOLOGY Dr. William L. Landrum 508-1160 Dr. Matthew Kyle McAlister 508-1160 Dr. Anu Shultz 508-1160 Dr. Joe Tullis 508-1160 Dr. Matthew Wilson 425-3737 RHEUMATOLOGY Dr. Safwan Sakr 424-7072 SURGERY General, Thoracic & Vascular Dr. Jacob L. Dickinson 425-9120 Dr. Kent P. Nachtigal 425-9120 Dr. John M. Spore 425-9120 Dr. Ray Stahl 425-9120 Dr. Dan Swoyer 425-9120 UROLOGY Dr. Jason Lindsay 508-6020 Dr. John S. TerKeurst 424-3699 Dr. E. Russell Webb 424-3699
--	--	--	---



Baxter Regional Medical Center

General Info 870-508-1000

baxterregional.org