

This Issue

A Word from the Board of Directors Chairman - Clark Fletcher (page 2)

2011 Health Fair - almost 1,800 visitors walked through the doors, including 1,007 that were screened at no charge (page 3)

BRMC Calendar, Support Groups, Programs/Classes, and Events (page 4)

VIEWPOINT

Mountain Home, Arkansas

SUMMER 2011



Heroes with Halos

A program that began late in 2010 called Heroes with Halos gives patients and family members the opportunity to pay tribute to that "special healthcare provider" who made a difference during their hospital stay. The special provider could be a physician, nurse, radiology technician, therapist, lab tech, food service worker, housekeeper, volunteer or any other "caregiver" who made the BRMC Difference. The response from patients and family members has been overwhelming!

Beverly Clark, RN is honored with a Heroes with Halos Award
by Cathy Hamel, Chief Nursing Officer.



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Remarkable★

The Baxter Regional Difference



Baxter Regional Medical Center

Kidz in Motion Event, Fun and Interactive, and Sweating was Strongly Encouraged!

Kidz in Motion was hosted by the Active Lifestyle Institute, Cline Emergency Center at BRMC, and Mountain Home Parks & Recreation's L.C. Sammons Youth Center April 2nd at the L.C. Sammons Youth Center.

The Active Lifestyle Institute hosted a free health and wellness event for over 250 area children, ranging in age from 3 to 12 years old.



Unhealthy and inactive lifestyles are causing a broad range of health problems in children that previously weren't seen until adulthood. These include high blood pressure, type 2 diabetes and elevated blood cholesterol levels.

Unhealthy children are more prone to low self-esteem, negative body image and depression.



Parents/guardians attending spent the last 30 minutes of the event asking a BRMC panel of experts questions about their child's health. It was a fun, interactive event, and sweating was strongly encouraged!

(continued on page 2)



ACTIVE LIFESTYLE INSTITUTE
Baxter Regional Medical Center

(continued from cover)

Kidz in Motion Event, Fun and Interactive, and Sweating was Strongly Encouraged!

The following experts committed their time for this event:

- Pediatrics – Dr. Setshedi Makwinja
- Orthopaedics – Dr. Thomas Knox and Stacy Kennedy, APN, FNP-BC
- Cline Emergency Center – Lacey Robb, BSN, RN and Mandy Carson, RN
- Dentistry – Dr. Bradley Coleman, DDS
- Physical Therapy – John Hilvert, MSPT and Richard Byrum, MSPT
- Sports Nutrition – Jan Halligan, RD, CDE, BRMC Clinical Nutrition Manager
- Certified Athletic Trainer – Heather Guthrie, ATC
- Sports Physiology – Whitney Aleshire and Jonny Harvey, Exercise Physiologists



All children that attended received a free t-shirt, Frisbee, first-aid kit and lots of other “goodies!”

The event also included the 2nd Annual BRMC Bike Rodeo!



Attendees received free safety tips and bike inspections, and all children who brought their bike received a free helmet!



Heroes with Halos

L- R Barney Larry, VP of Business Development & Baxter Regional Hospital Foundation Executive Director; **Dr. Francis Radkey, Heroes with Halos recipient**; Donna Burnett, Office Manager; Cindy Costa, Director of Development/Foundation.

A Word from the Board of Directors Chairman - Clark Fletcher

It seems the rancorous political debate about healthcare and healthcare costs will continue forever. There is a constant barrage of malicious chatter from those determined to push the American healthcare system one way or another. It appears that some are determined to make it fail. I'm sure we are all a little uncomfortable with what has been created and what the future holds. To use phrases I pirated, some people are intentionally creating a negative “vortex of doom” about healthcare in America.

I don't really like the concept of a negative vortex of doom, so let me give a suggestion on how to stop it. The other day, I got on an elevator at BRMC with a couple carrying cameras. They were on their way to take pictures of their new grandchild, and there was no gloom and doom in their outlook. That elevator was filled with very positive energy, a “positive whirlwind of optimism” for sure. I have no idea who they were, but I understand the new grandbaby was “perfect.” It made me feel good just to be on the elevator with them.



There is some tough work to be done to make sure Baxter Regional Medical Center and our community can meet the healthcare needs of the future. There are problems out there in the future which will be challenging. All healthcare organizations will be challenged. If we can meet those challenges with the attitude shown by the couple in the elevator, I'm sure it will be no problem to triumph. So, the next time you are feeling a little doom and gloom, go to the nursery and talk about the future with some new grandparents. They are easy to spot—they have the cameras and big smiles.

2011 Health Fair

In spite of foul weather, the 2011 Health Fair had almost 1,800 visitors walk through the



ASUMH Nursing Students Prepare Patients for Blood Draws, Under BRMC RN Supervisor.

doors. Of those 1,800 visitors, 1,007 people were screened at no charge.



Gerald Cantrell, RN, Director of Ambulance Dispatch.



Laurie McCoy at Acute Inpatient Rehabilitation Unit.



Cathy Weaver of Hospice and Volunteer Doris Fletcher Reeves.



Stephen Dunn and Joyce Strauss of BRMC Home Health.



Brandee Litty of BR Heart Clinic.



Peitz Cancer Support House Volunteers L-R T.J. Hill, Betty Cline, Donna Allard.



Volunteer Service's L-R Edith Harper, Becky Rose, Director of Volunteer Services.



BR Bone & Joint Associates L-R Dana Moore, Leisa Abernathy, Office Manager.



Active Life Institute L-R John Hilvert, MSPT, Mike Beam, Director, Active Life Institute.



BRMC Clinical Informatics L-R Wynne Armstrong, RN, Roxy Koop, RN, Jeannie Lillo, RN.



Digestive Diseases - Endoscopy L-R Director Barbara Mazzuchi, RN, Tammy Tyson, RN, Donna Cole, RN.



Health Fair Visitors.



Mobile Mammography Unit L-R Carolyn Cason, Bonnie Fischer.

CEO Corner

- Ron Peterson



As CEO of Baxter Regional Medical Center, I am most fortunate to be part of a caring and compassionate hospital whose Vision is **To be the regional medical center of excellence.** To actually become and maintain this status of "regional medical center of excellence," numerous operations and functions are performed to a high standard on a daily basis; however, the most significant role that must be consistently accomplished is the provision of excellent care administered to each and every one of our patients who walk through our doors.

As Healthcare Reform and other adjustments in the marketplace and the economy continue to alter the healthcare landscape, hospital employees are not only asked to accomplish more with less but they are asked to accomplish more with less **while maintaining quality care.** The last part of this phrase is essential to our commitment to attaining and maintaining excellence. Please be assured that first and foremost in my mind and in the minds of all those associated with BRMC – physicians, healthcare workers, volunteers – is our commitment to provide the highest quality of care possible to all our patients. This is a commitment that we must never lose sight of regardless of the changes that may appear on the healthcare horizon.

And speaking of changes, many exciting changes are occurring in and around the hospital on a daily basis. In this issue of the **Viewpoint**, please allow me to inform and update you on just a few of these new developments.

- Of all the patients seen in the first quarter of 2011, BRMC is at 100 percent on one of our Core Measures – Acute Myocardial Infarction – "door to balloon" within 90 minutes of hospital arrival.
- The Wound Center has expanded by installing one additional Hyperbaric Oxygen Tank. The center now has a total of three tanks which allows them to treat between 10 to 14 patients per day.
- Food Services will soon be offering a new "In Room Dining Service" to our patients. Restaurant-style menus will be available in patient rooms, and patients will be allowed to order food anytime between 6:00 a.m. to 6:30 p.m.
- Two-West is currently being completely remodeled. The newly renovated unit is scheduled to reopen around the first of July.
- BRMC has experienced over 12 months without a central line-associated blood stream infection.
- Commitments to join the BRMC Medical Staff have been made by 8 physicians who will be relocating to Mountain Home between July and October, 2011. Their specialty areas will include Hematology/Oncology, Emergency Medicine, Urology, Family Medicine, Pulmonology, Nephrology, Anesthesia, and Orthopaedics.
- The implementation of the Electronic Medical Record continues to progress. The next component, Meaningful Use, is on-track to being achieved by September 30, 2012.

Once again, thank you for your commitment and support of BRMC and our vision **To be the regional medical center of excellence.**

BRMC Calendar

All activities noted below will be held at their Houses unless otherwise noted. All dates subject to change.
Programs/Classes - space is limited - call that House to register.

Support Groups

Peitz Cancer Support House - For more info, call 870-508-2273 (CARE).

Caregiver's

1st & 3rd Monday at noon

Celebrating Life

1st & 3rd Friday at noon

Chatting Needles

Wednesdays at 1pm

Breast Cancer Survivors

2nd Tuesday at noon, 2nd & 4th Thursday at 6pm

Men's Cancer

2nd Thursday at 7:30am (breakfast)

4th Friday at 9:30am (activity)

Programs/Classes

Healthy Steps Exercise for Cancer Survivors

Thursdays at 1pm*

PCSH Cancer Wellness Group

Tuesdays & Thursdays at 9:30am*

Tobacco Cessation

Program includes 3 classes.*

Yoga for Cancer Survivors

Thursdays at 10am*

*Call to register.

Events

Paws for the Cause Photo Contest for 2012 Calendar June 1 - 24

Race for the Cure T-shirt Slogan Contest July 25 - Aug 12

Race for the Cure Registration July 25 - Sept 6



Reppell Diabetes Learning Center - For more info, call 870-508-1765. Classes require a referral, call for details.

Diabetes Wellness

4th Tuesday at 5pm

Lagerborg Dining Room, Free

Monthly Diabetes Risk Reduction*

Weekly Diabetes Self Management*

Alternative Diabetes Self Management*

Starts at 4pm

Got Insulin? Insulin Management*

3rd Thursday at 4:30pm (June - October)

Advanced Self Management: Meals 3 & Basics 3*

*Call for more info.

Type 1 Outdoor Zip-Line Adventure

Mountain View, Arkansas

June 17



The Mruk Family Center on Aging - For more info, call 870-508-3880.

Better Breathers - 2nd Friday at 2pm

Parkinson's - 1st Wednesday at 11am

Dementia & Alzheimer's - 2nd Friday at 3:30pm

Van Matre Senior Center

Stroke Education - 2nd Wednesday at 1pm

Advocates for the Elderly - 2nd Thursday at 1:30pm

Designing Deva's - 2nd & 4th Tuesday at 1pm

Early Stage Alzheimer's & Dementia (newly diagnosed or in early stages) - 3rd Friday at 2pm

Mending Hearts - 3rd Thursday at 1:30pm

Restless Leg - 3rd Tuesday at 1:30pm

AARP - Safe Drivers

1st Monday 9am-1pm



Discussion with Doc: for Men only Lunch and Learn with Danny Ponder: Supplements and Men

June 24 at noon, \$7 for lunch

Sleep Deprived - Karen Ezell

July 13 at 11am

Free Skin Cancer Screening at MFCOA

August 25 - 9am - 11am

Schliemann Center for Women's Health Education - For more information, call 870-508-2345.

Fibromyalgia

1st & 3rd Monday at 10am

Women's LIFE

(LISTEN. INSPIRE. FRIENDSHIP. EDUCATE.)

1st & 3rd Tuesday at 6pm

Bundling the Basics: Parenting

1st Monday at 6pm

Miscarriage/Stillbirth

2nd Tuesday at 9am



Every day, the physicians of Baxter Regional Medical Center touch the lives of patients and their families throughout the communities we serve. The growth and success of our medical center is attributed to their commitment, caring and compassion. We appreciate their dedication to providing the highest quality of care and the latest technological advances in healthcare, close to home.

The following physicians are associated with or are on staff at Baxter Regional Medical Center. For more information, please call our Physician Referral Hotline toll free at 1-800-695-DOCS (3627). Visit us online at www.baxterregional.org.

ANESTHESIOLOGY

Dr. Charles W. Armistead Jr. (870)424-7070
Dr. James S. Clarke (870)424-7070
Dr. Jon Connelley (870)424-7070
Dr. William R. King (870)424-7070
Dr. J. Camp Newton (870)424-7070

CARDIOLOGY

Dr. Erick Araneda (870)425-8288
Dr. Michael Camp (870)425-8288
Dr. Otis Warr IV (870)425-8288

CARDIOVASCULAR SURGERY

Dr. Louis W. Elkins (870)425-3291

DENTISTRY

Dr. John Ahrens (870)425-3730
Dr. Bradley Coleman (870)424-4670
Dr. Larry Gould (870)425-5959
Dr. Phillip Eugene Milam (870)425-9787
Dr. Bernard Petkovich (870)425-9757
Dr. Paul Reese (870)424-5900
Dr. C. Michael Risk (870)425-4777
Dr. John V. Sullivan (870)425-4242
Dr. Stephen Vester (870)425-7645

DERMATOLOGY

Dr. Philip Hardin (870)425-9737
Dr. Mark King (870)425-5464

EAR, NOSE & THROAT (Otolaryngology)

Dr. Monty R. Barker (870)424-4200
Dr. Paul R. Neis (870)424-4200

EMERGENCY MEDICINE

Dr. Michelle Godfrey (870)508-1139
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Dr. Phillip Sadler (870)508-1139
Dr. Janet Shapter (870)508-1139
Dr. Tommy Trent (870)508-1139
Dr. Mark West (870)508-1139

FAMILY MEDICINE • also Obstetrics

Dr. Kevin J. Adkins (870)425-3131
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Dr. Rolland Bailey (870)453-2266
Dr. Shawn D. Bogle (870)449-4221
Dr. Ronald Bruton (870)425-6971
Dr. Phillip Bufford (870)425-6212
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PEDIATRICS

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RADIATION ONCOLOGY

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Dr. Ray Stahl (870)425-9120
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