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VIEWPOINT

Mountain Home, Arkansas

FALL 2011



Heroes with Halos

Ron Peterson, BRMC President-CEO receives a tearful hug from **Heroes with Halos** recipient **Betty Miller**. Betty is one of the dietary food staff.



18th Annual Susan G. Komen Race for the Cure Trip to Little Rock

October 21-22, 2011

Registration deadline for BRMC team sign up is September 6th. For more information call (870) 508-2273(CARE).

Baxter Regional Medical Center

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(870) 508-1000

www.baxterregional.org
email: brmc@baxterregional.org

Find A Physician - Referral Hotline
1-800-695-DOCS (3627)

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**Baxter Regional
Medical Center**

The First Class Flyers Refuse to be Grounded at Treetop Adventure Park

Area kids (and adults too!) went “Loco” on June 24th at Arkansas’s 1st Treetop Adventure Park, Loco Ropes in Mountain View, Arkansas! **The Reppell Diabetes Learning Center at BRMC sponsored the First Class Flyers (the local type 1 diabetes support group) for a day of new discoveries and adventures!**

The mission at Loco Ropes is to “recognize and discover who we are and what we’re made of, heighten our senses, acknowledge our vulnerability, gain a greater respect for the value of life and encourage ourselves and others to complete a challenging and exhilarating physical adventure with the result of being a stronger person for it.”

Bringing awareness to the growing population of type 1 diabetes patients in our area is important, but more important still is to recognize the impact that type 1 diabetes has on the person



and his or her family from the first day of diagnosis and for the rest of their lives. Living with type 1 diabetes is an adventure in itself; recognizing and encouraging the ongoing accomplishments of anyone who deals with type 1 diabetes is what the **First Class Flyers** are all about.

During the day our group experienced a treetop adventure like no other. The weather was perfect with sun shining and a nice breeze to keep us cool. We completed 3 rope course high wires with 30+ challenges that tested nerves, endurance, agility and strength all while building trust and positively encouraging each other along the way. The word “chicken” was not allowed as we focused on positive affirmation to bring us courage and allow us to sail through the air high above the ground-time after time!

Jan Halligan RD CDE was on hand at lunch time to provide education and guidance for food choices, carbohydrate counting and proper portion sizes while Cheri Smith RN BA CDE and Jodi Owens RN Reppell Diabetes Coordinator encouraged blood sugar checks and proper insulin doses.

Bonds were formed, courage was built, and everyone had a phenomenal day. Proving yet again that no matter the challenge: **“The First Class Flyers...Refuse to be Grounded!”**

I Can Order What...When...Wow! New Menu Service at BRMC

Welcome to BRMC Food and Nutrition Services, offering fresh, cooked-to-order foods from an extensive menu. Our goal is to make your stay with us as convenient and enjoyable as possible. Our In Room Dining Service has been created to tempt appetites while offering a unique dining experience and it is so easy to use. Review the menu that has been placed in your room, dial 3333 anytime between 6:30 a.m. – 6:30 p.m. and

within 45 minutes you will have your order!

Nutrition is important for your health and healing and your doctor will order a diet especially for you. It may include



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Remarkable★

The Baxter Regional Difference

CEO Corner

- Ron Peterson



How many times have you been confronted with the question “Do you want the good news first or the bad news first?” When given the choice, I always respond that I want the good news first. I’m not really sure why I respond in this manner other than getting the good news first gets me in the right frame of mind... a positive frame of mind...to hear and absorb the bad news. That being said, here’s the good news.

The hospital’s finances are ahead of budget and are in the BLACK. A huge turnaround in the hospital’s financial situation has been experienced since last year...a \$4.2 million turnaround to be exact. Last year, the hospital was \$2.1 million in the red, this year at the same time, we are \$2.1 million in the BLACK.

As with most transformations, this positive turnaround just didn’t happen overnight. A plan was developed to reposition the hospital financially and those efforts paid off; however, the initiatives were not easy and did not come without a price. Several employees were transitioned from their current jobs to other jobs within the organization; all employees were asked to not only “accomplish more with less” but to do so while maintaining the hospital’s high standard of quality care; physicians were asked to review and make changes in their documentation practices; annual merit increases were not awarded – all difficult but necessary steps taken as a means to improve the hospital’s financial situation.

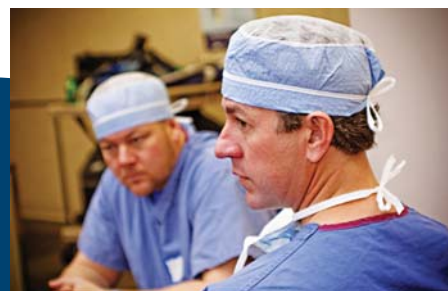
And, it worked. Through the combined efforts of all the hospital’s stakeholders – physicians, employees, and volunteers – the initiatives generated positive financial results. The plan would not have come to fruition without the involvement of our stakeholders and for that I am grateful. And even through these difficult times, the provision of quality care to our patients consistently remained first and foremost in our minds.

Now that you’re hopefully mentally prepared by the good news...here comes the bad. Even though I feel as a hospital we have taken appropriate steps to improve our financial situation, unfortunately, we may just be experiencing the proverbial tip of the iceberg. Even when tempted to do so, we cannot afford to let our guard down, breathe a collective sigh of relief, or prematurely celebrate our improved financial status because of the changes still ahead on the healthcare horizon.

As many of you are well aware, healthcare reform has brought reductions to hospital payments last year and for the next several years. In addition, as I am writing this article, our legislators are currently enthralled in discussions to raise our country’s debt ceiling and reduce our deficit. As a means to achieve this goal, significant cuts to Medicare and Medicaid reimbursement are seriously being considered which would negatively impact hospitals even more. Hospitals that are already faced with reductions in reimbursement of \$155 billion over a ten year period due to healthcare reform. For Baxter Regional Medical Center that is over \$45 million in the ten year period.

At the American Hospital Association’s Annual Conference this year, approximately 1,800 hospital CEOs and other executives gathered in Washington, DC, and discussed the deficit reduction initiatives. The general consensus was that legislators must look for alternative methods other than additional reductions to hospital Medicare and Medicaid payments. An ad campaign being featured in the Washington Beltway

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God has not called us to see through each other, but to see each other through... Together we are Team BRMC...



Survey Winner Receives Razorback Goodie Basket

L to R **Melody Watts, RN/Care Coordinator** holds the “Razorback Filled Goodie Basket” with **Sandy Priebe, Risk Assessment Director** and **Sherry McGoldrick, LPN, Infection Control**. Melody completed the Infection Control Risk Assessment Survey gaining her entry into the drawing.



Celebrating Nursing Week

L to R **Sandy Priebe, Risk Management Director**; **Cathy Hamel, Chief Nursing Officer**; and **Diane Plemmons, AHEC** celebrate Nursing Week.

Medicare Outpatient In Bed/Outpatient Observation: Medicare Regulations – Did You Know...

Medicare requires that your physician and the hospital determine the correct billing status for your hospital stay based on established clinical guidelines that consider the severity of your illness and the service your doctor has ordered.

Based on these guidelines, **your physician has determined that your billing status for this stay is Outpatient In Bed (OIB)/Outpatient Observation (OBS)**, which means that:

- Your expected stay in the hospital is **less than 24 hours**. Your physician will decide your actual length of stay based on your progress.

- You will have an **outpatient** billing status, even though you are in a hospital bed. This stay will be billed under Medicare Part B.
- Your time in observation does **not** count toward the three-day inpatient stay requirement for admission to a skilled nursing facility.
- If your condition changes and a longer hospital stay is needed, your doctor can convert your stay to inpatient status as long as you meet the necessary clinical guidelines mentioned above.
- Medicare does **not cover “home medications”** given to you while you are in the hospital in

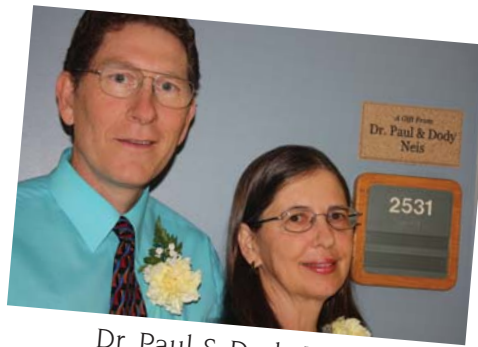
OIB/OBS status. (i.e. prescription or non-prescription oral medications, creams, ointments, inhalers, eye drops, eardrops, etc.) You will be charged for these medications, if administered during your hospital stay. If you have any questions regarding which medications Medicare will not pay for contact Medicare at 1-800-Medicare (1-800-633-4227).

- If you want to take any of the remaining creams, ointments, inhalers, eye drops, and/or eardrops home, please ask your physician to write an order allowing you to do so.

2 West Adopt-A-Room Dedication

Baxter Regional Hospital Foundation recently honored all the Donors who provided funding for the 2 West floor renovation. Jerry & Sue Verzal donated \$250,000 for the lobby in addition to \$500,000 donated by dozens of other individuals, businesses, and BRMC's Auxiliary who adopted rooms on 2 West.

Watch for the next Adopt-A-Room campaign, in 2012, for your opportunity to support BRMC, as well as honor loved ones with a room dedication.



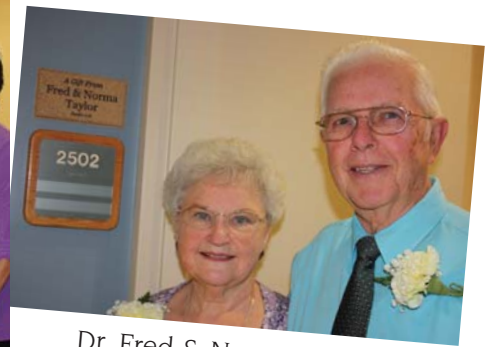
Dr. Paul & Dody Neis



Rick & Jan Schmeski



Bill & Pat Dondanville



Dr. Fred & Norma Taylor

Top Center Estella Tullgren, Planned Giving Officer presents a special dedication plaque to Jerry Verzal in honor of B. Sue Verzal. Bottom Center BRMC Auxiliary pictured L to R Peg Meyer, Pam Wagner, Carol Chentnik, Sharon Huffmire, Bob Garrett & Jill Chandler.

(continued from cover)

I Can Order What...When...Wow! New Menu Service at BRMC

some restrictions and we are always here to help with your selections.

If you have questions or need assistance with your menu selections, dial 3333 and the Diet Clerk will arrange to assist you during your hospital stay.

Your family can assist with orders by calling from home. To place an order from outside the hospital, please call (870) 508-3333.

Guest meals are available at \$6.00 per tray and may be purchased by debit card, credit card (Visa/MasterCard) or checks made payable to BRMC at time of delivery.

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CEO Corner - Ron Peterson

publications appropriately states “Enough is Enough” and insists on “No More Cuts to Hospital Care.” I agree – enough is enough – and urge you to contact your Congressman and Senators to ask that they oppose any proposed cuts in Medicare and Medicaid reimbursement. Please share the good news about BRMC and the quality care we provide but also share the bad news and let them know that reimbursement cuts could and would pose a serious threat to the financial viability of our hospital and ultimately the care we provide to our patients.

A Word from the Board of Directors Chairman - Clark Fletcher

A number of folks have asked me about the comments I made at the Donor's Banquet. So, I wanted to share the notes I used because the points I tried to make are so true for BRMC.

“You can't provide the quality of care that BRMC provides based on our Medicare reimbursement.” National indicators show the quality of care provided at BRMC is in the upper quadrant, while the cost is in the lower quadrant. Medicare reimbursement for services provided at BRMC are adjusted by Medicare formulas so it is among the lowest in the nation, yet quality of care is very high. So, given a level playing field and all things being equal, how is this accomplished? Let me give you some reasons how it is possible to accomplish this.

There are many reasons and I will mention three of the main ones that make this possible at BRMC.

- 1) Physicians, nurses and others that provide the care and services at BRMC work very efficiently and very hard. It's a good, dedicated, hardworking team.
- 2) The volunteer groups associated with BRMC make a remarkable difference—those folks who give of their time and talents in the hopes of making things better for someone they may not even know. There are a number of different volunteer groups, boards and committees—from the auxiliary of over 600 members (that I refer to as the yellow shirt army,) to the Hospice team that helps in



the most difficult of times. The spirit of a volunteer is very special and gives BRMC a real advantage.

- 3) The Donors—people who open their checkbooks, wills, and trusts with the hope of making healthcare in our community even better. Folks that trust BRMC to use the funds wisely and efficiently to make our community a better place to live. BRMC has a “fiduciary duty” to the donors, and a “trust” obligation to act in the best interest of our community. I believe the BRMC organization does work for the best interest of our community, and improves the quality of life of its citizens.

I want to thank you, the donors, for trusting the BRMC organization to do the right thing. I also want to thank those that provide healthcare at BRMC and the volunteers for what they do every day.

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 Exercise Group**
Tuesdays & Thursdays
at 9:30am*
- Tobacco Cessation**
Program includes 3
classes.*
- Yoga for Cancer Survivors**
Thursdays at 10am*



*Call to register.

Events

Registration Deadline for BRMC Team sign up to Race for the Cure trip to Little Rock
Sept 6

Breast Cancer Awareness Day
October 18, Mobile Mammography Unit at PCSH, call 870-508-2273 for appointment

18th Annual Susan G. Komen Race for the Cure trip to Little Rock
October 21 - 22

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 (July - October)
- Advanced Self Management:
Meals 3 & Basics 3***

*Call for more info.



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
- Mended Hearts** - 3rd Thursday at 1:30pm
- Restless Leg** - 3rd Tuesday at 1:30pm

AARP - Safe Drivers
1st Monday 9am-1pm



Free Skin Cancer Screening at MFCOA
August 25 - 9am - 11am

Women's Health Forum - "Hats Off to Women"
Sept 29, Baxter County Fairgrounds. Wear your favorite hat - prizes given.

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
- Miscarriage/Stillbirth**
2nd Tuesday at 9am

Childbirth Classes*
August 8 - 29 6:30pm & October 3 - 24 6:30pm
Cost \$40
*Call for more info.

Gynecologic Cancer - Lunch & Learn with Gynecologist/Oncologist Dr. Chris Bryant
Sept 21, \$7 for those who want lunch



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
Dr. Chong Nicholls (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. Sullivant (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. Billy Bisswanger (870)508-1139
Dr. Michelle Godfrey (870)508-1139
Dr. Allen C. Jackson (870)508-1139
Dr. Margo Jackson-Lockyer (870)508-1139

Dr. Jason Paxton (870)508-1139
Dr. Jamie Pritchard (870)508-1139
Dr. Melissa Quevillion (870)508-1139
Dr. Janet Shapter (870)508-1139
Dr. David Stills (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
Dr. Robert C. Ahrens (870)449-4221
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
Dr. Richard L. Burnett (870)425-3030
Dr. J. Gregory Elders • (870)425-6971
Dr. R. Scott Ezell (870)425-3131
Dr. Michael S. Hagaman (870)492-5995
Dr. Michael Hodges (870)425-3131
Dr. George Lawrence • (870)425-6971
Dr. Kam Lie (870)425-6212
Dr. Timothy C. Paden (870)425-3030
Dr. Lonnie Robinson • (870)425-6971
Dr. Roger D. Simons (870)453-2274
Dr. James Warr (870)425-3030
Dr. Edward L. White (870)425-3131

GASTROENTEROLOGY
Dr. Bodunrin S. Badejo (870)425-4402
Dr. William S. Dyer Sr. (870)425-4402
Dr. Peter A. MacKercher (870)425-4402

HEMATOLOGY & ONCOLOGY
Dr. Brooke Brander (870)425-4402
Dr. Bob Cogburn (870)425-5354
Dr. R. Bruce White (870)425-4402

HOSPICE/PALLIATIVE CARE
Dr. Mark Williams (870)508-1771

INTERNAL MEDICINE
Dr. Lori M. Cheney (870)425-6971
Dr. Maxwell G. Cheney (870)425-3125
Dr. James C. Croom (870)425-6212
Dr. Lance R. Lincoln (870)425-3030
Dr. Frances Radkey (870)425-3030

INTERNAL MEDICINE/HOSPITALIST
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Dr. Daniel Goodwin (870)508-1000
Dr. Richard D. Schmidt (870)508-1000
Dr. Shelley Warr (870)425-3030
Dr. Steve Wilber (870)508-1000

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Dr. Grant Matthews (870)508-1001
Dr. Daniel Valach (870)508-5010

NEUROLOGY
Dr. Bruce Robbins (870)424-6634

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Dr. Christopher S. Bryant • (870)425-7300
Dr. Linda N. Teal (870)425-7788

OPHTHALMOLOGY
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Dr. William D. Hill (870)425-2277
Dr. Kenneth Jones (870)425-2277
Dr. Kenneth M. Kilgore (870)424-4900
Dr. Douglas Marx (870)424-2020
Dr. Ethan J. Wright (870)424-4900

ORTHOPAEDICS
Dr. Terry G. Green (870)424-3642
Dr. Thomas E. Knox (870)424-3400

Dr. M.B. Moore III (870)424-4710
Dr. Russ Rauls (870)424-3400

PATHOLOGY
Dr. James Babcock (870)508-1890
Dr. Steve Douglas (870)508-1890
Dr. Christopher G. Webb (870)508-1890

PEDIATRICS
Dr. Marta Atalla (870)424-3220
Dr. Setshedi Makwinja (870)424-3220
Dr. Perry Wilbur (870)424-3545

PLASTIC SURGERY
Dr. Adam G. Newman (870)425-6398

PODIATRY
Dr. Eric Arp (870)425-7363

PULMONOLOGY
Dr. Rebecca Martin (870)508-1001

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Dr. Gary B. Wells (870)424-2200

RADIOLOGY
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Dr. Matthew Kyle McAlister (870)508-1160
Dr. Joe Tullis (870)508-1160
Dr. Matthew Wilson (870)425-3737

RHEUMATOLOGY
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SURGERY - General, Thoracic & Vascular
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Dr. Kent P. Nachtigal (870)425-9120
Dr. John M. Spore (870)425-9120
Dr. Ray Stahl (870)425-9120
Dr. Dan Swoyer (870)425-9120

UROLOGY
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Dr. Jason Lindsay (870)508-6020
Dr. John Simmons TerKeurst (870)424-3699