



Verde Valley
Medical Center
Northern Arizona Healthcare

wellness

TODAY

Advanced Sports Medicine 4

*Our newest orthopedic surgeon,
Bradley Williams, M.D., provides the latest
treatment for knee replacements, rotator cuff
repair and other orthopedic surgeries.*

» Premiere Issue

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Assisting in the Expansion Celebration groundbreaking ceremonies are (l to r) Jim Sinek, VVMC president; Mayor Ruben Jauregui, town of Cottonwood; Alan Everett, VVMC board chair; Matias Sandoval, VVMC board member; Ray Selna, VVMC board member/assistant treasurer; Jim Puffenberger, president/CEO, Northern Arizona Healthcare; Kevin Wilson, D.O., chief of staff; Richard Cranmer, board member and Sen. Tom O'Halleran, Arizona, District 1.

The year 2007 brings great promise for those of us at Verde Valley Medical Center. We are well underway in our \$35 million expansion project that will add a four-story wing to the east portion of the hospital and a two-story wing to the northwest portion. This 32-month construction effort will allow us to expand in many areas, including Medical/Surgical and Transcare (monitored) Nursing units, Radiology, Emergency and Cancer services.

At VVMC, it is important for us to recruit the best colleagues possible to serve you. This holds true for our Medical Staff

as well. We have welcomed a wide variety of specialists during the past months, including those in the fields of vascular surgery, pain management, infectious disease, interventional cardiology and internal medicine. Several of these new physicians are highlighted throughout this issue and will serve as great assets to our growing team and the communities we serve.

In 2007, colleagues at VVMC will honor the five organizational pillars that define our culture at the hospital: leadership, safety, quality, customer service and financial stewardship. Each colleague at our hospital receives training concerning the pillars, and

our goal for the New Year is to make every aspect of the pillars a normal and consistent part of our culture.

These five pillars represent the high level of quality, patient safety and professional service you can count on each time you come to VVMC for care. We wish you a safe, happy and healthy 2007.

Sincerely,

James J. Sinek

PRESIDENT

VERDE VALLEY MEDICAL CENTER



Verde Valley Medical Center
Northern Arizona Healthcare

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Wellness Today is published by Verde Valley Medical Center to provide general health information. It is not intended to provide personal medical advice, which should be obtained directly from a healthcare provider.

Proper hand washing is the No. 1 way to prevent spread of infection.



Putting Safety First

According to national surveys, patients say safety is their No. 1 priority when in a hospital. At Verde Valley Medical Center, the board of directors, Medical Staff and administrative teams have formally endorsed safety as our first priority as well.

As part of the hospital's five organizational pillars, a commitment to safety is instilled in every colleague at VVMC. To further demonstrate this commitment, VVMC has its own Quality Management department that oversees these efforts in several key areas, including:

- Hospital and Medical Staff Quality Assurance
- Patient Safety
- Risk Management
- Infection Control
- Patient Advocacy

"From a community standpoint, we're continually looking for opportunities to increase patient safety," said Suzanne Ballard, director of Quality Management at VVMC. "Patient safety and quality care are about making the best choices for our patients to ensure they feel safe and secure within our facility."

Here's a closer look at current safety initiatives at VVMC.

Best Practices Make Perfect

On a daily basis, hospital staff see numerous patients, each with a different set of symptoms, diagnosis and treatment plan. While VVMC recognizes each patient is

different, Medical Staff follows the national standards for safety to ensure each person who comes through the hospital doors receives the highest quality of care through standard safety measures.

As a result, VVMC has implemented a standardized care plan consisting of safety practices recognized by the Institute for Healthcare Improvement (IHI). The medical center interviews and evaluates all associates to provide concurrent monitoring of standard care practices and identification of any areas for improvement. Additionally, a secured, electronic medical records database ensures seamless communication among all staff members involved in a patient's care, decreases errors due to handwriting and keeps records as up-to-date as possible.

"Safety practices strongly influence our new employee orientation and current staff evaluation," said Michael O'Connor, M.D., vice president of Medical Affairs at VVMC. "We keep patients' safety at the heart of everything we do, and we are proud to consistently perform at a very high level of safety throughout all hospital departments."

For more information about Quality Management initiatives at VVMC, call 928 639-6260.

Help Us Help You

Even when you entrust your health care to Verde Valley Medical Center's highly trained Medical Staff, *you* are still the expert when it comes to your medical history.

"We want to provide the highest quality medical care, and patients play a vital role in helping us achieve that goal," said Michael O'Connor, M.D., vice president of Medical Affairs at VVMC. "If all patients arrived at hospitals ready to communicate important healthcare information accurately, they'd help increase the safety of healthcare delivery several fold on a national scale."

Here are some ways you can inform Medical Staff of the information needed to safeguard your health during a hospital stay.

Homework for Health's Sake

Keep current lists of the following aspects of your medical history and healthcare regimens:

- names of all medications you take, including over-the-counter and prescription medicines and herbal supplements
- names of medications to which you've experienced adverse reactions and the symptoms of those reactions
- vaccinations and the dates you received them
- past surgeries and medical events, such as heart attacks or strokes
- family occurrences of conditions, such as cancer and heart disease

Take a Look at Our Top Ten

"Top Ten for Safety" brochures provided to patients at VVMC list 10 safety practices your caregivers should perform. Familiarize yourself with these protocols and hold your medical team accountable for making safety a priority, whether it's through consistent handwashing practices or making certain to identify you by your name and date of birth before administering care or medication.

Sports Medicine 101



Bradley Williams, M.D.

Sports medicine—a division of orthopedics—is not limited to only injuries sustained during sporting events. Sports medicine physicians treat the entire musculoskeletal system, comprised of muscles, joints, ligaments, tendons and bones, helping patients to move better and improve their quality of life.

At Verde Valley Medical Center, physicians don't just treat patients with traumatic or chronic injuries—they also are on the cutting edge of care, creating new treatment methods.

One such physician is Bradley Williams, M.D. Dr. Williams holds a Ph.D. in exercise metabolism and is board certified in orthopedic surgery. While completing a Sports Medicine Research Fellowship at Kaiser Permanente in San Diego, Dr. Williams published articles supporting the advantages of arthroscopic treatments for previously open procedures in the knee and shoulder.

“While in California, I was able to practice and fine-tune the surgical treatment of sports injuries, including total knee replacements, rotator cuff repairs and many other minimally invasive surgeries,” said Dr. Williams. “Now I'm able to bring this knowledge with me to develop a new sports medicine practice to serve Northern Arizona.” Dr. Williams joins Charles Welley, D.O., and other VVMC physicians in a comprehensive effort to expand sports medicine services offered to the community.

Advanced Treatments

Because of their extensive training, sports medicine surgeons are able to use a wide variety of surgical techniques to enhance outcomes and shorten patient recovery times.

One such example is knee replacement surgery, which previously was performed with open techniques using a large incision that often caused the patient a great deal of pain. Now, patients at VVMC's Joint Replacement Center have the option of a complete knee replacement or partial replacement using minimally invasive techniques. Minimally invasive surgical techniques use incisions several inches smaller than those used in conventional surgeries. Small, flexible cameras and specialized instruments allow physicians to repair tissue and bones or replace joints with enhanced precision.

“The old way of doing knee replacements was to replace the entire knee, not just the injured section,” said Dr. Williams. “Although the full replacement is the right choice for many patients, a uni-compartmental



replacement—or partial replacement—offers patients a more realistic knee with a natural feel.”

Another advanced procedure currently performed by Dr. Williams offers patients with shoulder injuries a new lease on life.

A Better Option

The rotator cuff—a tendon located in the shoulder—is responsible for the lifting action of the shoulder. If the rotator cuff is torn or badly damaged, a person is unable to fully lift his or her arm and shoulder, and suffers a great deal of pain in trying.

Unfortunately, many people go for extended periods of time with painful, enlarging rotator cuff tears so the tear becomes retracted and is considered “irreparable.” Specially prepared pericardium grafts are at the cutting edge of repairing these tears and allowing dramatic return of function.

“I have completed several of the pericardium graft surgeries and have been overwhelmed by the success of the device. It really does give hope to those who once had none,” said Dr. Williams. “Three months

after the first operation took place, my patient was extremely grateful because she could hold up her arm without any pain. It is amazing.”

Just as rewarding is to be able to repair the rotator cuff in its earlier stages with advanced arthroscopy. Most patients require very little pain medication and are able to return to their activities relatively quickly.

Patient-Centered Care

Despite the volume of technologically advanced procedures Dr. Williams is capable of performing, he remains conservative in his preferred method of treatment, using surgery as a last measure.

“I have a conservative approach that includes physical therapy, bracing, injections and other measures that often can resolve a problem, or manage a problem until the patient’s schedule permits surgical treatment,” said Dr. Williams. “Surgery has a high success rate, but I want my patients to understand the importance of education and therapy in their journey to recovery.”

Comprehensive Surgical Services

Highly skilled professionals, compassionate care and state-of-the-art technology combine to provide comprehensive surgical services close to home.

- Cutting-edge urology and cystoscopy suite with unique surgical table to allow for improved patient positioning and X-ray capabilities
- Surgical rooms with laminar flow method of purified air exchange

- Advanced laparoscopic procedure capability

Each month, more than 250 surgical procedures are performed by VVMC’s board certified surgeons in medical fields such as cardiology, oncology and gastroenterology. All surgical units are staffed by highly trained and experienced professional registered nurses, certified registered nursing assistants, operating room technicians and support personnel.



Back in the Game

Treatment Options for Sports-Related Injuries

A free seminar with Bradley Williams, M.D., Ph.D.

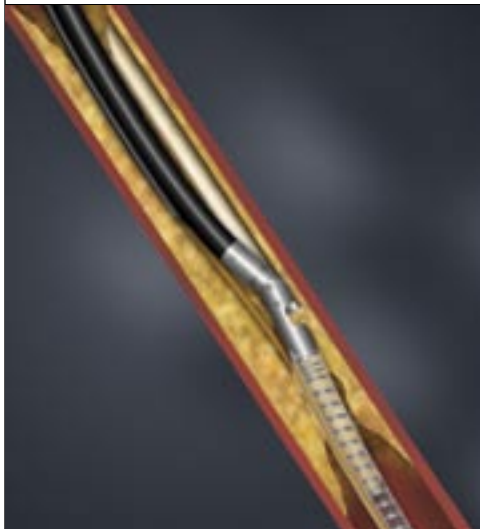
Dr. Williams is an expert on minimally invasive techniques for the treatment of sports-related injuries. Through tiny “keyhole” incisions, he can repair damaged muscles and joints—including the shoulder rotator cuff. Verde Valley Medical Center also offers physical therapy, rehabilitation services and a team of specialists to help you reclaim your range of movement. And your game.

Wednesday, January 24, 6:30 p.m. or

Saturday, February 3, 10 a.m.

**Los Abrigados Resort and Spa Ballroom,
160 Portal Lane, Sedona**

Please call 928 639-6551 to register



Treating Extreme Arterial Disease

When excessive fat and cholesterol (plaque) build up in the arteries running through the extremities, a condition called peripheral arterial disease (PAD) sets in.

» Cardiology Seminars

Saturday, February 24, 2007
Cottonwood Campus

Bruce Peek, M.D., will speak on
“*Best Practices in the Treatment of Coronary Emergencies*”
from 9-10 a.m. in Conference
Rooms B/C.

John Schor, M.D., will speak on
“*Best Practices in the Treatment of Aneurysms—Don’t Blow Up!*”
10:30 a.m. in Conference
Rooms B/C.

To register, please
call 928 639-6551.

Wednesday, February 28, 2007
6:30 p.m., Lodge at Cliff
Castle, Camp Verde

Samuel Butman, M.D. will speak on
“*Stents, Heart Attacks and High Cholesterol. Such a Fuss!*”

John Schor, M.D., will speak on
“*Aneurysms—Don’t Blow Up!*”

To register, please
call 928 639-6551.

Typically affecting the legs, PAD eventually can result in poor blood flow to organs and cause pain with exercise. At Verde Valley Medical Center, an array of treatment options can help overcome PAD.

“Left untreated, peripheral arterial disease can be debilitating,” said Bruce Peek, M.D., F.A.C.C., F.S.C.A.I., board certified interventional cardiologist and director of the Intensive Care Unit. “In addition, its presence puts you at increased risk of death due to heart attack and stroke.”

First Steps: Do It Yourself

Fortunately, PAD often can be stopped with lifestyle changes. According to Dr. Peek, most cases of PAD he sees are associated with smoking. Therefore, quitting smoking is essential to preventing PAD. Other ways to keep your vascular system from suffering PAD include controlling diabetes, having healthy cholesterol levels, maintaining a proper weight and getting regular exercise.

Next Up: Interventional Cardiology

When lifestyle modifications aren’t enough, VVMC offers a number of minimally invasive, catheter-based treatment options. During each procedure, a catheter (thin flexible tube) is inserted into the diseased artery, and angioplasty is performed, restoring blood flow. An overnight stay typically is needed prior to returning home.

Following are some interventional cardiology procedures offered at VVMC.

Angioplasty—A tiny, balloon-tipped



“ Bruce Peek,
M.D., F.A.C.C.,
F.S.C.A.I.

Is It PAD?

The first step to appropriate treatment of peripheral arterial disease (PAD) is recognizing the symptoms. If you experience any of the following, it may be PAD:

- numbness or weakness in legs or feet
- weak or absent pulse in the affected leg
- slow-healing sores on feet or legs
- changes in leg color
- fatigue, aching, cramping or pain in legs, toes or feet while walking (as it worsens, the pain remains, even during rest)

If you are experiencing one or more of these symptoms, please see your physician. Early treatment can stop progression of the disease and improve long-term health.

6th Annual VVMC Heart Fair

Saturday, February 24, 2007
8 a.m.-noon
Cottonwood Campus,
Outpatient Lobby



John S. Schor, M.D., is board certified in general and thoracic surgery.

Education: medical degree from the University of Miami School of Medicine; internship and residency at the University of Miami, Jackson Memorial Hospital

Experience: Department of Thoracic and Cardiovascular Surgery, Mount Sinai Medical Center, NY 1995-2006; launched the endovascular aneurysm surgery program; Chief Fellow at the Mount Sinai Medical Center in New York in 1995

Professional Memberships: Society of Thoracic Surgeons; the New York Society for Thoracic Surgery; the Florida Society of Cardiovascular and Thoracic Surgeons.

Dr. Schor may be reached at 450 Willard St., Suite 107, Cottonwood, 928 639-0909.

catheter is inserted through an artery and directed to the site of blockage to press plaque against the artery walls increasing blood flow.

Stenting—Performed in conjunction with angioplasty, a stent (wire mesh tube) is placed inside the narrowed artery, holding it open so blood can easily flow.

Atherectomy—Using a special catheter, excessive plaque is shaved and removed from artery walls.

Surgery: The Final Option

Although the majority of patients respond well to catheter-based procedures, some require more invasive surgical intervention.

The most common surgical intervention is bypass surgery. The surgeon removes a healthy vein from the patient's leg. One end is sewn onto the large artery leaving your heart, and the other end is sewn to the artery below the blockage. In the event a patient isn't healthy enough to provide a vein from his or her own body, a synthetic vein can be used.

Success: The Ultimate Goal

With all intervention procedures, the goals are the same: opened arteries, improved blood flow and relief of PAD symptoms. At VVMC, patients have access to top-notch vascular services provided by highly trained professionals. There's no need to go anywhere else.



Samuel M. Butman, M.D., is board certified in internal medicine, cardiovascular disease and interventional cardiology.

Education: medical degree from McGill University, Montreal, Canada; internship and junior residency at the Royal Victoria Hospital, Montreal; senior residency and cardiology fellowship at the Veterans Administration Medical Center, Long Beach, Calif.

Experience: director of Cardiac Catheterization Laboratory

at the University Medical Center in Tucson, 1985-2006; director of Cardiac Catheterization Laboratory at Long Beach Veterans Administration Medical Center, 1983-1985

Professional memberships: past president of the Arizona Affiliate of the American Heart Association and past Arizona Governor of the American College of Cardiology; Fellow, American College of Cardiology; Fellow, Society Cardiac Angiography and Interventions; Fellow, Council on Clinical Cardiology, American Heart Association

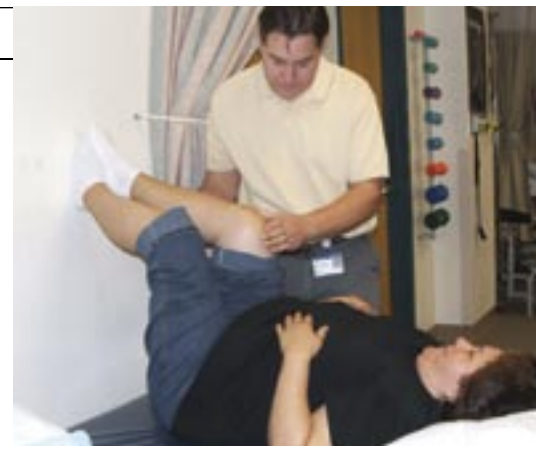
Dr. Butman may be reached at Verde Valley Heart, 294 W. Highway 89A, Suite 107, Cottonwood, 928 634-1331.

“The vascular intervention team at VVMC has some of the best outcomes and capabilities in the state,” Dr. Peek said. “Patients typically overcome their symptoms and get a helping hand against future heart disease so they can get back to living their lives.”

PAD

A Full Spectrum of Rehabilitation Services

Whether someone has suffered a stroke, is recovering from a surgical procedure or hopes to regain use of a hand, rehabilitation needs are unique.



Jon Cook, doctor of Physical Therapy, works with a physical therapy client.

At Verde Valley Medical Center, the Rehabilitation Services department offers physical, occupational, hand and speech therapy programs to meet unique needs.

“We pride ourselves on our research-based programs created for individual patients of all ages with many different needs,” said Paul Prefontaine, P.T., Rehabilitation Services director. “The number of programs we offer has grown considerably over the past two years, including the addition of our Hand Therapy program.”

Our certified hand therapist can help those with tendon and nerve injuries, complex fractures, repetitive motion injuries (such as carpal tunnel and tennis elbow) and arthritis. After a consultation, the therapist can create specialized splints, instruct patients on keeping joints flexible and educate on preventing further injury.

“We have the only certified hand therapist residing and practicing right here in the Verde Valley,” said Prefontaine.

Comprehensive Services

The Occupational Therapy (OT) program focuses on improving and restoring basic motor functions and reasoning abilities. The OT program is the exclusive provider in central and northern Arizona of Bioness, a device used in the recovery of hand dysfunction from spinal cord injury or stroke. We also offer help for those experiencing incontinence; this includes women in the new mother to post-menopausal age range.

Other services include the Speech, Language and Swallowing program, which provides education and treatment to patients who have been affected by traumatic injury, stroke, birth defects, developmental delays or

swallowing disorders. A licensed speech-language pathologist with a certificate of clinical competence provides this program.

Completing the continuum of care are the physical therapy services. Physical therapy is ideal for individuals with back pain or injury, arthritis, shoulder or joint injury, those who need muscular training or anyone recovering from a stroke or an orthopedic surgery such as a total joint replacement. Therapists also are trained to assist in the relief of many common vestibular conditions, more commonly referred to as dizziness, vertigo and lightheadedness.

“We are proud to offer our comprehensive listing of programs,” said Prefontaine. “We continue to provide evidence-based therapy for the entire Verde Valley.”

For more information about Rehabilitation Services at VVMC, please call 928 639-6383 or visit www.VerdeValleyMedicalCenter.com.

Photos courtesy of: Benjemax Studios and RGH-Photos-n-Fun



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