

wellness

Winter 2007

TODAY

Back in the Saddle Again

Maureen Hinshaw counts on Verde Valley Medical Center to keep her heart healthy.

Page 4

Quality Comes First

Page 3

Sidelined by Sports Injuries?

Our Sports Medicine services can help.

Page 7



Verde Valley Medical Center
Northern Arizona Healthcare



A Message from the Chief of Staff

We hear the term “high-quality health care” used frequently. Hospitals strive to achieve it and patients deserve it. Medical staff involvement is essential in the improvement of healthcare quality, and physicians at Verde Valley Medical Center are taking an active role in this collaborative effort in a number of ways.

The physician peer review process occurs when physicians thoroughly review and evaluate the medical decision-making of other physicians based on standards of care and evidence-based medicine. Also reviewed are physician interactions with

patients and hospital staff. Credentialed and qualified physicians who possess the appropriate clinical judgment perform reviews based on training, education, specialty and experience, subject to licensing and regulatory controls. This process garners physician leadership and support, maintains consistency, sets disciplinary action on a per-case basis rather than by pre-established levels and places a focus on education rather than punitive measures.

Physicians at VVMC also are monitored for quality during their reappointment. On an ongoing basis, physician information is kept on file in three internal electronic databases. Information is collected through patient compliments and concerns, the peer review process, the hospital’s daily census and patient statistical information. Physicians’ performance is compared to national data according to their specialty. Infection and mortality rates, length of stay and C-section rates are just a few of the many areas of patient care that are measured and reviewed. Every six months, a VVMC physician’s performance is reviewed by the

Medical Staff chairman who has access to all information in the three databases. Every two years, each physician’s credentials and “report card” are reviewed by the Credentials Committee, Quality of Care Committee and ultimately, the VVMC Board of Directors before he/she is reappointed to the Medical Staff.

One of the final steps toward achieving the highest quality of patient care is the complete transition of physician data entry from a manual to electronic system resulting in more rapid and clearer communication.

At VVMC, the goal of our quality improvement activities is to deliver the highest level of care possible to you, our patients. Thank you for your support.

Sincerely,

Kevin Wilson, D.O.
Chief of Staff
Verde Valley Medical Center



Verde Valley Medical Center
Northern Arizona Healthcare

BOARD OF DIRECTORS

Alan Everett Chair
Kenneth Moll First Vice
Chair/Treasurer
James Ledbetter
Past Chair
Judith Keane Secretary
Ray Selna Assistant Treasurer
Kevin Wilson, D.O.,
Chief of Staff
James Arthur, M.D.,
Past Chief of Staff

James J. Sinek
President, VVMC
Ron Barber
Celeste Correa, M.D.
Richard Cranmer
Shawn Orme
Jim Puffenberger
NAH President/CEO
Matias Sandoval
Peter Sesow
Tom Taylor

VERDE VALLEY MEDICAL CENTER ADMINISTRATION

James J. Sinek President
James Bleicher, M.D. Vice President, Medical Affairs
Cyndie Koopsen Vice President, Nursing Services
Roger Neuhaus Vice President,
Development and Community Relations
Rick Peterson Vice President, Support Services
Gerry Raffurty Vice President, Ancillary Services
Jennie Carnes Controller

MARKETING/CUSTOMER RELATIONS STAFF

Marguerite Lauri Marketing Director
Kim Johanson Marketing Specialist
Pat Schultz Marketing Assistant

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.

Quality Measures

Raising the Bar at VVMC

Verde Valley Medical Center makes providing the highest quality patient care a priority. We hope you, as a healthcare consumer, stay informed about how well area hospitals measure up to national statistics.

Hospitals are becoming increasingly transparent in reporting data about how safely and effectively care is delivered. This means consumers can obtain easy-to-understand information about how hospitals measure the quality of their care as well as view reports about how area hospitals measure up.

A Dependable Measuring Stick

To ensure VVMC continually treats patients with the most up-to-date techniques identified by national organizations as best practices, the hospital is a member of the Hospital Quality Alliance (HQA). This is a national public-private collaboration developed to encourage hospitals to voluntarily collect and report performance information to improve the quality of care delivered in hospitals nationwide.

Several highly respected organizations form this collaboration, including the Centers for Medicare & Medicaid Services

(CMS), the Federation of American Hospitals and the Association of American Medical Colleges. The HQA measures some of the most critical quality indicators, such as care practices for patients with heart attack, heart failure and pneumonia, and prevention of infections resulting from surgery.

“Last fiscal year, we were pleased to have exceeded national and state results in 83 percent of quality indicators measured by CMS,” said Suzanne Ballard, B.S.N., C.P.H.Q., director of Quality Management, Social Services and Case Management at VVMC. “This is a tremendous success to celebrate because CMS not only evaluates how well we provide care, but it also assesses how well we measure the quality of our care.”

VVMC Recognized for Quality

VVMC was one of only two hospitals in Arizona to receive a national 2007 Get With The Guidelines (GWTG) Silver Award

in recognition of treating heart patients according to the most up-to-date scientific guidelines.

VVMC was one of 277 hospitals recognized in the *U.S. News & World Report*, America's Best Hospitals Issue (July 23–30, 2007) by the American Heart Association/American Stroke Association's GWTG program announcement for performance achievement award winners in cardiac and stroke patient care.

“We have a lot of talented, dedicated people here who make safety their number one priority,” Ballard said. “From our Board and Administration to our Medical Staff, we share the goal of becoming the best hospital in America for our patients.”

For a detailed report of VVMC's quality indicators as measured by CMS, visit www.hospitalcompare.hhs.gov.

A Perfect Score



Accreditation surveys are like report cards for hospitals—and we're pleased to announce that the Ultrasound department at Verde Valley Medical Center has achieved a perfect score of 100 percent on its report card by the American College of Radiology (ACR). VVMC is the only accredited ultrasound facility in the Verde Valley.

Vice President of Ancillary Services Gerry Raffurty said, “Attaining a perfect score is an outstanding achievement considering the strict criteria. Patients in the Verde Valley can be assured they are receiving the highest standard of care. Being the only accredited facility in the Verde Valley demonstrates VVMC's

ongoing commitment to quality care and sets us apart from the competition.”

What This Means for You

The hospital has voluntarily gone through a rigorous review process to be sure it meets nationally accepted standards.

Personnel are well-qualified, through education and certification, to perform and interpret medical images and administer radiation therapy treatments.

All equipment and facilities meet or exceed quality assurance and safety guidelines for the tests and treatments patients receive.



Camp Verde's Maureen Hinshaw—full of life, and ready to ride!

Back in the Saddle Again

Maureen Hinshaw counts on Verde Valley Medical Center to keep her heart healthy.

Maureen Hinshaw had just finished feeding her horses and cleaning their stalls. Minutes later, standing in her living room admiring the beautiful late summer evening, the 57-year-old suddenly was gripped by pain throughout her chest and neck. "I know I should have called 9-1-1, but instead, my daughter-in-law drove me to the Verde Valley Medical Center Emergency Room. When I said I was having chest pain, hospital staff rushed me into a treatment room."

Peter Hercules, M.D., Emergency Physician, immediately ordered an electrocardiogram and other tests. Although the ECG didn't show a heart attack, Dr. Hercules remained very concerned. Maureen was not surprised.



▲ James Dwyer, M.D.

"My test results are always a little odd," she said. "I never seem to fit the typical profile."

Interventional Cardiologist, James Dwyer, M.D., was called to consult and

agreed that Maureen's ECG was unusual. Dr. Dwyer insisted a more definitive look at her heart be performed the next morning in VVMC's Catheterization Laboratory.

"Hearing that really scared me," said Maureen. "I wasn't in pain anymore, but I was afraid of what the test might show."

Early the next morning, Maureen was taken into the Cath Lab for a procedure while her three adult children—Mark, Mary and Gail—anxiously awaited results. They did not have long to wait, since within minutes of beginning the catheterization, Dr. Dwyer had located three blocked coronary arteries. Even more importantly, through use of a thread-thin catheter and tiny balloon, Dr. Dwyer had opened the blocked arteries, restoring blood flow, and determined there was no evidence of heart attack and no damaged heart muscle.

Following a few days of observation, Maureen was released from the hospital with a physician referral for VVMC cardiac rehabilitation. In this program, cardiac patients exercise in a fully equipped gym, using state of the art equipment, under the supervision of licensed registered



▲VVMC's comprehensive cardiac care program has provided Maureen and her daughter Gail the opportunity to spend more time sharing their love of horses.

nurses, a physical therapist and an exercise physiologist. Individuals can learn to reduce their risk factors for heart disease and benefit from a specialized plan of care.

"I felt wonderful," said Maureen. "Better than I had in years. It's funny — I had been active all my life, but then it seemed like I gradually became more and more tired all the time. I just thought it was because I was getting older. After my arteries were opened, I could once again do anything I wanted to do!"

For the next three years, Maureen's heart health was monitored. Then, in 2004, she experienced another episode of chest pain, also called angina. Due to a back injury, Maureen was not a suitable candidate for a treadmill stress test. Instead, she had a chemical stress test in which the patient reclines and medication is used to measure coronary blood flow. Maureen's stress test indicated a new blockage. A catheterization by Dr. Dwyer confirmed the diagnosis as he pinpointed the exact location of the obstruction, cleared it with balloon angioplasty, and placed a stent to keep the artery open. Once again, proactive treatment had prevented complete blockage of a coronary artery and a heart attack.

In late summer 2007, Maureen came to Dr. Dwyer with a new problem—a possible blood clot in her leg. She also had begun experiencing tightness in her chest. Another stress test indicated negative changes in her coronary arteries.

"Since I first saw her in 2001, angioplasty and stent placement had allowed Maureen to remain healthy and active for six years without major surgery," said Dr. Dwyer. "However, because her condition had progressed to include three different arteries, she now was at a point where it was necessary. I then referred her to a cardiologist at Flagstaff Medical Center to perform the surgery."

On Aug. 6, Maureen had bypass surgery performed by Steven Peterson, M.D., cardiothoracic surgeon at Flagstaff Medical Center, VVMC's sister hospital and member of the Northern Arizona Healthcare network. Just six weeks later, Maureen was again as active as ever, riding her horses, and pain-free. She began a new regime of cardiac rehabilitation program at VVMC on Sept. 20.

"I remember visiting the Verde Valley in the 1970s," said Maureen. "I would pile

Comprehensive Heart Care Locally

Verde Valley Medical Center

The Cottonwood campus is the only facility in the Verde Valley offering on-site angioplasty and stent placement. VVMC's interventional cardiology program has received national recognition as a model program due to its rapid response times. Interventional cardiologists, supported by an extensive team of professionals, provide around-the-clock coverage for emergency cardiac events.

Other cardiovascular services at VVMC offer a continuum of care from diagnosis through recovery and rehabilitation, including diagnostic testing, peripheral vascular disease treatment and a cardiac health and fitness program.

Open Heart Surgery

The latest addition to cardiology services at Flagstaff Medical Center, VVMC's sister hospital and member of the Northern Arizona Healthcare network, is open heart surgery. Two state of the art surgical suites are equipped for the care of the cardiothoracic surgery patient. The Flagstaff-based surgeon and other team members are able to offer surgical care for coronary artery and valve disease along with major chest trauma.

The program provides both traditional on-pump bypass surgery and cutting-edge beating heart, (or off-pump) bypass surgery. The program is developed in collaboration with Southwest Heart and Lung (Phoenix).

the kids into a truck and drive from New Mexico to Flagstaff. I would look over the Valley and tell them we were going to live here someday. Finally, in 1979, we did. Thanks to the wonderful people at VVMC, I will continue to do so. From the Emergency Room, to the Cath Lab, to the nursing units, to Cardiac Rehab and Dr. Dwyer—everyone has been wonderful. I can't name them all individually, and I can't say enough good things about the care I received and continue to receive there. It's incredible."

Dr. Butman

Named Research Director at Verde Valley Medical Center

Samuel M. Butman, M.D., F.A.C.C., F.S.C.A.I., VVMC's new medical director of Clinical Research Activities, is board certified in Internal Medicine, Cardiovascular Disease and Interventional Cardiology. Prior to joining VVMC's Medical Staff in 2006, he had been the director of the Cardiac Catheterization Laboratory at the University Medical Center in Tucson for 21 years.

Samuel M. Butman, M.D., F.A.C.C., F.S.C.A.I., interventional cardiologist at VVMC, has added the new role of VVMC research director to his already impressive résumé.

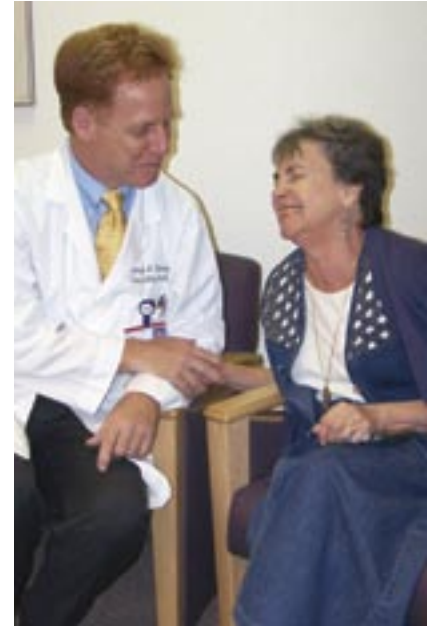
In this position, Dr. Butman is responsible for seeking and conducting funded research opportunities, supporting the research activities of other VVMC Medical Staff members and acquiring new investigational protocols. He also will develop and implement educational programs related to research for VVMC medical and facility staff in association with directors of clinical areas.

"I hope to coordinate and conduct research with outside corporations and other hospitals across the country, as well as with our Northern Arizona Healthcare facilities," said Dr. Butman. "This way VVMC will be able to look at new and different treatment options, medications and procedures to bring to our growing communities."

Honoring the Commitment

VVMC and Dr. Butman are committed to seeking research opportunities that will enhance patient care at VVMC.

"I will be working with Nursing Administration to receive vital feedback on how VVMC can improve patient care through research and new projects on the horizon," Dr. Butman said. "With the involvement of patients and physicians in clinical research, VVMC will be a leader in development, bringing the latest techniques in medicine closer to home."



▲ Verde Valley Medical Center's Research Director Samuel M. Butman, M.D., F.A.C.C., F.S.C.A.I., shares good news with a patient's wife, Adrienne Lamattina.



Warren M. Zeitlin, M.D., F.A.C.C.

Cardiology Services

Offered at the Village of Oak Creek Health Center

Monday afternoons mark the opportunity for patients in the Village of Oak Creek to be seen by Warren M. Zeitlin, M.D., F.A.C.C., VVMC cardiologist.

Patients who require cardiac consultation or follow-up care now have convenient access to a cardiologist in addition to a nurse practitioner, who is available for primary care concerns.

"With cardiology services available close by, patients who may need weekly consultations do not have to travel far for care," said Dr. Zeitlin. "By receiving the care they need close to home, patients are better able to manage their cardiovascular diseases."

"Cardiac patients can expect care that is convenient with the high quality standards Verde Valley Medical Center upholds," said Dr. Zeitlin. "I am committed to offering residents the very best in cardiac care."

Dr. Zeitlin may be reached at 928 282-5865.

Sports Medicine Expands at VVMC

Whether you're a high school baseball standout, a weekend soccer warrior or an active senior, one wrong move can put you on the injured list. Fortunately for residents of Central Arizona, Verde Valley Medical Center's Sports Medicine program makes it possible to return to the field fast.

"We try to cover the entire scope of care for athletes," said Jon R. Cook, P.T., D.P.T., coordinator of the Sports Medicine and Joint Replacement programs at VVMC. "That includes everything from prevention and sports physicals to rehabilitation following injury or surgery."

Available Services

At VVMC, the comprehensive Sports Medicine program begins with our professionals' desire to work with athletes.

"VVMC's services are set apart by the level of care and experience we offer," said David Castillo, P.T., athletic trainer at VVMC. "Every athlete who comes to us receives an individualized therapy program and is given tools and education to remain active in the years to come."

In addition to certified, professional staff members, the Sports Medicine program at VVMC offers the following:

- large gymnasium with state-of-the-art exercise and rehabilitation equipment

- lower- and upper-body strengthening machines
- special treadmills that place less stress on the joints
- cardiovascular training equipment

The Results

Since most athletes are usually very motivated to regain their athletic ability as quickly as possible, the Sports Medicine program at VVMC has enjoyed tremendous results. With proper care, education and training, athletes can overcome injury and recover from surgery quickly and safely. For an athlete, it doesn't get any better than that.

"Our number one goal is to get athletes back to the same level of fitness they were at prior to their injuries," said Randy Boardman, P.T., athletic trainer at VVMC. "Every day, we make it happen, and the patients who turn to us are thrilled with their results."

To learn more about the Sports Medicine program at VVMC, call 928 639-6383.



▲ Randy Boardman, P.T., at Verde Valley Medical Center, and Mike Boysen, P.T., athletic trainer at Mingus High School, care for the unique medical needs of high school athletes.

Part of the Team

At Verde Valley Medical Center, our Sports Medicine specialists care about the community. That's why they often can be found helping out at local high schools during practice and games, providing expertise or immediate medical care to athletes.

As part of the Rehabilitation Services Sports Medicine program at VVMC, athletic trainers currently work with coaches at Mingus Union High School, Camp Verde High School and Sedona Red Rock High School. The program has plans to expand to other area schools in the near future.

When your young athlete is on the field or the court, our Sports Medicine experts are available to assist in the event of an injury.



Save the Date!

VVMC Physician Seminars

Saturday, Feb. 23, 2008 • Cottonwood Campus • Conference Rooms B and C

- Free event
- Open to the public
- Up-to-date medical information
- Light refreshments

Board certified physician members of the VVMC Medical Staff present all lectures. Watch your local newspapers for more details. The Cottonwood Campus is located at 269 South Candy Lane, Cottonwood.

Photos courtesy of: Verde Valley Medical Center



Verde Valley Medical Center
Northern Arizona Healthcare
269 South Candy Lane
Cottonwood, AZ 86326

**Nonprofit
Organization
U.S. Postage
PAID
Lynchburg, VA
Permit No. 830**