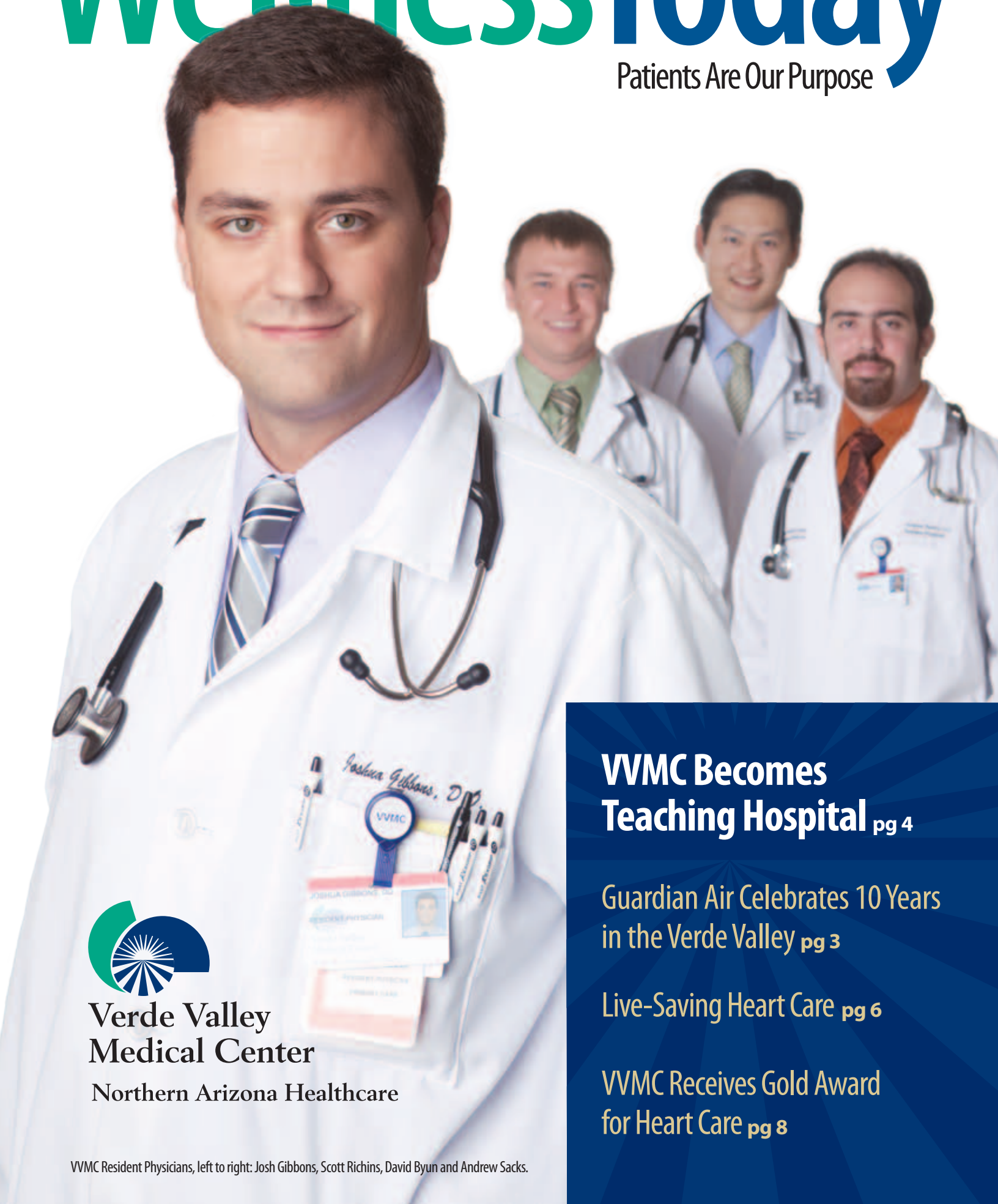


Verde Valley Medical Center

Wellness Today

Winter 2011

Patients Are Our Purpose



Verde Valley
Medical Center

Northern Arizona Healthcare

**VVMC Becomes
Teaching Hospital** pg 4

Guardian Air Celebrates 10 Years
in the Verde Valley pg 3

Live-Saving Heart Care pg 6

VVMC Receives Gold Award
for Heart Care pg 8



EntireCare: working with young athletes to prevent injuries

Verde Valley Medical Center's mission is to improve the health of the people and communities it serves. In addition to providing excellent healthcare to its patients, VVMC also impacts the health of the community through education, support groups, health screenings, donations and other projects.

One example of how VVMC impacts the community is through the work of the EntireCare Rehab and Sports Medicine Experts in local high schools.

Preventing sports injuries

Physical Therapists (PTs) and Certified Athletic Trainers (ATCs) with VVMC's

EntireCare Rehab and Sports Medicine Experts are working with coaches and athletes in local high schools to help prevent injuries before they occur and assist in healing injuries. The PTs and ATCs work with all athletes – from golfers to football players, cheer leaders to wrestlers, runners to swimmers – to be stronger and more prepared for their sport of choice.

Working one-on-one with students, coaches and parents, these certified and specially trained experts help student athletes become more sports-ready by providing instruction on injury prevention, performance enhancement techniques and post-injury rehabilitation.

Approximately four hours a week, VVMC's EntireCare athletic professionals can be found at three local high schools – Mingus Union High School, Red Rock High School and Camp Verde High School.

"We feel strongly about providing education for coaches, students and their parents," said Randy Boardman, P.T., A.T.C./L., physical therapist and certified athletic trainer with VVMC's EntireCare. "Our goal is to protect the students' well-being, not just for sports but for life."

For more information about VVMC's EntireCare Rehab and Sports Medicine Experts, visit VerdeValleyMedicalCenter.com/Our Services or call 928 639-6383.

For more information about other ways VVMC reaches out to the community, visit NAHealth.com/About NAH/Community Benefits.



Want to know what's going on at Verde Valley Medical Center?

Follow us on [Twitter](https://twitter.com/VerdeMedical) at twitter.com/VerdeMedical, or become a fan on [facebook](https://facebook.com/VerdeValleyMedicalCenter) at facebook.com/VerdeValleyMedicalCenter.

Guardian Air – 10 years of life-saving care in the air in the Verde Valley

Tammy Spetz, a flight nurse with Guardian Air, has spent the last 10 years in the air above Verde Valley caring for some of the most critical patients in the region. Spetz, who had been a flight nurse in Ohio, made the decision to move to Cottonwood in 2001 to help establish the Guardian Air base at Verde Valley Medical Center.

“When I heard Guardian Air was expanding to Cottonwood, I wanted to be involved,” Spetz said. “Not only did I know about Guardian Air’s commitment to excellence, I wanted to live in Arizona close to my family. I love living in this area and being able to help care for people when they need it most.”

Guardian Air was founded in 1985 as a service of Flagstaff Medical Center. Today, Guardian Air has grown to a fleet of five aircraft located throughout Northern and Central Arizona, including the base in the Verde Valley as a partnership with Verde Valley Medical Center.

Guardian Air’s Angel 3 helicopter is an integral part of VVMC’s commitment to providing comprehensive healthcare services to the greater Verde Valley. Specially trained and certified flight nurses, paramedics, respiratory therapists

and pilots transport critically ill and injured patients from accident scenes or hospital to hospital.

All of Guardian Air’s aircraft literally are flying critical care units. They respond to calls day or night and are equipped with state-of-the-art medical equipment to provide care for patients of all ages – from the smallest and frailest babies to the most critical adult patients. Each aircraft is equipped with the latest in avionics technology including:

Night Vision Goggles give pilots and crew the ability to see obstacles in the way of flight or at the landing zone by amplifying the ambient light approximately 35,000 times brighter than the natural eye.

Traffic Collision Avoidance System is an aircraft-to-aircraft system that monitors the airspace around an aircraft for other aircraft equipped with a corresponding active transponder.

Terrain Avoidance Collision System uses a digital terrain map and information from a GPS

navigation system to predict whether the aircraft’s current flight path could put it in conflict with obstacles such as mountains or high towers.

In-cockpit Satellite Weather System allows the pilot to access weather information while in flight.

In its 10 years of serving the Verde Valley, Angel 3 has flown more than 2,700 patients.

ANGELS IN THE AIR:

Air 1 is a fixed-wing (airplane) located at the airport in Show Low.

Angel 2 is located at the Guardian Air base in Kingman.

Angel 3 is located at VVMC.

Angel 4 is located at the Guardian Air base in Flagstaff.

Angel 5 is at Little Colorado Medical Center in Winslow.



Tomorrow's doctors being trained at Verde Valley Medical Center

In 2010, Verde Valley Medical Center (VVMC) made an unprecedented commitment to the future of the community when it expanded its dedication to academics, teaching and fostering a culture of lifelong learning. In short, with the addition of a residency program, VVMC became a teaching hospital for tomorrow's doctors.

It started last July when four new doctors who had just graduated from medical school arrived at the hospital to serve a three-year internal medicine residency. Josh Gibbons, Andrew Sacks, David Byun and Scott Richins are doctors of osteopathic medicine who chose VVMC because they wanted to work in a community-focused hospital with a reputation for excellence in quality and service.

It was that level of excellence and commitment to healthcare education that led the American

College of Osteopathic Internists and the American Osteopathic Association to accredit VVMC as a teaching hospital. VVMC's residency program was developed in collaboration with Midwestern University, which has campuses in Illinois and Glendale, Ariz. Midwestern also looked to VVMC's demonstrated quality of care when choosing to partner with the hospital for the program.

Physician Resident Josh Gibbons, D.O., said, "At a hospital like VVMC, I get to see and experience more than I would at a metropolitan hospital. Not only do I get to be part of a hospital that's exceeding national benchmarks for patient safety and satisfaction, but I'm also learning a lot about different facets of medicine."

Resident Andrew Sacks, D.O., agreed. "We get to be more hands-on, and we have more patient interaction. "VVMC was his residency of choice because of its reputation. "I knew several people in school who rotated here as medical students and they all had good things to say about it."

Kevin Wilson, D.O., medical director of VVMC's Residency Program said the hospital's educational

program has significantly increased since it started the residency, which benefits all physicians on staff, regardless of the number of years they've been practicing.

"We used to have continuing education meetings two to three times a year," Dr. Wilson said. "We now have medical lectures every day for the residents, which other physicians may attend. Being exposed to more education makes it easier for VVMC physicians to stay current on medical issues as we strive to educate our residents. Having them around constantly challenges us to look at things from a different viewpoint and it keeps us on our toes."

Wilson explained that when the doctors have completed their residency, they can choose to practice as a traditional internist, a hospitalist or continue their education in a fellowship where they specialize in an Internal Medicine specialty such as cardiology, pulmonology, gastroenterology, etc.

One of the reasons, VVMC has chosen to become an academic hospital and educate the physicians of tomorrow is the hope they will decide to stay and practice in the Verde Valley. At least one of the four current residents is already planning to make Verde Valley his home.

"This is my first year of residency so there's time to decide, but I plan to come back here to practice," Dr. Gibbons says. "I do a lot of road bicycling and outdoor activities. That's another draw besides the medicine."



David Byun, D.O. resident, reviews patient charts while making physician rounds.

The program recruits residents from across the country to get the best candidates available. Four new residents will start in July 2011, and the following year, four more will start for a full class of 12 residents each year.

James Bleicher, M.D., VVMC president and chief executive officer, is proud of the contribution VVMC is making not only to the community but also to these young doctors.

"We're helping to contribute to a healthcare legacy," he said. "These residents are going to be physicians for the next 25 to 30 years, and wherever they go they owe their expertise to their training. It's a privilege to know we're a part of that."

VVMC's Family Health Providers expands access to primary care practitioners

Verde Valley community members now have expanded access to primary care through Verde Valley Medical Center's Family Health Providers. A service of VVMC, Family Health Providers has expanded to 10 primary care providers in four clinic locations throughout the greater Verde Valley area. Family Health Providers includes physicians, physician assistants and nurse practitioners who specialize in family medicine and/or internal medicine.

With clinics in Cottonwood, Camp Verde, Sedona and the Village of Oak Creek, VVMC's Family Health Providers are conveniently located. Family Health Providers is accepting new patients.

For more information on physicians in the Verde Valley, visit VerdeValleyMedicalCenter.com and click on the "Find a Physician" link in the top right hand of the page, or call 928 639-5058.

CLINIC LOCATIONS

CAMP VERDE

Family Health Providers
460 Finnie Flats Rd.
928 639-5555

Delyte Nasch, F.N.P.-C.
Elaine Nissen, F.N.P.-C.

COTTONWOOD

Family Health Providers
450 S. Willard St. #115
928 634-5551

Harry Alberti, M.D.
James Arthur, M.D.
Celeste Correa, M.D.
Usa Hongyok, P.A.
Kim Senska, P.A.

SEDONA

Family Health Providers
3700 W. State Route 89A
VVMC Sedona Campus
928 204-4944

Mark Pico, M.D.

VILLAGE OF OAK CREEK

Family Health Providers
61 Bell Rock Plaza
928 204-4999

Andrea Gonzalez, M.D.
Terrence (Ty) Montgomery, F.N.P.-C.

Surgeons at the Heart & Vascular Center helped Patrick Lincoln keep his heart in his art.



LIFE-SAVING VASCULAR PROCEDURE HELPED THE JEROME ARTIST PAINT A BRIGHTER FUTURE FOR HIS LIFE.

LATE ONE APRIL night after closing his Lincoln Fine Arts Gallery and relaxing at home, Jerome artist Patrick Lincoln felt an excruciating wrenching sensation in his abdomen. He staggered to his



neighbor's door for help, and was taken to Verde Valley Medical Center. As a former ICU nurse, Patrick knew his symptoms could be life threatening. A CT scan revealed a ruptured abdominal aortic aneurysm. Within 10 minutes, he was wheeled into surgery where John Schor, M.D., a cardiovascular and thoracic surgeon with the Heart & Vascular Center of Northern Arizona, repaired the aneurysm with a stent during a minimally invasive procedure. Just a few minutes more and Patrick would have bled to death. Dr. Schor vividly recalls that day. "It was a Saturday morning and I wasn't on call. I was asleep at

home when the phone rang at 4:30 a.m. It was the hospital telling me there was someone in the ER with a ruptured abdominal aortic aneurysm."

"I rushed to the hospital and arrived as they were taking Patrick into surgery. We needed to repair his ruptured aorta as quickly as possible and the quickest and best way was to try to repair the rupture without cutting open his abdomen, which carries a high risk. Remarkably, his vital signs remained stable and we were able to place a stent into the aorta by going through the large artery in the groin. He was incredibly fortunate."

"It's not often we see somebody with this kind of rupture. Most

people would never even make it to the hospital – they'd bleed to death. And it's not often you can repair this condition with a stent. This was the first case I know of in Northern Arizona where a rupture was repaired with a stent graft."

Approximately 90 percent of people with a ruptured aortic aneurysm die before ever reaching the hospital. The odds of survival for those who do reach the hospital alive are only about 30 percent. Patrick was one of the lucky ones. "It was a miracle Patrick survived," says Dr. Schor. "After surgery, he did extremely well. He went home a few days later and was back to a normal life in no time at all."

Dr. Schor has been a surgeon with the Heart & Vascular Center of Northern Arizona for four years. He's a graduate of Cornell University, and attended medical school at the University of Miami. After an eight-year internship and residency in Miami and New York

City, he worked in Miami for 12 years prior to relocating to Arizona.

“My wife Janett and I visited Sedona and fell in love with the place. We thought it would be a great place to raise our two sons, and we were right,” he says.

In addition to treating patients,

Dr. Schor is part of the medical residency program at Verde Valley Medical Center, helping to train new internal medicine physicians. “I’ve been teaching residents since I graduated from medical school 23 years ago. I was on the faculty at the University of Miami School of Medicine for several years,” he says.

Of all the many hospitals in which he could have practiced, Patrick is glad Dr. Schor chose Verde Valley Medical Center. “I’m fortunate to be alive. I want to commend everyone who cared for me for doing such an excellent job,” he says.



HVCNA Services

The Heart & Vascular Center of Northern Arizona (HVCNA) is a partnership between Verde Valley Medical Center and Flagstaff Medical Center and has offices located in Cottonwood, Flagstaff, Camp Verde, Sedona and Winslow.

Designed to provide patients a continuum of care, HVCNA offers comprehensive services from diagnosis and treatment through recovery and rehabilitation.

Diagnostic (noninvasive) services include all types of stress testing, nuclear imaging, cardiac and peripheral ultrasound, cardiac Doppler and pacemaker/defibrillator interrogation and programming.

When invasive procedures are necessary, cardiac catheterization, balloon angioplasty, stent placement, permanent pacemaker insertion and interventional treatment for peripheral arterial disease are available (including aortic endograft therapy and carotid stenting).

Cardiothoracic and vascular surgery is performed including coronary artery bypass grafting, valve repair and replacement, Maze procedure for atrial fibrillation, and major thoracic and vascular surgical procedures.

For more information on the Heart & Vascular Center of Northern Arizona, visit NAHeartCare.com. To make an appointment with one of our world-class physicians, call 877 928-WELL.

Our Mission

Verde Valley Medical Center will improve the health of the people and communities we serve.

Our Values

PATIENTS – We are committed to meeting the needs and exceeding the expectations of our patients.

COLLEAGUES – We strive to create an organizational culture where colleagues feel valued and take a sense of pride in their work.

QUALITY – We continuously strive to achieve excellence at all levels in the organization.

SAFETY – We are committed to maintaining a safe environment for our patients, visitors and colleagues.

LEADERSHIP – We promote leadership as an attitude, not a position, putting value on both people and the work they do.

TEAMWORK – We are colleagues working together, sharing knowledge, talents and skills to achieve common goals.

INTEGRITY – We will be forthright, honest and respectful.

DIVERSITY – We embrace the diversity of our people, patients and the communities we serve.

Verde Valley Medical Center Board of Directors

Harry Alberti, M.D., Past Chief of Medical Staff

Ron Barber, Board Secretary

James Bleicher, M.D., President/CEO
Verde Valley Medical Center

Samuel Butman, M.D., Vice Chief of Medical Staff

Richard Cranmer, Board Vice Chair

Alan Everett

Paul Hanson, M.D., Chief of Medical Staff

James E. Ledbetter

Shawn Orme

Matias Sandoval, Board Chair

Ray Selna, Board Treasurer

Tom Taylor

Wellness Today

Editors/Writers: Starla Collins, Janet Dean

Writer: DD Kullman

Publication Photos: John Burcham and Jake Bacon

Design: Caroline Pilkington

Prepress: Paul Berg

This publication was produced with soy-based inks and a high-performance paper with 30-percent recycled, 30-percent post-consumer-waste fiber. The paper is elemental chlorine and acid free. It was printed at a facility certified by the Forest Stewardship Council.

Wellness Today is published by VVMC's Marketing Department
269 S. Candy Lane
Cottonwood, AZ 86326
928 634-2251
VerdeValleyMedicalCenter.com
© 2010.



Verde Valley Medical Center
Northern Arizona Healthcare

269 S. Candy Lane • Cottonwood, AZ 86326

PRSRST STD
U.S. Postage
PAID
Flagstaff, AZ
Permit No. 333

This publication in no way seeks to serve as a substitute for professional medical care. Consult your physician before undertaking any form of medical treatment or adopting any exercise program or dietary guidelines.



SOME AWARDS GO STRAIGHT TO THE HEART.

Verde Valley Medical Center is the proud recipient of the American College of Cardiology Foundation's *2010 Get With The Guidelines Gold Performance Achievement Award.*

In 2010, Verde Valley Medical Center was one of only 135 hospitals nationwide to receive the prestigious Gold Performance Achievement Award recognizing commitment and success in implementing a higher standard of care for heart attack patients. It's the third year in a row we've received the Gold, and previously have received silver and bronze awards.

The Gold Performance Achievement Award indicates an 85-percent compliance rate for 24 consecutive months in consistently following treatment guidelines outlined by the American College of Cardiology, the American Heart Association and the American Stroke Association. Guidelines outline best practices for treating coronary artery disease patients. And it's just one more way we demonstrate our commitment to quality healthcare.



Verde Valley Medical Center
Northern Arizona Healthcare

Patients Are Our Purpose