

# CAPELLA Connections

Volume Eight / Spring 2011

A newsletter for associates of Capella Healthcare, Inc.

## ADVANCING our MISSION FROM DAN SLIPKOVICH



I am incredibly proud of how our hospital family has responded to the recent tornadoes and floods that have impacted so many of our communities. At the same time, we know that many of our individual staff have suffered devastating losses.

Many lost their homes and property, while others lost friends and family members. Many of you have already given time and money to assist those in need.

**With the goals of recognizing our employees' generosity as well as making a meaningful financial contribution that may encourage additional giving, Capella Healthcare has just announced a grant of up to \$25,000, matching dollar-for-dollar the financial contributions that members of our Workforce are making. Look for more information at your hospital or on our website.**

This is an exciting time in the life of our Capella family. We are making steady progress on all of our major initiatives and are growing in the process. Here's

— continued on page 2

## INSIDE

Meet Chief Medical Officer  
Dr. Erik Swensson PAGE 2

Shining Star & Health Hero PAGE 4

"The Wizard of AIDET" PAGE 5

Hospital Highlights PAGES 6 AND 7

Visit our New Web Sites, YouTube  
Channel and Social Media pilot sites

PAGE 8

## EMERGENCY PREPAREDNESS IS KEY

# When disaster strikes, our hospitals are ready

Hospitals have to be prepared for any emergency – from fires to floods, tornadoes to blizzards. And during these past few months, a number of Capella's hospitals have had the unfortunate "opportunity" to get to test their emergency preparedness plans. Not only did they show just how ready they were to serve during the most trying of times, but also how willing they were to go the extra mile to help others.

### TORNADOS IN THE SOUTHEAST

On April 27 and 28, an historic and devastating outbreak of tornados struck the Southeast, with 362 tornados over a 48-hour period. Over 300 people were killed and thousands injured. In spite of being in the path of these storms, four of Capella's hospitals treated numerous victims, gave shelter during the storm, and provided help to neighbors. The fact that the storm had crippled or compromised electricity, transportation, communication and other essentials normally taken for granted were factors all planned for well in advance during their emergency preparedness initiatives.

#### Jasper, TN

Grandview Medical Center's service area, near both the Alabama and Georgia state lines, was severely impacted by the storms. Hundreds of homes were destroyed in nearby Jackson County, Alabama, with some of the hardest hit areas just 10 to 15 miles from the hospital. Grandview operated on generator power for approximately 18 hours after the second wave of storms struck.

Grandview's staff treated 22 storm victims, many of whom required surgery and lengthy stays. As part of a mutual aid agreement, all of Grandview's EMS personnel were called into action to help provide disaster relief throughout the region.

#### Morgan County, AL

In Alabama, the communities served by Parkway and Hartselle medical centers were especially hard hit. When the Tennessee Valley Authority lost all power transmission lines in Alabama and Mississippi, Parkway was forced to use generator power for 24 hours. Parkway implemented their disaster plan prior to the storms' arrival, and patients, family members and staff were evacuated each time a tornado warning was issued. When staff learned there had been significant injuries, they called a Code Orange for an internal disaster. The ER staff treated 59 storm victims and assisted other impacted hospitals by performing outpatient procedures. Twenty-eight of their emergency patients had to be admitted for additional care.

— continued on page 3



While none of Capella's hospitals were damaged, many of the communities they serve were devastated. Pictured here is damage that occurred near Jasper, Tennessee.

— continued from page 1

what's happened over the past several months. We've:

- Reached out to (and been sought out by) numerous hospitals and health organizations seeking a strong partner for the future. Watch our website for the latest breaking news in development.
- Added a Chief Medical Officer (*right*)
- Kicked off an information technology initiative, bringing on-board a new Chief Information Officer to oversee this complex work (*page 5*)
- Expanded our Lean Healthcare initiative to River Park Hospital (TN) and Saint Mary's Regional Medical Center (ARK)
- Launched newly designed websites for Capella and all hospitals and kicked off a Social Media initiative (*see page 8*)

And, we recently reviewed and refined our company's mission, vision and values statements. We've made the wording concise and more reflective of who we've become.

## OUR MISSION

- Together, making health care better for our communities.
- Setting a new standard in patient care excellence.

## OUR VISION

Hospitals in the Capella Healthcare family will be the center point for transforming the quality of life in their communities, focusing first on improving the health and well-being of every individual.

## OUR VALUES

Capella employees and physicians:

- Are committed to working together, collaborating to provide the best possible health care
- Make the safety, comfort and well-being of our patients the top priority
- Are honest and truthful, acting with integrity at all times
- Are courteous to all, respecting the feelings and viewpoints of others
- Value all resources and use them wisely

Thank you, as always, for your ongoing dedication to our patients and to your communities. I am so proud of the progress we are making together during these very challenging times.

## ERIK SWENSSON TAKES PERSONAL APPROACH AS CHIEF MEDICAL OFFICER

As a practicing physician with more than 25 years of experience, Dr. Erik Swensson takes a very personal approach to his new role as Chief Medical Officer (CMO) for Capella Healthcare. His appointment as CMO – Capella's first – was announced in January 2011.

"It became very clear to me early in my career that the best care was made available to the patients when physicians and hospital administrators worked together," Dr. Swensson said. "I strongly believe that Capella is fully committed to this ideal and look forward to advancing Capella's commitment to its patients and physicians. I have the unique opportunity to use my expertise as a practicing physician, having taken care of patients, having worked with other physicians, having worked with nurses and CEOs as well as in leadership roles on boards of hospitals and with other organizations. Those experiences make it easy for me to relate with others, and more importantly for them to relate to me."

As CMO, Dr. Swensson assumes senior leadership responsibility for facilitating the work of Capella's National Physician Leadership Group, ensuring that physician leaders from across the company are continuously involved in shaping the company's vision and future strategies. He is also charged with providing leadership for Capella's affiliated hospitals' quality and service excellence initiatives as well as for on-going communication with medical staff members.

Every Capella-affiliated hospital has a Physician Leadership Group (PLG) representing a cross-section of its medical staff. One member from each hospital's PLG is designated to serve on Capella's National Physician Leadership Group (NPLG), bringing the physician perspective to all major decisions.

One of the first decisions the National Physician Leadership Group made was the selection of The Advisory Board's Crimson Clinical Advantage as the tool through which the company would address physician quality performance improvement.

Dr. Swensson is a vascular and general surgeon affiliated with Willamette Valley Medical Center, McMinnville, OR. He will continue practicing medicine part-time while serving in the corporate role.

To learn more, visit the "For Physicians" section of Capella's website or see what he has to say on Capella's YouTube Channel.



*When Dr. Swensson lived in Virginia, he worked with Marilyn Tavenner, an ICU nurse who later became the Hospital CEO. Now she's the Principal Deputy Administrator and COO for the Centers for Medicare & Medicaid Services, overseeing a budget of \$700 billion. The two got reacquainted when she came to Nashville to speak at a meeting of the Nashville Health Care Council's ongoing series on health reform.*



*Members of Capella Healthcare's National Physician Leadership Group are shown here at the recent national conference. To learn more about the members, visit [CapellaHealthcare.com](http://CapellaHealthcare.com).*



## EMERGENCY PREPAREDNESS IS KEY

— continued from page 1

Sister hospital **Hartselle Medical Center** operated on emergency power for 42 hours, also treating a number of victims. Nine sought care in the ER and three of those were admitted. The hospital also provided a place for patients to use their home nebulizers, obtain oxygen, keep medications cool with ice, and to charge their cell phones so they could communicate with family and friends.

### Jacksonville, AL

Although **Jacksonville Medical Center** was ready with extra physicians and staff in-house, they were very lucky. “We only saw 11 emergency room visits with five admissions because the same EF-4 tornado that hit Tuscaloosa scooted 10 miles north of us,” said CEO Jim Edmonson. “The devastation was so great there, 700 volunteer workers were dispatched to cut a path to the injured. We had 150 neighbors just drop in seeking shelter. It was such a scary night that people just came to what they thought was the safest place. Even the EMA dispatch relocated here because of fear for personal safety.”



Above, photos from the Jacksonville area.  
Below, staffers “marooned” at St. Mary’s.

### BLIZZARDS IN THE MIDWEST

Much of Oklahoma shuddered to a halt in early February under the weight of a massive winter storm that wreaked havoc on roads and closed schools, government offices and businesses.

The town of Muskogee got 17½ inches of snow making many roads impassable and closing main highways. Many staff members critical to patient care were not able to get to work. **Muskogee Regional Medical Center** coordinated an impressive effort. MRMC’s CEO Kevin Fowler became part of the temporary ‘taxi service’ helping to shuttle employees and physicians to and from the hospital.



Southwestern Medical Center

In Comanche County, home of **Southwestern Medical Center**, between 6 and 8 inches of snow fell in less than 24 hours on top of a layer of sleet and freezing rain. Prior to the storm, CEO Steve Hyde had called together the entire leadership team to make sure there was appropriate staff coverage for all areas, implementing the hospital’s emergency plan for severe weather.

The same storm impacted Capella hospitals in Arkansas and Missouri. At **Saint Mary’s Regional Medical Center** in Russellville, Arkansas, more than 50 employees spent the night and many more helped each other get to and from work in order to keep the hospital running smoothly. Some employees were “marooned” there for two days.

### Mineral Area Regional Medical Center

in Farmington, Missouri, also mobilized disaster planning strategies to handle the expected increase in ER patients. ER Director Terry Mitchell reported treating 79 patients the day after the blizzard, over half of which were falls, as well as a couple of serious sledding accidents.



Mineral Area Regional Medical Center

### FIRE IN THE SOUTH

Being ready – even if the worst doesn’t happen – takes tremendous preparation. **Southwestern Medical Center** was fully prepared to evacuate its freestanding behavioral health facility in March when it appeared that Texas wildfires might be headed their way. Fortunately, the winds changed, the fires were controlled, and those emergency plans were put back on the shelf.

## Nashville Flood Heroes

Even though Capella Healthcare doesn’t have any hospitals in the Nashville area, that didn’t stop employees from helping people hurt by the historic 2010 flood.

In April, **Scott Fleischer**, IT&S Manager Applications, received a “Citizen Commendation Award” from the Metro Nashville Police Department. When flood waters poured into his West Nashville neighborhood, Scott and three of his neighbors went from house to house to help fellow neighbors. The four eventually got a boat to assist in the rescue of 20 people, and then went door to door convincing others to get to higher ground.



Scott Fleischer

In May, **Jim Wiseman**, VP-Tax, received the first annual “Pro Bono Award” from the Tax Executive Institute as well as a “Congressional Certificate of Special Recognition.” The awards recognized Jim’s innovative idea and work in recruiting CPA firms to do free tax returns to help flood victims maximize their disaster deductions since tax laws allow people to amend their returns going back five years. He predicted the refunds due to 12,000 impacted families could be significant.



Jim Wiseman

## SALUTING OUR HEALTH HEROES

ARKANSAN QUALIFIES FOR THE BOSTON MARATHON



National Park Medical Center Pharmacy Technician **RYAN LEE** has qualified for a coveted spot in the world's oldest marathon, the Boston Marathon. Having worked at NPMC for 13 years, Lee has only been running seriously for six years – so fellow employees have gotten to witness his transformation as he's lost 40 pounds.

"I have a brother who told me one night that I should think about losing some weight," he said. "The next morning I got up and jogged a mile ... I thought I was going to die! But it just went from there."

Lee now runs an average of 50 miles a week. He ran the Little Rock Marathon, his very first, in 2008. Since then he has run marathons in Dallas, Chicago and Indianapolis, where he ran his qualifying time of 3:10:37.

Since the 2011 Boston Marathon was already full, Lee will be running on April 16, 2012.

Lee's running has motivated his wife, Jennifer – also an NPMC employee of 10+ years – who started running last year through the local "Women Can Run" workshop. He hopes that it's something that they can all do as a family, as their 4-year-old daughter, Madison, gets older.



Above, Lee competes in the 2009 Conway, Arkansas half-marathon.

Do you work with someone whose personal commitment to their own health is an inspiration to others? Or who deserves to be "A Bright Star?"

Nominate them for our **Health Heroes** or **Bright Star** feature. Email us at [Connections@CapellaHealth.com](mailto:Connections@CapellaHealth.com)



WVMC CEO Rosemari Davis pictured here with Capella CEO Dan Slipkovich and Chief Medical Officer Erik Swensson, MD.



## HONORING A BRIGHT STAR

PARKWAY MEDICAL CENTER'S BECKY BURNEY NAMED ALABAMA "HOSPITAL HERO"

**BECKY BURNEY, RN**, was honored as one of Alabama's "Hospital Heroes" by the North Alabama Regional Hospital Council of the Alabama Hospital Association.

She's been a nurse for 33 years, serving the last 12 at Parkway Medical Center. Just before joining Parkway, Burney served with the 109th Evac Hospital during Operation Desert Storm.



An experienced critical care nurse, Burney works in several areas of the hospital, including radiology where State Rep. Ed Henry, R-Hartselle, a Cardiac CT Tech, is a co-worker. "She believes every patient should be treated as family. We get letters from patients all the time thanking her for taking the extra time."

Stacey Miller, director of radiology, says, "The undivided attention and care she gives each of her patients is second to none."

"Becky Burney is a true hero," said PMC CEO Tim McGill. "Not only does she help patients in our Wound Care Center, working with our P.I.C.C. line service, or as an Intensive Care nurse, she is equally passionate about her fellow veterans and the active military. The day she was nominated by our hospital for state-wide consideration as a Hospital Hero, she received another award in Birmingham: American Legion Veteran of the Year."

"Nursing is a great job because you get to help people at a most difficult time," she said. "That's the most enjoyable part. I just want to help and do all I can," she said.

Congratulations to Becky Burney on this outstanding recognition and for making Parkway and Capella shine!

## HOSPITAL LEADERSHIP CHANGES

Rosemari Davis, long-time CEO of Willamette Valley Medical Center, was recognized for her 16 years of service after announcing plans to retire this summer.

Dan Ordyna has been promoted to CEO of Willamette Valley Medical Center, effective June 1 following Rosemari's retirement. Dan has been COO for the past five years.

Other recent executive changes include:

- Lynn Peoples was appointed CNO at River Park Hospital.
- Alan Phelps has moved from White County Community Hospital to River Park Hospital as CFO.
- Dana Rice has joined Capital Medical Center as COO, a new position created because of the hospital's growth.
- Shirley Scarlatti was promoted to CNO at Grandview Medical Center.

## “Wizard of AIDET” helps educate SWMC staff

Dorothy, Toto, Tin Man, Scarecrow and the Cowardly Lion made multiple appearances in December at **Southwestern Medical Center** to educate employees about a new standard of service excellence.

In a performance entitled “The Wizard of AIDET and Hourly Rounding,” they introduced two new concepts of care. AIDET – Acknowledge, Introduce, Duration (of visit), Explain (what you’ll be doing), and Thank (the patient before leaving) – is what everyone interacting with a patient should do. AIDET, along with hourly rounding (which consists of routine checks on a patient’s status), are the new standard of care at the hospital.

By providing the education in a fun and humorous way, the hospital is making the message more interesting and memorable, said Mary Westman, Chief Nursing Officer.



CEO Steve Hyde was impressed by the performance from the 25 participants, mostly department directors. “It was fun for the staff to see leadership in that light-hearted fashion and, most importantly, has helped to hammer home our new vision for care.”



## Industry Veteran Joins Capella as CIO

### Capella kicking off new IT initiatives to improve care

Clinicians and physicians from each hospital are leading the way as Capella Healthcare implements a major information technology initiative designed to improve care and processes. The initiative also helps hospitals comply with new technology requirements that are part of the HITECH\* Act.

Under the HITECH Act, health care professionals and hospitals can qualify for Medicare and Medicaid incentive payments when they adopt certified electronic health records (EHR) technology and use it to achieve specified objectives. Recently published regulations define the “meaningful use” criteria that providers must meet to qualify for the bonus payments as well as identify the technical capabilities required for certified EHR technology.

“The future of healthcare requires increasing dependence on information technologies,” said Mike Wiechart, Capella’s Chief Operating Officer. “We’ve been working very hard over the past year to identify the best partners and technologies to help us achieve more effective and cost-beneficial enterprise-wide IT operations. These collaborative efforts will assist us in achieving our mission of providing the highest quality of patient care.”

Among the steps that have taken place include:

- Contracting with HCA IT&S to provide information services and technology, including deployment of Meditech 6.0
- Creating an Executive Committee with leaders from each hospital – those converting to Meditech 6.0 – to provide facility-level leadership and operational guidance
- Creating a Physician Advisory Group to support goals and be advocates; provide clinical review and guidance related to system design, build and workflow; advise on physician communication and education; and to identify opportunities where technology can be used to improve clinical process and outcomes

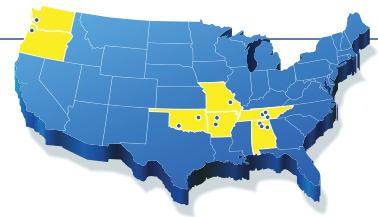
Because of these IT initiatives, it was time to bring a Chief Information Officer on board to oversee the work. “Alan Smith has more than 20 years experience in the healthcare information technology industry, having worked in hospitals, hospital management companies, health insurance plans and technology consulting firms.” He began the new position in May. To learn more about Alan, visit Capella’s website.



Alan Smith, CIO

\*Health Information Technology for Economic and Clinical Health

# CAPELLA'S HOSPITAL HIGHLIGHTS



## ALABAMA

### HARTSELLE MEDICAL CENTER Hartselle Hartselle Happy to Help with Heart Health

On National Wear Red Day, HMC showed folks how to have a good time while learning about heart health. Danny Pitts, Education Nurse, and Stephanie Pitts, Administrative Assistant, show how laughter really is the best medicine.



### JACKSONVILLE MEDICAL CENTER

Jacksonville

### JMC sets new record for employee satisfaction

Jacksonville Medical Center set a new record in their Employee Satisfaction Survey with an overall satisfaction score of 3.50 (out of 4.0). That's up from 3.35 last year. For 30 of the 36 questions, JMC's results were in the 90th percentile among all HealthStream survey participants. And their overall score is tops in Capella. "I'm proud to lead such an impassioned team. In fact, I'm humbled by the results," said CEO Jim Edmondson. "To make sure we respond to concerns that employees expressed, we invited Capella's Studer Group Coach Dan Collard to spend time with the management team to help determine how to get the most from the survey results. Even with great results, we can always be better by addressing department-specific issues, low scores compared to the average, and emphasizing the areas we do well."



Listen to Jim talk about how the Studer Group partnership has helped to improve constituency satisfaction on **Capella Healthcare's YouTube Channel**.

### PARKWAY MEDICAL CENTER Decatur PMC celebrates success

More than 100 teams of people came to weigh-in at PMC for the "Scale Back Alabama" Challenge, a statewide weight-loss contest in its fifth year. The purpose of the 10-week contest is to encourage Alabamians to lose weight, to exercise and to have fun doing it. Teams of four register and weigh-in during January at an official "Scale Back Alabama" site, like PMC. All teams are qualified to win prizes as well as individuals and teams who lose weight.

## ARKANSAS

### SAINT MARY'S REGIONAL MEDICAL CENTER Russellville New Mommy Makeover Competition garners Facebook friends aplenty for Saint Mary's

Thirty-eight new moms entered the inaugural Saint Mary's New Mommy Makeover contest this spring, and, thanks to the generous contributions of 28 community partners, six of them received fabulous prize packages. The contest took place on Saint Mary's new Facebook site. New moms were asked to post photos along with a short story about their birth experience and reasons they deserved the "special treatment!" Finalists were selected based on the quality of their stories and the number of "Likes" they received.

### NATIONAL PARK MEDICAL CENTER Hot Springs NPMC adds LiteGait®

National Park Medical Center's Inpatient Rehabilitation Center recently added LiteGait partial weight-bearing gait therapy device. The LiteGait is a device that creates an ideal environment for treating patients with a wide range of impairments and function levels. Most typically used for walking therapy, the LiteGait device improves gait therapy techniques and outcome expectations by providing proper posture, reducing weight bearing, eliminating concerns for balance, and facilitating the training of coordinated lower extremity movement.

"The security and safety of the system lessens fear and makes patients feel more confident and comfortable," says Jeremy King, PT, Rehab physical therapist. "Ultimately, that leads to a faster recovery and more efficient rehabilitation process."

"Twenty-four out of the top 25 rehabilitation facilities in the United States have the LiteGait, and we are proud to be the only rehabilitation center in the area to offer this extraordinary equipment," said Steve Carr, OTR/L Rehabilitation Program Director.



NPMC Rehab therapist, Jeremy King, PT, assists a patient with her walking therapy using LiteGait.

## MISSOURI

### MINERAL AREA REGIONAL MEDICAL CENTER Farmington MARMC recognized for physician satisfaction

Mineral Area Regional Medical Center (MARMC) has been named a 2011 "Excellence through Insight Award" recipient in the category of "Overall Physician Satisfaction" by HealthStream Research, HealthStream, Inc. Specifically, the hospital is being honored for "Most Improved Overall Physician Satisfaction" in the medium hospital category.

"On behalf of all of our staff members, I am honored to accept this recognition," said Jeannette Skinner, CEO. "We believe it not only recognizes Mineral Area's commitment to excellence in medical staff relations but to patient satisfaction as well since together our employees and our physicians work as a team to care for our community."

## OKLAHOMA

### MUSKOGEE REGIONAL MEDICAL CENTER Muskogee MRMC's Well Wabbit at annual kids event

Helping children overcome their fear of hospitals is the goal of "Let's Play Hospital," an annual event sponsored by the MRMC Auxiliary. More than 750 students attended the annual week-long event, which is in its 27th year. "The event is designed to help alleviate a young child's anxiety," said MRMC's Andrea Wilcoxon. "We take them through the process of what it would be like if they had to have their tonsils out or tubes in their ears."

The event includes volunteers pretending to be lab technicians, orderlies and nurses. Dr. Bob Brownell, a longtime area physician now retired, pretends to take out a child's tonsils.

Every student got to hear his or her heartbeat, wear a hospital wristband and learn to take his or her pulse. At the end of the event, the hospital's mascot, Well Wabbit, came in and danced for the students – who laughed until they were in “stitches.”

### **SOUTHWESTERN MEDICAL CENTER** Lawton **Advances at Southwestern**

Southwestern Medical Center has recently added new equipment, opened a new service, and earned a prestigious national certification.

- The hospital added a 1.5 Tesla HD MRI unit, featuring an upgraded magnet with an 8-channel coil capacity, the first of its kind in SW Oklahoma. It provides superior pictures of the body's internal structures using magnetic fields and radio waves instead of radiation.
- In March, the hospital opened the Center for Wound Healing and Hyperbarics, working in conjunction with the National Healing Corporation.
- Also during the first quarter, the inpatient rehabilitation program received its fifth consecutive three-year accreditation from CARF International (Commission on Accreditation of Rehabilitation Facilities).

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## **OREGON**

### **WILLAMETTE VALLEY MEDICAL CENTER** McMinnville **Willamette explores partnership with Ghana hospital**

Willamette Valley Medical Center is partnering with a hospital on the other side of the globe with the goal of helping to improve care for some of the world's poorest people. Its involvement was encouraged by the local business Evergreen International Aviation, which flies there frequently.

CEO Rosemari Davis travelled in January to New Abirem, Ghana along with OB-GYN Dr. John Neeld and Nurse Practitioner Nancy Manley among others. Their agenda included meeting with the Ministry of Health in Accra, Ntiamoah Foundation officials, Newmont Gold Mine Ghana, Foundation officials, physician and staff at the New Abirem Government Hospital (NAGH), and Chief of the local village among others to explore the possibilities for medical and humanitarian relief services to the disadvantaged and underprivileged in the area through a sister hospital relationship with the New Abirem Government Hospital.

The Ghana Government, Ministry of Health and Newmont Gold Company are the main sources for the capital needed to expand the current outpatient clinic to the new hospital.

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## **TENNESSEE**

### **GRANDVIEW MEDICAL CENTER** Jasper **Grandview kicks off its New Day Campaign**

Grandview Medical Center's “New Day” is a hospital facility-wide commitment to improved patient satisfaction. Over the past 18 months, there have been a number of improvements, all of which are being highlighted in a new campaign:

- There's a new ER physician group that places even greater emphasis on compassion, empathy and patient understanding.

- Nine new physicians have been recruited.
- A new 16-slice CT scanner and a state-of-the-art digital mammography system have been added.
- The hospital has a redesigned website and a new Facebook page, all to better communicate with the community and employees.

### **RIVER PARK HOSPITAL** McMinnville **River Park ICU nurse to coordinate McMinnville MS Walk**

River Park ICU nurse Heather George was diagnosed with Multiple Sclerosis (MS) in 2007. The diagnosis led to an ongoing search for answers about a disease she had given little thought to before her experience. This search led her to becoming involved with fundraisers for MS research and she is now in the process of launching a new MS walk in McMinnville. George has the support of her River Park family in this initiative with many of her coworkers pledging funds and other efforts to help get the project started. George says the MS walk will help raise awareness about MS and funds so MS research can continue to make a difference for those dealing with the disease.

### **WHITE COUNTY COMMUNITY HOSPITAL** Sparta **WCCH Launches Campaign Featuring Patients**

White County Community Hospital has launched a new ad campaign focused on “Portraits of Hometown People. Stories of Hometown Care.” One of the ads features Caden Thompson, a six-year-old who can hardly wait to visit the lab at the hospital every month. That's because Nicole Spivey, Lisa Downing and Denese Simpson (left to right), medical lab technicians, make his visit a Star Wars adventure.

“Caden had a liver transplant when he was 17 months old,” explains Christi Waldrop, Caden's mother. “He's been coming back to have his blood drawn since he was five weeks old. “Caden is really into *Star Wars*,” says Denese Simpson. “So we always surprise him with a *Star Wars* toy, poster or coloring book when he visits.”




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## **WASHINGTON**

### **CAPITAL MEDICAL CENTER** Olympia **CMC receives outstanding quality ratings for surgery**

Capital Medical Center is touting its outstanding quality ratings for surgery. In the Thirteenth Annual HealthGrades Hospital Quality in America study, the hospital ranked among the Top 10 Hospitals in Washington for General Surgery and as the “Best in Thurston County.” HealthGrades is the leading independent healthcare ratings organization. The hospital received a five-star rating for the quality of appendectomy surgery. A five-star quality rating indicates that clinical performance is better than would have been expected.



## WHY THE STARRY SKY ON THE COVER?

Of the millions of stars in the sky, Capella is known as the brightest star closest to the celestial North Pole. Like our name, our vision is to be a reliable and constant resource, enabling our hospitals to be stronger and brighter for those they serve.

### Editor's Note

## ANNOUNCING THE CAPELLA HEALTHCARE PHOTOGRAPHY CONTEST



With the recent launch of our new website, we discovered an opportunity to better showcase Capella communities. And we need your help.

Share your vision of the world with us. Enter in any of these categories:

- **Places** – Show us your view of Americana. Photos can be landscapes, geological or climate features, events or activities... anything that captures the essence of your unique community.
- **People** – Show us individuals from all walks of life, including families at play, people volunteering, the diversity that makes the special place you live unique.
- **Purpose** – Show us how the people in your community care for their friends, their family or those less fortunate.

No hospital work photos please. Signed photo release forms will be required for any individuals pictured. For a complete list of rules and how to enter, see the "For Employees" section of Capella's website at [www.CapellaHealthcare.com](http://www.CapellaHealthcare.com)

The award-winning photographs will be featured on Capella's website and in publications. Cash prizes will be awarded to the top winners in each category. The deadline is July 31.



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## New Websites and Social Media Channels Launched

*"You no longer control the fate of your company, the customer does."* – Peter Shankman

- Did you know that 80% of American adults use the internet?\*
- Or that of those, 83% look for health or medical information?
- How about the fact that 61% of those use an on-line social networking site like Facebook or LinkedIn?

With these facts in mind, Capella Healthcare and all of its hospitals have launched new websites and several have kicked off social media initiatives.

The new corporate website – [CapellaHealthcare.com](http://CapellaHealthcare.com) – features video interviews from physicians, board leaders and CEOs. Capella also has established a YouTube Channel which features all of the video interviews. You can "subscribe" if you'd like to know when new videos are posted.

The company's Social Media initiative was launched courtesy of four hospitals who volunteered to serve as pilots. Here's a quick review of what your sister hospitals have been up to with their Facebook sites.

- **Saint Mary's Regional Medical Center** (Russellville, AR) has 600+ fans.
- **Muskogee Regional Medical Center** (Muskogee, OK) features several photo albums showcasing recently renovated areas of their facility.
- **Mineral Area Regional Medical Center** (Farmington, MO) has promoted events, the hiring of new leaders, and the addition of new technology.
- **Parkway Medical Center** (Decatur, AL) used the event section to promote the inaugural "Heart & Sole" race and the Scale Back Alabama Weigh In.

\* Statistics are from the Pew Internet & American Life Project's May 2010 survey.

## ETHICS AND COMPLIANCE Social Media Update: Contest Winner(s)!

By Tony Fay

In the last issue, we asked a Social Media question and invited our readers to come up with an answer. Here's the question:

*You're checking status updates posted by your friends on Facebook when you see a friend has posted a negative comment about your hospital. What should you do?*

Three employees came up with virtually the same answer, so we're sending them each a gift card. They recommended that you discuss the incident with the individual (NOT posting questions or comments via Facebook), make sure the concern gets addressed by the proper person or department, and evaluate what service recovery effort, if any, might be appropriate.

Congratulations to these employees:

**Shannon Carefoot, RN, CCRN**, Director of Critical Care  
Willamette Valley Medical Center (McMinnville, OR)

**Ginny Johnson, RN**, Bariatric Coordinator  
Parkway Medical Center (Decatur, AL)

**Janet Schade, MS, R.Ph.**, Director of Pharmacy  
Capital Medical Center (Olympia, WA)

Make sure you read and understand our *Social Media Guidelines for Capella Healthcare Workforce Members*. And if you want a chance to win a prize, participate in our brief on-line survey/quiz. Everyone who takes part will be eligible for a drawing for a \$50 Wal-Mart gift card. To participate, visit the "For Employees" section of Capella's website.

