

FLAGSTAFF MEDICAL CENTER HAS YOUR . . .

Health at Heart

S U M M E R 2 0 0 6 . V 3 N 2

Trauma Care That Saves Lives

Setting the
Standard in
Customer
Service

A Cancer
Survivor
Looks Back



FLAGSTAFF
MEDICAL CENTER HAS
A NEW PRESIDENT!
SEE PAGE 2



Flagstaff Medical Center
Northern Arizona Healthcare

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THANK YOU!

Thanks to those readers who submitted a response to the Reader's Survey in our last issue of *Health at Heart*. Our winner was Flagstaff resident Tim Thomason, who received a \$100 Home Depot gift certificate!

Dear Community Members,

I can't tell you how pleased I am to be a part of Flagstaff Medical Center and the Flagstaff community. I was born in Tucson and attended the University of Arizona, so Arizona has always been special, even though my career took me to hospitals back East for the past 20 years.

Since arriving in April, I've spent countless hours listening to as many physicians, employees, patients and community members as possible. What I've heard consistently is that we provide great care at FMC. I'm honored to have joined an organization that so clearly cares about its patients and community.

As we look to the future, we will have an expanded focus on patient safety initiatives, similar to hospitals throughout the country. You'll see an article in this issue about our new patient safety officer, John Mougin, M.D., who is helping lead our efforts. Additionally, you might have heard recently about a national effort called the "100,000 Lives" campaign. Select hospitals throughout the country worked on performance improvement projects in six areas in an effort to save lives over 18 months. We are proud to have been a part of this effort.

We're also very excited to announce that we'll be opening our Pediatric Intensive Care Unit in October. There are only a few hundred pediatric intensivists, or physicians who care for critically ill or injured children, in the entire country. It took us a few years, but we have been able to recruit two of these high-demand specialists to FMC to keep more kids at home for their healthcare.

I will be working with our staff and physicians to expand our efforts to make FMC the best hospital possible. I also look forward to meeting more community members in the coming months.



William T. Bradel
FMC PRESIDENT

ON THE COVER: Each year, Guardian Air, Flagstaff Medical Center's air-medical transport team, delivers patients to appropriate medical care. Whether responding to an accident scene or transporting a premature infant with respiratory problems or an elderly person with heart failure, the staff of Guardian Air has the training and expertise to care for patients of all ages and physical health.

Outstanding Care around the Clock

Every day of the year, patients at Flagstaff Medical Center are impressed by the level of care and compassion demonstrated by the hospital's staff.

Although tests indicated that Karen Malis-Clark, a Flagstaff resident, didn't have thyroid cancer, abnormal occurrences signaled otherwise to Jerry Mohr, M.D., a board-certified general surgeon at FMC. In 2004, Dr. Mohr performed a successful thyroidectomy on Malis-Clark and removed all traces of cancer.

After her recovery was complete, Malis-Clark praised Dr. Mohr's proficiency in the operating room and his dedication to working with FMC nurses as a team to ensure she received the highest level of care.

"Dr. Mohr went out of his way to ensure my well-being during the two days I spent in the Intensive Care Unit after my surgery. He explained everything that happened in great detail," said Malis-Clark. "The nurses who cared for me during my stay also went above and beyond to meet my needs and encouraged me to ask questions whenever I didn't understand something. They were very reassuring and let me know exactly what to expect."

In January, the level of care at FMC again impressed Malis-Clark when her brother, Paul Malis, collapsed suddenly one morning and was rushed to FMC. He was eventually admitted to FMC's

new Cardiovascular Intensive Care Unit and later had a pacemaker implanted at the hospital.

"My brother is only in his 40s and had no history of cardiac problems, so this could have been a scary time for my family," Malis-Clark said. "The FMC nursing staff really made us feel special. Though I can't remember each of their names, my family will not forget the reassurance they provided."



Karen Malis-Clark and her brother, Paul Malis, have both received outstanding treatment at Flagstaff Medical Center.

 **FOR MORE ON THE FLAGSTAFF MEDICAL CENTER CONTINUUM OF CARE, VISIT FLAGSTAFFMEDICALCENTER.COM.**

5-Star Service, Every Day

Flagstaff Medical Center is proud to have received excellence in customer service awards from Professional Research Consultants (PRC) Inc., an independent marketing research firm.

In 2005, PRC gave FMC 5-Star awards for patient satisfaction in Overall Quality of Care in three different units. See "Survey Results at a Glance" below to discover the units with the best scores.

"We are proud to have FMC ranked in the top 10 percent of hospitals nationwide in customer service," said Jan Weller, director of Marketing and Community Relations at FMC. "We are truly exemplifying our mission, vision and values, and every colleague at FMC makes a difference in our customer satisfaction."

For a complete listing of FMC's patient satisfaction survey results, visit FlagstaffMedicalCenter.com.

Survey Results at a Glance

Each year, FMC contracts with Professional Research Consultants Inc. to conduct ongoing patient satisfaction surveys. The 5-Star designation is bestowed only on hospitals that achieve a score in the top 10 percent nationwide. Check out the 2005 results to see how FMC ranks in several important care categories.

Overall Quality of Care

5-Star: Medical/Surgical: 3-West

5-Star: Medical/Surgical: 3-South

5-Star: Medical/Surgical: Humphreys

4-Star: Emergency department

4-Star: Overall Inpatient Satisfaction

4-Star: Overall Outpatient Satisfaction

When Every Second Counts... We Can Help

Flagstaff Medical Center is proud to announce a designation by the State of Arizona as a Level I Trauma Center, recognizing the level of care provided to critically injured patients.

According to the Centers for Disease Control and Prevention, unintentional injury is the leading cause of death for people from the ages of 1 to 44. As the only trauma center in Northern Arizona, FMC provides trauma care that allows critically injured patients to be treated in the first critical minutes of the Golden Hour – the time period of one hour in which the lives of critically injured trauma patients can be saved if definitive surgical intervention is provided.

By providing this rapid assessment, resuscitation, stabilization and, if necessary, surgical intervention, FMC – a

member of Arizona’s Trauma System – has achieved shorter transport times and improved patient outcomes, which results in more lives saved.

To receive the state trauma center designation, FMC colleagues have to undergo required training, prioritize patients’ injuries and meet the immediate medical needs of those who are critically injured. Staff in all areas of the hospital become more efficient and better trained, which improves the level of quality care across the clinical spectrum.

The trauma center designation by the state enables FMC to receive additional funding that will offset

the costs of providing around-the-clock services. This money also allows FMC to continue its pursuit of excellence and provide Northern Arizona with the trauma services it needs.

“We have always been committed to taking care of trauma patients, and this designation recognizes our commitment,” said Bill Ashland, R.N., FMC trauma services coordinator. “Residents and visitors can feel secure knowing trauma expertise is available locally so prolonged travel isn’t necessary.”



FOR MORE INFORMATION ON THE STATE LEVEL I DESIGNATION, VISIT FLAGSTAFFMEDICALCENTER.COM AND FOLLOW THE LINKS TO EMERGENCY AND TRAUMA SERVICES.



Grace Koval survived a tragic rock-climbing accident thanks to the excellent team at Flagstaff Medical Center. Koval reunited with FMC staff one year after the accident in late April. Pictured (from left) are: Front row: Barb Matook, R.N., ICU; Grace Koval; and Karen Wilkerson, R.N., ICU. Back row: Nate Trittle, M.D.; Larry Monteverde (local pastor); Noah Current, R.N., ICU; Mike Skaggs, R.N., ICU; Kylie Lorenzo, R.N., ICU; Kevin Briehn, R.N., ICU; and Susanna Harget, R.N., M.S.N., Care Coordination.

A Life Saved in the Nick of Time

On a Sunday morning in 2005, Grace Koval – an 18-year-old from Delaware, Ohio, who was in Arizona on a mission trip – decided to go for a rock climb outside of Kayenta with her friends. During the climb, Koval slipped and fell 70 feet.

When Koval awoke she was in the ICU at FMC. Physicians determined she had a cracked skull, broken left clavicle and left pelvic bone, broken jaw, punctured lung and various other broken bones including her tailbone and numerous facial bones.

Koval had emergency surgery that night and reconstructive surgery for her face was performed soon afterward.

“All I can say is that I am very lucky FMC was there to help during my emergency,” Koval said. “All the physicians, nurses and staff were wonderful, and I cannot thank them enough. If it wasn’t for the caring team at FMC – and the miracle of God – I wouldn’t be here. They saved my life.”

Speeding the Lines of Communication

Flagstaff Medical Center has always provided a high level of compassionate care to its patients. Now, FMC has added a patient relations coordinator who can quickly relay any compliments or concerns to the appropriate personnel and make sure follow up occurs.



Kathleen Hilbers, patient relations coordinator at Flagstaff Medical Center.

“My job is to listen to patients’ compliments and concerns and relay them to hospital administration and colleagues,” said Kathleen Hilbers, patient relations coordinator at FMC. “In return, I communicate with the patients on behalf of the staff to ensure their questions are answered as quickly as possible.”

As part of her daily activities, Hilbers meets with patients, families and colleagues to manage any patient complaints, problems, questions and concerns. She listens carefully when there is a concern and works

to create solutions. Hilbers’ goal is to assist patients quickly – often answering questions or resolving issues before a patient is discharged from the hospital. She also uses patient feedback to create policies and procedures that improve care for other patients.

Through the patient relations program, FMC hopes to optimize patient and family satisfaction. When a patient has concerns, Hilbers is dedicated to resolving issues with an atmosphere of respect, compassion and fairness.



FOR MORE INFORMATION ON WAYS FMC IS WORKING FOR YOU, VISIT FLAGSTAFFMEDICALCENTER.COM.

Putting Quality and Safety First

Flagstaff Medical Center is taking healthcare to the next level through the implementation of a new patient safety plan.

John Mougín, M.D., Flagstaff Medical Center’s physician of the year in 2004, is now the facility’s patient safety officer. Dr. Mougín will oversee the management of the FMC patient safety plan and ensure FMC colleagues continue providing patients with the best possible care in the safest conditions.



John Mougín, M.D.

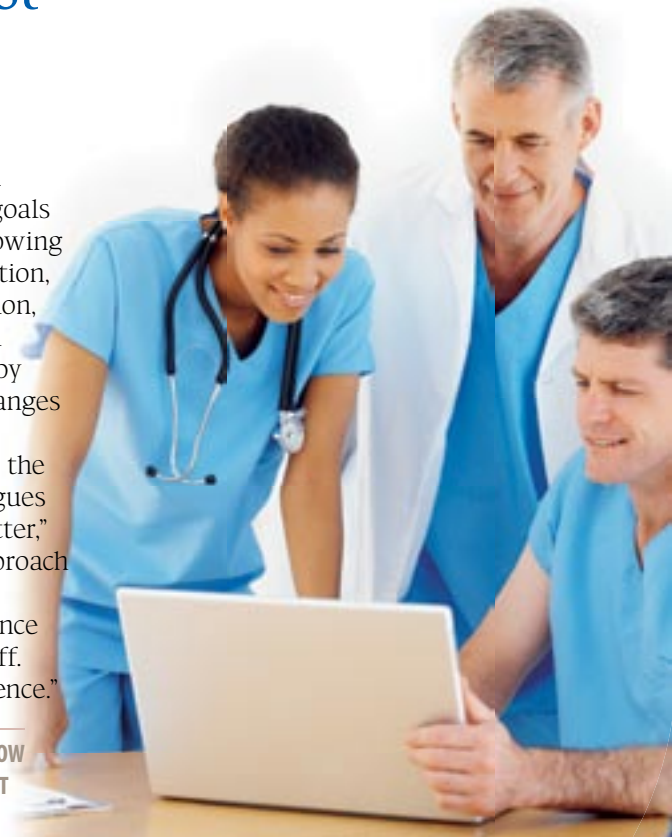
“Under the new plan, colleagues are encouraged to give input into areas of improvement,” Dr. Mougín said. “We’re being more proactive about safety, which will only improve the quality of care for our patients.”

Subcommittees have been formed to create measurable goals for the patient safety plan, allowing FMC to track progress. In addition, policies regarding fall prevention, medication safety and surgical sterilization will be reviewed by Dr. Mougín to determine if changes are necessary.

“FMC is not satisfied with the status quo because our colleagues believe they can always do better,” Dr. Mougín said. “The best approach to healthcare should be an expectation for high performance from every member of our staff. We’re raising the bar of excellence.”



FOR MORE INFORMATION ON HOW FMC PUTS PATIENTS FIRST, VISIT FLAGSTAFFMEDICALCENTER.COM.





Thanks to the caring team at Flagstaff Medical Center, cancer survivor Sarah Wilce now is able to share her knowledge and compassion with others.

Looking Back and Moving Forward

When Sarah Wilce was diagnosed with breast cancer just after celebrating her 50th birthday in Hawaii, she thought her life was over. Instead, it was just beginning.

In 1999, Wilce, a Flagstaff resident, faithfully made an appointment for her mammogram, not knowing this year would bring different results than previous mammograms.

"I thought having a mammogram was like insurance, and I wouldn't get cancer," Wilce said. "Unfortunately, when I returned from my vacation to Hawaii I had a letter waiting to tell me my results were abnormal."

Wilce soon discovered she had an aggressive form of breast cancer and prepared for treatment at Flagstaff Medical Center. In consultation with her doctor, Wilce chose to have bilateral mastectomies (full removal of the breast tissue on both sides), followed by radiation therapy at FMC's Cancer Center.

Life-Changing Process

"As a cancer survivor, I can say I had a wonderful experience with the care I received," Wilce said. "The staff at FMC always put my needs first, and everyone was very supportive and reassuring."

Wilce's experience with breast cancer also helped her recognize that since beginning her career in writing, editing and publishing many years ago, her interests had shifted to a focus on helping people. After trying volunteer work, she began taking graduate-level social work courses. As part of her master's program, she recently completed a nine-month internship at the Cancer Center at FMC.

"I love listening to and supporting the patients I see," Wilce said. "Being

Breast Cancer Resources Advance in Northern Arizona

The Cancer Center at Flagstaff Medical Center is excited to announce its new Breast Cancer Resource program scheduled to open in October. In addition to the new breast cancer program, Johanna DiMento, M.D., medical oncologist who specializes in breast cancer research and treatment, has joined the cancer center team.

The Breast Cancer Resource program will feature education and resources for women recently diagnosed with breast cancer as well as breast cancer survivors. Specialized items, prosthetics, clothing and services will be made available for women who are undergoing breast cancer treatment, and for those women who are adjusting to their long-term lifestyle changes.

"I am proud to be part of this new and exciting program. We will be able to offer services for women within their own community so that they won't need to travel to Phoenix to find such resources," said Cathy Thoemmes, R.N., oncology nurse, case manager for the Breast Cancer Resource Center.

Dr. DiMento, who recently came to Flagstaff from the Arizona Cancer Center in Tucson, serves as the lead physician on the Breast Cancer Committee, which meets monthly to review diagnosed breast cancer cases. The committee is composed of other specialty physicians, radiologists, oncologists, surgeons, oncology nurses and support personnel who focus on each individual's medical situation, possible treatment options and support needs.

If you would like to support the Breast Cancer Resource Center or any other Cancer Center program, please call the FMC Foundation at 928 773-2093 or visit FlagstaffMedicalCenter.com.

able to relate to many of their stories allows me to convey an important message I learned – experiencing cancer is scary, but it doesn't mean life is over. In some cases, it can mean life is just beginning."



FOR MORE INFORMATION ON CANCER CARE AT FMC, VISIT

FLAGSTAFFMEDICALCENTER.COM AND FOLLOW THE LINKS TO THE CANCER CENTER AT FLAGSTAFF MEDICAL CENTER.

Summer Events

Sixth Annual Absolute Bikes Taylor House Benefit Century Ride

Saturday, July 22, 7 a.m. (check-in begins at 6 a.m.)
Physicians & Surgeons Office Building
77 West Forest Avenue



For the sixth year, the Taylor House Benefit Century Ride, sponsored by Absolute Bikes and Pepsi-Cola Bottling Company of Flagstaff, will give avid cyclists and citizen riders the opportunity to ride through Northern Arizona while benefiting a good cause. The Taylor House is a home away from home for the families of patients who are being cared for at FMC. There is a minimum donation of \$40 per person to enter the ride. All proceeds will benefit the Taylor House Scholarship Fund, providing rooms for families who can't afford them. For more information about the Taylor House, please visit TaylorHospitalityHouse.com.

The 95-mile course starts in Flagstaff, and winds through Wupatki National Monument, on to Sunset Crater and then back to Flagstaff. For those who want a full century ride, an extra loop is available. There also will be 45-mile and 65-mile rides for those not wanting to ride the full 95 miles.

For more information or to preregister, call 928 779-5969, or sign up online at AbsoluteBikes.net. Entry forms also are available at Absolute Bikes, 18 North San Francisco Street in Flagstaff and 6101 Highway 179 in the Village of Oak Creek.

Machine Solutions Soldiers Trail Run for Children's Health Center at FMC

Saturday, Aug. 5, 8 a.m.
Registration is 7–7:45 a.m.
Fort Tuthill County Fairgrounds
Interstate 17 – Two miles south of Flagstaff



www.machinesolutions.org



For 28 years, the Soldiers Trail Run for Children's Health has been helping to meet the medical

needs of children. Funds raised will go to the Children's Health Center at FMC, which provides care to children who have physical disabilities, chronic illnesses or other disabling conditions.

The race features a trail run at 7,000 feet in the cool pines of Flagstaff. It attracts participants from family groups to world-class athletes. Early registration is \$25, race-day registration is \$30.

Awards will be given to the overall men's and women's winners in the 5K and 10K races and to the top three winners in all age groups for both men and women in the 5K and 10K races.

A noncompetitive 100-yard Kids' Fun Dash will be held after the race for children age 7 and under.

Race sponsors are Machine Solutions, BlueCross BlueShield of Arizona, Wells Fargo, La Quinta and the Arizona Cardinals. To register go to Active.com. For more information, call 928 773-2093.

Fantastic Voyage

Saturday, Sept. 30, noon–4 p.m.
Flagstaff Medical Center
1200 North Beaver Street



Take a Fantastic Voyage through your body at FMC. As part of the voyage, you can tour a Guardian Medical Transport ambulance and the

Guardian Air helicopter, learn proper hand-washing and see all the "germs" that live on your skin, watch a skit, look into your ear canal, arts and crafts and more. The Fantastic Voyage is part of the citywide Festival of Science. Bring your Festival of Science passport and get it stamped. For more information call FMC at 928 773-2083.



FOR MORE INFORMATION ABOUT EVENTS AT FMC, VISIT FLAGSTAFFMEDICALCENTER.COM AND FOLLOW THE LINKS TO "EDUCATION AND EVENTS."

Speaking Up

If you're looking for an interesting health-related program for your organization or school, look no further than Flagstaff Medical Center's Speakers Bureau.

The Speakers Bureau – an organization of more than 40 physicians, nurses and therapists – is available to come to one of your organization's meetings and present expert information on one of more than 250 topics.

"FMC's mission is to improve the health of the communities we serve," said Carrie Heinonen, Public

Relations specialist for FMC. "By providing a speakers bureau, we're informing community members about important health issues and encouraging them to be proactive about their own healthcare."



IF YOU'RE INTERESTED IN HAVING ONE OF OUR SPEAKERS ADDRESS YOUR GROUP, PLEASE CALL PUBLIC RELATIONS SPECIALIST CARRIE HEINONEN AT 928 773-2083.



Somewhere to Turn

When you or a loved one is diagnosed with a life-limiting illness, you can feel overwhelmed at times. Fortunately, patients at Flagstaff Medical Center have the new Palliative Care Program, which is designed to empower them to make their own healthcare decisions.

Unlike hospice, the Palliative Care Program is not specifically focused on end-of-life issues and patients may continue to seek aggressive, life-extending therapies. A multidisciplinary team may include a range of professionals such as

chaplains, social workers, therapeutic musicians, massage therapists and pharmacists.

“We’re here to address the physical, emotional and spiritual needs of patients,” said Kat Brown, R.N., B.S.N., Palliative Care Program coordinator. “The purpose of this program is to improve patient care and comfort, though we may also be able to reduce hospital stays and expenses.”



TO LEARN MORE ABOUT THE CONTINUUM OF CARE AT FMC, LOG ON TO FLAGSTAFFMEDICALCENTER.COM.



Kat Brown, R.N., B.S.N.

Prevent Cancer – Learn Food for Life

Researchers are investigating how food choices can help prevent cancer and, when cancer is diagnosed, how those choices can help improve survival. Numerous studies show that a plant-based diet offers the most cancer-fighting protection of any nutritional plan. While the researchers’ work isn’t finished, findings are dramatic. As it turns out, many foods that help prevent cancer also seem to help beat the disease once it has been diagnosed. Based on available research, a diet low in fat, high in fiber and rich in phytochemicals and antioxidants is the best way to stay healthy and cancer-free.

The most important theories to emerge from research reflect that certain foods influence hormones that fuel cancer. Diets very low in fat tend to reduce the amount of estrogens circulating in the bloodstream, and taming estrogens

appears to reduce the likelihood that cancer cells will multiply and spread. In addition, fiber-rich foods are helpful in reducing estrogens and testosterone in the blood, which helps prevent prostate cancer.

With these findings, researchers suggest avoiding meat, dairy products and other high-fat foods may reduce cancer risk. However, evidence suggests diet changes have to be profound to be effective. Large studies of American women show moderate variations in fat intake made no difference in breast cancer risks.

Recipe for Good Health

The Food for Life Nutrition and Cooking class, designed by The Cancer Project, a nonprofit organization based in Washington, D.C., is a series covering cancer-related nutrition topics. Each class demonstrates complete meals loaded with antioxidants and

phytochemicals, high-fiber and low-fat foods, healthy dairy alternatives and healthy weight management and meal planning. Sampling the prepared foods is encouraged!

The Cancer Center at Flagstaff Medical Center offers this free, four-week series taught by Julee Christie, M.P.H., R.D., an oncology nutrition specialist at FMC. Everyone is invited to attend. Contact the Cancer Center at 928 773-2261 for scheduling and registration information.



FOR MORE INFORMATION ABOUT THE CANCER PROJECT, VISIT CANCERPROJECT.ORG. IS THERE A HEALTH TOPIC YOU’D LIKE TO KNOW MORE ABOUT? WRITE TO FLAGSTAFF MEDICAL CENTER, PUBLIC RELATIONS DEPARTMENT, 1200 NORTH BEAVER STREET., FLAGSTAFF, AZ 86001, OR VISIT FLAGSTAFFMEDICALCENTER.COM.



Advanced medical technology and the best people committed to extraordinary care

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We want your feedback! Contact Janet Dean, FMC vice president of Community Relations, at 928 773-2081 or janet.dean@nahealth.com. You also can fax comments or questions to 928 214-3965, or send correspondence to:

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