

Health Beat

Spring 2010 | The Newsletter of Speare Memorial Hospital



**Speare Memorial
at Boulder Point
Opens**

Page 7

**Helping
Hands
in Haiti**

Page 4

**SMH Smoke
Free July 1**

Page 5



Quality & Safety Drive Economic Impact

Michelle McEwen, FACHE, President/CEO

As Speare Memorial Hospital celebrated the opening of our new medical office building earlier this year — Speare Memorial at Boulder Point — I am reminded how far the hospital has come, not just as a valued community resource, but also as an example of healthcare done right.

Safety First

It was just over 10 years ago that healthcare as an industry began to take a long, hard look at itself following the release of the Institute of Medicine's report *To Err is Human*. That report set off waves of change in hospitals across the country and right here at Speare, leading to better and safer care. Where barcodes are used to checkout at your local grocery store, now they are on your patient wristband to ensure you receive the right medication, at the right dose, at the right time. Whereas pilots use a safety checklist before takeoff, surgical checklists have been adopted in the operating room. Previously

each individual hospital had its own emergency code calls (i.e. fire, cardiac arrest), now they are standardized across the state and nation.

Evidenced-Based Practice

All of us at Speare Memorial Hospital have been part of the quality movement and the results of progress are reflected in our National Hospital Quality Measures (core measures) scores — heart attack (AMI), community acquired pneumonia (CAP), chronic heart failure (CHF) and surgical care improvement project (SCIP). We have often promoted our commitment to quality care, but these scores prove our dedication to providing care in accordance with national best practices. To be performing at a level significantly higher than the national average in all four core measures means we are raising the bar even higher for ourselves.

Fostering Economic Growth

Better, safer care doesn't just lead to improved patient care outcomes; it also drives the hospital's economic impact as a valued community resource. An economic impact report released by the New Hampshire Hospital Association earlier this year demonstrated that hospitals not only provide an anchor for health care jobs, they also play a key role in the attractiveness of a community as a place to live, locate a business or retire. Additionally, the report notes that hospitals in rural areas, such as Speare, are a source of high-tech jobs for those who might otherwise seek work in larger communities.

Specifically, the report found in our hospital service area that for every one job established at Speare, another .53 jobs was generated, resulting in

CMS National Core Measure Composite Scores

October 2008 – September 2009

	Speare	NH Average	National Average
AMI	100%	98%	94%
CAP	95%	87%	86%
CHF	97%	90%	85%
SCIP	97%	92%	86%

545 total jobs. From an income perspective, for every dollar employees of Speare earn through salaries and benefits, the study showed they reinvest 30 percent locally. This results in Speare having a total income impact of \$28 million.

Not only does Speare promote the health and wellness of our communities, we also are an economic "engine" contributing to our local economy. Choosing Speare as your healthcare provider of choice increases demand for necessary health care services locally, resulting in more jobs, income and a higher quality of life.

Learn more about what Speare is doing to help shape our collective future in the pages of this newsletter, online at www.spearehospital.com or by joining us on Facebook.

The intent of the *Health Beat*

newsletter is to provide useful health-related news in a timely, accurate manner. It is not intended to provide medical advice on personal health matters. Such advice should be obtained directly from a qualified health care provider.

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Kendra Gilpatric, RehabFIT medical fitness staff, monitors Charlene Boulanger as she completes her strength training rotation during a workout.

Get Going With RehabFIT's Medical Fitness Program

By Kyle Mallinger, Community Relations Intern & Gillian Cavezzali, Director of RehabFIT

Spere Memorial Hospital's RehabFIT located at Boulder Point has seen great results with its new medical fitness program. Featuring *Technogym* equipment which uses SmartKey wellness system software to track, monitor and analyze your performance and abilities, medical fitness is a wellness program to help members stay fit and healthy, and prevent disease through a customized plan that's unique to their medical profile.

Ann Thatcher, an employee of SMH joined the program in December. "I made the personal choice to join to increase my cardiovascular strength. I want to improve my stamina and become healthier," says Thatcher. Her biggest motivation is her goal of being able to hike Mt. Lafayette next fall with her kids.

Thatcher says, "RehabFIT provides a program that is tailored specifically to you and there is always someone there to help and encourage you along the way. I could have joined a regular gym, but I'm not very familiar with workouts and how to make them fit without injuring yourself and at RehabFIT I don't have to worry about that. It provides a friendly, clean and cheerful environment where I have been able to make steady progress towards my goal."

Open Monday through Friday 6 a.m. to 8:30 p.m. and Saturday from 8 a.m. to 1 p.m., RehabFIT provides a welcoming environment, customized workouts and attentive staff for all members. Membership costs for medical fitness are \$41 a month with a \$60 enrollment fee for patrons ages 65 and above and \$45 a month

with a \$75 enrollment fee for ages 64 and younger. Included with every membership is a one hour consulting session to analyze personal health risks, a baseline strength and fitness test and customize an exercise program. Additionally, members are able to enjoy amenities such as spa like locker rooms which provide changing and showering facilities.

Gillian Cavezzali, Director of RehabFIT says "Everything has been going well, member turnout has been good and people seem to be really enjoying their programs and the services RehabFIT provides." For more information on RehabFIT's medical fitness program call: (603) 238-2225 or email: rehabfit@sperehospital.com.

Helping Hands in Haiti

By Kyle Mallinger,
Community Relations Intern

Arriving nine days after the devastating earthquake in Haiti, Speare Memorial Hospital's Dr. John Bentwood, general surgeon, (along with wife Cathy Bentwood, RN) and Luc Corriveau, RN, worked night and day alongside other medical professionals from around the world to provide care for those in need. "It makes you realize what a disaster really means and what to be prepared for," says Bentwood.

Working with Children of The Nations International and other medical professionals, the Bentwoods and Corriveau flew into Santo Domingo, Dominican Republic. The day after arrival the team traveled to Jimani, Dominican Republic which was just 30 miles from Port-au-Prince, Haiti. There they would work out of a private hospital, faced with 300-400 patients — well beyond the hospital's capacity — and a facility not designed for treating trauma patients.

Bentwood, Corriveau and other team members took charge because there was little organization in the hospital. "There was a large lack of equipment, but we had a lot of supplies like gauze and bandages," recalls Corriveau. Team members worked organizing materials, piecing together instruments, and making calls back home for more equipment. Corriveau, working mostly night shifts used a head lamp for lighting, due to unreliable power. "Each day things evolved," notes Bentwood.

As things developed, medical professionals were treating up to 50 cases a day. One of the biggest process improvements for the medical professionals was a patient flow



The team, including Luc Corriveau, RN (back row center to right), Dr. John Bentwood, surgeon, and Cathy Bentwood, RN.

chart made on a dry erase board, enabling the team to track where patients should go, based on their medical conditions.

After spending three days in Jimani, Bentwood and Corriveau traveled back to Barahona, Dominican Republic where the Children of the Nations headquarters are located and working conditions were better. According to Bentwood, "Family members played a large role in caring for patients by doing things like running prescriptions into town." Primarily they dealt with children amputee victims in Barahona. "No matter how badly injured, they still smiled, says Corriveau. "They got food and showers. They were kids again."

The hospital at Jimani, Dominican Republic.

Looking back on the experience Corriveau says "I would do it again in a heartbeat," and hopes to do a service trip like this again in the near future, possibly in the States. "The experience made me realize how much we really take things for granted with healthcare, and everything for that matter."

Always smiling, one of the many victims of the earthquake in Barahona, Dominican Republic.



Pursuing Excellence: Patient Satisfaction in the Emergency Department

By Kofi A. Cash, M.S., Director, Quality & Safety

Regardless of a hospital's size (urban, academic, rural), the Emergency Department (ED) is a complex environment that must be navigated effectively and efficiently by clinical providers and staff. This "buzz" of activity and urgency typical in most EDs can be overwhelming to patients. Therefore, it is essential that Speare Memorial Hospital listen, and better understand the evolving needs of our patient community. We have invested in the necessary resources to survey, monitor, and improve our service delivery based on patient and family feedback.

For a critical access hospital, SMH experiences a high volume of patient visits in the Emergency Department — approximately 18,000 visits per year. This volume can be attributed, in part, to the proximity of the White Mountain and Lakes Region, which attract seasonal visitors. The Emergency Department provides a vital service for the community, and for many patients, serves as the very face of Speare Memorial Hospital.

Over the past three months, clinical and administrative leadership have worked collaboratively to identify best practices that are designed

to improve service delivery and perceptions of care. Under the dynamic and progressive leadership of the ED Medical Director, ED Nurse Director and the Chief Nursing Officer, there has been meaningful improvement in the area of patient satisfaction (see graph below).

These improvements are the result of listening to our patients and implementing best practices that foster the desired patient care outcomes in the ED. Highlights of what is currently underway:

- Staff rounding on patients
- Leadership rounding on staff
- Rounding in the ED waiting room
- Signage differentiating urgent care and walk-in care
- Bed-side registration
- Discharge follow-up phone calls

We are proud of our ED and the dedicated professionals which deliver care for patients and families every day. We are poised to meet the horizon head on. Your Health is our Mission.

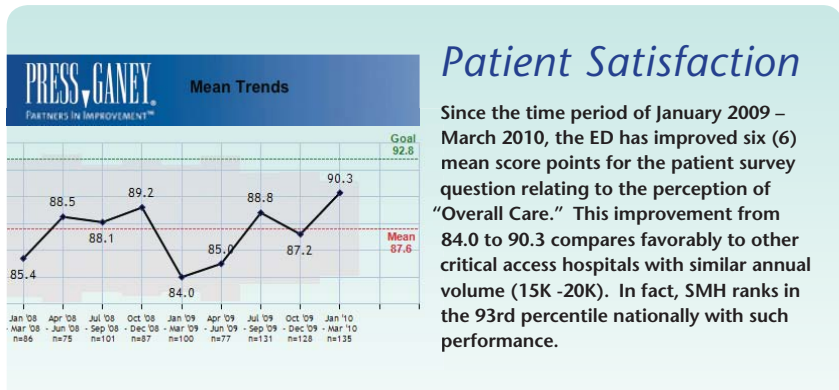
SMH to be Tobacco Free July 1

Already a smoke free facility inside the building, Speare Memorial Hospital has announced plans to become completely tobacco free as of July 1, 2010. The new policy will prohibit smoking or tobacco use at all hospital owned and operated buildings and property, including parking lots.

"Speare Memorial Hospital is committed to improving the health of our community," says Speare Memorial Hospital CEO Michelle McEwen, FACHE, "as well as providing a healthy and safe environment for patients, visitors, staff, volunteers and medical staff. We all know tobacco use is a health hazard, but we also recognize smoking of any kind, and chewing tobacco, are hard habits to break."

For inpatients that currently smoke or have quit within the last year, tobacco free counseling will be provided and, if necessary, physicians may order nicotine replacement therapy. "Under our current policy, employees and visitors are permitted to smoke outside the hospital in a designated area, while our patients are not allowed to smoke," explains McEwen. "We wanted to take this opportunity to remove this disparity and take a leadership role in promoting a healthier lifestyle."

Over the next few weeks, patients and visitors can expect to see signage located throughout the hospital regarding its tobacco free policy. For patients' family and friends who are smokers, nicotine gum will be available, if needed, in both the Outpatient and Emergency registration areas, as well as the nurses station upstairs.



Giving Matters

by Susan Durgy, MBA, CFRE

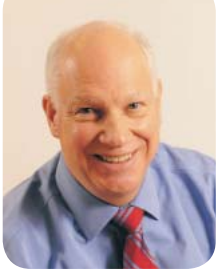
Every gift makes a difference in our ability to provide care to our families, friends, neighbors and visitors to our community. One recent patient described how Spear Memorial Hospital made a difference in her life.

"With no insurance, I expected to be either turned away or treated a bit differently; such was not the case. I was treated with compassion, care, courtesy, patience and respect. Because my treatment required me to return to the emergency department three times a day for five days...I met quite a few staff. Each of them... were not only friendly, but welcoming and focused on easing my pain and providing proper treatment. I can't thank them enough for their professional care..."

On behalf of our staff, board of directors and patients, we gratefully acknowledge the generous support of the following donors who made charitable gifts totalling \$105,501 between October 1, 2009 and February 28, 2010:

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SMH Welcomes White Mountain Eye Care

Speare Memorial Hospital is pleased to announce that Dr. John Richards and his staff have officially become a department of the Hospital now known as White Mountain Eye Care and Optical Center. Prior to January 1 Dr. Richards was in private practice and has been a member of the SMH medical staff for 30 years. With the new name and hospital affiliation comes a new office location — Speare Memorial at Boulder Point

Dr. Richards describes his practice as “big city eye care, brought close to home,” using top-of-the-line ophthalmic technology. He was the first ophthalmologist in New Hampshire to use the Optomap retinal examinations which provide wide-angle digital images of the back of the eye to detect signs of disease such as glaucoma, macular degeneration, diabetic retinopathy, and signs of pre-stroke. For the treatment of disease,

Dr. Richards has three different lasers in the office. One is used for treating retinal problems, another for scar tissue following cataract surgery and the newest for treating glaucoma which may eliminate the need to use eye drops.

Dr. Richards’ extensive medical education includes his Bachelor’s degree from the University of Colorado, his medical degree from the University of Colorado, Denver, an internship in Newport News, V.A, and a three-year ophthalmology residency from Strong Memorial Hospital at the University of Rochester, N.Y. He is Board-certified from the American Board of Ophthalmology.

New Doctor, Optical Shop to Expand Patient Access and Services

Taking the practice to the next level will be the addition of Dr. Christopher Russo, who will begin

practicing in August. “Chris is currently in Colorado finishing his residency,” explains Dr. Richards, “and we look forward to his arrival this summer. He will be a huge asset to our community and enable us to expand options and opportunities for our patients.” Combined, Drs. Richards and Russo will offer the newest techniques in cataract surgery, introduce implants to correct astigmatism and reading vision, and all-encompassing treatment plans for patients with macular degeneration.

Additionally the practice will open an optical shop providing one-stop shopping for patients’ eye-care needs. For more information on appointments with either Dr. Richards or Dr. Russo call (603) 536-1284.

Speare Memorial at Boulder Point Opens

Speare Memorial at Boulder Point is open, occupied and welcoming patients. Speare Memorial at Boulder Point centralizes access to the primary and specialty care practices and departments of Speare Memorial Hospital including:

- Plymouth Orthopedics & Sports Medicine Clinic
- RehabFIT
- Tenney Mountain Internal Medicine & Family Practice
- White Mountain Eye Care & Optical.
- Visiting Physicians Suite where specialists from healthcare partners around the state see patients locally.
- Oliver Drug (Independently owned).

For patient convenience, Laboratory and X-ray services are also available at Boulder Point. In addition to the main offices at Speare Memorial Hospital, routine blood draws and general x-ray services are open Monday through Friday beginning at 7:30 a.m. More specific radiology tests, including mammograms, CT scans and MRI, are scheduled only at the hospital.





New Chief Financial Officer Appointed

By Kyle Mallinger, Community Relations Intern

Speare Memorial Hospital has officially appointed Richard F. Werkowski as Chief Financial Officer. Werkowski has been serving in an interim capacity since August of 2009 and officially took over as CFO in February.

As CFO Werkowski looks to fill a number of roles, including assisting senior management with financial planning and strategic planning ideas, as well as managing all financial services for SMH. "I enjoy working in small community hospitals and being able to work closely with the staff, senior management and board of directors," says Werkowski. "With 20 years of senior healthcare financial management experience at various places of various sizes, I get to bring ideas to benefit Speare as it moves forward," says Werkowski.

SMH President/CEO Michelle McEwen, FACHE, agrees, "Having

many years of experience in the hospital and healthcare setting, especially with larger hospitals, Rick brings a helpful outside perspective, particularly during these challenging times. The CFO is such a key position and given that Rick had served in an interim capacity, he proved to be right fit."

Werkowski brings a wealth of experience in healthcare finance to the SMH senior management team. Receiving his undergraduate degree from Northeastern University and his master's from Babson College, Werkowski has spent most of his career in the New England area. Most recently, Werkowski worked for Leaders of Today, a national leader in interim and permanent healthcare management staffing, which brought him to Speare. Prior to that he worked in senior level finance positions at

"With 20 years of senior healthcare financial management experience at various places of various sizes, I get to bring ideas to benefit Speare as it moves forward"

three different health systems in Connecticut.

Over the years Werkowski has done a fair amount of vacationing around the White Mountain Region, skiing at Waterville Valley, Loon, and spending time on Lake Winnepesaukee. With his appointment at SMH, Werkowski is in the process of relocating from Connecticut to his new home in Meredith.