



PULLMAN REGIONAL HOSPITAL

simplyhealth

Fall 2016

Centered on Excellence



**PULLMAN
REGIONAL
HOSPITAL**

**CENTERED ON
EXCELLENCE**

HEALTH
FOCUS
RELENTLESS
COMMITMENT
PASSION
QUALITY

From the CEO Centered on EXCELLENCE

It's our new motto but what does it mean? At Pullman Regional Hospital, "centered on excellence" means a relentless focus on achieving excellence in everything we do—excellence in the care we provide; the level of quality, safety, technology and patient experience offered; and the caliber of our physicians and staff. It's an elevation of our services to new heights. It's not a change in who we are or what we do—it's *Pullman Regional striving to be even better.*

The cover of our *Simply Health* newsletter this month highlights those words that describe our efforts to achieve excellence: health, focus, relentless, commitment, passion and quality. We will be using these words in our communications going forward. You can see how our employees describe "centered on excellence" on our YouTube channel at www.youtube.com/user/pullmanhospital.

Our motto in action

Since 2014, when we announced the Center for Women's & Children's Health, we have been working to organize healthcare services and our community outreach into Centers of Excellence. These Centers are not physical buildings yet—they are who we

are and how we deliver our care to patients. We deliver services with a relentless focus on raising the level of hospital care, monitoring and implementing best practices, comparing outcomes to national benchmarks, and cultivating innovation to improve on what we offer. We are excited and proud to announce that over the last two years, we've established the following Centers of Excellence:

- Pediatric Center of Excellence
- Orthopedic Center of Excellence
- Center for Women's & Children's Health
- Center for Learning & Innovation

The Pediatric Center of Excellence is a collaboration between Palouse Pediatrics, Pullman Family Medicine, Palouse Medical and Pullman Regional Hospital.

The goal is to centralize, standardize and organize all pediatric hospital services so that families can access high-quality pediatric medical services in Pullman Regional's state-of-the-art facility. Some of the features we are working on are implementing standardized care protocols, providing a pediatric care coordinator, creating a pediatric IV team and creating a child life program with distraction and play therapy.



The Orthopedic Center of Excellence is a partnership between Inland Orthopaedics and Pullman Regional. The three orthopedic surgeons at Inland Orthopaedics—Charles Jacobson, MD; Steve Pennington, MD; and Ed Tingstad, MD—perform hundreds of orthopedic surgeries at Pullman Regional every year. These surgeons' skills and training are now combined with the hospital's expanding surgical technology and capacity to offer an unmatched focus on orthopedic excellence in the region.

The Center for Women's & Children's Health is a collection of existing and new services for women and children on the Palouse. These include a comprehensive list of services, from an asthma clinic to 3-D mammography. See page 5 for a more detailed list of these services and a feature illustrating our motto.

The Center for Learning & Innovation is dedicated to our ongoing commitment to continuous learning and training as healthcare professionals and to the power of innovation to create new and better ways to deliver care to our patients and support our medical staff.

Scott K. Adams, CEO

New oncology services offer community benefit

An exciting collaboration is underway between Pullman Regional Hospital, Gritman Medical Center, Whitman Medical Center and Cancer Care Northwest to provide oncology services on the Palouse. Oncology services will be housed at Gritman's medical building in Moscow. Chemotherapy will be provided with the eventual goal to provide radiation services.

Oncology services on the Palouse provide convenience and quality care close to home for area cancer patients. Look for more details on this service as it is finalized. Stay tuned!

DID YOU KNOW ?

Oncology is a branch of medicine that specializes in the diagnosis and treatment of cancer.

The origin of the word **cancer** is attributed to the Greek physician Hippocrates (460–370 B.C.), who is considered the "Father of Medicine."



5-star hospital ranking received by Pullman Regional

Pullman Regional Hospital has once again received a five-star rating by Centers for Medicare & Medicaid Services (CMS), based on the latest HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) data. This is the highest ranking a hospital can receive. There are only 168 hospitals in the nation who received this ranking as part of the April 2016 report.



2016 PHYSICIAN LEADERSHIP & EXCELLENCE

The heart and head of quality healthcare

Pullman Regional Hospital held the 2016 Physician Leadership & Excellence “Our Doctors... The Heart of Quality Healthcare” event earlier this year, which featured keynote speaker Carmento Floyd. The former WSU First Lady eloquently spoke on the support she and her family received from physicians and medical professionals during her husband Elson Floyd’s illness. President Floyd passed away in June 2015.

In addition, John Keizur, MD, Palouse Urology, received the 2016 Physician Excellence Award. Nominations for the award are made by fellow physicians and hospital staff. Criteria include the physician’s demonstration of responsibility in managing medical staff commitments, loyalty and support to patient care efforts at Pullman Regional, creation of an environment of teamwork and collaboration, and displaying mutual respect and trust for others.

Nominees were:

- Ben Adkins, MD.

- Jaime Bowman, MD.
- Stephanie Fosback, MD.
- John Keizur, MD.
- Aaron Scott, MD.
- Bryan David Smith, MD.
- Rod Story, MD.

The following physicians received Dr. Congeniality awards:

- Ben Adkins, MD.
- Nigel Campbell, MD.
- Vicki Short, MD.
- Edwin Tingstad, MD.

Scott Adams, CEO, Pullman Regional, spoke on “The Heart and Head of Quality Healthcare.” He detailed the extensive education a medical student must go through before becoming a practicing physician and the commitment he or she makes to the profession and patients.

“In turn, we as a hospital are committed to retaining these quality physicians and creating a pipeline of future doctors who want to work on the Palouse and in rural healthcare,” he said.

Carmento Floyd presents keynote address at the Physician Leadership & Excellence event.



John Keizur, MD, receives the 2016 Physician Excellence Award from Gerald Early, MD, Chief Medical and Innovation Officer.



Scott Adams, CEO, Pullman Regional Hospital, addresses the audience.

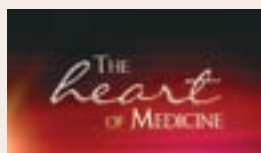


“That is what the Physician Leadership & Excellence event is about—showcasing our doctors’ heartfelt dedication to improving the quality of our lives.”

—Scott Adams, CEO, Pullman Regional Hospital

Join in! View “The Heart of Medicine” video shown at the Physician Excellence event.

Go to www.youtube.com/user/pullmanhospital.



PULLMAN REGIONAL HOSPITAL Centered on your GOOD HEALTH



The Center for Learning & Innovation

The Center for Learning & Innovation is an expression of our belief that these values are keys to improving the delivery of care—specifically, improving patient experience, the health of populations and lowering costs. Our work includes developing pilot programs for testing; bringing new ideas to market; seeking investments from outside sources; and partnering with leaders in healthcare, higher education institutions or private industry.

Current areas of innovation include:

- Creating a rural residency track for medical students.
- Funding clinical scholarships.
- Developing an integrated communitywide electronic personal health record.
- Providing telemedicine to outlying communities with limited access to healthcare providers.
- Coordinating care between patients and providers in cases such as chronic or complex patient cases.
- Pairing therapies, such as speech and aquatic, to benefit patients.

Orthopedic Center of Excellence

Pullman Regional and Inland Orthopaedic Surgery & Sports Medicine Clinic have partnered to create the Orthopedic Center of Excellence. The Center is dedicated to the long-term sustainability of physician-based orthopedic surgery and care for inpatients, outpatients and emergency department patients at Pullman Regional. It is co-managed by Pullman Regional and Inland Orthopaedics.

Last year, 679 orthopedic surgeries were performed at Pullman Regional by the three surgeons at Inland Orthopaedics, Charles Jacobson, MD; Steve Pennington, MD; and Ed Tingstad, MD. The high number of surgeries performed showcase the superior levels of skill, safety and quality that are available at the Orthopedic Center of Excellence.

The surgeons concentrate on knee and shoulder surgeries but also perform hip surgeries and other orthopedic



procedures. They are available on-call 7 days a week, 24 hours a day, to Pullman Regional's emergency department and attending physicians. Additionally, the Orthopedic Center of Excellence is expected to help with recruitment of new orthopedic surgeons.



The Center for Women's & Children's Health

The Center for Women's & Children's Health at Pullman Regional strengthens our focus on this population. Services include:

- Our award-winning BirthPlace. For the last two years, we were named one of America's Top 100 hospitals in obstetrical care by Women's Choice.
- 3-D tomosynthesis and stereotactic biopsy technology for mammography exams—a revolutionary new screening and diagnostic tool for early breast cancer detection that can result in greater detection of cancerous growths in the breast.
- Weekend mammography appointments available for women at Imaging Services.
- A Foundation dedicated to raising money for women's and children's healthcare through its annual Gala, Dance-a-thon, Women's Leadership Guild and an endowment for ongoing services and care in the future.

■ A social services department staffed with three licensed clinical social workers. The department works as a team with primary care physicians in the management of chronic health and social service needs of women and children.

■ An asthma clinic for adults and pediatric patients. A team of respiratory therapists and a certified asthma educator determine asthma levels and develop personalized treatment plans.

■ The Pediatric Therapy Program and Palouse Feeding Team. These collaborations are between occupational, speech/language and physical therapies, and care providers dedicated to providing therapy to children with eating and swallowing issues.

■ Women's health physical therapy. A referral-based program staffed by a physical therapist specially trained in treating pelvic pain or dysfunction, including urinary incontinence.

The Pediatric Center of Excellence

The Pediatric Center of Excellence is a partnership between Palouse Pediatrics, Pullman Family Medicine, Palouse Medical and Pullman Regional Hospital (PRH) that provides enhanced and integrated pediatric medical services.

"We believe the centralization and organization of all pediatric hospital care in one location on the Palouse will benefit our patients through access to a higher quality of care and improved patient satisfaction," says Michael Frostad, MD, Palouse Pediatrics.

Enhanced, centralized pediatric services in development at PRH include:

- A pediatric IV team.
- A child life program with distraction/play therapy.
- A child-friendly inpatient space.
- Standardized protocols based on national guidelines.
- Integration, collaboration and coordination of all healthcare services.



Pullman Regional Hospital receives Gold Certification in Safe Sleep

Pullman Regional Hospital is a Gold Certified Safe Sleep Champion for their commitment to best practices and education on infant safe sleep. The award is part of the National Safe Sleep Hospital Certification Program. We are one of the first hospitals in Washington state and one of 38 in the nation to receive the designation.

"Pullman Regional Hospital is proud to be partnered with leaders in the

prevention of infant deaths and to be Gold Certified in Safe Sleep practices," says Corrine Phillips, RN, Director of BirthPlace. "We are dedicated to providing education to each one of our parents on safe sleep for infants and to saving lives."

To learn more, visit www.cribsforkids.org/safesleephospitalcertification or www.pullmanregional.org.



We are Women's Choice for care

Pullman Regional Hospital was chosen one of America's 100 Best Hospitals for Patient Experience for the third consecutive year by the Women's Choice Award. This evidence-based designation identifies the country's best healthcare institutions. It's the only award based on Medicare data weighed according to the preference of women, determined in 2016 by a national survey of 1,000-plus female respondents.

The award winners represent hospitals that create an extraordinary patient experience for women and their families by providing exceptional care.

Learn more about the rankings at www.womenschoiceaward.com/awarded/best-hospitals/100s-best/.



The Endowment for Quality and Access

A plan for sustainable healthcare

Since 2013, Pullman Regional Hospital Foundation has been working hard to raise awareness and support in the community for the Endowment for Quality and Access. The Endowment focuses on providing:

- A five-star hospital experience.
- 24/7 access to specialty care.
- Recruitment and retention of physicians.

Perhaps the most apparent priority to the community is the recruitment and retention of physicians. With the ever increasing population growth in our region, and doctors retiring or moving to other locations, the opportunity for timely healthcare in primary and specialty care continues to lessen.

Since 2008, Pullman Regional has taken an active role in recruiting needed physicians to the area. In the areas of general surgery; ear, nose and throat; pediatrics; mental health; urology; primary care; and more, Pullman Regional helps recruit new doctors and guarantees their salaries until their practices are up and running. The hospital also works with doctors to

limit their on-call responsibilities so they, too, can enjoy the quality of life we all appreciate on the Palouse. We want to keep our doctors healthy and happy so they can keep you healthy and happy. Learn more about the Endowment for Quality and Access at www.pullmanregional.org/endowment-for-quality-and-access.



We want to keep our doctors healthy and happy so they can keep you healthy and happy.



A quality physician workforce is an important factor in developing a healthy community. The loss of a physician or two probably won't be noticed if you live in a metropolitan area, but on the Palouse, it's different. For us, losing a single provider could cause longer wait times, decreased access, or diminution of an important service.

Knowing that, an article on physician burnout published in the *Mayo Clinic Proceedings* in December 2015 is especially disturbing. Burnout has been described by Christina Maslach as "... an erosion of the soul caused by a deterioration of one's values, dignity, spirit and will." The Mayo Clinic researchers reported that burnout is a common problem among physicians, and it's increasing. Fifty-four percent of physicians have at least one of the three major components of burnout, 49 percent are dissatisfied with work-life balance and most feel that their work schedule doesn't leave enough time for personal and family life. In addition, 40 percent are depressed and 6.4 percent have had suicide ideation in the last year.

These challenges, however, are offset by meaningful relationships with patients, the intellectual stimulation of the work and the satisfaction of helping others. Physicians are also well-compensated and frequently are part of a supportive community of colleagues and peers. However, even though they start medical school with better mental health profiles than college graduates pursuing other fields, by the second year that's reversed.



—Gerald Early, MD, Pullman Regional, Chief Medical and Innovation Officer





The 10th annual Gala

The unveiling of the Surgery Expansion Project at the 10th annual Pullman Regional Hospital Foundation Gala was followed by a surprise announcement of a \$350,000 gift from Ed and Beatriz Schweitzer. Their generosity and more than \$150,000 in event proceeds raised more than \$500,000 in revenue for the Surgery Expansion Project.

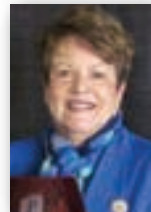


WSU student leadership in action

Through the Third Annual Dance-a-thon, 2016 Greek Week and the generosity of the men from WSU Pi Kappa Alpha, Washington State University students helped raise more than \$30,000 in support of the Surgery Expansion Project.

Pullman Regional Hospital Surgery Expansion Project

Update from 2016 Annual Giving for Excellence Fund Drive Chair Pat Wright



I'm happy to report we've made great progress toward the hospital's Surgery Expansion Project through the 2016 Annual Giving for Excellence Fund drive for the hospital's highest needs! Our fundraising efforts have great momentum and strong support from our community. We're looking forward to starting

construction in 2017, adding an additional fourth operating suite and offering the best surgical technology to patients and surgeons. This brings incredible educational opportunities to aspiring physicians through streaming video and puts the best tools in the hands of the best surgeons. The ability to share photos and videos gives the family in the waiting room peace of mind, medical students real cases to learn from, and the patient a record of their procedure and helpful discharge information.

M.J. Murdock Charitable Trust awarded to hospital

A merit-based grant from the M.J. Murdock Charitable Trust of \$250,000 was awarded to Pullman Regional Hospital in support of expanding surgical services and technology upgrades. The M.J. Murdock Charitable Trust was created by the will of the late Melvin J. "Jack" Murdock, co-founder of Tektronix, Inc. Murdock was an innovative, entrepreneurial leader with business involvements and interests throughout the Pacific Northwest. Since 1975, the trust has invested more than \$850 million to enhance the quality of life in the Pacific Northwest by providing grants and enrichment programs to organizations seeking to strengthen the region's educational, spiritual and cultural base in creative and sustainable ways.



SIMPLY HEALTH is published as a community service for the friends and patrons of Pullman Regional Hospital, 835 SE Bishop Blvd., Pullman, WA 99163, 509-332-2541, www.pullmanregional.org.

Scott Adams
Chief Executive Officer

Jeannie Eylar
Chief Clinical Officer

Rueben Mayes
Chief Development Officer

Megan Guido
Chief Marketing & Community Relations Officer

Information in SIMPLY HEALTH comes from Pullman Regional Hospital. If you have any concerns or questions about specific content that may affect your health, please contact your healthcare provider.

Models may be used in photos and illustrations.

Copyright © 2016 Coffey Communications, Inc. All rights reserved.

Pullman Regional Hospital employees give back

Pictured: Megan Guido, Becky Highfill, Patty Snyder, Janine Maines, Laura Child, Jeannie Eylar, Gerald Early, MD, Scott Adams and Ed Harrich.

Not pictured: Bernadette Berney; James Clark, DO; Carrie Coen; Steve Febus; Darrol Hval, DO; Peter Mikkelsen, MD; Alison Weigley; and Pat Wuestney.



Legacy of loyalty

When fundraising for the Endowment for Quality and Access began in 2014, one of the first groups of people the committee approached to support this initiative was the Pullman Regional Family. The family includes hospital employees, physicians, commissioners and Foundation board members. Today we recognize the employees that have made a difference to the community with their gift in support of the Endowment.

There are many ways to give to the Endowment. Each employee has the opportunity to choose what works best for their circumstances and their family. Some have gifted cash, bequests, stocks, pledges and life insurance. Whatever the method, the results speak for themselves. The percentage of funds raised through employee giving is 21 percent of total funds raised. When you include the community physicians, commissioners and Foundation board members, that number increases to 42 percent.

As an employee, I think it is important to support the Endowment for Quality and Access because...

"...I want the excellent healthcare provided at Pullman Regional Hospital to continue for my family and the community into the future."

—Patty Snyder, Clinic Coordinator

"...it ensures continued access to quality healthcare in my community."

—Megan Guido, Chief Marketing & Community Relations Officer

"...Pullman Regional Hospital is critical to our community's well-being, and I like the fact that the Endowment is a great steward of our gifts."

—Gerald Early, MD, Chief Medical and Innovation Officer

"...because Pullman Regional Hospital is a great place to work. The hospital is very supportive and family-oriented; dedicated to the staff, volunteers, and especially patients. I started work here 17 years ago and plan to work at Pullman Regional Hospital until I retire."

—Janine Maines, Revenue Cycle Coordinator