



simply health

Winter 2015

Pathways to a healthy future

Leaders in innovation

We're creating innovative pathways to keep your local healthcare strong



Gerald Early, MD, (right) joins CEO Scott Adams and Pullman Regional Hospital as the new Chief Medical & Innovation Officer. See page 2.

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A message from the CEO

Hellos & goodbyes

I am excited and pleased to announce the appointment of Gerald Early, MD, as our next chief medical officer and our first chief innovation officer. Dr. Early comes to Pullman Regional Hospital from Truman Medical Centers in Kansas City, Missouri, where he practiced thoracic surgery and held an academic appointment as an associate professor of medicine at the University of Missouri-Kansas City.

Dr. Early is triple board-certified in general surgery, critical care and cardiothoracic surgery. Professional references universally speak of him as a collaborative, respectful problem-solver with energy and commitment to address the issues at hand. He has particular experience in clinical quality initiatives as well as patient safety activities.

We look forward to Dr. Early continuing the great work that Richard Caggiano, MD, has led for many years as the chief medical officer. We expect Dr. Early to bring meaningful new experiences and insights to strengthen the hospital's performance and continue our progress in serving the community.

Goal achieved: strong emergency services

Dr. Caggiano is retiring after five years as our chief medical officer and 13 years as the director of emergency medicine at Pullman Regional Hospital. Dr. "C" joined us in 1997 from Boston University Medical Center and soon started developing a vision for emergency medicine for the hospital and region.

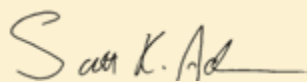
Through Dr. Caggiano's strong leadership at the hospital and as the physician director for Whitman County EMS, emergency medicine at Pullman Regional has grown to a busy 24/7 Emergency Department staffed by 10 emergency board-certified physicians. Today, it also includes a strong regionally coordinated network of fire, police, emergency medical and disaster preparedness services. This growth in regional emergency and disaster resources is in large part due to his efforts.

Dr. Caggiano is also a caring physician and thoughtful medical officer who has the respect of his colleagues and peers. During his tenure, his focus was on patient care and on the continuing advancement of the hospital. We will miss his dedication, intellect and quick wit.

Finding new ways to give great care

Change is inevitable, and we must embrace it for the new perspectives it can provide. Innovation is all about change, and we are investing in innovation to change healthcare for the better (see related article on page 3).

We look forward to working with Dr. Early in our ongoing work and with our other healthcare leaders who are changing healthcare for the better, for everyone, every day.



Scott Adams, CEO



Richard Caggiano, MD, and Scott Adams having some fun.

10th Annual
Cyala
AN
Elegant Affair
presented by
AVISTA

Save the
Date!

Saturday, Feb. 6, 2016

Innovation in action

Pullman Regional Hospital is dedicated to innovating in healthcare and convening leaders and the community to transform the healthcare experience. The following are five groups we have organized to be vehicles for innovation.

in·no·va·tion

\,i-nə-'vā-shən\

noun

1. the action or process of innovating.

synonyms: change, revolution, transformation, metamorphosis, breakthrough.

The Center for Learning & Innovation at Pullman Regional Hospital is an incubator for new ideas in healthcare that exists to improve quality and patient experience and lower the cost of care. Under the direction of Gerald Early, MD, physicians and other healthcare providers are working collaboratively to try new delivery systems, to address specific healthcare needs in our community and to ensure access to primary care for future generations in the region.

Specific projects include:

- Pediatric Center of Excellence.
- Social work extender program.
- Palliative care program.
- Orthopedic Center of Excellence.
- Health coaching.
- Telemedicine.
- Healthcare entrepreneurship and product development in cooperation with the Palouse Knowledge Corridor

and the Entrepreneur's Bootcamp.

- Medical education and Rural Residency Training Track.
- Leadership development and mentor coaching.

The Center for Women's & Children's Health at Pullman Regional Hospital provides services specifically geared toward women and children.

These include existing hospital services and those under development:

- Award-winning BirthPlace.
- Pediatric radiology.
- Speech therapy.
- Feeding team.
- Physical therapy.
- Nutrition therapy.
- 3-D mammography.
- Genetic counseling.
- Asthma Clinic (to be introduced in 2016).

Whitman County Health Network. A network of healthcare and social service agencies in Whitman County assembled to address specific healthcare needs of the community. Recently, the network conducted a community health needs assessment with Washington State University and the Community Action Center that revealed the top three health issues identified as:

1. Access to primary care.
2. Access to mental healthcare.
3. Access to dental care.

Center for Learning & Innovation National Board of Advisors. Comprising regional and national leaders in their respective fields, including healthcare, the Board of Advisors provides critical insight into the hospital's plans and innovation projects.

Community & Employer Advisory Group. Composed of human resources and benefit managers of major companies on the Palouse to explore the development of a communitywide health insurance plan.

A message from our chief development officer

Her gift inspires

For the largest single gift ever received by Pullman Regional Hospital, Carol Gordon has put a spotlight on women's and children's health in our community. A long-time Pullman resident and annual hospital contributor, Carol blazed a pathway in women's athletics and higher education leadership.

Before receiving this gift, Pullman Regional Hospital CEO Scott Adams and other hospital administrators developed the Center for Women's & Children's Health as part of a Community Health 2020 vision and plan. Carol's generosity will help Pullman Regional invest in women's and children's health-related services to improve access to quality care.

It is inspiring that a pioneer in women's sports and gender equality decided to make a major gift to further support women in the realm of health and healthcare. On behalf of the Pullman Regional Hospital Foundation, we honor the life and legacy of Carol Gordon and her tireless work to improve the well-being of women nationwide. We are grateful that her generosity will impact women's and children's health and wellness in our region and community.

Thank you, Carol, for caring enough to give back to your community and make a difference.

Best regards,



Rueben Mayes, MBA, CFRE
Chief Development Officer
Pullman Regional Hospital
Foundation





Carol Gordon was honored in 2014 with a sidewalk tile in the Pullman Walk of Fame as a Distinguished Member of the Washington State University Community.

A pi for wom children

With a gift of \$600,000 comes a story. Dr. Carol Gordon's story is a legacy of leading. Her pioneering work for equality and health will have an impact on the lives of women forever.

Carol's recent contribution to Pullman Regional Hospital's Center for Women's & Children's Health earns her yet another spot in the history books and perpetuates a legacy of making a profound and positive impact on both present and future generations.

"I've tried to live a life centered around helping women and solving problems."

—Carol Gordon

"Carol's lead gift for the Center for Women's & Children's Health provides the margin of excellence for Pullman Regional Hospital to provide more services in our community," says Scott Adams, Pullman Regional Hospital CEO. "This investment in the program makes a statement to the community that women's health is important. We are grateful for her leadership, thoughtfulness and generosity to set a pathway for our region."

Pullman Regional Hospital's Center for Women's & Children's Health includes health and wellness services for genetic counseling, pediatric medical services,

1968: WSU Faculty Woman of the Year

You have been an inspiration to the lives of many such as I. People have sought your confidence in solving problems, personal---group or otherwise. Never have you been so ingrossed with your own private life that students have been pushed aside into the frivolous background. You have been a dedicated individual not only to your profession but to the field of humanity and growth. Your life has been a milestone in my preparation for the future. I shall always hold your influence on a pedestal, unoccupied and unattainable to others. Along with your imperfections and supracies you will retain that position. I shall not pattern my life by your footsteps, but I will incorporate your ideals and intangible goodness into a fusion with my own uniqueness.

—A Senior
"1962"

oneer

men, & health

By Alison Weigley

mammography and physical therapy, among many others.

Blazing trails

A native of New Hampshire, Carol has lived in Pullman since 1962. She received her PhD in educational psychology from the University of Utah and accepted a department chair position at Washington State University (WSU), prompting a move to the Palouse. From 1962 to 1983, Carol served as chair of WSU's Women's Physical Education Department; she also held the role of Director of Athletics for Women from 1962 to 1975. Her legacy is one of trailblazing in the pursuit of gender equality in college athletics.

In 1968, Carol was honored as the WSU Faculty Woman of the Year. She coached the women's field hockey and tennis teams until 1966 and was inducted into the WSU Athletics Hall of Fame in 2004. Carol also served as president of the Washington Association for Health, Physical Education and Recreation, and she chaired the construction committee that oversaw the design and construction of the 1970 Physical Education Building on the WSU campus.

Making history

Carol became a national inspiration through her 1973-1974 presidency of the Association for Intercollegiate Athletics for Women (AIAW), the then-equivalent

of the NCAA (National Collegiate Athletic Association) for women's intercollegiate athletics. As AIAW president, Carol played a crucial role in determining how the newly enacted Title IX law prohibiting sex discrimination in educational institutions would influence women's intercollegiate athletics.

Historical accounts of this era document Carol's impact and perseverance. In 1998, the National Association of Collegiate Women Athletic Administrators honored Carol with its Lifetime Achievement Award.

"I've tried to live a life centered around helping women and solving problems," says Carol.

Championing women's healthcare

Now in her late 80s, Carol says that once estate planning became important, she knew the local hospital and women's health were areas of need. "Mary Lou Enberg was a very important person in my life," Carol says. "The care she received at the hospital is one of the reasons I'm proud to support it."

"This is a tremendous gift," says Rueben Mayes, Pullman Regional Hospital Foundation Chief Development Officer. "Carol is a pioneer both in her leadership for women's athletics—on a local and national level—and through her support of women's and children's health at Pullman Regional Hospital."



Carol Gordon, left, and Mary Lou Enberg were honored by WSU colleagues and students for a combined 44 years of outstanding instruction and administration. Both retired from the Department of Physical Education for Women in 1983.



Carol looks over a model of the 1970 Physical Education Building construction design for the WSU campus.



Carol coached the WSU women's field hockey and tennis teams from 1962 to 1966.

A lifetime of honors

1968 • WSU Faculty Woman of the Year

1988 • National Association of Collegiate Women Athletic Administrators Lifetime Achievement Award

2004 • WSU Athletics Hall of Fame award

2014 • Pullman Walk of Fame, Distinguished Member of the WSU Community



Will you sit it out

WSU student leaders of the 2014–2015 Dance-A-Thon



LaKecia Farmer, 2015 Vice President, Associated Students of WSU

My sophomore year is when I finally called Pullman my home. I had lived in the residence halls for a full year before venturing out on my own in the community existing outside of WSU. Yet “Pullman” and “WSU” seemed forever intertwined. My neighbors were professors and students and members of the community who held season Cougar football tickets. They smiled and waved every time I walked home. We were all connected; I was in love.

My sophomore year is also the time I met Rueben Mayes at a coffee shop in downtown Pullman. Rueben spoke of an idea that other colleges did for their communities: a dance marathon to raise funds for the local hospital. I loved the idea. I was looking for an avenue to give back to a community that had given so much to me and my peers. Not only was the dance

marathon perfect for doing just that; it was also engaging to WSU students. So I took the idea and ran with it. I did not realize the impact it would have on Pullman, the university, me and my peers for the next two years.

The WSU Dance-A-Thon started out as a fun, hip way to give back, but I soon realized it was much more than that. Along the way I met some truly amazing people. Women who battled breast cancer and won. Kids who wouldn't be alive if it weren't for lifesaving procedures. I laughed with them. I cried with them. It was then that I knew this was more than just dancing for fun; we were literally standing up for women and children in our community.

I reminded myself of that after 12 hours of dancing at the first-ever WSU Dance-A-Thon. We were in a circle singing “Don't Stop Believin'” at the top of our lungs. I looked to my left and right and across the circle. Everyone was exhausted, yet every person had a smile on their face. It was a powerful, emotional moment that I will never forget. We did it. We did it for the betterment of Pullman.

I can't wait to come back 10 years from now and have every student feel connected with every member of the Pullman community the way I did at the WSU Dance-A-Thon. It is but

a small thanks to Pullman Regional Hospital for saving and improving lives.



Kenna Uddenberg, 2015 Director of Philanthropy, Associated Students of WSU

I chose WSU because I wanted to live in a small, tight-knit community. I couldn't walk on the Glenn Terrell Mall or enter a class at the start of a new semester without recognizing several people that I knew. It wasn't until I became involved with student government and the WSU Dance-A-Thon that I realized the hominess of campus extends far beyond WSU and its students. I had such a unique opportunity to engage the student population with Pullman Regional Hospital and its Foundation, which are both critical entities in our community.

Through the WSU Dance-A-Thon, I hope I made students realize the positive impact we can have on the Palouse and that our experience as Cougs can



Kenna Uddenberg, Meghann Ferguson (member of Pi Beta Phi) and Chloe Dugger (2015 Dance-A-Thon committee member)

On Feb. 28, 2015, over 450 Washington State University students danced for 12 hours straight to raise funds for women's and children's healthcare at Pullman Regional Hospital. Women from WSU Pi Beta Phi claimed the second annual WSU Dance-A-Thon trophy for their philanthropic leadership.

or dance?

tell their stories

be greater if we form a relationship with organizations and people outside of our classrooms and living groups. The most memorable moments were when I was able to introduce the Dance-A-Thon participants to the faces behind the hospital. Students were attentive and engaged when they listened to the stories of a doctor and a patient's family, and I felt that was when they realized what it truly means to stand up for women and children.

“If you want to see the hope of the rising generation, you have to look no further than the students at WSU who take part in the Dance-A-Thon for women and children. Thank you to all the WSU students who participated.”

**—Scott Adams,
Pullman Regional Hospital CEO**

I am grateful for my four years in Pullman, and I look forward to seeing our communities continue to come together to experience the healing power of philanthropy with the WSU Dance-A-Thon.



Samantha Kieling, 2015–2016 Director of Community Affairs, and Dakota Renz, 2015–2016 Assistant Director of Community Affairs, Associated Students of WSU

Our vision for the 2016 Spring Dance-A-Thon is to raise as much money as possible in support of Pullman

Regional Hospital. We want to blow the other dance-a-thons out of the water in terms of a philanthropic contribution!

We really want this event to bring together the community of Pullman and the students of WSU for a cause that we can all get behind—women's and children's health. WSU is rich with diversity, and we want to greatly increase participation this year from many different groups around campus and organizations around Pullman—everyone needs to experience the power of philanthropy for a great cause! We are both thrilled to continue the legacy of the Dance-A-Thon at WSU.



MAKING CONNECTIONS: From left, Rueben Mayes, Pullman Regional Hospital Chief Development Officer; Samantha Kieling, Dance-A-Thon student leader; Alison Weigley, Assistant Director of Development; and Dakota Renz, Dance-A-Thon student leader, take a tour of Pullman Regional's surgery suites.



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Why we give

The Elbracht family is supporting Pullman Regional Hospital through a life insurance policy planned gift.

Jeff and Jill Elbracht's story

"I moved to Pullman in 1997 for graduate school and to work at Washington State University. I have always been a firm believer in civic engagement and community support. Because of this, I became a member of the Pullman Regional Hospital Board of Commissioners in 2007. My wife, Jill, has worked in healthcare her entire professional career, including the past eight years as a registered nurse with Pullman Family Medicine.

"Both of our sons were born in Pullman. Tyler was born (2003) at the old Pullman Memorial

Hospital on campus, and Nathan was born (2006) at the new Pullman Regional Hospital.

"I strongly believe that a hospital is a vital part of any community. Pullman Regional Hospital provides extensive services that you would not find in many communities this size. Jill and I are impressed with how progressive Pullman Regional is in the quality and variety of services offered and hope our planned gift can help ensure that these vital healthcare services remain available in Pullman."

For ways to give, visit www.pullmanregional.org/foundation-planned-giving.