



Electronic Medical Records Improve Quality of Care



Dr. Gerald Ehram

Dr. Gerald Ehram was recently notified that his patient care placed him in the top 10% of a study done by the Ohio KePRO, a company that provides evidence based quality improvement support and resources to hospitals, physician offices, nursing homes, home health agencies, and Medicare Advantage health plans. The goal is to improve the quality of care for patients receiving Medicare in Ohio. The majority of the care that affects the lives of Medicare recipients occurs in physicians' offices.

In the Ohio KePRO study, Dr. Ehram's patients received specific preventive screening or testing, which is considered to be best practice in those disease-specific conditions (Diabetes and Breast Cancer). The aggregate data from Dr. Ehram's office was compared to other physicians in Ohio.

Dr. Ehram is a board-certified internist with the Licking Memorial Internal Medicine office, which is part of the Licking Memorial Health Professionals (LMHP) physician group consisting of approximately 70 providers. "Approximately four years ago, the LMHP took the plunge to start using an electronic medical record (EMR)," said Dr. Ehram.

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X-Ray Films Have Gone Digital

Information Technology (IT) has become an important contributor to the efforts of health care institutions in reducing costs, improving efficiency and providing better patient care. The development of the Picture Archival and Communication System (PACS) is a unique technology that affects the practice of a broad range of individuals - including physicians, radiologists and non-radiologists, technologists and IT professionals. To some radiologists, PACS represents an incredible resource for research, education and future developments. For referring physicians, it means convenient, secure remote access to the images of their patients, as well as improved turnaround times and patient care. The payoff is faster, more accurate care of patients in need of treatment and improved patient satisfaction.

The Radiology and Information Systems Departments at Licking Memorial Hospital

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Jeni Thomas, Radiographer, standing by the Picture Archival and Communications System (PACS).

LMHS Supports Great American Smokeout

On the third Thursday of November, smokers across the nation are encouraged to participate in the Great American Smokeout. This year the smokeout is on Thursday, November 18. On this day, smokers are encouraged to stop smoking or at least smoke less and keep in mind the ultimate goal of quitting smoking.

During the month of November, Licking Memorial Health Systems (LMHS) will host an education class about the dangers of smoking and the effects on your health as well as the importance of quitting.

On Tuesday, November 9, Becky Voris, Health Educator at Licking County Health Department, and Gary Dennis, a member of the Licking County Tobacco-Free Coalition, will present an educational program on the dangers of secondhand smoke, "Don't Make Me Choke on Your Secondhand Smoke." This class will educate participants on the dangers of secondhand smoke and how to avoid increased exposure. Information about smoking cessation programs available to the community will be available that evening. In addition, participants will hear a throat cancer survivor's story and journey to quit smoking.

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Electronic Medical Records Improve Quality of Care (continued from front)

“We have seen substantial dividends in terms of quality of care improvements and office efficiency.”

The system used by the Licking Memorial Health Professionals enables patients and physicians to view the patient's medical record on a flat screen monitor located in each exam room. “We use the computer as an educational tool,” said Dr. Ehram. The physician and patient can simultaneously review the patient's medical history, including test results and medications. Numerous personalized handouts as well as prescriptions can be printed directly to a printer located in each exam room. Information can be added to the EMR in the exam room during the patient's visit, thereby saving the physician time. In addition, the EMRs of all patients are accessible to the group's physicians in any location when needed (home, hospital, etc.). Dr. Ehram notes that his group's system has strong security features and is HIPAA compliant.

“Being successful with preventive measures is all about improving one's processes,” said Dr. Ehram. The EMR helps by generating prompts that display directly on the patient's chart to remind providers of needed tests or preventive services. It is also linked electronically with the laboratory and radiology departments at Licking Memorial Hospital. Test results are added directly to a patient's EMR.

“The LMHP physicians utilize protocols or guidelines that are pre-programmed into the EMR, although we are now developing our own protocols since we are able to analyze patient results,” said Dr. Ehram. “The EMR allows us to look at the aggregate data and determine best practice.”

A key aspect of the Licking Memorial Health Systems' quality program is its Intranet portal. This monitors all quality measures and provides physicians 24/7 availability from any computer. Physicians in the group can track how well the practice is performing in specific areas such

as disease management (i.e., diabetes, heart disease), immunizations or patient safety issues.

“The system informs physicians in our group how they are doing with respect to particular quality measures,” said Dr. Ehram. He adds that this process allows physicians to answer questions such as “Are particular tests being done?” “What are the outcomes?” “How are we as providers performing?”

Dr. Ehram emphasizes that EMR systems have the potential to dramatically enhance patients' safety and reduce medical errors. For example, the system used by Licking Memorial Health Professionals generates warnings about drug interactions and even alerts the provider as to which drugs are on the patient's insurance formulary. In addition, notes Dr. Ehram, “within 24 hours we can notify our patients if a drug they are taking has been recalled.”

Dr. Ehram emphasizes that the EMR improves the accuracy of quality reporting. “This has resulted in a tremendous improvement in our quality measures numbers,” he said. “We're now able to look at whole populations of patients and get exact numbers with respect to how we are performing on specific quality measures rather than relying on random chart audits.”

Dr. Ehram acknowledges that there is a learning curve when a practice switches from a paper medical records system to an electronic one. But, he's quick to point out that once the system is up and running, practices will never look back.

X-Ray Films Have Gone Digital (continued from front)

(LMH) have partnered with IDX Corporation, our Radiology Information System (RIS) vendor, for implementation of a PACS. RIS and a PACS together can provide major improvements in image workflow, allowing LMH to become a near filmless environment by the end of 2004. The goal of any radiology

department is to deliver timely and accurate information to requesting physicians, and PACS greatly enhances this process. PACS allows multiple consultants to have the ability to view the same image at the same time, providing improved communication for diagnosis and treatment.

With PACS, images can be examined as soon as they are captured and delivered to the point of care, enabling clinicians to make decisions quickly. Secure access to patient images/information from remote locations such as the physician office, nursing unit, emergency department and the physician's home will allow for faster, more accurate care of patients in need of treatment. This offers the clinician greater decision-making power by delivering captured images to the point of care. Radiologic information can be combined with all other known information about a patient (e.g., orders, results, documentation, demographics, and medical history) and presented to the clinician in a patient-centered form. Patient care will be improved through quicker diagnosis of disease processes and decreased wait times will result in improved patient care and improved overall quality of care.

Instant access to archived historical images is another benefit of PACS, allowing comparison studies to be easily located. This will result in a drastic reduction in time spent searching for misplaced files or awaiting return of borrowed records.

Eliminating film and paper removes the conventional method for distributing radiology information. Computer networks and the Internet will become the technological basis for both image management within the radiology department and image distribution throughout the health system. Transportation of film jackets between the hospital and physician offices will be virtually eliminated. Patients will no longer need to pick up and transport film to

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other doctors as they can be provided with an electronic copy of their radiology visit (on CD).

By providing a more efficient method of capturing, storing and retrieving images, this system will enable LMH to improve the safety and efficiency of patients receiving radiology exams.

Physician Spotlight: Aaron Clark, D.O.



Aaron Clark, DO

Aaron Clark, DO, is one of two physicians who currently practice family medicine at the Licking Memorial Pataskala Family Practice. His office is located at the Pataskala Health Campus, One Healthy Place, Pataskala. Dr. Clark enjoys this aspect of medicine because he enjoys treating both children and adults. He offers a wide range of services including:

- Infant, child and adolescent care and immunizations
- Women's health care
- Management and treatment of acute & chronic diseases
- Management and treatment of minor injuries
- Office-based surgical procedures
- Osteopathic manipulative therapy
- School or sports physicals
- Routine health exams

“Our goal is to help patients achieve active, fulfilling, healthy lives,” said Dr. Clark. “We smile, have fun and encourage open communication (between my staff and our patients). Ultimately, we strive to provide high quality health care with a human touch.”

Ask-A-Doc

I have just moved to Licking County and I am looking for a new doctor for my family and myself. A friend referred me to a doctor who is a doctor of osteopathic medicine (DO). What is the difference between a DO and an MD?

A physician who is a DO (osteopathic physician) has the same amount of educational and residency training as an MD. However, they participate in additional training in osteopathic curriculum, which emphasizes preventative medicine and comprehensive patient care. DOs practice in all branches of medicine and surgery and are trained to be generalists first and specialists second.

- DOs are one of the fastest growing segments of health care providers - it is estimated by year 2020, more than 80,000 osteopathic physicians will be practicing in the United States.

Dr. Clark earned his medical degree from the Ohio University College of Osteopathic Medicine in Athens, Ohio, after completing a Bachelor of Arts degree at The Ohio State University in Columbus, Ohio. He completed both his internship and residency with Firelands Regional Health Center in Sandusky, Ohio, serving as chief intern and as family medicine chief resident.

Dr. Clark offers “open access” to current patients, which means they are able to get an appointment on the same day if the office is contacted before noon on Monday, Tuesday, Thursday and Friday or 3 p.m. on Wednesday. This service is restricted to existing patients since new patients require more time to collect important information. “Patients thank us for getting them in to see us on the same day,” Dr. Clark said. “They often call the office not expecting to get in for a couple of days.” Open access increases patient satisfaction and streamlines medical care, ultimately making the job more rewarding for clinicians.

Dr. Clark, his wife and three children live in the Granville area. They wanted to come to this area to be near family and friends. He says, “I love living in a small town, while being close to the city.” With Dr. Clark, you can count on receiving high quality health care in your community.

- More than 65 percent of all DOs practice in the primary care areas of family practice, internal medicine, obstetrics/gynecology and pediatrics.
- DOs represent 15 percent of physicians in small towns and rural areas.
- Each year, more than 100 million patient visits are made to DOs.

Osteopathic physicians practice a whole person approach to health care. Instead of treating specific symptoms, DOs concentrate on treating you as a whole. You can be confident that you are receiving high quality health care if you choose a DO or an MD as your physician.

Call (740) 964-1915 or (740) 348-1915 to make an appointment with Dr. Aaron Clark. You can also contact the Licking Memorial Hospital Physician Referral Line at (740) 348-4014 for more information on physicians who are accepting new patients.

World Wide Web of Information

An organization's Web site has become an important way to communicate information to customers and the community. This communication is available for the consumer at their convenience in a relaxed atmosphere, 24 hours per day, seven days per week. Internet technology has opened up a whole new way of researching information about various issues, including health care information and searching for answers to health related questions. More and more people are turning to Web sites for information about a disease, their particular symptoms, or to look for a new physician.

Licking Memorial Health Systems is currently updating our Web site in order to better meet the needs of the community. According to Ashish

Manek, Webmaster at LMHS, "Technology is changing and so are (Internet) user requirements. We are updating our Web site to include more features with better technology and more information." The improved Web site will include several new user-friendly features - such as information on LMHS departments and services, a search feature to find a doctor, on-line registration for LMHS events and education classes, virtual tours of various hospital rooms and departments, and the ability to send a patient a gift, flowers, cards or an e-mail while they are staying in the hospital.

Another significant change to the LMHS Web site is the health information available on the site.

There will be a health encyclopedia, including information on diseases, health conditions, injuries, nutrition and fitness, poisons, medical tests, surgeries and health-related symptoms. Information on drugs and medication will be available, as well as body guides, wellness tools, and medical and health care guides. More than 140 slide shows of surgeries and procedures will be available with illustrations and unique health related articles. The slide shows and illustrations are all easily viewed, even with a 56 KBPS modem or dial-up system to the Internet.

The updated LMHS Web site will be available by the end of November. Visit www.LMHealth.org and check us out. You will be amazed at all we have to offer!

Volunteer Spotlight: Noble Snow

Retiree Noble Snow has been a volunteer in the Licking Memorial Hospital (LMH) Mailroom for 17 years. "My sister-in-law talked me into it," he said, referring to Audrey Snow. Noble had managed the local hardware, paint, housewares and electronics departments for Sears. "After I retired, I wasn't really doing anything, so Audrey suggested that I join her as an LMH volunteer," Noble said. "My wife, Agnes, thought it was a good idea, too." Noble also volunteers for the American Institute for Cancer Research.

He is glad he followed their advice. "I've made a lot of new friends and have been able to see a lot of old friends when they're passing through the hospital," Noble said. Since August 1987, he has donated more than 7,300 hours of his time to LMH. He is responsible for sorting interoffice mail for Licking Memorial Health Systems and delivers mail within the Hospital building two days a week. "You can commit to as little or as much as you want," Noble said.

Over the years, Noble has served as president of the LMH Volunteers, on the Hospital's Safety Committee, and as head of the Volunteer's Nominating Committee. "I like the atmosphere, and I like the people," Noble said. "I've never had any problems working here. I guess any place you go to work, you expect that you might have some hard times. But, I haven't had any here."

Thankful that his sister-in-law encouraged him to be a volunteer, Noble now tries to find new recruits himself. "I've gone around my church - First United Methodist -



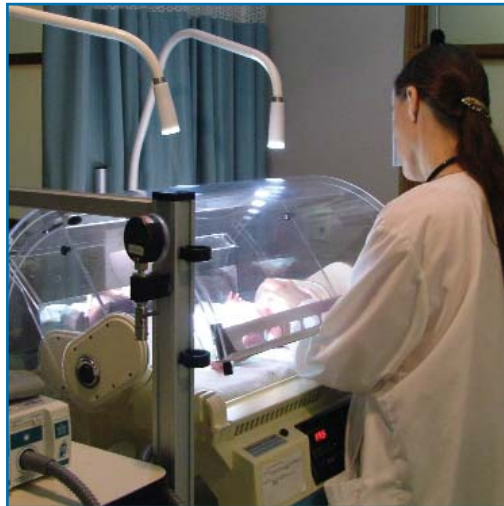
Noble Snow, Volunteer, preparing to deliver mail.

and to apartments on the east end of Newark to recruit," he said. "I tell everyone how I feel, which is that it's really worthwhile."

Please contact Director of TWIGS, Volunteers and Events Carol Barnes at 740-348-4079 for more information about volunteer opportunities at LMHS.

Special Care Nursery Serves Many Purposes

When you think of a special care nursery premature babies come to mind, but sometimes babies who are not born early require special care too. Abigail was born one week early. She and her mother Brandy were able to receive care at Licking Memorial Hospital (LMH) because of the availability of level II nursery and obstetric services. Before Abigail was born, blood tests revealed the presence of antibodies in Brandy's blood which were destroying Abigail's own red blood cells, a condition known as isoimmune hemolytic disease. Brandy received prenatal care coordinated between LMH Women's Health and The Ohio State University Hospital to closely monitor her progress. Communication between Women's Health and LMH Pediatrics began well before delivery to assure all needed services were in place before Abigail's birth. On Thursday, September 2, delivery was induced as the antibody levels had steadily increased in Abigail. Following delivery, Abigail's blood was tested and she was placed under intensive phototherapy using the new high output phototherapy equipment. She also received IV fluids and her laboratory results were monitored closely. Abigail responded well to treatment and after one week, she was discharged to go home with her parents.



Mary Martin-Hemphill, MSN, CNNP, Neonatal Nurse Practitioner, observing Abigail Evans, a newborn in the Level II Special Care Unit at Licking Memorial Hospital.

body mounts an immune response, much like in an infection, and makes antibodies to destroy the invading blood cells. Some of the risks to isoimmune hemolytic disease include anemia and jaundice. When the red blood cells are destroyed faster than the body can replace them, this leads to anemia. Jaundice is caused by an accumulation of bilirubin, a waste product produced when red blood cells are destroyed. Bilirubin is normally metabolized in the liver. A newborn baby's liver takes a little time to begin functioning fully. Some degree of jaundice is normal in all newborns, but if the levels get too high the bilirubin can stain the brain tissue causing an uncommon condition called kernicterus, which can cause permanent brain damage.

When a baby is born with known isoimmune hemolytic disease, a plan for care needs to be in place well before delivery to assure close monitoring and access to needed services. Some of the services that might be needed include laboratory monitoring, intensive phototherapy and provisions for exchange

transfusion. Abigail had her first blood test in the delivery room and began intensive phototherapy shortly after. She was closely monitored throughout her hospitalization, responded well to treatment and was discharged home with an excellent prognosis.

We are happy to report, that after all the tender loving care, Abigail received at LMH - she is a thriving, happy baby.

What is isoimmune hemolytic disease? Isoimmune hemolytic disease is when antigens are present on all red blood cells, which are specific to a person's blood type. When a person becomes sensitized to a foreign blood type through a blood transfusion or a pregnancy, their

LMHS Supports Great American Smokeout (continued from front)

Don't Make Me Choke on Your Secondhand Smoke
Tuesday, November 9, 6:00 p.m.
LMHS Conference Rooms A and B
Registration Required

For more information or to register for this program, please call, (740) 348-1434.

In the Know on Smoking

Tremendous strides in changing attitudes about smoking, in understanding the addiction, and in learning how to help people quit, have been made in the past 25 years. It's never too late to quit smoking. No matter what your age or how long you've smoked, quitting will help you

live longer. People who stop smoking before age 35 avoid 90 percent of the health risks attributable to tobacco. Even those who quit later in life can significantly increase their projected lifespan.

Former smokers live longer than continuing smokers. For example, people who quit smoking before age 50 have one-half the risk of dying in the next 15 years as compared with continuing smokers. Ex-smokers also enjoy a higher quality of life with fewer illnesses from cold and flu viruses, better self-reported health status, and reduced rates of bronchitis and pneumonia.

Children exposed to secondhand smoke at home are more prone to colds, ear infections and allergies than children of nonsmoking parents. By age 7, they may be shorter than their friends, lag behind in reading ability and have behavior problems. Worse still, they will likely become smokers themselves.

Mark Twain said, "Quitting smoking is easy. I've done it a thousand times." Maybe you've tried to quit, too. Why is quitting and remaining smoke-free difficult for so many people?

The answer is nicotine. Nicotine is a drug found naturally in tobacco. It is

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Development Council Spotlight: Omar Whisman



Omar Whisman

Established in 1987, the Development Council exists to increase charitable giving to Licking Memorial Hospital (LMH) and to enhance and promote meaningful community relations

for the Hospital. When the Development Council was reorganized in January 2004, it was decided that it would maintain a three-committee structure - Education and Membership, Annual Support and Community Relations.

When Omar Whisman's wife - Pattye Whisman, MD - joined the medical staff of Licking Memorial Hospital (LMH) in 1976, his interest in the community health care facility naturally increased. "Because my wife is a local physician, I became involved with the Health System," Mr. Whisman said.

He first took an active role in promoting LMH 13 years ago by

joining the Licking Memorial Hospital Development Council. A former Community Relations Chairman for the Council, Whisman said it is important for all representatives of LMH to promote strong community relations. "I answer what questions I can about the Hospital, and I follow up with people whose questions I can't answer right away," he said. "Most importantly, I try to make Hospital leaders aware of what comments I hear in the community so that everyone can be aware of public perception."

Whisman believes that many Licking County residents are unaware of what a fine health care environment Licking Memorial Hospital provides locally. "To me, our Hospital is a place that I know I can depend on to provide the best of patient care," the Granville resident said. "There are many good reasons Licking Memorial Hospital has been named a 100 Top Hospital in the country for six consecutive years."

Whisman noted the strength of the medical care staff - including aides, technicians, nurses and physicians - as one big reason for the success of LMH. "There are many fine physicians in this community. You really don't need to run to Columbus," he noted. "I'm not just saying this because of my wife," he added with a laugh. "This is truly how I feel. I've had three operations at Licking Memorial Hospital, and I wouldn't hesitate for a moment to return there for care."

The Whismans are the parents of six grown children, nine grandchildren and two great-grandchildren. Before retirement, Mr. Whisman was the Executive Director of the Ohio State Dental Board. Dr. Whisman is a Licking Memorial Health Professional family practice physician. "Pattye and I are happy to be part of a community that is home to a strong local hospital with an equally strong and dedicated medical staff," Whisman said.

Hemochromatosis Education and Screening Program A Success

Hemochromatosis is the most common genetic disorder affecting people with northern European descent, and if diagnosed early, can result in a healthy and full life span. In this disorder, dietary iron is absorbed in excess from infancy on. Undetected, the accumulating iron will damage vital organs and joints, resulting in heart disease, liver enlargement (later cirrhosis and even cancer), disabling arthritis, diabetes and other hormonal deficiencies - such as premature menopause, decreased libido and premature death.

In the United States, more than 1 million people have the gene mutation that can cause the disease. Symptoms may include fatigue, weakness, weight loss, joint pain and/or abdominal pain.

Mark Wurster, MD, FACP, an expert in Hemochromatosis at The Ohio State University presented an education program at Licking Memorial Hospital (LMH) on Monday, July 12, 2004. Over 30 people were present when Randy Alexander, founder of the Iron Disorders Institute, opened the meeting. Mr. Alexander told those

attending the event that the people in this community are fortunate to have this type of event open to the public free of charge. Wurster wants to repeat the same type of program at The Ohio State University to make more people aware of Hemochromatosis.

LMH has been offering free screenings to the public at various health fairs and events to promote the awareness of this disorder and to identify those with iron overload. Lorei Reinhard, Director of Laboratory Services, said, "Scientists hope that further study of this disorder will reveal how the body normally metabolizes iron. They also want to learn how iron injures cells and whether it contributes to organ damage in other diseases."

Blood tests can determine whether the amount of iron stored in the body is too high. The test determines how much iron is bound to the protein that carries iron in the blood. If the tests show higher than normal levels of iron in the body, doctors may order a special genetic blood test to confirm the diagnosis of Hemochromatosis.

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Hemochromatosis Education and Screening Program A Success (continued from page 6)

Unfortunately, Hemochromatosis is often undiagnosed and untreated. Since symptoms are diverse and vague, which mimic the symptoms of many other diseases, the underlying problem of iron overload is oftentimes overlooked. If the iron overload caused by Hemochromatosis is diagnosed and treated before organ damage has occurred, a person can live a normal, healthy life.

The treatment of Hemochromatosis is simple, inexpensive, and safe. The first step is to rid the body of excess iron. The process is called phlebotomy, which means removing blood. Depending on how severe the iron overload is, a pint of blood will be taken once or twice a week for several months to a year, and occasionally longer. The goal is to bring blood ferritin levels to the low end of normal and keep them there. Once iron levels return to normal, maintenance therapy occurs, which involves giving a pint of blood every two to four months for life.

Screening for Hemochromatosis is not a routine part of medical care or checkups. However, researchers and public health officials do have some suggestions:

- Brothers and sisters of people who have Hemochromatosis should have their blood tested to see if they have the disease or are carriers.
- Parents, children, and other close relatives of people who have the disease should consider testing.
- Doctors should consider testing people who have joint disease, severe and continuing fatigue, heart disease, elevated liver enzymes, impotence, and diabetes, because these conditions may result from Hemochromatosis.

Managerial Appointments



M. Sue Springer

M. Sue Springer

Sue Springer, RN, has recently been named Patient Care Manager of the Medical-Surgical (Med/Surg) department of Licking Memorial Health Systems (LMHS). Joining LMHS in February 1987, she has worked in various roles for the past 16 years, including nurse in a pediatric unit; staff nurse, charge nurse and manager on Med/Surg, 5-South. Sue also has experience in the GI Lab holding area and case management.

She is an instructor at the Robert M. Palmer Institute of Biomechanics in Indianapolis, IN.

Sue has an associate's degree from Central Ohio Technical College in Newark. She and her husband reside in the Thornville area with their four children.



Rhonda Maddern

Rhonda Maddern

Rhonda Maddern, RN, recently was named Director of Acute Care Services at Licking Memorial Hospital (LMH). In her role, she will serve as director of the critical care units as well as medical/surgical units. She has been the Director of Medical/Surgical Nursing since 2001. Rhonda was previously employed by Licking Memorial Hospital from 1987 through 1989 as a staff registered nurse.

Rhonda has earned an associate's degree in science and nursing from Central Ohio Technical College and a bachelor's degree in management from Bellevue University in Bellevue, NE. She is a Newark Senior High School graduate.

Prior to returning to LMH in 2001, Rhonda served as quality manager of Interim HealthCare of Newark and prior to that was quality coordinator manager for Memorial Hermann Southeast Hospital in Houston, Texas. She has nursing experience in intensive care, coronary care, acute care and general medicine in various hospital settings.

LMHS Supports Great American Smokeout (continued from page 5)

highly addictive - as addictive as heroin and cocaine. Over time, the body becomes physically and psychologically dependent on nicotine. Studies have shown that smokers must overcome both of these to be successful at quitting and staying tobacco free.

According to the American Cancer Society, there are three phases of quitting smoking:

- Deciding to quit
- Preparing to quit
- Following through

Individuals quitting smoking can cope with cravings by practicing the 4Ds:

- DEEP breathe - slowly inhale and exhale.
- DRINK lots of water throughout the day (especially during a craving).
- DO something else to get your mind off the craving. Call a friend, go for a walk, and chew on a carrot stick.
- DELAY reaching for a cigarette the urge will pass.

Board Spotlight: Donna Shipley & Jack Crockford



Donna Shipley

Donna Shipley

Licking Memorial Hospital (LMH) Board Secretary Donna Shipley wants to spread the good news about our community hospital. “There are a lot of good things happening at our hospital, and we need to get the word out,” the six-year Board member said.

Shipley cited use of advanced technology and the monthly publication of a Community Report Card as examples of how Licking Memorial Hospital is a noteworthy, trend-setting health care facility. “And, of course, we can’t forget that Licking Memorial Hospital has been named to the national 100 Top Hospitals list for six years running,” the Utica-area resident added.

Examples of advanced technology at LMH include use of Pyxis Veri5 and development of a Picture Archival and Communication System (PACS). Veri5 is a system of fully automated medication dispensing and verification in which handheld scanners are used throughout the hospital. With PACS, images can be reviewed immediately after they are recorded, as well as sent electronically to the point of care. By combining PACS with a Radiology Information System (RIS), Licking Memorial Health Systems (LMHS) is projected to become a near-filmless environment by the end of 2004.

The Community Report Card compares LMHS' quality data against national, state and in-house benchmarks. “We stack up very well,” Shipley said. Publishing quality statistics allows the Health System to better identify areas for improvement and clearly communicate progress and challenges with employees, the public and fellow health care leaders. Each month, nearly 27,000 copies are distributed.

The Hospital's use of advanced technology and release of quality data are in line with the mission of LMHS. “The mission statement: ‘to improve the health of the community,’ is very important. Whenever I vote on Board issues, I keep that in mind,” Shipley said. Following the Health Systems' mission is the most important duty of the Board and is something members take to heart, Shipley added. “The Licking Memorial Hospital and Licking Memorial Health Systems boards are local, and they have the local residents' interest in mind,” she said. “We have really good people serving on the boards.”

A resident of Licking County for more than 65 years, Shipley is actively involved with a number of community and professional organizations, including Highwater Congregational Church, Progressive Club, National Farmers Union, American Farm Bureau Federation, American Dairy Marketing Association, and Licking County Soil and Water Conservation District.

The retired U.S. Postal Service employee and grandmother of four also focuses much attention on her family-owned dairy and grain farm - Shipley Farms, which is located in Burlington Township. Husband, Phil; sons, Tim and David; and daughters-in-law, Janine and Melanie; are co-owners and co-operators of the farm.

“Licking County is not only a wonderful place to live, raise a family and work, but it's also a great place to find high quality, close-to-home health care from a Top 100 hospital,” Shipley said. “In any community, it takes good schools, a good hospital and good health care to draw and keep good jobs and good employees. Newark and Licking County have all of these things.”



Jack Crockford

Jack Crockford

Licking Memorial Hospital (LMH) Board Treasurer Jack Crockford said Board members have numerous responsibilities, including the following: “Seeing that the hospital is run how it should be run;” “Making sure administration is doing its job;” “Ensuring that physicians are properly credentialed;” and “Accomplishing what we want to accomplish.”

“These duties sound vague, but they are important,” the three-year LMH Board member said. “Licking Memorial Hospital is a wonderful community hospital, and the Board is charged with ensuring that the quality and standards of the institution are maintained.”

As a Top 100 Hospital in the country for six years in a row, LMH is known for its high quality care and use of cutting-edge technology. This past July, the Hospital marked its one-year anniversary of being the first health care facility nationwide to have implemented hospital-wide use of the Pyxis Veri5 medication dispensing and verification system. An innovative electronic medical record (EMR) and development of a Picture Archival and Communication System (PACS) further demonstrate strong commitment to continually making technological advances.

“It's not a question of reaching a plateau and staying there. As technology develops, you need to move along with it,” Crockford said. “It's also not about bragging rights. These improvements to technology are made with patient safety and quality of patient care at the forefront.”

An LMH Development Council member and Board Finance Committee Chairman, Crockford is proud to support Licking Memorial. “If I thought the Hospital wasn't serving a purpose, I wouldn't be doing what I'm doing,” he said.

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Board Spotlight: Donna Shipley & Jack Crockford (continued from page 8)

In addition to serving on the Licking Memorial Hospital Board, Crockford is actively involved in Trinity Episcopal Church, Newark Rotary Club and is a past president of the Licking County Historical Society. He also serves as a Read With Me tutor and is a member of the Textile Rental Association. Crockford is a retired vice president of Mohenis Services (parent company of Buckeye Linen Service) and a U.S. Army veteran who served from 1945 through 1948. He and his wife,

Beverly, a 22-year volunteer at Licking Memorial, are the parents of two sons, Dr. Jon Lee Crockford and Michael D. Crockford.

“I enjoy serving on the Hospital Board,” Crockford said. “I think Licking Memorial Hospital is a wonderful community hospital, and our administration and staff do a great job. Licking County should be proud.”

Hartford Fair - Good Food, Great Fun & Community Benefits!



Pictured left to right are Michael McCoy and Kelli Fuss, King and Queen of the 2004 Hartford Fair, Rob Montagnese, Senior Vice President of Financial Services, and Chase Moore of Johnstown following the auction of the Reserve Grand Champion Market Steer.

Grand Champion Market Steer from Chase Moore of Johnstown. The steer weighed in at 1,260 pounds and was purchased for \$3,500. Rob Montagnese, Vice President of Financial Services, feels, “Community events, such as the Hartford Fair, are instrumental in supporting the future of Licking County's agribusiness as it demonstrates to youth the importance of raising livestock and the work required to produce a quality product.” Not only did the purchase of the steer allow LMHS to support the fair and Chase, but we're then able to process the meat and donate it to the local Salvation Army. The donation of this meat aids the Salvation Army in providing nutritious meals for members of our community.”

“This year's fair was a great event! It's always nice to see our friends at the fair and, of course, meet new friends,” said Carol Barnes, Director of Volunteers, TWIGS, and Events. “Look for LMHS at “The Biggest Little Fair in the World!” next year!”

When most people think of the fair, they think of elephant ears, lemon shake-ups, seeing the 4-H projects and animals, and running into old friends and rides. In fact, it is actually a resource to find information and many of the activities benefit the community. For all these reasons, Licking Memorial Health Systems (LMHS) participated in the 2004 Hartford Fair.

LMHS had a booth in the Merchant's Building during the Hartford Fair. Activities included blood pressure checks and diabetes screenings, discussions in advanced care planning, heart health, cancer care, women's health, sleep disorders and food/nutrition. It was great to see so many visitors at the LMHS booth.

One of the traditional fair events is the sale of the 4-H livestock. This year, LMHS purchased the Reserve



Donations

PRIDE Bronze

Dr. Kenneth Szekely

Community Cornerstone Club

Glenn and Alice Abel

Mary Albright and

Bernard Lukco

Frank and Susan Bentz

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Andrew and Angela Ryan

Robert and Ashley Wade

Verna W. Zelein

Memorial Gift

James and Linda Birchmeier for

William M. Phillips

Mark your calendar for the TWIGS 14 Tour of Homes - November 17

For more information,
call 740-348-4079

Ghosts, Ghouls, Scooby-Doo and You!

Join Licking Memorial Health Systems (LMHS) at the 2004 Safe Trick-or-Treat Night.

Thursday, October 28
5 to 6:30 p.m.
Courthouse Square, Downtown Newark

Are you looking for a safe place to take your kids trick-or-treating this year? Then Courthouse Square in Downtown Newark is the place to be on Thursday, October 28. Local merchants and community organizations will gather together to pass out treats, coupons and other items. Many community mascots will be there - including Licking Memorial Health Systems' very own Scrubs, the Hospital Hound. For the safety of those involved, the Square will be closed to traffic for the duration of this event.

The LMHS booth will be located by the gazebo. We will pass out candy and have a fishpond game. There will also be seasonal props set up for you to take a picture of your kids all decked out. Be sure to bring your camera!

The Newark Alliance, the City of Newark Parks and Recreation, and LMHS sponsor safe Trick-or-Treat Nights.

Trick-or-Treat Safety Tips

Beggars Night is always a fun time - collecting candy and seeing all the costumes. The following are some safety tips to share with your children:

- Walk - don't run.
- Walk on sidewalks and driveways.
- Don't talk to strangers or get into a stranger's car.
- Accept treats in the doorway - never go inside.
- Wait until your parents check your candy before you eat it.
- Wear a flame retardant costume.
- Make sure you can see through your mask.
- Carry a flashlight.
- Have fun!

VP Spotlight: Debbie Young, RN, MS, CCM



Debbie Young

Debbie Young has served as the Vice-President of Patient Care at Licking Memorial Hospital (LMH) since 2001. Her responsibilities include overseeing Surgical Services, Medical Surgical Services, Critical Care Services, Emergency Services, Maternal Child, Rehabilitation Services, Cardiopulmonary, Radiology, Laboratory, Pharmacy and Case Management and Home Care.

"A friend recruited me (to LMH) and I was so impressed with the organization from my initial interview, I couldn't wait to get started!" said Debbie. It was clear to her that LMH was dedicated to providing the highest quality of health care to the community it serves. She was very impressed with how progressive LMH was as a community hospital. She said, "I wanted to work for an organization that truly lived its mission - which is still as relevant today as it was eight years ago when I became part of the LMH family."

Debbie holds two degrees from The Ohio State University College of Nursing - a bachelor of science in nursing and master of science, and she is certified in case management. She has served as a Community Case Manager and the Director of Case Management and Home Care since joining LMH in 1996. Her previous professional experience includes staff nurse and charge nurse positions at The Ohio State University Medical

Center in Columbus, Ohio. Debbie is a member of the Central Ohio Technical College (COTC) Advisory Board for Nursing Programs and previously served as a clinical instructor at COTC in Newark.

Debbie and her husband, Tim live in Newark with their two children, Andrea and Matthew.

Dinner at Zerger Hall

Volunteers are important to Licking Memorial Health Systems (LMHS). There is a special group of volunteers who are unable to participate in traditional volunteer activities at the hospital but provide a very special service to the patients of LMHS. These volunteers, known as the Silver Club, knit and crochet lap blankets for our patients as well as make handmade tray favors at holiday times. In appreciation of all their support, LMHS will sponsor a dinner for these volunteers on Thursday, November 4, at Zerger Hall.

Look for LMHS Billboards

Licking Memorial Health Systems (LMHS) has four billboards located in the local area. Employees are featured on two of the boards while volunteers and TWIGS Group 14, Tour of Homes, are highlighted on the other two boards.

The billboards will change location and topic every two months. "Billboards are a great way for LMHS to share some of the newest information available to the community," said Carol Hutchison,

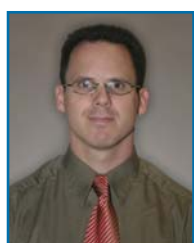
Public Relations Director. "People are spending more time in their vehicle than they spend reading the paper and watching the news." "We hope the LMHS employees and members of the community enjoy looking for the billboards at the various locations," said Veronica Link, Vice President of Development and Public Relations. "We want to get the word out that we are a top-notch hospital, and we care about our employees and the community."

Look for the LMHS boards at the following locations, through October 31, 2004:

- State Route 16 at Marne, heading west
- State Route 13, just past Waterworks Road, heading north
- Fourth & Walnut Streets, heading south
- Route 79 at the Mid-Ohio Industrial Park, heading south

Additions to the LMH Active Medical Staff

Licking Memorial Hospital welcomes the addition of the following physicians to its Active Medical Staff.



Jeremy R. Campbell, DO
Licking Memorial Hospital is pleased to announce that family practice physician Jeremy R. Campbell, DO, has joined its Active Medical Staff.

Jeremy R. Campbell, DO

Dr. Campbell earned his Doctor of Osteopathic Medicine degree from Ohio University College of Osteopathic Medicine in Athens, Ohio, after completing a Bachelor of Arts degree in chemistry at Ohio Wesleyan University in Delaware, Ohio. He graduated cum laude from Ohio Wesleyan.

Dr. Campbell completed both his internship and residency in family practice with Doctors Hospital of Stark County in Massillon, Ohio. He is certified in Basic Life Support and Advanced Cardiac Life Support.



Kevin J. Finley, MD

Kevin J. Finley, MD
Licking Memorial Health Professionals announces the addition of Kevin Finley, MD, to its staff at Licking Memorial Family Practice - Granville, located at 1264 Weaver Drive, in Granville.

Dr. Finley earned his Doctor of Medicine degree from Wright State University School of Medicine in Dayton, Ohio, after graduating cum laude from Bowling Green State University in Bowling Green, Ohio, with a Bachelor of Science degree in psychology.

He completed the Barberton Citizens Hospital Family Practice Residency Program in Barberton, Ohio, serving as Residency Recruiting Chief for his final year.

The board-certified family practice physician is certified in Advanced Cardiac Life Support, Advanced Trauma Life Support, Basic Life Support and Pediatric Advanced Life Support.

Prior to joining Licking Memorial, Dr. Finley served as the Chief Physician of the Red Team in Primary Care at Wright-Patterson Air Force Base Hospital in Dayton, Ohio.



Kewa Li, MD

Kewa Li, MD
Licking Memorial Hospital is pleased to announce that internal medicine specialist Kewa Li, MD, has joined its Active Medical Staff.

Dr. Li earned her Doctor of Medicine degree from Hunan Medical University in Hunan, China, after completing a Master of Science degree in neuropathology there. She served as chief resident while completing a residency with the Departments of Neurology and Neurosurgery with The First Affiliated Hospital, Hunan Medical University in Hunan. Dr. Li also completed a residency with the Department of Medicine of the Medical College of Ohio in Toledo, Ohio.

She has been a research fellow with the Department of Pathology of the Medical College of Ohio; a research associate with the Unit for Stroke and Cerebrovascular Diseases of the Department of Neurology of the Medical College of Ohio; and a postdoctoral fellow with the Research Unit in Cerebrovascular Diseases of Creighton University Medical Center in Omaha, Nebraska.

Dr. Li is a member of the American Medical Association; American College of Physicians; and the Society of Hospital Medicine, USA.



**Licking Memorial
Health Systems**

Upcoming Dates

For more information about any LMHS event, please call (740) 348-4000, or visit www.LMHealth.org

First Impressions Classes

All Classes Held at Licking Memorial Hospital, Third Floor

Breast-Feeding Class

Tuesday, 11/30/04, 7-8:30 p.m.

Childbirth Education (two-day session)

Friday and Saturday, 11/5/04, 6-9 p.m. and 11/6/04, 9 a.m. - 12 noon

Thursdays, 11/11/04 and 11/18/04, 6-9 p.m.

Mondays, 11/22/04 and 11/29/04, 6-9 p.m.

Infant & Child CPR

Tuesday, 11/9/04, 6:30 - 8:30 p.m.

Parenting Class

Tuesday, 11/16/04, 6-9 p.m.

Sibling Preparation Class

Saturday, 11/13/04, 10 a.m. - 12 noon

Stork Tour

Tuesday, 11/23/04, 6:30 p.m.

Diabetes Class

Licking Memorial Hospital, Education Center, 1915 Tamarack Road

Tuesdays, 11/2/04, 11/9/04, 11/16/04, 11/23/04, 1-3 p.m.

Wednesdays, 11/3/04, 11/10/04, 11/17/04, 11/24/04, 1-3 p.m. and 7-9 p.m.

American Red Cross Blood Drive

Licking Memorial Hospital, Conference Rooms A & B, First Floor

Thursday, 11/4/04, 7 a.m. - 1 p.m.

Ask-A-Doc

Shepherd Hill, Messimer Drive

Saturday, 11/6/04, 11/13/04, 11/20/04, 11/27/04, 9-10 a.m.

Don't Make Me Choke on Your Secondhand Smoke

Licking Memorial Hospital, Conference Rooms A & B, First Floor

Tuesday, 11/9/04, 6 p.m.

TWIGS 14 Tour of Homes

Wednesday, 11/17/04

Call (740) 348-4079 for more information



**Licking Memorial
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this month's **Community Connection**.

You'll once again see why
Licking Memorial Health Systems is
measurably different for your health!

Visit us at www.LMHealth.org

A publication of the LMHS Public
Relations Department at 740-348-1572.

Please contact the Public Relations
Department to receive future mailings.



Mark your calendar for the TWIGS 14 Tour of Homes - November 17