



Community Connection

Licking Memorial Health Systems

(740) 348-4000 (phone) • www.LMHealth.org



Volume 3, Issue 4

April 2006

Measurably Different ... for Your Health!

LMH Named to 100 Top Hospitals List for a Seventh Year



1998, 1999, 2000,
2001, 2002, 2003, 2005

Licking Memorial Hospital (LMH) has earned a spot on the national 100 Top Hospitals® list as announced by Solucient – the nation’s leading source of health care business intelligence.

It is the seventh time that LMH has received the award. *The Solucient 100 Top Hospitals: National Benchmarks for Success, 13th Edition* recognizes

hospitals that have achieved excellence in outcome of care, patient safety, efficiency, financial performance and growing community service.

LMH is one of only three hospitals in Central Ohio to make the list this year and one of 16 in the state to earn the distinction. No other hospital in Central Ohio has been named a 100 Top Hospital more than LMH. Riverside Methodist Hospital and The Ohio State University Hospital, both in Columbus, have each earned the distinction five times in the past.

Winning hospitals are announced in five categories: major teaching hospitals, teaching hospitals, large community hospitals, medium

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Marking 20 Years as President



Bill Andrews,
President,
Licking Memorial
Health Systems

As of this month, Licking Memorial Health Systems (LMHS) President Bill Andrews has held his current title for 20 years – since April 1986. He served as LMHS Vice President of Operations for the two years prior. National estimates of average length of tenure for hospital CEOs range from four to seven years.

“Twenty years certainly is noteworthy,” said Ohio Hospital Association Vice President of Public Affairs Mary Yost. More impressive, she said, are his achievements. “Bill certainly hasn’t just been chalking up the time,” Mary said. “He’s really been innovating

along the way. He’s been in front of health care change, and in many cases, leading it.”

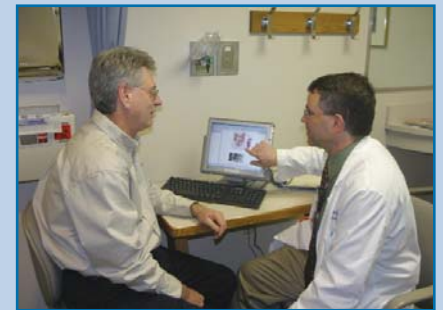
Licking Memorial Hospital (LMH) Board Chairman Judy Pierce said numerous advancements in delivery of patient care have occurred under Bill’s leadership. She cites the following as just a few examples:

- Establishment of the LMH Development Council – The Council was established in 1987 to increase charitable giving to LMH and to enhance and promote meaningful community relations for the Hospital.

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See Pages 8, 9 and 10 for the Community Report Card Featuring Maternity Care

Community Education Programs: Early Heart Attack Care and Colorectal Cancer



David Subler, M.D., (right) discusses colorectal cancer screening with a patient.

Licking Memorial Health Systems is your source for better health in Licking County. Various departments coordinate many programs, events and community service activities that serve the community. Programs are often offered free or at a reduced cost. Listed below, are two programs that will be taking place in April.

Early Heart Attack Care

Heart attack and stroke are life-and-death emergencies – every second counts. If you see someone with or have any of the listed symptoms, immediately call 9-1-1. According to the American Heart Association, some heart attacks are sudden and intense – the “movie heart attack,” where no one doubts

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LMH Named to 100 Top Hospitals List for a Seventh Year (continued from front)

community hospitals and small community hospitals. LMH is one of six Ohio hospitals winning in the medium community hospitals category, which includes a total of 21 awardees.

“To be named a 100 Top Hospital is a tremendous accomplishment and an honor for our entire organization,” said Licking Memorial Health Systems (LMHS) President Bill Andrews. “Licking Memorial Hospital has been committed to this community for 108 years. This award is but a reflection of the depth and breadth of that commitment.”

LMHS Executive Vice President Rob Montagnese said all Health Systems employees, volunteers and board members are to be commended for their efforts. “Although this a Hospital award, the honor could not have been achieved without the dedication and

commitment to quality that is displayed on a daily basis throughout Licking Memorial Health Systems,” he said.

“Licking Memorial is in great company,” said LMH Board of Directors Chairwoman Judy Pierce. “We are ecstatic to be a 100 Top Hospital and very proud of our employees and volunteers whose efforts helped us earn this national recognition.”

For more information about Solucient’s 100 Top Hospitals study, please visit www.100tophospitals.com or call (800) 568-3282.

Marking 20 Years as President (continued from front)

Approximately 75 volunteers now serve on various committees.

- Establishment of Licking Memorial Health Professionals (LMHP) – LMHP is a group of more than 70 medical professionals that was established in February 1995.
- Use of an Electronic Medical Record (EMR) – Five years ago, members of LMHP began using an EMR for easier storage and access of patient information.
- Electronic Medication Administration – In 2003, LMH became the first in the country to implement hospital-wide use of Pyxis Corporation’s fully automated system of dispensing and verifying medication through use of handheld scanners.
- Digital Radiology Department – In 2003 and 2004, LMH installed a Web-based Radiology Information System and Picture Archival Communications System (PACS) to improve the workflow in the Radiology Department. Coupled with a newly installed Computed Radiography (CR) system, this project paved the groundwork for a paperless and filmless environment in the Radiology Department. Patient safety is enhanced through the use of DICOM worklist-compliant software, eliminating the need for manual data entry at the radiology modalities and instant positive identification of patients as the results are generated.
- Transparency – Since January 2000, LMH has published a monthly Community Report Card comparing LMHS’ patient care statistics with national and/or state benchmarks. Community Connection is a monthly full-color magazine-style publication that relays health tips, Health Systems project information,

personal profiles, upcoming events and more to tens of thousands of residents in and around Licking County. The Health Systems Web site – www.LMHealth.org – was completely revamped within the past few years to better serve the community.

- Accolades – LMH has been named one of the nation’s 100 Top Hospitals® seven times. In late 2005, LMH earned ISO 9001:2000 certification – becoming one of only a few hospitals nationwide to earn the certification which serves as a basis to improve quality awareness and employees’ understanding of roles and responsibilities.
- Critical Care Pavilion – The Critical Care Pavilion at LMH includes nearly 83,000 square feet of new building and 7,000 square feet of renovation. It will provide new Emergency and Surgery departments for the Hospital. Construction began in early July 2005, and completion is projected for late 2007.

“He is passionate about his job and truly cares about the health of the citizens of Licking County,” Judy said. “As a member of the Board, I am proud to have served with Bill Andrews.”

LMHS Board Chairman Glenn Abel notes that Bill’s influence extends well beyond Licking County. “As a 100 Top Hospital, LMH is a benchmark facility. This means that hospitals throughout the United States look to us for best practices for health care delivery,” Glenn said. “Bill Andrews’ push for innovative and high-quality care has helped us earn this prestigious honor.”

Bill’s concern for the community extends beyond his work at LMHS. He has served on a number of boards and in various community service organizations and has a long history of involvement in health organizations on the state and national levels.

Marking 20 Years as President (continued on page 15)

Community Partners

In addition to top-rate medical care that is at the forefront of technology, patients at Licking Memorial Hospital (LMH) also receive some down-home TLC from caring individuals and companies around Licking County. To recognize those who have gone the extra mile to help improve the health of the community, LMH established the Community Partner designation approximately seven years ago. Recently, the Hospital hosted the 2006 Community Partners reception, inducting six new members.



Ann Forgrave, Carol Svatora, Bill Andrews, Ann Marie Van Guilder and Nancy Channell posed for a photo as Licking Memorial Hospital honored Newborns in Need as a Community Partner.

“You have chosen to give to others through this institution,” LMH Vice President of Development and Public Relations Veronica Link told the award recipients. “Licking Memorial has served this community for more than 100 years – and it never would have lasted this long if we had not been blessed with many caring people in our community who have supported this Hospital and our patients over the years.”

The Two Sticks, a String & Ewe knitting guild was acknowledged for their contribution to the Oncology Department at LMH. Members of the guild make three-cornered “hug” shawls with encouraging notes for patients receiving cancer treatment. So far, the guild has made approximately three dozen shawls to warm LMH patients during their difficult time.

Newborns in Need – represented at the reception by Ann Marie Van Guilder, Carol Svatora, Nancy Channell and Ann Forgrave – provides hats, blankets, complete layettes, booties and even Christmas toboggans for newborns who are born pre-termly and are too small for regular sized baby garments. For those heart-breaking cases where a premature baby does not survive, Newborns in Need provides burial clothing to lend support to the grieving families. The local chapter of Newborns in Need has provided these selfless services to LMH for three and one-half years.

Another caring group has supported newborns born at LMH. Touching Little Lives graciously donates hats, blankets and other infant clothing. Marianne Doty, Lynn

Hall, Donna Elliott, Farrah Kokensparger and Carla Reed accepted the Community Partner recognition from Licking Memorial Health Systems (LMHS) President Bill Andrews.

The youngest individual ever to be named to LMH’s Community Partners roster is Trent White, age 7, who for three years has collected stuffed toys and donated them to children in the Hospital to make sure they receive a present for Christmas. Trent also participated in the June 2005 groundbreaking ceremony for the Critical Care Pavilion at LMH.

Instead of opening the packages of toys that come with children’s meals at many fast food restaurants, the Brownies of Troop 676 in Granville collected the toys to give to children in the Hospital. The Brownies and troop leaders Linda Gable, Doreen McClintock and Cara Delcher, attended the reception to receive their certificate.

Devine Farms was also named a Community Partner for their support of LMH. In 2005, owners Ralph and Charla Devine allowed LMHS pediatricians to have space during the Fall Festival. Devine Farms also provided certificates for the families of each new baby at LMH to receive “a punkin’ for their new little punkin’” from the Devine pumpkin farm.

“Every time someone does something for someone else, it starts to multiply,” said Bill. He told the young children who were present. “I want to thank you for your contribution to improving the health of the community, which is the mission of the Health Systems.”

The names of the 2006 recipients have been added to a large plaque that honors all LMH Community Partners. That plaque hangs outside Conference Rooms A and B on the first floor where many visitors have the opportunity to see it each day.



Seven-year-old Trent White, pictured with Bill Andrews, is the youngest Community Partner.

Ben Franklin Students Offer Get-Well Wishes

Hearts, flowers, rainbows and butterflies came to some Licking Memorial Hospital (LMH) patients recently through the artwork of caring local children. Second grade students in Nikkee Hurles' classroom at Ben Franklin Elementary School in Newark designed colorful greeting cards to send cheerful messages of encouragement.

Nine-year-old Sethe remembers how good it felt to receive a get-well card once from his friend, Eddie. "It made me happy and glad," Sethe said. He used that memory to compose a friendly greeting to an anonymous patient. "How are you feeling?" Sethe's card asks compassionately.

Nikkee coordinated her students' greeting card project to reinforce that young sense of compassion and to incorporate the school's Keys to Character campaign that stresses fairness, responsibility, citizenship, trustworthiness, caring and respectfulness. "We've talked about caring about people who are less fortunate and that may include people who have food but not their health," Nikkee explained.



Licking Memorial Health Systems Vice President of Development and Public Relations Veronica Link (background left), accepted the handmade greeting cards from Nikkee Hurles' second graders at Ben Franklin Elementary.

"You are to be commended for reinforcing those values in students at such a young age," Veronica Link, Vice President of Development and Public Relations, told Nikkee as the students showed off their artwork. "We're going to place these cards on the Hospital trays of some patients for Valentine's Day."

One student, Madison, was excited to hear that her butterfly-covered card would find a good home. "I know it'll make someone happy," she said with a broad smile.

Licking Memorial Health Systems (LMHS) now offers greeting cards to Hospital patients from our Web site. Well-wishers can send a greeting by logging onto the LMHS Web site, www.LMHealth.org, and clicking on the "Send Greetings to Patients" tab. This service is free, and Hospital staff will print the card for the patients.

LMHS Presents Yukon to Moundbuilders Guidance Center

Licking Memorial Health Systems (LMHS) recently donated a 1999 GMC Yukon to Moundbuilders Guidance Center in Newark. The center, located at 65 Messimer Drive, helps clients in Licking County with many aspects of mental health, ranging from medical care to job placement.

"Primarily, we'll be using the truck to help those who need transportation," said Terry Bickmeyer, MIS manager at Moundbuilders Guidance Center. "For instance, we have clients in a housing program on the East side who often need rides."

"We realized that our contribution would touch many lives in a positive way once we saw the number of people served by Moundbuilders," LMHS President Bill Andrews explained. "Licking Memorial Health Systems considers it a privilege and a responsibility to support other organizations that work daily alongside our mission to improve the health of the community."

Moundbuilders Guidance Center served approximately 6,000 residents in 2005.



Moundbuilder Guidance Center's Terry Bickmeyer accepted the Yukon keys and a handshake from Licking Memorial Health Systems President Bill Andrews.

LMHS Celebrates 108th birthday



Licking Memorial Health Systems (LMHS) representatives and Center for New Beginnings Director Tricia Hufford gathered as LMHS donated coats and blankets to the Center for New Beginnings.

Health Systems (LMHS) employees celebrated Licking Memorial Hospital's 108th birthday on January 16, 2006, by collecting new, winter items to donate to local charities.

For the second time, in what has become an annual event, LMHS employees participated in a friendly team competition to weigh in the most donations of warmth items, such as hats, gloves, coats and blankets. One team that included Maternal/Child and Communication personnel motivated their members by creating a 7-foot tall baby bottle collection container. However, it was the team of Surgical Services and Outpatient Services employees that tipped the scales with 81.4 pounds of items.

"This is an impressive amount of donations," LMHS President Bill Andrews said as he surveyed the pile of blankets and clothing. "There are even hand-made items in here. Somebody must be really caring to take the time to make a blanket for a person they don't know. That's going to mean a lot to someone."

In total, 262.4 pounds of items were collected – so much that the decision was made to split the donations to two

Wear Your Life Jacket!



Remember to wear a life jacket while on a boat – it may save your life!

It takes only a few seconds, but the impact may last a lifetime – protection from drowning. Drowning, often times, may be prevented if the person is wearing a life jacket. In 2005, there were 12 fatalities in 11 boating accidents in Ohio, according to the Ohio Department of Natural Resources Division of Watercraft. In all 12 deaths, life jackets were either not worn or worn incorrectly. "A lifejacket is like a seat belt – it doesn't work if you don't wear it," said Carl Vance, Watercraft Officer with the Ohio Department of Natural Resources Division of Watercraft.

The most important safety precaution a person can take while boating is to wear a life jacket. A life jacket is also called a personal floatation device,

local organizations, The Center For New Beginnings and the Salvation Army.

The Center For New Beginnings offers a domestic violence shelter and services. When LMHS delivered the donations, Tricia Hufford, director of the center, said, "You don't know how much we are in need of blankets. Not only can we use them here, but we can also give them out to women who are moving into their own homes. It helps to give them a new start." When she learned that the donations were collected as the result of a friendly competition between LMHS teams, Tricia whole-heartedly approved, saying, "It's a good thing to have a competition. It's for a good cause."

Salvation Army Major Ronald DeMichael was equally appreciative of the LMHS employees' generosity. "In the winter months, staying warm is one of our clients' biggest concerns. We can warm them inside with a hot meal while they're here, but these items that you have brought us will help keep them warm on the outside. Please know how grateful we are that your employees were thinking of us," he said.

The LMHS winning team of Surgical Services and Outpatient Services

personnel received a pizza party for their joint effort. They were also the victorious team during the first collection for the Hospital's birthday in 2005.



Licking Memorial Health Systems (LMHS) representatives and Salvation Army Major Diana DeMichael display some of the coats that LMHS employees donated in honor of the Hospital's 108th birthday.

Retiree Spotlight: Christine Rice



Christine Rice

Some of the relationships Christine Rice developed over her 13 years with Licking Memorial Hospital continue to grow nearly five years after she retired from the organization. She joined the organization in 1988 as a housekeeper. Two years later, she moved to the Purchasing Department, where she stayed until retiring in June 2001.

“We had great employees,” Christine said. “There were times when things got pretty hectic in Purchasing. We did our job, and we had some laughs, too.”

In their retirement years, some of those same individuals continue to work together. Now, though, it’s all for fun. “We try to get together once a month for a movie and dinner,” Christine said, noting that the group of former coworkers-turned-friends even took a trip to Las Vegas, Nevada. Although they didn’t win big, they did have a

great time together, she noted. Plans for an outing to the Mall of America in Minnesota this spring are currently in the works. “We’re really close – like family,” Christine said.

Her biological family also keeps Christine busy enjoying life. She and her husband of more than 42 years, Fred, have adopted their granddaughter, Megan, 11. When asked how many children and grandchildren she has, Christine has to pause. “I say I have five grandchildren, but technically it’s four now that Megan is my daughter. And, I used to say that I have three children, but technically it’s four now,” she said.

The St. Louisville resident happily spends much of her free time with Megan. “She keeps me very involved with her,” Christine said. “She is very active and is really into sports.” Christine also enjoys taking care of the family’s home, doing yard work and gardening. “I’m staying busy and having a lot of fun,” she said.

Development Spotlight: Jeffery James



Jeffery James

“I believe it is in the best interest of the community for Licking Memorial Hospital (LMH) and local business owners to work together for the best delivery of health care in Licking County,” Granville resident Jeffery (Jeff) James said. That is why he readily accepted an invitation to join LMH Development Council in January 1990.

“I was eager to support LMH in its mission to improve the health of the community,” he said.

Jeff’s primary focus as a Development Council member is to “assist LMH with annual fund-raising to help meet the medical needs of the community,” he said. “As a Development Council member, I am proud to help LMH thrive.”

Among the medical advances Jeff has seen at LMH since becoming affiliated with the organization six years ago are implementation of Veri5 technology, use of an electronic medical record (EMR) and revamping of the Hospital Web site.

With Veri5, a handheld scanner is used to read bar coding on patients’ wristbands, nurses’ identification badges and medication labels to verify that the nurse has the right patient, the right drug, the right dose, the right route and the right time. If any of the five checkpoints are not being met, warnings are issued.

Licking Memorial Health Professionals physicians use an EMR to record patient information. Among the benefits of an EMR are: physicians’ ability to immediately access and update patient information; easy access to a list of

which patients are taking a given medication, making notification quicker in the event of a recall; and simpler tracking of clinical quality measures for every patient seen.

In late 2004, a completely redesigned LMH Web site – www.LMHealth.org – debuted. “The improved site is more user-friendly,” Jeff said. “Users can find a physician, look up department hours, learn about diseases and conditions and much more.”

In addition to LMH Development Council, Jeff is an active member and past president of Newark Rotary Club. He is a financial representative with Northwestern Mutual Life Financial Network. He has a Bachelor of Arts degree from The Ohio State University in Columbus, Ohio. Jeff is the father of two children – Melissa and Jonathan.

Donors

Capital Improvement

TWIGS 11
TWIGS 13

Mr. and Mrs. Russell Suskind
Buckeye Linen Services –
Mr. John Row

Community Cornerstone

E. Julian Caldwell, D.D.S.
Mr. and Mrs. Fred Costaschuk
Mr. and Mrs. J. Andrew
Crawford
Mr. and Mrs. Doug Donaldson
Mr. and Mrs. Theodore D.
Griley, II
Mr. Jeffrey W. James
Ms. Shirley Johnson

Matching Gift

Thrivent Financial for
Lutherans – Diane Paetz

Memorial

H. Jerry Keinath by Stephen &
Laura Keinath

Shepherd Hill

Mr. and Mrs. William Morris

Volunteer Spotlight: Margaret Baldwin



Margaret Baldwin

Margaret Baldwin has been a volunteer with Licking Memorial Hospital (LMH) for 32 years. She began volunteering in 1974 and has given more than 3,999 hours of service. “I have worked at the registration desk on Tuesday evenings for the entire time,” said Margaret. “We are so happy to have Margaret as a volunteer – she is always happy and so nice to everyone,” said Carol Barnes,

Director of Volunteers, TWIGS and Events at LMH.

Margaret began volunteering at the suggestion of a friend. She receives support and encouragement from her son-in-law, Bob McGaughy, who is the Chairman of the Licking Memorial Development Council. “He really encourages me to continue volunteering for the Hospital and believes in helping the community,” said Margaret.

Margaret continues, “I have enjoyed volunteering at the Hospital. I think offering a smile, greeting people, helping those who call to get information and working at the reception desk is very gratifying,” said Margaret. She retired from Owens Corning in 1982 after working as an executive secretary for 30 years. Margaret and her husband, Ralph, had been avid golfers and enjoyed dancing. Now she enjoys spending time with her family. She also enjoys playing bridge with friends and Ralph.

The Hospital’s commitment to quality care is well known in the community and across the state. This recognition would be more difficult to achieve without the unwavering support and dedication of the outstanding volunteers.

If you are interested in volunteering your time and talents at Licking Memorial Hospital, call Carol Barnes, Director of Volunteer, TWIGS and Events at (740) 348-4079.

LMHS Welcomes New Cardiologist



Mehdi Qamar,
M.D., F.A.C.C.

Licking Memorial Hospital is pleased to announce that cardiologist Mehdi Qamar, M.D., F.A.C.C., of Capital City Cardiology has joined Licking Memorial Hospital’s medical staff.

Dr. Qamar completed a residency in Internal Medicine at Maimonides Medical Center in Brooklyn, New York. He also completed fellowships in

Cardiology and Interventional Cardiology at Maimonides Medical Center in Brooklyn, New York. He received his Medical Degree from Punjab Medical College in Faisalabad, Pakistan and completed internships in Internal Medicine and Surgery at Punjab Medical College Hospitals in Pakistan.

Physician Spotlight: Larry Pasley, M.D., F.A.C.S.



Larry N. Pasley,
M.D., F.A.C.S.

General surgeon Larry N. Pasley, M.D., F.A.C.S., is board certified in general surgery and is a fellow of the American College of Surgeons. He joined the staff of Licking Memorial Surgical Services in December 2003. Since June 1981, he has been on the Active Medical Staff of Licking Memorial Hospital, where he has served as Chief of Staff, Vice Chief of Staff, Chief of Surgery and Chairman

of the Intensive Care Unit. “I was offered an opportunity to establish the first vascular surgical service and vascular laboratory at the Hospital,” said Dr. Pasley. Dr. Pasley offers two new services which greatly improve the lives of our patients – stapled hemorrhoidectomy and vagus nerve stimulator. “It is a great feeling to be able to bring advanced surgeries to the Licking County community. Licking Memorial has always been on the cutting edge of technology – that is a great advantage for our community,” said Dr. Pasley.

Dr. Pasley was selected as Physician of the Year in 2004. Based on award criteria, nominees must excel in care and concern for patients, clinical knowledge, relationships with peers, and relationships with hospital staff. “To be selected as Physician of the Year from a group of more than 130 doctors was quite an honor,” Dr. Pasley said.

Dr. Pasley earned his Medical Degree from The Ohio State University in Columbus, Ohio, and Bachelor’s and Master’s degrees from Purdue University in West Lafayette, Indiana. He completed a general surgery internship at Duke University Medical Center in Durham, North Carolina, and a general surgery residency at The Ohio State University.

The Memphis, Tennessee, native is board certified in general surgery, is a member of the Ohio State Medical Association and the Licking County Medical Society, and is a fellow of the American College of Surgeons (F.A.C.S.). He has served as a cancer liaison to the

Physician Spotlight: Larry Pasley, M.D., F.A.C.S. (continued on page 11)



Community Report Card

Licking Memorial Health Systems

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Maternity Care ... a community report on patient care quality

HEALTH TIPS

If you are a working mom-to-be, keep in mind that the demands of your job compounded with typical side effects of pregnancy can really leave you feeling worn out. The Rochester, Minnesota, based Mayo Clinic offers the following tips for fighting fatigue at work during pregnancy:

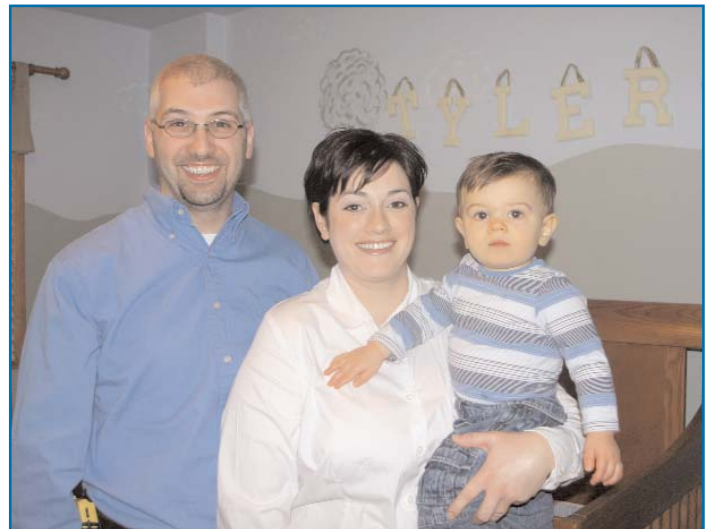
- Take short, frequent breaks. Pace yourself to maintain productivity.
- If possible, take a catnap during your lunch break. If not, take a nap right after work.
- Organize your workday around your energy levels.
- Eat a balanced diet.

Patient Feature: The McKee Family

At 11:29 p.m. on February 8, 2005 the lives of Chris and Jamie McKee were forever changed. After a long day in labor, Chris and Jamie welcomed their baby boy, Tyler Grant. "I was one of the first ones in the Hospital when they induced me at 6:00 a.m., and long after the other mothers delivered I had Tyler via Cesarean (C-section) after more than 17 hours," said Jamie.

"Throughout my pregnancy and delivery, Licking Memorial was wonderful to me," said Jamie. David Harper, M.D., an obstetric and gynecology physician who serves Licking Memorial Hospital, provided her prenatal care. Jamie and Chris also attended childbirth classes at LMH. "Childbirth classes can help reduce your anxiety about giving birth by giving you an idea of what to expect – whether you end up having a vaginal or Cesarean delivery. They can help you master breathing, relaxation and coping techniques designed to reduce your perception of pain during labor," said Mary Jane Carrier, R.N., Childbirth Educator at LMH. Jamie said, "The classes really helped us. The breathing techniques were very useful and they provided us with a lot of information that as first-time parents we didn't know." She continued, "Chris was a really great coach, I couldn't have done it without him."

Jamie's labor and Cesarean delivery went smoothly. "The nurses were there with me every step of the way. They were always asking if I needed anything and they treated Chris with so much care as well," stated Jamie. At the end of a very long day, Jamie and Chris welcomed their son and were very appreciative of the care they received. "We will definitely be back to Licking Memorial when we have another child," said Jamie.



Tyler McKee, 1 year old, was born at Licking Memorial Hospital on February 8, 2005. His proud parents are Chris and Jamie McKee.

Tyler is a happy, healthy boy who recently celebrated his first birthday. He is walking around, getting into everything, keeping Mom and Dad very busy. "Every stage with Tyler is new and exciting. We are so blessed to have him," said Jamie.

Maternity Care – How Do We Compare?

At Licking Memorial Hospital, we take pride in the care we provide. To monitor the quality of that care, we track specific quality measures and compare them to benchmark measures. Then, we publish them so you can draw your own conclusions regarding your health care choices.

1 According to the American Academy of Pediatrics, low birth weight infants are those who are born weighing less than 2,500 grams (5 pounds, 8 ounces) at term. There are many factors contributing to low birth weight, including multiple births, pre-term births, a lack of prenatal care, mother's poor nutritional status before and during pregnancy, and drug, tobacco and alcohol use during pregnancy. Low birth weight infants are often at increased risk for health problems. Adequate prenatal care and health practices can significantly reduce the incidence of low birth weight deliveries. In an effort to improve infant health, LMH monitors birth weight and uses this information to educate the community on the benefits of early prenatal care. In 2005, there were 1,051 babies delivered at LMH.

	LMH 2003	LMH 2004	LMH 2005	Benchmark
% Low birth weight infants	4.5%	6.4%	5.9%	5.9% ⁽¹⁾
Average birth weight for all infants born at LMH	3,346 Grams (7 lbs., 4 oz.)	3,328 Grams (7 lbs., 3 oz.)	3,305 Grams (7 lbs., 3 oz.)	3,325 ⁽²⁾ (7 lbs., 3 oz.)

2 Cigarette smoking during pregnancy is one of the factors that can contribute to low birth weight in infants.

	LMH 2003	LMH 2004	LMH 2005	Benchmark ⁽²⁾
% Smoking during pregnancy	27%	29%	27%	10 %

3 Group Beta Streptococcus (GBS) has been the leading bacterial infection associated with illness and death among newborns in the United States since its emergence in the 1970s. Most neonatal GBS infections can be prevented through screenings and, if needed, through the use of a special antibiotic.

	LMH 2003	LMH 2004	LMH 2005	Goal ⁽³⁾
% Mothers with GBS receiving antibiotic	97%	96%	95%	100%
# Newborns testing positive with GBS	0	0	2	0

4 Cesarean section deliveries (C-sections) can save the life of a mother or baby. However, to avoid unnecessary surgeries, C-sections should be performed only when truly necessary. Rates for C-section deliveries are tracked nationally and at LMH.

	LMH 2003	LMH 2004	LMH 2005	Benchmark ⁽¹⁾
Total % of maternity patients who had a C-section	21 %	24%	24%	30%
% First-time C-sections	12%	12%	11%	18%

5 Breast-feeding provides many benefits for infants and their mothers. The LMH maternity care staff offers encouragement and support to breast-feeding mothers. Breast-feeding rates are monitored at LMH to evaluate the effectiveness of the support provided.

	LMH 2003	LMH 2004	LMH 2005	Goal
% Mothers choosing to breastfeed	52%	51%	54%	greater than 55%

6 Hearing impairments in infants can negatively impact speech and language development, as well as social and emotional development. If detected, however, proper intervention can reduce and often even eliminate these negative impacts.

	LMH 2003	LMH 2004	LMH 2005	Goal ⁽⁴⁾
% Infants screened for hearing loss	99.9%	100%	100%	greater than 95%
% Infants referred for hearing loss	7.4%	5.5%	5.3%	less than 4%

7 Induction of labor is the artificial initiation of labor before it occurs naturally. The initiation of labor sometimes becomes necessary if the fetus is in danger or labor does not occur spontaneously and the fetus is determined to be at full term. Primary reasons for labor inductions include preeclampsia, eclampsia, severe hypertension, diabetes, Rh sensitization, prolonged rupture of membranes or intrauterine growth restriction. Induction, however, does not occur without risks to mother and baby.

% Induction of labor	LMH 2003 33%	LMH 2004 29%	LMH 2005 31%	Benchmark ⁽²⁾ 21%
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8 The Cesarean delivery rate in the United States reached 26 percent in 2005. A trial of labor after previous Cesarean delivery may be an appropriate option in certain situations. The current risks and benefits of a vaginal birth (VBAC) after a prior Cesarean section should be discussed with the obstetrician. The doctor can provide the current practice management guidelines, as well as the instances when a repeat Cesarean section is necessary. Licking Memorial Health Professionals (LMHP) obstetricians counsel women by 20 weeks gestation as to whether they should undergo another Cesarean section or attempt a vaginal delivery.

% LMHP patients counseled by 20 weeks on whether to undergo a second Cesarean or a VBAC	LMHP 2004 94%	LMHP 2005 97%	Goal greater than 90%
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9 Gestational diabetes (GDM) is one of the most common clinical issues facing obstetricians and their patients. The prevalence of GDM ranges from 2 to 5 percent in the United States, and all pregnant patients should be screened between 24 and 28 weeks. Licking Memorial Health Professionals (LMHP) obstetricians screen pregnant patients for GDM by 28 weeks.

% LMHP pregnant patients screened for GDM by 28 weeks	LMHP 2004 97%	LMHP 2005 95%	Goal greater than 90%
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Data Footnotes:

- (1) Comparative data from the Midas Comparative Database.
- (2) Births: Preliminary data for 2004. National vital statistics reports; vol 54 no 8: National Center for Health Statistics. 2005. Induction benchmark based on data for 2003.
- (3) Centers for Disease Control, the American College of Obstetricians and Gynecologists and the American Academy of Pediatrics, 1999.
- (4) Joint Committee on Infant Hearing: Year 2000 Position Statement. Pediatrics Vol. 106 No. 4 October 2000.

The Importance of Prenatal Care

By Elizabeth Koffler, M.D., obstetric and gynecology physician with Licking Memorial Health Professionals



Elizabeth Koffler, M.D.

Pregnancy and childbirth are major life events. Prenatal care is an excellent example of preventive medicine and is a vital aspect of a woman’s health. The habits and lifestyle changes developed before birth are opportunities to introduce and reinforce life-long skills in self-care and wellness.

The goal of prenatal care is to help the mother-to-be maintain her well-being and achieve a healthy outcome for herself and her infant. Education about pregnancy, childbearing and childrearing is an important part of prenatal care, as are the detection and treatment of abnormalities.

This education should begin prior to conception and carry on after the delivery. The best time to begin prenatal care is when a woman is considering pregnancy. At that time, a risk assessment can be developed. It has been shown

that most women and infants suffering illness and/or mortality come from a small segment of women with high risk factors, including social, environmental and genetic. Many genetic diseases can be determined before a woman becomes pregnant. The value of pregnancy counseling needs to be emphasized by all practitioners who care for women.

Once pregnancy is confirmed, medical care should be sought. The American College of Obstetricians and Gynecologists (ACOG) lists recommendations for prenatal care. At the initial visit, a thorough medical history and physical exam are performed. The history includes any previous obstetric history such as number of pregnancies, history of pre-term delivery and fetal anomalies, as well as mode of delivery. The physical examination should include a general physical exam as well as a pelvic examination. Special attention should be given to the initial vital signs, cardiac examination and reflexes, as many healthy young women have not had a

The Importance of Prenatal Care (continued on page 11)

The Importance of Prenatal Care (continued from page 10)

physical examination immediately before becoming pregnant. The pelvic exam focuses on uterine size and evaluation of the cervix. A Papanicolaou smear (Pap smear) and culture for gonorrhea and chlamydia are obtained during the pelvic examination. Basic laboratory studies are routinely performed, as well as a urinalysis. An ultrasound may or may not be done at the initial visit.

Subsequent prenatal visits are then generally scheduled every four weeks for the first 28 weeks of pregnancy, every two to three weeks until 36 weeks, and weekly thereafter. At each visit, a blood pressure and urine dip are performed to evaluate the development of certain complications, such as preeclampsia. Also, at 24 to 28 weeks gestation, each woman undergoes screening for gestational diabetes. Cervical checks usually begin at about 36 to 38 weeks gestation or sooner based on maternal complaints.

Prenatal care is an effective intervention. The components of prenatal care help to provide a risk assessment and ultimately improve the health of the mother and fetus. Prenatal care reinforces the importance of disease surveillance, prevention and personal wellness not only during pregnancy but also throughout a woman's life.

Physician Spotlight: Larry Pasley, M.D., F.A.C.S. (continued from page 7)

American College of Surgeons and as an instructor at The Ohio State University. Dr. Pasley has been in practice for 23 years. He also is actively involved in his church and sailing organizations. "My family and I sup-

port many of the community organizations both financially and with our time," said Dr. Pasley. He and his wife have three children: Jon, Kimberly and Ben.

Ask a Doc: Larry Pasley, M.D., F.A.C.S.

Question: Why is surgery used for cancer?

Answer: Surgery can be done for many reasons. It is often done to achieve more than one of these goals:

Preventive (prophylactic) surgery is done to remove body tissue that is not malignant (cancerous) but is likely to become malignant. For example, this type of surgery may be used if you have a precancerous condition such as polyps in the colon.

Sometimes preventive surgery is used to remove an entire organ when a person has an inherited condition that makes development of a cancer very likely. For example, some women with a strong family history of breast cancer are found to have a change (mutation) in their DNA in a breast cancer gene (BRCA1 or BRCA2). Because their risk of getting breast cancer is high, these women may want to consider prophylactic mastectomy (breast removal).

Diagnostic surgery is used to get a tissue sample to tell whether or not it is cancerous or to tell what type of cancer it is. The diagnosis of cancer often can be confirmed only by looking at the cells under a microscope. Several surgical techniques can be used to obtain a sample.

Staging surgery helps determine the extent and the amount of disease. While the physical exam and the results of lab and imaging tests can help determine the clinical stage of the cancer, surgical staging is usually a more accurate assessment of how far the cancer has spread.

Curative surgery is the removal of a tumor when it appears to be confined to one area. It is done when there is hope of taking out all of the cancer. Curative surgery is thought of as primary treatment of the cancer. It may be used alone or along with chemotherapy or radiation therapy, which can be given before or after the operation. In some cases, radiation therapy is actually used during an operation (intraoperative radiation therapy).

Debulking (cytoreductive) surgery is done when removing a tumor entirely would cause too much damage to an organ or surrounding areas. In these cases, the doctor may remove as much of the tumor as possible and then try to treat what is left with radiation therapy or chemotherapy. Debulking surgery is commonly used for advanced cancer of the ovary.

Palliative surgery is used to treat complications of advanced disease. It is not intended to cure the cancer. It can also be used to correct a problem that is causing

discomfort or disability. For example, some cancers in the abdomen may grow large enough to obstruct (block off) the intestine. This may require surgery for effective relief. Palliative surgery may also be used to treat pain when it is hard to control by other means.

Supportive surgery is used to help with other types of treatment. For example, a vascular access device such as a catheter port can be surgically placed into a large vein. The catheter can then be used to deliver chemotherapy treatments or draw blood for testing, reducing the number of needle sticks needed.

Restorative (reconstructive) surgery is used to restore a person's appearance or the function of an organ or body part after primary surgery. Examples include breast reconstruction after mastectomy or the use of tissue flaps, bone grafts, or prosthetic (metal or plastic) materials after surgery for oral cavity cancers.

Employee Spotlight: Pat Ross

Pat Ross has been a physical therapist with Licking Memorial Hospital (LMH) for more than 15 years. "I originally started in 1972, left and now will be celebrating my fifteenth anniversary this year," said Pat. She began her career at LMH in the Outpatient Physical Therapy Department and left to stay home with her young children. "Later, I saw an opening for an inpatient physical therapy position and wanted to come back to LMH. I enjoyed working here and was comfortable with the atmosphere," continued Pat.



Pat Ross, P.T., and Gregory Gant, P.T.A., provide physical therapy for patients while at Licking Memorial Hospital.

Pat received her certificate of physical therapy from The Ohio State University in Columbus, Ohio. She received her Bachelor of Science degree in Biology from Bowling Green State University in Bowling Green, Ohio. Pat said "I got started in physical therapy when I worked during the summer at Bethesda Hospital in Zanesville, Ohio, as a nurse's aide. I had a patient who needed physical therapy, and I went to the department with him and was hooked." She continued, "Later, I was fortunate to have the opportunity to work summers in the physical therapy department at Bethesda."

Pat is a member of the Schaffner Society. The Schaffner Society was created in memory of William "Bill" Schaffner, who dedicated his life to assuring the availability of quality health care services to our community. Bill Schaffner was the first chairman of the Licking County Hospital Commission. Members of the Schaffner Society commit to donate \$10,000 to \$24,999 over a period of 10 years to the Licking Memorial Health Foundation.

Pat and her husband, Denny, have been married for 30 years and reside in Adams Mills, Ohio. They have two children: Kyle and Marie. Kyle is a physical therapist in Columbus, and Marie is finishing her Master's degree in Education and is busy planning her October wedding.

Are you interested in joining the rehabilitation team at LMH? Our employees are the best in the industry and provide the highest level of care for our patients. LMH offers all the tools to help

you reach your highest potential and the opportunity to work with latest cutting edge technologies and techniques.

We have immediate needs for full- and part-time: physical therapists, speech therapists, physical therapy assistants, occupational therapists and certified occupational therapy assistants. For more information or to apply, visit our Web site at www.LMHealth.org. LMH is proud to be an equal opportunity employer.

Holton Promoted to Environmental Services Supervisor



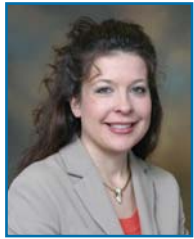
Dave Holton

Licking Memorial Hospital (LMH) is pleased to announce Dave Holton has been promoted to the position of Environmental Services Supervisor. He has been employed at LMH since February 2005.

Dave is a Utica High School graduate and holds a degree in accounting from Central Ohio Technical College located in Newark.

He and his wife, Ruth, have two daughters: Elizabeth, who is a teacher at East Knox High School, in Mount Vernon, Ohio; and Melissa, who is a student at Ashland University, in Ashland, Ohio.

LMH Names New Physician Coding Compliance Manager



Stacy Swartz,
C.P.C.

Licking Memorial Hospital (LMH) is pleased to announce that Stacy Swartz, C.P.C., has been named to the position of Physician Coding Compliance Manager. Stacy, who has an Associate Degree in Health Science and certification as a professional coder, was previously employed as a coding specialist at Licking Memorial.

Stacy and her husband, Troy, live in Zanesville, Ohio with their son, Gage.

Administrative Spotlight: Brenda Kendall



Brenda Kendall

that opportunity.”

Director of Surgical Services and Special Procedures Brenda J. Kendall joined Licking Memorial Health Systems (LMHS) in June 2004. “I was looking for a position that allowed me the opportunity to utilize my education and experience in a role that could make a difference,” Brenda said. “I have found, in my current role as director, I have

She previously was employed in Columbus, Ohio, where she gained experience as an operations coordinator, surgical staff nurse and oncology staff nurse. “When I was looking at LMHS, I was impressed with the progressive nature of the organization,” Brenda said. “I was further impressed when I began my employment to learn that this Hospital uses cutting-edge technology. The organization takes our mission to improve the health of the community very seriously.”

A strong example of how that mission is being achieved is the construction of a Critical Care Pavilion at Licking Memorial Hospital (LMH). The approximately \$39 million project – for which construction began in early

July 2005 and completion is projected for late 2007 – includes nearly 83,000-square-foot of new building and 7,000 square feet of renovation. It will provide new Emergency and Surgery departments for the community Hospital.

“My greatest accomplishment to date at LMH has been being part of the team to design the Critical Care Pavilion,” Brenda said. “I feel very privileged to have been involved in many aspects of the building project – from research of best practice to design development. I am thrilled to have been a part of the creation of the Surgical and Sterile Processing Departments that will serve patients in the community for many years to come.”

Her daily responsibilities include the facilitation of the surgical process by working with staff, surgeons and anesthesia providers to ensure smooth patient flow that decreases unwanted waiting. Other responsibilities include working closely with the surgeons at Licking Memorial to bring new and innovative procedures to the organization. “This requires research of best practice, evaluation and ordering of new equipment, as well as specialty training of staff,” Brenda said.

Administrative Spotlight: Brenda Kendall (continued from page 13)

The Hanover area resident earned a Bachelor of Science degree in Nursing from Capital University and a Master of Science degree in Non-Profit Management from Franklin University, both in Columbus.

She is a member of Providing Resources in Dedicated Employees (PRIDE) – a group of Licking Memorial employees who commit to making a financial contribution to the Health Systems each pay period – and is a member of Christian Apostolic Church in Newark.

Brenda enjoys spending time with her husband, Larry, and their son, as well as reading, creating scrapbooks and swimming.

Community Education Programs: Early Heart Attack Care and Colorectal Cancer (continued from front)

what's happening. But most heart attacks start slowly, with mild pain or discomfort. Often people affected aren't sure what's wrong and wait too long before getting help.

Plan on attending one of Licking Memorial Health Systems' Early Heart Attack Care community education programs to learn more about risk factors for a heart attack, recognition of signs and symptoms and the need for early intervention.

Date: Monday, April 10
Time: 6:00 p.m.
Location: Conference Rooms A & B, First Floor of Licking Memorial Hospital

Date: Thursday, April 20
Time: 3:30 p.m.
Location: Conference Rooms A & B, First Floor of Licking Memorial Hospital

Registration is required for the education programs. Please call (740) 348-1434 to register.

Here are signs that can mean a heart attack is happening: Chest pain often involves discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain. Discomfort in other areas of the upper body, which may include pain or discomfort in one or both arms, the back, neck, jaw or stomach. Shortness of breath may occur with or without chest discomfort. Other signs may include breaking out in a cold sweat, nausea or lightheadedness.

As with men, women's most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting, and back or jaw pain.

Not all these signs occur in every heart attack. Sometimes they go away and return. If some occur, get help

fast. Today, heart attack victims can benefit from new medications and treatments unavailable to patients in years past. For example, clot-busting drugs can stop some heart attacks in progress, reducing disability and saving lives. But to be effective, these drugs must be given relatively quickly after heart attack symptoms first appear.

LMHS Colorectal Cancer Awareness Program

Date: Monday, April 17
Time: 6:00 p.m.
Location: Conference Rooms A & B, First Floor of Licking Memorial Hospital

Pre-registration required. No charge for the class. To register for the class or for further information, call (740) 348-1434.

This program will be an excellent opportunity to learn about colon and rectal cancer, risk factors, prevention, treatment and more.

If you are 50 years or older, ask your doctor about colorectal cancer screenings. Colorectal Cancer is the second leading cancer killer, yet it is Preventable. Treatable. Beatable!

Colorectal Cancer screening saves lives in two ways:

- By finding the cancer early, when it is most treatable
- By finding and removing precancerous polyps - or growths - before they become cancer

David Subler, M.D., a physician with Licking Memorial Gastroenterology, will speak at this event.

Wear Your Life Jacket! (continued from page 5)

and comes in various sizes, shapes or colors. It is key to choose a properly sized jacket that is comfortable and allows free movement while swimming, walking and sitting. Be sure to try it on and fasten all zippers, belts and snaps. To ensure a proper fit – test your life jacket by walking into chest deep water in a supervised location while wearing your life jacket, and tilt your head back to allow your body to float. The life jacket should not rise up to your nose or mouth and restrict breathing; it should still fit snugly around your body. You should also frequently inspect your jacket to make sure that there are no rips or tears, the seams are intact and that all fasteners work properly. The National Safe Boating Council notes that most people who drown in boating mishaps had a life jacket available but were not wearing it when they entered the water.

Facts on Drowning

- Most drowning victims are 10 feet or less from a safe place.
- In most drowning situations, the person never intended to enter the water.
- Drowning occurs rapidly and soundlessly. On average, it takes only 20 seconds for a small child to drown and less than a minute for adults.
- To an untrained bystander, a drowning person may appear to be waving, clowning around or splashing.
- In cold water, even experienced swimmers quickly weaken and become helpless.

For more information on Ohio Boating Laws, contact the Ohio Department of Natural Resources Division of Watercraft, toll-free telephone at (877) 4BOATER or visit their Web site at www.ohiodnr.com (see boating).

Marking 20 Years as President (continued from page 2)

LMHS Executive Vice President Rob Montagnese views Bill as a strong mentor. “He is a visionary leader who appropriately utilizes resources around him to best promote patient safety and improve the health of the community,” Rob said. “I joined Licking Memorial full-time in 1993 and have remained for 13 years primarily because of Bill’s leadership strength and vision for the organization.”

LMHS Vice President of Development and Public Relations Veronica Link joined the Health Systems the same year that Bill arrived as Operating Officer. “His determination has not relented over the past two decades,” she said. “Bill has always had our patients’ health as his number one focus. He strives to implement best-practice treatments and utilize cutting-edge technology to best meet the health care needs of our community.”

Employees enjoy interactions with Bill. Years ago, to gain employees’ input, Bill established “Birthdays with Bill” – a casual time that employees and Bill sit and chat about the Health Systems or other issues. Jim Redman, an 18-year LMH employee in Environmental Services said, “Bill has been here the entire time I’ve been working at the Hospital. He knows me by name, and he truly cares about each individual employee.”

Licking Memorial Health Professionals physician Gerald Ehram, M.D., is impressed with Bill’s drive for quality. “Thanks to Bill Andrews’ bold leadership, Licking Memorial Health Systems has truly developed a ‘culture of quality’ that permeates throughout the entire organization,” Dr. Ehram said. “No program, initiative or enhancement is considered without it first demonstrating its ability to improve patient care or patient safety. His understanding that technology is the

key to improving the quality and safety of medicine in the future – and the LMHS Board’s investment in this concept – has positioned LMHS as one of the premier quality Health Systems in the country. It has been an honor and privilege to work with such a strong and innovative leader over the last several years.”

Before joining Licking Memorial, Bill served as associate administrator of operations and assistant administrator at St. Rita’s Medical Center in Lima, Ohio; and administrative coordinator at The Ohio State University Hospital in Columbus, Ohio. He earned a Master of Science degree in Hospital and Health Services Administration from The Ohio State University in Columbus and a Bachelor of Science degree in Psychology from John Carroll University in Cleveland, Ohio. The Johnstown resident and his wife, Margie, are the parents of six children and have three grandchildren.



**Licking Memorial
Health Systems**

Upcoming Dates

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

Community Education Program: Early Heart Attack Care

Monday, April 10
6:00 p.m.

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

Thursday, April 20
3:30 p.m.

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

Registration is required for the education programs. Please call (740) 348-1434 to register.

LMHS Colorectal Cancer Awareness Program

Tuesday, March 15, 2005
6:00 p.m.

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

Speaker: David Subler, M.D., a physician with Licking Memorial Gastroenterology.

Pre-registration required. No charge for the class. To register for the class or for further information, call (740) 348-1434.

First Impressions – Maternal Child Classes

Childbirth Education Classes

Stork Tours

Infant and Child CPR

Parenting Class

Maternity Tour

Breast-feeding Class

Sibling Preparation Class

Diabetes Self-Management Classes

Tuesday Classes

9:00 to 11:00 a.m.

Licking Memorial Health Systems, 1865 Tamarack Road, Newark

Wednesday Classes

1:00 to 3:00 p.m. or 7:00 to 9:00 p.m.

Licking Memorial Health Systems, 1865 Tamarack Road, Newark

Diabetes Self-Management Training is a series of four classes providing information on all aspects of diabetes. Instructors include registered nurses, dietitians and a pharmacist who have received extensive training in diabetes management.

Registration and physician referral required. To register for the class, call (740) 348-4722. For information regarding course fees, call (740) 348-4910. Fees vary depending upon insurance coverage.



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

Visit us at www.LMHealth.org

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Please contact the Public Relations Department to receive future mailings.



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