

# GREAT NEWS

RIVER HEALTH SYSTEMS

Jan. 28, 2015



## TV commercial wins Telly Award

"People Are Talking," a 30-second television commercial produced by Great River Health Systems' Public Relations Department, has received a Silver Telly Award, the highest level of recognition. The TV commercial highlights comments the health system has received through patient satisfaction surveys. Nearly 12,000 entries were received from all 50 states and five continents for the 35th annual Telly Awards.

The Telly Awards is the premier program honoring outstanding TV commercials and programs, video and film productions, and online content. A panel of more than 500 industry professionals, each a past winner of a Silver Telly, judged the competition. The judging panel evaluated entries to recognize distinction in creative work. The panel chooses less than 10 percent of entries as winners of a Silver Telly, the highest honor.

This year's recognition is Great River Health Systems' fourth Telly Award. Previous winners were:

- "Outstanding Customer Service: The Video" – a 15-minute video highlighting the health system's customer service program, 2007
- Great River Cancer Center TV commercial series – a series of three patient testimonial TV commercials, 2007
- "PulseBeat: Head and Neck Medicine" – a half-hour television newsmagazine, 2009

# Two fundraisers to benefit Great River Hospice

Two community events in February will raise money for Great River Hospice.

Southeastern Community College and The Hawk Eye will present Pack It In Pink Night at 7 p.m. Wednesday, Feb. 11, as the Blackhawks take on Illinois Central College. The Blackhawks will wear pink jerseys in recognition of Great River Hospice, and fans are encouraged to wear pink, too.

Free game tickets are available at Great River Hospice House, 1306 S. Washington Road, West Burlington, and Great River Gift Shop inside Great River Medical Center, 1221 S. Gear Ave., West Burlington.

Proceeds from a silent auction of Valentine-themed gift baskets and a live cake auction at halftime will

benefit Great River Hospice's bereavement services. All fans will receive a free pink rally towel.

Later in the month, Art Center of Burlington will host Paint It Forward for Great River Hospice, a workshop that includes step-by-step guidance to create a family cross with acrylic paint on canvas. Participants will leave with complete, customized artwork. Proceeds will be divided between the nonprofit art center and Great River Hospice.

Three sessions are offered: 9 a.m. to noon and 1 to 4 p.m. Saturday, Feb. 28, and 1 to 4 p.m. Sunday, March 1, at Art Center of Burlington, 301 Jefferson St., Burlington, Iowa. The cost is \$40. Participants must make a reservation and pay online at <http://artcenterofburlington.com> or call 319-754-8069.

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## Clinic recognized for high patient satisfaction

Great River Nephrology received Great River Health Systems' Best Overall Award for achieving the highest average patient-satisfaction score for October through December. The clinic's overall survey score was 4.81 on a 5-point scale. It had scores above the health system's goal of 4.7 in all seven survey categories:

- Appearance and neatness of the facility
- Overall experience
- Overall provider
- Reception
- Scheduling
- Staff professionalism
- Wait times

"Great River Nephrology staff treats all of its patients as if they were family members," said Clinic Manager Reta Krieger. "They provide great clinical care, but also spend time listening to their patients to build positive, trusting relationships."

Patients say:

- "Everything was just perfect. You couldn't ask for a group of more courteous or professional people."

- "They were very pleasant to work with."
- "This is the best group I have been to. My physician is very thorough, and he is very concerned about covering all of my issues."

Great River Nephrology provides diagnostic and treatment services for conditions affecting kidney function, including:

- Acid-base disorders
- Acute and chronic kidney failure
- Anemia
- Electrolyte imbalance
- Hypertension
- Kidney stones
- Renal bone disease

Clinic [providers](#) are Muhammad Khattak, M.D., Joseph Morris III, D.O., and Susan Brown, ARNP.

Great River Nephrology is in Eastman Plaza, Suite 101, 1223 S. Gear Ave., West Burlington. The telephone number is 319-768-4380.

# Health system offers help with Health Insurance Marketplace and Medicaid enrollment

Great River Health Systems' financial counselors are Certified Application Counselors for the Health Insurance Marketplace. They are available by appointment to help lowans enroll in health coverage. The state-based marketplace gives consumers a single source to compare options, learn if they can get lower premiums or free coverage, and enroll in a plan.

The health system has been designated a Champion of Coverage Organization and a Certified Application Counselor Organization by the Centers for Medicare and Medicaid Services. It also is a Presumptive Medicaid Organization. With basic information, financial counselors can enroll patients and family members likely to be eligible for Medicaid immediately, without waiting for an eligibility determination from the state. Medicaid will pay the hospital for the services provided, just as though the patient already enrolled in Medicaid.



## Leaders complete disaster-response training

More than 20 health system leaders completed National Incident Management System training Wednesday, Jan. 21. Many other leaders already have been trained. The system provides the framework for creating a standardized response by health care providers, police and fire departments, and other organizations to work together during potential emergencies regardless of the cause, size, location or complexity. At least two communitywide drills are conducted each year.

## 2015 Lake Geode Challenge triathlon canceled

Organizers of the Lake Geode Challenge, an Olympic-distance triathlon set in Geode State Park in Danville, Iowa, have canceled the 2015 event. The race began in 1993, and Great River Health Systems had been its lead sponsor since 2006.

"Lake Geode Challenge is one of the few races of its level to still be organized and managed entirely by volunteers," said Craig Borchard, director of Marketing and Public Relations at Great River Health Systems, and a Lake Geode Challenge race co-director since 2012. "We decided to give our volunteers a breather this year. The state is also considering dredging Lake Geode, so we'd like to know if or when this will happen before we look at bringing back the race."

## Mail

"This newsletter was a pleasant surprise! Being a former hospital employee, I'm interested in reading about the changes that have occurred since I left in 2008. The newsletter is great!"

— Eileen Schoop, former Laboratory employee

## Great River Health Fitness offers new after-stroke exercise program

Great River Health Fitness has a new supervised exercise program for people who have had a stroke. FAME (Fitness And Mobility Exercise) focuses on improving strength, balance and cognition losses that result from stroke, plus improving lung function and cardiac health to reduce the risk of another stroke or heart disease.

Exercise sessions are from 11 a.m. to noon Mondays and Wednesdays. They are free for Health Fitness members and \$5 per session for nonmembers. Caregivers are encouraged to come at no additional cost.

Before beginning the FAME program, potential participants must have an assessment by a certified therapeutic recreation specialist. Qualifications include:

- Safely sitting and independently rising from a chair
- Walking 3 yards with the help of a cane or walker
- Following instructions

For more information or to make an appointment for an assessment, please call 319-768-4212.

## NEW EMPLOYEES

### John Bruegger

Courier, Material Management

### Paige Johnson

Certified Nursing Assistant, Acute Care Center

### Trisha Larsen

Housekeeper, Environmental Services

### Kodee Nafziger

Pharmacy Technician, Pharmacy

### Megan Novak

Associate, Patient Access

### Ashley Thomas

Clinical Analyst, Information Systems

# Physician provides women's health services in Keokuk

Last fall, an obstetrician/gynecologist began seeing patients in Keokuk, ending a nearly 17-month absence of local physician coverage in the specialty area. A member of Great River Women's Health in West Burlington, Carl Hays, M.D., comes to The Keokuk Clinic on Mondays. Both clinics are part of Great River Health Systems.

Services Great River Women's Health provides include:

- Contraception methods
- Diagnosis and treatment of abnormal bleeding, abnormal pap smears, infertility and pelvic pain
- Obstetrics care with delivery at Great River Medical Center
- Surgery to treat endometriosis, gynecological cancer, infertility, pelvic-organ prolapse and urinary incontinence

"The new highway has shortened the distance between Keokuk and West Burlington," Dr. Hays said. "I enjoy my drive every week."

Although treatment methods have changed during Dr. Hays' 37 years as a physician, some women's health issues are consistent. All women, even if they have had hysterectomies, experience menopause or menopause symptoms.

Menopause, the time of the last menstrual period, is the middle stage of a three-part transition that begins with perimenopause and ends with postmenopause, which continues for the rest of a woman's life.

Symptoms, which are caused by changing levels of the female hormones estrogen and progesterone, can be managed with menopausal hormone therapy.

"Hormone therapy has gotten a bad rap," Dr. Hays said. "In many cases, it still provides safe and effective treatment of menopausal symptoms."

A 2003 study linked a slight increase in breast cancer among women 65 and older who were using hormones. But the women in the study were

more than 10 years older than the age when many women begin hormone therapy, Dr. Hays said. In most cases, they have stopped using hormones by age 65.

"Hormones provide the best relief from menopause symptoms," Dr. Hays said. "The lowest dose should be used for the shortest amount of time."

Over-the-counter products advertised to relieve symptoms may seem helpful for some women and not effective for others, said Dr. Hays, who was a pharmacist before becoming a physician.

"The problem is that they may interfere with the effectiveness of some medicines," Dr. Hays said. "They also may have an estrogen effect, meaning they could change the hormone level, which could be risky when it's not monitored. That's why it's important to seek help from a health care professional."

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Carl Hays, M.D.



Dr. Hays earned a Bachelor of Science degree in Pharmacy at Drake University, where he met his wife, who also was a pharmacy student. Of the 55 people in the Hays' class, 12 went to medical school.

"I didn't have a strong desire to become a physician, but when I saw the others taking the Medical College Admission Test, I thought, 'I could do that.'" And he did. While his wife continued working, he went to medical school at the University of Iowa.

Dr. Hays chose to specialize in obstetrics and gynecology because he could provide care, treatment and surgery for a variety of conditions. He also likes the "positive nature" of obstetrics and developing long-term relationships with patients.

"The things we do are generally happy," he said.

The week before Dr. Hays began his practice in Burlington Aug. 10, 1981, the delivery of a baby delayed his family's move. When he drove the car into the driveway of their new home, Dr. Hays' wife announced she was in labor. They immediately returned to Iowa City, where she had received obstetrical care, and delivered their second son one hour later. Their move to Burlington was delayed slightly, but he opened his office on schedule.

His single-physician practice has grown to include six physicians and two nurse practitioners. To make an appointment with Dr. Hays at The Keokuk Clinic or a provider at Great River Women's Health, please call 319-768-2750.



## Donation from the hearth

Home and Hearth Technologies employees Carrie Wymore, left, and Renee Gillis, right, present a check for \$1,430 to Great River Cancer Center Manager Jo Greiner. The donation was a combination of \$715 in employee donations and a matching gift from the Mount Pleasant company. Its employees also donated hats, gloves and scarves for cancer patients.

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## Educational programs for professionals

### Injuries in Youth Sports

8 a.m. to 4 p.m. Saturday, Feb. 21

Athletic trainers, nurses, occupational therapists and physical therapists will learn about the assessment and treatment of orthopedic injuries in young athletes.

### 2015 Radiology Symposium

7:55 a.m. to 2:10 p.m.

Saturday, Feb. 28

This course will educate radiologic technologists, radiation therapists and nurses about the care and treatment of patients having diagnostic imaging procedures.

# EMPLOYEE PROFILE

## Edmond Wiggins Jr.

Medical Laboratory Technician  
Laboratory



### What I wanted to be when I grew up:

My plan was to have diverse training to make myself as marketable as possible. Being in the Air Force from 1974 to 1994 gave me discipline and work habits to do that. In the Air Force, I began working in law-enforcement security and cross-trained in medical laboratory technology in 1981. At Great River Medical Center, I have been training since I started working here, and I will complete training in about six weeks. I am finishing my medical laboratory technology degree. Eventually, I would like to work in foreign relations through the United Nations.

### What I like about my job:

I like the science aspect.

### Hometown / Where I live now:

I was raised in Teachy, North Carolina, and now I live in Muscatine, Iowa, where my honey works. We want to move to Burlington soon.

### Family:

There are three sisters and three brothers in my family. They live in Washington, D.C., except for one brother who passed away recently. I met my honey, Deborah Pflanz, about five years ago in Kotzebue, Alaska, which is about 30 miles north of the Arctic Circle.

### Hobbies, pastimes:

I enjoy reading information that challenges me – facts, figures, formulas.

### I helped a coworker today by:

Listening effectively

### Department I'd like to learn more about:

Health Fitness. I'm ready to exercise when the gym opens at 5 a.m.

### Proudest moment:

Putting the Master Sergeant rank on my sleeve

### People would be surprised to know ...

I read, write and speak French, Korean, Russian and Spanish. My Chinese is OK. I'm learning Arabic now.