

Synergy



QUALITY, KINDNESS AND
RESPECT ... EVERY PERSON,
EVERY TIME.

State-of-the-Art Storz Endoscopic/Laparoscopic Equipment Arrives at Coshocton Hospital

In health care, bigger doesn't always mean better. If you have your doubts, consider this: by the mid-February, our Coshocton Hospital will have in place an endoscopic/laparoscopic system that is arguably one of the best on the market today. With state-of-the-art HD towers, cameras and scopes, our new Storz equipment will revolutionize our general, orthopedic, urological and gynecological surgery capabilities to beyond what is available even among some of our regional peer hospitals. At our hospital, we're matching the advanced skills of our surgeons with the equipment that allows them to perform at the highest levels.



Becky Postlewaite and **Brianne Keen** learn the camera features from **Matt**, our Storz installer.

Last week, installation began in the OR with the towers, cameras and scopes that will be used for minimally invasive surgeries and other procedures in our operating rooms. General surgeons Hoang Lim, DO, and Keith Harmon, MD, and gynecological surgeon Dana Owens, MD, specialize in minimally invasive surgery. When they each joined us last year, we had endoscopic/laparoscopic equipment, but not with the latest technological components they needed to perform the full complement of surgeries within their scope of practice. This new

■ Continued on page 4

INSIDE THIS ISSUE

Volume 6, Issue 2
Jan. 28, 2016

Message from Our CEO	2
Dr. Owens to Attend Career Center Open House.....	2
Anderson Appointed Director of Ancillary Services.....	3
Pink Ladies Celebrate Valentines Day!	3
Thanks for a Spectacular Event!.....	5
Taking Charge of Your Diabetes	8



Deadline for Next Issue

Information is due by
4 p.m. on Monday, Feb. 22.

Editor: Mary Ellen Given
Maryellen.given@ccmh.com



A Message from CEO
Lorri S. Wildi

Pass It On – CCMH Is Great!

The room was a sea of blue shirts as our providers and employees gathered at Kids America for the 4th Annual Health, Safety and Wellness Expo. The event gathered 81 employees from departments throughout our hospital to provide screenings and information to members of our community. We walked away from the event with new patient appointments for Dr. Owens, Dr. Lim and Dr. Harmon, as well as follow-up physician visits based on issues uncovered through various screenings. We had the opportunity to meet our community face-to-face, answering questions and reminding people at every encounter how important it is to use our hospital. We are a quality community resource for care and healing, and we delivered that message person to person throughout the event.

The expo was a great venue to promote our hospital, but in reality we have the same opportunity every single day. It begins at the hospital, in our physician clinics or in our support departments. With every patient interaction whether face-to-face, by e-mail or by phone, we have the opportunity to encourage our community to use our hospital services. We should never miss a patient referral or lose a patient to another facility for services we provide here.

Beyond your daily interactions with our patients and visitors, there is something important we are asking of every employee. We ask you to be ambassadors for Coshocton Hospital – on the job and off. Be familiar with the progress we are making and feel comfortable and confident in sharing the good news with family and friends. Recommend our providers and hospital to your family, friends, neighbors and acquaintances and request that they give us the

■ Continued on page 2

Dr. Owens to Attend CAREER CENTER OPEN HOUSE



If you haven't yet had the opportunity to meet Dr. Dana Owens, our gynecologist who has recently joined the Coshocton Women's Health Center, you'll have another great chance to introduce yourself. Dr. Owens will be attending the Annual Open House at the Coshocton County Career Center on Thursday, Feb. 11, from 4 to 7 p.m.

The open house brings hundreds of community members to the career center to visit the school and the displays of dozens of local organizations. Dr. Owens will be at the Coshocton Hospital booth to greet visitors and answer common health questions that women of all ages may have. She'll have information about breast health, birth control and other important health issues for women.

Please stop by our booth and meet Dr. Owens, a wonderful addition to our Coshocton Hospital Medical Staff!

Anderson Appointed Director of Ancillary Services

Beth Anderson has recently accepted a new position at Coshocton Hospital as Director of Ancillary Services. At Coshocton Hospital, our ancillary services provide important diagnostic, treatment and recovery support for both our inpatients and outpatients while contributing significantly to our profitability as a healthcare facility. These ancillary departments include:

- Imaging services
- Rehab services
(including physical therapy, occupational therapy, speech therapy, and audiology)
- Respiratory services



Beth Anderson,
Director of Ancillary Services

While the individual service lines vary in daily functions, there are significant efficiencies and process enhancements that can be achieved by bringing these departments under one director. In addition to Beth's role as leader of imaging, rehab and respiratory services, she will also serve as our liaison in our laboratory services relationship with Genesis.

Beth joined Coshocton Hospital in 2001. Her experience in radiology includes her roles as the lead CT technologist, mammography technologist, and most recently as the department director. She has also been responsible for the department's quality assurance for the past four years. Beth earned her Lean Six Sigma Green Belt and has lead several process improvement projects in various areas of the hospital. She recently earned her bachelor's degree in healthcare administration.

Please join in congratulating and supporting Beth as she accepts this expanded leadership role.

Pass It On – CCMH Is Great!

...continued from page 2

opportunity to provide their care. Patients who use our outpatient services such as radiology, therapies, cardiac rehab, laboratory and others often comment about the exceptional care they receive. Those who have had surgery or have spent time as an inpatient, also comment on the amazing care and wonderful experience they witnessed throughout their stay.

When it comes to changing public opinion and bringing our patients back to our hospital for care, we are truly all in it together. The progress we have made is nothing short of remarkable and we are working feverishly to make our organization even better.

We are an organization composed of a great team of enthusiastic, talented people and I urge you to stay informed and take pride in our accomplishments. I am proud of the team who showed up to show off our hospital at the expo, and I encourage everyone to take that same enthusiastic approach to endorse our hospital whenever you get the chance. Be an ambassador for Coshocton and encourage your family, friends, and neighbors to give us the chance to prove just how good we are!

Pink Ladies Celebrate

Valentine's
Day

Friday, Feb. 12
7 a.m. until the Valentine
goodies are gone

*Hospital entrance hallway
(outside the cafeteria)*

If ever there was a day custom made for our "Pink" Ladies, it's Valentine's Day!

This year, they're celebrating with one of our favorite events, their annual Valentine's Bake Sale.

We all know how well our Pink Ladies can bake, so don't miss the opportunity to take home some delicious treats to your family. Remember that events like this are more than just a favorite tradition ... they help the Pink Ladies fund special projects at our hospital.

Come to the sale and buy lots of "pink" for a Happy Valentine's Day from our Pink Ladies!



State-of-the-Art Storz Endoscopic/Laparoscopic Equipment Arrives at Coshocton Hospital...

continued from page 1

equipment provides those essential tools to help grow this important service line to its full potential.

The installation and staff training for the new OR equipment is complete and the new towers will be installed in the endoscopy suite beginning the week of Feb. 8. The equipment also includes a new scope for the ED and one for anesthesia in the OR to help open and maintain difficult airways.

The fact that we have this new equipment is fantastic, but the WAY it happened is truly remarkable and is a testament to working to find partners who believe in our mission.

A Pledge to Grow Surgical Services

We told our community that we would grow our surgical service line which would require equipping our surgeons with new HD towers, but coming up with the funding at a time of financial challenge would require hard work and some surprising collaborations.

When Drs. Lim and Harmon first arrived, generous donations from the Montgomery Foundation and the Coshocton Foundation provided the capital to purchase an OR washer disinfector and the required sets of scopes to upgrade our existing equipment. We knew HD tower purchases were the next critical upgrade and were anticipating funding for just the towers through a federal matching grant, but we knew we couldn't wait until late 2016 for that funding.

With input from the surgical teams, CCMH leadership challenged the Coshocton Hospital standard

of purchasing OR equipment by proposing a lease arrangement, now common with many hospitals. Much like an auto lease, leasing high-cost clinical equipment allows the hospital to pay over time while maintaining the assurance that equipment can be replaced easily as new technologies are developed. Under this arrangement, we could install over \$1.2 million in equipment with monthly affordable lease payments. It would also allow us to install a more complete complement of equipment to include components in the endoscopy suite, the OR, anesthesia and the emergency department.

But How Do We Do It?

Lisa Jackson, director of nursing for surgical and oncology services, began contacting endoscopy equipment companies and received an immediate response from the Karl Storz family company, a leading international producer of endoscopic and laparoscopic instruments and equipment with locations in 41 countries, spanning every continent worldwide. Regardless of our size and our financial position, they recognized the importance of surgical care in our region and our influence on care delivery, and they began working in earnest with us immediately.

Within a few short weeks, the Storz representatives had assessed our needs and provided a proposal. When it came time for approval of the lease, we were told it was approved in its entirety by Dr. Sybill Storz, who has managed the company since the 1996 death of her father and company founder, Dr. Karl Storz. As a company,

Storz has held a strong social commitment to promoting access to quality medical care over its 61 year history and Sybill Storz has proven that there is true sincerity behind that commitment. She has worked with us to provide us the opportunity to install equipment that far exceeds what we could purchase under our previous model. Her confidence in our will to succeed has given us the tools to compete on a better-than-level playing field with peer hospitals. And this time, with our surgeons and support staff in place, we firmly believe the scale is tipped in our favor!

In recounting our experiences with Dr. Storz and her company, Scott Silvestri, Coshocton Hospital CFO, said it best when he commented, "Through her approval of our lease and the ongoing responsiveness and support of the Storz sales and implementation teams, Dr. Storz has proven that they live up to their quality reputation and are partners worthy of our respect and gratitude."

We began this journey with a resolve to acquire endoscopy equipment to broaden the procedures we're able to offer our communities, but without a clear path of how we could accomplish it financially. With the outstanding support of the Montgomery and Coshocton Foundations, followed by an internationally respected company willing to take a chance on us and our community, we continue to bring higher levels of technology and sophistication of care to our surgical arena and our hospital.

Thanks for a Spectacular Event!



On Saturday, Jan. 16, dozens of Coshocton Hospital Employees spent their morning proudly talking about our local health care services to the more than 800 guests who attended the event. Our 17 tables included health screenings, physicians, lab draws, and informational displays. It was a terrific event for our community as it gave our friends and neighbors a chance to see what health care services are available right here in their home community.

Here are some of the results from this year's event:

- Twelve patients signed up on site for access to their online records through the patient portal and six signed up for MyChart for their physician office records.
- Surgeons Hoang Lim, DO, and Keith Harmon, MD, performed 66 skin screenings to help identify potential issues with moles or skin lesions. There were seven appointments made on site for patient follow-ups.
- Gynecologist Dana Owens, MD, was available all morning to meet and greet visitors and to answer common gynecological questions. She met several potential patients and six appointments were scheduled at the event.
- The laboratory staff performed 46 lab draws (there was a minimal charge for these tests). "Dr. Bob" Tongco served as the provider of record for the event and contacted patients with critical values.
- The radiology staff kept busy from 8:30 a.m. to 1:30 p.m. with Peripheral Arterial Disease (P.A.D.) testing of more than 50 people. They discovered five issues where further follow-up was required that included either blood pressure issues or decreased ankle-brachial indices.

■ Continued on page 6



Thanks for a Spectacular Event!...continued from page 5

As we continue to receive positive comments from those who attended the event as well as from other vendor participants at the event, we know that our volunteers made our display possible. The enthusiasm and outstanding participation was truly appreciated. We offer our sincere thanks to all those who helped on the day of the event, assisted with planning, or helped with set-up and teardown of our displays.

Radiology

Beth Anderson
Tresa Gardner
Maggie McKee
Jennifer Adams
Debbie Kempf
Wendy Brown
Alexx Dial
Nikki Johnson

Human Resources

Christine Dinan
Midge Reidenbach
Jennifer Brenneman

HBC Admin

Whitney Marlatt
Matt Donley
Gina Malterer
Delia Meek

IT

Sherrie Eicholtz
Seth Dotson
Shannon Vernon
Bryan Hardesty

HIM

Dana Markley
Jane English

Coshocton Women's Health Center

Dana Owens, MD
Miranda Brown
Cynthia Mutersbaugh
Jennifer Biggers

Coshocton

Surgical Center

Hoang Lim, DO
Keith Harmon, MD
Amy Medley
Juanita Leach
Stephanie Strickland
Melissa Milligan

Surgical Services

Tammy Dovenbarger
Iris Mercantile
Paige Norman
Jessie Berger

Emergency Services

Diane Meek
Shelli Raach, CNP

Clinical Education

Tammie Hanna
Lori Garber

Cardiac Diagnostics & Rehab

Rajene Fox, CNP
Megan Shrimplin
Janna Kineer
Kimberly Brenly

ED/Medflight

Shane Stull

Case Management

Krista Hunt
Janet Miller

Nutrition Services

Don Palmer
Marc Manning
Jenny Provo
Jennifer Bylaw

Respiratory Services

Ken Hall

Laboratory

Lavonne Spaulding
Shelia Bookless
Tom Havranek

Accounting

Ben Adams

Corporate Compliance

Karen Andrews

Rehabilitation Services

Jennifer Bluck
Sean Cain
Amy McCoy
Ally Brown
Brooke Mathers
Erin Alverson
Niki Edmunds
Betsy LeBeau

Family Physicians Clinic

Cesareo "Dr. Bob" Tongco
Julie Wilson
Wilma Griffith
Natalie Burrell
Angela Edghill
Andre Servais
Heather McCoy
Kathy Gould

Med/Surg

Heather Bailey
Tarah Jaras
Kristen Jennings

Nursing Administration

Kristi Williamson
Lisa Jackson

SLT

Lorri Wildi
Stephanie Conn
Melissa Snider
Mary Ellen Given

Maintenance

Jeff Cutlip
Jim Keen
Jon Hutchison
Dave Stone
Greg Tumblin

Pain Management Center

Kristen Williams

If you helped with this event, but don't see your name listed, we apologize for the error as every participant deserves our thanks. Please let Mary Ellen Given know if your name isn't listed (maryellen.given@ccmh.com).

A warm thank-you to all our Coshocton Hospital Team Members who helped make the health expo a success!

Thanks for a Spectacular Event!...continued from page 6



Taking Charge of Your Diabetes

WITH HELP FROM
Coshocton Hospital

There's a lot that goes into managing your diabetes. Coshocton Hospital is here to help with a free 4-week program to help you learn the things you need to know to stay healthy.

The series includes interactive discussions with health care professionals including doctors and dietitians.

The program meets once a week for four weeks beginning Thursday, Feb. 4. Program topics include:

Feb. 4 **How to Count Carbs and Read Nutrition Labels**

Registered Dietitian

Feb. 11 **Assessing the Signs of a Problem**

Registered Dietitian and Podiatrist John Smilo, DPM

Feb. 18 **Understanding Diabetes**

Physician discussion with Robert Gwinn, DO

Feb. 25 **Importance of Exercise and Q & A**

Registered Dietitian

Registration is now available

for this important new program by calling Nutrition Services at (740) 623-4249.



THE PROGRAM IS

F R E E

REGISTRATION IS REQUIRED



**Thursdays,
Feb. 4 to Feb. 25
5 to 6 p.m.**

Coshocton Hospital
Orange Street Station Meeting Room
1460 Orange St., Coshocton

