

THE TIMES

WHITE COUNTY MEDICAL CENTER PRIMETIMES NEWS

SPRING 2010

CANCER CARE CLOSE TO HOME

The prevalence of cancer in the U.S. is astounding, but White County Medical Center and the White County Medical Foundation are taking action to ensure that residents of White County and the surrounding counties have easily accessible, comprehensive care for those who are diagnosed with cancer.



Medical Oncologist Stacie McCord, M.D.,
White County Oncology Cancer Center of
Excellence North Entrance

Nearly three years ago, the Foundation recognized the need for a central location for patients to receive medical care and treatment for cancer. That vision will become a reality soon as construction begins on the Cancer Center of Excellence at WCMC's South Campus on Main Street.

"This will be an incredible addition to our hospital, as so many family members and friends here are

affected by the disease," says WCMC President and CEO Ray Montgomery. "Our loved ones will be able to receive treatment close to home without having to endure the long days of traveling and added expense of driving out of town for care."

Consolidated Care

Medical oncologist Stacie McCord, M.D., with White County Oncology, says that WCMC is partnering with the Central Arkansas Radiation Therapy Institute (CARTI), White County Oncology and Radiology Associates, PA (RAPA) to build the comprehensive cancer center. The center will house radiation therapy, chemotherapy, a new Breast Center, Imaging Center, Appearance Center and more.

"The best thing about the Cancer Center for our patients will be the convenience of getting all their cancer treatments in one physical location," Dr. McCord says. "We already provide the services here in Searcy; however, the benefit is that patients will come to one location to see their medical oncologist for chemotherapy and their radiation oncologist for radiation therapy just down the hall."

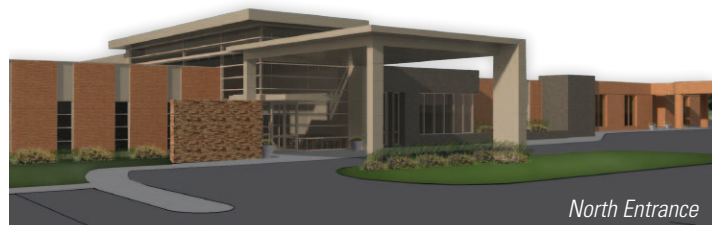
With a multi-disciplinary approach to cancer treatment, Dr. McCord says the centralized location will make for more efficient patient treatment and more rapid communication between physicians and healthcare professionals, which will equal a higher level of patient care. She and colleagues medical oncologist Ryan Koch, D.O., along with radiation oncologist Cheryl Payne, M.D., will be in close proximity, which will allow them to streamline the care of their patients.

Holistic Healing

Treating patients with the devastating disease is much more than about simply ridding the body of cancer, it's also about healing the mind and spirit. Renderings of the Cancer Center show that it will also include a café, healing garden, water wall outside the chemotherapy room, and other nooks for patients and their families to relax and regroup.

"I like how the Cancer Center was designed with the patients in mind; so much of the detail put into it is there to make it work well for the patients. It was designed so that they can easily access the doctor's offices and treatment areas; there will also be a nice common area for them to gather with their families. The meditation garden, water feature, coffee bar and resource areas were all designed as special extra things that help patients heal."

Not only is the Cancer Center designed with the patient in mind, but also with the families in mind. Larger waiting rooms will better accommodate families; and informational centers will offer them materials to learn more about a loved one's cancer.



North Entrance

To learn more about how you can personally help build the Cancer Center of Excellence, please call the White County Medical Foundation Office at (501) 380-1056.

LETTER FROM THE PRESIDENT



Dear Friends,

Welcome to the latest issue of our PrimeTimes newsletter. This is an exciting time of growth here at White County Medical Center. Plans to build the Cancer Center of Excellence will soon unfold as we break ground in the near future. This will allow us, along with many other healthcare professionals in Searcy, comprehensive cancer care in a central location.

We have made a significant investment in our Heart Institute through the purchase of new cardiac catheterization lab equipment, which has been installed in the new cath lab. With the addition of the lab, the entire fourth floor of the hospital is devoted to cardiac care. Also, we extend our congratulations to cardiologists Bradley Hughes, M.D., and Eric Robinson, M.D., on passing their Board Certification in cardiology from the American Board of Internal Medicine. It is a privilege to have them as members of our active medical staff.

Our Emergency Department has been expanded to include eight new rooms to better serve our community. Please read more about the Emergency Department expansion, as well as their awards for excellence and improvement on the following page. The Emergency Department staff has dedicated their efforts to continuously improving the level of patient care, and I commend them for their service.

Finally, we are blessed to have excellent orthopedic surgeons right here in Searcy. Orthopedic surgeons Kyle Blickenstaff, M.D., and Thomas Day, M.D., along with their Physician Assistant, Certified, Lance Kemper, offer an array of services for orthopedic needs. Please read more about their practice at Searcy Medical Center Orthopedics on page 5.

Yours in good health,

Ray Montgomery
President and CEO



My/Our tax-deductable contribution to the White County Medical Foundation, in the amount of \$ _____ is enclosed.

Please PRINT name(s) as you would like for it to appear for recognition purposes:

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**White County
Medical Foundation**

Attention:

**Cassandra Feltrop
3214 E. Race Ave.
Searcy, AR 72143**



EMERGENCY DEPARTMENT EXPANSION

In an ongoing effort to meet the growing needs of White County and surrounding counties, White County Medical Center has opened a new wing of the Emergency Department. The expansion, called ER III, opened the first of April with eight new emergency rooms.

“With the new addition, our Emergency Department now has a total of 30 rooms,” said WCMC Emergency Department Nurse Manager Teresa Ferricher. “ER I has 14 rooms, ER II has eight rooms and ER III has eight rooms. We are very excited about our expansion, which will help meet the needs of our community.”

Emergency Department physician Edwin Sherwood, M.D., added that “we hope that this will help to further reduce wait times.”

“We are proud of the additional rooms that will be available to handle the increasing patient demands for emergency care,” said WCMC President and CEO Ray Montgomery. “Significant improvements in our facilities and patient care have occurred in recent years at White County Medical Center as a result of our response to what our community needs. This expansion will add one-third more room capacity.”

Also, the WCMC Emergency Department has been named the recipient of three awards for excellence and improvement from the VHA Oklahoma/Arkansas regional office, the national healthcare network. The awards recognize the WCMC Emergency Department for outstanding performance in emergency department care.

“I am very excited and proud of the awards given to our ED. We have all worked so hard over the past few years to improve our throughput times,” Ferricher said. “Our goal is to provide each patient with the care needed as quickly as possible.”

Emergency department awards recognize hospitals that have decreased the number or percentage of patients who left before being seen or have improved the overall length of stay while in the emergency department. High Performance awards also were given to emergency departments that maintained a level of performance equal to or better than the Centers for Disease Control and Prevention (CDC) national benchmarks for these metrics.

The WCMC Emergency Department was the only hospital in the region to receive the VHA’s Throughput Award

for achieving patient length of stay in the emergency department that was equal to or less than 120 minutes and having 50 percent of all emergency department admissions to the hospital that were admitted to a patient room within two hours of the physician’s decision time.

In addition to the honor of the Throughput Award, the Emergency Department received a High Performance Award for length of stay and the Improvement Award for left without being seen. The high performance award was based on rates equivalent to the CDC benchmarks. Criteria for the improvement award was given to the WCMC Emergency Department for achieving a 10 percent or greater reduction in either patients who left the Emergency Department before being seen or overall length of stay for all Emergency Department patients.



(left to right) Teresa Ferricher, Emergency Department Nurse Manager; Edwin Sherwood, M.D.; Tongela Robinson, HUC; Andrew Norman, ERT; Kandice Conway, HUC; Amy Evans, RN; Wisley Correa, ERT; Kayla Crawford, Clinical Supervisor; John Crouch, LPN; Amber Cargile, RN; Tommy Brown, LPN; and Bridget Pate, HUC.

“I attribute this success to the changes we have made including implementing an electronic medical record system in June 2007; having team meetings focused on getting the patient out of the waiting room and into patient rooms; adding additional support staff, such as Emergency Department Techs; and, collaboration with our Administrative team with moving inpatients out of the Emergency Department,” Ferricher said. “The Emergency Department nurses, physicians, support staff and ancillary services work hard each day to maintain great throughput times. I am so blessed to work with an amazing group of individuals. I have been part of the ED for 12 years and cannot imagine a better place to work.”

ALL ABOUT HEARTS

To better meet the cardiac needs of the community, White County Medical Center opened a new Cath Lab suite on the 4th Floor of the hospital. This substantial capital investment incorporated the latest in cardiac catheterization technology as part of the hospital's Heart Institute with two advanced Philips cath labs.

"The new Philips cath labs are capable of cardiac catheterization and pacemaker placement, as well as cardiac and peripheral angioplasty and stents," said Bobby Bailey, RN, Cath Lab Director. "The technology we have incorporated puts our hospital on the leading edge of comprehensive heart care."



Cardiologists Eric Robinson, M.D., and Bradley Hughes, M.D.

In addition to the two labs, WCMC also invested in three Philips cardiovascular ultrasound machines and a PACS (Picture Archiving Communications System) digital archiving system to provide comprehensive state-of-the-art cardiac care for patients. According to Cardiopulmonary Director Gary Turner, the integration of the interventional Cath Lab and the non-invasive cardiac lab will allow the cardiologists to view ultrasound images of a patient's heart before performing a catheterization, if needed. The doctors can view catheterization and ultrasound images side-by-side from any of the four viewing stations in the hospital. Also, the PACS system allows the images to be digitally stored, compared to the VHS video tapes that the hospital had been using.

"We revamped all the cardiac equipment in order to have a totally integrated system," Bailey said. "Now the machines can better communicate with one another, which translates into better patient care. Data will be readily accessible 24 hours a day without having to search for it."

An Ounce of Prevention

Cardiologist Bradley Hughes, M.D., with the Heart Clinic of Arkansas in Searcy, says symptoms of heart disease vary greatly. Some people have a feeling of crushing chest pain that radiates into the jaw and down the left arm. However, cardiac pain can be as subtle as mild heartburn. Dr. Hughes noted that women in particular often have much more subtle symptoms than do men.

Lowering your cholesterol and blood pressure and being more physically active can do a world of good for your heart, said Dr. Hughes. Also, for those who have been diagnosed with heart disease, take medications as prescribed and do not stop any medication without talking to your physician first.

"Medical therapy has advanced greatly over the past 10 years, and the old saying remains true: 'An ounce of prevention is worth a pound of cure.' In many instances, aggressive therapy in combination with medications can slow or even stop the progression of heart disease."

Heart Services

WCMC offers comprehensive cardiac care within the Heart Institute. The line of services offered by cardiologists Leon Blue, MD; David Evans, MD; John Henderson, MD; Nuri Akkus, MD; Eric Robinson, MD; and Bradley Hughes, MD include: general diagnostic cardiology, preventative cardiology, pacemaker

placement, nuclear cardiology, EKGs (Electrocardiograms), echocardiograms, cardiac catheterizations, treadmill stress tests and lipid profiles. Additionally, cardiovascular surgeons Miguel Aguinaga, MD, and Donald Patrick, MD, perform cardiac surgeries, open and endovascular repair of peripheral arteries and aneurysms.

CARDIOLOGISTS PASS BOARD CERTIFICATION

White County Medical Center congratulates cardiologists Bradley Hughes, M.D., and Eric Robinson, M.D. for successfully passing their Board Certification in cardiology from the American Board of Internal Medicine.

"We applaud Drs. Hughes and Robinson for their accomplishment," said

WCMC President and CEO Ray Montgomery. "They are exceptional physicians, and their certification accomplishment is proof of that."

Both physicians joined the Heart Clinic of Arkansas in July 2009; also, they see patients at WCMC as members of the active medical staff.

STRONG BONES

Just as carpenters use hammers and nails to construct a house frame, so too do orthopedic surgeons use their own set of tools to repair broken bones, restore knees and reconstruct hips.

At Searcy Medical Center Orthopedics, orthopedic surgeons Kyle Blickenstaff, M.D., and Thomas Day, M.D., along with Physician Assistant Lance Kemper, care for patients of all ages, from small children to the elderly. Services range from fixing broken bones and working with sports injuries, to treating arthritis and arthritic conditions. Joint replacement and orthopedic problems such as carpal tunnel syndrome are also treated at the clinic.

According to Dr. Day, the technical description of orthopedics is the “surgical and non-surgical care for problems of the musculoskeletal system, which involves bones, joints and muscles.”

“An orthopedic injury really affects your quality of life,” he said. “We don’t save lives, but the great thing about what we do is that we help improve lives.”

As a Sports Medicine Fellow, Dr. Blickenstaff treats athletic injuries, as well as the Harding University sports teams, while Dr. Day performs the majority of hip replacements.

Dr. Blickenstaff says his love of sports and interest in medicine led him into orthopedics; his affinity for Searcy, ties to Harding University as an alumnus and family prompted him to join Searcy Medical Center Orthopedics in 1993.

“My interest, in addition to sports medicine, is arthroscopic surgery of the knee and shoulder. Advances in the area of arthroscopic shoulder surgery over the last 10 years have increased our abilities as surgeons; we are able to perform surgeries arthroscopically with better techniques that allow us to perform rotator cuff repairs and cartilage repairs in ways that are far less invasive.”

For Dr. Day, fixing fractures is his favorite and part of the fun of orthopedics. “I enjoy figuring out how the bones need to be put back together as closely as possible to the way God made them. It allows the bone to heal correctly so our patients return to full function,” he said.

Born and raised in Pine Bluff, Dr. Day attended Hendrix College and went to medical school at Vanderbilt University in Nashville, Tenn., which is also where he completed his residency in 1997. He then moved to Jonesboro where he worked until 2009.

Aging parents in Pine Bluff prompted Dr. Day to consider relocating. Through a friend, he heard that Searcy was in need of an orthopedic surgeon after the retirement of James McCoy, MD.

“I visited with Kyle Blickenstaff, and the more I got to know

him, the Searcy community and the hospital, the more I realized that it would be a good move,” Dr. Day said. “I’m a small-town person myself; I like the outdoors and enjoy fishing and going to the lake.”

The move from Jonesboro to Searcy one year ago has proved to be a very good decision for Dr. Day. In addition to loving his work at the clinic he said, “I have been very pleased with the hospital itself. The care they provide their patients and the cleanliness of the hospital is exceptional; and, the facilities are definitely state of the art.”

“Like a lot of medicine, orthopedics is becoming more specialized, so when you go to a bigger city like Little Rock, you’re going to see an orthopedic surgeon who might just work on knees, hips or shoulders,” he said. “The advantage of coming here is that we can take care of 90 percent of orthopedic problems without having to bring in a subspecialist. Also, we strive to be as accessible as possible to referrals.”



Orthopedic Nurse-Certified Genice Smith, RN; Orthopedic Surgeon Kyle Blickenstaff, M.D.; and, Physician Assistant-Certified Lance Kemper

One of the keys to that accessibility is having board certified Physician Assistant Lance Kemper as part of the orthopedic team. After graduating from Harding University’s intense 26-month Physician Assistant program, Kemper joined Drs. Blickenstaff and McCoy. His problem-solving nature and caring personality propelled him to specialize in orthopedics.

As a PA, Kemper is licensed to diagnose and treat patients on his own, as well as assist Drs. Day and Blickenstaff in seeing their patients. He can diagnose and treat almost all non-surgical orthopedic problems at the clinic.

“We work as a team,” Kemper said. “Our patients need to understand that if they come to see me, they are – in effect – seeing one of the surgeons. I always introduce myself as a Physician Assistant and that I’m there to help them.”

For all your orthopedic needs, please call Searcy Medical Center Orthopedics at (501) 278-2868.

ESTATE PLANNING

By Christopher Brockett, White County Medical Foundation Planned Gifts Committee Member

Editor's Note: This article is for educational purposes. Please consult with your own lawyer for counsel on your estate planning.

Although no one likes to think about dying, there are good reasons to prepare for this inevitable event by setting up a plan to distribute one's estate after death. A misconception exists that doing an estate plan is only for the rich and the elderly. There is no magic dollar figure that will determine whether you need to have an estate plan, nor is there a magic age, as we have all had friends or family members that have died suddenly from an accident or illness.

What is an estate?

The definition of an estate is the sum of the things you own: home and any other property, vehicles, bank accounts, investments, life insurance policies and retirement benefits, and perhaps a business. In other words, you do not have to be wealthy to leave an estate when you die, it is something everyone has. Your estate plan is the vehicle that will ensure your wishes are communicated to those you leave behind, and if you plan well, your estate can often be passed on after death quickly, easily, and subject to fewer taxes. Your estate plan is also a perfect way to pass on not only your assets and possessions, but also your ideals, morals, values, guidance and love. Doing an estate plan is the biggest and most lasting gift you can give to the people and causes that mean the most to you and it is the only vehicle that will speak for you after you are gone.

Where to start

Most people are overwhelmed at the thought of doing an estate plan. Where to start, how to begin, what will it cost, which professional advisor to seek out, and the biggest obstacle- "it (death or disability) will never happen to me." Doing an estate plan and keeping it current, is insurance that if something happens to you, your wishes will be carried out and your heirs will not have to guess at what you wanted; or worse, the State of Arkansas will not have the power to distribute your assets according to State law. If you do not have an estate plan, potentially a stranger will make decisions such as where your assets and personal possessions will go and who will raise your children. Typically, heirs could fight over these decisions.

To avoid the conflict and leave the proper legacy, you should talk to your children about your plans and desires for departing this life. It is never too early to talk with your children about money and legacy or inheritance planning. Your goals and objectives need to be determined and how these goals and objectives will be met. Do you intend to donate to a charity and, if so, what assets will be used for this donation, as different assets can benefit your estate more by income or estate tax deductions. One often overlooked inheritance issue is the ultimate disposal of tangible, personal property, or "who is going to get

Grandma's china or Grandpa's gun." An estate plan can help you satisfy your goals and objectives of providing the proper legacy for your family members and the community that you love.



The most common estate planning tools include: Last Will and Testament, Revocable Living Trust, Power of Attorney (financial and health care), and Living Will.

- A **Will** is a written statement that names people or organizations that will inherit your assets after your death. You have the right to leave your assets to anyone you choose and you are not required to leave your estate to your children. You can also create a Trust in your Will and name Trustee(s) that will hold and manage your children's money for their benefit until an age that you believe they are ready to receive their inheritance outright. If you have minor children (under age 18), then you can name a guardian to care for your children in your Will. A Will does require your estate to be probated, which is a process that takes a minimum of six months before the assets will be available to your beneficiaries under your Will.
- A **Trust is a Will** substitute and over time has become more frequently used than a Will, because a Trust allows the estate to bypass the probate process. A Trust is created during your lifetime by transferring your assets to a person or institution that holds legal title to the property and manages it for the benefit of the beneficiary. You are known as the Grantor of the Trust, and, generally, you would be your own trustee and retain the right to manage your assets for your benefit. A Trust provides you the ability to determine who receives the benefit of the money, when they receive it, and what conditions must be met. Creating a Trust can be a better way of passing on assets, and a Trust can provide some estate tax advantages over a simple Will.
- A **Will or the Trust** will take care of your estate after your death, but what if you become incapacitated during your life and are unable to make your own decisions. One option is the expensive process known as a guardianship proceeding where your family will be required to have you declared incompetent in a public hearing in front of a Judge. Another option is a Power of Attorney. Power

of Attorney (POA) documents are the most popular device for managing the affairs of an incapacitated person. The basic types of POAs are Financial and Healthcare POAs. These can be separate documents where you name different individuals to serve or you can have them both in one document and name the same person to serve for each role. The Financial power allows the person or institution to make financial decisions while you are incapacitated. The Health Care power allows the person (institution cannot serve) you appoint to make medical decisions on your behalf. Either of these documents can be immediate or springing. An immediate power of attorney allows the person you appoint (Agent) to act immediately for you, the springing power of attorney, only is effective when two doctors state that you can no longer act on your own behalf.

- The **Living Will** is a written directive to your family, friends, doctor and others that when two doctors determine that you have no hope for recovery, that in accordance with the Arkansas Rights of the Terminally Ill or Permanently Unconscious Act, you desire not to be kept alive by artificial means.

MEMBERSHIP OF *THE HERITAGE SOCIETY*

You can join *The Heritage Society* and leave your legacy by making one of the following gifts to White County Medical Center through the White County Medical Foundation:

- Bequests in a Will
- Gift through Retirement Assets
- Gift through Life Insurance
- Charitable Remainder Trust(s)
- Charitable Gift Annuity

If you are interested in making White County Medical Center one of your beneficiaries, or have already done so, please advise the White County Medical Foundation of your planned gift. As an alternative, you may prefer to ask your professional advisor to notify the Foundation that you have included the hospital in your estate plan.

The White County Medical Foundation wants to give special recognition to members of *The Heritage Society*. Please contact the Foundation by calling 501-380-1052 or emailing foundation@wcmc.org.

We sincerely hope you will consider an investment for quality healthcare and help create a legacy for your community.

To learn more about any of the documents listed in the story, or to schedule an appointment to discuss your estate planning needs, please contact at White County Medical Center Director of Marketing and Foundation Cassandra Feltrop. She can be reached at (501) 380-1052 or cfeltrop@wcmc.org. Also, you can contact Attorney Christopher D. Brockett at (501) 374-9010 or cbrockett@handsark.com.

COMMUNITY CALENDAR

AARP Driving Safety Course

May 14 & 22 • June 14 • July 6 & 24 • August 11 • September 3
Hubach Conference Center from 8:30 a.m. to 12:30 p.m. The cost is \$12 for AARP members and \$14 for non-members. To reserve a space, please call the PrimeTimes office at 501-380-1057.

Active Partnership for Healthy Living

May 11 • June 8 • July 13 • August 10 • September 14
Hubach Conference Center at 5:30 p.m. A class for anyone interested in wellness. The \$5 fee for each session includes a meal. For more information, please call 501-380-1160.

AWAKE Sleep Apnea Support Group

May 11 • June 8 • July 13 • August 10 • September 14
Dining Room A in the WCMC cafeteria at 6:00 p.m. For more information, please call 501-268-7686.

Diabetic Support Group

May 3 • June 7 • July 5 • August 2 • September 6
Hubach Conference Center Rooms B & D at 5:00 p.m. The \$5 fee for each session includes a meal. If you would like to attend and not eat, the class is free. For more information, please call 501-380-3450.

14th A DAY OF CARING

July 24
At Harding University from 9:00 a.m. to noon. This healthcare mission provides free medical, dental and eye screenings, along with other services. For more information, call 501-380-1054.

Insulin Pump Support Group

May 10 • June 14 • July 12 • August 9 • September 13
WCMC is offering a new support group for those who use insulin pumps to control diabetes. This class will meet at 2:00 p.m. To register or for more information, please call 501-380-3455.

Look Good...Feel Better

June 21 • August 16
Porter Rodgers Community Room (WCMC South) from 1:00 p.m. - 3:00 p.m. This program is offered to all women who are actively undergoing cancer treatment. For more information, please call 800-ACS-2345.

Senior EXPO

April 27
The event, which is free to the public, will be held from 9:00 a.m. to 12:00 p.m. at WCMC South Campus on 1200 S. Main Street. For more information, please call 501-380-1057.

Spinal Cord Injury Support Group

May 4 • June 1 • July 6 • August 3 • September 7
Hubach Conference Center Room A, from 10:30 a.m. - 12:00 p.m. The \$5 fee for each session includes a meal. For more information, please call 501-296-1792.

Survivors of Suicide

May 4 • June 1 • July 6 • August 3 • September 7
Porter Rodgers, Jr. Community Room (WCMC South) at 7:00 p.m. A grief support group for people coping with the suicide of a family member or friend. For more information, please call 501-278-4357.

Weight Loss Surgery Seminars & Support Group

May 31 • June 28 • July 26 • August 30 • September 27
Hubach Conference Center from 5:30 p.m. To register or for more information, please call 501-380-3455.

Yoga For Cancer Survivors

Every Monday and Thursday
WCMC Annex building at 6 p.m. The class is \$20 for 10 weeks. To register or for more information, please call 501-268-3455.



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please join us for the 2010

SENIOR EXPO

WCMC is a sponsor of the 5th annual Senior Expo. The event, which is free to the public, will be held Tuesday, April 27, from 9:00 a.m. to 12:00 p.m. at WCMC South Campus on 1200 S. Main Street.

For more information, please call 501-380-1057.

Senior Expo will feature health screenings, door prizes, vendor booths, bingo and entertainment by *Jay and the Twilighters*.

Register to win many give-aways, including a Branson Getaway package for 2 (including hotel & show tickets).