

# Health Update

HENRY COUNTY  
HEALTH CENTER  
CARE YOU TRUST. COMPASSION YOU DESERVE.

MOUNT PLEASANT, IOWA  
JULY, AUGUST, SEPTEMBER 2013

## Building for the Future

Construction of Henry County Health Center's new Surgery Center continues to advance and is about a month ahead of schedule. The progress on the exterior of the addition is evident as the brickwork is complete and windows installed. Work on the interior is moving just as quickly with an anticipated completion date of mid-August, opening at the beginning of September.

When construction is finished on the Surgery Department, the Frontage Road will re-open and the construction trailers and vehicles will move to the south side of the health center as the focus shifts to the expansion and remodeling of Outpatient and Specialty clinic areas. Listed are the enhancements that will be made during this part of the Phase Three expansion project:

- Improved patient registration area
- Remodeled outpatient services area
- A Laboratory with private lab draw stations
- Room improvements for outpatient cardiopulmonary services
- Additional Specialty Clinic exam rooms for visiting specialists
- A Women's Center in Radiology
- A Health Education Center for educational classes and training
- Exterior canopy to shelter Radiology patients from adverse weather conditions

Please note these important items to remember regarding construction until the Surgery Center is complete in September:

- Restrooms can be found by Registration near the front lobby or at the north end of the health center in Administration until the new restrooms are constructed.
- The Diabetes Education Center is located on the second floor, Suite 24.
- On White Street, "Patient Parking" signage is posted by the parking lot entrance. For patients who need to be dropped off/picked up at the main lobby door, turn into the entrance marked "Patient Parking" and access the circular drive located under the main entrance canopy.
- The main lobby entrance doors are open every day from 5 a.m.-9 p.m.
- Handicapped parking is located in the parking lot by the main entrance.

For construction updates, go to [www.hchc.org](http://www.hchc.org). Click on "Building Project Updates" or on the building rendering. To access Facebook updates, "like" us at [www.facebook.com/HenryCountyHealthCenter](http://www.facebook.com/HenryCountyHealthCenter). If you have questions about the construction project, please call HCHC's Public Information Department at 319.385.6124.

HCHC AWARDS.....	2
HCHC AWARDS.....	3
FOUNDATION.....	4
FOUNDATION.....	5
HCHC SERVICES.....	6
HCHC NEWS.....	7
UPCOMING EVENTS.....	8



# HCHC Awards

## HCHC selected for national award

Henry County Health Center was recently awarded the 2013 Healthcare Financial Management Association's (HFMA) MAP Award for High Performance in Revenue Cycle. As a national award winner, HCHC has met or exceeded stringent evaluation criteria addressing critical performance factors such as revenue cycle processes, financial performance, innovation, adoption of *PATIENT FRIENDLY BILLING*® principles, and patient satisfaction.

Only nine other organizations achieved this designation this year, which recognizes healthcare organizations that demonstrate excellence across all the MAP Key indicators of revenue cycle performance. Winners must show innovation and effective revenue cycle practices that deliver sustainable financial performance.

*“The entire hospital as an organization is responsible for winning this prestigious award, and it is due in large part to our improvement in patient satisfaction scores and process improvement that our organization has made over the last two years. I would like to express my sincere appreciation to our associates and medical staff for their continued dedication and commitment to providing the highest quality healthcare to our patients, as well as making HCHC a leader in the healthcare industry.”*

HCHC Chief Financial Officer Dave Muhs

HCHC is one of only ten hospitals to receive HFMA's MAP Award for High Performance in Revenue Cycle this year. According to Joseph J. Fifer, FHFMA, CPA, HFMA President and CEO, winners of the MAP Award demonstrate leading revenue cycle practices that set the bar for the industry and enable better patient experience.

Winners of the 2013 MAP Award for High Performance include four hospital systems and six individual hospitals. The winning hospital systems include Baylor Health Care System, Texas Health Resources, Ohio Health, Spectrum Health System. Winning individual hospitals include Saint Francis Hospital, Geisinger Medical Center, Hoag Memorial Hospital Presbyterian, Centra, Baptist Hospital of Miami and Henry County Health Center.

This is the second time that HCHC has been selected for an HFMA Award. In 2009, HCHC was recognized in HFMA's Patient Friendly Billing Project and received the High Performance in Revenue Cycle Award. The award was based on a review of over 5,000 hospitals, and HCHC was identified as an organization with positive revenue cycle outcomes. Of the 14 hospitals recognized, HCHC was the only Iowa Hospital and the only Critical Access Hospital (CAH) in the nation.

Based on the Patient Friendly Billing Project from 2009, HFMA launched the MAP Award in 2010. MAP stands for measure performance, apply evidence-based strategies for improvement, perform to the highest standards in today's challenging healthcare environment. MAP is a comprehensive strategy that allows organizations to:

- **Measure revenue cycle performance using industry-standard MAP keys**
- **Apply evidence-based strategies for improvement**
- **Perform to the highest standards to improve financial results in patient satisfaction**

The MAP award was formally presented to HCHC on June 18 at HFMA's 2013 Annual National Institute in Orlando, Florida.



# HCHC Awards

## HCHC receives Leadership Award for Performance Excellence

The Iowa Quality Center and the Iowa Recognition for Performance Excellence Executive Council announced that Henry County Health Center was named as one of eight winners of the Iowa Recognition for Performance Excellence (IRPE) Awards. Recipients were honored at the Governor's Celebration of Excellence in May at the Meadows Conference Center in Altoona.

Applicants were scored based on their application and an examiner site visit. Examiners looked for systematic processes and results in the areas of: leadership, strategic planning, customer focus, workforce focus, operations focus, measurement analysis, knowledge management and results.

"This is the first time that Henry County Health Center participated in the IRPE Awards. The experience we gained from completing this first application and site visit will help us build the foundation for the organization's success in the future. We received a complete summary report of our application and site visit that identified both our strengths and opportunities for improvement. This will help us target the areas where we need to grow and improve," explained HCHC CEO Robb Gardner. "This is a journey. We have completed our first two steps by having our associates enhance their knowledge of Performance Excellence, and begin to incorporate organizational

changes to move our organization forward to better serve our patients.

*"At the end of the day, it isn't about the award, it is about providing outstanding service and care to the people we serve."*

The IRPE is one of 39 state award programs aligned with the National Baldrige Performance Excellence Program. The goal of the Malcolm Baldrige National Quality Improvement Act of 1987 was to enhance the competitiveness of U.S. businesses. Its scope has expanded to health care and education organizations and to nonprofit/government organizations. Congress created the award program to identify and recognize role-model businesses, establish criteria for evaluating improvement efforts and disseminate and share best practices. The Iowa Quality Center has administered the IRPE since 2000.



*Pictured receiving the award is (standing, l-r): CEO Robb Gardner, Executive Director Bill Grimm; (seated, l-r): Chief Nursing Officer Jodi Geerts, Foundation Director Michelle Rosell.*

## Begin your weight loss journey now!

Ready to begin the journey to shed unwanted pounds? With the Ideal Protein Weight Loss Method, you will see results AND learn valuable nutritional skills to help sustain your results for a lifetime.

- Personalized weekly support and education from dedicated coaches.
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Lose weight and feel great! Call Shannon Baldwin, Henry County Health Center's Diet Coach, at 319-385-6500 to sign up today!



# HCHC Foundation

*Close to Home Campaign* is close to home... \$354,000 to go!

Construction is not the only project running at full speed at HCHC. The Foundation's \$2 million *Close to Home Campaign* continues to gain momentum. Thanks to you, we have raised \$1,646,000. With just \$354,000 needed to reach our goal, the Foundation and steering committee are asking the community to help us finish the campaign by pledging your financial support today.

We want to say a special thank you to the many area businesses and clubs that have risen to the challenge grant provided by HNI Corporation. The recognition that HCHC has a positive impact on employees, their families and the whole economy of Southeast Iowa has been a driving factor associated with these business pledges.

- Alliant Energy
- C&M Cooling, Heating & Plumbing
- Farmers & Merchants Telephone Company
- Gamrath-Doyle-Vens Insurance
- Health Enterprises
- HNI Corporation – Hearth & Home
- Jean C. Wiley & Sons
- KILJ Radio
- Kinney & Sons Excavating
- Lomont Molding
- Mohrfeld Electric
- Mt. Pleasant Business & Professional Women
- Mt. Pleasant Electric Contractors
- Mt. Pleasant Tire
- New London Loins Club
- Olson Powell Memorial Chapel
- St. Alphonsus Ladies of Charity
- Schaus Vorhies
- Shear Advantage
- Staats Custom Awards
- Taft-Wiley, Inc.
- Two Rivers Bank & Trust
- Wayland State Bank
- West Liberty Foods
- Wiley Interiors

In addition, we tip our construction helmets to the generosity of HCHC associates who understand the significance the renovations have on the future health of our communities. HCHC values are: quality, service, teamwork, accountability, respect and trust. Maintaining high quality facilities, utilizing state-of-the-art equipment and providing the best care is central to every job description. And our HCHC associates are putting their money behind those values. To date, HCHC staff has pledged \$200,076 towards the *Close to Home Campaign*.

A lot of money has been raised, but we still have a bit to go. Your help is needed. Please consider a gift to HCHC Foundation's *Close to Home Campaign* today. Gifts may take on many forms; appreciated securities, grain, real estate or cash with pledges spread across three to five years to best fit your budget. Call Michelle Rosell, HCHC Foundation Director at 319/385-6541 for more information. Thank you for your generous support.



HENRY COUNTY HEALTH CENTER  
FOUNDATION



*The Wiley companies of Jean C. Wiley & Sons, Wiley Interiors and Taft-Wiley recently contributed to the HCHC Foundation Close to Home Campaign. Pictured representing the companies are (l-r): Kevin Wiley, Ted Wiley and Ryan Dexter.*



*Mount Pleasant Electric Contractors are also showing their support of HCHC's construction project with a donation to the HCHC Foundation Close to Home Campaign. Pictured is Co-owner Todd Mabeus presenting a check to HCHC Foundation Director Michelle Rosell.*



*Pictured is Surgery staff touring the new Surgery Department.*

# HCHC Services

And the survey says...

*We've all received surveys asking for our opinions about services we've received, whether it's a comment card from a restaurant visit, or a survey regarding the purchase of a new car. But does anyone really look at those surveys? Do our opinions really count?*

***At Henry County Health Center the answer is yes!***

HCHC's mission is to enhance the health of individuals and our communities through high quality, effective and efficient services, and our vision is to be the healthcare provider and employer of choice. The only way to achieve our mission and vision is to ensure that we are providing the quality healthcare and customer service that our patients expect and deserve. And a key way to hear our customers is through patient satisfaction surveys.

HCHC uses the patient satisfaction survey company, NRC Picker, to assess patient satisfaction. NRC Picker has identified eight dimensions of patient centered care that are important to patients and their families and has based the survey questions on those dimensions.

"The goal of the survey is to measure our patients' experience while receiving services at HCHC. We send surveys to a percentage of patients who received outpatient testing services, outpatient surgery, and Emergency Department services. All patients in Maternity Services and the Inpatient Medical/Surgical unit receive a survey as well," explained Sue McBride, HCHC's Patient Representative/Risk Management nurse.

## **PATIENT FEEDBACK KEY TO SUCCESS**

Patients receive surveys about two weeks after the time of service, and the survey results are returned to HCHC in reports so that department leaders can analyze the data. The survey results are anonymous; however, patients who would like to have the hospital contact them can provide their name and phone number.

"We are committed to HCHC's mission, we want our patients to receive quality care, to be educated about their medical options, and to be treated with courtesy and respect," said McBride. "Each department director and their staff review the data and comments monthly. Listening to our patients' feedback is our most important way to know and learn about their experiences with our staff and the services we provide. We measure patient satisfaction as a way to

understand and find opportunities to improve future patient experiences. In addition, we can compare our scores to other hospitals that use NRC Picker to see how we compare."

The survey results show areas of strength as well as opportunities for improvement. Each department chooses several areas of focus, which this year includes pain management, explanation of medication, confidence and trust in staff, and how patients rate the health center. Each department leader and their staff have identified ways to improve in these areas and

they monitor the scores related to those areas monthly. The monthly results are posted so staff have access to this information and know how their department is doing.

So the next time you receive a survey from HCHC, please be sure to fill it out. Help us know what we do well and the areas where we can improve. Your comments and suggestions are appreciated and will help us ensure that we are providing the care you trust and compassion you deserve.

*We measure patient satisfaction as a way to understand and find opportunities to improve future patient experiences.*

# HCHC News

## HCHC nurses instrumental in delivering quality patient care

Henry County Health Center delivers high quality, personalized care, close to home. With our technological innovation, and associates who are compassionate and committed to those we serve, HCHC is a leader in providing quality healthcare. HCHC's nursing staff plays an instrumental role in delivering that personalized care.

HCHC nurses hold vitally important and diverse roles at the health center in the following departments: Anesthesia and Pain Management, Cardiac Rehabilitation, Diabetes Education, Emergency Department, Infusion/Chemotherapy, Maternity Services, Inpatient Services, Park Place Elder Living, Surgery, and Community Health. Nurses are also instrumental in Clinical Information Technology, Quality and Risk Management. In addition, HCHC employs advanced registered nurse practitioners who provide care to patients at HCHC's Wayland and Winfield Clinics. HCHC has 70 registered nurses, 33 certified nursing assistants, 2 licensed practical nurses, 3 certified registered nurse anesthetists, and 2 advanced registered nurse practitioners. At the helm of HCHC's nursing program providing direction and guidance is Jodi Geerts, Chief Nursing Officer.

"Providing our patients with quality healthcare is our number one priority at HCHC, and our nursing staff plays a vital role in delivering this care. Our nurses focus on meeting the specific needs of each patient, giving personalized attention to each patient in every

department," explained Geerts.

"This organization believes in providing excellent healthcare to the community, offering a wide variety of services with the latest technology, while still providing the hometown touch. This also holds true for our nurses. They are highly qualified and certified in their specific areas of care and they are educated in the most recent technology. We encourage staff to get to know their patients which is essential in order to provide care on a personal level."

Patients find that HCHC's healthcare professionals are skilled in treating a wide variety of healthcare needs with our multidisciplinary approach. Nursing staff are among these knowledgeable healthcare professionals who show their commitment daily to HCHC's mission to enhance the health of individuals and our communities through high quality, effective and efficient services.



*HCHC nurses play a vital role in the care of our patients. Pictured is Vicky Oge, HCHC's Emergency Department Director and Employee Health Nurse. Vicky was recently selected as one of the 100 Great Iowa Nurses for 2013. This is the first time for HCHC to have a recipient for the 100 Great Iowa Nurses award, and Vicky was also the only nurse from Southeast Iowa this year to receive this honor.*

## Dr. Savage receives awards

Alfred Savage, D.O., F.A.A.C., a member of HCHC's Medical Staff, recently received two significant awards. Dr. Savage was awarded a life membership in the Iowa Osteopathic Medical Association during its 115th Annual Conference and Scientific Seminar. He was also named a Master Physician of the American Board of Cardiology, an award recognizing excellence in cardiology.

Life membership is granted by the board of trustees to those regular members or honorary members who have been an American Osteopathic Association-affiliated organization member in good standing for 25 years. These members retain all membership benefits. The Iowa Osteopathic Medical Association represents osteopathic physicians in Iowa.

Dr. Savage graduated from Des Moines University in 1972 and continues a private practice in cardiology in Mt. Pleasant.





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# Upcoming Events

## CARDIAC/PULMONARY SUPPORT GROUP

Friday, August 16, Noon  
"Arthritis", Dr. Alfred Savage, FAAC  
Lunch provided  
HCHC (Room to be announced)

## DIABETES 2-HOUR FOLLOW-UP CLASS

Thursday, July 11, 2-4 p.m.  
Thursday, August 1, 2-4 p.m.  
Thursday, September 5, 2-4 p.m.  
HCHC Diabetes Education Center,  
Suite 24

## DIABETES GROUP TRAINING

Tuesday, July 23 & 30  
Tuesday, August 20 & 27  
Tuesday, September 17 & 24  
Call 385-6518 to register  
Classroom A1, HCHC

## PRE-DIABETES CLASS

Thursday, September 19, 12-1 p.m.  
Call 385-6518 to register  
HCHC Diabetes Education Center,  
Suite 24

## HCHC AUXILIARY MEETING

Monday, July 8  
Monday, August 12  
Monday, September 9  
9:00 a.m. Monthly Meeting  
Classroom A1, HCHC

## PHYSICIANS & CLINICS of HCHC

### WAYLAND COMMUNITY CLINIC

**Jessie Anderson, ARNP**  
227 W. Main  
319.256.7100

Clinic held on Mondays and Thursdays  
8:30 a.m.–Noon and 1 p.m.–5 p.m.  
Wednesdays 8:30–11:30 a.m.

### WINFIELD COMMUNITY CLINIC

**Tess Judge-Ellis, DNP, ARNP**  
110 W. Pine  
319.257.6211

Clinic held on Tuesdays (Tess)  
and Fridays (Tess & Jessie)  
8:30 a.m.–Noon and 1 p.m.–5 p.m.  
Wednesdays (Jessie) 1–4:00 p.m.

This publication does not constitute professional medical advice. Although it is intended to be accurate, neither the publisher nor any other party assumes liability for loss or damage due to reliance on this material. If you have a medical question, consult your medical professional.

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