

# Health Beat

Summer 2010 | The Newsletter of Speare Memorial Hospital



## Golf Classic Recap

Page 7

## EMR Coming to Practices

Page 4

## New Optical Shop

Page 3



## IT Transforming the Road to Healthcare Reform

Michelle McEwen, FACHE, President/CEO

Often when we talk about technology relative to healthcare, we are referring to the latest advancement in equipment testing and diagnostics such as digital mammography, 16 slice CT scanner or high definition endoscopes. And over the years technology has led to significant advancements in disease management and treatment.

Today, however, the technology discussion is about information technology – one of the largest transformations in healthcare. Information technology (IT) has been identified as the foundation for increased safety in patient care, documenting and standardizing best practices in medical care and increasing the efficiency and effectiveness of care coordination among healthcare providers.

Directly tied to the implementation, and a critical success factor of healthcare reform – more accessible

and affordable care – is the development of a comprehensive, electronic, medical information system. This system enables the secure and seamless exchange of health information between you and your medical providers through an electronic health record (EHR). As the drivers of a comprehensive, integrated health system, EHRs increase:

- Efficiency and convenience, reducing testing redundancy, as all health information is available at the touch of a button, which leads to,
- Informed decision making about care at the point of diagnosis, which results in greater,
- Patient safety.

Speare Memorial Hospital began its journey toward electronic records with inpatient online charting and electronic Laboratory results. This was followed by the implementation of scanning and archiving of existing (paper) medical records and Bedside Medication Verification – we were among the first to implement in New Hampshire using barcode technology. Providing remote, or off campus, access to records for physicians, going digital in X-ray with a Picture

Archiving Communications System and adding digital mammography, are among the latest additions to our online system. Bedside registration in the Emergency Department is the most recent and went live in May.

Our next step is to bring our physician practices online with electronic medical records this fall. Carrie Bosela, practice administrator, talks about the initial implementation of EMR at Speare Memorial at Boulder Point this fall in her article on page 4. Doing so will bring us one step closer to having all local healthcare providers working together to enhance your patient care experience in your doctor's office, at the hospital or during follow-up care and treatment.

Long term, having integrated electronic health records for patients will enable all your physicians to better coordinate your care. EHRs provide access to your entire health history, leading to more informed, individualized and safer care. And at the heart of healthcare reform is the goal of providing all Americans access to health and wellness education, care and screenings that will foster preventative care and promote healthier communities.

### The intent of the *Health Beat*

newsletter is to provide useful health-related news in a timely, accurate manner. It is not intended to provide medical advice on personal health matters. Such advice should be obtained directly from a qualified health care provider.

Published by  
Speare Memorial Hospital  
Office of Community Relations  
16 Hospital Road  
Plymouth NH 03264  
603-238-6468  
[www.spearehospital.com](http://www.spearehospital.com)

White Mountain Eye Care & Optical's Bill Reale, optician, has over 30 years experience helping patients see better through eyewear tailored for fit, fashion, and functionality.





## Greetings from Dr. Chris Russo

### Ophthalmologist, White Mountain Eye Care

*White Mountain Eye Care and Dr. Richards are pleased to welcome ophthalmologist Dr. Chris Russo. Following is a letter to the community from Dr. Russo:*

After spending the last three years in Colorado, my wife and I knew we wanted to return to the east coast for our careers and to raise our family. Upon our first visit to Plymouth, we knew that this was the perfect fit. We felt very welcomed by those we met here, and I was thoroughly impressed with the excellent medical care that Speare Memorial Hospital is able to provide to the community. We've always wanted to raise our family in a small town, and we felt the lakes region was the ideal New England setting.

Furthermore, I am looking forward to working with Dr. Richards, and continuing the excellent care he has provided to this community over his career. He has built a very successful practice over many years, and I am

honored to join him in practice. Dr. Richards has always maintained the goal of providing the same quality of care to our community that is available in the big cities. I am excited about continuing this tradition. I am eager to introduce even more exciting new treatments and technologies to our patients. The commitment of Speare has been outstanding, and we are hoping to introduce many new therapies. For cataract surgery, we will be able to provide sutureless clear corneal incisions for the vast majority of patients. We are also working to make premium intra-ocular lenses available: including presbyopic lenses and astigmatism correcting lenses. In the field of macular degeneration, we are working to bring the most advanced treatments to our patients, including intravitreal injections of Avastin and Lucentis.

My philosophy for the doctor-patient relationship is one of communication and trust. For any therapy to be successful, it is very important for the patient to be fully informed of all of the options. I believe that the doctor-patient relationship should be a partnership, where patients feel they have a voice, and are listened to. We are very privileged to have first class facilities available to us at our new location at Boulder Point. Technology offers many new options for the diagnosis and treatment of eye disease, but it will never replace the personalized care our patients deserve and expect.

I look forward to being a dynamic member of the Speare Memorial community and welcoming both our existing and new patients to the practice. We hope to be your eye care provider of choice and promise to always treat you with respect while providing the most advanced care.

## Optical Shop Opens at White Mountain Eye Care

Brooks Brothers, Vogue, Jessica McClintock, Anne Klein, OP, Izod and more – all your favorite designer frames are under one roof at the new optical shop now open at White Mountain Eye Care (WMEC), Speare Memorial at Boulder Point in Plymouth.

"We have over 800 frames in stock," says Optician William "Bill" Reale, "ranging from a \$99 special for frames and lenses, to high-end, non-prescription designer sunglasses." When it comes to all things optical, Reale should know – he has over 30 years in the business.

White Mountain Eye Care's optical shop also offers good quality, over-the-counter reading glasses, prescription safety and sports glasses, and related accessories. A full service optical shop, it also has its own lab complete with edging machine, single vision plastic and polycarbonate lenses in stock which are generally ready in one hour, as well as the ability to do repairs, adjustments and lens tinting onsite. Multiple vision lenses (bi- or tri-focal) typically take a two to three day turnaround.

Open Monday through Friday from 8:30 a.m. – 5 p.m., they accept several insurance plans including EyeMed

White Mountain  
**EYE CARE & OPTICAL**  
*A department of Speare Memorial Hospital*

Vision Care and Affinity. Those patients insured by Davis Vision also have access to a number of low cost/no cost eyewear options.

"It really is a one-stop optical shop for residents of central New Hampshire," says Reale. For more information about White Mountain Eye Care & Optical Shop call (603) 536-1284.





# Speare Practices Moving to Electronic Medical Records

By Carrie Bosela, RN, Practice Administrator

Speare Memorial Hospital's physicians are dedicated to providing quality care to our patients and community. To further enhance the patient care experience, the outpatient physician practices are implementing a new Electronic Medical Record (EMR) this fall.

The EMR will give physicians the ability to share patient health information in a more timely and accurate manner. The EMR is "patient centered", so every employed physician will be able to share medication lists, personal, family and social histories patients provide, which will enhance the overall quality and safety of patient care. The EMR is secure and your records will not be shared without your consent.

The EMR will also interface with Speare Memorial Hospital's computer system. Orders will also be electronically passed to the hospital system and results will electronically be returned to the provider. This will facilitate more timely reporting of test results, and by combining your hospital and outpatient physician records your provider can make the best possible clinical decisions for your care. Physicians will also be able to order prescriptions electronically. No more stopping by the physicians' office for a paper prescription.

Why go to an electronic medical record and why now? The United States Government has mandated there will be a national electronic health records system in place by 2014. To encourage earlier adoption, Medicare published "meaningful use" criteria relative to the use of EMR in response to the American Recovery and Reimbursement Act (ARRA)

incentives. These incentives allow providers to qualify for additional Medicare payments beginning in 2011, and to avoid significant payment penalties in 2015.

Medicare has also published quality care measures to follow for chronic disease, such as diabetes, asthma, COPD, and heart disease. The EMR will let us capture that data and report it to Medicare. This will help us track our patients and the care provided for them to make sure our patient's have positive outcomes.

This project is in the planning stages now and will be implemented at the Boulder Point medical office building beginning in the fall. Practices participating in this project include:

## **Tenney Mountain Internal Medicine and Family Practice**

*Dr. Reisert, Dr. Pearson,  
Britt McDonald, PA*

## **White Mountain Eye Care and Optical Shop**

*Dr. Richards and Dr. Russo*

## **Plymouth Orthopedics and Sports Medicine**

*Dr. Gennaro, Dr. Giovan,  
Amanda Hall, PA*

## **Plymouth General Surgery**

*Dr. Casey and Dr. Koren*

## **Plymouth OB/GYN**

*Dr. Ebner, Dr. Bannister,  
Kate Hedberg, ARNP*

Part of our strategic plan for 2011 and 2012 is to work with other providers in the community toward a Community Health Exchange. This would allow any provider involved in your care within the SMH service area to share your medical information electronically.

# Pulmonary Rehab Introduced

Helping patients improve lung function for activities of daily living is the goal of Pulmonary Rehab, a new program being jointly coordinated and offered by Cardiopulmonary Services and RehabFIT. It has been designed for people with moderate to severe COPD and Restrictive Lung Disease diagnoses, including bronchitis, emphysema and asthma, who have had a decline in their endurance and everyday activities.

Based on the results of a pulmonary function test demonstrating decreased lung function over the last 12 months, Pulmonary Rehab aims to improve function through individualized treatment plans and class-based education, training and exercise. Classes are held Monday, Wednesday and Friday afternoons in the Cardiac Rehab gym, located on the first floor in the east wing of Speare Memorial Hospital

A doctor's referral is required, and patients must be non-smokers, or be certified by their provider as actively pursuing a quit date. For more information or to schedule an appointment call (603) 238-2225.

## Save the Dates

*Saturday, September 25  
8 a.m. – noon  
Community Health & Wellness  
Fair @ Boulder Point*

*Wednesday, November 10  
8 a.m. – 4 p.m.  
Diabetes Clinic @ Speare  
Memorial at Boulder Point*



## Pursuing Excellence: RehabFIT Delivers Patient Satisfaction

By Gillian Cavezzali, Director of RehabFIT  
and Kofi A. Cash, MS, Director of Quality & Safety

- *Top rate care – really know what they are doing – measurement of progress excellent.*
- *The PT assigned to me was extremely professional and caring. The entire facility was the best I have ever seen.*
- *I never feel like ‘just another patient’. They answer all your questions and also explain all about your injury. They all are so professional and make Speare great. Thank you.*

These are just some of the comments from Press Ganey survey responses from patients who attended RehabFIT's outpatient physical or occupational therapy between July 2009 and March 2010. Patients consistently rated the services above the 95th percentile of peer facilities in the areas of Likelihood of Returning, Friendliness of Staff, Skill of Therapists and that the Staff Worked Together to Provide Care. These surveys are mailed to patients from Press Ganey and returned to the company for data compilation and comparison to a national database.

“It is wonderful to read the comments from our patients and realize that they are not only highly

satisfied with our services, but are also sending their friends and families to us”, says Gillian Cavezzali, Director of RehabFIT. She adds, “I have been at Speare for nearly 10 years and I am always very proud to talk about what we have to offer as a department and a hospital.”

Speare Memorial Hospital has been utilizing Press Ganey Associates for six years for data collection from patients. Information gained from patient surveys is used to enhance organizational outcomes including patient perceptions, patient safety, employee engagement, physician relations, and clinical outcomes.

Says SMH Director of Quality & Safety Kofi Cash, “RehabFIT is an essential part of Speare's outpatient services, and they consistently deliver a level of care that meets, or exceeds, patients' expectations and perceptions of service excellence. They serve as a performance model for other outpatient areas of the hospital to emulate.”

For more information about Speare Memorial Hospital's RehabFIT programs and services call (603) 238-2225.

## Clinical Staff Recognized for Specialty Certifications

The following Registered Nurses have tested nationally and through certification, demonstrate mastery of a specialized body of nursing knowledge:

**Debra Thompson RN CEN**  
*Emergency Nursing*

**Jeanne Erickson RN CCEMT-P**  
*Critical Care Transport*

**Ann Marie Piper RN OCN**  
*Oncology Nursing*

**Ann Marie Cote RN MSN-ED CEN**  
*Emergency Nursing*

**Linda Reisert RN OCN**  
*Oncology Nursing*

**Polly Michaud RN OCN**  
*Oncology Nursing*

**Sara Dembiec RN CNOR**  
*Surgical Nursing*

**Rose Newton RNC APA**  
*Ambulatory/Peri-anesthesia Nursing*

**Shari Laurion RN MSN CNOR NE-BC**  
*Surgical Nursing*

**Molly OMara RN CNOR**  
*Surgical Services*

**Kris Hering RN CCRN**  
*Critical Care Nursing*

**Rhoda Knight CMSRN and CHPN**  
*Med/Surg and Hospice/  
Palliative Care*

**Jo Boyce RNC**  
*Obstetrical Nursing*

**Beth Simpson RNC**  
*Obstetrical Nursing*

**Marianne Goodrow RN CCRN**  
*Critical Care Nursing*

**Brenda Clement RNC**  
*Mother/Newborn Nursing*

**Kathy Wolfendon RNC**  
*Mother/Newborn Nursing*

## Outpatient Services Report

The numbers to the left of green line represent RehabFIT's scores. To the right of the green line are comparative subgroup mean scores and RehabFIT's resulting rank. Source: Press Ganey

### Question Analysis

Question	Mean	n	All Respondents					
			All Facility DB		Critical Access		ME, NH, VT	
			Mean	Rank	Mean	Rank	Mean	Rank
Friendliness of staff	98.2	85	95.2	99	95.2	99	95.6	99
Skill of techs/therapists/nurses	97.3	84	94.4	98	94.3	99	94.9	99
Staff worked together provide care	96.3	82	93.4	97	93.5	98	93.9	99
Likelihood of returning	96.7	84	94.0	95	93.5	99	(N<7)	N/A

Continued on page 6



# Giving Matters

by Susan Durgy, MBA, CFRE

With great appreciation, the Board and Staff of Speare Memorial Hospital acknowledge the generosity of the following individuals and businesses for their support of our mission between March 1, 2010 and June 15, 2010. Donations totaling \$118,494 were given to operate healthcare programs and services at the hospital and in our community.

A.M. Rand Co., Inc. Janet K. Adams Mary Ann Adams Fletcher W. Adams Peggy Alexy Ashland Lumber / Belletetes Marilyn E. Barbetta Bear Images Sharon Beatty and Wendell Broom Norman & Bonni Bent John and Catherine Bentwood BJ's Wholesale Club Ted and Laurie Bolognani Dina Brodis Mr. and Mrs. Neil Burlingame Ginny Burnham Cadbury Adams Mr. Paul T. Carolan The Cavezzali Family Central Paper Products Co. Brian & Beth Chalmers Robert Clay Jr. Cochrane Ventilation Community Guaranty Savings Bank Sandra L. Cooper Anonymous Creative Printed Solutions Jim and Cathy Cummings Devine, Millimet & Branch, PA Jane Doggett John and Anita Downing Bertha L. Duncklee Dunkin Donuts Susan Durgy and Charles Barilla	Dr. and Mrs. Joseph Ebner EOS CCA – AffordaCare Lois and Mal Estell Evergreen Embroidery Joan Eversole, DMD Mr. and Mrs. Charles Fanares Faretra Vending Gary and Sally Filteau Fitzmeyer & Tocci Associates Anonymous EMM America, Inc. Dr. Victor Gennaro and Dr. Mary-Catherine Gennaro Judith A. Gooch Granite State Credit Union Granite State Glass Paul Greenlaw Mrs. Rita E. Grote Donald E. Hannigan Ruth E. Harlow Robert Harrington Harvey Construction Corporation Phil Haskell and Terri Johnson Kris Hering Chris and Tiffany Hodges Nancy F. Hogan Holderness General Store John and Sylvia Horgan Joanne S. Howe Richard and Anne Hunnewell Hutter Construction Corporation IBM Corporation Interlakes Family Dental Center Richard Khoury	Casey Kuplin and Shannon Kuplin Lakes Region Coca-Cola Bottling Co. Kathy and Todd Lambert Shari Laurion Lavallee/Brensinger Architects Barb Laverack Stacey Lembo Mary and Edward Liston Loon Mountain Resort Sue Lopes Dr. and Mrs. Timothy Lyons Mad River Coffee Roasters Mad River Tavern Main Street Dental, LLC Mango Security Systems, Inc. Marcam Associates Joseph H. Mastromarino, M.D. McDonald's of Woodsville James and Michelle McEwen Mary Ann McRae Mechanical Concepts, Inc. Meredith Village Savings Bank Dana Merrithew, M.D. Mid-State Health Center Ruth A. Millar Andrew Modesett Mountain Laurel Flower Shop Tammy Murray Linda Nestor New England Heart Institute New England Risk Management, Inc. NH Dental Society Foundation, Inc.	NH Endodontics, Drs. Moll and Walsh Barbara Nicholson Northeast Delta Dental Northeast Door Corporation Northeast Mechanical Corporation Northstar Inn & Condo Rentals OfficeMax Owl's Nest Golf Club Carolyn Piantadosi Sandra and Richard Pike Plymouth Family Practice Plymouth Optical Shoppe, Inc. Plymouth Pediatrics & Adolescent Medicine Michael and Marilyn Pomerantz Press Ganey Associates, Inc. R.M. Piper, Inc. Steve Rand John S. Richards, M.D. Mildred A. Ricker Roberge Associates Coastal Engineers, LLC Anonymous Neil and Agnes Robertson Tony and Joan Roy Bernadette and Arnold Russek Mary Sampson Samyn-D'Elia Architects Ernest H. Saulnier Linda Saulnier Rod and Claudia Scheffer Share Corp. Craig D. Sherman	Mr. and Mrs. William T. Shoemaker William J. Simms Six Burner Bistro Mr. and Mrs. George Smith Sound Advice Squam Boat Livery, Inc. Squam Lakes Natural Science Center Stanley Elevator Company, Inc. Frank E. Stas Sweet Kathy's Terracon Consultants, Inc. The Common Man The Manor on Golden Pond The Mountain Club on Loon The Scott Lawson Group, Ltd. Mr. and Mrs. Gareth L. Tobin Town Square Condominiums Tyler, Simms & St. Sauveur USDA – Rural Utilities Services Village Pizza & Grill Volpe Charitable Trust Phyllis Wagstaff, DMD Gary and Beverly Walker Waste Management Waterville Valley Resort Richard Werkowski Kathy Wieliczko Wild Coyote Grill William Gallagher Assoc. William. G. Frank Medical Gas Services, LLC Roger & June Winsor Marilyn and Ed Wixson	Woodsville Guaranty Savings Bank Wright Communications, Inc. WXRV – The River Karen A. Young Robert and Maureen Zock  Tributes In Honor of Mary Ann Adams by Carolyn Piantadosi  In Memory of Pearl Boyce by Jim and Cathy Cummings Capt. Douglas Diczno by Dr. and Mrs. Timothy Lyons Gary L. Kuplin by Casey Kuplin and Shannon Kuplin Annla L. Neikam by Nancy F. Hogan Barbara Nicholson Gary and Sally Filteau Elbeon and Leslie Ricker by Mildred A. Ricker Carla A. Saulnier by Ernest H. Saulnier Sara Ann "Sally" Stas by Frank E. Stas Bob and Betsy VanVliet by Richard and Anne Hunnewell
---	--	--	--	---	---

## Clinical Staff Recognized for Specialty Certifications (Continued)

**Karen Cochrane-Roundy RN CLC**

*Lactation Counselor*

**Tammy Murray RNC-LRN**

*Obstetrical Nursing*

**Amy Tomasello RNC**

*Obstetrical Nursing*

**Joan Harmon RN SANE**

*Sexual Assault Examiner*

SMH also recognizes direct patient care staff who have achieved certification within their respective fields:

**Heidi Ashe, RCP RRT AE-C**

*Certified Asthma Educator*

**Christine Fenn**

*Certified Health Unit Coordinator*

**Robert Ryan, DLM, MLS (ASCP)**

*Diplomate in Laboratory Management*

**Jeff Dropkin RP CCEMT**

*Critical Care Transport*

**Eileen Clark RP CCEMT**

*Critical Care Transport*

**Dawn Roby RP CCEMT**

*Critical Care Transport*

**Marie Veselsky RD CDE**

*Certified Diabetes Educator*

**Kristie Smugereski RT R CT**

*Lead CT Technologist*

**John Swartz RT R CT**

*Certified CAT Scan Technologist*

**Theodore Smith RT R CT**

*Certified CAT Scan Technologist*

**Amy Hartle RT R CT**

*Certified CAT Scan Technologist*

**Cori Tobine RT R M-PACS Specialist**

*Mammography Certified Technologist*

**Brenda Sleasman RT R M**

*Mammography Certified Technologist*

**Linda Nestor RT R M CT CRA**

*Certified CAT Scan Technologist  
Mammography Certified Technologists*

**Mary Sampson RT R M CT**

*Certified CAT Scan Technologist  
Lead Mammography Technologist*

*Current as of 7/1/2010*







The Golf Nuts—Jim McEwen, Dana Merrithew, MD, Paul Montour and Steve Rand—putting on hole 10 during the morning flight.

Thanks to Granite State Plumbing and Heating for donating a foursome. Players were Bert, Caleb, Joel and Brandon, all members of the Plymouth Regional High School Varsity Golf Team.

## Golfers “Shine” at SMH’s Annual Golf Classic

Despite the overcast skies and misty rain off and on throughout the day, Speare Memorial Hospital’s 12th Annual Golf Classic at Owl’s Nest Golf Club in Campton drew miles of smiles, raising money and awareness for the hospital’s Dental Health Program.

“It has been such a good day, and it is gratifying to see so many people come out in support of the program, especially our corporate sponsors Harvey Construction and Meredith Village Savings Bank,” says SMH’s Director of Development Susan Durgy. “Over the last decade this event has grown to better enable the hospital to address a significant healthcare need in our community.”

The Speare Memorial Hospital School Dental Health Program offers

preventative dental services to infants through adults. These services include: free dental screenings and fluoride varnish applications; dental cleanings and sealants to school-aged children on a sliding fee scale, to “at risk” pregnant women and the homeless; restorative care for children who are in pain from decay and infection; and case management and financial assistance are available to those in need.

The Dental Health Program works in collaboration with School Administrative Unit 48, the Ashland, Lin-wood and Warren School Districts, Plymouth Pediatrics & Adolescent Medicine and Plymouth

Donna Minickiello, Evergreen Embroidery, and Doreen Martin, Bear Images, are ready for the shotgun start of the afternoon flight.

OB/GYN to help their students and patients achieve oral health.

For more information about philanthropy to benefit Speare Memorial Hospital contact Susan Durgy at (603) 238-2211.





## ***Shoulder Pain Prevention and Treatment*** *Dr. Giovan discusses the shoulder blade as focal point*

Dr. Michael Giovan, orthopedic surgeon at Plymouth Orthopedics & Sports Medicine Clinic and head team physician at Plymouth State University, presented *The Scapula: The Underappreciated Cause of Shoulder Dysfunction & Pain* at the New Hampshire Athletic Training Association's 2010 Clinical Symposium and Annual Meeting.

Dr. Giovan states, "The scapula, or shoulder blade, has historically been overlooked as a major cause of shoulder pain due to the focus on the shoulder joint. However, the new school of surgeons are turning their attention to the improper positioning of the scapula (shoulder blade) not only as a root cause of pain, but further increasing dysfunction following an injury."

Getting an exact picture of how the shoulder blade is positioned is complex explains, Dr. Giovan. This is due to the numerous planes of motion associated with movement

of the shoulder blade including rotations, translation and tilting. Athletes and young people can be particularly susceptible to shoulder injuries as a result of repetitive motion—pitching, tennis, volleyball, swimming, golf— and improper strength training.

"We work out primarily what we can see in the mirror," says Dr. Giovan. "Meaning the chest and the arms. This results in a strength imbalance between the chest and arms versus the scapular stabilizers of the back. People don't just develop functional problems overnight, it is a slow progression. By raising awareness with the athletic trainers about the importance of the shoulder blade's proper positioning and strength, we can prevent many of the common shoulder injuries we see."

It is not just athletes who are susceptible to shoulder conditions. Posture and balance, or rather the lack of, can lead to problems. Backpacks,

shoulder bags, baby slings and overemphasizing chest/deltoid development during strength training are everyday contributors to improper positioning of the scapula leading to dysfunction and injury.

"Look at elite cyclists and climbers," he says, "they are not physically big people, but have exceptionally efficient and functional muscle tissue. This is where the benefits of lower weight and high repetition can be realized. For every one repetition you do to work the chest muscles, you should do two for the back. Additionally core strength needs to be further emphasized, particularly in men."

To schedule an appointment with Dr. Giovan call Plymouth Orthopedics & Sports Medicine Clinic at (603) 536-1565. The office is located on the second floor, Speare Memorial at Boulder Point, 103 Boulder Point Drive in Plymouth.