



# Community 2014 Benefits



## *Phelps Memorial Health Center*

1215 Tibbals Street  
Holdrege, Nebraska 68949  
308.995.2211  
[www.PhelpsMemorial.com](http://www.PhelpsMemorial.com)

Exceptional Quality. Compassionate Care. Right Here.

# to our Friends, Family and Neighbors

Our Team would like to thank you for your loyalty and support throughout the years. Another year has come and gone, but one thing will never change. Phelps Memorial remains *passionate about delivering a multitude of high quality healthcare services and support to our friends and neighbors, right here.*

**Passion** - This word resonates throughout our culture. Our Team lives and serves with passion on our hearts. To see the smiles spread across the faces of our guests is the highlight of our days.

**High Quality** - We feel so strongly about providing the highest level of quality services that we have included it in our mission statement. All guests entering Phelps Memorial expect quality healthcare. We take that expectation to heart and live to exceed your expectations.

**Right Here** - Our guests are friends, family and neighbors. We understand the desire of having the comforts of home when our guests are ill or injured. As a Team, we continue to identify services that will benefit our guests. Offering quality healthcare services, right here, allows our guests to receive care and recover close to home.

In the pages following, you will learn about our efforts to enhance our way of living and health of those in our community. Some of the information you may have heard about, some of it will be new. We hope you enjoy reading about our Team's efforts this year!

Best Regards,

A handwritten signature in black ink, appearing to read "Mark Harrel". The signature is fluid and cursive, with a long horizontal stroke at the bottom.

Mark Harrel  
Chief Executive Officer

# Maternal and Infant health right here.

## Birth & Beginnings Class

Expecting parents planning to deliver at Phelps Memorial, are offered classes, at no charge, to prepare for the arrival of their baby.

A sibling class is offered to new brothers and sisters to learn about what to expect when the baby arrives, how to change a diaper, and take a tour of the Obstetrics wing and nursery.



## Obstetrics Services & Benefits

Expecting parents planning to deliver at Phelps Memorial receive a complimentary 4D ultrasound. After baby arrives, our highly educated nursing team provides education to parents regarding dangers of suffocation, Sudden Infant Death Syndrome and Shaken Baby Syndrome.

A fully-equipped operating suite is dedicated to new mothers needing a cesarean. Our experienced Medical Staff delivers over 130 babies a year.

## Breastfeeding Awareness

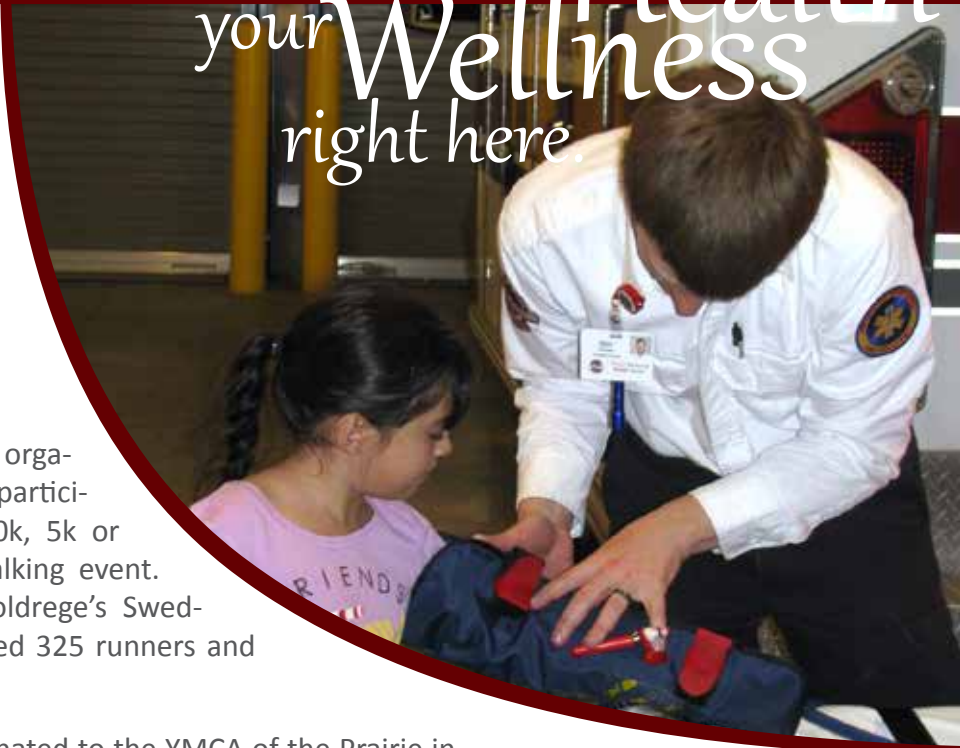
Our Certified Lactation Specialist, Andrea Norris, meets with all new parents to coach them along their breastfeeding journey. Throughout the year, we educate expecting and new parents about the health benefits of breastfeeding.

Phelps Memorial utilized multiple media vehicles including radio, television, newspaper and social media, in addition to sponsoring events such as the "Milky Way" documentary about breastfeeding.



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your Health  
your Wellness  
right here



## 2014 Annual Silver Run

For the past 22 years, our Team has organized the annual Silver Run. Race participants have the option of running a 10k, 5k or 2 mile race. We also host a 2 mile walking event. The race kicks off the festivities of Holdrege's Swedish Days celebration. This year, we hosted 325 runners and walkers across the country.

Proceeds from this year's event were donated to the YMCA of the Prairie in Holdrege for their Kids Cafe summer lunch program. Funds enabled the organization to provide healthy lunches to area youth.



## Physical Fitness

All Phelps Memorial Teammates have the option of taking advantage of a complimentary YMCA membership. In 2014, 165 teammates accrued over 3,400 workout sessions. Nearly 5,800 additional visits were added by family members of teammates. That is 9,200 trackable workouts.

# Early <sup>cancer</sup> Detection right here.

## A Story of Strength and Determination

Cancer Survivor and Phelps Memorial Teammate, Jennifer Johnson, is fully aware of the importance of early detection. Knowing your family's health history is also important information. Eleven members of Jennifer's family have been diagnosed with cancer, of which seven lost their battle including Jennifer's mother, Vanessa, at the age of 34. Their family has been involved in a genetic cancer study for nearly 30 years. The study found that her family carried the BRCA2 gene mutation. Which, for Jennifer, meant that she had an 85% chance of developing cancer. After getting married and having two children, she decided to schedule preventative surgery including a hysterectomy and double mastectomy at the age of 29. During her mastectomy, Jennifer's physicians found lump that turned out to be an extremely aggressive form of breast cancer. Because of her proactiveness, the lump had not spread and she remains cancer free today!

## Colorectal Cancer Screening

Phelps Memorial is your partner in prevention and early detection of colorectal cancer. Our Medical Staff is passionate about the well-being of their patients by encouraging regular colonoscopies, a preventative procedure that detects abnormalities. They perform over 500 colonoscopies a year. Colorectal cancer is the second leading cause of death from cancer in Nebraska. It's also one of the most preventable and curable cancers – if detected early. More than 90 percent of all colorectal cancers are diagnosed in people 50 or older.

Each year in March, Phelps Memorial partners with CHI Good Samaritan to offer and provide colorectal screenings to our community. According to the National Cancer Institute's article, "The Role of Fecal Occult Blood Testing in Colorectal Screening", the FOBT is the most affordable and least invasive of the various screening tests available for colorectal cancer. It is thought that FOBT screening can help reduce the number of deaths from colorectal cancer by 15 to 33 percent. Almost all colorectal cancer begins as benign polyps. Most people are not aware of their presence and fortunately they tend to be slow-growing and readily detectable. Removal can prevent colorectal cancer.

A total of 121 people obtained colorectal kits from Phelps Memorial in 2014. With the consent of the participants, the primary care providers of the participants were notified of the results. Participants who were found to have a positive exam were recommended for further evaluation. Each year positive test results and abnormalities are found and evaluated. Our recent findings indicate various results ranging from polyps to stage I adenocarcinoma.

## Early Detection & Support

Our Team supports you and your family. We invest in advanced imaging technology for preventative screenings as well as routine scans for follow-up care.

Dr. Hans Zinnecker, General Surgeon certified by the American Board of Surgery, provides services related to cancer treatment including needle biopsies, sentinel node biopsies, port insertions, skin lesion removals and skin grafts to name a few. Dr. Zinnecker and Paula Keffeler, RRT, conducted an educational luncheon for community members titled, "What Happens After an Abnormal Mammogram".

Our community voiced that additional oncology services were needed through a recent survey. We now offers two oncology specialists and chemotherapy services right here in Holdrege. In addition, a cancer support group meets monthly in our education rooms.



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# keeping your Heart Healthy right here.

## Heart Health & Wellness

Cardiac Rehab is an educational and exercise program for anyone who has had heart problems. The diagnoses of those served by the Cardiac Rehab Program include heart attacks, cardiac bypass surgery, angina (chest pain), valve surgery, and balloon or stent placement.

Patients start the program with an order from their cardiologist and/or family physician. Each patient wears a heart monitor during the program and blood pressures are taken before, during and after sessions.

Patients are closely supervised by staff who work to help the patient's recovery and recuperation go as quickly and safely as possible. Most patients are able to resume their previous activities and often report feeling better than they did prior to undergoing surgery or a procedure.

Each patient is evaluated for exercise tolerance and set up on an exercise program to follow in rehab and on their days at home. Education is provided on healthy eating and risk factors such as high blood pressure, being overweight, smoking, inactive lifestyle, diabetes, high cholesterol and stress management. We offer free visits with a dietitian and an occupational therapist for diet, relaxation and stress relief.

## Smoking Cessation

Smoking is a major risk factor for cancer and heart disease. Smoking cessation classes and educational packets with cessation tips and information are offered through Phelps Memorial. Patient education is offered to all inpatient guests who use tobacco.

## Clinics

Our Home Health Teammates provide free blood pressure clinics in our area on a monthly basis to ensure our resident seniors are able to track their heart health.

## Diabetes Education

Diabetes is one of the most serious health problems of our time. Our education program, taught by a skilled health-care team specializing in diabetes, teaches you everything you need to know about managing your diabetes so you can live a healthier life. Participants have experienced reduced hemoglobin A1c levels and are more confident in their ability to manage their diabetes.

Our Team provides patients, both in the outpatient and inpatient setting, with valuable information regarding the associated risks of diabetes including type 1, type 2, pre-diabetes and gestational.

In 2014, Jenny Spaulding, Registered Nurse and Certified Diabetes Educator, provided 66 diabetic education consultations, 12 pre-diabetic consultations and education to 8 pregnant mothers with gestational diabetes. Karen Bunnell, Registered Dietician and Certified Diabetes Educator, provides education to all inpatients at Phelps Memorial.



# Healthcare Students right here.

## Stepping Out of the Classroom

Phelps Memorial provides experience in the health care field to all types of students including those wanting to job shadow to learn about health care careers to the medical students in their final semester before graduating at their learning institution. In fact, PMHC begins educating students as young as second grade during the annual second grade tours which are offered to all area schools each spring. PMHC presents to career classes, anatomy classes, attends career fairs, and hosts high school students at the Junior Career Day, all in which students interact with staff and have the opportunity to do hands-on activities raising awareness about the opportunities in health care professions.

Over 130 job shadow, health care, and medical students come to Phelps Memorial each year to gain knowledge and experience. Students shadow nearly every department of the hospital.

Brittnee Vinzant is a college student who recently shadowed Jody Pfeifer, PA, in the emergency room. She commented, "She was so helpful and I learned so much seeing her interact with patients. She also helped me get more prepared for applying to PA school."

For some medical students they are in their first year of clinical rotations and for other they are in their third, but the common denominator is the experience they receive while in Holdrege. These students share time at both Family Medical Specialties and Phelps Memorial including call time in the emergency room. Depending on their level in school, students can spend up to three months in Holdrege under the guidance of their preceptor. In 2014, 15 medical students from UNMC and Union College completed rural rotations right here in Holdrege. In addition, two UNMC pharmacy students had rotations in Holdrege.

Third year medical student, Jessica Sonderup, commented "The experiences we gain offer many advantages and unmatched opportunities in preparation for our future careers. My rotation allowed me to see so many areas. We see more variety than other rotations and have the opportunity to be in the emergency room, delivery room, and OR."

Scott Ehresman, MD, serves as the primary preceptor for physician assistant and medical students from UNMC and Tom Smith, MD, is the primary preceptor for all Union College students. Students also have the opportunity to work with all the physicians and physician assistants at Family Medical Specialties.



Dr. Ehresman stated, "The program exposes students to life in smaller communities and the opportunities available in rural health care. It has been instrumental in inspiring many to pursue a career in rural health-care."

Jeff Berney, MD, and physician assistants, Connie Lans, Madison Nott, and Chuck Christie all came to Holdrege on student medical rotations before pursuing their careers in Phelps County.

Some medical students do more than see patients and learn from preceptors, they give back to the community while on rotation. Andrew Ensz, third year UNMC medical student, not only completed his rotation, but also volunteered at a Drug Take Back event. Jessica Sonderup, third year UNMC medical student, taught area elementary students about health, nutrition, and fitness. Sonderup and Jake Mach, UNMC physician assistant student, gave presentations to high school students about potential healthcare fields and answered questions about medical school.

A state-of-the-art Health Sciences Education Complex at the University of Nebraska at Kearney to be operated by the University of Nebraska Medical Center is under construction with a projected completion date of the fall of 2016. Phelps Memorial will donate \$250,000 over a five-year period. Programs offered at this facility will offer programs in nursing and graduate nursing, physician assistant, physical therapy, clinical laboratory science, medical nutrition, radiography, and diagnostic medical sonography.

With the exposure to Phelps Memorial and rural medicine through student experiences, as well as the new health sciences construction in Kearney, it is a hope that graduates will stay in the area and become rural healthcare providers and fill the health care needs in rural Nebraska.

*your* **Quality**  
**Care** right here.

## *A Passion for Quality*

Our Team has a passion for quality. Countless resources are dedicated annually to ensure the highest level of quality care for our guests and visitors. With a focus on continuous improvement, we strive to provide a safest environment possible.

We devote a high level of focus on eliminating patient falls, medication errors and core measure fallouts. In 2014, we exceeded our goals of finishing with at least 98% for core measures and 95% for a medication scanning rate. Our Team finished with an outstanding 99% score for inpatient core measures, related to pneumonia, heart failure, surgical care and acute myocardial infarction measures, and a 97.7% scanning rate, which far exceeds the national level.

We also place a large focus on numerous infection prevention measures including tracking hand hygiene and personal protective equipment compliance. We hold our team to the highest expectation of 100% compliance.

In the event of an Ebola situation, our Team has devoted many hours to ensure our patients and teammates are protected from the deadly virus. Procedures have been created by assuming a "worse-case scenario". Our Team practices proper procedure regularly so we are ready in case of an infectious disease threat or outbreak.

Each Teammate is encouraged to continually identify areas for process improvement. Teams are formed throughout the year as needs are identified.

## *Infection Prevention Activities*

Our Home Health Teammates travel to area businesses and organizations to vaccinate community members against influenza. In 2014, over 300 community members were vaccinated. In keeping with our time-honored tradition of providing a safe, patient-centered environment, our annual goal is to vaccinate 100% of our Teammates. Those that are unable to be vaccinated wear a mask during peak influenza season. This year, 96% of our Teammates received the vaccine!

Because infection prevention is of the utmost importance in protecting our guests and visitors against healthcare acquired infections, we continually track hand hygiene, personal protective equipment and cleanliness of high-touched areas in our hospital.





# protecting the Gift of Life right here.

## Seconds Saves Lives

Phelps Memorial Health Center recently donated five automatic external defibrillators (AEDs) to the Holdrege Police Department. When so many police vehicles arrive on the scene before ambulances, having the right equipment on-hand can mean the difference between life and death.

According to the American Heart Association, approximately 360,000 out-of-hospital sudden cardiac arrests (SCA) are reported each year in the United States. AEDs available on the market today are safe and simple to use by non-medical personnel. Voice prompts and visual displays guide the user through the process, while the computerized device accurately assesses the cardiac state of the patient, makes an appropriate therapy decision and administers electric shock, if needed, in order to restore the heart to its natural rhythm.

*"It is our hope that by putting defibrillators in every police car and first responder vehicle we help save a life in situations where seconds are so important", stated Mark Harrel, CEO at Phelps Memorial Health Center. "We are honored to have the opportunity to support our local law enforcement," he added.*

## AEDs Right Here in Our Community

Officers received a call about a subject who had been on the phone and when he hung up the phone and stood up he collapsed. Officers responded and found the subjects wife giving CPR. Officers utilized the AED and shocked the male and CPR continued. The Holdrege Volunteer Fire Department arrived and continued with CPR and transported the male patient was transported to PMHC where he was flown by AirCare to another facility. After a recover period, the male returned to work and now enjoys a normal life.

Officers were alerted that a male had passed out at a local business. When the first officer arrived at the scene he was assisted by others on getting the male subject on the floor. The AED was hooked up and the patient was subsequently shocked and CPR continued until he was transported to PMHC and later flown by AirCare to another facility. After a recovery period, the subject is doing fine.

It's a partnership that just makes sense. Officers are trained, know just what to do, and can give updates to the first responders before they arrive.

Automated external defibrillation must be started within minutes of the onset of the SCA because every minute that passes increases the likelihood of brain damage or death. If the first emergency personnel on scene are equipped with an AED, precious time is saved and the chances of survival are increased.

*"The officers are often the first responders on a scene where an individual needs emergency cardiac care," said Dennis DaMoude, Holdrege Chief of Police. "The AED donation from Phelps Memorial will provide the department with immeasurable benefit that might be the difference between life and death for such an individual. We are grateful for the relationship that we have with Phelps Memorial."*

In the past eight years, Phelps Memorial has donated 28 AEDs throughout the community and surrounding areas.



Pictured Above: Police and law enforcement officials are often the first to arrive on the scene of a sudden cardiac arrest. By carrying AEDs in their vehicles, police officers can increase the survival rate of sudden cardiac arrest victims and save more lives each year. Holdrege Police Department was the recipient of five AEDs valued at \$11,288 donated by the Phelps Memorial Hospital Foundation. Pictured with three AEDs are Officer Jeff Werner, Officer Garrett Fetters and Dennis DaMoude, Holdrege Police Chief.

# preserving the Fountain of Youth right here.

## Youth Healthcare Education

With over 100 healthcare services and 250 employed healthcare professionals, we make it a point to offer education to the youth in our community. Every year, our team hosts second-grade students from all elementary schools in Phelps County. They tour the hospital and see live demonstrations from our team.

During Junior Career Day, members of the junior class learn about different areas of healthcare as they prepare to enter college. Jenny Spaulding, RN and Certified Diabetes Educator, visits with 7th graders to discuss healthy eating habits, how to read nutrition labels, as well as the risks of diabetes, hypertension and heart disease on a quarterly basis.

In the months of summer, Phelps Memorial participates in the Summer Honors Program. This year we hosted three students - Alexa Berry, Bertrand; Shawn Gibbons, Eustis; and Cassie Jorges, Elwood. These students spent four days touring nearly every department at Phelps Memorial Health Center.

## Phelps County Safe Communities Coalition

The Coalition is a group of representatives from several community agencies, including Phelps Memorial Health Center, Holdrege Police Department, Region 3 Behavioral Health Services, Phelps County Sheriff's Department, Nebraska State Patrol, YMCA of the Prairie, Safe Center, Two Rivers Public Health Department, Holdrege, Loomis, and Bertrand Schools. Funding for this coalition is provided by Phelps Memorial Health Center.

The goals of the group include: Increase occupant restraint use in Phelps County, promote the correct use of child safety seats, decrease the number of youth injuries in Phelps County, educate area youth through awareness programming, educate public on seat belt restraints/use and traffic safety awareness, increase drug, tobacco, and alcohol education in Phelps County, and educate public on domestic violence.

In March, a presentation by Rob Reynolds, Executive Director of C.A.R. Alliance for Safe Teen Driving, was given to over 550 high school students on the topic a safe teen driving. The group reached out to all high school seniors in the county for Senior Sendoff. This education is given to seniors to make them aware and safe on campus through education about college dangers, self defense, date rape, binge drinking and domestic violence. The coalition provided education and bike helmets to area pre-school children, hosted a bike safety day at the schools, provided drug prevention materials for elementary students for Red Ribbon Week, provided program materials for Drug Abuse Resistance Education (D.A.R.E.), and more.

Through a unified message of awareness and education we strive for the goal to keep our community and youth safe.

## Neurocognitive Baseline Testing

Medical staff is trained to conduct baseline concussion testing on area athletes in Holdrege, Bertrand, Loomis, Wilcox and Axtell. Since 2011, we have baseline tested approximately 500 athletes as a member of the Nebraska Sports Concussion Network and Testing Program.

In the event of a suspected concussion, trained physicians retest the athlete and compare it to their baseline study. This gives physicians more consistent and objective criteria for determining when athletes can safely return to activity.

All athletes were tested in the first year. In subsequent years, baselines are recorded for all incoming freshman as well as juniors at no cost to them or their school.



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