



Brattleboro Memorial Hospital
Caring for our community

Healthwise

Volume 28 • Number 2 • Fall 2007

BMH Breaks Ground for Expansion Project

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BMH Now Offers Saturday Hours for MRI

Brattleboro Memorial Hospital now offers Saturday hours for patients to be seen for magnetic resonance imaging (MRI). Our days of operation are every Tuesday, Thursday, and Saturday, from 7:30 am to 7:30 pm, with plans to expand the schedule to 11:30 pm, as needed to accommodate our physician and patient community.

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Brattleboro Memorial Hospital broke ground for its new Outpatient Building on Thursday, June 21, 2007. Construction of the new 30,000 square foot, three-level facility is slated for completion in December, 2008. Donning their hard hats and wielding the gold shovels to 'break the ground' were BMH VP of Planning Prudence MacKinney, point person responsible for the planning and execution of the building project; hospital board chair Jeff Morse; BMH Capital Campaign co-chair Mark Richards; BMH President/CEO Barry Beeman; Campaign co-chair, former Sen. Bob Gannett; and Dan Fawcett, trustee of the Thompson Trust (pictured above).

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High Blood Pressure: The Silent Killer

Perhaps you've heard high blood pressure called 'the silent killer' before, but have you taken it to heart? Did you know that high blood pressure can cause a heart attack? So, conversely, one of the top ways of preventing heart attacks is to know your blood pressure. High blood pressure directly increases the risk of coronary heart disease (which leads to heart attack) and also the risk of stroke (called the 'heart attack' of the brain).

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High blood pressure is known as the silent killer because it gives off no obvious symptoms...no pain, no swelling, no discomfort – that is, until it is too late, and has already precipitated the cause of a potentially fatal condition.

High blood pressure, or hypertension, is one of the most common chronic medical conditions, effecting some 60 million Americans. It is estimated that one in every four adults nationwide has high blood pressure. It's particularly prevalent in middle-aged and elderly people, obese people, heavy drinkers, and women taking birth control pills. Certain diseases such as diabetes are likely to cause high blood pressure. Once high blood pressure develops, it usually lasts a lifetime. However, you can prevent high blood pressure by taking action before it starts.

- follow a healthy eating pattern
- reduce salt and/or sodium in your diet
- maintain a healthy weight
- remain physically active
- limit alcohol intake
- if you smoke, quit!

Once you have been diagnosed with high blood pressure, controlling it follows somewhat along those lines. The obvious first rule is to have it checked regularly. It's important to have your regular annual check-up at your doctor's office anyway, but if you are between

“Approximately one in every four adults nationwide has high blood pressure.”

visits, and/or have an immediate concern, the BMH Emergency Room can take your blood pressure free with a walk-in visit. If they are busy with other patients, they may not get to you right away. Another source for a free blood pressure is Rescue, Inc., just south of the hospital on Rte 5.

If you have been diagnosed with high blood pressure, take it seriously. It could mean the difference between a long, healthy life or one troubled with heart or kidney issues, let alone the possibility of it being a heart attack or stroke waiting to happen.

It is important to take steps to keep your blood pressure under control. The treatment goal is blood pressure below 140/90 and lower for people with other conditions, such as diabetes and kidney disease. Adopting healthy lifestyle habits is an effective first step in both preventing and controlling high blood pressure. If lifestyle changes alone are not effective in keeping your pressure controlled, it may be necessary to add blood pressure medications.

Your doctor will discuss with you your various options, but it's important to be sure to take your medicine exactly as prescribed, every day, day in and day out. You should also discuss possible side effects of any medication your doctor prescribes, and be sure the doctor knows about any allergies you have and any other medications you are taking, including over-the-counter drugs, vitamins, and dietary supplements.

And, finally, the discussion seems to get to the affect of age on whatever is being discussed! With aging and progression of the process of hardening of the arteries, your systolic blood pressure (which is when you heart is contracting) may creep up with time. This may be the start of the occurrence of high blood pressure for you. But if you

already have been diagnosed, a treatment that once worked well may no longer work as well. Your drug dosage may need to be changed or you may be prescribed a new medication. At your follow-up visits, you should be screened for damage to the heart, eyes, brain, kidney, and peripheral arteries that may be related



to high blood pressure. Follow-up visits are not only a good time to let your healthcare provider know about any side effects you are having from your medication, but they are a great opportunity to monitor for other associated risk factors, such as high cholesterol and obesity.

Take care of yourself and aim for a lifestyle that will preclude the sure eventuality of having high blood pressure. And, if you already have been diagnosed with it, still take care of yourself! Perhaps even a little more so. Unlike a number of other health conditions, high blood pressure is manageable, so be sure to manage it. And be well!

Reviewed by Martina Sczesny, MD

Healthwise is published for our patients and their families, our friends, and our community two times a year by Brattleboro Memorial Hospital.

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Barbara Z. Gentry

GRAPHICS

Nancy Burgess

Please call the editor if you have comments about this newsletter and/or suggestions for future articles.

Thank you.

BMH Breaks Ground for Expansion Project

Continued from front page

Construction of the new outpatient building began in July. It is on schedule and proceeding well. Site work has been quite extensive. The concrete work began in August and the perimeter of the building is taking shape. Rob Prohaska, Director of Plant Services for BMH, acknowledged the work done so far. "When you start digging you never know exactly what you might find. This makes the first phase a potentially problematic portion of the project. With no major surprises and a construction team that is dedicated to working together, we are on budget and on schedule through this first stage." The structural steel work begins in late October. We expect the building project to be under cover by January.

BMH administrators and architect Jim Williams presented a request to the Vermont Public Oversight Commission and the Banking, Insurance, Securities, & Health Care Administration (BISHCA) on October 3, 2007, to spend an additional \$1.6 million on the Outpatient Building and ACU renovation project. Once the BISHCA commissioner rules on the request, we will firm up the ACU renovation starting date, currently expected for January, 2007. The ACU

renovation will take about ten months in total and will be conducted in three phases to reduce interference with patient care.

The building project remains highly cost-effective despite the increases. The cost per square foot is well within norms for hospital construction projects.

The new BMH Outpatient Building will feature a number of departments including Oncology, Rehabilitation Services (physical, occupational, and speech therapy), Nuclear Medicine, an X-ray room, EKGs, orthopedic physician offices, preoperative screening offices, and lab blood drawing stations. In addition, the new BMH Outpatient Building will provide a Women's Imaging Center including mammography, bone density, and stereotactic breast biopsy and breast ultrasound procedures. The new facility will also house the BMH Breast Care Program and the Comprehensive Care Clinic (for HIV patients) as well as patient registration.

The plan adds a net of 28 new parking spaces proximate to the new building for the convenience of patients. The total cost of the project is estimated at \$12.2 million.

Oncology Department to Move / Phased Renovation of the ACU Planned

As part of the renovation of the Ambulatory Care Unit (ACU), the Oncology Department will move into temporary quarters in the Medical Office Building. The exact date of the move will be on the BMH website and will be communicated directly to active oncology patients. Oncology will occupy a former doctor's office renovated to accommodate patient needs. The BMH transportation volunteer team will offer stepped-up services to ensure oncology patients can reach the temporary location with ease. The department will move into its permanent home on the top floor of the new Outpatient Building in the fall of 2008.

The ACU renovation is being planned to inconvenience patients as little as possible. The project will be built in three phases, each about three months long. The preoperative screening unit will move to the Medical Office Building just prior to the start of Phase I and remain there until it's moved into new quarters on the ground floor of the Outpatient Building in December, 2008. During Phase I of ACU construction, families will wait in other areas in the hospital. Once Phase I is completed, we'll use the new waiting room and new Post Anesthesia Care Unit (PACU). Phase II of the renovation will create the new endoscopy area. The third phase will involve ACU patients being cared for on the second floor. Watch the BMH website for updates and information as the renovation progresses.

The renovated Ambulatory Care Unit will feature all private rooms, a larger family waiting area, reception space, and a private consultation room for the surgeon to meet with family members following surgery. There will be two endoscopy rooms and a minor procedure room. The Post Anesthesia Care Unit (recovery room) will be relocated and completely renovated. The ACU renovation will provide improved patient privacy and staff efficiency to help this growing department continue to meet patient needs.



The BMH building project is well underway. The project is still on schedule and on budget. This photo was taken just before going to press...the foundation is laid and the upper floors will be next!

BMH and Meeting Waters YMCA Join Forces

A **JOINT VENTURE** between Brattleboro Memorial Hospital and Meeting Waters YMCA will provide medical, fitness, and community health services within the new YMCA complex to be built on the former Northeast Cooperatives property just off Putney Road.

Utilizing the strengths of each organization in a complementary manner, BMH and the Y will work together in addressing the documented community need to improve the health status and chronic care challenges of people in our mutual areas. Both groups will seek to improve community health through fitness, wellness, prevention, education, and rehabilitative services. They will focus on engaging and supporting “health seekers” – the 45-55% of area residents who are committed to a healthier lifestyle, but who need ongoing guidance and support to overcome barriers that have led to inactivity, unhealthy lifestyle choices and chronic health challenges such as diabetes and heart conditions.

In their Wellness & Prevention Center, BMH will provide physical therapy / rehabilitation, sports medicine (orthopedics), cardiac rehabilitation (Phase III), and complementary therapies such as massage. BMH will also offer blood pressure, diabetes, weight management, and nutrition screenings at the YMCA facility.

BMH CEO Barry Beeman says, “We look forward to collaborating with Meeting Waters YMCA on this new initiative. This partnership will not only be beneficial to both of us, but to the whole community.”

Meeting Waters YMCA will provide fitness and recreational programming, aquatic programs, family wellness programs, and ongoing support groups for ‘health seekers’ in addition to serving as a resource and referral center to link people to other agencies and available services.

Meeting Waters Executive Director Steve Fortier says of the new initiative, “The impact of this partnership on overall community health will be significant. From reaching out to ‘health seekers’ by improving support systems and reducing barriers to achieving healthier lifestyles to addressing the community’s chronic health challenges, this partnership will have far-reaching positive impacts throughout the region.”

This new joint venture will provide community health education programs;

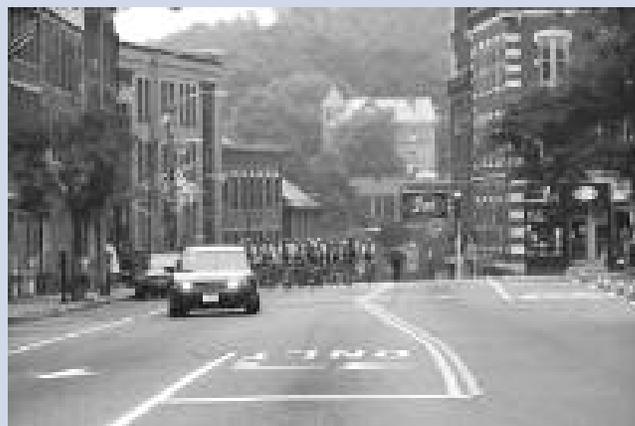
pre-season sports preventive training; medically-based fitness programs; and water-based therapeutic services for seniors, arthritis sufferers, obese youth and adults, and those recovering from injury.

Brattleboro Memorial Hospital and Meeting Waters YMCA look forward to getting the facility built and starting their partnership for the health of the community. For more information, visit www.bmhvt.org or www.meetingwatersymca.org.

BMH Second Century Bike Ride Held on August 25th

Brattleboro Memorial Hospital hosted its annual Second Century Ride on August 25. This year the hospital was joined by Meeting Waters YMCA, who together are promoting health and fitness by co-sponsoring the “Ride”.

This is the fourth year of this event which evolved from the original one called the Ride of the Century, because it was held during the 100th anniversary celebration in 2004. “Ride” participants numbered close to 130 with all levels of riders, covering distances of 100 km (62 miles), 50 km (31 miles), and 25 km (15.5 miles) on routes that follow the well-known historical route.



BMH Century Ride cyclists ride through town with a police escort on way to Route 30.

Proceeds from this year’s ride helped provide scholarships for the BMH Cardiac and Pulmonary Rehab Programs and the Meeting Waters YMCA’s *Activate Windham County* public health initiative (for info about this go to www.meetingwatersymca.org). The programs at BMH offer a new lease on life to participants who have had heart or lung problems. The regional Y’s *Activate Windham County* program aims to support “health seekers” in creating and sustaining a healthier lifestyle.

Many volunteers from the BMH and YMCA Ranks were involved in helping with this fun-raising and health-conscious event. This year a special edition bike shirt was available. To order, visit www.bmhvt.org.

Quality & Patient Safety at BMH

by Mary L. Morgan, VP Quality/ Patient Safety

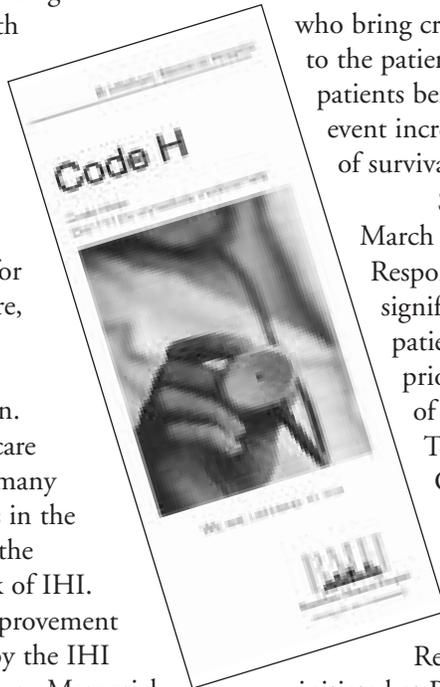
Rapid Response Team Initiated

The Institute for Healthcare Improvement (www.ihl.org) is a not-for-profit organization leading the improvement of health care throughout the world. Founded in 1991 and based in Cambridge, MA, IHI is a catalyst for change, cultivating innovative concepts for improving patient care, and implementing programs for putting those ideas into action. Thousands of healthcare providers, including many of the finest hospitals in the world, participate in the groundbreaking work of IHI. One performance improvement initiative supported by the IHI instituted by Brattleboro Memorial Hospital is called "Rapid Response Team".

Studies show that the failure to recognize a patient's deteriorating condition often leads to variability in both quality of care and the safety of patients in health care today. This performance improvement initiative at BMH was originally piloted by a group of eight hospitals in 2002. They worked with the IHI to analyze inpatient mortality and to test the IHI hypothesis that a combination of evidence-based interventions can reduce mortality rates. This study led to the Rapid Response Team initiative.

The program reduces mortality and also the number of "Code Blue" (crash) calls, a method still used when there is a clear case of cardiopulmonary arrest (heart-stopping event). The Rapid

Response Team is composed of clinicians such as a respiratory care practitioner and a nursing supervisor – in collaboration with the physician – who bring critical care expertise to the patient. Getting help to patients before a Code Blue event increases their likelihood of survival.



Started at BMH in March of 2006, the Rapid Response Team has led to a significant improvement in patient care. In the year prior to the availability of the Rapid Response Team there were nine Code Blue events as compared to four Code Blue events in the same time frame after Rapid Response Teams were initiated at BMH.

Rapid Response Initiative Leads to 2nd Initiative: Code H

BMH is building on the positive patient outcomes of our Rapid Response Team initiative with another initiative supported by IHI. This is an extension of the Rapid Response Team and encourages involving the patient and family in the process. BMH has developed the new Code H which will be available for patients or their families to call if they feel there has been a serious change in the patient's condition, or if the patient is experiencing a medical emergency and it is perceived they are not getting the response they wanted. The patient/family is encouraged to activate a Code H which will prompt a clinician to come to the



Mary L. Morgan
VP Quality/ Patient Safety

patient. A process and plan for implementation has been developed including a new brochure explaining the purpose and procedure to initiate a Code H (used to identify a family/patient request for a rapid response team). There are also lavender stickers to be placed on telephones identifying the number to call to activate a Code H, and another sticker to document that the patient/family has been informed about the program. The Code Blue Committee will monitor the Code H occurrences, as they do the Rapid Response Team calls, to identify trends and potential areas for improving patient care and outcomes at BMH

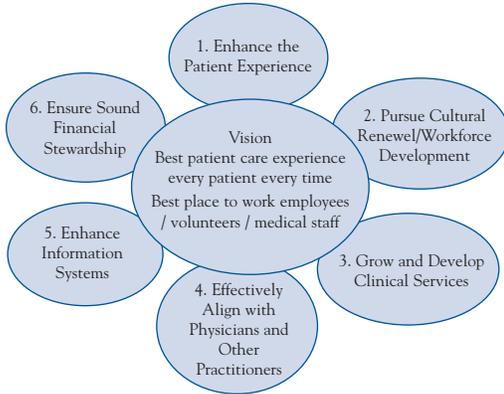
The official implementation of the Code H initiative was begun in early September... more evidence of BMH continually working toward the achievement of its mission and vision:

*To provide community based
quality health services with compassion
and respect.*

*Best patient care experience/every
patient; every time.*

*Best place to work/ employees,
volunteers and medical staff.*

BMH Unveils New Strategic Plan



THE NEW 2007-2010 BMH STRATEGIC PLAN was approved by the hospital Board of Directors at a special board meeting on August 29, 2007. The plan consists of the six focus areas shown to left to help BMH achieve its vision of best patient care and the best place to work. There are 23 strategies we will pursue over the next three years. The plan's top priorities include improving ease of use of the hospital for patients and physicians, cultural renewal/workforce development, improving the information technology infrastructure, growing clinical services, and alignment with our medical staff. Sound financial stewardship supports the hospital's ability to accomplish the other strategies. The term 'cultural renewal' refers to our efforts to improve accountability, achieve service excellence, and meet defined standards of behavior for all employees.

—Prudence MacKinney,
Vice President Planning/Professional Services

BMH ORTHOPEDIC PRACTICE OFFERS SPORTS MEDICINE

BMH orthopedic surgeons, Drs. William Vranos, Elizabeth McLarney, and Jon Thatcher offer Sports Medicine for people who experience injury from an athletic or occupational activity.

Sports Medicine is the diagnosis and treatment of musculoskeletal injuries involving shoulders, wrists, knees, ankles, or other non-spinal conditions. These injuries can be treated surgically or non-surgically (with

exercise, activity modification, bracing, and technique modification).

One of the nicer features of living in the greater Brattleboro area is that there are so many ways to get exercise, be physically active, to play sports – on school and town fields, ski slopes, hiking trails, and the ice rink. If your

activity leads to an injury, it's good to know about the Sports Medicine program offered by this team of highly-qualified physicians. They all specialize in sports medicine and joint reconstruction, and are board-certified in orthopedic surgery.

Their qualifications also include the many collective sports activities they engage in. Dr. Vranos is a triathlete, and plays hockey and baseball. Dr. McLarney plays ice hockey and softball. Dr. Thatcher enjoys many sports including skiing and tennis.

All three of these surgeons understand the needs of athletes and how to get them back to their sport safely and quickly. Their expertise provides current and cutting-edge procedures, including minimally invasive surgery.

Sports Medicine at BMH offers comprehensive resources including specialty consults with physiatrist Brett Hynninen, MD (whose expertise is physical medicine and rehabilitation), and with neurologists and a rheumatologist. In addition, BMH offers experienced physical and occupational therapists in its Rehabilitation



BMH orthopedic surgeons Elizabeth McLarney, MD; Jon Thatcher, MD; and William Vranos, MD

Department. The department provides a comprehensive regimen of rehabilitation services – including education and physical therapy – all designed to help a patient bounce back to his/her maximum level of activity. Our doctors are in close contact with these therapists at every stage of treatment and rehabilitation.

The program is also supported with up-to-date technology in the imaging department and offers advanced MRI services, now featuring Saturday hours in addition to weekdays.

The doctors with the BMH Sports Medicine program also work with the athletic trainers and coaches at Brattleboro Union High School. And it's all just a hop, skip and a jump away! To reach the orthopedic surgeons' office for more information, call 802-254-6211.



hiking trails, and the ice rink. If your

BMH Breast Care Program Receives Praise from Surveyors

THE BRATTLEBORO MEMORIAL HOSPITAL Comprehensive Breast Care Program, which offers diagnostic treatment and support services to patients who have questions regarding their breast health, was commended recently by the National Accreditation Program for Breast Centers (NAPBC). The NAPBC is in the process of establishing a national certification process for breast programs. With so many breast care programs now existing in the US, this is the first time there is a move to define and certify exactly what constitutes a quality breast program.

The BMH Program was one of ten breast programs participating in pilot surveys nationally, and the only one from Vermont. The only other New England program involved in the pilot was Breast Cancer Services of Greenwich in Connecticut.

The NAPBC reported findings from pilot surveys of these ten programs. The certification process is based on a 20-page application that took a look at the overall structure and process of care at each center. The process also included a one-day site survey at BMH performed by two nationally renowned breast specialists, Dr. David Winchester and Dr. Blake Cady. They said the program certification is not based on the size of the hospital, but the quality of the program. The surveyors' conclusion of the BMH program was that "you are providing high quality care for your breast patients and we commend you for that."

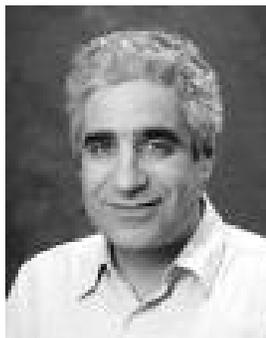
Members of the NAPBC organization include the American Cancer Society, the College of Surgeons, the National Cancer Institute, the Joint Commission, American College of Pathology, and the American Society of Breast Surgeons (of which Dr. Rosen is a member) among others.

The formal accreditation process is scheduled to be launched this fall. There are 270 programs currently on the waiting list for certification, but because BMH was one of the pilot studies, we'll receive priority when the formal accreditation process begins.

The BMH Comprehensive Breast Care Program was entered into the pilot study by its medical director, BMH general surgeon Joseph Rosen, MD. Preparing for the study involved the time and expertise of many doctors and staff from pathology, oncology, radiology, and the tumor registry.

Special acknowledgement goes to Agnes Mikijanec, ARNP, nurse practitioner with a hematology/oncology specialty, who provides oversight for the program. Both she and tumor registrar Steve Minkin pulled data together for this project.

The comprehensive program, which helps coordinate care with other institutions for services not available here, is also staffed by Breast Health Coordinator, Gloria Solar, RN, a certified breast health educator. For more information, contact Gloria Solar at BMH, 802-251-8437.



Joseph Rosen, MD

BMH Mammography Program Recertified by Two Agencies

The Brattleboro Memorial Hospital Radiology Department underwent two inspections recently to re-certify its mammography program.

Accreditation has been granted for the mammography units by the American College of Radiology (ACR) for a period of the next three years. Quality control testing data, qualifications of radiologists, technologists, health physicists and actual mammograms are reviewed by members of the College to become eligible for the accreditation. The Radiology Department at BMH has been accredited by the ACR since 1986, and continues to monitor and update as required. Accreditation by the College qualifies BMH for certification by the Food & Drug Administration (FDA).

Annually, the Food & Drug Administration of the U.S. Department of Health & Human Services conducts a mammography quality inspection. The Mammography Quality Standards Act notified the BMH mammography program that it received the highest possible rating with the statement "All items in compliance." In that inspection, the department was commended for the effort and attention the staff has put into developing exceptional operating systems. Six specific areas are inspected: equipment performance, technologist quality control, medical physicist survey, personnel qualifications, medical reports, and outcome audits.

These inspections by the ACR and the FDA showed that all areas reviewed are in compliance with required standards, assuring that patients who come to Brattleboro Memorial Hospital for their mammograms will receive the highest quality care.

BMH recently added Saturday hours and increased numbers of evening appointments to make mammography appointments available on a more timely basis.

Brattleboro OB/GYN Offers New Procedures

Brattleboro Obstetrics and Gynecology is now offering two new surgical techniques for area women.

One of the new services being performed by BMH obstetrician/gynecologist James Bunker, MD, can help stem the problem of incontinence using a relatively new minimally invasive procedure. This clinically-proven system, called Gynecare TVT, helps stop urine leakage the way the body was designed to – by supporting the urethra. Appropriate for certain women with stress urinary incontinence, it takes about 30 minutes to complete and features a short recovery period with minimal discomfort. Because it can be performed as an outpatient procedure, patients can return home the day of surgery. The TVT procedure is covered by most insurance plans.

The other new procedure offered at Brattleboro OB/GYN by both Dr. Bunker and Judith McBean, MD, is a new tubal ligation treatment called Essure®. This procedure is different than the traditional method of a surgical tubal ligation. There are no incisions because the doctor inserts special coils called micro-inserts by going through the body's natural pathways (vagina, cervix, and uterus) in order to reach the fallopian tubes. The procedure takes about 20 minutes, can also be performed as an outpatient procedure, and there is minimal to no discomfort afterwards. In fact, most women return to normal activity within a day of surgery.

Essure® is also the first and only FDA-approved female sterilization procedure to have zero pregnancies in the clinical trials. Unlike birth control pills, patches, rings, and some forms of IUDs, it does not contain hormones to interfere with normal menstrual cycles, and periods should more or less continue in their natural state. Three months following the procedure, the patient will have a special type of X-ray to confirm that the tubes are completely blocked and that the birth control is successful.

For more information about these new and innovative procedures, call Brattleboro Obstetrics and Gynecology at 802-251-9965.

Upgrades and Changes in BMH MRI

Continued from front page

BMH anticipates that the addition of Saturday service will be of great convenience for working patients who find it difficult to schedule weekday appointments. In addition, the new day of service provides coverage through the week, thereby improving access to MRI for emergency patients.

A newer MRI unit was added in late June with several new coils enabling even better images to the BMH magnetic resonance imaging technology than earlier available. Specialized wrist, shoulder, body, and lower extremity coils are now available to meet most any imaging need.

Due to the fact that the new MRI instrument is spacious with openings on both ends, and because exams last an average of 45 minutes or less, the patient's anxieties and claustrophobia are reduced significantly. The short length of the actual scanner permits a patient's head to remain outside the magnet during procedures such as lumbar spine, pelvis, and lower extremity exams. And the BMH MRI offers music to help alleviate the amount of sound from the instrument.

The MRI unit helps physicians at BMH diagnose some of the most difficult joints in the body of orthopedic patients, such as the shoulder and pelvis. It can also detect subtle damage to the spine and joints in patients with herniated disks and arthritis. This new system can now also better handle sports medicine due to its high resolution which allows detection of subtle injuries in ligaments and bones. And a new coil aids in better imaging of wrist injuries.

In another example, radiologists at BMH can now look at very small blood vessels in the brain to spot aneurysms, or identify plaque build-ups in the carotid arteries that might lead to a future stroke.

To schedule an MRI exam, which is usually done by your physician, the toll free number is 1-800-258-4674.

BMH Receives “Mercury-Free” National Award



BMH was honored for eliminating toxic mercury from our facility. Rob Prohaska, BMH Plant Services Director is shown (3rd from l.) receiving the “Making Medicine Mercury-Free” award at the national Environment Excellence Summit hosted by Hospitals for a Healthy Environment (H2E). Rob is flanked by (left to right): Anna Gilmore-Hall, Chair of the H2E Board; Laura Brannen, Executive Director of H2E; and Mac Robinson, H2E board. BMH is proud to be recognized as a leader in improving patient, community, and environmental health in being a recipient of this award.

New Procedures Offered for Patients Suffering Back Pain

JON THATCHER, MD, BMH orthopedic surgeon, has been trained in two relatively new services for patients with certain back problems: Balloon kyphoplasty, a minimally invasive spinal surgical procedure to treat progressive vertebra problems such as compression fractures from osteoporosis, and X-Stop, a device for lumbar spinal stenosis.

Dr. Thatcher has been using kyphoplasty to successfully treat patients with painful osteoporotic backs and other problems associated with age-related softening of bones or certain forms of cancer. The kyphoplasty procedure involves the use of a balloon to restore the vertebral body height and shape, which is followed by bone cement to strengthen it. The procedure is usually performed under general anesthesia, and patients can often go home the same day. Patients, who have no restrictions, can go back to

normal activities of daily living as soon as possible. Because bone cement hardens within 15 minutes, there is really no healing that needs to happen from the patient's standpoint. They are able to return to all of their pre-procedure function, and do not typically need any form of physical therapy or rehabilitation after a kyphoplasty procedure. This procedure usually offers excellent pain relief from the vertebral body collapse. Well over 95 percent of patients rate their treatment a success.

A newer procedure offered by Dr. Thatcher called X-Stop is now available to patients who suffer from pain caused by lumbar spinal stenosis. This condition develops when there is a narrowing of the spinal canal which then compresses the nerves traveling through the lower back into the legs. Kyphon Inc.'s X-Stop® is actually a titanium spacer that fits between the spinous processes of the lower (lumbar)

spine. It is easily implanted as an outpatient procedure in many patients, and is fully reversible. X-Stop has been called "a new generation of back treatment."



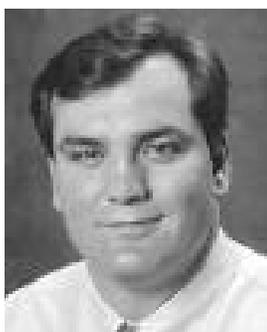
Jon Thatcher, MD

This new procedure avoids the need for a laminectomy (removal of bone that is pinching the nerve to relieve symptoms of spinal stenosis). This procedure does not go near the joint or nerve, hence avoiding risks associated with a laminectomy. This procedure underwent a full clinical trial prior to receiving FDA approval two years ago.

If you feel any of these conditions relate to you, please consult your primary care physician for evaluation and possible referral to Dr. Thatcher.

BMH Medical Staff Elects New Officers

The Medical Staff at BMH has elected new officers, with otolaryngologist Paul Righi, MD, being named the new president. His ear, nose and throat practice is on the first floor of the Gannett Building.



Paul Righi, MD

Family physician George Idelkope, MD, will serve as vice-president, and Remeline Damasco, MD, internist with Brattleboro Primary Care, was elected secretary-treasurer.

Serving as Executive Committee Members at Large are Judith McBean,

MD (BMH OB/GYN) and orthopedic surgeon, Jon Thatcher, MD.

Congratulations to each of these new officers whose terms are for two years, and thanks especially to Dr. Burt Tepfer for his recent service as President of the BMH Medical Staff.

Pediatrician is Welcomed to BMH

Elizabeth M. Richards, MD has joined the Pediatric Department of Brattleboro Primary Care and the Medical Staff at Brattleboro Memorial Hospital. Brattleboro Primary Care is located in the Gannett



Elizabeth M. Richards, MD

Medical Building on the hospital campus and serves both adult and pediatric patients. Dr. Richards joined the staff of BPC in June and has already established herself with its pediatric population.

Dr. Richards was most recently on staff at Dartmouth-Hitchcock Medical Center where she also completed her residency. She was awarded the degree of Doctor of Medicine at Tulane University School of Medicine (Louisiana). Dr. Richards is originally from New Orleans and moved to the area in 2002. She and her husband, Peter, have two children and live in Brattleboro.

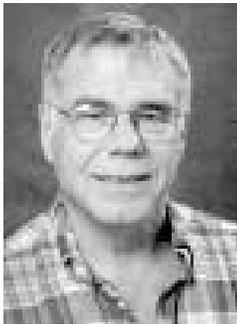
Her husband is a BMH corporator and other members of his family actively contribute to making BMH a center for excellence in community-based health and medical care.

Appointments with Dr. Richards can be made by calling Brattleboro Primary Care's Pediatric Department at (802) 258-3905.

New Medical Staff Appointments

First BMH Chief Medical Officer Position Appointed

David Albright, MD, has been appointed to serve as the first BMH Chief Medical Officer. This role, which is part-time, will assist the Medical Staff and Administration in areas such as quality, patient safety and regulatory issues. Dr. Albright will continue his clinical practice as well. Dr. Albright will assume the new role on or around November 1, 2007. More details about this position and how to reach him at the hospital will be communicated at a later date.



David Albright, MD

Brattleboro Memorial Hospital has selected Christopher Schmidt, MD, as the first full-time director of its Emergency Department. Dr. Schmidt, who has served as an ED physician at BMH for a number of years, was named to the position of Director of Emergency Services, effective October 1st.



Christopher Schmidt, MD

Dr. Schmidt's appointment includes administrative responsibilities as well as clinical assignments in the BMH Emergency Department.

Dr. Schmidt received his medical degree from the University of Massachusetts School of Medicine, after which he served a residency at Lancaster General Hospital (PA). He is currently a board-certified family physician and within the year will also sit for his board certification in Emergency Medicine.

GLADYS EARLE RETIRES FROM COFFEE SHOP AFTER 37 YEARS

GLADYS EARLE came to BMH in 1970, bringing her warmth, generosity, and a sense of community to our hospital. During her tenure, the BMH Coffee Shop was a place for physicians and staff, visitors and patients to enjoy a light meal, a warm or cold beverage, and Gladys' hospitality. Now that she is retired, her smile and welcoming personality will be missed by all of her friends.

Prior to Gladys' retirement, the BMH Auxiliary planted a tree on the hospital grounds in her honor. In dedicating the tree, it was noted that the tree will serve for years to come as a reminder of Gladys' dedication to our hospital.



RN Clinical Ladder: A Year of Success

By Mary Urquhart, Asst. VP, Patient Care Services

In January, 2006, BMH instituted the RN Clinical Ladder Program. The foundation of the Clinical Ladder Program is based on the American Nurses Association philosophies of professional responsibility. The focuses of the Clinical Ladder Program are increased participation, increased education, and performance improvement. And the goal of the program is to provide an avenue of advancement for RN's at the bedside.

There are three steps in the RN clinical ladder. The first year of the RN Clinical Ladder Program has been a success and the 20 RNs in the "RNI" category have done excellent work in performance improvement. Following is a brief rundown of some of the terrific PI work that has been done through the Clinical Ladder Program.

Now in the Emergency Department, we have a SANE (Sexual Assault Nurse Examiner) program, standardization of our pediatric code carts throughout the hospital, and mock codes. And, in the Birthing Center we now have established a Bereavement and Fetal Loss patient care plan, and improvement on our birth-to-breast times. In the Ambulatory Care Unit (ACU), or same-day surgery, there is a new medication reconciliation form for outpatients, assessment revisions, and a study being done on IV starts. In the Special Care Unit (SCU) improvements in ventilation management and central line management protocols have been instituted. The 3rd Floor Med/Surg Unit now has standardization of IV start equipment.

As we move into our second year, eight of our RNs in the 'I' category applied and received the next level as RN IIs. Along with their continued PI work and committee participation, the RN IIs will be attaining specialty certifications – in cases where they don't already have one – in the next several months. They will also be sharing their expertise with other staff nurses.

In addition to all this, five new nurses joined the Clinical Ladder Program as RN Is. These RNs have developed plans for more performance improvement projects. BMH looks forward to the continued success of these nurses and the Clinical Ladder program.

BMH MEDICAL LABORATORY ACQUIRES NEW INSTRUMENT

The Brattleboro Memorial Hospital Laboratory has recently installed new instrumentation to perform blood tests and other pathology tests. Having the use of the new Sysmex XT 2000i Hematology Analyzer means the BMH Lab will now be able to report complete blood count (CBC) tests with automated differential white blood cell count and reticulocytes (immature red blood cells). This new technology replaces the older hematology testing instrumentation which relied more on manual differentials.

The BMH Lab technical staff and management selected this particular equipment because of its versatility, an important factor in a community hospital medical laboratory. In addition to providing accurate results, the new Sysmex system provides ease of operation, and allows the lab techs to obtain faster and higher throughput. It also provides fluorescent flow cytometry, and other cell counting methods which reliably detect abnormal samples, in addition to random access reticulocyte analysis. This new BMH lab instrument also includes a backup system with the same lab reagents (materials used to start a chemical reaction), controls, and user interface.

Christopher Appleton, DO, Medical Director of the BMH Medical Laboratory, says, "We are excited because this new equipment will provide more accurate and timely results for our patients."

The BMH Medical Lab performs more than a half-million tests with its sophisticated instruments every year. The Lab is accredited by the Commission on Laboratory Accreditation of the College of American Pathology (CAP), based on results of on-site inspections. BMH has passed the stringent inspection of the CAP every two years since 1972.

"The new hematology analyzer along with other up-to-date instruments, will help the BMH Medical Laboratory provide enhanced performance and advanced technology for hospital physicians and allied health staff," according to BMH Medical Lab Director, Ron Sasarak.

Anesthesiologist Joins BMH Staff

Michael Burrell, MD, recently became a member of the anesthesiology department at Brattleboro Memorial Hospital, joining fellow anesthesiologists, Gregory Prah, MD, Honorio Valdes Murua, MD, and Susan Stein, DO.



Michael Burrell, MD

Dr. Burrell received his doctor of medicine at University of Arizona Medical School (Tucson), following graduating summa cum laude with a bachelor of science degree in biology from the University of Notre Dame (Indiana). Dr. Burrell had both his internal medicine and anesthesiology residency at Harbor-UCLA Medical Center (Torrance, CA), and he is board-certified in both disciplines.

Dr. Burrell comes to Brattleboro having served as staff anesthesiologist for the past 19 years with the Salem Anesthesia Community in Oregon. There, he was a charter program member of the cardiac anesthesia staff, served on the Salem Hospital staff, and was the Salem Hospital Department Chairman in addition to serving as Peer Review Chairman.

Dr. Burrell enjoys spending time with his family: wife Barbara who grew up in New England, their four daughters, and a boy dog! For outdoor activities Dr. Burrell says he really likes to bicycle. He also enjoys the computer. He is looking forward to moving to the Brattleboro area where he want to take good care of his anesthesia patients. We look forward to having him at our hospital!

BMH Nurses Earn their CCRN!!

Nursing supervisor of the BMH Special Care Unit, Laurie Kuralt, RN, and Linda Shea, RN, both received their Critical Care Registered Nurse Certification through the American Association of Critical Nurses (AACN), earlier this summer. Critical care certification tests your working knowledge and pathophysiology of all body systems as well as professional ethics. In order to maintain certification, a minimum of 100 hours of critical care education is required every three years.



BMH RNs Laurie Kuralt and Linda Shea

BMH to Initiate Night-time Hospitalist Service

The hospital is initiating a Night Hospitalist Service later this fall. Hospitalist care at BMH represents one of the nation's fastest-growing new physician specialties. A doctor skilled in inpatient medicine will be available at the hospital every night, from 7 PM to 7 AM to respond to changing inpatient needs, along with urgent, critical, or emergency inpatient situations that arise during the night.



Carolyn Taylor-Olson, MD

Carolyn Taylor-Olson, MD has been appointed as Medical Director of the new Hospitalist Service at BMH. This position is part-time, but Carolyn will also be assuming several of the hospitalist shifts as soon as the program begins later this fall. Dr. Taylor-Olson's roles are focused on administration and operations related to this program.

The night hospitalist will collaborate with the patient's personal attending physician to provide in-hospital coverage for the general medical care of hospitalized patients 16 years and older, and to provide medical consultation to surgical patients, when needed. Hospitalists admit patients to the hospital for any of the personal attending physicians participating in the program. All medical, surgical, and pediatric specialists/sub-specialists will be available to the hospitalist for telephone and on-site consultation as needed.

The overall quality of care delivered by the Night Hospitalist Service will be overseen by the Medical Director and the Chief Medical Officer (David Albright, MD), who will ensure high quality care, good communication, optimal collaboration, and consistent practices.

DEAF TALK SYSTEM HELPS BMH WITH HARD OF HEARING PATIENTS AND/OR FAMILY MEMBERS

BMH is now using a system called Deaf Talk to 'speak' with hard of hearing patients and/or family members of patients. Deaf Talk provides a video-conferencing American Sign Language interpretation service, available 24 hours a day, 7 days a week for our patients and caregivers. The interpreters are specially trained to provide medical information in a way that is understandable and clear to the patient and family.

Using state-of-the-art, mobile video-conference equipment, Deaf Talk brings interpretation services right where they are needed: in the Emergency Department, at the patients' bedside, or at a meeting with a medical team. In just a few short minutes from the time of need, an internet connection can be established to the remote interpreter who can be seen on the portable video screen which has been moved to the bedside of the patient.

Federal regulations require that healthcare facilities provide equal access to services for the disabled. Brattleboro Memorial Hospital (BMH) strongly supports this goal. For deaf and hard of hearing patients, this means interpreters and adaptive equipment made available at critical points in a hospital stay or visit. These critical points can be admission, discharge, any time medical information is communicated or medical procedures are explained, or when informed consent for treatment is obtained.

Patients are in the best position to determine the type of interpretation they want to support their needs. They are the final judge as to what type of interpreter is best suited to their health care needs. As such, they may request an in-person interpreter or our free video-conferencing interpretation service for the hard of hearing (Deaf Talk). BMH has identified an opportunity for improvement because, inasmuch as in-person interpreters often take hours to arrange for and then to arrive, the new Deaf Talk system provides on-the-spot service.



BMH ER nurse Sean O'Connell gives instructions to deaf father of patient with the aid of Deaf Talk video conferencing interpretation service.

What's Going On In The Development Office?

While the *“Building on Excellence”* Capital Campaign for BMH has been the main focus of much of these past months, work on a number of other things has also been taking place.

- **The 22nd Annual Clambake & Auction** was held in mid-July. This year's event happened with a number of changes and, while we are still working out the glitches, it was a big success. Thank you to the many people who worked on the event and also who attended. (See separate *Clambake & Auction* article on back page.)
- **The Second Century Ride** at the end of August, sponsored this year by BMH and Meeting Waters YMCA, had approximately 130 riders participating. The \$3,000 raised by donation to the event is earmarked for the YMCA's *Activate Windham County* public health initiative and the BMH Cardiac Rehab Scholarship Program. Additionally, new this year were BMH/YMCA bike jerseys which were a big hit, selling at \$75 each. These proceeds were also split between BMH and the YMCA. If you are interested in purchasing a jersey call 802-257-8340. (See page 4.)
- **The BMH Annual Fund** drive wrapped up at the end of September, exceeding its goal of \$145,000 for Women's Health. These funds will be used for capital needs addressing BMH women's health issues including a new birthing table, several perinatal bassinets, and information technology equipment. Thank you to all who continue to support our Annual Fund while being asked to also support our capital campaign.
- **Check out the Development section of the BMH website,**

www.bmhvt.org. Called *Giving to BMH* in the home page index, it covers the multiple ways people can support the life-saving work of BMH, lists donors to our Annual Fund, has photos and stories why supporters make charitable gifts, and it introduces our new **“1904 Legacy Society”**. In the near future, the site will feature on-line giving.



- A new **Commemorative Gift Brochure** has been developed. Thank you to Betty and Bill Tyler who shared their story of a gift made to BMH celebrating their 50th wedding anniversary, providing a great opportunity to illustrate how gifts to BMH may be made for many occasions. You can read the Tyler's story in the new brochure, or visit our website to learn more about commemorative giving.
- Finally, this year we held three women's focus groups in which approximately 35 people participated. Among the discussions were how BMH can better engage women, what women are looking for from healthcare providers, understanding the challenges, and ways to involve them.

These past months, we have also been hard at work on several new initiatives which we will be introducing

this fall and winter. These include;

- The launching of the **“1904 Legacy Society.”** A letter will be going out inviting individuals to consider becoming a founding member of this society. (See page 15 for more information.)
- **A Planned Giving Advisory Council** made up of area wealth management professionals will soon be starting. This council will provide BMH an information avenue, allowing us to keep financial planners apprised of the strategic plans of BMH, the challenges it faces, and how planned gifts can make a difference. These professionals will also be available to the Development Office, answering questions, providing guidance and expertise. Additionally, this will provide BMH with a list of professionals whom we can then share with supporters interested in estate planning or planned giving.
- **A donor newsletter** is also in the works. We're looking for a name for the publication, so if you have suggestions please call the Development Office and share them. We are envisioning a newsletter that will keep supporters informed about how their gifts are being used, telling stories about incredible people making transformational gifts...gifts that change lives, and about new happenings at BMH.

So, this in a nutshell is what has been keeping us busy in the Development Office. If you are interested in learning more about any of these activities, or in becoming involved either as a volunteer, participant, or donor, please call 802-257-8314. We love the opportunity to share what we are doing and to get others excited and involved.

—Ellen Smith,
Director of Development

Building on Excellence Campaign Update

The *Building on Excellence* Capital Campaign for Brattleboro Memorial Hospital continues to be the main focus of the Development Office efforts. In the past months, we have made tremendous strides due to the hard work of so many volunteers and also to the incredible generosity of our community. We are optimistic that we will reach our minimum goal of \$2.5 million before the end of the year.

Early in the summer, The Windham Foundation made a commitment of \$50,000 toward the building project, and at that time a generous pledge by Chittenden Bank in the amount of \$110,000 was also given toward the *Building on Excellence* Capital Campaign. Mary Bourne, Chittenden Market Manager, said, "We are pleased to support the vital resource in our community. I'm proud to be a member of this community-minded organization."

The summer ended with another generous contribution to the Campaign when C&S Wholesale Grocers made a leadership commitment of \$250,000. Gina Goff, the Director of Corporate Giving for C&S said, "C&S is proud to be partnering with BMH on this significant project. A great community and a great hospital deserve a great outpatient center."

All around this time, (in between, before, and since), there has been a huge outpouring of support. The Employee Division, which started in June and wrapped up the majority of their work in August, raised more than \$150,000, and gifts continue to trickle in. The Business & Corporate Division, which raised over \$145,000, is wrapping up its work. As a last step, they are sending out solicitation letters to those businesses they haven't had the opportunity to visit personally. The Medical Division of the Capital Campaign has now received gifts from approximately 90% of the physicians. They are working toward a goal of 100% participation. The Major Gift Committee has been responsible for soliciting in excess of \$320,000 and they are still working on it.

In mid-September, the Community Division of the "*Building on Excellence*" Campaign kicked off their drive with weekly Reformer ads and WTSA radio spots



A sample of the "Building on Excellence" Capital Campaign community ad.

profiling donors. These generous donors tell why they chose to support the campaign. A couple of them have also appeared being interviewed by Lynn Corum on Neighbor to Neighbor, a BCTV local cable channel show. In addition, a large BMH sign showing the letters filling up as we get closer to our goal of at least \$2.5 million is now posted on the Canal Street edge of the hospital grounds. Because of the effort of this last push to make our goal, we hope everyone in the community knows we are reaching out to

give them an opportunity to help us in our *Building on Excellence* Capital Campaign. Approximately 5,000 letters asking for charitable support were mailed and, not surprisingly, our wonderful community has responded.

All the good information above hopefully helps the reader see why the article started with the statement that we are optimistic that we will reach our minimum goal of \$2.5 million before the year 2007 ends. So again, a big thank you to all...co-chairs Bob Gannett and Mark Richards, and to BMH CEO Barry Beeman for their great leadership; the many committee volunteers; and to all our friends and neighbors who know how important a great community hospital is to the fabric of a strong vibrant community. If you wish to participate in the BMH Capital Campaign, a form is provided on the next page. →



Stephen Morse of the Windham Foundation (3rd from left) hands BMH Capital Campaign co-chair Mark Richards 'check' for \$50,000 as hospital CEO Barry Beeman (l), and former senator Bob Gannett, also co-chair, look on.



Members of Chittenden Bank flank Mary Bourne, Marketing Manager, as she presents 'check' for \$110,000 for the BMH Capital Campaign "Building on Excellence". BMH Development Director Ellen Smith stands on right.



C&S Wholesale Grocers pledged \$250,000 toward the BMH building fund. C&S Director of Corporate Giving, Gina Goff, has fun posing on roller of a construction vehicle at the building site, as BMH President/CEO Barry Beeman 'sits' in the driver's seat!

Upcoming 2008 Annual Fund to Support Breast Health at BMH

THE UPCOMING ANNUAL FUND (2008) will help fund the BMH women's breasthealth services. Donations will help with the purchase of two new digital mammography units. BMH radiologists are enthusiastic about advances in digital technology that hold the promise of improving our ability to detect cancers. This has the potential to save lives, particularly in certain groups of women for whom standard mammography has traditionally been less effective.

The goal is to raise a minimum of \$150,000 for the women's health issues. When you support the 2008 Annual Fund, you can be assured that your gift will make a difference in the lives of women - those diagnosed with breast cancer, those with benign breast care issues, or just those who come to BMH for their regular screening. And, making a difference in the life of women can often mean making a difference for a whole family.

THE 1904 LEGACY SOCIETY

In the next few months, Brattleboro Memorial Hospital will be kicking off its new **1904 Legacy Society**. An invitation will be going out to seek those interested in becoming a founding member, asking people, patients, and future patients to consider making a legacy gift – a gift that can literally transform lives.

For more information about the **1904 Legacy Society**, call Ellen at the Development Office: 802-257-8314. Or check out the BMH website: www.bmhvt.org and click on "Giving to BMH" in index.

cut here.....



Building on Excellence

- Architects*
\$5,000 and above
- Contractors*
\$3,000 to \$4,999
- Masons*
\$1,000 to \$2,999
- Carpenters*
\$500 to \$999
- Bricklayers*
\$1 to \$499

Community members helping us build our building.

I/we wish to make a tax-deductible pledge/gift to the Campaign for BMH for the sum of: Dollars (\$_____) Checks payable to: Campaign for BMH

Payment to be made: Annually Bi-annually Quarterly over 1 2 3 yrs.

Beginning immediately, or on the following date: _____

To set up an alternative donation schedule, please call 802-257-8314

Name(s) _____

Please print name(s) as you would like to be listed in acknowledgements.

Address _____

I prefer to make my contribution by credit card (VISA or MasterCard only):

Card number _____ Exp. date _____ VTC #(3 digit # on back)

Print name on card _____ Signature _____

My phone number _____

I prefer to give our gift anonymously

This gift is made: In memory of _____

In honor of _____

Please send a commemorative gift announcement to _____

Address _____

Gifts to the BMH Capital Campaign of \$5,000 or greater are eligible for special recognition.
Mail to Development Office, Brattleboro Memorial Hospital, 17 Belmont Avenue, Brattleboro, VT 05301. Thank you.

BMH Clambake/Auction Raises In Excess of \$45,000 for Women's Healthcare

The 22nd Clambake & Auction held at Brattleboro Memorial Hospital this past summer raised \$45,000 and counting for women's healthcare services. Hundreds of volunteers, area businesses, and the many community participants helped make the event a success.

Sponsorship for the event was at an all-time high this year with 188 area businesses "shelling out" to make this clambake a colossal success. We would like to thank our highest level of sponsors, the Colossal Lobsters, for their generosity. They are: Boston Private Value Investors, Inc.; C & S Wholesale Grocers, Inc.; Chittenden Bank; Entergy Nuclear-Vermont Yankee; and The Richards Group.

The live auction consisted of 16 varied packages ranging from Red Sox tickets to vacation trips to tennis lessons.

Many thanks go out to auctioneer Bob Sprague who generated lively "bidding wars" on auction packages to the amount of \$9,320. Skits by Jean Gilbert introduced many of the packages. The displays for these packages were artfully arranged by a small group of creative volunteers headed up by Suzie Finnell and Nancy Hagstrom. Many thanks to all!

The hospital Development Committee brought new attendees to the event by selling tickets to community members who had not previously attended the clambake. Thanks go to Jon Secrest who brought 12 new participants.

Fresh flower arrangements from local gardens under the direction of long-time volunteer Mileva Brown, graced the clambake tables.



Tom and Sally Fegley are served their lobster at this year's annual BMH Clambake & Auction. Do you suppose they had chocolate for dessert?

The annual BMH Clambake & Auction would not be possible without the many individuals and businesses involved in its production and support. Most importantly, BMH could not succeed without the benefit of those who come to enjoy good food and great friends, and to support Brattleboro Memorial Hospital in its mission of providing quality healthcare for the community.



Brattleboro Memorial Hospital
Caring for our community

17 Belmont Avenue
Brattleboro, VT 05301

Mission

Brattleboro Memorial Hospital will provide community-based health services delivered with compassion and respect.

Vision

Best patient care experience—
every patient; every time
Best place to work—
employees / volunteers / medical staff

POSTAL CUSTOMER

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