



What's Next for the Emergency Department?

While re-opening the Main Entrance of the hospital is a significant milestone, a great deal of work remains to be done before the BMH Emergency Department renovation and expansion project is completed in the spring of 2014.

The August 5th ribbon-cutting ceremony was only the end of Phase I of the entire \$7.5 million project. Work completed during this stage included excavating the exterior grounds to pour the foundation for 2,500 square feet of new ED space, erecting the canopy, pouring new sidewalks and installing the new front doors.

Inside the Main Entrance door, the reception area, lobby and new Lobby Cafe have been completed. Likewise, the

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Brattleboro Memorial Hospital Main Entrance Re-Opens



(l. to r.) Art Magnaghi, Governor Peter Shumlin, Carl Lynde, Congressman Peter Welch and BMH President and CEO, Steven R. Gordon

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The cutting of a huge ribbon, a celebration, and a couple of speeches marked the reopening of the Main Entrance of Brattleboro Memorial Hospital and the opening of a new ambulatory entrance for the Emergency Department. Vermont Governor Peter Shumlin and U.S. Congressional Representative Peter Welch were at the hospital on Monday, August 5, 2013 to help commemorate this momentous occasion. Both praised BMH for its leadership and efforts to advance access to high-quality, affordable healthcare in the community.

With the completion of the front entrance and the addition of 2,500 square feet of new space the project moves on to the next phase of the construction. The next portion of the project will focus on the renovation of 8,500 square feet of existing Emergency Department space. (see ED expansion timeline)

In his opening remarks, BMH President and CEO, Steve Gordon, shared a story about Governor Shumlin meeting with BMH leadership and medical staff in 2011. At that time, the Governor told the staff that BMH had to change to remain viable in

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Main Entrance Re-Opens continued from page 1



Steven Gordon
President/CEO

Kathleen McGraw, MD
Chief Medical Officer

Bonnie McKellar
VP Physician &
Business Development

Michael Rogers
VP Finance

Mary Urquhart
VP Patient Care Services

the rapidly changing healthcare environment. Gordon then listed a number of ways the hospital has evolved, including:

- A closer affiliation with Dartmouth Hitchcock Medical Center
- Collaboration of several clinical services such as Emergency Medicine with Cheshire Medical Center
- Initiated affiliation discussions with Grace Cottage Hospital
- Opened Vermont's only Center for Wound Healing equipped with two Hyperbaric Oxygen Therapy chambers
- Upgraded MRI and CT capabilities
- Opened a new Cardiovascular Center
- Opened new Primary Care Offices in both Brattleboro and Putney

"It's been quite a very busy two years, Governor, since you last visited," said Gordon. "I think you will agree that we are a stronger, more vibrant hospital, focused on the expanding healthcare needs of our community."

To learn more about the ED project and to follow the progress visit www.bmhed.org for regular updates and photos of the work in progress.

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Editor: Ellen Smith, *Executive Director of Development & Community Relations*

Graphics: Nicole Zinn, *Communications & Graphic Design Specialist*

Please call Ellen Smith at 802-257-8314 if you have comments about this newsletter and/or suggestions for future articles.

new registration desk and waiting area are in place when one walks through the Emergency Department entrance. A triage exam room is also operational, enabling ED personnel to manage patient flow more efficiently even as the next stage of the project gets underway.

Phase II focuses on making the old Emergency Department entrance more conducive to ambulance traffic while also reconfiguring the old registration and waiting room areas. Shortly after the ribbon-cutting, a temporary entryway was set-up for ambulances. Then the old ambulance dock was re-graded to accommodate the updated practice of discharging patients from the vehicle at ground level. By the end of September, a fireproof canopy had been erected at the ambulance entryway and new sidewalks, stairs and railings had been installed.

With the weather now turning colder, contractors are set to begin renovating the interior. The former waiting room, registration area and triage room were gutted at the same time the ambulance entryway was reconfigured. In its place will be a staff lounge and a more spacious nursing station that affords a view of the entire Emergency Department. Several other specialty areas are also being carved out, including a workroom for Emergency Medical Services staff, a decontamination chamber and a consultation room for families. In addition, the existing trauma room will be completely redone and a new secure room for psychiatric/substance abuse patients will be built. All of this work is expected to wrap-up soon after the New Year.

The final phase of the project completes interior renovations of the Emergency Department. The architectural plans increase the number of exam rooms from five to eight and expand each room by an additional 15 square feet. By late spring of 2014, the new ED will be complete; improving patient access, flow and providing greater privacy and comfort for patients and visitors.

The www.bmhed.org web site has a blog that is regularly updated with reports and photos of the work in progress.



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

Emergency Department Campaign Begins



Your door helps us open ours!

These front doors belong to a number of individuals and businesses that have already given to the BMH Emergency Department Campaign.

It is a message of a community coming together in support of a vital communal need. “*The Doorway to Exceptional Care*” campaign is to expand and renovate the Emergency Department (ED) and it is so named because approximately three out of every four patients admitted to BMH come through the Emergency Department.

Co-chaired by Art Greenbaum and Martha O’Connor, a group of community members have been working to solicit charitable support from the hospital board, BMH leadership, physicians and employees as well as the campaign committee and key supporters. Now that over \$3 million has been committed they are asking the greater community to join them and give now in support of a facility that impacts every life in the greater Brattleboro area.

For every contribution BMH receives to *The Doorway to Exceptional Care* campaign, another image of a front door will be added to the galleries. The photos can now be found online at bmhed.org and facebook.com/bmhvt.

A special YouTube video featuring BMH employees will accompany traditional radio and print advertising for the campaign. In the video, the employees dance and sing their way through the ED encouraging the community to “**Join Us. Give Now.**” The video can be seen at bmhed.org.



Join Us. Give Now.



Q & A with Marcy Rushford Center for Cardiovascular Health

Brattleboro Memorial Hospital opened its Center for Cardiovascular Health this past April. Marcy Rushford, Director of Radiology and Cardiology Services at BMH, sat down with HW earlier this year to discuss the benefits of this new approach to providing patient care.

HW: How is the Center different than the way care was previously provided?

RUSHFORD: What the Center model does is create a single point of care for the patient, coordinating with all the providers so people are not bouncing between different sites, or falling through the cracks. However they enter the hospital, we can direct them to the type of care they need faster.

HW: A lot of hospitals are moving to Center-based systems. Why is that?

RUSHFORD: The Center model shifts the care from a reactive, illness-based model to one that focuses on a person's wellness. We will continue to treat patients who currently have heart disease and vascular disease but we are also trying to be more proactive in monitoring for heart conditions. If we can identify a patient who is at risk for congestive heart failure, for example, we can provide treatment before it reaches the point where he or she needs to be admitted or readmitted to the hospital.

HW: What types of services are available at the Center for Cardiovascular Health?

RUSHFORD: The Center really began in April when two area cardiologists, Michael Cohan, DO and Mark Burke, MD, moved from separate offices into a shared space on the top floor of the Richards Building. This move made accessing services convenient for patients because Laboratory Services and Diagnostic Imaging are right

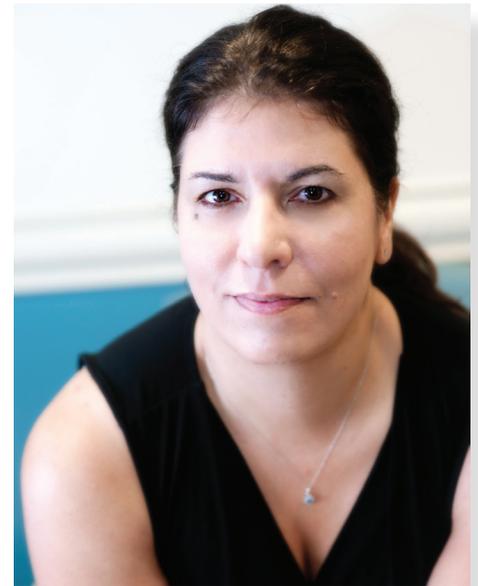
downstairs. Patients can get many of the diagnostic tests they need right there -- blood work, Holter and Event Cardiac Monitoring, Stress Testing, and Nuclear Cardiology-- before taking the elevator up to their appointment.

The Center itself has five patient exam rooms with space to add a sixth if needed. There is also a stress lab that houses our echocardiography, stress echo and peripheral vascular testing equipment, as well as EKG and pacemaker units that test patients for cardiac arrhythmias.

Since May, a vascular surgeon named Daniel Walsh, MD has been coming down from Dartmouth-Hitchcock Medical Center twice a month. He sees patients with carotid disease, aneurysms, stenosis of vessels, and other diseases of the arteries and veins. Many of his patients also have wounds, are smokers or have diabetes; these all impact the vascular system and can create problems with blood flow. Dr. Walsh actively works with our vascular sonographers, technologists and physicians to evaluate patients; he is also available to consult with patients in our Center for Wound Healing.

HW: Were a lot of people from the area traveling to other hospitals for vascular services?

RUSHFORD: Yes. BMH had not done a lot of vascular testing prior to Dr. Walsh joining the Center. In the last year, our ultrasound staff at BMH has undergone some



Marcy Rushford

specialized education with the Vascular Lab at DHMC and with various companies to expand their imaging capabilities. We have also upgraded equipment in our Ultrasound Lab, CT and MRI to be able to better accommodate patient needs. Now patients in our community won't have to drive far to have more specialized diagnostic testing; they will be able to have the imaging they need locally and have the ability to follow up with a specialist right at BMH. Occasionally patients may still need more advanced testing, such as invasive surgery or an arteriogram and would have to travel to a tertiary care site; but to streamline care and reduce delays, we have worked closely with Dartmouth-Lebanon to establish an electronic connection through which we can transmit Radiology exams to the specialists and diagnostic lab there, sharing health records with the patient's permission, saving expense, reducing repeat imaging, and decreasing dose. All of this integration reduces the need for someone to have the same tests done more than once or make multiple visits to treat the same condition.

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Center for Wound Healing Off to Good Start

A lack of treatment options in the area for chronic and non-healing wounds generated a great deal of excitement about the BMH Center for Wound Healing. Even in the weeks before it opened its doors in May, patients had been calling to schedule appointments.

The Center has been open for several months now and the outcomes seem to be aligning very closely with the expectations. About 100 patients have been admitted for treatment since it opened and even with the number of wound encounters increasing by the month, patients are “healing out” within the expected 30-day timeframe. Medical Director Gregory Gadowski, MD attributes much of the success to the Center’s case management approach.

“The same physician and nurse see a patient during each visit to the Center.”
- Dr. Gadowski

“The same physician and nurse see a patient during each visit to the Center and the consistency has proven very effective so far in treating these non-healing wounds,” says Gadowski.

While much of the buzz about the Center for Wound Healing surrounded the Hyperbaric Oxygen Therapy (HBOT) chambers, Gadowski emphasizes that this is just one of many treatment tools at the Center. Back in August, however, the number of HBOT treatments doubled, an increase that corresponded with the

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Patient Experience - Jane Rosser and Ken Vitale



Jane Rosser and Ken Vitale

Jane Rosser came to Brattleboro in the 1970s as the means to a beginning rather than an end. The School for International Training provided her with a master’s degree and the opportunity to work abroad; initially in Kenya, then other countries and continents. She met Ken Vitale in between assignments during the

early 1980s when both were at a craft school in North Carolina. Once they married, it was inevitable that with their love of travel they would return overseas. The couple embarked on a lifestyle that had them living part of the year abroad and the other part in the United States.

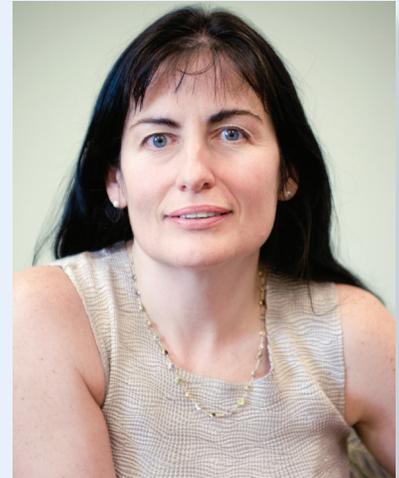
Even before the decade ended,

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Introducing

Phaedra McDonough, APRN

Cardiac Device Specialist
Brattleboro Cardiology and Center for Cardiovascular Health



Before I joined BMH I was: working at Concord Hospital in Concord, NH in Acute Care/Pulmonary Medicine. Prior to that I worked eight years in cardiology at Cheshire Medical Center in Keene, NH.

What I’ve learned about Brattleboro since coming here is that: I find the people who live in this community to be very considerate and thoughtful.

You may not guess it by looking at me, but I: can play the violin and enjoy contra dancing.

To me, “Exceptional care for our community” means: People receive health care that focuses on wellness. I want to encourage the community to ask themselves “what can we do to live a long and healthy life?” My role is to help you achieve your goal.

802-275-3699



Q&A with Marcy Rushford continued from page 4

HW: Even more recently, the Center hired Phaedra McDonough, APRN. Was this done in anticipation of expanding services provided at the Center?

RUSHFORD: That was part of it. But we also needed another provider to make sure patients were seen in a timely manner. Having a nurse practitioner on staff enables the cardiologists to see patients with more acute or complex conditions. And Phaedra brings quite a bit of additional experience to the Center. She runs our pacemaker and CHF (Congestive Heart Failure) clinics.

HW: What's involved with running those services?

RUSHFORD: Phaedra is a trained Cardiac Device Specialist with board certification from the International Board of Heart Rhythm Examiners. She is responsible for monitoring and adjusting pacemakers to make sure they're running appropriately.

The Congestive Heart Failure Clinic is key for cardiac patients in our community. When patients with heart concerns are discharged from the hospital we will be able to follow them and help coordinate

any services in the community they may need to actively manage their condition. Again, the focus is on improving outcomes for the individuals. We want to make sure someone doesn't get re-admitted for congestive heart disease.

We also plan to centralize a Coumadin Clinic sometime this fall. Currently, patients travel to the lab to have blood drawn (or have it drawn in various offices) and wait for results for up to a day or two. The new program will allow patients to have point of care testing for blood draws in a single location, be monitored by qualified staff, to receive ongoing education to better manage their condition and have their medication adjusted as necessary in a shorter time interval. To prepare, our nurses are getting very specialized training right now; we are also bringing in some specialized equipment and setting up a data management system that will work in conjunction with our Electronic Health Record which will ensure that area health providers also are able to stay abreast of their patient's health needs.

HW: Are there other services the Center still might add?

RUSHFORD: We are continuing to develop programs to improve wellness that integrate across our community and throughout the BMH practices to reduce duplication of effort, improve quality of care and efficiency, and to reduce costs.

We have to do a lot more education about heart disease, not only with our own staff but also in conjunction with other community organizations to continue to improve care. We also want to do more outreach into the community about how patients can better

manage their own health and what resources are available to help them.

HW: Have you or the patients noticed any differences so far in how cardiovascular care is coordinated with the Center model?

RUSHFORD: Our Center for Cardiovascular Health has been open a few months. So it's too early to make assumptions about outcomes based on the information we have so far. But we do know that people are getting appointments more quickly than they did before with cardiologists, that patients seen in the ER are being worked up faster and cardiac care across BMH, the physician groups and with DHMC is smoother, as is the integration with diagnostic services. Our process has really accelerated care for patients who come in with chest pain. That extra time makes all the difference for someone with a significant cardiac problem. Even if we're able to help one or two people, whatever we're doing is worth the change.

HW: Will you be looking at national benchmarks when evaluating the Center?

RUSHFORD: The national benchmarks are for the bare minimum. They show you what you should be doing and we are already exceeding those expectations. The question should be are we improving care and outcomes? The changes we are making do that. We want to be very actively engaged with patients, helping them take care of themselves and manage their condition to keep them healthy as possible.

The Center for Cardiovascular Health is open Monday through Friday. Appointments can be made by calling 802-275-3699.





BMH, Just So Pediatrics and Putney Family Healthcare Earn NCQA Certification

Brattleboro Memorial Hospital took a major step forward in enhancing quality and efficiency of its medical care recently when it applied for and was granted the National Committee for Quality Assurance (NCQA) seal of approval for the hospital as well as two of its BMH Physician Group member practices: Just So Pediatrics of Brattleboro and Putney Family Healthcare.

Since its founding in 1990, the NCQA has been a central figure in driving improvement throughout the health care system. Organizations who apply for the seal must submit to a rigorous, comprehensive review of its policies and procedures, including annual updates on performance.

A team of BMH staff, including Bonnie McKellar, Wendy Cornwell, Elizabeth Acquaviva, Cindy Pearson and Katelyn Short worked with Cindy Blood from the Vermont Child Health Improvement Program (VCHIP), which is the state's NCQA-certified survey vendor, to prepare the hospital and individual practices for their assessments.

As BMH's Director of Healthcare Initiatives, Wendy Cornwell is at the forefront of efforts to achieve NCQA certification for all BMH-owned and independent medical practices in the area. She says obtaining certification for the hospital initially should help streamline parts of the surveying process for other practices going forward.

"Getting an NCQA seal of approval for the corporation helps demonstrate that we have the same standards, policies and procedures across all our practices," said Cornwell, explaining that there are six standards considered during the NCQA assessment, with numerous elements within each standard. "At the root of it all is quality of patient care."

In addition to Just So Pediatrics and Putney Family Healthcare, the independent Heartsong Health in Community practice based in Putney was also assessed by VCHIP. These three providers join Windham Family Practice and Brattleboro Primary Care as practices that have achieved NCQA-certification. Elizabeth Acquaviva, who is overseeing the application process for BMH Physician Group practices, says each BMH-owned practice will be applying for the NCQA seal in the coming months.

"Ideally, patients will receive the same quality of care and the same consistency from check-in to follow-up in each BMH Physician Group practice," said Acquaviva, adding that the shared electronic medical record will increase the efficiency of how care is delivered to both individuals and groups of patients with similar conditions. "It's designed to make sure the practices focus on patient wellness. Now that medicine has advanced to the point where we know what causes a lot of disease and illness, the goal is helping keep people healthy instead of waiting until they become sick."

Cornwell says other key aspects of meeting NCQA practice standards are teaching patients and their families to manage chronic conditions independently and connecting them with additional community resources. In addition, each practice must undertake projects that demonstrably improve the quality of care delivered during the three years they hold the certification.

"Even though a practice meets a measure of quality by getting NCQA-certified, they don't rest on their laurels," Cornwell said. "The practices conduct patient surveys as part of the certification process, then the VCHIP facilitator, Cindy Blood, and I look at the data to see where there are opportunities to continuously upgrade the quality of care."

For more information about what NCQA certification means for your medical providers, contact Wendy Cornwell at 802-257-8324 or wcornwell@bmhvt.org.

Introducing

John W. Todd, APRN-FNP
Family Nurse Practitioner
Putney Family Healthcare and
Brattleboro Internal Medicine



Before I joined BMH I was: I have been a family nurse practitioner for the past 10 years in several different settings in this area, including an Otolaryngology office (that's the Ear/Nose/Throat specialty), and an internal medicine group across the river. I'm not new to this area: I grew up as a teen here, graduated from BUHS, then went away for a career that I escaped from after 5 years, began working in nursing from 1998, including becoming a Registered Nurse at BMH prior to going for the advanced training of four years as necessary to become a Nurse Practitioner.

You may not guess it by looking at me, but I: Was born in Yorkshire England, moved up to Scotland while in preschool, then moved to the US at the age of 7, became a citizen at the age of 16, so I'm a naturalized Vermonter.

To me, "Exceptional care for our community" means: Taking time to listen, and spending enough time with the people who come to see me so that I can gain a full understanding of the health issues involved.

802-387-5581



Center for Wound Healing continued from page 5



More information about the Center for Wound Healing is available by calling 802-275-3674 or online at www.bmhvt.org.

influx of patients who were not only new to the Center, but to BMH as well.

“The center offers a comprehensive array of services not otherwise available in much of the region. So while most patients are coming from Brattleboro and neighboring towns, we’re also starting to see people coming from more distant parts of Vermont, as well as New Hampshire and Massachusetts,” Gadowski says.

Gadowski adds that next steps for the Center include tracking of patients after they have completed treatment. “The ultimate goal is to prevent another wound from occurring. We accomplish that by working with a patient’s primary provider and helping them get access to other services they may need,” he says.

Patient Experience continued from page 5

however, Ken and Jane began planning for a future that had a fixed address. The Chicago neighborhood in which they resided at the time did not meet their criteria for making a home. But as they knew, Brattleboro was suitable on many levels. It was a small town in a rural setting, plus they still had many friends in the community. It even had a hospital, which they said stood out when they compared Brattleboro with other towns of similar size.

They found a house in town that was ideal. Neighbors sat on their porches and watched kids play, including their own daughter, Francesca. A round-robin of potluck “soup nights” brought everyone on the block even closer together. When the call eventually came once again to move overseas, this time to India, they began renting the house to another family. But there was no longer any question as to where they belonged.

“During the years we were away, we would still come here for check-ups and all that because we wanted to know where home was. We wanted

our daughter to know where home was and keep in touch with people,” says Ken.

With Francesca now a graduate student in Boston and their itinerant years behind them, Jane and Ken realize the benefits of their foresight for buying a house in Brattleboro. “A lot of our friends who live out in more rural areas are moving into town because it’s five minutes from the hospital,” explains Jane. “At our age, that’s a big deal. I can actually walk to the hospital in 20 minutes from here.”

Both Jane and Ken have had surgeries in the recent past. For Jane, there was no question she would be treated at BMH. “When I had a second opinion in Boston, there were people coming here to have things done because it was so comfortable and personable,” she says. “Why go anywhere else? The Richards Building is fabulous and we have so many good specialists.”

Ken recalls what a strong support system they have had from everyone

at the hospital. After having knee replacement surgery with Elizabeth McLarney, MD, he discovered how other hospital departments delivered the same level of attention, from his ability to get good vegetarian food to the friendliness of the staff in the post-surgical unit. “You’re in this hospital for a number of days and you can start a conversation with anybody,” Ken says. “It’s as if everyone feels like they’re part of the team taking care of you.”

Jane adds that the level of familiarity was an additional comfort during her stays following surgeries, which were performed by Joe Rosen, MD and Cheri A. Brodhurst, MD. “You hear the names over the loudspeaker and you think, oh, I know that person. It’s a very personable atmosphere. The nurses, even at 2 o’clock in the morning when they’re checking on stuff, and I had a great conversation about the Sufi religion. Only in Brattleboro,” she laughs. “We feel very lucky to be in a community this size with that kind of hospital.”



BMH Physician Group Leans Into Increased Access

by Cindy Pearson

In the past few months, every BMH Physician Group primary care and specialty practice opened its doors to accept new patients. At the same time, existing patients are not waiting as long to schedule an appointment. During each visit, patients are spending more time with their doctors even though they are spending less time in the doctor's office. All of these enhancements to the quality and efficiency of care are being accomplished without adding additional staff or extending office hours.

While these achievements may at first sound like a neat magic trick, they're really the result of a process that looks at where care can be streamlined during individual patient visits. It's based on a lean medical model. Inspired by decades of innovation in the manufacturing industry, the lean model brings healthcare through a similar approach, looking at where waste can be eliminated to improve quality and value without making additional investments.

Waste can take many forms. Sometimes it's wasted material but more frequently it's wasted time. All the tasks that need to happen during a patient visit should be geared toward enabling her or him to spend as much face-to-face time as possible with their medical provider. Receptionists handle the check-in. One nurse takes the vital signs and assigns the exam room while another nurse does patient telephone calls and prescription refills. Everything flows so the provider can walk out of one room and go into another. Even the follow-up orders after a visit, such as arranging for prescriptions or scheduling lab and imaging tests can be done by a staff member other than the doctor or nurse practitioner.

Of course, every practice has its own different needs and challenges, especially across the primary care providers and specialists that make

up BMH Physician Group. The goal of the lean model is not to find a one-size-fits-all solution, but there are consistent habits each office can set up to be more efficient. For example, we are working towards all exams rooms having the supplies and instruments in the same place so any staff member who goes in can find what they need immediately. We also coordinate with the hospital's pharmacy and stockroom so medications and supplies don't go to waste.

Those practices which are utilizing a lean medical model are finding these methods create more appointment spaces during the day. Patients aren't waiting as long for an appointment and more new patients have access to medical care. In addition, automated telephone systems not only allow patients to call in to refill prescriptions, it also helps make phone calls to patients reminding them of appointments they have scheduled. All of this helps achieve the ultimate goal of an ideal visit for every patient, every time.

Cindy Pearson is the Clinical Coordinator for BMH Physician Group.



Cindy Pearson

Introducing

Daniel B. Walsh, MD

Vascular Surgery
Center for Cardiovascular Health &
Dartmouth-Hitchcock Medical Center



Before I joined BMH I was: and still am on the vascular surgery faculty at Dartmouth-Hitchcock, since 1987.

What I've learned about Brattleboro since coming here is that: Brattleboro has a very friendly, competent medical community.

You may not guess it by looking at me, but I: nearly did not go to medical school.

To me, "Exceptional care for our community" means: highest quality care, provided efficiently in a caring and timely manner.

802-275-3699



Contributions

...making a difference

Donor Profile: Art and Sue Greenbaum

One of the constants during Art and Sue Greenbaum's life in the Brattleboro community has been their home. Since moving from Long Island more than 40 years ago, they have maintained the same residence in the Hillwinds neighborhood. It was there they raised their two daughters, Coree and Kari, taking them on ski trips to the same mountain resorts by which they came to know and love southern Vermont.

Such permanence has been no small feat. Sue recalled their decision to move to the area was made without any employment prospects. "It was pretty gutsy. We ran out of money before we could completely finish building the house," she said with amusement. "Art said to me one morning after we had moved in: 'I'll be home when I get a job.'"

Fortunately, Art found a job that evening. A construction company based in Hartford, Connecticut assigned him to a project at Greenfield Community College. When that was finished he worked on Putnam Memorial Hospital in Bennington. Then it was a Shawmut Bank in Boston. When Art's next assignment was supposed to be Syracuse, New York, Sue put her foot down. "She told me, 'we didn't move to Vermont for you to go to work two and three hours away,'" Art remembered with a laugh.

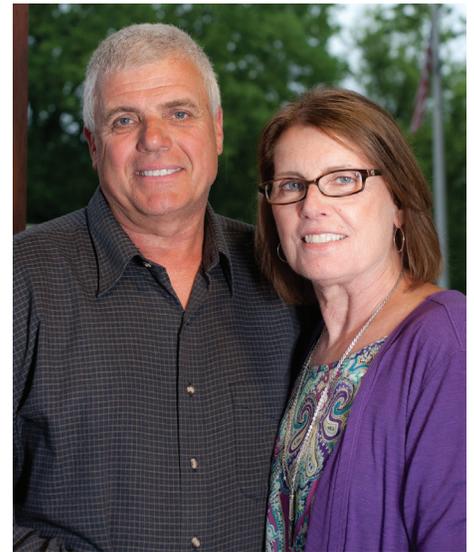
Thus it was in 1975 that GPI Construction was born, with the young couple each putting in time to build

the business while also immersing themselves in the local community. Art joined the Chamber of Commerce and Rotary Club, was a board member at the Humane Society, and spent time working with the Boy Scouts and Youth Services as a Big Brother. Sue was active in the Brownies and Parents-As-Teachers, a precursor to the current Early Education Services organization, and continues her 30+ year volunteer commitment to the Christmas Stocking.

As for BMH, Sue joked that their family members have been "good customers" over the years, starting with Kari's birth. Each member has had their share of illnesses and injuries over the years, and they appreciated living in a small community where they could get to know their medical providers. The Greenbaums' appreciation for the hospital and its physicians was elevated four years ago, when Dr. Nicholas Bartenhagen diagnosed Sue as having polymyositis a connective tissue disease.

"We met with the top two physicians in the neurology department at Dartmouth-Hitchcock, and they confirmed Dr. Bartenhagen's diagnosis was 100 percent correct," Art said. "They told us Sue was welcome to come to Dartmouth-Hitchcock for treatment, but frankly, we could get the exact same care at BMH."

The Greenbaums contribute to the hospital both financially and with their time and resources. Sue volunteers in the Development Office and has also helped in



Art and Sue Greenbaum

the Breast Care Center. Art has participated in Touch a Truck. He brings GPI vehicles to the event, including the popular Kubota tractor that allows kids to play with a pile of wood chips. Currently he is co-chairing the Capital Campaign for the Emergency Department renovation and expansion, along with Martha O'Connor.

"The reality of it is that the hospital has been there for our family, and the community is an extension of our family," said Art. "The hospital not only takes care of our health needs but provides a lot for our economic base, bringing physicians and a lot of high-tech skilled labor jobs. It's important we keep reinvesting so it's there for the next family that needs it."

Making a Gift of Stock to Brattleboro Memorial Hospital

Whether it is due to the BMH Emergency Department “The Doorway to Exceptional Care” Campaign or the rise in the stock market, we have been seeing an increase in gifts of stock from many in our community. THANK YOU.

Gift of stock, bonds or mutual fund shares is often an advantageous way to make a charitable gift. If the stock is highly appreciated (the value has increased from when originally purchased) the full market value is recognized for gift purposes and but potential capital gains taxes (tax on the increased value of the stock) are avoided. The value of a gift of stock (for the donor’s income tax purposes) is based on the mean fair market value on the date of the donor’s gift.

If you are considering making a stock gift, please make sure to notify the BMH Development Office (802) 257-8314. Unless notified, we will not know the name of the generous supporter and will be unable to recognize and credit them with the gift. Stock directions and routing information can be found on the BMH website at www.bmhvt.org/giving/outright-gifts/stock-transfers.

Beards for BMH

Once again, in conjunction with Men’s Health Month in November, Brattleboro Memorial Hospital will be hosting “Beards for BMH.” This annual campaign is a light-hearted contest aimed to raise awareness of men’s health issues such as prostate cancer, testicular cancer, high blood pressure, diabetes, heart disease and other health issues affecting men. The weather will be turning colder, hunting

season is starting so this is a perfect opportunity to insulate your face and help BMH in starting the conversation about men’s health.

During the month of October, information about this event will be posted on the BMH website, on the BMH Facebook page, through the online e-news, the Pulse, and on other media outlets. We’ll be looking for participants and posting pictures of the progress of their beards throughout the month of November, and awarding prizes at the end. Make sure to like the BMH Facebook page to follow along or sign up for our e-newsletter on our website and stay tuned for further details about how you can be involved. The fun kicks off on November 1, so sharpen your razors!



Annual Giving Campaign

Brattleboro Memorial Hospital is in the process of wrapping up its Annual Giving Campaign, and we’re pleased to report that we are within shouting distance of our goal of \$200,000. Through the generosity of so many in our community we have raised over \$186,000 already and gifts continue to come in. YOU can help put us over the top by making a gift today. With the current “The Doorway to Exceptional Care” Campaign raising dollars for the renovation and expansion of BMH’s Emergency Department, it’s been great to see our community digging deep to come through for the Annual Campaign as well. It is the fund that supports the everyday and ongoing needs of your community hospital. There is still time to make your annual gift and get us to our goal. And THANK YOU to all who have gotten us this far.

<input type="checkbox"/> Benefactors \$10,000 & Over* <input type="checkbox"/> Patrons \$5,000 - \$9,999* <input type="checkbox"/> Fellows \$2,500 - \$4,999* <input type="checkbox"/> Stewards \$1,000 - \$2,499*		I wish to make a tax-deductible gift of \$ _____
<input type="checkbox"/> Donors \$500 - \$999 <input type="checkbox"/> Associates \$250 - \$499 <input type="checkbox"/> Supporters \$100 - \$249 <input type="checkbox"/> Friends \$1 - \$99	I would like my gift to support: <input type="checkbox"/> Area of Greatest Need <input type="checkbox"/> Uncompensated Care	
<small>* Donors of \$1,000 or more are President's Circle Members.</small>	Name(s) _____ <small>Please print name(s) as you would like to be listed in acknowledgements.</small>	
<input type="checkbox"/> I prefer to make my contribution by credit card: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover	CARD NUMBER _____ EXP. DATE _____ VTC # (3 digits on back of card) _____	
PRINT NAME ON CARD _____ SIGNATURE _____ MY PHONE NUMBER _____	<input type="checkbox"/> I prefer my gift to be anonymous	
<input type="checkbox"/> This gift is made: <input type="checkbox"/> in memory of <input type="checkbox"/> in honor of _____	Your gift is tax-deductible to the extent of the law. Please make your check payable to: Brattleboro Memorial Hospital. Mail contribution to: BMH Development Office, 17 Belmont Avenue, Brattleboro, VT 05301-3498	

September 7th a Busy Day for BMH



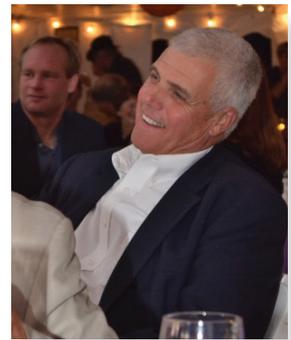
The day started at 6:00 AM with 60+ trucks arriving at the Brattleboro Memorial Hospital parking lot for the fifth annual **Touch a Truck** event, and the kids and parents started lining up not too long after. Over 1,000 children, parents, and grandparents attended this year's event and many of the vehicles were the traditional favorites; fire truck, police car, school bus, backhoe, utility vehicles and cranes. But there were also a few new participants including a helicopter and the Kona Ice truck.

Then, at 1:00 PM as the trucks started pulling out of the parking lot, work was underway for the **High Heels & Hard Hats** gala to honor Art & Sue Greenbaum that evening. Starting at 6:00 PM, under the tent in the BMH parking lot, approximately 150 people came together to

recognize Art & Sue, raise dollars for BMH, and dance and have a fun time.

Thank You to the many, many volunteers who served on the committees and assisted at each of the events, the sponsors who helped underwrite the costs, the in-kind gifts, auction items and raffle prizes from local businesses, both of the Brattleboro Rotary clubs, the truckers and all who attended. Everyone pitching in made the day a great success. Between the two events approximately \$50,000 was raised to support the work of BMH and a wonderful time was had by all.

To see photos from the day, visit the BMH Facebook page or visit www.bmhvt.org.



Brattleboro Memorial Hospital
EXCEPTIONAL CARE FOR OUR COMMUNITY

17 Belmont Avenue • Brattleboro, VT 05301
802-257-0341 • www.bmhvt.org



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