

MRHC Focus

MRHC Calendar

McAlester Regional Health Center

Volume 4, Issue 5

Marketing promotes MRHC

- May is National Stroke Awareness Month
- May 6 Armed Forces Day Parade, meet 8 a.m. (wear your MRHC shirt!)
- May 9 OBI Blood Drive, 6 a.m. to 4 p.m. (reservations: OBI.org)
- May 13 ACS/Relay for Life Amazing Race, 9 a.m. Southeast Expo Center. Come support MRHC's teams!
- May 14 Mother's Day
- May 16 Geriatric Psychiatry Unit ribbon cutting, 3 p.m.
- May 29 Memorial Day
- June 12 MRHC Foundation Golf Classic, McAlester County Club (Contact Ryan Gathard for info)

Have you visited the McAlester Regional Health Center website or Facebook page? Have you seen an MRHC billboard or newspaper ad, or caught an online or TV commercial, or a radio ad? Maybe you spotted an MRHC booth at a community event, or saw someone using a pen or a bag with our logo on it?

All of these are thanks to your MRHC Marketing Department.

Promoting MRHC every day, Kandra Wells, Ashley Kennon and Manager Chris Plunkett make up the MRHC Marketing Department. Chris and Ashley spend most of their time with referral sources - 400 doctors and other providers in the 19 counties we cover - while Kandra coordinates Public Relations for the hospital.

(Continued on page 5)



Chris Plunkett &
Ashley Kennon



Primary Stroke Team: Trained & Ready 24/7

Working in McAlester Regional Health Center, we hear it over the intercom all the time (264 times last year): "Code Stroke to ER" or

"Code Stroke to 3 North" or "Code Stroke to ICU." But unless you're on the Code Stroke Team, you may not fully appreciate all that

goes into a Code response.

MRHC is a nationally designated

(Continued on page 4)



Melissa Peckio, ACM-RN
Case Management

MRHC Managers: What is 'Good Customer Service'?

When I was asked to write about Customer Service, one person immediately came to mind. This person always takes care of her patients and puts them first.

When I was a nurse working on the medical units, I always hoped I would get to work with her in my group of patients. She is kind to all the patients no matter how hard some may be to deal with. She is never impatient with them, or the nurses for that matter. When her duties are complete, she will go to others and offer to help.

I know that she has had personal tragedies and devastating issues that she has had to deal with. But

(Continued on page 2)

From the CEO: A plea for our community's most vulnerable

One of the things that keeps me up at night is the plight of those less fortunate. How can we help? The following is a letter about one of the most vulnerable populations in our community - children. Our social

chance at reunification with their family. If a child has to be placed out of county because there are not adequate homes available in this area, then roadblocks can be automatically put in place because

“Not every child that is removed from a parent is lucky enough to have a family member who is willing and able to step up and take placement of them.”

workers and case managers deal with similar situations daily and can attest to the prevalence of children who need help. I am sharing this letter with you to promote Judge Beare's mission and to help spread her message.

- David Keith

Childhood should be a time of innocence and light-heartedness, but for too many children it is anything but that. Here in Pittsburg County we can have on average about 100 children in foster care at any given time. The thought of being removed from ones parents is a frightening enough prospect, but the thought of where they will go can be an equally frightening experience. Not every child that is removed from a parent is lucky enough to have a family member who is willing and able to step up and take placement of them.

We need individuals in Pittsburg County are willing to become foster parents. The children in our community deserve an opportunity to thrive and have the optimum

of time and distance.

Imagine being taken out of your home, away from your parents and maybe even your siblings. Now, in



David Keith, CEO

addition to that, imagine being

(Continued on page 4)

SAVING *the* LIVES of OKLAHOMANS

since 1977

McAlester Regional Health Center Blood Drive

Tuesday, May 9 • 6 AM - 4 PM
Look for the Bloodmobile!

For more information contact Kandra Wells
At 918-421-6672

PHOTO ID REQUIRED

McAlester Regional

HEALTH CENTER
Southeast Oklahoma's Leading Healthcare Resource

Donors get a limited edition
40th Anniversary *vintaged* t-shirt!
Choose your favorite from
PURPLE, GREEN, or BLUE!

To donate \$10 to Global Blood Fund
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For Text-2-Give terms and conditions, visit
www.globalbloodfund.org/help/Text-2-Give

Oklahoma
Blood Institute
40th ANNIVERSARY

1-877-340-8777
obi.org

*while supplies last

Who's new? Jared Droze named Administrator for Southeast Clinic

McAlester Regional Health Center has named Jared Droze as its new Physician Practice Administrator at Southeast Clinic.

Droze was most recently Clinic Finance Manager of Oklahoma State University Medical Center of Tulsa. He began working as Physician Practice Administrator for Southeast Clinic on April 4.

"Jared comes to us from a respected healthcare institution with the experience we need for our Southeast Clinic, an operation that has been very



**Jared Droze, SE Clinic
Physician Practice
Administrator**

successful and continues to grow," said MRHC CEO David Keith. "I am confident Jared's experience and training in finance, healthcare and administration will lead our Clinics in expanding access to healthcare throughout Southeast Oklahoma."

Droze is a graduate of OSU and holds a Master's degree in Health Care Administration. He is a member of the American College of Healthcare Executives (ACHE) and was an Administrative Fellow with OSU's Health Care

Administration Program. He has more than 13 years of experience working in hospitals.

"McAlester Regional Health Center and Southeast Clinic in particular are proven not-for-profit healthcare business models that provide access to physicians for our rural populations," Droze said. "We want to focus on improving processes and provider alignment that will support our strategies for financial stability and healthcare access to Southeast Oklahoma."

May 2017



Education Calendar of Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 General Orientation 8a-4:30p SCR	3 General Orientation 8a-4:30p SCR	4 Clinical Orientation 8a-1p Education Bldg Meditech Training 1p-4:30p SCR	5	6
7	8	9 Basic LifeSupport 9a-4p Education Bldg	10 Basic Dysrhythmia 9a-4p Education Bldg	11	12	13
14	15	16 General Orientation 8a-4:30p SCR	17 General Orientation 8a-4:30p SCR ACLS Initial 9a-5p Education Bldg	18 Clinical Orientation 8a-1p Education Bldg Meditech Training 1p-4:30p SCR ACLS Initial 9a-5p Education Bldg	19	20
21	22	23	24	25	26	27
28	29 Holiday Memorial Day	30 General Orientation 8a-4:30p SCR	31 General Orientation 8a-4:30p SCR			

Courses/Classes in **GREEN** are scheduled with Human Resources. Contact 918.421.8061.

Courses/Classes in **RED** are scheduled with Education. Contact 918.421.8200 or email education@mrhcok.com.

MRHC Professional Development Center
903 E. Van Buren
McAlester, OK 74501

Phone: 918-421-8200
Fax: 918-421-6627
E-mail: education@mrhcok.com

**Striving for always
through quality
patient care.**

(Continued from page 2)

taken out of your school and community. Maybe there is that one teacher you have always been able to count on even when things haven't been that great at home, but because there are no available foster homes in your community you lose that one lifeline also.

Unfortunately for too many of our children, this is a reality.

I am the Special District Judge for Pittsburg County and one of my main responsibilities is the Juvenile Deprived Docket. This docket handles every child removed from their parent and placed in the

custody of the Department of Human Services in Pittsburg County. These aren't numbers on a docket sheet, but actual children who have their entire lives interrupted and turned upside down because of poor decisions made by a person they are supposed to be able to trust the most in their lives.

The court process should continually work in a manner to make their lives better, either by reunification with their parent or permanency achieved by some other means. Unfortunately sometimes the court system and our community as a whole lets

these children down because of lack of resources and options.

This is a personal plea from me on behalf of every child on my docket and for the ones that will come in the future. The goal, not only for myself but also the State of Oklahoma and the attorneys that donate their time to represent these children and their parents, is to ensure the decisions we make while these children are in custody does not cause any more trauma than they have already endured. To help fulfill that we need resources, we need options for placement of these lives we have been entrusted with. While I know

not every person is cut out to be a foster parent, if there is even the smallest chance that you will be willing or know someone who would be willing to serve as a foster parent, please contact the Department of Human Services Child Welfare Division at 918-421-6101.

The more resources available the better equipped we are to try to give these children the lives they deserve, not the ones they have been dealt, and maybe you can be responsible for giving a child a good memory and a happy future.

- Mindy M. Beare
Special District Judge

(Continued from page 1)

Primary Stroke Center, meaning our staff is trained to recognize and treat Stroke patients according to precise medical standards and criteria.

For instance, MRHC's Stroke Team strives to meet or exceed a "door-to-needle time" of 60 minutes between the time a patient presents, is diagnosed and treated with a brain-saving, clot-busting drug. In March, MRHC's

Stroke Team averaged 38 minutes for this critical benchmark.

"Time is brain," says Stroke Center Medical Director Dr. Karen Siren, Director of Emergency Medicine. "It is critical that Stroke is swiftly diagnosed so that we can administer the necessary medication"

Stroke Team members at MRHC include experts from the following departments:

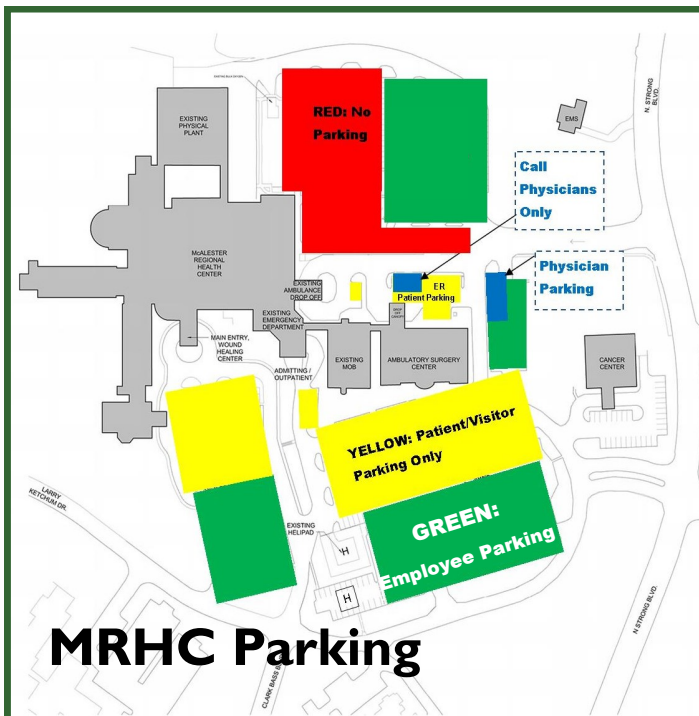
- ◆ Cardiopulmonary
- ◆ Emergency (physician, nursing, techs, admitting)
- ◆ EMS/Air Care
- ◆ House Supervisor
- ◆ Informatics (IS)
- ◆ Laboratory
- ◆ Logistics
- ◆ Nurse Managers (Critical Care, Medical/Acute, Rehab)
- ◆ Radiology (CT, techs)
- ◆ Pharmacy
- ◆ Quality
- ◆ Social Services
- ◆ Stroke Coordinator

◆ Therapy

Each discipline plays a critical part in the training and preparation for Stroke Treatment, and they are experts in responding when the time comes. There were 19 team members who responded to a Code Stroke last week with everything from wheelchairs to crash carts to portable imaging equipment.

Stroke Coordinator Tammy Barnette said of 2016's 264 Code Strokes called, only 9 were not stroke related. The rest were everything from Ischemic Strokes (120) to TIAs (81) to brain bleeds (22); 14 patients qualified for the Activase drug for breaking up blood clots inside the brain and were transferred to St. John's Medical Center for follow-up treatment.

May is National Stroke Awareness Month.



Out with the old logo, and in with the new

We have official logos here at McAlester Regional Health Center (Southeast Clinic, Hospice,

Wellness Center, Home Health, etc.) and we welcome their use. Protect our MRHC Brand by using

only our official logo on forms and letterhead, both print and digital. You can find our official logos on the G Drive (General) under Logo. Need help? Contact Kandra Wells in Marketing at Ext. 6672!



Oops

In April's newsletter featuring Infusion Services, we inadvertently omitted identification of part-time nurses Shannon King, RN, and June Miller, RN. They too are integral members of Team Infusion Services!

(Continued from page 1)

Together, the team plans and produces the annual Women's Day Out wellness event, open house and ribbon-cutting celebrations, and other events. Marketing also promotes MRHC throughout the year, from the annual Kids Fair in March (600 people attended) to April's KEDDO's senior health fair for more than 600.

"The foundation of Marketing is community engagement," Chris explained.

Three days a week, he and Ashley are either visiting other doctors or

introducing MRHC providers to their rural colleagues. Gastroenterologist Dr. Grossman, for instance, met with 45 fellow physicians when the new service line was introduced, and he's now one of Southeast Clinic's busiest doctors.

"We build relationships with our referral sources, and we work our branding for top-of-mind awareness," explained Chris. "When someone has a clinical need, we want them to choose MRHC."

Branding includes the use of the MRHC and Southeast Clinic logos, and ensures our own service lines are promoted in our facilities and communities. That's why Marketing frequently hands out pens, paper pads, bags and other items with MRHC and Southeast Clinic logos, and discourage those items promoting competing service lines on our campus.

Marketing also meets with MRHC directors to help them learn how to use data to develop their business and increase patient volume.

Meanwhile, Public Relations includes things like press releases, online media, digital signage (like



Public Relations Coordinator
Kandra Wells

Pie in the Face!

There's a limited time to buy a Pie in the Face for your favorite MRHC colleague - say Greg McNall or Amber Lassiter? Bring your vote and your money to HR by May 11! (It's all in good fun, and for a good cause!)

Top 10 List

April 28, 2017

#1	<p>Jason Bray Chief Information Officer 150 Votes</p>	#6	<p>Johnny Cullin Therapy Tech 30 Votes</p>
#2	<p>Kandra Wells Public Relations Coordinator 50 Votes</p>	#7	<p>Tiffany Roberts HR Generalist 28 Votes</p>
#3	<p>Brent Stinnett Radiology Director 43 Votes</p>	#8	<p>Tyler McIntosh Controller 23 Votes</p>
#4	<p>Tracy Locke Application Manager 42 Votes</p>	#9	<p>Darryl Linnington Regional Director of Financial Planning & Analysis 22 Votes</p>
#5	<p>Lucy Muller HR Generalist 33 Votes</p>	#10	<p>Greg McNall Manager, Materials Management 15 Votes</p>

Don't see your favorite MRHC or SE Clinic employee on this list? Come by HR to donate your dollar to get your vote in by 4pm on May 11th! The Top 5 will get their pie on May 12th! Contact Lucy in HR for more information. All proceeds go to the MRHC Foundation!

the TVs near the cafeteria), Faces of MRHC signs and this newsletter. Kandra spreads the good news about MRHC to employees and the public on many platforms (Facebook, Twitter, our

website, etc.) and helps educate the public about our services, our programs and our people.

Have a question? Need a pen? Contact Marketing at Ext. 8663.

April Birthday Bunch



2 West Surgical

Elizabeth Hamilton
Lucas Johnson
Megan Maness
Taylor Odom

3 North Medical

Janie Dawson
Patricia
Esparza-Montes
Rhonda Eicher

ASC

Dan Boatman
Sara Perry

Diagnostic Imaging

Jamie Ragan

Brittney Marrs

Brenda Robertson

Dialysis

Shonna Martin
Sydney McAhren

Brandi Stamps

Davenia Tate

Emergency Dept.

Connie Taylor
Misty Walker

Finance

Tyler McIntosh

Home Health

Megan Higgins
Paula Kerns

Human Resources

Heather French

ICU

Crissy Beaty
Penny Camerer
Cress Folger

Information Sys.

Cameron Daniel
Daithan
Johnson
Daniel
Pulchny
Scott Yoder

Laboratory

Linda Harp
DaNel Jennings
Priscilla Richter
Karissa Skinner
Wushuang Tian
Linen

Wesley Barton

Lacey Old

Marketing

Ashley Kennon

Medical Records

Devona Hollis

Nursing Admin.

Tamara Dugan

Plant Operations

Alex Pippins

POC Diagnostics

Kendra Blaylock

Family Practice

Amanda Pendleton

Physician Services

Stacie Baumann
Lisa McBride

Residency Program

Dr. Goldameir
Akingbola

Dr. Lori Peters

Urgent Care

Christie Griffin

SPD

Virginia Stone

Therapy Services

Jon-Andrew Martin

Jerod Wylie

Wellness Center

Codie Clark

Donna Sharp

Women's & Children's Services

Haley Atwood

Shereen Posey

Alexander Marlow

Megan Monks

May Birthdays

Jimmy Grissom

Melissa Peckio

Perioperative Sers.

Christy Stanfield

Amy Vilar

Shannon Dehart

Don Lalli

Sarah Osborne

Jolene Pool

Valerie Mullins

Pharmacy

Larry Auld

Rehab.

Nursing

Amy Rymer

Respiratory Sers.

Catasha Sadler

Kimberly Wofford

Skilled Nursing

Teresa Davis

Southeast Clinic

Gastroenterology

Shara Hall

Wilburton

Wanda Choate

(Continued from page 2)

through it all she never let these things interfere with her work responsibilities.

There isn't a particular instance with this employee, but a constant never-ending positive attitude and genuine care of our patients and staff that make **Genalyn Young** the person I think of when I hear Customer Service.