



2013  
*Community*  
**BENEFIT REPORT**



**PHELPS COUNTY REGIONAL  
MEDICAL CENTER**

1000 West Tenth Street • Rolla, Missouri  
[www.pcrmc.com](http://www.pcrmc.com) (573) 364-9000

An annual report highlighting  
the community benefit from Phelps  
County Regional Medical Center

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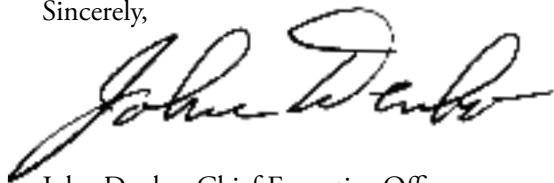
Phelps County Regional Medical Center's (PCRMC) rich history is deeply rooted in the community. Our organization was created over 62 years ago through the philanthropic involvement of area businesses and residents who rallied together to make the dream of a county hospital become a reality. PCRMC originated from a community need—a need to ensure residents living in Rolla and the surrounding areas had a home for their healthcare.

Today, our organization has grown substantially, but the reason that we exist remains the same: to provide world-class healthcare to every resident in our community safely, efficiently and effectively, close to home. Providing our patients with the ability to stay home is one of the many benefits of PCRMC that we are most proud of, and we are privileged to be able to offer high-quality healthcare to our patients where they need it most: close to the comforts of their familiar surroundings, family and friends.

Without the continued support and involvement from the community, PCRMC would lose the essence of its beginnings, and the fundamental reason it began in the first place: as a grassroots effort between civic-minded residents who promoted and created a physical space to help their neighbors and friends.

Since the foundation of PCRMC is ingrained in the act of giving back, our organization has been committed to giving back to the community since the first bricks were placed on the hospital building in 1950. PCRMC is proof of how powerful one community can be when we all stand together for a common good.

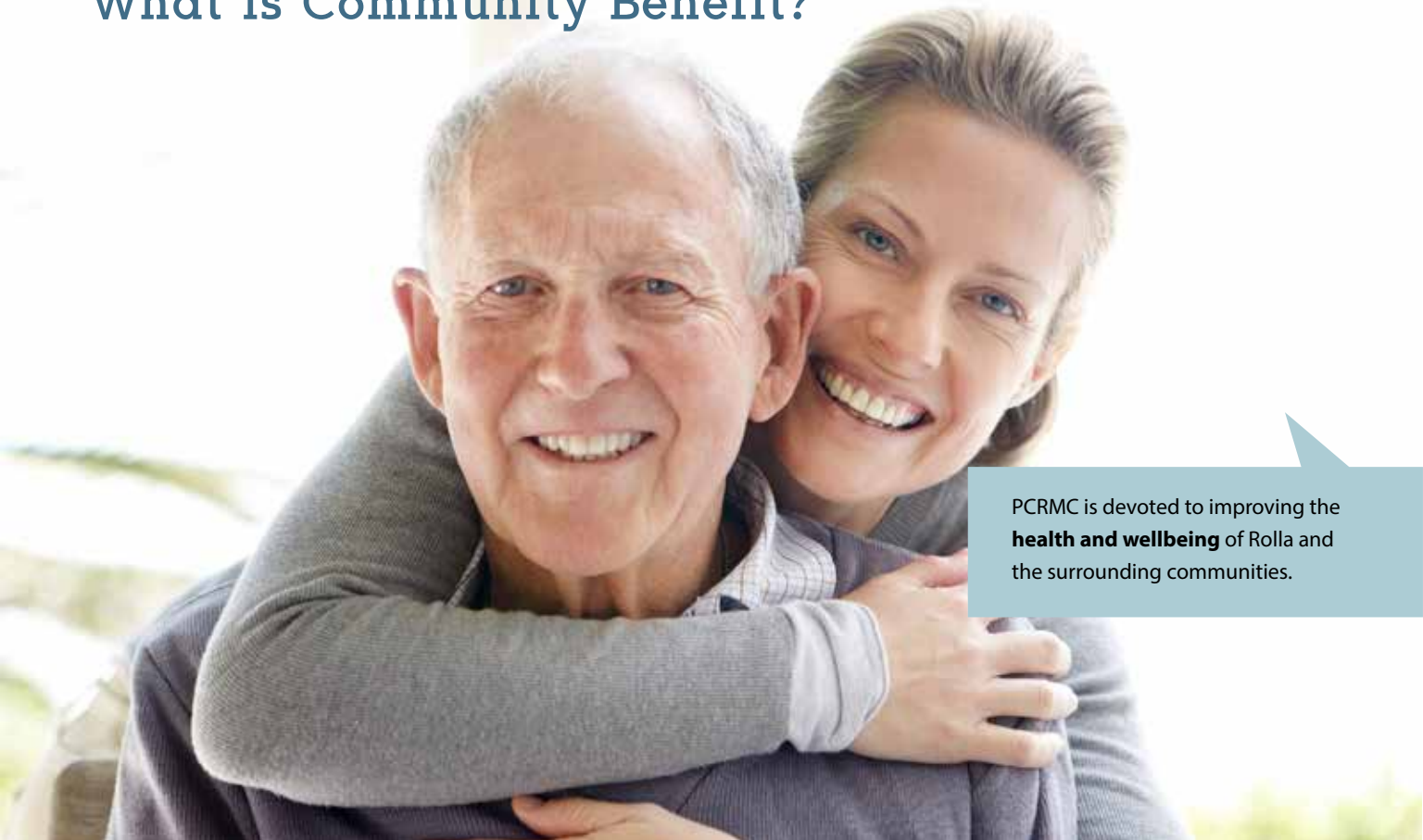
Sincerely,

A handwritten signature in black ink that reads "John Denbo". The signature is written in a cursive, flowing style.

John Denbo, Chief Executive Officer



# What is Community Benefit?



PCRMC is devoted to improving the **health and wellbeing** of Rolla and the surrounding communities.

**Community benefit** refers to programs or activities that provide treatment and/or promote health and healing as a response to identified community needs, which includes the following:

- >> Charity & Other Uncompensated Care
- >> Community Outreach Services
- >> Health Professionals Education & Placement
- >> Donations to Community Groups



# PCRMC a World-Class Healthcare Organization

PCRMC has grown from a small, county hospital to the current world-class healthcare facility it is today, employing a staff of over 1,700 and licensed for 242-patient beds. PCRMC offers an array of diagnostic medical services, as well as a robust Physicians Group with over 80 healthcare providers and more than 20 physician specialty services. In addition to the main campus in Rolla, the PCRMC Physicians Group has integrated health clinics in Salem, St. James, Vienna and Waynesville.



## Growth of Clinics and Medical Providers

In 2013, PCRMC grew substantially through the incorporation of several highly established medical practices and the recruitment of world-class healthcare providers. Also in 2013, construction began on the new PCRMC Waynesville Medical Clinic. The 4-story, 58,820 square foot healthcare center will offer a pharmacy, sleep clinic, breast center clinic, rehabilitation services, imaging department, ultrasound and laboratory.

### The following practices and providers were added to the PCRMC Physicians Group in 2013:

#### Clinics

PCRMC Bass Medical Clinic  
PCRMC Dent Medical Clinic  
PCRMC Forest City Family Practice  
PCRMC Heart & Vascular Center  
*(first interventional cardiology procedure performed in 2013)*

#### Providers

##### Family Medicine

James Bowers, MD  
Jason Meler, DO  
Kara Meler, DO  
James Bass, MD  
Angela Middleton, FNP  
Hugh Schuetz, DO  
Rachelle Gorrell, DO  
Chris Durbin, FNP  
Carol Teague, FNP  
Charles Cunningham, DO

##### Cardiology

Timothy Martin, MD  
Thomas Martin, MD  
James Spadaro, MD  
Steven Ballard, ANP

##### Internal Medicine

Donald McMullin, DO

##### Hospitalist

Chun So, MD

##### Psychiatry

Vaishali Shah, MD  
Ifeanyi Izediuno, MD

##### Pediatrics

Katie Cameron, MD

##### Orthopedics

Brett Clayton, PA

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On behalf of Doctor's Day 2013, the PCRMC Medical Staff donated to the Friday Backpacks program. Children are provided with a full backpack of food on Friday to sustain them over the weekend until the child is able to have a meal at school the following Monday. Many children do not have access to food outside of school hours, and the Friday Backpacks program is 100% dependent on donations and volunteers as it receives no government assistance.

## **PCRMC Provides School Physicals** PAGE 12

PCRMC healthcare providers donated their services to over 420 students for school physicals. Local students and their families were educated about potential warning signs of serious conditions faced by athletes, like concussions, as well as general information about how to stay healthy.

## **Assistors Program Offered at PCRMC** PAGE 14

PCRMC was the recipient of a grant from the Missouri Foundation for Health to create an Assistor program as a community resource for people who need additional guidance signing up for the Health Insurance Marketplace to buy insurance, a requirement from the 2010 ruling of the Affordable Care Act (Obamacare).

## **PCRMC Partners with American Heart Association for 1st Annual HeartChase** PAGE 16

The American Heart Association's (AHA) HeartChase is a community outreach event aimed to increase awareness about heart health and serves as a fundraiser to support the life-saving work of the AHA. HeartChase is a community scavenger hunt, sponsored by PCRMC and facilitated by the AHA, where teams compete to uncover clues, solve puzzles and complete challenges.

## **Stroke Seminars Hosted to Raise Awareness** PAGE 18

PCRMC Neurologist Mignon Makos, MD, and several other healthcare professionals, provided 3 free, informational sessions about how to recognize the warning signs of stroke. A stroke is a medical emergency and requires immediate care. Dr. Makos and her colleagues presented about the need for early intervention when someone suffers a stroke. For a stroke, time lost is brain lost, and the FAST acronym acts a guidepost for identifying symptoms.

### **Comprehensive Breast Center Hosts Survivor Tea Party** PAGE 20

Breast cancer Survivors were celebrated at a tea party hosted by the Comprehensive Breast Center at PCRMC. Women were treated to baked goods, giveaways, and other keepsakes donated by the PCRMC Auxiliary and Volunteer Services Department and Phelps Regional Health Care Foundation.

### **Delbert Day Cancer Institute Capital Campaign Kick-Off** PAGE 22

A capital campaign was launched in 2013 in support of the creation of a physical building, the Delbert Day Cancer Institute, to better integrate the already nationally-accredited cancer services at PCRMC. The success of the Delbert Day Cancer Institute capital campaign will provide residents with access to world-class cancer treatment close to home without the burden of traveling to multiple locations for treatment.

### **Diabetes Education Program Restructured** PAGE 24

The PCRMC Diabetes Education Program was restructured in 2013 to increase participation in the classes by changing the learning format to be more interactive. Participants in the program are provided with tools to make simple lifestyle changes that can have a profoundly positive impact on their health, like increasing activity and making informed decisions when meal planning.

### **Auxiliary Board Celebrating Almost 65 Years of Self-Governance** PAGE 26

The PCRMC Auxiliary & Volunteer Services Board of Officers has served as democratic representatives for Auxiliary members since 1950. The peer-elected AVS board operates under the strategic plan of the hospital and decides yearly service initiatives, financial allocations and priorities for the volunteer membership.

### **Community Support** PAGE 28

PCRMC provides community support in 4 categories: financial assistance & charity care, community outreach, education, and donations to community groups and events.

### **Statistics** PAGE 30

Fiscal year 2013 statistics on PCRMC hospital stays and outreach.



# PCRMC Brings World-Class Healthcare Close to Home

PCRMC prides itself on community service and investment and offers programs and activities to the community that promotes educational resources to the public. Areas of community benefit include charity and/or uncompensated care, community outreach services, health professional education and community group donations.







PCRMC donated \$2,500  
to the Friday Backpacks  
program in 2013



## Friday Backpacks Program

by Lindsey Dunstedter

Phelps County Regional Medical Center (PCRMC) donated \$2,500 to the Friday Backpacks program in honor of the PCRMC Medical Staff for Doctor's Day 2013. The Friday Backpacks program was created by the HOPE Alliance of Missouri to provide temporary help to residents that have fallen on hard times. Children are given a full backpack of food on Friday to sustain them over the weekend until the child is able to have a meal at school the following Monday. Many children do not have access to food outside of school hours.

Friday Backpacks was started 8 years ago by HOPE executive director Faith Ann Barnes, who says that the local need for food is immediate and real. “We have a lot of working poor families in Rolla who don’t qualify for government assistance and struggle to make ends meet. Food is the number one thing that gets cut in a struggling household, and the children suffer from the lack of access to regular meals,” said Barnes. The program is 100% dependent on volunteers and donations as it receives no government assistance. PCRMC is one of the many local entities that support the Friday Backpacks program along with individuals, businesses and grants from local corporations.

Dr. Donald James, senior vice president and chief medical officer at PCRMC, invoked former longtime chairman of the PCRMC Board of Trustees, Dr. John Park, when asked why the physicians chose to support the Friday Backpacks program. Dr. James said that when a matter is addressed by the Board of Trustees, “Dr. Park always says that the first question we have to ask when weighing options is ‘how will the proposed outcome benefit the community?’ Championing that humanitarian philosophy, PCRMC staff has embraced the Friday Backpacks program; the medical community, as well as society in general, agrees that no child should go hungry. It is the right thing to do, and it is the right way to reach out to those in need.”

Every year on Doctor’s Day, the PCRMC Medical Staff is honored for answering the special call of medicine as well as celebrated for contributing to our community by caring for its residents. Doctor’s Day is a unique opportunity for members of our community to honor a special physician in their life. Dr. James said that “Doctor’s Day is not about the doctor; it is about the patient. It is an opportunity for the community to make an expression of appreciation for the doctors who have made a positive impact in their lives. In turn, the PCRMC Medical Staff is privileged to make a donation to a local organization that also gives back so much to our community, and Friday Backpacks is a wonderful example of an organization that is making a difference in the lives of area children.”

Although the community has rallied behind Faith Ann Barnes as the program expands to try to meet the increasing need, there is still much work to be done. “Our numbers continue to grow,” said Barnes. “We went from feeding 49 children the first year to now feeding 430 children every week, so any additional support helps this program continue. We are completely volunteer-based and dependent on the kindness and generosity of our area, and so far, the local response to help has been a blessing.”

To learn more about the HOPE Alliance of Missouri and the Friday Backpacks program, please visit [www.hopeallianceofmissouri.org](http://www.hopeallianceofmissouri.org). To learn more about ways to honor or recognize your doctor, please visit [giving.pcrmc.com/guardianangel](http://giving.pcrmc.com/guardianangel).



**2013 totals for school physicals:**

**Rolla and Newburg: 200 students**

**Salem: 60 students**

**St. James: 75 students**

**Vienna: 85 students**

**Total: 420 students**

Keith Frederick, DO *Orthopedic Surgery*



## School Physicals Provided as Community Service

by Somer Overshon

Phelps County Regional Medical Center (PCRMC) hosted free school physicals for the 2nd consecutive year. The PCRMC main campus, and several outlying PCRMC clinics, served 420 students in 2013. Students attending 6 area schools, including Cuba, Newburg, Rolla, Salem, St. James and Vienna, were eligible for the free service. 19 healthcare providers from the PCRMC Physicians Group donated their services to offer the school physicals as a complimentary benefit to students and their parents.

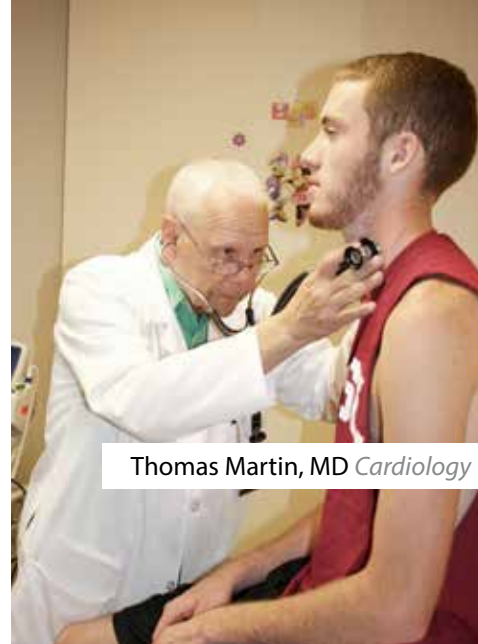
PCRMC offers the school physicals free of charge as part of the organization's commitment to providing world-class healthcare close to home. The physicals provide access to healthcare for all students, regardless of ability to pay, and ensure that the students are physically healthy as they enter a new school year. During the physicals, students and parents are also educated on the potential warning signs of more serious sports-related conditions, such as concussions.

The estimated total for the school physicals in 2013 was \$32,250. PCRMC assumes the total cost of the physicals each year, an expense PCRMC is committed to continuing to provide. "It is critically important that the medical community provide the resources that our local student athletes need in an environment where the students, parents and physicians all have the same community interests," said Donald James, DO, PCRMC SVP/CMO. "Offering the school physicals is a service to the community that PCRMC looks forward to providing free of cost each year."

For more information about PCRMC's free school physicals, please contact Heather Chirban at 573-458-7153.

### **PCRMC healthcare providers who donated their services in 2013 include the following:**

Jimmy Bell, FNP; Kimberly Bohlmann, MD; James Burdett, MD; Bryan Davis, PA; Chris Durbin, FNP; Rachelle Gorrell, DO; Donald James, DO; Theodore Koreckij, MD; Bohdan Lebedowicz, MD; Michael Potter, MD; Matthew Ragsdell, DO; Francesca Sabia, MD; Hugh Schuetz, DO; Salim Shackour, MD; Carol Teague, FNP; Amy Whitaker, FNP; and LeRoy Wombold, DO.



Thomas Martin, MD *Cardiology*



**PCRMC provides free support for patients enrolling in the Health Insurance Marketplace.**

## **Assistors Program Offered at PCRMC**

*by Lindsey Dunstedter*

The Affordable Care Act (Obamacare) specifies that by 2014, most Americans are required to have health insurance or pay a penalty on their 2015 federal income taxes. However, signing up for health insurance can be confusing. PCRMC recognized the need for additional help and support for the community to navigate the new healthcare options and was awarded a grant from the Missouri Foundation for Health to develop an Assistor program.

Assistors are trained and licensed to work in local community organizations, hospitals or health centers to provide free help to consumers enrolling in the Health Insurance Marketplace. Assistors are licensed by the State of

Missouri and have received specialized training through the Department of Health and Human Services.

### **Assistor program identified as a community need**

Layla Earl, managed care contract coordinator at PCRMC, explains the significance of the Assistor program to the community. “The need for unbiased, noncommissioned-based education, information and assistance regarding the individual impact of the ACA created a need within our community. Patients deserve dedicated professionals, who are focused not on a sale, but on the individual education and customization of the Marketplace. The goal of the Assistor program is to provide our patients with the same excellence in information, outreach and assistance that we deliver with medical care,” said Earl.

The Marketplace revolutionizes the way people can sign up for insurance, not only in terms of the sign-up method, but also because the new insurance options might have added benefits for the patient. There are new health insurance rules that may improve the current quality of health insurance a person has, or that they may buy, through the Marketplace. The new rules include new protections so health insurance companies cannot charge higher premiums because of gender, health status, or if a person is already sick; the new health insurance plans must cover recommended preventive care with no cost sharing; and people now have the option to compare and buy health insurance plans through the Marketplace website.

### **Assistor program empowers people with choices**

According to Earl, it is imperative that people know these new rules exist. “People are sometimes hesitant to even try to get help or get access to information because they are under the assumption that because they are currently sick, or have a preexisting condition, that they are not a candidate for the insurance offered on the Marketplace, which is simply not true,” said Earl.

The Assistors at PCRMC are dedicated to providing everyone with the assistance necessary to understand the new healthcare law and the choices patients have within the Marketplace. Earl said that “we are here not only to help you obtain coverage; we are here to help you understand and use your coverage to keep you and your family healthy. Best of all, we do all of this free of charge because having access to affordable healthcare is something that is important to all of us.”

To schedule a free appointment with an Assistor at PCRMC, please call 573-458-3676.



## HeartChase: A Community Adventure for a Good Cause

by Somer Overshon

The statistics are startling: cardiovascular disease and stroke are the 1st and 4th leading causes of death in the United States, which equals 1 in every 3 deaths in the nation. In an effort to promote community awareness about cardiovascular disease and prevention, Phelps County Regional Medical Center (PCRMC) and the American Heart Association (AHA) teamed up for a special event—the Rolla HeartChase.

### What is the AHA HeartChase?

The AHA HeartChase is a community outreach event that heightens awareness about heart health and raises monies to support the life-saving work of the AHA. The event is focused on community involvement and is designed for teams of 2-5 players who use an app downloaded to a smart phone to navigate through the game's checkpoints and challenges.

The game is set up as a scavenger hunt or obstacle course, where all participating teams compete to uncover clues, solve puzzles and complete challenges. The HeartChase is not a race to the finish, but a race to finish with the most points acquired during the game. The event is a friendly competition for families, friends and co-workers of all ages and is a great way to have fun and exercise.



### **2013 Rolla HeartChase event totals**

**Total amount raised:** \$13,257

**Total teams:** 14

**Top fundraising team:** Homecare Hearts

**Event winning team:** Don't Cardiac Arrest Us

PCRMC Emergency Department

**Total volunteers:** 32

**Event speakers:** John Denbo, PCRMC CEO,  
Tom Brown, Brewer Science,  
& Don Pingleton, PCRMC



### **A community-sponsored event**

PCRMC was the title sponsor of the 2013 Rolla HeartChase event, and John Denbo, CEO, delivered opening remarks stating, “My hope is that the Rolla HeartChase will engage our community to support the American Heart Association’s and the PCRMC Heart & Vascular Center’s endeavors to build healthier lives in Phelps County and the surrounding areas, free of heart disease and stroke.”

Also included in the program were event speakers Tom Brown, Brewer Science, and Don Pingleton, PCRMC, who shared personal stories of heart disease that changed their lives. Both men had near-death cardiac experiences and told the event attendees how their lifestyles have changed as a result. Today, Brown and Pingleton are doing well through regular exercise, a healthy diet and a strong relationship with their physician team. “Heart disease can happen to anyone, regardless of age or family history,” Brown said. “It is never too late to start living a healthier lifestyle.”

Annette Wells, PCRMC Heart & Vascular Center clinic manager, participated in the event and said, “The HeartChase was a fun way to educate the community and raise awareness about heart disease and stroke. The PCRMC Heart & Vascular Center’s incredible team of providers, with over 100 years of combined experience, helps patients with every aspect of heart and vascular care. We are proud to be able to participate in a community event like the HeartChase and be able to offer life-saving services to patients in the Rolla area.”

To learn more about the PCRMC Heart & Vascular Center, please visit [www.pcrmc.com](http://www.pcrmc.com) or call 573-308-1301. To learn more about the AHA HeartChase, please visit [www.heartchase.org](http://www.heartchase.org).



Mignon Makos, MD



## Seminars for Stroke Education

*by Somer Overshon*

PCPMC Neurologist, Mignon Makos, MD, along with several other healthcare providers, facilitated 3 informational sessions on stroke for residents of the Rolla, St. Robert, Waynesville and Fort Leonard Wood communities. A stroke is a medical emergency and requires immediate care. Through public, informational sessions, Dr. Makos is ensuring people know the signs and symptoms of stroke and what actions to take if they suspect someone has experienced a stroke.

### **What is a stroke?**

A stroke occurs when a blood vessel in the brain bursts or when a blockage develops. Stroke is the 4th leading cause of death in the United States and is the leading preventable cause of disability. Although many people associate stroke with old age, stroke can happen to anyone, at any age; in fact, one-third of all stroke victims are younger than 65. Signs and symptoms of stroke include asymmetrical smile; weakness of facial muscles; loss of arm strength on extension; slurred or strange speech; or difficulty understanding a conversation. "Someone who is experiencing stroke-like symptoms should get to the emergency department immediately or call 911," said Dr. Makos. "A person must never go to bed and

## Act **FAST**

Remember the FAST acronym if you or a loved one experiences stroke-like symptoms. Stroke symptoms appear suddenly and require immediate attention.

**F**ace: Drooping, numbness or weakness of the face

**A**rms: Drifting, weakness or lack of control

**S**peech: Trouble speaking, slurred speech or problems understanding

**T**ime: Time is critical (Call 911)

*“Know the facts: a stroke is a medical emergency that requires immediate care.”*

expect the symptoms to be better in the morning. Many times the symptoms are worse in the morning.”

## *“Time lost is brain lost.”*

### Time is critical

Dr. Makos says the take-away point for people to remember about stroke is this: there is only a small window of opportunity—approximately 4 ½ hours from the initial onset of symptoms or the last time of known wellness—to treat stroke with optimal results. “Time is of the essence when treating stroke, and getting to the hospital quickly decreases the chances of permanent disability,” said Dr. Makos.

The key to effective stroke treatment is early intervention. “If a patient seeks treatment quickly, he or she can receive a clot-buster medication intravenously or in the affected brain artery in an attempt to reverse the stroke symptoms,” said Dr. Makos. “The success rate of a clot-buster medication is 30 percent, and patients who have received this medication are more likely to recover with little or no disability within three months.”

### Making lifestyle changes

After having a stroke, a person’s risk for having another one is increased. “Making lifestyle changes, paying attention to your health and taking prescribed medications many help prevent a future occurrence,” Dr. Makos said. She also recommends people take preventive measures, like following a low-cholesterol diet with an LDL [low-density lipoprotein, the “bad” cholesterol] goal below 100; stopping smoking; getting blood pressure under control; committing to regular exercise; and taking an anti-platelet therapy medication to help make the blood less sticky so it flows more easily through vessel walls.

To learn more about Dr. Mignon Makos, please visit [www.pcrmc.com](http://www.pcrmc.com) or call 573-364-9000. To learn more about stroke prevention, please visit the American Stroke Association at [www.strokeassociation.org](http://www.strokeassociation.org).



To learn more about the PCRC  
Comprehensive Breast Center, please call  
573-458-3100 or visit [www.pcrmc.com](http://www.pcrmc.com).





## A Cup of Tea for Breast Cancer Awareness

*by Somer Overshon*

Phelps County Regional Medical Center's (PCRMC) Comprehensive Breast Center hosted a pink ribbon tea party for breast cancer patients and Survivors on Valentine's Day. 35 ladies attended the event and enjoyed several different teas, door prizes, and a buffet of sweet treats and sandwiches.

Helen Litz, MSN, RN, retired breast center coordinator, spearheaded the event as a way to recognize women who were diagnosed with breast cancer at the Comprehensive Breast Center at PCRMC. Litz reviewed records starting in 2007—the year she started working in the Breast Center—and sent invitations to all the women diagnosed from 2007 to present. "I wanted to do something special for the ladies who are, or have been, patients in the Breast Center," said Litz. "The pink ribbon tea party was a way to honor them and thank them for choosing PCRMC. Most importantly, though, the tea party was a way to let our patients know how much we care about them."

Litz crafted tea cups and pots from paper, secured giveaways and door prizes, and served a buffet of appetizers and sweet treats. Along with the keepsake tea cups, attendees were eligible to win door prizes, including a pink tulip plant, pink-crocheted tea towels and pot holders, made and donated by PCRMC employee Wanda Siebert, and several other generous gifts donated by the Phelps Regional Health Care Foundation and the PCRMC Auxiliary & Volunteer Services Department.

The PCRMC Comprehensive Breast Center provides patients with every aspect of breast care, including education, prevention measures, screenings, rapid diagnosis and state-of-the-art technology. Women who are age 40 and older should commit to a yearly mammogram. "Breast cancer doesn't care how old you are," said Litz. "All ages are affected. Get a yearly mammogram and make sure that all the women in your life do the same."

To learn more about the services at the PCRMC Comprehensive Breast Center, please call 458-3100.

The DDCI building will be centrally located on the main PCRMC campus and will provide a seamless transition between cancer services.



## Delbert Day Cancer Institute Capital Campaign Launched

by Lindsey Dunstedter

A capital campaign was launched in 2013 in support of the creation of a physical building, the Delbert Day Cancer Institute (DDCI), to better integrate the already nationally-accredited cancer services at Phelps County Regional Medical Center (PCRMC). PCRMC has a robust history and a strong reputation for providing world-class cancer services in the region. Building the state-of-the-art cancer institute is a testament to the mission of PCRMC: to provide every resident in the community the opportunity for optimal health through access to world-class, patient-centered healthcare delivered safely, efficiently and effectively, close to home.

### Dr. Delbert Day a role model for new cancer center

Lorrie Hartley, executive director of Phelps Regional Health Care Foundation, said that the capital campaign was solidified with a life-changing gift from Ted and Kim Day. “The DDCI was a way to honor Ted’s dad, Delbert Day, for his groundbreaking role in cancer treatment and research,” said Hartley. “Dr. Day developed selective internal radiation

therapy (SIRT),” said Hartley. “SIRT increases tumor targeting, reduces side effects and treats tumors inaccessible by surgery. He also co-invented TheraSphere, which is now being used at over 100 sites to treat patients with inoperable liver cancer.”

PCRMC CEO John Denbo said that the DDCI will be a physical manifestation of the spirit of its namesake, Dr. Delbert Day: “Dr. Day embodies the spirit of everything we believe the PCRMC cancer center will encompass: a commitment to academia, including researching treatments for cancer; a commitment to numerous, local civic and community organizations; and a down-to-earth, approachable, compassionate character.” The Days’ generous philanthropy, along with the outpouring of community support, is not only helping to build the cancer institute, but is also helping equip the DDCI with world-class physicians and cutting edge technology.

### **The local need is great**

The total cost for the construction of the DDCI is \$20 million; the Foundation has been charged with raising \$7 million through the support of the generous community. The need to have a world-class cancer center like the DDCI in the area is real and immediate; one-in-two men and one-in-three women will develop cancer during their lifetime, and the cancer case volume is expected to increase in south-central Missouri well into the future. Currently, PCRMC is only able to treat about 40% of all cancer patients in the six-county service radius. PCRMC is being proactive by preparing now to accommodate the rapidly growing need of cancer services in the region. With the creation of the Delbert Day Cancer Institute (DDCI), PCRMC anticipates being able to serve 520 additional cancer patients per year.

### **Providing access to world-class cancer care**

The success of the Delbert Day Cancer Institute capital campaign will provide residents with access to world-class cancer treatment right here at home without the burden of traveling to multiple locations for treatment. Dr. Delbert Day said it best: “creating the Delbert Day Cancer Institute (DDCI) is not just a name. It represents innovation, know-how, curiosity, strength, courage, faith, endurance and hard work that pays off – in short, everything we need to beat cancer.”

### **How you can help**

For more information, or if you would like to make a pledge to support the Delbert Day Cancer Institute capital campaign, please visit [giving.pcrmc.com](http://giving.pcrmc.com).



*“There is such a sense of camaraderie in the groups for diabetes education.”*

## Diabetes Education Program Offered at PCRMC

by Lindsey Dunstedter

Diabetes is a complex disease and requires resources to increase health literacy to facilitate better long-term outcomes for patients living with type I, type II and gestational diabetes. In 2013, the Diabetes Education Program was restructured at Phelps County Regional Medical Center (PCRMC) to increase participation in the classes by changing the learning format to be more interactive. Starlyn Reynolds, community health education manager, was charged by Leah Isakson, administrative director of organizational development and innovation at PCRMC, to rejuvenate the existing program and increase attendance. “Starlyn has been an incredible change manager,” says Isakson. “She has excelled in



restructuring the Diabetes Education Program to better empower the participants while also providing them with the education and ongoing support they need to live healthy lives.”

### **Diabetes requires multidisciplinary approach to care**

Reynolds described diabetes as a disease process that requires a hands-on, multidisciplinary approach to diagnosis, treatment and management of the disease. “Diabetes is just one piece of the disease, and there are so many long-term complications associated with diabetes, including neuropathy, kidney disease, heart disease, depression, gum disease and eye complications,” said Reynolds. “One of the major changes we made to the Diabetes Education Program was incorporating additional healthcare professionals into our group meetings as guest speakers. Podiatrist Dr. Christopher Johnson spoke about diabetes and foot health, and Christine Richards, laboratory director, spoke about how to understand lab results. The speakers are another added layer of care we provide to our patients.”

The Diabetes Education Program supports informed decision-making, self-care behaviors and problem solving for patients and caregivers. Participants receive the tools they need in class to make changes in their lives to increase exercise, eat well and find ways to reach personal goals. “There is such a sense of camaraderie in the groups for diabetes education. The participants and caregivers are able to make connections with people who are going through the same experience; it can be very cathartic to talk to others who can empathize with you,” said Reynolds.

### **Diabetes education improves quality of life**

In addition to improving clinical outcomes, health status, and quality of life for patients, the patients are also able to learn concrete behaviors and skills, like how to read food labels and how to test blood glucose levels. Members of the program are provided with tools to make a few simple changes that can have a profoundly positive impact on their health. Diabetes education healthcare professionals offer information and resources about healthy eating, being active, monitoring blood sugar, taking medication, solving problems, coping with diabetes and reducing risks. “So much of diabetes management is learning how to live with diabetes without letting the disease run your life,” said Reynolds. “With the Diabetes Education Program, participants are encouraged to attend with caregivers who might be doing the shopping, so we have an opportunity to discuss how to shop for and prepare diabetic-friendly meals. Our goal as healthcare professionals is to improve the lives of every participant we have in class; this is a journey we are all in together.”

The 10-hour Diabetes Education Program requires a physician referral, and participants can choose a group setting or can meet on an individual basis. If you have any questions, please contact Starlyn Reynolds at 573-458-7694.

*"We are here to serve our patients and make sure their experience is as positive as possible."*



*All ages welcome!*

## PCRMC Auxiliary Board of Officers Provides Voice for Volunteers

*by Somer Overshon*

Phelps County Regional Medical Center's (PCRMC) Auxiliary & Volunteer Services Department (AVS) was officially organized on February 17, 1950, when a group of civic-minded women held their first meeting at the old Uptown Theatre in Rolla, now the Missouri University of Science & Technology Hasselmann Alumni House. The Uptown was donated for Auxiliary use until the group could meet in the newly constructed Phelps County Memorial Hospital, which opened in early March of 1951.

For almost 65 years, the Auxiliary has had a strong presence at PCRMC and has contributed to the overall success, growth and goodwill of the hospital. The Auxiliary is governed by a board of officers, which consists of volunteers



who represent specific areas of the hospital, including the Medical Office Building (MOB), the Repeat Boutique, the information desk and the sewing room. “Currently, 20 members of the AVS serve as board members, and they are elected by their peers to make decisions about service projects, finances and plans to partner with the hospital to promote the community or PCRMC,” said Tina Pridgeon, AVS director. “The board’s main priorities when deciding to fund projects is whether or not the proposed initiatives make a difference in the community and improve the patient experience.”

Virginia Lomax said that she enjoys serving as president on the board because of the “camaraderie and the shared experiences with my fellow volunteers.” For Jayne Stites, AVS board member, serving as a volunteer and leader ensures that the community and patients are always the focus at PCRMC. “The organization helps our patients know how much PCRMC cares about them and the community. We are here to serve our patients and make sure their experience is as positive as possible,” Stites said. Ronald LeClair, AVS board member, also expressed a deep commitment to the community. “The AVS is important to PCRMC because it works to provide extra revenue and resources that we give back to the community and hospital,” said LeClair.

Pridgeon said that the inspirational leaders serve as a voice for the volunteer team of over 232 members. “The AVS works in tandem with the mission of the hospital; everything we do supports PCRMC and its endeavors to bring world-class healthcare to the residents of our surrounding communities,” said Pridgeon. Linda Mitchell, board member, said the volunteers’ work supports the AVS mission of always caring, always sharing. “All of the decisions the AVS board makes are then executed by the volunteers to make our hospital the best it can be by utilizing the resources and talents each one of us brings to the table,” said Mitchell.

To learn more about the PCRMC Auxiliary & Volunteer Services Department, please contact Tina Pridgeon, AVS director, at [tpridgeon@pcrmc.com](mailto:tpridgeon@pcrmc.com) or 573-458-7939.

# Community Support

## FINANCIAL ASSISTANCE & CHARITY CARE

- » Free or Reduced Healthcare at PCRMC
- » PCRMC's Breast Center Mammography Fund
- » Community Care Clinic: Phelps County
- » PCRMC's Joy of Caring Cancer Fund

## COMMUNITY OUTREACH

- » Back to School Supplies: Phelps County, St. James, Pulaski County
- » Chamber Membership: Cuba, Rolla, Salem, St. James, Steelville & Waynesville/St. Robert
- » Christmas in the Park
- » EMS Day
- » Free books for Kindergartners & Third Graders (Rolla, St. Robert, Waynesville, St. Patrick, and Lutheran School Districts)
- » G.R.A.C.E.
- » Healthy Baby Extravaganza
- » Heart-2-Heart
- » KMST Public Radio
- » Missouri Veterans Home
- » Christmas Parades: Rolla, St. James & Waynesville
- » St. Pat's Parade
- » St. James Grape & Fall Festival Parade
- » PCCAN - Take a Stand sponsor
- » PCRMC's Community Education Classes
- » PCRMC's Disaster Readiness Truck & Trailer
- » PCRMC's Free Car Seat Checks
- » PCRMC Speaker's Bureau
- » PCRMC's Support Groups:
  - Alzheimer's Support Group
  - Breast Cancer Support Group
  - Breastfeeding Support Group
  - Cancer Support Group
  - Diabetes Support Group
  - Mental Health Support Group
  - Parkinson's Support Group
  - Smoking Cessation Support Group
- » PCRMC's Transportation Program

- » Rolla Public School District's Athletic Program (ambulance on-site)
- » United Way
- » Vienna Health Fair

## EDUCATION

- » Champions of Rolla Education (C.O.R.E.)
- » East Central College
- » Immanuel Lutheran School
- » Kirksville College of Osteopathic Medicine
- » Lincoln University
- » Mid-Mo Area Health Education Center (AHEC)
- » Rolla Daily News – Newspapers in Education
- » Rolla Technical College
- » Rolla Technical Institute
- » St. Patrick's School
- » Texas County Technical College
- » University of Missouri – Columbia

## DONATIONS TO COMMUNITY GROUPS AND EVENTS

- » American Cancer Society Relay for Life: Crawford County, Phelps County & Pulaski County
- » Armed Services YMCA
- » Birthright
- » Camp David
- » Celebration of Nations
- » Children's Miracle Network
- » Great Circle
- » Hope Alliance of Missouri – Friday Backpacks Program
- » Leach Theatre
- » March of Dimes
- » Maries County Fair
- » Mid-MO Credit Union
- » Missouri S&T Athletics
- » Missouri S&T Booster Club
- » Missouri S&T Miners in Space
- » Missouri Veterans Home
- » National Day of Prayer
- » Ozark Actors Theater
- » Pregnancy Resource Center of Rolla
- » Phelps County Fair
- » Presbyterian Manor Good Samaritan Fund



- » Prevention Consultants
- » Retired Senior Volunteer Program (RSVP)
- » Rolla Athletic Booster Club
- » Rolla Band Boosters
- » Rolla FFA
- » Rolla High School
- » Rolla Kiwanis Club
- » Rolla Lions Club
- » Rolla Presbyterian Manor
- » Rolla Rotary Clubs
- » Rolla Women's Night Out
- » Rotary Club of Pulaski County
- » Russell House
- » St. James Grape & Fall Festival
- » St. James Lions
- » USO - Ft. Leonard Wood



## CHARITY & OTHER UNCOMPENSATED CARE

# \$25,558,223

Includes the cost of providing care to persons who cannot afford to pay and the shortfall between the cost of providing care to Medicaid patients and the payments received from the government.

## COMMUNITY OUTREACH SERVICES

# \$737,917

Includes activities to improve community health and other services that benefit the community. Examples include community health and education, health screenings, support groups, transportation services and support for free clinics.

## HEALTH PROFESSIONALS EDUCATION & PLACEMENT

# \$1,875,945

Includes the cost of recruiting physicians, nurses and other clinical professionals into the community, plus the cost of supporting healthcare educational programs (i.e. nursing schools, technical colleges, etc.).

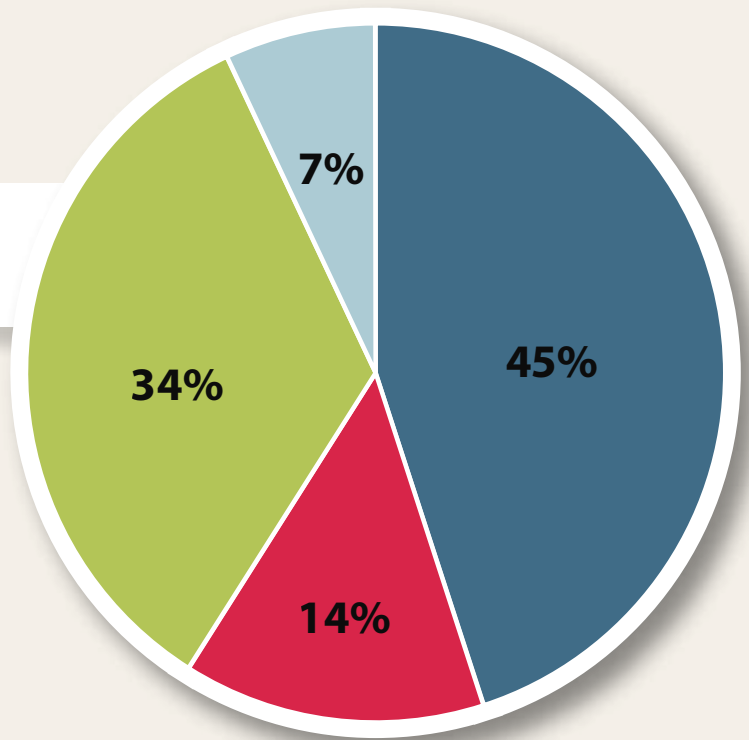
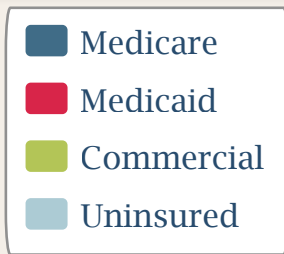
## DONATIONS TO COMMUNITY GROUPS

# \$391,140

Includes cash, in-kind donations and fundraising costs that support community organizations and other community programs. Examples include United Way and the American Cancer Society Relay For Life.

# TOTAL COMMUNITY BENEFIT \$28,563,225

# Payor Mix



**INPATIENT DAYS 31,803**

**OUTPATIENT VISITS 164,970**

**EMERGENCY DEPARTMENT VISITS 34,966**

**SURGERIES 5,251**

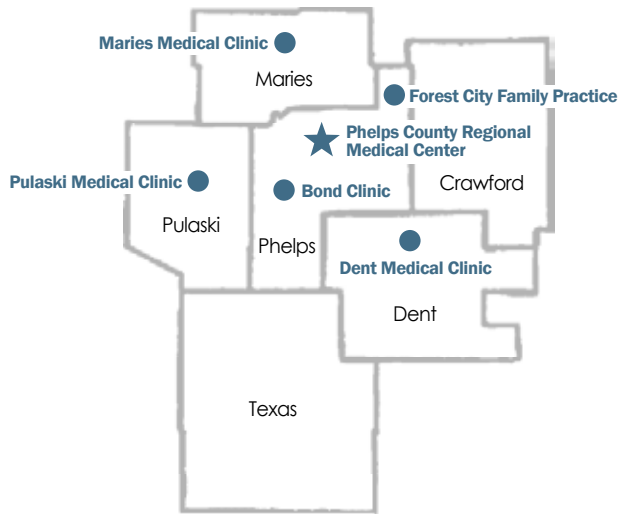
**BIRTHS 891**

**Inpatient Admissions:** An overnight stay in the hospital.

**Inpatient Days:** Total number of days spent in the hospital.

**Outpatient Visits:** Patients who come for same-day treatment.

**Emergency Department Visits:** Includes ambulance calls and patient walk-ins.

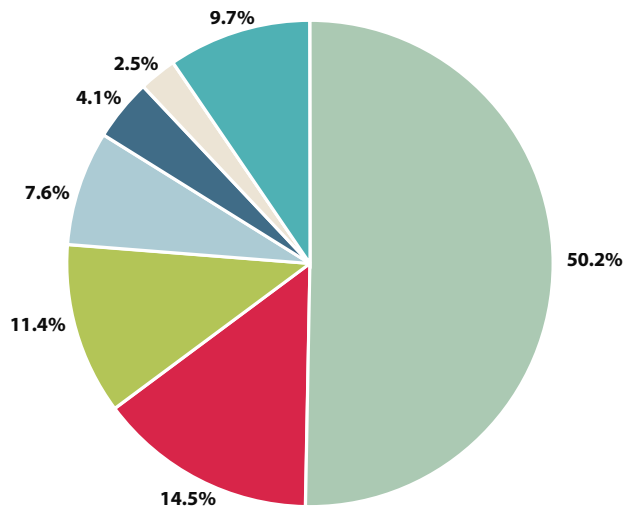


# PCRMC Service Area

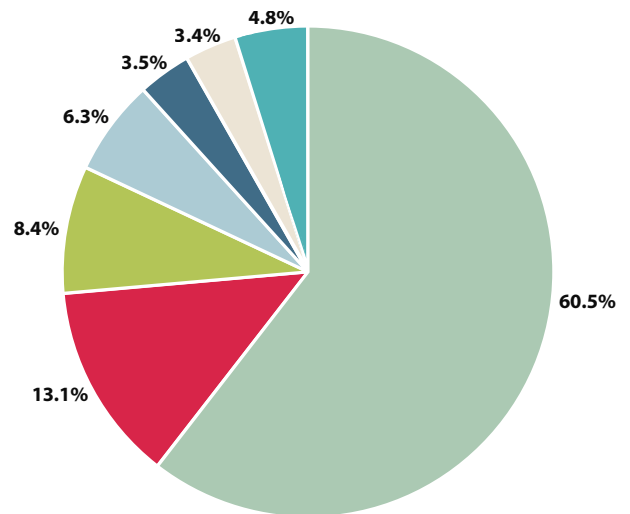
Crawford • Dent • Maries • Phelps • Pulaski • Texas

Phelps County Regional Medical Center, located in Rolla, is one of Missouri's leading regional referral centers, serving over 200,000 residents in South Central Missouri. PCRMC is a non-tax supported, county-owned 242-bed hospital. It has more than 1,700 employees, 100 plus physicians and a five-member elected board.

## Inpatient



## Outpatient



# OUR VALUES

Compassion, innovation, integrity and philanthropy are the organizational values that collectively form the cultural foundation on which this organization's commitment to world-class healthcare is built.

# OUR MISSION

Provide every resident in our community the opportunity for optimal health through access to world-class, patient-centered healthcare delivered safely, efficiently and effectively, close to home.

# OUR VISION

We will be our community's first choice of healthcare and medical services by providing world-class, patient-centered healthcare that promotes wellness, restores health, and relieves suffering swiftly, safely, and compassionately through responsible stewardship with integrity and innovation in the management of all available resources.



**PHELPS COUNTY REGIONAL MEDICAL CENTER**

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