

# Landscapes and Portraits In Health

"The simple choices that we make in our daily lives – what we eat, how we respond to stress, whether or not we smoke cigarettes, how much exercise we get, and the quality of our relationships and social support – can be as powerful as drugs and surgery."

Brit Messer



*Working for a Healthier Community*

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**THE NEW NORTH TOWER AT  
MCCURTAIN MEMORIAL HOSPITAL.**

**THE FIRST PHASE OF OUR  
MASTER CONSTRUCTION PLAN**

## National Health Policy—In Sickness Or In Health

When you look at the healthcare status of residents in McCurtain County you come away amazed at how poorly we rank. In deaths from heart disease we rank among the highest in the nation; in obesity we rank among the worst in the state; in diabetes we are among those who have the highest incidence; almost any measure you want to use, we seem to do poorly. We then tend to blame our county health department, our state health department and our federal government for not doing enough to prevent this tragedy. Why aren't they helping all these people suffering from these terrible illnesses that cause debilitation and shortened life spans?

Before we blame someone else for these health problems and before we divert attention from the real problem and therefore don't have to face reality; let's stop and think for a moment.

Obesity, diabetes, and heart problems are diseases of 'lifestyle'.

Evidence is mounting that lifestyle changes are the best cures for these diseases and in fact in most cases could prevent the disease from occurring in the first place. Further, studies show that the onset of these diseases can be delayed significantly through lifestyle changes.

The simple choices that we make in our daily lives – what we eat, how we respond to stress, whether or not we smoke cigarettes, how much exercise we get, and the quality of our relationships and social support – can be as powerful as drugs and surgery.

We must begin to understand that if we want to make affordable health care available to the 47 million Americans who do not have health insurance, then we need to address the fundamental causes of health and illness, and provide incentives for healthy ways of living rather than reimbursing healthcare providers only for drugs and surgery. This is the only way to bring costs down.

Our health care system is primarily a disease-care system. Last year, \$2.1 trillion was spent in the U.S. for medical care; this was 16.5% of the gross national product. Of all this money, 95 cents of every dollar was spent to treat disease after it had already occurred and 75% of these costs were spent on treating chronic diseases such as diabetes and heart disease according to Harvard Medical School.

Too often, too many of the residents of our county go without high-value preventative services, such as cancer screening and immunizations to protect against flu or pneumonia or prevention efforts to drive down rates of smoking or obesity. The hospital plays an important role in community prevention efforts through our health fairs and will continue to do so.

The point is that we in McCurtain County are responsible for our own health. We can not blame our poor health status on someone else. It is time we all accepted this responsibility.

~Brit Messer

## Question of the Day.... Is it protection of individual rights or is it a violation?

Is it protection of individual rights or is it a violation?

For the first time in our history, there are more than 100,000 Americans waiting for an organ transplant. It is estimated, based on historical data, that more than 6,000 of those waiting will die this year while waiting.

In an effort to prevent for-profit businesses from paying poor people in the third world to give up their lives for rich American patients the government passed a 'valuable consid-

eration' clause subjecting donors and patients of up to five years in prison and a \$50,000 fine if valuable consideration was provided to a donor in exchange for an organ.

But wait a minute, the opponents of the law say, valuable consideration might save thousands of lives each year. The question of the day is this: Do you feel an 'organ market' should be made legal? Do you feel you should be able to acquire a kidney, a pan-

creas, a heart or a liver in exchange for valuable consideration without criminal penalties?

McCurtain Memorial Hospital would like your opinion. E-Mail your response to [adm@mmhok.com](mailto:adm@mmhok.com), write us at 1301 E. Lincoln Road, Idabel, OK 74745 or call 508-208-3100 after 5 pm and leave a message. Your response may be chosen for publication in the next issue of Landscapes and Portraits in Health.

## Hospital Receives Certified Healthy Business Award

McCurtain Memorial was recognized in the Large Non-Profit Category among 16 other entities including the City of Edmond and the City of Norman. The Certificate of Merit category was the second highest category awarded at the Certified Healthy Business Luncheon held at the Governor's Pavilion on the grounds of the Governor's Mansion in Oklahoma City on Tuesday, January 13.

The keynote speaker for the event was Kim Holland, State Insurance Commissioner, who presented a lecture entitled "Moving to a State of Health". Her lecture featured statistics which reflect Oklahoma's low ranking in terms of health and praised Oklahoma

businesses which take a proactive approach to developing a healthier workforce.

McCurtain Memorial Hospital received the Certificate of Merit Award in recognition of its efforts to promote wellness among its employees and community through:

- Employee Wellness Program
- The Garden Meadows Trail
- 100% Tobacco-Free Property
- On-Site Tobacco Cessation Program
- On-Site Weight and Exercise Program
- Sponsor blood donor programs
- Conduct Free Health Screenings - Men's and Women's Health Fairs



Brenda Porton, Chief Development Officer, and Pam Johnson, Chief Nursing Officer, for McCurtain Memorial Hospital are shown above receiving the 2008 Oklahoma Certified Healthy Business Certificate of Merit from Stephen Ronck, Deputy Commissioner of Community Health, Oklahoma State Department of Health.

## January Quality Merit Award Winner

### – Derrick Cherry, Environmental Services

Derrick Cherry was born in Idabel, graduated from Idabel High school in 1998 and has lived in our community all of his life. Derrick began work in the Environmental Services Department in August of 2002. His supervisor and coworkers state that Derrick is one of the most pleasant employees to work with. Derrick is always even tempered, never complains and gets his job completed in a timely and complete manner.

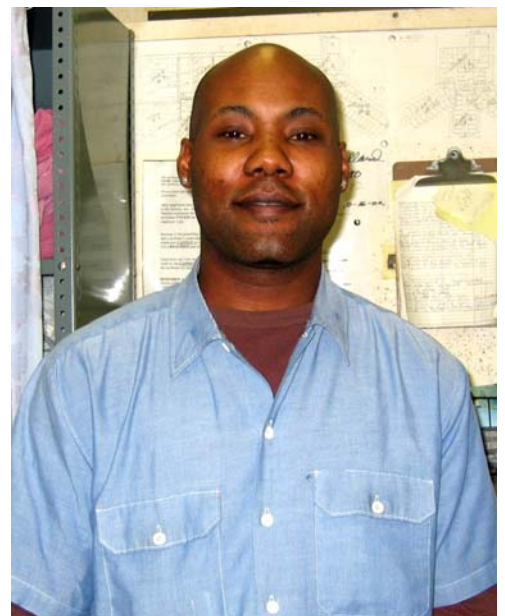
Derrick is often seen in the hallways as he goes about his duties and is a very good representative of the hospital with our visitors. He always

speaks and offers to help when needed.

Derrick enjoys sports and has been a faithful member of the McCurtain Memorial Hospital Softball team.

Derrick enjoys spending time with his younger brother and he tries to mentor him and his friends about life's pitfalls and drawbacks. Derrick feels there are too many negative distractions in Idabel for young impressionable teenagers.

Derrick received \$100 for being chosen January Quality Merit Award Winner.



Derrick Cherry  
January  
Quality Merit Award Winner

## People and Places

Jeffrey Kasik, grandson of Bobbie Howell (Registration) graduated from the University of California, Monterey Bay on December 18, 2008.

### Did You Know?

McCurtain Memorial Hospital Relay for Life 50/50 drawing was held on December 10th. Winner of the \$218.50 pot was Mike Knox. Watch for the next exciting fundraiser coming in January!



An office in the new North Tower during the move.

## Current and Upcoming Events

Town Hall Meetings to Learn about the coming Sales Tax Election  
Battiest School Cafeteria, Monday Feb 16th at 6:30 pm  
M M Hospital Conference Room Thursday Feb 19th at 6:30 pm  
Broken Bow Library, Thursday Feb 24th at 6:30 pm



New Materials Management Storeroom

## Anniversaries:

Paula (Med Surg) and Mike Knox, Jan 2nd

Tommy (Imaging Services) and Kena (Accounting) Allen,  
13 years on Jan 19th

## Moving In

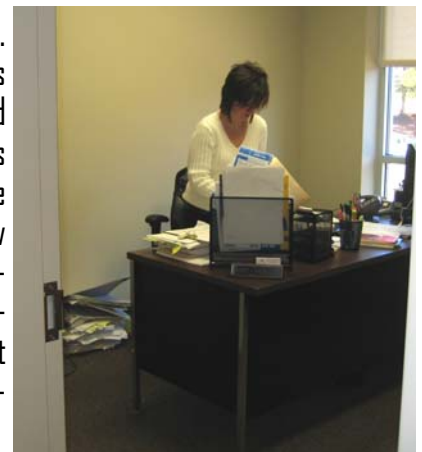
The new North Tower is complete and departments have begun moving into their new offices. Everyone is excited about relocating to the new building.

Housekeeping was first to move followed quickly by Human Resources, Payroll, Accounts Payable and Foundation Development. Bright Beginnings was next to move, followed by New Directions administrative personnel and Risk Management. The Materials Management Department also relocated to the first floor of the new building. Finally, the entire Home Health Department relocated to the second floor of the new building.

Moving these departments to the new building will create space for the next phase of our hospital's strategic remodeling and construction plan. In particular, it will create space for the new in-

house rehabilitation center. The new building also provides more rooms to be renovated into usable patient rooms thereby increasing our usable beds from 40 - 84. The new building features a large conference room with video capability to be used for department meetings and employee training.

An open house for the new building will be held in early February. Everyone in the community will be invited to tour our hospital's newest addition.



Jamie Tadlock, New Directions Program Director settles into her new office.



**New Hires:**

Med Surg: Brittany Balch, LPN  
Registration: Susie Tune  
Transcription: Courtney Hill

**Blood Drive**

McCurtain Memorial Hospital  
March 3rd, 12:30 to 5:30



2009—2010 Officers of the McCurtain Memorial Hospital Auxiliary were installed during the Awards Banquet held January 13th. Shown are: Historian Jennifer Wooten, President Marie Sharp, Parliamentarian Amie Bookout, Vice President Johnnie Wallace, Treasurer Louise Stewart, and Secretary: Muriel Overstreet.



**2009 New Year Baby**

Montanna Dawn Smith, born 1/2/09 at 7:45 am to Misty Smith received a \$50 Savings Bond from Amie Bookout, 2007/2008 President of the McCurtain Memorial Hospital Auxiliary.



Dell Gamble receives her Service Award Pin from Billie Tomlinson, Chairperson of the McCurtain Memorial Medical Management Inc. Board. Dell has volunteered 11,600 hours of service at McCurtain Memorial Hospital.

**Landscapes and Portraits in Health**  
Published for the employees and friends of McCurtain Memorial Hospital.

**Brit Messer, CEO**

**Leslie McGovern, Design and Layout**

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**Contact Information:**

Phone: 580-208-3100

Fax: 580-208-3199

E-mail: [adm@mmhok.com](mailto:adm@mmhok.com)

Website: [MMHok.com](http://MMHok.com)

## Looking on the Inside

Organizations grow and change just as most people do. Without growth and change, organizations become stagnant and eventually die out. McCurtain Memorial Hospital is out to prevent that from happening to your hospital, a necessary and vitally important part of your community healthcare.

Not only are we updating the physical facilities and expanding service lines in the near future, we are giving our hospital an "internal" makeover. We are continually looking for ways to improve how we provide service to you, our customer. Sometimes this requires stepping out of the box far enough to look on the inside and perhaps gain a better perspective of how our customers see us. Our goal, par-

ticularly during this growth and construction period, is to continue providing quality medical care to our patients.

We are committed to providing our customers with the best experience they can possibly have in a healthcare setting. As Deanna Campbell, our own Director of Quality Control puts it, "Meaningful quality experiences are not just adequate service. They are created through a deliberate commitment to moving beyond what's expected."

With this in mind, we are striving to create an atmosphere and culture that is caring and pleasant to our customers, guests and employees alike. Culture meetings in every department, management classes offered to em-

ployees, quality control programs, employee wellness programs, a walking track open to the public and even this newsletter as a communication tool are all ways we endeavor to accomplish this.

In addition, we realize the importance of listening to our customers. Through the use of Press-Ganey surveys and patient advocacy we make every attempt to address your concerns. We understand the value of constructive criticism and our intention is to learn and grow from it. We encourage you to help us to help you and look forward to serving you and your families.

~Kena Allen  
Accounting

## Broken Bow Clinic Opening Soon

The McCurtain Memorial Hospital Foundation, Inc. has purchased a building in Broken Bow to be remodeled and used as a physician's office.

The property is located at 510 South Park Drive and provides 3,500 square feet for a physician and a nurse practitioner. The property will be leased by the McCurtain Memorial Hospital.

Kinslow, Keith and Todd, Inc. of Tulsa, Oklahoma, the hospital's architectural firm, has been retained to complete drawings for the renovation of the building. Once the architectural and interior design phases are completed, we will enter the bidding phase according to Brit Messer, CEO. "We hope to award the construction bid to a local contractor if possible," he said.

The clinic named Memorial North Health Clinic will be operated by McCurtain Memorial Hospital. It will provide

a full range of services, including laboratory and radiology, according to Messer. "The new clinic will be fully digitized with an electronic medical record system as well as digital radiology and lab. This means that x-rays can be taken at the clinic and digitally transmitted to the hospital based radiologist who will interpret the test and digitally send results back to the clinic – all in a matter of a few minutes" said Messer. Lab results will also be transmitted digitally to the clinic from the hospital for those tests not done in the clinic.

"This clinic will be a tremendous addition to the healthcare needs of the residents of the Broken Bow area," said Messer.

The clinic is scheduled to be operational by April or May of 2009.

## MedFast Clinic Opened January 16th

The MedFast Walk-In Clinic officially opened Friday, January 16, 2009. An open house was held on the opening day that was well attended by citizens and dignitaries of the community. Patients began taking advantage of the convenience offered by the clinic when the clinic opened for business immediately following the open house.

The purpose of the clinic is to improve access to healthcare and thereby taking unnecessary utilization away from the emergency de-

partment according to Brit Messer, CEO of McCurtain Memorial Hospital. "Our goal is to assure that the role of our emergency department is not compromised by misuse. It is here to treat emergencies," he said.

The MedFast Walk-In Clinic offers those who don't have a regular physician or need non-emergency medical care access to health care.

The clinic is open until midnight, seven days a week, 365 days a year and no appointment is necessary. It is open after the physician offices are

closed and on weekends. The hours are 4 pm to midnight on Monday – Friday. Saturday hours are 10 am to midnight and noon to midnight on Sunday.



Lucille Way, ARNP and Cecelia Kane, ARNP greet Ray Whitmore, CEO of McCurtain Memorial Hospital and Vic Clay with Complete Care Medical at the MedFast Clinic open house.

## IN THE SPOTLIGHT: Tom Bagwell, Foundation Board Member

Tom Bagwell is a dedicated community volunteer whose service to our country, our community and his family are beyond measure. He was raised in south Alabama and joined the Navy at the age of twenty. He trained at the Corpsman School and served as a medic and medical administrator during World War II, the Korean War and the Vietnam War. During his military career, Tom also served as the Junior Officer on the Admiral's staff at the National Naval Medical Center in Bethesda, Maryland. Tom retired from the Navy after 24 years with the rank of Chief Warrant Officer.

In 1970, Tom began working for Brown & Root Construction as a safety coordinator at the Valliant Paper Mill. Once the mill was constructed, he was hired by Weyerhaeuser as their Medical Supervisor. He continued working at both the Valliant plant and the Wright City complex for 10 years.

Some friends from Ray's Steak House set Tom up to meet a widowed schoolteacher in the early 1970s. He and "Miss Betty" have now been married for more than 37 years. Together, they are true ambassadors for Idabel and southeast Oklahoma. They have tirelessly supported many community projects through the years. Tom has served on the board of many civic organizations including the Idabel Rotary Club in which he served as District Governor. Tom and Betty are also very devoted to the First Baptist Church in Idabel. Tom has been instrumental in creating the McCurtain County Veteran's Museum and is currently working with Congressman Boren to establish a veteran's medical clinic in the Idabel area.

Tom has recently joined the McCurtain Memorial Hospital Foundation Board. "Mr. Brit Messer, CEO, has many exciting visions for our McCurtain Memorial Hospital. His

leadership has been exemplary in many areas of our hospital, one of which is the new MedFast Walk-In Clinic which will open for business on Friday, January 16, 2009. I look forward to serving on this very important hospital board together with the other very important members", said Mr. Bagwell. Thank you, Mr. Bagwell, for your service to our foundation board and our community. Your leadership serves as an example to us all.



Tom Bagwell  
In the Spotlight

[www.MMHok.com](http://www.MMHok.com)



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McCURTAIN MEMORIAL HOSPITAL  
1301 E Lincoln Road  
Idabel, OK 74745

Address Label