

Health Connection

A PUBLICATION OF
PONCA CITY MEDICAL CENTER

We care—even
after the ER

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loss options

Get fit like a kid

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health smarts!

5 family-friendly
snacks

PONCA CITY
MEDICAL CENTER

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FROM US TO YOU



Andy Wachtel
Chief Executive Officer

Dear neighbors,

I'm excited about the new things happening here at Ponca City Medical Center (PCMC). Every day, we strive to provide the health care services you and your family needs. We'll continue to grow, expand services and add new technology. One way we'll expand is by recruiting new physicians to our

community—physicians with the expertise in primary and specialty care services needed in our community. Look for more information about these new staff additions in later issues of *Health Connection*.

As a result of our continued efforts, I'm proud to report that PCMC has been named one of the best hospitals in the country by Thomson Reuters. PCMC received the distinction of being named a 100 Top Hospitals® award winner in March in the "small community hospitals" category, compared to 924 hospitals nationwide. This is a significant achievement, and PCMC is the only hospital in Oklahoma to receive the honor this year. This study is unique in that it evaluates hospitals on measures of overall organization performance, including patient care, operational efficiency and financial stability. It compares hospitals only against similar facilities in terms of size and teaching status. This award is the result of our continuous commitment to improving the quality of health care in Ponca City. Read more about this award on the back page.

With the warmer weather, everyone is enjoying the outdoors, playing sports and working in the yard. Remember that sometimes accidents happen, and our emergency department is here for you, should you need us.

Thank you for your continued support of PCMC. Have a safe spring and summer.

Best regards,

Andy Wachtel

Chief Executive Officer
Ponca City Medical Center

MEDICAL STAFF SPOTLIGHTS



JEFF NORTH CUTT, M.D.
Obstetrics and Gynecology

1908 N. 14th, Suite 206
(580) 762-8045

Jeff Northcutt, M.D., was born and raised in Ponca City and has deep family ties to the community. After graduating from the University of Oklahoma College of Medicine, where he also completed his residency and internship, he returned to the area to start his practice in 2005.



PAUL GELVEN, M.D.
Pathology

400 Fairview, #12
(580) 762-9129

Paul Gelven, M.D., has been part of the hospital medical staff since 1997. Dr. Gelven grew up in Missouri and received his undergraduate and medical degrees from the University of Missouri in Columbia. He completed his residency at Medical University of South Carolina in Charleston in and his fellowship at Saint Louis University Hospital in St. Louis, Mo.



PETER SINTON, M.D.
Pediatrics

415 Fairview
(580) 765-5569

Peter Sinton, M.D., spent much of his childhood in Ponca City but moved in the early 1990s to continue his education. In 2003, he graduated from the University of Oklahoma College of Medicine. He completed his internship and residency at The University of Tennessee Health Science Center, LeBonheur Children's Medical Center, The Regional Medical Center and St. Jude Children's Research Hospital, all in Memphis, Tenn.



MICHAEL SCHIFF, M.D.
Cardiology

1908 N. 14th, Suite 205
(580) 762-0909

Michael Schiff, M.D., is the only full-time cardiologist in the Ponca City area. A medical staff member since 2004, he played a crucial role in developing the hospital's cardiac catheterization lab. Dr. Schiff attended medical school at Autonomous University of Guadalajara in Guadalajara, Mexico, and completed his internship and residency at Maimonides Medical Center in Brooklyn, N.Y.

To find a physician, visit
www.PoncaMedCenter.com.

At PCMC: Care doesn't end after you leave the ER



After a visit to the emergency room (ER), it's not uncommon for family and friends to check in to see how you're doing, stop by with a casserole or help with errands until you're back on your feet. However, you may not expect to hear from the ER staff that treated you. Patients who have visited Ponca City Medical Center's (PCMC) ER recently shouldn't be surprised when they receive that phone call.

WE WANT TO HEAR FROM YOU

At PCMC, ER follow-up phone calls are part of our commitment to great patient care—and that care doesn't end when a patient is discharged home. This approach is known as the Discharge Callback Administrator (DCA) program. In 2010, PCMC staff had follow-up conversations with almost 12,000 discharged patients. The DCA program is intended to reinforce the service that the patient received in person, contribute toward better clinical outcomes for patients.

Patients receiving treatment at PCMC's ER will be asked by an ER staff member for permission to call after the patient is discharged home. For patients who agree to a follow-up call, PCMC staff attempts to contact them within four days. The caller is usually an experienced nurse or another member of the ER team.

When called, our hospital representative will ask the former ER patient how he or she is feeling, if there are any questions about discharge instructions, pain issues or questions about prescribed medications. The representative

will also inquire about the patient's experience at PCMC and how satisfied he or she was with the care and service. Patients who have a concern about medication, diagnosis questions or matters that need urgent attention are tagged for another follow-up call from a clinical employee.

"Our goal is to contact 100 percent of the patients who come to our ER for treatment and give us permission to follow up with them. I'm proud to report that we're currently making contact with 88 percent of those patients," says Jeanne Stara, chief nursing officer. "This call is a patient's opportunity to ask any questions about his or her medical care or recovery, and our chance to collect valuable feedback about the service we provide."

Patients are encouraged to be honest about their experiences. "We take these calls seriously and want to hear what the patient's experience was like so that we can recognize staff who excel at patient care and reinforce good habits, as well as identify areas where we could do a better job," Stara says. "All responses are valuable to us as they help us identify our strengths and opportunities to improve."

When seconds count!

To learn more about emergency services at PCMC, visit www.PoncaMedCenter.com.

Health Connection is published as a community service of Ponca City Medical Center. There is no fee to subscribe.

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We're a top hospital!

Ponca City Medical Center (PCMC) has been named one of the nation's 100 Top Hospitals® by Thomson Reuters, a leading provider of information and solutions to improve the cost and quality of health care. PCMC was in the "small community hospitals" category and compared to 924 hospitals nationwide. PCMC is the only hospital in Oklahoma to receive the honor this year.

The 100 Top Hospitals study evaluates performance in 10 areas: mortality; medical complications; patient safety; average patient stay; expenses; profitability; patient satisfaction; adherence to clinical standards of care; postdischarge mortality; and readmission rates for acute myocardial infarction (heart attack), heart failure and pneumonia. The study has been conducted annually since 1993. This is the first time PCMC has been recognized with this honor.

"Being named a Top 100 Hospital by Thomson Reuters is an honor," says Andy Wachtel, chief executive officer at PCMC. "A lot of people work hard to make Ponca City Medical Center a great place for employees to work, physicians to practice and patients to receive care. The administrative team, board of directors, medical staff and our employees are all proud of this distinction."

To conduct the 100 Top Hospitals study, Thomson Reuters researchers evaluated 2,914 short-term, acute-care nonfederal hospitals. They used public information—Medicare cost reports, Medicare Provider Analysis and Review (MedPAR) data, and core measures and patient satisfaction data from the Centers for Medicare and Medicaid Services (CMS) Hospital Compare website. Hospitals don't apply, and winners don't pay to market

this honor. The winning hospitals were announced in the March 28 edition of *Modern Healthcare* magazine.

"This year's 100 Top Hospitals award winners have delivered exemplary results, despite volatility from health care reform," says Jean Chenoweth, senior vice president at Thomson Reuters. "The leadership teams at these organizations have dealt with enormous ambiguity, yet remained focused on mission and excellence across the hospital which drove national benchmarks to new highs."

If all Medicare inpatients received the same level of care as those treated in the award-winning facilities:

- Nearly 116,000 additional patients would survive each year.
- More than 197,000 patient complications would be avoided annually.
- Expense per adjusted discharge would drop by \$462.
- The average patient stay would decrease by half a day.



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If the same standards were applied to all inpatients, the impact would be even greater. To learn more about this study, visit www.100TopHospitals.com. To learn more about PCMC, visit www.PoncaMedCenter.com.