

## Setting the Stage: Phelps County 2002 Profile

- Phelps County; 18.1% of its residents are aged 65 or older, compared with 13.6% statewide
- Phelps County; heart disease death rate (per 100,000 population) is 246.4 compared with 236.1 statewide
- Phelps County; stroke death rate (per 100,000 population) is 25% higher than the Nebraska rate
- You are about 25% more likely to be hospitalized as a resident of Phelps County for heart disease than the Nebraska average
- There were 116 smoking related deaths in Phelps County between 1997 and 2001

Phelps Memorial Health Center (PMHC) admits almost 10 patients per month for heart disease and related diagnoses such as chest pain, which is just over 7% of all admissions to the hospital.






















## LEADERSHIP

One of our strategic objectives describes our role for the Community and surrounding area:

*PMHC will focus its resources on achieving measurable improvements in the health status of the community it services.*

Since 2004, PMHC has targeted the cardiac care in Phelps County. AMI, Heart Failure,

Foundation Dollars, and Number of Lives Touched make up 20% of the Patient Care Scorecard.

PMHC Patient Care Scorecard (partial only)		Second Quarter 2006		Performance Results				
Category	Measure	Vital Target	Stretch Goal	Current Quarter	Prior Quarter	12 mo. average	Vital Target	Stretch
Quality Clinical Health Care - Patient Clinical Care Excellence	Preventive measures for Acute Myocardial Infarction	60%	100%	100%	None	83%	  	  
	Preventive measures for Heart Failure	70%	100%	63%	78%	73%	  	  
Community Health Improvement Initiatives	Foundation Dollars Spent (to improve community health)	Budget	N/A	\$62,440	\$28,985	\$19,356	  	Not Applicable
	Number of Lives Touched (community and surrounding areas)	TBD	TBD	2,756	1,523	2,140	  	  

NOTE: \*\*\* indicates that too few patients are included in the data to be used in comparison studies.



within 1 standard deviation of target



within 2 standard deviations of target



outside 2 standard deviations from target

Notes:

“Category” column identifies the strategic initiative listed in the Business Plan that this measure is linked to.

**The strategic goals for Foundation Dollars Spent are:**

- Support and encourage programs that help to improve community health
- Improve collaboration and partnerships with health providers

**The strategic goals for the Number of Lives Touched are:**

- PMHC will be involved in partnerships and collaboratives to improve the health status of our Community and surrounding areas

PMHC partners with local Health Department to improve area health outcomes (see attached).

## **PATIENT AND COMMUNITY FOCUS**

The cardiac care given to our patients at PMHC is guided by our affiliation with the Heartland Health Alliance. We partner with Bryan LGH to maintain up-to-date cardiac protocols.

The cardiac patient's care often begins with treatment given 'in the field', by the PMHC Ambulance Service. In 2000, PMHC established its own hospital-based Advanced Life Support ambulance service. Today the Ambulance Service is comprised of two Units, a Rapid Response Vehicle, and twelve staff members, including paramedics and EMT's. It is the only Advanced Life Support ambulance service south of I-80 from Hastings to McCook to the Kansas border. The PMHC Ambulance is staffed by highly trained Emergency Medical Technician Basics and Paramedics with specialized training in pediatrics through the Pediatric Advanced Life Support, Pediatric Education for the Pre-hospital Provider and Neo-natal Resuscitation Program. The crews are specially trained in Trauma with certifications in Pre-hospital Trauma Life Support. Each unit is equipped with the latest medical equipment including LifePak 12 defibrillators with 12 Lead EKG capability, Medsystem III Intravenous pumps, 36 different medications for cardiac, respiratory, diabetic, and medical and obstetric emergencies. Crews also have access to any equipment in the hospital including specialized care for obstetric patients, a transport ventilator and portable capnography device. PMHC Ambulance crews are now able to bring a higher level of care to persons needing Emergency Medical Services than has ever been available in

South Central Nebraska. About 25% of PMHC transfers involve cardiac patients (an average of about 70 per year).

We are very proud of the relationships we have developed with area EMS providers which in turn have allowed for more complete care for the citizens of our area.

Once the patient is brought to the Emergency Room at PMHC, nurses and physicians treat the patient, utilizing best practice cardiac protocols.

About 3% of Emergency Room visits per month are heart disease or chest pain related.

About 43% of 911 calls for Ambulance Services are in some way cardiac related.

To put this in perspective the hospital averages 233 ER visits per month (2800 ER visits per year) with a local population of less than 5700 and a total County population of 9750.

### **Cardiac Rehab for PMHC patients**

Our Cardiac Rehabilitation Program provides a curriculum of exercise lifestyle changes to decrease the risk of heart problems, plus education for the family and participants with heart conditions. These heart conditions can include a heart attack, angina, cardiac stent, heart surgery, angioplasty and others. Our purpose is to teach healthy lifestyle techniques that will prevent progression of coronary artery disease and help with patient recovery following a heart attack, cardiac surgery or if one has angina or congestive heart failure. It enables one to learn new lifestyle habits and build up endurance, strength, and tolerance to activity or exercise.

Our experienced staff provides a comprehensive program of exercise cardiac risk factor modification and education for patients and their families. We are members of Nebraska's Cardiovascular and Pulmonary Rehabilitation Network. From January 1, 2005 to the end of March 2006, 20 patients who did not have insurance were able to afford cardiac rehabilitation through a grant from the hospital Foundation.

We work with PMHC's dietician who provides a monthly heart healthy class to participants of the Cardiac Rehab Program and goes over their individual cholesterols and provides answers to their dietary questions and concerns. We have an average of about four patients and their spouses in each class.

We cater an annual noon Lunch & Learn for women and "Go Red for Women & Heart disease" evening programs at The Tassel, which teaches women about their risks for heart disease, in a fun and enjoyable way.

Patients are offered a "maintenance" program when they are through with outpatient cardiac rehab. They can sign up and pay a monthly fee to come exercise on their own; however, they are not monitored with telemetry while exercising but can come any time, any day of the week and continue to get their blood pressures, blood sugars and weight checked.

We offer four times slots throughout the day to accommodate participants work schedules.

### **Diabetes**

Diabetes is an epidemic in the U.S. and quite costly in money & lives if not treated properly.

The Diabetes Program at PMHC is dedicated to enhance the quality of life for people with diabetes by providing up-to-date diabetes classes to help people prevent the costly, devastating long term complications of diabetes. Our diabetes program is accredited by the American Diabetes Association. Our staff includes a registered dietician and a certified diabetes educator who attend several diabetes in-services each year. We teach a diabetes self-management class (since 1999) every other month and offer 1:1 educational sessions in order to accommodate participant's work schedules.

We have a monthly support group (since 2000) which interacts with and educates an average of three to four people each month.

We collaborate with other organizations to get the word out about the prevention and treatment of diabetes. Partnering with pharmaceutical companies or Lions Clubs International Foundation we brought Dr. Wahl (an endocrinologist from Omaha) here four times in the last five years to educate patients and physicians on the standards of care and new developments in diabetes management.

Five education sessions at Lions Club meetings and various women's clubs in the last two years were given by Staff members to educate the public on prevention and management of diabetes. We collaborate with many businesses and others to provide a fun, educational diabetes fair. The diabetes fair provides free blood pressure, blood sugar and A1c testing, multiple booths with free information and counseling and informative speakers. For each of the last four years, the diabetes fair has attracted over 100 people from a 50 mile radius.

### **Dietary needs**

PMHC is committed to provide nutritious health meals for our patients, staff, and guests. We continually look for healthy recipes and food products that are low in saturated fats, cholesterol and are tasty and satisfying. At least forty recipes have been modified to cut the fat and sodium content in the last two years.

Rather than using a lot of processed food products we prepare the majority of our foods from scratch, utilizing lean meats and low or reduced fat products when they are available. Products are baked or steamed to promote healthy preparation and eating. We do not own a deep fat fryer and only pan fry enough to brown specific items.

We provide a heart healthy cardiac menu for our cardiac and diabetic patients. We have a salad bar with a variety of fresh fruits and vegetables. We offer several choices in our cafeteria; at least forty nine are heart healthy. These choices cross all food groups and snack items.

Complete heart healthy meals can be selected any time.

## Home Care services

We do about forty blood pressure clinics per month at the following locations:

- Bertrand Senior Center                      Bertrand
- Sunrise View Apartments                      Holdrege
- Holdrege Senior Center                      Holdrege
- Westport Apartments                      Holdrege

During these clinics a nurse discusses high blood pressures with individuals when applicable and refers them to a physician when necessary.

Between forty and fifty home health visits are scheduled each month for patients who have a variety of cardiac problems from those receiving stents to those with CABG procedures. We also see patients who have heart failure. We provide them education and get them ready to be able to do outpatient cardiac rehab.

We supply oxygen to patients that need supplemental oxygen due to congestive heart failure.

In the near future we will be able to utilize our **well@home** units in the home to monitor oxygen saturations and daily weights for those patients with congestive heart failure.

## Same Day Surgery and Clinic Activities at Phelps Memorial

PMHC hosts three cardiologists who hold clinics in the hospital. **BryanLGH** Heart Institute (BHI) holds a clinic every Thursday. **Nebraska Heart Institute** (NHI) holds a clinic every other Monday; they also serve the Alma area (about 25 miles south of Holdrege).

Dr Kutty comes from Kearney every month for clinic and also serves surrounding areas.

On an average about 130 patients are seen in Cardiology clinics each month. BHI, NHI, and Good Samaritan Hospital in Kearney are our main referral bases for patients having heart procedures done.

A Pulmonary Clinic will begin in August providing sleep study evaluations, detecting symptoms which are often associated with Cardiac conditions. A Vascular clinic is available to the Holdrege and surrounding areas by NHI.

Trans-esophageal echocardiograms are also done at PMHC by Dr Kutty.

Nineteen pacemakers have been implanted in patients at PMHC since January 2004.

### **Respiratory functions**

Our Cardiopulmonary Department performs EKG's (Electrocardiograms). We perform between ninety and one hundred EKG's monthly. The EKG's are used to diagnose and treat patients accordingly upon the determination of what the study shows from the cardiac activity.

We perform Cardiac Stress tests at PMHC. This is an electrocardiographic test of heart function, such as heart rate and oxygen intake, while an individual is undergoing physical activity, such as on a treadmill. This test is also used for diagnosis as well as treatment. These tests are reviewed by the Internal Medicine Physicians as well as the consulting Cardiologists. More than forty Cardiac Stress tests are performed at PMHC monthly.

We offer Pulmonary Rehabilitation services; where six patients are currently participating, two of which have significant cardiac conditions and are oxygen dependent.

Phelps Memorial Health Center is the **1st hospital in Nebraska** to become a Smoke free campus.

We are assisting other Nebraska facilities in becoming Smoke free. Smoking Cessation classes were held for Employees prior to the Smoke free day. One Smoking Cessation class has been conducted this year for employees as well as the community.

### **Imaging for Cardiac support**

Imaging offers the studies of cardiac evaluation consisting of cardiac echo and nuclear medicine cardiac perfusion. Both of these tests are used to evaluate the heart in acute and screening situations. All studies are read by consulting cardiologists through the Nebraska Heart Institute or BryanLGH. Being able to acquire these studies at PMHC allows patients to remain at home and helps in planning their PACE care and any intervention that may be needed. We work directly with the Outpatient Clinic to evaluate patients while the cardiologist is on site.

The Cardiovascular Ultrasound team, part of the Imaging Department at PHMC, draws patients from Holdrege and outlying areas in Nebraska and northern Kansas. Between 100 and 150 echo and vascular exams are performed monthly. As our population ages, these diagnostic tools become more important in locating and identifying pathologies involving the heart and vascular extremities such as the legs, arms and neck.

### **Education for our Staff and Community**

The average cardiac-arrest survival rate in the United States is just five percent.

As an American Heart Association (AHA) Training Center, Phelps Memorial Health Center supports the AHA's mission to reduce disability and death from cardiovascular disease and stroke. As a small rural acute care hospital, PMHC knows the value that CPR training plays in saving lives (see Joyce Hein's letter of support attached).

It is the goal of PMHC's Training Center to increase the cardiac arrest survival rate in South Central rural Nebraska by strengthening the 'Chain of Survival': early access (911), early CPR, early defibrillation, and early advance life support through education and increased access to life saving devices and services. These interlocking links of the Chain of Survival are interventions that will improve the outcomes for victims of cardiac emergencies.

Each early intervention requires the training of persons, ranging from the lay rescuer to the emergency room physician. That training is delivered through the AHA Emergency Cardiovascular Care (ECC) Training Network, of which Phelps Memorial is a part.

Survivors of sudden cardiac arrest usually have four things in common:

- A bystander began CPR
- Defibrillation was provided to shock the heart back to a normal rhythm
- A "citizen bystander" witnessed the event, realized the seriousness of the situation, decided to help, and called 911 to send for professional help
- EMS responders provided advanced life support

This series of actions—early access of the EMS system, early CPR, early defibrillation, and early advance life support—has been called the chain of survival. If this chain of events occurs in rapid succession, victims can become survivors.

To strengthen this “Chain of Survival”, the PMHC Training Center:

1. **Trained 579 people in CPR and the use of Automated External Defibrillators (AED’s) in 2005.** Those trained include professionals (nursing staff, paramedics, EMTs, law enforcement), daycare providers, middle school/high school students, and the general public. Cardiac arrest is not restricted to any age group or location. Everyone should be prepared for a cardiac emergency.
2. To expand our Training Center area and increase the number of Nebraskans that can recognize and respond to an emergency, the **PMHC Training Center has opened up Training Sites in Alma (Colonial Villa and Harlan County Health System), Bertrand, Oxford, Arapahoe, as well as Holdrege (Volunteer Fire Department, Christian Homes & Holdrege Memorial Homes).**
3. **Held a Mass Community CPR Day on June 3, 2006.** (comments of participants attached)
4. **Trained CPR to the entire staff of Phelps Memorial Health Center in 2005.**
5. **Teach CPR at Holdrege Middle School 4 times a year.**
6. **Wrote a grant (2004) for 16 community AEDs and trained 74 employees of those businesses how to use the AED and perform CPR** (see attached documentation)
7. **Prepared brochures of classes offered at PMHC and distributed the brochures to the Community and surrounding area.** A list of these classes can be found on the PMHC website with the public able to register for classes on-line.
8. **Preparing and manning a Display Booth at the annual Red Dress Event** to draw awareness to the benefits of knowing CPR and where the public can go for training.
9. **Continues to offer Instructor training yearly** (or as needed) to ensure there are enough instructors to meet the needs of the Training Center and Training Sites.
10. **Provides updates to instructors on any changes made to the curriculum** and monitors classes they teach to guarantee classes are taught according to AHA standards.
11. **Has an American Heart Association Regional Faculty member on staff** to serve as an outside resource expert on Emergency Cardiovascular Care-related issues.
12. **Arranges Advanced Cardiac Life Support and Pediatric Advanced Life Support classes** twice a year (this class is taught by ALS Affiliates from Omaha)

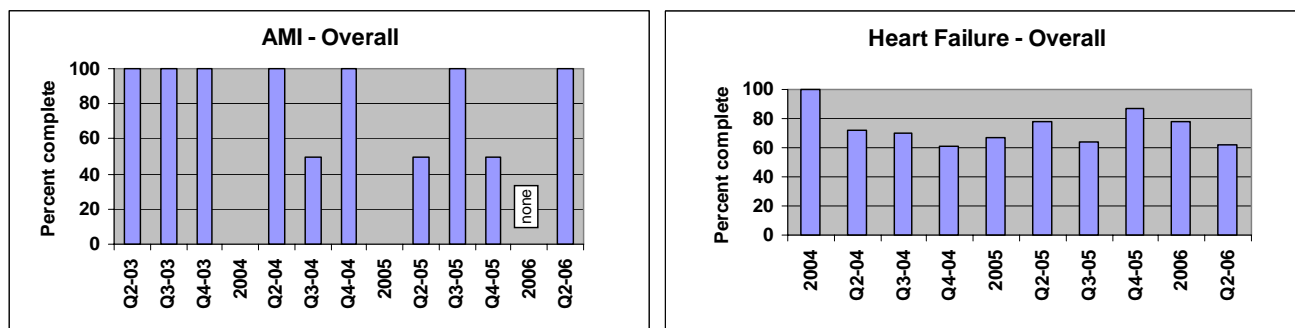
## ORGANIZATIONAL EXCELLENCE

“I think we are very fortunate to have such a fine medical community in a town this size. There is no doctor in this town I wouldn’t trust with my life or that of my family. I was shocked at how much of my heart testing could be done right here in town. Our community is blessed to have such a fine facility!” Linda Lilyhorn (Patient comment from July 2006)

Phelps County has one of the highest ratios of Automated External Defibrillators (AED's) per capita of anywhere in the country. With a total of 31 AED's, the ratio is one AED for every 315 persons in Phelps County. The city of Lincoln would need to have 760 AED's to match this ratio; Omaha Metro would need over 2500.

Our Core Measures results for AMI and Heart Failure (data only back to 2004) show consistent and “Best Practice” care.

### AMI and Heart Failure Results



**Note:** “Overall” graphs indicate the percentage of patients that receive ALL of the “Best Practices” for each measure. **AMI;** N=4 for 2nd Quarter 2006. **Heart Failure;** N=5 for 2nd Quarter 2006

With regard to patient satisfaction, Phelps Memorial Health Center has exceeded patient expectations and been in the top 10 hospitals in Avatar's (our national patient survey vendor) hospital database since 2003. In 2004 PMHC was the top hospital overall among 250+ in that database; measuring Inpatient, ER, Outpatient Surgery, and all Other Locations scores.

### Living the Vision

These health initiatives, combined and all integrated into the Community, are testimony to the dedication and commitment by the many Leaders of the City, the County, the local Medical Staff, area Public Health Department, local Businesses, and Phelps Memorial Health Center to effect real improvements in the quality of life for us and those we serve in surrounding areas.

Through this integration of local health services related to cardiac care, our Community and the surrounding area is well on the way to achieving the vision and goals of *Rural 2010* to “increase quality and years of healthy life and to eliminate health disparities”.



December 21, 2005

Central Nebraska AHEC/RHEN

To Whom It May Concern:

Cardiovascular disease (CVD) is the single greatest cause of death in the United States. It is also the number one reason patients are admitted to Phelps Memorial Health Center.

As a small rural acute care hospital we know the value that CPR training plays saving lives.

When CVD strikes, it occurs without warning, the victim loses consciousness and stops breathing. Roughly 70-80 percent of these events occur at home, and death is certain unless CPR is started immediately.

CPR provides precious time for victims until trained emergency workers can assume care. Together we can make a difference and save lives by offering CPR training to community members during a **Community CPR Day** event and distributing *CPR Anytime for Family and Friends* CPR training kits.

As an American Heart Association (AHA) Training Center, we support AHA's mission to reduce disability and death from cardiovascular disease and stroke. With your generous support we can help save the lives of our friends, family, and community members in south central Nebraska.

Phelps Memorial Health Center serves south central Nebraska, including persons in Phelps, Harlan, Gosper, Furnas, Kearney, and Franklin counties. Persons in these areas would be invited to participate in Choose to Save-A-Life CPR training. The objectives of this course are to significantly increase the number of south central Nebraskans trained in CPR, train participant family members in CPR by allowing them to take a *CPR Anytime* kit home with them, and reduce disability and death from cardiac arrest.

We welcome your support of the Choose to Save-A-Life CPR program.

Sincerely,

A handwritten signature in black ink that reads "Joyce Grove Hein". The signature is written in a cursive style.

Joyce Grove Hein  
Chief Executive Officer

*Neighbors In Caring*

**AED Grant to Churches** (press release: July 2006)

The Phelps Memorial Hospital Foundation donated \$500 to the First United Methodist Church, Holdrege, to help purchase an Automatic External Defibrillator (AED) for the church.

Pictured here in front, Wanda Carson, FUMC parish nurse, accepts the check from Foundation Committee chairman, Charlotte Erickson. Joining in the presentation, from left, Foundation members Glen Lindstrom, Jerry Thalken and Joyce Grove Hein, Dana Carson, FUMC assistant pastor, and Terry Krohn, Foundation committee.



The Methodist Church raised the additional funds needed for the AED, and will soon have their own AED along with trained parishioners. Other area churches may apply for a grant for an AED through the PMHC Foundation.

<b>Locations of Phelps County AED's</b>	
<b>Site Name</b>	<b>Quantity</b>
Holdrege High School	1
Tassel Performing Arts Center	1
Loomis High School	1
Senior Citizens Center	1
Bertrand High School	1
North Park Physical Therapy	1
Nebraska State Patrol	2
Phelps County Sheriff patrol cars / jail	4
Holdrege Police Dept. patrol cars	3
Allmand Brothers Manufacturing	1
YMCA of the Prairie	1
Phelps Co. Courthouse	1
Phelps R-7 School	1
First United Methodist Church	1
Doctors and Dentist	3
Area Rescue Units	6
BD (large manufacturer)	2

In 2004 sixteen AED's were purchased by a partnership of the Phelps County Community Foundation, the City of Holdrege, Phelps County, the Two Rivers Public Health Department, Keith Nelson (a retired mortician), the Phelps Memorial Hospital Foundation, and a grant from the state of Nebraska. Training in the use of the AED's was provided by Phelps Memorial Health Center's Education Department.

**From the Director of Two Rivers Public Health Department**

We are fortunate to work with PMHC in many ways. You have allowed us to hold our Board of Health meetings in your conference room for the last 3 years and have catered the meetings for us. You also provide meeting space and access to videoconferencing whenever we request it. We have been involved with many health and prevention related groups at your facility: Safe Communities, Phelps County Resource Committee, Community Health Initiatives Team, etc. We have been partners with you in the PMHC Diabetes Fair, the Asthma Camp, the mock rollover accident, the emergency response planning & drills, CPR training day, Red Dress Women's Night Out, Walk Out on Your Job, and multiple other events. We will be working with you on our new Building Blocks grant for high risk Moms and babies, Pandemic Planning for the hospital and providing additional AED's for locations in our community. You are a great partner with us and we look forward to continuing to work with you in the future!!

*Terry Krohn,*

## CPR Anytime for Family & Friends Training on June 3, 2006

Comments regarding the program:

“Really nice. Thank you for allowing me to come & learn!”

“I am very glad this program was available as I have been wanting to learn CPR.”

“Very worthwhile. Thank you.”

“Thanks for offering this.”

“Thank you. This was a great opportunity.”

“Excellent – so much clearer and easier than the old method.”

“Great for general public!”

“Very helpful. I would feel comfortable trying to save someone.”

“Wonderful program.”

“Thanks for giving me this wonderful gift of life.”

“It was cool.”

“I was apprehensive – shouldn’t have been – very easy & non-threatening.”

“Excellent – I learned how to do CPR.”

“It wasn’t intimidating. I’ve always been afraid. Thank you!!”

“Great class – less intimidating than have many peers watch me. DVD made it easier to get the timing correct.”

“Thank you so much for making this opportunity available.”

“Wonderful program – extremely well organized!”

“I think this was an excellent learning opportunity. Hopefully you will never need it, but feel like I am definitely better equipped if I ever need it.”

“Very fast paced – maybe more instruction from people rather than video.”

Number of people Trained = 66 (43 kits used)

Number of people kit will be shared with = 211

Note: will also be shared with Boy Scout troop – one person said, “Lots”.

# Two Rivers Public Health Department

October 2005

## Red Dress Event

TRPHD partnered with Phelps Memorial Health Center to hold the first Heart Truth Red Dress Event at the Tassel on in February. 150 women attended the event which featured a Healthy Heart program presented by Brook Mathews, Miss Nebraska. Red Dress pins and packets of women’s heart health information were distributed to participants. Heart healthy desserts were served following the program. We also held Heart Truth luncheons in Holdrege, Elwood, Pleasanton, Franklin and Lexington.



### Press Release February 2006

## Red Alert: Fashion, Fun & “Filosofy”

Joyce Grove Hein, CEO, Phelps Memorial Health Center, R. P. Smith, humorist and cowboy poet, and Terry Krohn, Director Two Rivers Public Health Department relax for a moment after the Fashion, Fun and Filosofy Women’s Night Out for Heart Health program at the Tassel Monday evening.



Over 170 women were kept busy learning how to reduce stress at the Red Alert: Fashion, Fun & “Filosofy” women’s night out, Monday evening at the Tassel. They practiced reducing their stress by enjoying the evening through laughter, viewing beautiful clothing and models, having healthy dessert and enjoying the company of others.