

summer 2010

# THE Pulse



## The Word on GERD

*A new procedure at Mt. Graham Regional Medical Center is helping patients find relief from painful heartburn symptoms.* page 3

## New Website Keeps Focus on People

In an effort to improve our quality customer service, Mt. Graham Regional Medical Center recently rolled out its new website. The new, easy-to-navigate [www.mtgraham.org](http://www.mtgraham.org) was created with the customer experience in mind. By enhancing the abilities of the site, visitors will find that they are able to more easily interact with the hospital or prepare for a visit to MGRMC with a greater variety of information at their disposal.

**A** DRIVING FORCE behind making our website more patient-friendly and engaging is tied to healthcare reform. Hospitals are very focused on removing excess cost from our healthcare system. The more we can communicate with our patients, the more they will be in tune with their health, which will ultimately result in lowering the overall cost of health care.

At Mt. Graham Regional Medical Center we always ask ourselves, "How is this going to help our patients?" and "How is this going to improve the health of our community?"

Using those overriding questions as our starting points, we looked for ways to provide people with information that benefits them in an easy-to-find format. This leads to our new "For Patients" area. This area provides those who are

coming to the hospital for treatment information regarding what to expect, what their rights are and what preparations they can make to ensure a smooth experience when they arrive. Another beneficial area for patients is the "Our Services" section, which gives residents of our valley the opportunity to research the services provided at MGRMC and to ensure they are staying local for medical treatment they can receive in our hospital.

### More Features

Another exciting improvement is the use of an online application. Now, applicants can fill out the entire MGRMC application and submit it electronically to Human Resources without ever leaving the website.

Finally, the new website allows MGRMC to create a more human connection to the community through their web experience. The home page features pictures and testimonials of patients and employees sharing the benefits of a local hospital with a wide variety of services and a staff who understands what community is all about.

"From the day its doors were first opened in 1973, MGRMC has been the community's hospital," says Ryan Rapier, Director of Public Relations and Marketing. "We believe the time has come to include the community in telling our story."

▲ We encourage you to visit the new MGRMC website at [www.mtgraham.org](http://www.mtgraham.org). We also encourage any input on the new site and are looking for positive stories from those who have received treatment here. To contact us, you may use the "Contact Us" portion of the website, or you can call Ryan Rapier, at 928-348-3748.



## The Essence of OWNERSHIP



Uncertainties with the national economy, federal and state budgets, and anticipated cuts to hospital reimbursements are forcing some serious introspection on the part of all healthcare organizations. Our staff has identified accountability as one of our seven performance standards, and that is a big step in the right direction. This summer, employee evaluations will include scores

that will in turn be tied to an employee's rate of pay depending upon his or her performance. If you want to dig a little deeper, it basically comes down to ownership.

With accountability, someone else expects you to do something. With ownership, you are motivated by an intrinsic force to do what needs to be done. Employees will be asking themselves why they became nurses, housekeepers, dietary workers, etc. If the answer is not an intrinsic or heartfelt desire to help our patients—to offer them compassion, and to contribute to making their time with us a little more enjoyable—but rather to collect a paycheck and benefits, that employee is going to struggle in his or her performance.

### The Owner/Victim Choice

A little over a year ago, the hospital was experiencing some negative numbers that were impacting the overall operation

of the hospital. The economy was in the middle of a recession, we were receiving fewer admissions and a couple of primary care physicians left the community. As of this writing, the fortunes of our hospital have taken a dramatic turn for the better, and this is due in large part to our employees taking “ownership” in their jobs. Plans were made and executed in which our employees changed the way things have ‘always been done’ and, through hard work and perseverance, the hospital has positioned itself into a much sturdier posture in which to weather any future challenges. This same thought put a different way, goes as follows:

*Ownership does not let the status quo prevail simply because “that’s the way things are around here.” Ownership is being willing to channel energy and intellect into assessing and upgrading what’s there by actively dealing with what’s there.—Dennis R. Deaton*

I would like to close this article on ownership with this quote for you to consider as you go about not only your work, but your personal life:

*The only person who can tell you that you can’t is yourself, and you don’t have to listen.—Rich Hamill*

*Yours in good health,*

Patrick Peters, CEO

*Calendar* 2010  
...august–october

**OCTOBER 30**  
**MGRMC FOUNDATION**  
**HEALTHRAISERS EVENT**

Includes:

- Tour de Safford 104-, 69- and 33-mile bicycle events
- Half marathon
- Airplane Exhibition
- Poker Run and Motorcycle Show
- Gila Valley Car Show
- Food and live entertainment

*All events are held at the City of Safford Regional Airport. For information about all of the events, please contact Tammie Holloway at 928-348-4293.*

## HealthRaisers Returns to Gila Valley Bigger and Better Than Ever

The MGRMC Foundation is excited to announce the bigger and better 2nd Annual HealthRaisers Event in support of Mt. Graham Regional Medical Center. This event, held at the City of Safford Regional Airport on October 30, will have something for people of all ages.

In addition to hosting the 2nd annual HealthRaisers half marathon, the HealthRaisers Event will be host to the new Tour de Safford. The Tour de Safford has three competitions, including 33- and 69-mile bicycle events. However, the crowning jewel of the Tour de Safford is the 104-mile event that stretches from Safford to Solomon, through the Black Hills of Greenlee County, to Duncan and back to the Safford Regional Airport.

For those who aren't looking for athletic competition, the HealthRaisers Event will also feature a classic car show, a poker run and motorcycle show and air show. Registration for all of the events can be completed online at [www.mtgraham.org](http://www.mtgraham.org). Just select the “Special Events” section on the front page, and you will be taken to the registration area.

▲ Admission to the event is \$5 for adults and children 5 years and older or \$20 per vehicle. All proceeds will go to purchase equipment for Mt. Graham Regional Medical Center. For additional information, please contact Tammie Holloway at 928-348-4293.

# The Word on GERD



***Did You Know?** More than 15 million Americans experience heartburn or gastroesophageal reflux disease symptoms every day, and nearly 60 million experience pain or discomfort as a result of these conditions at least once a month.*

Millions of Americans suffer from the pain and discomfort of heartburn or gastroesophageal reflux disease (GERD). Thanks to a new, incisionless procedure available at Mt. Graham Regional Medical Center, patients suffering from severe cases of GERD can finally experience relief.

Cases of GERD begin when the lower esophageal sphincter (LES), the valve separating the stomach from the esophagus, does not close properly. When the valve does not completely shut, stomach acid can enter the esophagus, causing a burning sensation and tremendous discomfort.

For years, GERD treatments have consisted primarily of medications that resulted in varying levels of success.

“In many cases, the conventional treatment for GERD simply meant controlling symptoms, not addressing the primary, mechanical defect of the esophageal valve,” explains Bart J. Carter, MD, FACS, general surgeon on staff at MGRMC. “Even when the valve issue was addressed, the only prior option available for patients with serious cases of GERD was major, open surgery to correct the malfunction.”

Thanks to advances in minimally invasive, endoscopic procedures, the treatment of severe GERD has become more successful than ever.

## The Incisionless Solution

At MGRMC, the advanced EsophyX® Transoral Incisionless Fundoplication (TIF®) procedure provides patients with an effective, long-term solution for GERD. Under general anesthesia, the TIF procedure is performed using an endoscope, a device used to view the inside of the esophagus. Inserted through the mouth, the endoscope allows the physician to view the abnormally functioning LES. Once the LES is in sight, the physician can then physically reconstruct the valve, making it stronger and functional, greatly improving GERD symptoms, and in some cases completely resolving the reflux.

The TIF procedure is an effective, safe surgical option that patients suffering from moderate cases of GERD may utilize to overcome the troubling condition.

“Patients who have only been able to control the symptoms of GERD with medication now have an option to systematically put an end to their discomfort,” Dr. Carter says. “The TIF procedure is a minimally invasive, surgical therapy for a problem that plagues millions of Americans.”



Bart Carter, MD

## Your Center for EsophyX Excellence

Featuring the unique combination of general surgery expertise and endoscopy experience required to perform the TIF procedure, MGRMC is one of 15 facilities in the state of Arizona that offers this service. Thanks to the advanced care offered at MGRMC, patients can effectively overcome GERD and get back to the lives they want to live.

▲ For more information about the TIF procedure, MGRMC is sponsoring an informative seminar where you can determine if this procedure is right for you. See back page for details.



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recyclable product.

This publication in no way seeks to serve as a substitute for professional medical care. Consult your physician before undertaking any form of medical treatment or adopting any exercise program or dietary guidelines.



# There Is an Effective Solution for Reflux!

## *Get Back to Living!*

MGRMC is proud to offer a new incisionless procedure that provides an effective solution for acid reflux to the Gila Valley. For those who wonder if this procedure is right for them, MGRMC is providing seminars featuring a physician guest speaker in the month of September. For more information, call 928-348-4006.