

# Frist awards

DR. ARBON WINS FRIST HUMANITARIAN AWARD

When the call for nominations went out for this year's Frist Humanitarian Awards, the floodgates opened for a torrent of submissions for your colleague and friend, Ronald Arbon, M.D. Patients, office staff and hospital employees alike leapt at the chance to recognize this kind soul, who they knew as a perfect fit for the Frist Award criteria.



Dr. Arbon grew up in Arbon Valley working the family farm, but soon realized he wouldn't find bliss on the seat of a tractor. Instead, he went back to school at Idaho State University to pursue a Pre Med degree. He graduated in Medicine from Oregon State University, and then briefly joined the Public Health Service serving the Crow Nation Indian reservation, until they expected him to be prepared to run the hospital by his second shift, to which he said, "No, thanks."

Dr. Arbon then started a practice in a small South Dakota town, and that was the beginning of a distinguished career in patient care that has now spanned 54 years, the last 42 of which have been right here in the Idaho Falls medical community.

Humility also plays a big part in winning a Frist Award, so fittingly, when asked how he felt about winning, Dr. Arbon replied, "Surprised!" He continued, "I've just been doin' my work, and not expecting anything."

Dr. Arbon joins a growing list of past physician winners of the Frist Humanitarian Award that includes Drs. Tony Golden, Shannon Jenkins and Judy Jones. He was honored in a ceremony at EIRMC on May 11, along with employee winner Bonny Jennings, Education Coordinator, and volunteer winner Sharon Laird.

Congratulations, Dr. Arbon. This honor is well deserved.

## Recruiting new leading ladies & men.

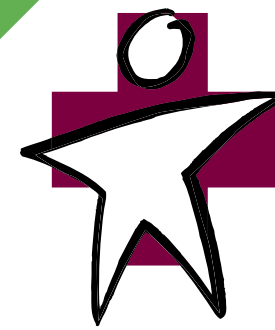
Please consider this your casting call for the next round of Healthy Conversations. Are you ready for your close-up? We think you're going to be a huge star, and because it's a great way to build your business, we'd love to feature you in our next shoot. (Plus: just think how proud your mom will be. And no talent agent commissions!)

For more information or to get on the production schedule, please contact Michele in Community Relations

Office 529-6211  
Cell 403-3537 (text or call)  
Email Michele.Badrov@HCAhealthcare.com.



JUNE 2012



# Physician LINK

## The Latest Film Sensations



### New releases starring physicians at EIRMC!

To play to a large audience and become a blockbuster, you have to build your fan base. Increasingly, prospective patients and future fans are online on Facebook, YouTube and other social media spaces.

So in order to promote physicians and your practices to the public, EIRMC has launched a robust video series of [Continued on page 2.](#)



### Physicians' Education Conference 7 a.m. in classrooms A & B

- 6/1 UV, Tanning and Melanoma  
Drs. Sewell And Willis
- 6/8 No Conference
- 6/15 Low Testosterone  
David Liljenquist, M.D.
- 6/22 Clinical Profile of Roflumilast  
James E. Pearl, M.D.
- 6/29 The Art of Observation  
Dr. Jared Morton

Eastern Idaho Medical Education Consortium is accredited by the Idaho Medical Association to sponsor category one continuing medical education for physicians. For more information contact Shanna Hardman at 208-529-6260 or email shanna.hardman@hcahealthcare.com

## Physicians adjusting nicely.

HIM Director Marilyn Henry reports that the two-week HPF go-live "went wonderfully," with physicians discovering the process was much easier than first feared. From the receptive to the grudging, the vast majority left their orientations saying, "That wasn't so bad."

Marilyn says even the non computer-savvy physicians proved willing to learn new tricks, despite the occasional mournful cry of, "I miss my paper." In fact, EIRMC's 2011 Frist Award winner, Dr. Ron Arbon, 80 years young, commented that it was no trouble at all.

HPF functions beautifully for iPad users, and came with unexpected benefits, such as making peer reviews much easier.

If any physicians still need training or help, including setting up your personal electronic device, please call Lenette Maxwell, IT&S Physician Support Coordinator (529-7566). She even makes office calls!



## The Specialist



**Meet Rebecca Adams, MD**  
MONARCH HEALTHCARE

**Specialty:** Healthcare for women, obstetrics and gynecology

**Years in Practice:** 9

**Board Certification:**  
Family Medicine

**Services:** Full spectrum women's healthcare

**Hobbies:** Married to a wonderful husband, father, and physician, Brad Adams. She also has two fantastic sons that keep her laughing. Rebecca enjoys writing, fishing, and biking in her spare time. She and her husband have raised pigs, chickens, turkeys, and bees on their hobby farm in Vermont

**Contact:**  
2990 Cortez Ave, Idaho Falls ... 208-535-0440

## In the Field



**Meet Austin Gillette, MD**  
UPPER VALLEY COMMUNITY HEALTH SERVICES

**Specialty:** Family Medicine

**Years in Practice:** 2  
**Board Certification:** Family Medicine

**Services:** Rural family medicine, inpatient/outpatient urgent care, obstetrics, prenatal care, ultrasound, office procedures, surgery, vasectomy, circumcision

**Hobbies:** Speak Spanish, fly fishing, bowhunting, sports, and spending time with my wife and 3 kids.

**Contact:**  
20 North, 3rd East, St Anthony ... 208-624-4100  
agillette@uvchs.org



## The Latest Film Sensations Cont'd.

“Healthy Conversations.”

Each video stars prominent and esteemed physicians on the EIRMC Medical Staff.

Playing their real-life role as Cardiologist, OBGYN, Hospitalist or what have you, these doctors were filmed on location at EIRMC, in ways that give the public a chance to sample the caliber of the Medical Staff.

A review in the Post Register's Spring Medical Guide gave Healthy Conversations two thumbs way up, for bringing audiences everywhere an easy and accessible way to get accurate health information and “meet” area physicians.

This video series is accessed through [eirmc.com](http://eirmc.com) by clicking the “Videos” icon. EIRMC's Healthy Conversations are also searchable in YouTube, and promoted individually via the EIRMC blog and EIRMC Facebook pages. This gives the spots a high level of visibility and searchability.

Videos can be anywhere from 2-5 minutes long, depending on the topic, and are presented as short and digestible “mini-bites” of information, complete with captioning to aid viewer comprehension.

After filming, the rough footage edited, then presented to you for approval before launching. Typically, about 3 videos can be gleaned from a single 30-minute shoot.

In addition to the physician-focused videos, our collection includes tours of our facilities, and parent-friendly how-to segments about various aspects of newborn and infant care.

# Trauma pictures worth a thousand words,

*plus the two most important ones: “He lived.”*

## A LEVEL II TRAUMA CASE STUDY

When you find yourself on the wrong end of a really big stick, it's good to know EIRMC's Trauma Team is ready to help.

And so it was when the unfortunate victim of a very unusual injury arrived in EIRMC's Trauma Center recently, the Team was ready and waiting. For them, it's all part of a day's work. But for this patient, living to tell the story is truly remarkable.

The culprit responsible for the patient's mechanism of injury that is depicted in these photos was – yes – a split rail fence post. After crashing into the fence at high speed, the force of impact shot the post through the windshield, impaling the driver and pinning him to the driver's seat, after first entering his chest, and then exiting his back. The rough-hewn wood projectile, roughly 5 inches in diameter, narrowly missed his heart, arteries and (most of) his lungs.

His survival is owed initially to an impressive field/pre-hospital response, later paired with a lightning-quick trauma response at the hospital: a well-planned and well-rehearsed process that's triggered every time a trauma activation call comes in from the field.

Dr. Brian O'Byrne, who led the Trauma Team's response upon the patient's hospital arrival, gives huge credit for the patient's survival to the Idaho Falls Fire Department for their extrication efforts, which required equal parts force and delicateness. Dr. O'Byrne explains that the first and most important step in saving lives and ensuring the best possible outcome in situations like these is the ability of emergency responders to minimize causing further trauma, and in this case, they performed that crucial piece to perfection.

Despite the extraordinariness of the injury, the Trauma Team wasted no time reacting to the visual shock, nor imagining various scenarios of “How in the heck did this poor guy manage to end up with a fence post all the way through him?” Instead, the Team's full attention focused immediately on the assessment, as the thought crossed Dr. O'Byrne's mind, “This patient may well die.”

The timeline of how fast things happened next is mind-blowing, yet at the same time, it's also the standard of care routinely provided to trauma patients at EIRMC.



*Graphic scene and ER images of penetrating blunt force trauma. The cutaway at the wound site is the patient's sweatshirt, which sheathed the fence post, and unbelievably, entered/exited the chest cavity and back without actually ever being torn.*

Within minutes, the Trauma Surgeon (Dr. O'Byrne), Emergency Medicine physician (Dr. Eric Maughan), Cardiothoracic Surgeon (Dr. Michael Denyer) and Anesthesiologist (Dr. Todd Harris) were working in unison, together with other Trauma Team members.

Just 28 minutes from the field call, and 11 minutes from the patient's arrival at the hospital's doors (see detailed Timeline), this fortunate fellow was in an EIRMC Operating Room receiving life-saving care from some of the best surgical specialists in the hospital.

The operation to repair significant internal damage from the patient's traumatic injuries, which included Dr. Denyer's resection of one small lobe of the patient's lung, and reconstructive surgery by Drs. William Wilson and Brian Bruggeman, lasted 3.5 hours.

**ADDITIONAL SPECIALISTS CALLED IN**  
Cardiology, Dr. Denyer, Dr. Hodson | Plastic Surgery, Dr. Wilson, Dr. Bruggeman

Although a penetrating fence post injury is undeniably rare, the trauma response was frankly pretty normal. And that's the significance of Level II Trauma capabilities for eastern Idaho: a consistent, coordinated and concerted effort to save lives when minutes and resources matter.

In the quiet after each trauma response, there is time to reflect. There is time to look at photos. All the surgeons involved were amazed that an object so large rocketed past and through so much anatomy, and so many vital structures, and yet the patient survived.

And it's only in that later reflection that the Team realizes the full implication of their work: that someone is very lucky to be alive.

For that, Dr. O'Byrne is proud of the entire team. “A person surviving something like this requires a team, starting with the fire department, and continuing right on down the line. It all starts with good communication from the scene, which helps us anticipate what's coming.”

Had this accident occurred in more remote reaches of rural Idaho, and in the absence of a statewide coordinated trauma system, Dr. O'Byrne suspects the patient would not likely have had the same outcome. Consequently, he continues to be an outspoken advocate for Idaho's adoption of a more comprehensive and coordinated trauma approach not just at EIRMC, but across our state. He has the ear of several legislators, so stay tuned: more to come on that subject.

Meanwhile, a very lucky man lives to tell an incredible story. And Eastern Idahoans have legitimate cause to also feel fortunate, because here in our area, we can rely on a top-notch facility with an amazing Medical Staff when the chips are down. Well done, EIRMC Trauma Team.

## Deconstructing the Trauma Response: A TIMELINE.

1422 ED notified by EMS on the Field Report Line

1422 ED pages out trauma activation to full Trauma Team

1430 Trauma Team fully assembled: ready and waiting

9 min. to trauma readiness

1439 Patient arrives in ED via ambulance

1440 Anesthesiologist, Dr. Harris, arrives

1443 ER physician, Dr. Maughan, conducts FAST exam

1443 Cardiothoracic surgeon, Dr. Denyer, arrives

Prepared for massive bleeding, the Blood Bank was notified and on standby

1450 Dr. O'Byrne makes rapid decision to transport to surgery. OR ready and waiting.

11 min. door to surgery

### TRAUMA TEAM

Surgeon, Dr. O'Byrne | ER physician, Dr. Maughan | Primary RN, Dave Kalkwarf | Secondary RN, RN on Duty | ICU RN, Heather Wilson | X-ray, Shannon Evans | CT, Shay Howard | Lab, Staff on Duty | Respiratory, Jeff Goldman | Pharmacy, Shane Perman | House Supervisor, Travis Evans | Social Services, Susan Krueger | Recorder, Tammy Coffel