

EIRMC's 25th Annual Health & Heart Fair

For Our Silver Anniversary, We're Registered at Bed Bath & Beyond

Every year, EIRMC provides low cost heart and health screenings to benefit the community – especially those who don't have regular access to healthcare, or can't afford it. In addition to comprehensive lipid profiles (blood is drawn in January, and the results are at the Fair in February), numerous other screenings are also furnished, not to mention informational seminars:

Gastrointestinal Health Seminar	Dr. Todd Williams
Cholesterol and Blood Pressure Lowering Drugs: What Should I Know?	Steve Crenshaw, Pharmacist
Mommy Makeover: Feeling Better About Your Post-Baby Body	Dr. Brian Bruggeman
Tendonitis, Carpal Tunnel and Arthritis: What Can You Do?	Dr. Benjamin Garner
Pass (up) the Salt: Great Flavor for Your Meal, Better Health for Your Body	Emily Cowles, Dietitian
Heart Smart Seminar	Steve Gudmundson, EIRMC Cardiac Connections

Other health screenings include Lower Leg Health, Diabetic Foot Screening, Glaucoma and Cataract Checks, Stroke Risk/Ankle Brachial Screening, and Body Mass, to name just a few.

If you know of patients who could benefit from these mostly-free educational services, please fill them in.

★ **Blood Draw Dates in January**
 No appointment necessary; just walk in
 Fasting with nothing but water to drink for 10 hours prior

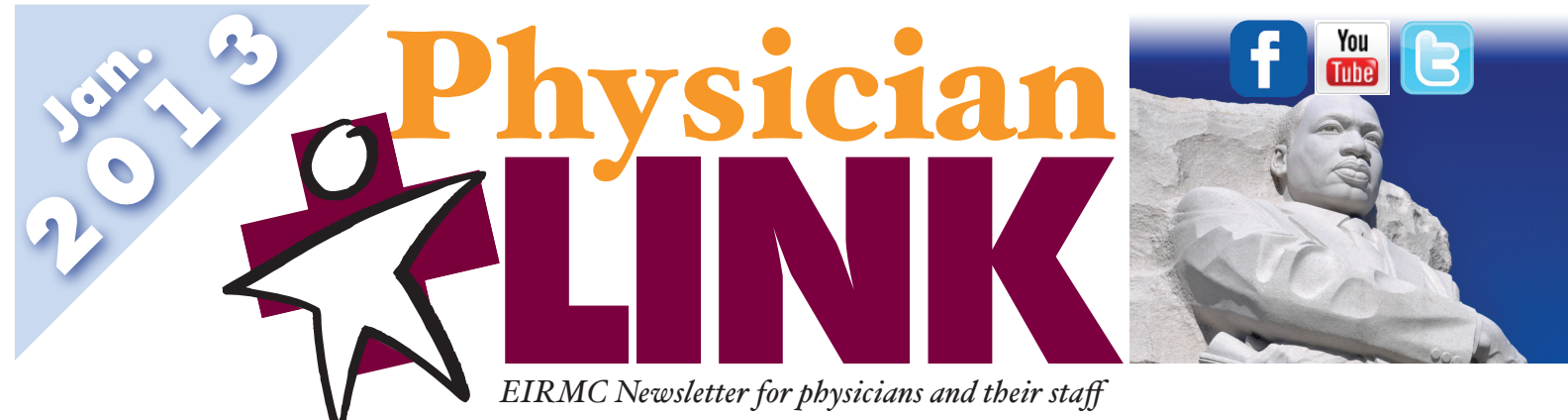
 Medical Office Building Lobby
 2860 Channing Way
 Thursdays & Fridays, January 10 & 11, 17 & 18
 7:00 – 10:00 am

★ **25th Annual Heart Fair in February**
 Medical Office Building Lobby
 Saturday, February 2, 9:00 am – 2:00 pm



FREE Health Screenings

- ★ Pick up Heart Risk Assessment / Total Lipid Profile Results (from January Blood Draws)
- ★ Learn What Your Results Mean & Reduce Your Risk of Heart Disease
- ★ Glucose Check / Diabetes Risk Assessment
- ★ Body Mass Analysis and Your Personal Metabolic Rate
- ★ 1:1 Wellness Session
- ★ Diabetic Foot Screening
- ★ Fresh New Look: Nonsurgical Beauty
- ★ Stroke Screening: Blood Pressure, Pulse Check, Ankle Brachial Index
- ★ Lower Leg Health
- ★ Advance Directives and Organ Donation



EIRMC Newsletter for physicians and their staff

Safety Dance

Security Upgrades throughout EIRMC's Facility and Grounds

With a headline hat-tip to the obscure New Wave 80's band "Men Without Hats," we hope you'll appreciate our dramatic new security improvements – even if they don't make you dance.

Sad to say, it turns out that not every patient or visitor is polite, mild-mannered, and genteel; and troubling altercations (sometimes drug-fueled) are surprisingly commonplace in our hospital. (See EIRMC Violence Statistics inside.)

Consequently, we conducted a top-to-bottom safety and security risk assessment of our facility, and then spent time and money (plus some face time with the City of Idaho Falls) to tighten up our ship.

We're tickled to announce the following recent measures taken to safeguard physicians, staff and the public here at EIRMC:

- Channing Way crosswalk strobe light, pedestrian activated. (Big shout-out to the City of Idaho Falls for getting it done!)
- Panic Buttons throughout hospital. Publishing all the locations would defeat the purpose of stealth, but please

ask staff to show you where they are and how they work in the areas you frequent. Tip: To avoid accidental deployment, buttons must be pressed for about a second to activate, alerting Security directly with your location.

- A slew of new Security Cameras in high risk interior and exterior areas – count 'em, we have 118 new ones! In addition to monitoring, they allow post-incident review.
- Emergency Call Boxes in parking lots, identifiable as blue poles, patched directly to PBX, who can then dispatch Security.
- Armed Security officers present 24/7/365, and sometimes staffed two-deep.
- Closing holes in the Swiss cheese of EIRMC building access, many exterior and interior doors have been converted to Badge Access Doors only. Some will be locked 24/7, and others, always at nighttime.

Continued inside

FEATURESTORY

Meet Jeremy Hertzig, MD

In practice at: EIRMC Pediatric ICU
 Specialty: Pediatric Intensivist
 Years in practice: 2



Fellowship: Pediatric Critical Care, Seattle Children's Hospital

Services provided: Inpatient care of critically ill children

Personal interests: Skiing, flyfishing, running and climbing

Contact: Call Access Center
 1-800-4UEIRMC (800.483.4762)
 or, email: Jeremy.Hertzig@HCAhealthcare.com



Meet Terry Thompson, NP-C

Name of practice: East Falls Primary Care Clinic
 Specialty: Family Medicine
 Board certification: NP-C

Years in practice: Two as an NP, combined with many years prior experience as an RN

Services: Primary care, preventative services and screenings, management of chronic medical conditions, and wellness

Contact: 2860 Channing Way, Suite 100 (8-5, M-F); phone (208) 535-4567



WELCOME

Safety cont.

On the rare day you inconveniently forget your badge, call the PBX and they'll send Security to meet you and let you in. There are work-arounds for the chronically forgetful, but badges are foolproof, with the added benefit of preventing misidentification. And wearing your badge means you're free to roam without any frustration, plus when rushing to give unfettered aid to any patient in need.

If you notice a situation devolving into unruly, disruptive, or threatening behavior, your best chance to preemptively avoid escalation is to get Security, pronto. Unobtrusive use of the panic button will summon Security to your location without the offender noticing or further freaking out before help arrives.

The Sobering Truth About Violence at EIRMC

If all this seems a little "big city" for us, betchya didn't know:

- In just 6 months, EIRMC Security received an astonishing 1,533 calls for assistance, with 62 incidents involving actual physical violence.
- As you'd expect, the ER is a hot spot.
- But – surprise! – Women's Center is a close second, with 35 violent/ threatening incidents in 6 months, and 24 near misses. ("Near miss" means a verbal confrontation or agitated person that is talked down or restrained before things get physical.)

Ryan Nelson, head of Security at EIRMC, says his officers get more than 10 calls for assistance per day on average. A few alarming but real and relatively recent incidents in our hospital:

- A drug-seeking patient was subdued in the Parking Lot while retrieving his handgun
- A suicidal man's buck knife was retrieved after he put it to his throat and made verbal threats
- An ER patient getting a psych eval was immobilized after assaulting a Security officer and going for the officer's gun
- A visitor was Tased by Security near the Medical Imaging Hallway, on his way to the ER, wielding a knife

Other housewide flashpoints include inpatients involved in violent crimes like shootings/stabbings; patients with difficult or criminal family or associates (particularly gang-related); and a growing number of drug overdose, drug seeking and/or DT (delirium tremens) patients.

We're not making the hospital Fort Knox, but we are making it safer. Most bad situations have an opportunistic element that begs prevention, so please help us embrace these personal and institutional measures of common sense safety.

Bring your badge, because keypads are going away!



Better Safe than Sorry

- For any emergency, dial 2222.
- For non-emergency security issues, call PBX.
- Remain alert to your surroundings.
- Don't leave valuables visible in your vehicle.
- Use busy routes and well-lit areas.
- Change your routine and parking spot frequently.
- Walk to your car with a colleague.

NEWSBriefs Lenette Was Dreamy, and So Is Myles

Introducing Your New IT&S Physician Support Coordinator

Need help setting up physician access on your new iPad from Santa? HPF interface have you stumped? Help is on the way, with Myles Straube riding to your rescue. Myles replaces Lenette Maxwell, who recently accepted a promotion within HCA's Mountain Division.

You're allowed to briefly mourn losing Lenette in this role (we sure did!), but before sinking into a deep depression, take heart: Myles has an equally impressive load of technology know-how tucked away in his noggin.

And beyond computers, this affable employee comes with an added bonus: he's been a clinician! No stranger to healthcare, Myles combines his degree in Information Technology with 20 years of clinical experience as a Navy Corpsman, Army Medic, EMT and private office medical assistant. These experiences make him uniquely qualified to give EIRMC physicians unparalleled support.

If Myles looks familiar, it's because he's already part of the EIRMC family; prior to this promotion to serve you, he was part of the hospital's IT&S team as a network specialist.

Please welcome Myles to his new role, and hit him up when you need help!



Myles Straub, Physician Support Coordinator
EIRMC ext: 7566
Cell: (208) 403-1061
email: Myles.Straube@HCAhealthcare.com

NEWSBriefs

Announcing East Falls Primary Care Clinic

A new local primary care option to address growing need.



HCA Physician Services is pleased to announce the opening of a new location in Idaho Falls called East Falls Primary Care Clinic.

Urgent care has its place. But it's no substitute for a regular personal physician who can provide continuous, coordinated care over time. Episodic care at McMedicine is not designed for prevention, chronic disease management, or a true relationship with an individual patient; only a consistent primary care provider offers that superior care platform. But, finding one is increasingly challenging in Idaho Falls, because so few primary care practices are accepting new patients, or they don't accept Medicare/Medicaid. And those practices still taking new patients are often booking weeks out.

The most recent Community Needs Assessment showed a dramatic dearth of Family Practice and Internal Medicine providers in Idaho Falls and our surrounding community. Not only is current supply of providers insufficient relative to patient demand, but without recruitment, and accounting for retirements and population growth, the gaping deficit will only yawn larger.

	2011	2016 (proj)
Physician supply:	160 (actual)	120
Estimated deficit:	69.7	140.0
Generalists/100,000:	47.9	41.9

Not long ago, these sterile statistics leapt to life for our Chief Nursing Officer, Kathleen Nelson, when she tried to find a primary care doctor for her own mother.

"When I tried to get my mom connected with a primary care doctor in Idaho Falls, all I kept hearing was 'We're not taking new patients,' or 'We don't take Medicare.' After countless hours with no luck, I shamelessly started telling offices I was EIRMC's CNO. But it still took us 3 weeks to get mom an appointment."

– Kathleen Nelson, CNO, EIRMC

Over the next five years, the expected growth rate in our community is approximately 8 percent. Add to that the reform imperatives of medical homes and emphasis on prevention, and demand will surely increase even further. In addition, EIRMC's ED physicians and Hospitalists need an adequate network of colleagues to hand off post-discharge outpatient care, but with current manpower, the weight of that care is shared among too few.

Rather than create additional medical drive-thrus in Idaho Falls to provide episodic care, the vision of EIRMC's new clinic is to provide a new fully-coordinated, relationship-oriented primary health care presence. East Falls Primary Care Clinic will be a place where the providers know patients' names, histories, and long-term health goals, and can help direct patients to the next appropriate level of high-quality affordable care when referrals to other community providers are appropriate.

The first provider at East Falls Primary Care Clinic will be Terry Thompson, NP-C. Terry is passionate about the management of chronic medical conditions and helping her patients enjoy life to the fullest. Education, open communication and a focus on preventative medicine are her core philosophies. In addition to Terry, HCA Physician Services is recruiting both primary care physicians and additional mid-level providers to better accommodate the needs of the community.

East Falls Primary Care Clinic is located in the MOB at 2860 Channing Way, Suite 100, on the EIRMC campus. Hours are currently 8am – 5pm. (208) 535-4567.



A digital version of Physician Link can be viewed at eirmc.com under the "For Physicians" tab on the top menu bar, and then "Physician Outreach" from the sidebar. Link to the current edition and/or archives.

