

MISSISSIPPI HOSPITALS



Addressing Mississippi's Nursing Shortage

mississippi hospitals

Mississippi Hospital Association

www.mhanet.org

Volume 11 • Number 2 • Summer 2007

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Edition 43

FROM THE PRESIDENT'S DESK



In 2005, we all watched as Hurricane Katrina crippled our region. Today, the urgency for Mississippians to prepare for the next disaster is even greater. And there is one issue that is often overlooked in emergency planning – and that is our state's growing nursing shortage. In this issue, we have a special report on our state's nursing shortage and what Mississippians can do to help fix the problem.

Technology is also important during emergencies, and we have an article showcasing Forrest General Hospital's technology (and the Irish delegation observing it) in this issue. We also cover continuous renal replacement therapy and how it can replace routine dialysis for some patients.

Summertime in the South is full of fun and surprises – not all of them good. Read about Mississippi State Hospital's unexpected campus visitor. See how Sister Mary Trinita Eddington of St. Dominic Health Sisters was surprised this summer with a Lifetime Achievement Award. Also, discover how many Brookhaven-area kids spent their summer readying for the Battle of the Bulge at King's Daughters Hospital in Brookhaven.

Thank you for your continued support of the Mississippi Hospital Association. We are proud that we serve those who serve us all – the employees of our Mississippi hospitals.

Sincerely,

Sam W. Cameron
 President/CEO

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JNH Director Marc Lewis thanks Brandon High School students (left to right) Michelle Cordova, Elizabeth Chesney, and Jensi Parker for their efforts to restore a gazebo at Jaquith Nursing Home.

Volunteers Spruce Up Gazebo Area For Jaquith Nursing Home Residents

WHITFIELD — Just in time for summer, the residents of Jaquith Nursing Home (JNH) have a pleasant place to relax thanks to the volunteer efforts of some area students.

Brandon High School seniors Elizabeth Chesney, Michelle Cordova, Jensi Parker, and Elizabeth Smithhart helped restore a gazebo built a number of years ago. The students replaced worn lattice work, and pressure washed and stained the gazebo.

Also, Lesley Jackson, a senior at Northwest Rankin High School, worked with area landscape professionals to improve the landscaping around the gazebo. JLE Land Designs of Madison and Madison Planting and Design Group (MPDG) of Canton donated plants and mulch for the project, and Leta Bryan, a landscape designer who serves as Jackson's mentor, donated a birdbath to add to the décor around the gazebo.

In addition, Jamie Elmore, owner of JLE Land Designs, developed a landscape plan for the project and coordinated donated items. Rodger Bethany of Bethany Remodeling Inc. of Pearl designed and constructed two benches and delivered all landscape items to the site. Jackson and Elmore worked with Mississippi State Hospital (MSH) grounds maintenance employees to install the plant materials, the benches, and the birdbath.

JNH Director Marc Lewis said the gazebo, located at Jaquith Inn – one of six inns at JNH – will be used extensively by the residents.

"The gentlemen of Jaquith Inn are outdoor lovers who can often be found sitting on the front porch or walking around campus," Lewis said. "The new sitting area around the gazebo gives them added opportunity to enjoy the outdoors."

Lewis said the renovated space will be used for events such as resident barbecues and perhaps outdoor staff meetings.

"We will also add a table or two inside the gazebo for game playing," he said.

Lewis said this and other volunteer efforts help to improve the quality of life for residents.

"We appreciate the interest of volunteers in serving JNH and deeply value their contributions to our campus," he said. "The spectacular sitting area will be enjoyed immensely by our residents and is tangible evidence of their dedicated work."

In addition to working on the gazebo, the Brandon High School students also helped JNH staff in efforts to create a

more home-like environment. The students cleaned flower beds and boxes at Jaquith Inn, and planted flowers and vegetables for the residents to enjoy.



Northwest Rankin High School student Lesley Jackson, second from left, and JLE Land Designs owner Jamie Elmore, third from left, stop landscaping for a moment to join Mississippi State Hospital (MSH) employees for a snapshot of their efforts. The employees are W.C. King Jr., MSH Physical Plant director, extreme left; Doug Denton, MSH grounds supervisor, second from right; and Louis Steen, MSH grounds manager, extreme right.

Founded in 1976, Jaquith Nursing Home is a 479-bed long-term care facility dedicated to serving individuals who are in need of nursing care in a safe and comfortable therapeutic environment. The nursing home is located on the 350-acre campus of Mississippi State Hospital at Whitfield. JNH is accredited by The Joint Commission.

Irish Delegation Observes Forrest General's Technology

HATTIESBURG – Three delegates representing Ireland's national health care system visited Forrest General Hospital on May 29 to observe the hospital's Electronic Medical Records (EMR) system and Computerized Physician Order Entry (CPOE) implementation process.

"Until recently, Ireland's health care system consisted of ten regulatory authorities, with each providing different health services across our country," said John Kenny, Head of Process Development for Health Service Executives (HSE), the organization helping to streamline Ireland's health care structure. "Now, Ireland has one health care system. Our overall goal for this trip is to begin to implement an electronic medical record system nationwide that is as integrated as the systems Forrest General and Hattiesburg Clinic have," said Kenny.

Dr. John Fitzpatrick, Nephrologist and President of Hattiesburg Clinic, organized the meeting that will help shape the future of the Irish medical system. "It speaks very highly of the medical community in Hattiesburg that more than one



international fact-finding team chose FGH and Hattiesburg Clinic as one of three sites in the USA to evaluate successful EMR implementations," said Dr.

Fitzpatrick. "We previously hosted an even larger delegation from Singapore. What impresses the visitors is how much can be achieved when physicians and hospitals work together to improve patient care. The visitors frequently comment that this kind of cooperation between independent organizations is unusual," said Fitzpatrick.

Irish delegates (seated, left to right) Damien McCallion, Gerard J. Lyons, and John Kenny (standing, left) visited Forrest General Hospital to observe its medical record technology. Dr. John M. Fitzpatrick (standing, right) organized the meeting in an effort to help implement this technology in Ireland.

Fitzpatrick and other members of the Forrest General staff demonstrated the hospital's EMR, which gives physicians an electronic link to their patient's unique medical history. Forrest General's EMR is a component of a Health Information Exchange (HIE), which links the hospital's computer-based medical record for a patient to their electronic medical record at another health care

organization, such as Hattiesburg Clinic's IC chart. The delegation also reviewed the Computerized Physician Order Entry (CPOE) implementation process and evaluated the interoperability solutions that are in place between Forrest General and Hattiesburg Clinic.

"Our trip to Forrest General has been very useful from a number of points," said Kenny. "Our concentration has been on the functionality of the process. From what we have learned, the system works very well," said Kenny.

Accompanying Kenny on the trip was Damien McCallion, Head of Information Technology at HSE, and Professor Gerard J. Lyons, Head of the Department of Information Technology at the National University of Ireland, Galway. Following their visit to Hattiesburg, the delegation visited Boston and Chicago to view similar Electronic Medical Record and Computerized Physician Order Entry systems. Forrest General was the first in South Mississippi to implement the Computerized Physician Order Entry System, which increases patient safety by decreasing the possibility of error during the ordering of medications, tests, and procedures, etc. The system also increases efficiency and functionality by reducing the amount of time it takes physicians to complete the orders.

Forrest General's overall medical record technology includes features that enhance functionality, including a graphical user interface desktop; standardized order screens to minimize training; and links on

every page to the most popular medical references such as *The New England Journal of Medicine*, *Up-To-Date*, and *Ovid*.

GE Medical Systems, a unit of General Electric Company, designated Forrest General as a National Show Site for technology. As a result of the designation, Forrest General has the opportunity to help shape new technology that will be

offered worldwide by having it in house before it is released to other customers. People from across the United States and other countries, such as the Irish delegation, visit Forrest General to view its state-of-the-art technologies in a clinical setting.

For more information about Forrest General, contact FGH OnCall at 1-800-844-4445, then press 1.

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The Big One That Didn't Get Away

WHITFIELD—Under normal circumstances, visitors would be welcomed with open arms on Mississippi State Hospital's (MSH) Whitfield campus. However, that was not the case Monday, June 11, when a rather large "guest" with a very intimidating smile and a face only a mother could love had to be physically removed from campus.

The MSH campus is known as a beautiful, comfortable, and safe haven, but it was never intended to be so comfortable and so safe that an 8-foot 4-inch alligator would take up residence in the campground lake and refuse to leave. That's why Mississippi Department of Wildlife Fisheries and Parks officials were called to remove the 300-pound reptile.

"During this time of year – which is breeding season – it is not uncommon for alligators to disperse to new areas in order to establish a home range," said Ricky Flynt, alligator program coordinator for the Department of Wildlife Fisheries and Parks. "They are territorial and they look for places where there are no other dominant alligators."

The alligator was taken to the Jackson Zoo.

"We've placed the alligator in

quarantine for approximately 30 days so that we can monitor it and make sure it is eating properly and has no parasites or medical conditions," said Dave Wetzell, assistant director and general curator for the Jackson Zoological Society. "If everything checks out OK, we will add it to our alligator exhibit."

Flynt said this region of the state, which includes the Pearl

receive hundreds of calls each year statewide about alligators appearing in locations that cause conflicts with humans."

Flynt said people should never feed alligators because it causes

Officials with the Mississippi Department of Wildlife Fisheries and Parks remove an 8-foot 4-inch alligator from a lake at the Mississippi State Hospital campground.



River and the Ross Barnett Reservoir, has a dense alligator population. He said it is not uncommon for alligators to travel for miles in search of a new home.

"We've known alligators to travel 15 to 30 miles," Flynt said. "We

them to associate human activity with a food source.

"Not only is that unnatural, but you run a high risk of an alligator attack when you feed them," Flynt said. "Therefore, it is illegal to feed alligators."

Flynt said there has never been a documented case of an alligator attack in Mississippi.

MSH, a facility of the Mississippi Department of Mental Health, was founded in 1855 and facilitates improvement in the quality of life for Mississippians who are in need of mental health, chemical dependency, or nursing home services, by rehabilitating to the least restrictive environment, utilizing a range of psychiatric and medical services, which reflect the accepted standard of care and are in compliance with statutory and regulatory guidelines. Accredited by the Joint Commission, MSH is the largest hospital in Mississippi and the largest public psychiatric facility in the United States.



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Sandra Bennett Bruce and John Finan, Jr., of Catholic Health Association present CHA's Lifetime Achievement Award to Sr. Mary Trinita Eddington, OP, St. Dominic Community Health Services, Jackson, MS.

Lifetime Achievement Award Presented to Sr. Mary Trinita Eddington, OP

The Catholic Health Association of the United States (CHA) announced on June 18 that Sr. Mary Trinita Eddington, OP, of St. Dominic Health Services, has received CHA's 2007 Lifetime Achievement Award. The award was presented at CHA's 92nd Catholic Health Assembly in Chicago. The Lifetime Achievement Award honors recipients for a lifelong commitment and lifetime contributions to the ministry.

Sr. Trinita is being honored for her 50 years of service, beginning as a staff nurse for St. Dominic Hospital, and later in various administrative roles at the hospital and its parent, St. Dominic Health Services. Currently, she is working as a family nurse practitioner and administrator with St. Dominic Community Health Clinic, which provides primary health care to the homeless and working poor.

"After 35 years serving as the vice president of nursing in a hospital setting, I was ready for a change and felt challenged to pursue what I knew was a great need—and that was to provide health care to the poor, homeless, uninsured, and vulnerable in a very poor segment of the city," she said regarding her move in 1996 to the clinic on West Capitol Street in Jackson, MS. The clinic has successfully connected with more than 50 community organizations to better serve the Jackson community, ensuring that patients receive needed health care services in an efficient manner. That great need has been proven by the clinic's solid following of 1,800 clients and a 75 percent follow-up rate.

Sr. Trinita's work at the clinic is only a small portion of her overall contribution to the Catholic health care ministry. She is an active member of the ministry, serving as a consultant, board member,

volunteer, and teacher for multiple organizations, not only in Jackson, but nationally and internationally. She is involved with a multitude of charitable organizations, including Stewpot, Prison Fellowship, Mental Health Association, United Way, Habitat for Humanity, Mississippi Department of Health, the American Red Cross, Catholic Charities of Jackson, Gateway Mission, Salvation Army, and the local fire department.

Adding to her contributions to the ministry, she has had a great impact on the lives of others. Sr. Trinita serves as a mentor and provides leadership around the world by instructing people from Switzerland, China, Russia, Spain, Canada, and Africa on how to establish primary care for the underserved in their communities. Her leadership and dedication to the ministry is further demonstrated by her service on the boards of directors of St. Dominic Health Services, Community Health Services-St. Dominic, Inc., St. Dominic Hospital, St. Catherine's Village, Mississippi Food Network, Hospice Ministries, Human Participation Protection for Research Investigational Review Board, and First Intermed Corporation.

Sr. Trinita accepted her award at an awards banquet on Sunday that also honored recipients of CHA's Achievement Citation award for outstanding, innovative programming; the Sister Mary Concilia Moran Award for a visionary leader; and the Midcareer Award, which recognizes remarkable achievement in the recipient's field.

To read more about more about Sister Trinita's background and life ministry, visit the Latest News section at stdom.com.

St. Dominic Health Services, Inc., is a Dominican healthcare ministry serving the medical and wellness needs of Central Mississippi. Its subsidiaries are St. Dominic Hospital, St. Dominic Community Health Services, St. Catherine's Village, and First Intermed Corporation. St. Dominic's is a member of the Catholic Health Association (CHA), American Hospital Association (AHA), and Voluntary Hospitals of America (VHA).

Continuous Renal Replacement Therapy Proves More Beneficial Than Routine Dialysis for Some Patients

JACKSON – March 5, 2007 - Baptist Adult Intensive Care Unit is now using a dialysis procedure called Continuous Renal Replacement Therapy, or CRRT. It is a slow dialysis treatment completed over approximately 12 hours, used to remove toxins from a patient's blood, whereas dialysis is usually completed in three to four hours. In addition, CRRT is an intermediate therapy that removes large fluid volumes without a patient having to undergo long-term dialysis therapy.

Even though it is not a new treatment, CRRT has become more popular in the last three to five years. New research has shown that CRRT is more beneficial than routine dialysis for certain patient populations in the acute care setting.

AICU patients who receive this treatment are experiencing acute renal failure; are too acutely ill to tolerate regular dialysis; or have excessive fluid volumes needing to be removed, but are unable to tolerate regular dialysis. Nephrologist Wilson Parry, MD, stated, "This treatment tries to emulate the normal function of the kidneys. It is slow and continuous."

Pictured left is Lauri Parker, RN and right is Jennifer Bell, RN

Pulmonologist Dr. Tim Cannon, MD, said, "Patients with marginal blood pressure seem to tolerate this treatment better hemodynamically. It is safer for these types of patients, and we are able to manage fluid volumes more easily with this treatment."

All of the critical care nurses at Baptist have been



trained in CRRT. Donald Bratcher, a critical care nurse at Baptist for 19 years, commented, "This treatment is easier for the nurses to maintain than previous methods. It is not as time consuming as previous comparable therapies, which allows the nurses to provide better patient care."

Addressing Mississippi's Nursing Shortage: Taking the First Steps Toward Preparedness

In 2005, millions of people tried to prepare for Hurricane Katrina and we all watched at the crippling of a region due to a lack of emergency and health system preparedness. Today, the urgency for Americans to prepare for the next disaster has never been greater. Across this state, local leaders and residents are planning for possible health crises, from pandemic flu to an act of terrorism. However, there is one issue that will make the response to emergencies even more difficult. It is the shortage of experienced nurses.

Debbie Logan, RN, MHA is the Project Director of this Initiative at the Mississippi Office of Nursing Workforce. Email her at dlogan@monw.org. Information about this program can be found at www.PartnersInNursing.org.



We all count on nurses for the personal, quality care they provide when we are sick or injured. This care is currently threatened by the ever increasing shortage of trained and experienced registered nurses. A recent report by the Trust for America's Health indicates that 40 states face both a current and future shortage of nurses. Mississippi is one of those forty states. In October 2006, the Mississippi Office of Nursing Workforce conducted its ninth annual survey of hospitals. The hospital registered nurse vacancy rate increased to 9.1% in 2006 from 7.9% in 2005. The nursing shortage makes it difficult for our healthcare sector to meet current needs. In any kind of emergency, the presence of registered nurses will be key to the ability to provide care for an influx of additional patients, many disabled, seriously ill or injured.

Although Mississippi is not alone in struggling with this problem, the Mississippi Hospital Association Health, Research, & Educational Foundation (MHA Foundation) through the Mississippi Office of Nursing Workforce (ONW) is taking the first step towards finding a solution. A unique partnership has been formed to develop solutions to establish a stable, adequate nursing workforce to prepare for whatever issues we face. This partnership is part of a national program, known as Partners Investing in Nursing's Future, led by the Robert Wood Johnson Foundation and the Northwest Health Foundation, to encourage local foundations to act as catalysts in developing grassroots strategies to address the nursing shortage.

The MHA Foundation, ONW, and the Mississippi Nurses Association have come together to address one of

the root problems contributing to the nursing shortage - the nursing faculty shortage. The Mississippi schools of nursing report an anticipated 35.5% faculty vacancy rate by the end of the 2008 - 2009, according to the Southern Regional Education Board on Collegiate Education for Nursing survey of schools of nursing.

The Mississippi Critical Nursing Faculty Shortage Initiative is a multi-dimensional approach to increase and retain nursing faculty that more accurately reflect the ethnicity and gender of our population by the following objectives: 1) develop an innovative, accelerated educational path to a nursing faculty career; 2) develop an evidence-based image and recruitment campaign to showcase nursing education as a desirable career; 3) develop multiple adjunct faculty roles with formal relationships between education and service; and 4) improve education and clinical workplace cultures.

One of the goals of the Initiative is to develop a pilot project between service and education to be used as a model across the state. Hospitals and schools of nursing in the Jackson, Mississippi area are developing a pilot project. This will allow service and education to partner and develop adjunct faculty roles. The project will be implemented in the fall of 2007 and then be used in other regions across the state.

Although we've only just taken the first steps, the project shows great promise in strengthening the nursing workforce here in Mississippi. Initial research already shows the nursing community is eager to embrace these new initiatives. Hospital nurse executives are interested in providing adjunct faculty, classroom space, and financial support. Also, most nurses are interested in obtaining an advanced degree which would allow them to teach.

The Mississippi Hospital Association Health, Research, & Educational Foundation is committed to working with our community to address the health issues that face Mississippi, including ensuring that we have a prepared nursing workforce. Nurses are a cornerstone of our health care system and need to be skilled, appreciated, and empowered to enjoy long-term careers. Efforts like this are necessary to ensure that an abundant nursing workforce is in place when we need it. Without trained and experienced registered nurses, we could face the effects of a Katrina-like disaster again in Mississippi. This is not someone else's problem to fix. Here's what you can do to help: As a member of the community, you can be an advocate for encouraging our legislatures to appropriate funds for faculty salaries as well as innovative paths to nursing education.

Forrest General's Patient Miracle on Rehab

HATTIESBURG— A miracle happened to April Flynn, a patient of Forrest General Hospital. "That's exactly what happened, the staff worked miracles with my wife," said John Flynn. The combination of the hard work and dedication of Mrs. Flynn and the staff at Forrest General contributed to a major success. The determination by both enabled a woman to walk again.

Mrs. Flynn was admitted to Forrest General on February 23, under the care of Dr. Barbara Barnard, Hattiesburg Clinic Physical Medicine and Rehabilitation physician. At the time of admission, Flynn had just been weaned off the ventilator and was able to follow simple commands. She participated in Forrest General's comprehensive interdisciplinary rehabilitation program.

"I am thankful to get to a place that helped me get better and walk," said Flynn. "My experience at Forrest General was wonderful. They worked tirelessly with me during my stay," said Flynn. "I can't thank them enough for helping me."

When she was admitted, she was unable to care for herself and perform any daily living tasks. She wasn't able to speak clearly. She suffered from short and long-term memory problems. She was not able to walk or stand due to the lack of motion

in her muscles and joints, which caused contractures of both feet. She was quite limited by pain with any movement in bed or sitting upright for long periods of time. Due to these problems, she could not feed herself, wash her face, comb her hair, or dress herself.

During her stay on Forrest General's Rehab Unit, her goal was to get her feet on the floor and transfer herself from bed to wheelchair. She by far surpassed that goal with all she achieved thanks to the staff at Forrest General! During her stay, "Dr. J. Michael Weaver, Hattiesburg Clinic orthopedic surgeon, was consulted for a bilateral tendon release procedure on her feet," said Karen

move because she was so limited," said Brenda Cain, Forrest General physical therapist. "There were times that were very hard for her, but she constantly worked and she ended up walking out of here," said Cain.

"It was a joy to see Mrs. Flynn make significant changes every day in her road to recovery," said Sumrall. "It was truly amazing to see the excitement on her face when she was able to move on her own and walk," said Sumrall.

"We are very happy for her and cannot put into words what we felt when she was able to walk away from here having achieved all her goals," said Cain.



Seated left to right: John Flynn, patient April Flynn, and Dr. Barbara Barnard, Hattiesburg Clinic Physical Medicine and Rehabilitation physician. Standing is Karen Sumrall, Forrest General social worker.

Sumrall, Forrest General social worker. "After healing from the surgery, she surpassed her goal and was able to walk 200 feet with a walker at discharge! "

"Mrs. Flynn was very motivated to

Cain said, "This goes to show you that through intervention of rehab, support from the Rehab team, and determination from the patient, anything is possible!"

Mrs. Flynn was able to return home with her husband.

For more information on Forrest General's Rehab Services, contact FGH OnCall at 1-800-844-4445, and press 1.

Hospital enrolls dozens of kids in first children's

BATTLE OF BULGE

Even though school is out for the summer, Brookhaven area children and teens have a focus, class materials, and group exercise time with the Battle of the Bulge Part 2 KIDS! program sponsored by King's Daughters Medical Center. And program attendance is off to a good start.

About 50 area children between the ages of eight and 17 years signed up for the program at the open registration the first week of June in the hospital's lobby. During the process, participants were weighed, measured, and evaluated for their blood pressure and body mass index by certified and registered healthcare professionals at KDMC. The results were documented and new numbers will be taken at the end of June and end of July to track progress.

"The main point we wanted to present to these kids and their parents was encouragement," said JoAnna Sproles, marketing and media coordinator. "We are providing them with the education, exercise, and support they need to work at home with their parents and other family members so they can achieve a good result."

Sproles said the previous Battle of the Bulge program involved adults and the response was overwhelming with 1,200 participants. The idea for the children's version came from the adult session, since some parents brought their children with them to participate.

"We were not prepared to include children in that program, so we did not allow them in at the time. But, we certainly saw there was a need since they came in hopes of being included," Sproles said. "We thought we should offer a program for kids and give families the information they need, while giving the children more encouragement than even adults tend to require."

During the week, children are invited to several group exercise sessions, both indoors at the hospital Fitness Center, and outside at areas around town, including the new walking track at the city tennis courts and Kids Kingdom. Brookhaven native, Kayla Fisher, now a college student at Ole Miss, volunteered to lead the children in their group exercise two or three times a week in the evenings.

"It is going very well and we are having a good



number of the kids attending one or more of the sessions," Fisher said. "They are learning more about exercise, supporting each other, and having more fun since we are meeting as a group. I am glad to be a part of this hospital effort while I am home this summer, and I will benefit from the experience as much as the children will by taking part in it."

King's Daughters Therapy and Fitness Center has joined the effort by continuing Kids Hip Hop classes and adding a summer program called Teen Aerobics for the older age group. Sessions for each of the classes are held during the day three times a week.

In addition to group exercise time and peer encouragement, participants in Battle of the Bulge Part 2 KIDS are also able to attend weekly classes on Fridays to listen to lectures and ask their own questions regarding a variety of topics, including Nutrition, Age-Appropriate Exercise, Eating Disorders, and Self Esteem. Guest speakers include Jeaneen Stewart, KDMC registered dietician; Todd Peavey, These classes are held on Fridays at the lunch hour to accommodate parents and their schedules.

"The outdoor sessions and classes are held at times when the parents are not likely to be at work so they can get the children where they need to be to take part in things," Sproles said. "We hope by adding the additional classes at the Fitness Center, developing the outdoor



sessions with Kayla, and providing information with the weekly classes that parents will begin to put together all the components they need to help their children."

Sproles said she hopes the Battle of the Bulge Part 2 KIDS program will be made available again next summer.

"We are using this first year as a guide and will evaluate the results of the program at its conclusion," she said. "We have had parents call past the registration time and were very interested in having the opportunity again and enrolling next time. So, we hope to accommodate those requests."

The Battle of the Bulge Part 2 KIDS program is free of charge. There are no fees for the educational classes or exercise programs. Children in the program weighed in on June 26 as a mid-point for reference in their progress. The final weigh-in was July 30, and a celebration event for all participant and their families is set for August.

"At the celebration, children in each age group will be awarded for their accomplishments, but even if a child does not end with a measurable result, they will be encouraged and made to feel happy with their efforts," Sproles said.

Professional Bull Rider Speaks Out about Prostate Cancer



In recognition of National Men's Health Week, Baptist Cancer Services, a division of Baptist Medical Center in Jackson, Miss., recently hosted a Prostate Cancer Awareness Day.

Professional bull rider and national spokesperson for TheraSeed, Greg Potter, signed autographs.

Potter serves as a campaign spokesman, educating men with a simple message - "Know your options for prostate cancer treatment." TheraSeed, a prostate cancer treatment device manufactured by Theragenics, uses the professional bull rider in a public relations campaign to educate men across the country about prostate cancer treatment options.

"I understand the importance of knowing your options for prostate cancer treatment," said Potter. "My family has experienced firsthand the effects of this disease, and I feel that it is my responsibility to educate men about their treatment options."

"We realize people aren't always aware of their treatment options and may think they have to travel out of state for some treatments," said Mary Ann Hood, Baptist Cancer Services Navigator and director of support services. "There are several treatment options available right here in Jackson, and Baptist encourages patients to talk

to their physician about what treatment option is best for them.

The Hederman Cancer Center is located on the north end of Baptist Medical Center, 1227 North State, Jackson, Miss. For more information, call the Baptist Health Line at 601-948-6262 or 1-800-948-6262.

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