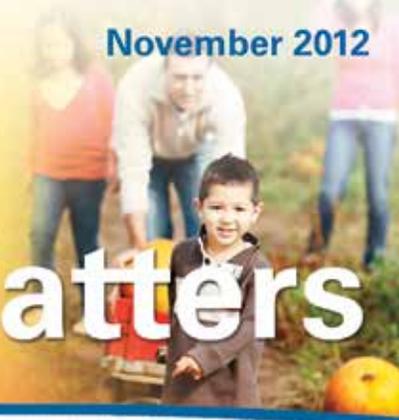


good Health Matters

Samaritan's Newsletter to the Community



Because life isn't always convenient ... We are. Samaritan's Urgent Care Center in LeRay is Now Open!

Accidents happen. So do illnesses. They usually happen when you least expect them and when you can least afford the interruption.

To help answer our community's need for timely treatment of acute, non-life threatening illnesses and injuries, Samaritan Medical Center opened its Urgent Care Center in LeRay this past May.

Located in the same building as Samaritan's LeRay Family Health Center, the Urgent Care Center is staffed by physician assistants (PAs) and registered nurses (RNs) who are available on a walk-in basis from 9:00 a.m. to 8:30 p.m., 7 days a week.

"Urgent care bridges the gap between the Emergency

Department (ED) and your primary care physician's office," explains Caleb Ritcher, PA. "We handle many of the same minor treatment diagnoses as the ED, but quite often with a shorter wait time, and we're available at hours beyond those of a typical physician's office."

"Our location, just outside Fort Drum's North Gate, means we can provide convenient care not just for Soldiers and their families living on post, but also for residents of nearby towns such as Evans Mills, Philadelphia, Theresa and Gouverneur," says Mr. Richter.

Two major benefits to patients receiving care at Samaritan's Urgent Care Center are on-site

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Strengthening Primary Care Services for Our Community Samaritan's Cape Vincent Family Health Center is here for you!

When we ask "How are you?" we really want to know! At the new Samaritan Family Health Center at Cape Vincent, you'll notice your heartbeat isn't the only thing we listen to. We look beyond the medical history in your chart and take the time to get to know you as a person, not just a patient. That's because we believe the more we know about you, the better we can take care of you.

"Our patients are the reason we're here," says Nancy Swenson, RNC, CRNP. "We want to make sure they are getting the care they need, and the patient experience they expect."

"One of the reasons we're excited about Samaritan adding additional staff and support at Cape Vincent is that it will allow Nancy and me to put even more focus on patient care,"

adds Deborah Macsherry, MSN, FNP-C.

Together, Ms. Swenson and Ms. Macsherry head up the patient care team at the Cape Vincent Family Health Center, which opened in August. This newest Family Health Center is part of Samaritan's network of primary care clinics that stretches across Jefferson County and into Northern Oswego County. Samaritan Family Health Centers are also located in Clayton, LeRay, Watertown and Lacona.

"Primary care is essential in maintaining a healthy community," says Tom Carman, CEO, Samaritan Medical Center. "At Samaritan, one of our strategic goals is growth that will allow us to increase access to care and build a foundation for a healthier

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Vocera Wireless Technology Transforms Communication at Samaritan

A new tool called Vocera is improving communication among staff members at Samaritan Medical Center by allowing them to speak directly to each other wherever they are in the facility. Vocera is a hands-free wireless communication technology that works through small, lightweight, voice-activated badges that can be worn on a lanyard or clipped on to clothing.

"If I'm at the patient's bedside and I need help, I can get it immediately without having to step away from the patient," says Stephanie Peters, RN. "Anything from needing an extra hand for a procedure, to checking with Pharmacy to make sure that a new drug is compatible with the patient's current medications can be taken care of right there, right away."

"With Vocera we don't need to remember special codes, phone numbers or button presses," explains Anna Taylor, RN. "We just give a command such as 'call' or 'page' and then say the name of the person or department we're trying to reach, and Vocera instantly connects us."

"It's also allowed us to cut back on overhead paging as a means of communication, which means less noise and disruption for our patients," she adds.

The Vocera system connects wirelessly between badges to allow nurses to contact each other and key patient care departments directly. It also integrates into Samaritan's phone system so that the users can make

and receive calls to other Samaritan departments and from outside the hospital.

Incoming phone calls for a nurse can be transferred directly to that nurse's Vocera badge. The Vocera system also allows nurses to activate a "do not disturb" mode if they are in a situation where they cannot take a call. Calls can be re-directed immediately to a designated extension or to voicemail.

Samaritan departments currently using Vocera include 4-Pavilion, 4-Pratt, Emergency Department, Intensive Care and Progressive Care Units, Laboratory Services, Maternity and Radiology, as well as other clinical and support departments.



Anna Taylor, RN (L) and Stephanie Peters, RN show their Vocera voice-activated communication badges.

Funding for much of this new technology was provided by the Samaritan Medical Center Foundation of Northern New York as part of their mission of supporting Samaritan Medical Center.

"We strive to provide the best patient care possible," concludes Ms. Taylor.

"Vocera makes our job easier. We communicate more effectively, we work better as a team and we're able to spend more time with our patients."

Because Life... *continued from front cover*

lab and x-ray services. "This makes a huge difference in being able to treat our patients," explains Mr. Richter. "Patients don't have to leave the building to have these basic diagnostic tests done."

"We're also able to provide intravenous (IV) therapies, which is something that not all urgent care facilities can do," he adds. "IV therapies are often used to treat things like basic dehydration, as well as nausea, vomiting and certain infections."

Many patients will also benefit from being within the Samaritan network. If you are a patient at any of the Samaritan Family Health Centers, if you've had lab work or imaging tests done at Samaritan, or if you've visited the Samaritan ED or been admitted to the hospital, the Urgent Care staff can pull up your medical records at the touch of a button – providing valuable information for comparison to your current status.

Samaritan's new Urgent Care Clinic in LeRay is here for you – with healthcare you can trust when you need it most.



Radiologic Technologist Markeeta James (L) prepares to take an x-ray of an Urgent Care patient.

New Primary Care Model Centers on the Patient

Samaritan Family Health Centers Achieve PCMH Level III Accreditation

Patient Centered Medical Home (PCMH) is an innovative, nationwide program for improving primary care. It's based on a team approach that puts the patient at the center of the team.

The PCMH model starts with an ongoing, personal relationship between the patient, his/her doctor and the patient care team. All of the patient's healthcare needs – whether preventative, primary, acute, specialty, chronic, or end-of-life – are coordinated through the patient's medical "home" – a trusted primary care physician and practice. When "outside" care is needed – through a specialist, hospital, nursing home, pharmacy or other community resource – the patient's primary care physician manages and facilitates this care. The PCMH model seeks to improve primary care by focusing on the patient-doctor relationship and by taking a more comprehensive approach to patient care.

In 2011, Samaritan's Family Health Centers in Watertown, Clayton, LeRay and Lacona were accredited as PCMH Level III facilities by the National Committee for Quality Assurance (NCQA).

PCMH accreditation is considered one of the leading standards of measuring a medical practice's commitment

to patient-centered care using evidence-based procedures. Once the medical practice receives the three-year PCMH accreditation, they are designated as Level I, Level II or Level III. A PCMH Level III practice has the highest levels of care coordination, including outcome measurements and preventive care tailored to the specific needs of its patient population.

The PCMH model is considered a basic component of healthcare reform, and is also closely tied to accountable care. The term "accountable care" is often used to

describe the desired outcome of healthcare reform – better care delivery and better overall patient health at lower cost. Both the PCMH model and accountable care stress

improving overall quality of care and patient outcomes.

"Having our Family Health Centers earn the highest level of PCMH recognition is an extraordinary achievement," says Larry Nolan, Administrator of Samaritan Family Health Network. "It's a great testament to the hard work and dedication that everyone at the practices – clerks, nurses, physicians, and managers - has exhibited throughout this process. We're very proud of this accomplishment and the positive impact it's having on our patients."



We treat a wide variety of non-emergency illnesses and injuries, including:

- Allergies & allergic reactions
- Back pain
- Cough, colds, flu, sore throats
- Cuts, scrapes, minor wounds
- Earaches
- Eye injuries & irritations
- Headaches & migraines
- Nausea, dizziness, vomiting
- Rashes
- Sprains & minor fractures
- Stomach aches & pains
- Sunburn & minor burns
- Wound infection

SAMARITAN URGENT CARE

Open 7 days a week 9:00 a.m. – 8:30 p.m.

No appointment necessary.

Accepting most major insurances, including TriCare, TriCare Prime (with prior authorization) & Martin's Point

629-4080

26908 Independence Way • Evans Mills

Located just outside Fort Drum's North Gate, off Route 11, behind Pizza Hut.



samaritanhealth.com

The Fort Drum Impact on Our Community's Expanding Healthcare System

With Fort Drum's population of 38,000 Soldiers and families, most of us understand and benefit from the impact that the installation has on our area's economy. However, less recognized – yet just as important – is the significant benefit to our community's healthcare system because of our population growth.

Because Fort Drum does not have its own hospital, the Soldiers and their families rely on community healthcare organizations, like Samaritan Medical Center, to provide that care. This population boost means our community can support a far broader range of healthcare services than the civilian community could support by itself. More people residing in our region means a higher demand for healthcare services, including specialty care.

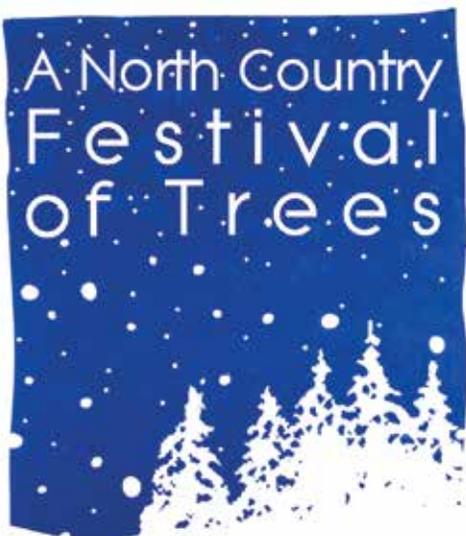
In addition to a greater need for services, this unique relationship also provides additional funding and resources to support expanded programs and medical specialties that are normally only found in larger, urban areas.

Just a few examples include:



Physicians & Specialty Services – Recruitment to a small community can sometimes be challenging. However, expanded population helps Samaritan Medical Center in recruiting accomplished physicians, because these doctors know they will be busy serving such a sizable community. In addition to the number of physicians we are able to recruit, these physicians also specialize in services that would otherwise only be available by traveling outside the area. Examples of this include: pain management services, pediatric subspecialties (such as pediatric cardiology and pulmonology), behavioral health and advanced surgical procedures.

Community Cooperation: The Fort Drum Regional Health Planning Organization (FDRHPO) brings together military and civilian medical leadership to collaborate on projects that streamline and improve healthcare in the North Country. Working together, healthcare providers have successfully implemented projects that improve healthcare for all, such as electronic medical records that can be accessed from multiple healthcare offices through the HealthConnections Regional Health Information Exchange.



Join us for a Celebration of the Holiday Season!

November 30 – December 2 • Dulles State Office Building • Watertown

This unique festival highlights the spirit of the season with activities throughout the weekend for the entire family. A North Country Festival of Trees benefits two local agencies – the Watertown Family YMCA and the Samaritan Medical Center Foundation of Northern New York, Inc. This year's theme is "Christmas in the City" and will feature over 50 trees decorated to create a magically festive setting, along with musical performances by local schools and choral groups. With so much to offer, there are several ways you can get involved and enjoy this event.

ATTEND THE GALA EVENT!

Friday, November 30th • 6:30 p.m.

Enjoy a strolling dinner and cocktails with friends and music by Fred and the EDs among a forest of beautifully decorated trees. Don't miss the exclusive live auction of award-winning trees!

- RSVPs are required by Monday, November 19th.
- Tickets are \$70 per person.
- RSVP and pay online for your tickets today – samaritanhealth.com

Grants & Funding: Since 2005, through the collaborative efforts of the FDRHPO, over \$18.5 million in grant funding has been received to help with the development of telecommunications infrastructure, electronic medical records and a Health Information Exchange, telemedicine projects, Emergency Medical Service (EMS) systems consolidation and improvement and loan repayment incentives for recruitment of physicians and other healthcare professionals.

More Educational

Opportunities: FDRHPO's Recruitment Program has helped develop new healthcare programs in fields that have local workforce shortages. This and other education expansion initiatives have resulted in over 200 healthcare professionals being educated locally and trained for good-paying local jobs.

As these examples demonstrate, advances and improvements in local healthcare are an important part of the long-standing, mutually supportive relationship between Fort Drum, area providers such as Samaritan Medical Center, and the North Country.



Strengthening Primary Care...

continued from front cover



Nancy Swenson, RNC-CRNP (L) discusses risk factors for cancer with a patient.

future for every member of our community. We're proud to offer accessible, personal, high-quality care at Cape Vincent and all of our Family Health Center locations."

The Samaritan Family Health Center at Cape Vincent provides a full range of services for patients of all ages, including: well child visits, immunizations, school sports physicals, well woman/gynecologic care, cancer screenings, nutritional counseling, diabetes management, other chronic illness care (such as asthma, high blood pressure, arthritis), and care for short-term acute illnesses and injuries. The Center accepts most major insurances. Samaritan also provides convenient x-ray and lab testing at our nearby Clayton Family Health Center – walk-in or by appointment!

Samaritan Family Health Center at Cape Vincent

654-2530

Monday – Thursday, 7:00 a.m. – 5:00 p.m.
782 East Broadway Street • Cape Vincent



Deborah Macsherry, MSN, FNP-C (L) prepares to check her patient's blood pressure.



BRING A SPECIAL YOUNG LADY TO THE SUGARPLUM BALL!

Saturday, December 1st • 6 p.m. to 9 p.m.

Young ladies and their fathers, grandfathers, uncles, or special men in their lives are invited to attend the elegant Sugarplum Ball. Enjoy gourmet hors d'oeuvres, dessert, music, and dancing.



- Cost is \$70 for one adult and one child – each additional person will be \$35.
- RSVPs are required by Monday, November 19th
- RSVP and pay online for your tickets today – samaritanhealth.com

ENJOY THE PUBLIC VIEWING!

Friday, November 30th • 10 a.m.- 4 p.m.
Saturday, December 1st • 10 a.m.- 4 p.m.
Sunday, December 2nd • 11 a.m. – 2 p.m.



Samaritan Nurses Recognized for Achievements

Nurses are the cornerstone of healthcare at Samaritan; our patients rely on their education, experience and caring each and every day. This past May, as part of our National Nurses' Week celebration activities, Samaritan and its Medical Staff established a program to formally recognize outstanding achievements by our nursing professionals.

Evelyn Aviste, RN **Education & Mentorship**

Department: Intensive Care Unit (ICU)
Years at Samaritan: 20

"Lynn loves to teach in general, but her specialty is teaching, developing and mentoring the new graduate nurses who come to our unit."

Ann Dunaway, RN **Excellence in Nursing Practice**

Department: Samaritan Family Health Center • Call Center/Plaza
Years at Samaritan: 13

"As a triage nurse, Ann takes calls and assesses patients' needs. By phone she effectively touches lives just as surely as any nurse who has ever held the hand of any patient in any hospital bed."



Marla Clement, RN **Leadership**

Department: 3 Pratt
Years at Samaritan: 12

"Marla is committed to the patients and staff on her unit ... She is an extremely effective leader who continuously promotes quality, safety and efficient, yet compassionate, care."

Joanne Hinkley, RN **Excellence in Nursing Practice**

Department: Surgical Services
Years at Samaritan: 34

"In her capacity as a nurse caring for recovering surgical patients, Joanne continues to deliver high quality care and assessments. She is simply one of the best-of-the-best of nurses."

Air Medical Transportation Again Takes Flight in the North Country

Helicopters once again stand ready in the North Country to provide critical care transport around the clock. In June, Air Methods LifeNet of NY, a national leader in air medical transportation, began operating medical helicopters in Jefferson and St. Lawrence Counties.

Air Methods' new air medical base, located in Watertown, is staffed with four pilots, eight medical crew members (flight nurses and paramedics), and one mechanic, and is in service 24 hours a day, 7 days a week.

Working with emergency medical services and hospitals, Air Methods LifeNet of NY transports critically ill and injured patients to the best level of care for their medical condition, whether that is a local hospital, or regional trauma center.

Throughout the flight, patient care and safety are top priorities. The staff has special training in areas such as burns, cardiac, pediatrics, respiratory, and trauma. Patients are transported in meticulously maintained aircraft that have been equipped as "flying intensive care units".

The North Country has been without a local air medical program since 2007, when the Military Assistance to Safety and Traffic (MAST) mission assigned to Fort Drum was removed from service. Since then, air medical services have been brought in from outside the region, increasing response time for patients.

When the MAST mission ceased, the Fort Drum Regional Health Planning Organization (FDRHPO) and Jefferson County Emergency Medical Services (JCEMS) took the lead in seeking new air medical services for the area.

"We're thrilled that air medical capability is back in the North



Physicians, employees and Trustees from Samaritan were invited to nominate nurses for the exceptional work they do every day in seven different categories: Quality & Safety, Education & Mentorship, Leadership, Excellence in Nursing Practice, and Innovation & Leading Change.

A total of 63 nurses were nominated for the awards, with eight nurses chosen by the selection committee as the 2012 recipients. We applaud them for their contributions to the healing process, for their commitment to their patients and for advancing the practice of nursing.

Erin Phinney, RN
Quality & Safety

Department: Progressive Care Unit (PCU)
Years at Samaritan: 6

"Erin proactively addresses issues and concerns that impact safety by educating and engaging staff participation in problem resolution. She is open-minded to changes that promote a culture of safety and quality."



Pam Sovie, RN
Innovation & Leading Change

Department: Walker Cancer Center • Radiation Oncology
Years at Samaritan: 39

"Pam has actively worked to improve and expand our policies and procedures. Many of these changes have improved the quality of care and, more importantly, the quality of life for our patients."



Vicky Smithers, RN
Excellence in Nursing Practice

Department: Samaritan Keep Home • 4th & 5th Floors
Years at Samaritan: 12

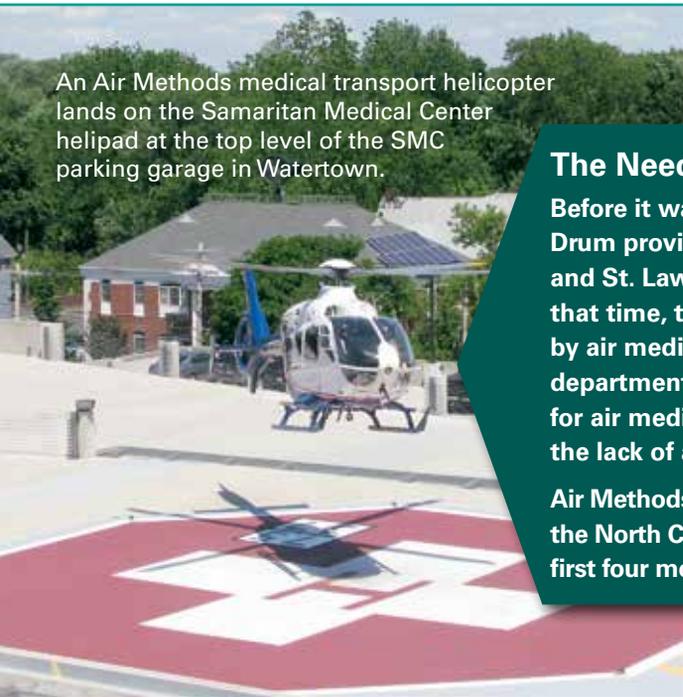
"With her many years of service, Vicky has created a very positive environment where her staff is always mindful that the residents of their unit call Samaritan Keep their home."

Jeanne VanDeWall, RN
Excellence in Nursing Practice

Department: Progressive Care Unit (PCU)
Years at Samaritan: 22

"Jeanne is the epitome of a nurses' nurse. She is a dedicated caregiver who selflessly and tirelessly ensures that her patients' needs are met. Her downtime, if any, is often spent at the bedside in conversation and support of her patients."

An Air Methods medical transport helicopter lands on the Samaritan Medical Center helipad at the top level of the SMC parking garage in Watertown.



Country," says Denise Young, Executive Director, FDRHPO. "This is truly a benefit for our entire community, and we welcome Air Methods as a new partner for our local emergency services."

The Need for Air Medical Transport in the North Country

Before it was removed from service in 2007, the MAST mission assigned to Fort Drum provided air medical support to emergency incidents across Jefferson, Lewis and St. Lawrence Counties, averaging a minimum of 60 transports annually. Since that time, the call volume has continued to increase, with over 120 transports made by air medical in 2010. FDRHPO data also shows that, in 2010, over 500 emergency department cases in the five hospitals serving the Fort Drum region met the criteria for air medical transport, but were transported to trauma facilities by ground due to the lack of air support in the region.

Air Methods LifeNet of NY anticipated 15 calls during their first month of operation in the North Country. Instead, they completed almost twice as many – 25 calls. In their first four months, Air Methods has responded to 103 calls for air medical transport.



Samaritan Medical Center is interested in your comments! Please write or call and let us know your thoughts about this newsletter or any of our healthcare services. *Good Health Matters* is published quarterly by Samaritan Medical Center, 830 Washington Street, Watertown, NY 13601, 315-785-4504.

“Topping Off” the Newly Named Samaritan Summit Village

The community’s newest senior living facility, currently under construction on 18 acres of land just off of Outer Washington Street in Watertown, has a new name: Samaritan Summit Village.

The name was announced on July 17th, during a Topping Off ceremony that recognized the highest point of the facility being completed, or “topped off.” As part of the ceremony, the final steel beam was signed by Samaritan employees, physicians and trustees, residents of Samaritan Keep Home, Mercy and Whispering Pines, and community members.

The facility’s new name is the result of a community-wide naming contest. “The original ‘Samaritan Senior Village’ name was created quickly in August 2010 to apply for a HEAL 20 grant through the NYS Department of Health,” explains Joan Treadwell-Woods, chair of the facility’s board of trustees. “We quickly realized that the name did not do justice to the unique and special environment that is being created within the walls of this facility.”

In late May, Samaritan turned to the

community for help – asking for imaginative, creative name ideas that would capture essence of this new facility – and highlight its place within our community. The response was overwhelming, with more than 80 community members and groups submitting ideas. The names were whittled down to a final six, which were then presented to the community for a vote. The top choice was Samaritan Summit Village – a name created by combining submissions from Anne Clark of Mannsville, and Edison Cox and Jen Medley, both of Watertown. All three individuals will be recognized on a plaque in the facility.



Anne Clark, one of three community members who helped to create the new Samaritan Summit Village name, adds her signature to the final beam at the Topping Off Ceremony.

“Our community has given our senior living facility support since it was only an idea,” adds Ms. Treadwell-Woods. “It seemed only right that the name of this facility should come from the community as well.”

Scheduled for completion in Spring 2013, Samaritan Summit Village will provide multiple levels of support for the local elderly population. The facility will have 120 assisted living beds and 168 nursing home beds.

Your child is *Invited* ...
to become a member of the

Samaritan
PETER PAN
BIRTHDAY CLUB
Children's Miracle Network of Northern NY

There is no doubt about it, birthdays are special ... at any age! And now your child can make his or her birthday even more meaningful by joining the Peter Pan Birthday Club and sharing that special day with children in need.

Children celebrating their birthdays can ask their party guests, family members and friends to make a monetary donation to Children's Miracle Network instead of giving traditional birthday presents. All of the gifts made through the Peter Pan Birthday Club help meet specific healthcare needs of children in Northern New York.

Joining the Peter Pan Birthday Club is easy.
Visit samaritanhealth.com/peterpan to sign up or learn more!