

THE PULSE

A NEWSLETTER FOR THE DONORS AND FRIENDS OF THE
MADISON VALLEY MEDICAL CENTER

LOOKING TOWARD A BRIGHT FUTURE!

Update from John Bishop,
Chief Executive Officer

Thanks to the generous support from the community and the hard work of our staff, who have worked together to increase operational stability, the Madison Valley Medical Center has reached a turning point. We can now concentrate our efforts planning for our long-term future in the Madison Valley.

We are excited about the stability and excellence of care that our medical care providers, both doctors and nurses, bring to the community. The Medical staff is unique and experienced for a facility of this size, in the quality of care, image, and reputation.

We are pleased to offer these additional health services to the community...

1) **Outpatient Gynecological Services** provided by Dr. Patrick Holland. Dr. Holland has more than 36 + years experience as an M.D.

2) **Mobile MRI** (Magnetic Resonance Imaging) diagnostic care on the Medical Center campus.

Quality, safe, and compassionate care is a priority at the Madison Valley Medical

Center. Achieving this excellence requires a reexamination of all that we do— and it calls for the need to advance. Recently, we completed an extensive community health needs assessment survey, conducted in collaboration with the Montana Office of Rural Health. The results of this survey will be instrumental in creating our long-term strategic plan.

Part of the plan will be to evaluate the need and feasibility of offering additional health services to the community. Services may include orthopedic, podiatric, mental health and a sleep disorder clinic.

In addition, the Medical Center is looking closely at the 340B federal drug program, a U.S. Department of Health and Human Services certified program. This is a drug-pricing program that provides access to reduced price prescription drugs. The program would benefit community members as well as patients.

The Madison Valley Medical Center is committed to being a responsible corporate citizen in the community we serve. As part of our mission, we strive to provide

exemplary care to the community at every opportunity ... from preventive medicine such as health fairs, education classes, and screenings to diagnostic methods to help identify and fight diseases.

The Madison Valley Medical Center will continue to be the community asset it has always been. Our mission has never seemed more crucial than it is today. We look forward to a bright future, and will continue to focus our efforts in developing strong health services partnerships that are closely aligned with what the community needs, so we may provide the best possible medical services to you.



CEO John Bishop



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LUMPS, BUMPS, RASHES AND PATCHES



Dr. R.D. Marks

(photo by Shanna Mae Photography)

As the weather warms and we contemplate exposing more skin to the elements, we also become more aware of the changes that are occurring to and within our skin with the ravages of the elements and with aging. Because we live in an outdoor activity mecca, many of our skin problems are related to our environment; that is, related to sun, water, wind, and low humidity. It is therefore appropriate to get educated about the common skin problems that you might experience.

Malignant Melanoma is the

most worrisome of all skin lesions. While this is associated with sun exposure, that is not an absolute requirement. It usually occurs in sun-exposed areas, but also is found elsewhere such as on the feet, hands, and

groin. The approach taken to educate people about what to watch for in terms of melanoma and other skin cancers is the mnemonic, ABCDE. This stands for:

- A...**Asymmetry of the lesions shape
- B...**Borders that are irregular
- C...**Colors that change within the lesion
- D...**Diameter...larger than 1/4 inch
- E...**Evolving...changing in size, shape, and appearance

If any or all of these characteristics occur, a medical professional should evaluate the lesion.

Actinic Keratosis is likely the most common sun related skin disease. It is considered a precancerous skin lesion and therefore treatment is recommended. Seen in mostly sun-exposed areas, these appear as a scaly, slightly reddened rough spot that may scab from time to time but never goes completely away. These are usually treated by freezing. People who have extensive sun damage sometimes are offered treatment with topical therapy for 6 to 8 weeks to reverse the sun damage.

Basal Cell Carcinoma. About 30 % of people will get a basal cell carcinoma at some time in their life with 80% of these occurring on the head and neck. These cancers grow only in size and in depth and don't spread to other areas. However, they can cause a lot of local skin destruction if not properly treated. These are small shiny pearly nodules or bumps, which often have a small crater in the middle. These are treated with exci-

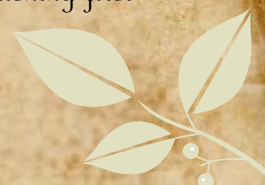
sion or by shaving them off.

Squamous Cell Carcinoma.

The outside layer of our skin is made up of epithelial cells. Tumors of these cells are called squamous cell carcinoma. These cells exist elsewhere such as the digestive tract, lungs and on the cervix and frequently cause cancers in these locations as well. On the skin, these appear as an area of red, scaling, scabbed, and flaking skin that get progressively larger and rarely completely heal. These are easily treated on the skin by excision. When they occur on the face, a technique called Moh's surgery is employed to excise the minimum amount of tissue to give the best cosmetic results.

R.D. Marks, MD—
MVMC Chief of Staff

*"remember; the race
of life is won by not
finishing first"*



HAVE YOU HEARD ABOUT THE SILENT KILLER?

If you are one of the many people in the Madison Valley who made a health-related New Year's resolution earlier this year, chances are you vowed to lose a few pounds or get more exercise. It is unlikely that "get my blood pressure checked" made it on to your list. Yet the longer-

term effects of high blood pressure have led some health care experts to call it "the silent killer."

Many people with high blood pressure have no symptoms, but the extra stress that high blood pressure places on your heart and blood vessels increases your risk of serious

health problems like heart disease, stroke, and kidney damage. To find out how much you know about high blood pressure, take the time to complete the quiz on page 3. You'll find the answers on the back page (page 8) of the newsletter.

If you have not had your

blood pressure checked recently, it is a good idea to visit your family doctor at the Medical Center to find out if you have high blood pressure and ask how often you will need a re-check.



HOW MUCH DO YOU KNOW ABOUT HIGH BLOOD PRESSURE?

1. There is nothing you can do to prevent high blood pressure.

True or False

2. If your mother or father has high blood pressure, you'll get it.

True or False

3. Young adults don't get high blood pressure. True or False

4. High blood pressure has no symptoms. True or False

5. High blood pressure is not life-threatening. True or False

6. Blood pressure is high when it's at or over 140 mmHg/90 mmHg.

True or False

7. If you're overweight, you are two to six times more likely to develop high blood pressure.

True or False

8. You have to exercise vigorously every day to improve your blood pressure.

True or False

9. Drinking alcohol lowers blood pressure.

True or False

10. High blood pressure has no cure. True or False



VISITING DOG BOOSTS HEALTH OF SICK AND LONELY

What is a visiting dog?

The term "visiting dog" is used when the visit is general, with no specific therapy plan for a specific individual.

Why take visiting dogs to health care facilities?

Visiting with animals can help people feel less lonely, and less depressed. Visits from dogs can provide a welcome change from routine, or the renewal of old friendships. People become more active and responsive both during and after visiting with animals.

An animal visit can offer entertainment or a welcome distraction from pain and ill health. People often talk to the dog, and share with them their thoughts and feelings and memories. Animal visits provide something to look forward to. Stroking a dog can reduce a person's blood pressure. Petting encourages use of hands and arms, stretching and turning.

The dog makes it easier for two strangers to talk. It gives

people a common interest and provides a focus for conversation. Many people in hospitals have had to give up pet ownership and they miss the casual acceptance a dog gives them. A dog pays little attention to age or physical ability, but accepts people as they are. The benefits continue even after the visit. The visit leaves behind memories not only of the visit, but also of past experiences. It offers something for people to share.

What makes a good visiting dog? Visiting dogs must be social. The point is the interaction between the dog and the people they are visiting. The person needs to feel accepted by the dog. A visiting dog is calm, tolerant and friendly.

Any breed of dog can participate. "My visiting dog, PeeDee, is a German short-hair chocolate lab mix," said Snaque Rollo, Madison Valley Medical Center auxiliary member. PeeDee is a Delta

Society Registered Animal - Assisted Activity Dog. "I can take credit only for PeeDee's schooling. The temperament that makes PeeDee suitable is natural to her, and the reason I chose to become involved." In addition, PeeDee and Snaque are also a Pet Partners Registered Team.

Getting involved.

If you are interested in getting involved in visiting the Medical Center with your dog, you will need more information from the Madison Valley Medical Center first. There are requirements such as accredited dog certification and liability insurance.

For more information contact:

Janine Clavadetscher, RN
Director of Nursing Services
at 406-682-6862 Ext. 2215.





*"Your
greatest
Wealth
is Your
Health"*

DIGITAL X-RAY PURCHASED!

The Madison Valley Medical Center Foundation is elated to announce that a couple of donors along with members of the Channels Ranch raised enough money for the Foundation to secure the purchase of the digital x-ray machine for the Medical Center.

This makes three of the four

needed purchases of critical imaging diagnostic technology funded; leaving only the CT scan as the last piece of imaging equipment needing to be sponsored/funded.

Our sincere thanks go out to the donors of the digital x-ray for wanting to make a difference in the health of commu-

nity members by insuring that citizens have long term access to critical diagnostic technology right here in Ennis.

If you are an individual, group or business that is interested in funding the CT scan contact: Christie Trapp, Executive Director, at 406-682-6630.



2012 FUNDRAISING PRIORITIES

Below is a summary of our focus. With your help, together we can accomplish a lot this year!

Project	Overview	Status	Project Cost
Imaging Suite Equipment	The Medical Center's radiology department provides high quality state-of-the-art medical imaging diagnostics. Patients with acute trauma, a variety of diseases are regularly seen at the Medical Center including those presenting pathology problems. Securing the purchase of 4 pieces of diagnostic imaging equipment: portable x-ray, digital x-ray, ultra sound and a CT scan for the Medical Center will continue to improve the health of the general public.	Currently, funds have been raised to purchase the portable x-ray, digital x-ray, and ultra sound equipment. \$350,000 is needed to finish the campaign to purchase the CT scan.	\$900,000
Charity Care	Financial circumstances should not dictate whether a person has access to medical care. The Medical Center provides financial assistance to those in our community who are determined to be financially "in need" or unable to pay for needed medical care.	The Medical Center provides roughly \$130,000 annually in medical care services to individuals who are determined to be financially "in need" or unable to pay. Raising \$25,000 to help the Medical Center defray a portion of costs for services rendered which are associated with charity care.	\$25,000
Landscaping	Twenty individual gardens surrounding the Medical Center campus, featuring a brick memorial and a variety of flowers along with grasses, shrubs and trees to be enjoyed year-round by patients, their families and friends, and hospital staff alike. The gardens are accessible to all, including wheelchair users, ambulatory patients, with seating areas providing pockets of quiet and privacy.	\$13,000 is needed to complete the nine garden areas remaining for people to sit, relax, and enjoy harmonious sounds of nature (birds & breezes) and visible wildlife.	\$20,000

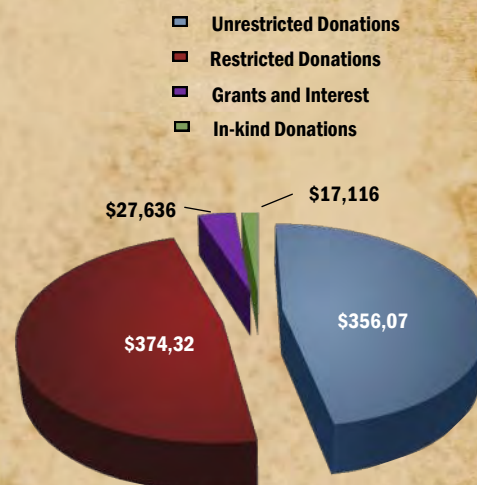
DELIVERING, BUT ONLY WITH YOUR HELP

Through your donations, together with the Medical Center, we work diligently to support the community with a full range of healthcare services, treatments, procedures, diagnostics and health education programs.

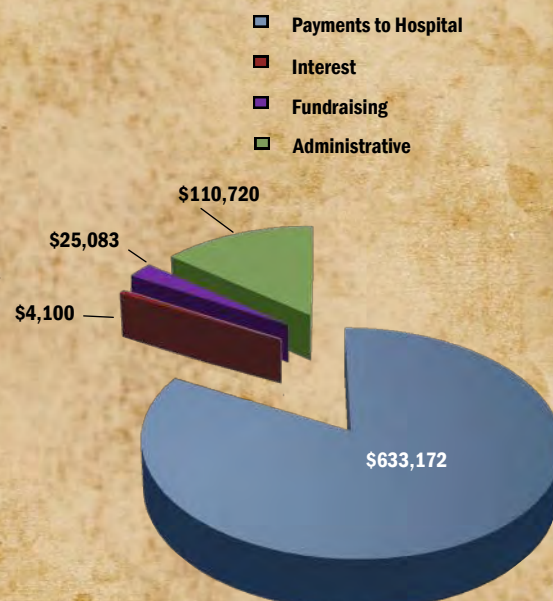
2011 Fiscal Year Accomplishments -

- Money raised for the Medical Center to install an outdoor brick memorial and honorarium wall of tributes to loved ones and the Madison community.
- Money raised for the Medical Center to purchase Dragon Naturally Speaking®, medical voice recognition software that automates medical staff transcription reducing turnaround time for medical documents and curtailing the need for transcription services.
- Money raised for the Medical Center to install dedicated cooling energy retrofits for the Medical Center's computer server rooms, which generates an average annual electrical savings for the Medical Center of just under \$17,000.
- Money raised for the Medical Center to purchase Single-Sign-On software, which allows physicians and physician assistants to navigate electronic patient records with one swipe of a card rather than manually "signing on" each time to access patient information and contribute to the patient's record. This time saving benefit opens up a 20-minute appointment for an additional clinic patient visit.
- Money raised for the Medical Center to purchase six new IV pumps.
- Money raised for the Medical Center to purchase a cautery unit for precision surgery related to endoscopy procedures.
- Money raised for the Medical Center to purchase a forearm reduction unit to allow physicians to maintain the reduction of a forearm fracture for casting.
- Money raised for the Medical Center to purchase a cyro unit for the treatment of benign skin lesions.
- Money raised for the Medical Center to purchase vital ultra sound and portable x-ray diagnostic imaging equipment.
- Money raised for the Medical Center to purchase a new Hill-Rom™ hospital bed. A new bed provides comfort for patients that in turn helps speed up recovery; a comfortable working height that makes it easy for caregivers to perform different procedures; and is easily adjustable to provide musculo-skeletal support for patients with long-term Medical Center stays.
- Money raised for the Medical Center to purchase a parking lot sweeper.

INCOME



EXPENSES



Madison Valley Medical Center Foundation's philanthropic activities resulted in the above financial summary for Fiscal Year 2011 (October 1, 2010 – September 30, 2011). Financial Statements of the Madison Valley Medical Center Foundation are audited annually by Independent Public Accountants. If you would like to review the full Annual Report and/or the Tax form 990 they are available online at www.mvmcf.org/aboutus, click the Annual Report tab on the left menu. To request an Annual Report by mail, contact the Foundation at (406) 682-6641.

Memorial & Honorary Listings

Memorials

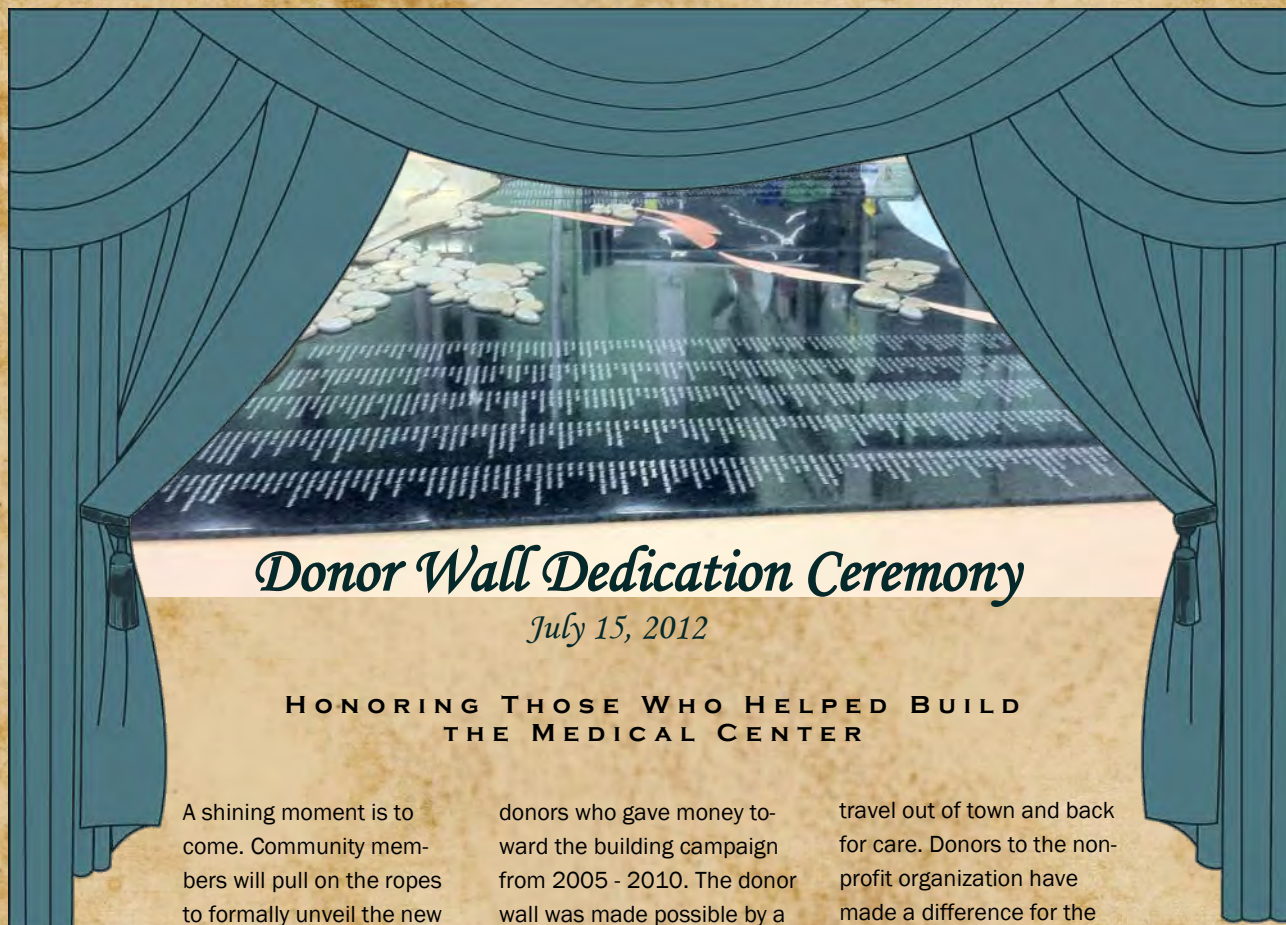
Norman Ashcroft
Marcy Scully Bohleen
John Branger
Bob Cleverley
Janice Epperson
Jack C. Hardy
Richard L. Henderson
Frederick LaBar
John Robert (JL) Lantow
William Shepardson (Shep) Lantow
Andrew Laszlo
Walt Lielke
Mac and Billie McPhetres
Tim Merica
Roy Moen
Richard Peerson
Rose Reinoehl
Fred Rentschler
Adeline Storey
Robert Storey
Jim and Lorelyn Walker
Gene Walsh
Lucille Wellman

Honorariums

Mary Ann Alger
Dr. David J. Ban
Maisy (Madison) Barksdale
Dr. Paul Buse
David and Connie Clapp
Dottie Fossel
Ted Gildred
Dr. Connie Gipstine
Dr. John Hess
Dr. Brad Kessler
Dr. John Laird
Keven and Stacy Palmer
John and Barbara Pavkovich
Walt and Joan Pease
Sam and Sherry Scott
Judith Thompson
Dr. Brad White
Dr. Jeffrey Zuke

A special thank you to all of those families and friends who donated in memory or in honor of a friend or loved one. Their legacy is with us and has supported quality healthcare in the Madison Valley.

Memorial and Honorary Donations received 10/1/11—5/1/12, Listed Alphabetically. Memorial Listings are those donations made "In Memory of" someone who has passed away. Honorary Listings are those donations made "In Honor of" living persons.



Donor Wall Dedication Ceremony

July 15, 2012

HONORING THOSE WHO HELPED BUILD THE MEDICAL CENTER

A shining moment is to come. Community members will pull on the ropes to formally unveil the new donor wall, during a dedication ceremony, which is set for 5:00 p.m. on July 15, 2012, at the Madison Valley Medical Center. The new donor wall is a way of acknowledging contributions made in honor of the five-year capital campaign to build a new Madison Valley Medical Center ...making it a reality for those needing treatment in the Valley and the surrounding areas.

The new donor wall, which is located at the front entrance of the Medical Center, recognizes all of the

donors who gave money toward the building campaign from 2005 - 2010. The donor wall was made possible by a gift from Ted and Heidi Gildred. "It was important to us to be sure that everyone who contributed toward building the new facility was acknowledged no matter the amount they gave. We could not have built this new facility without so many people supporting the effort." Madison Valley Medical Center Foundation Board Member, Heidi Gildred said. "Each of you has made a difference...a difference in the lives of everyone in this great community."

The Medical Center offers treatment close to home and saves patients from having to

travel out of town and back for care. Donors to the non-profit organization have made a difference for the many people living and visiting in the area who now have improved access to the care they might someday need.

The 36,470 -square-foot facility opened in March 2009, providing patients with access to 24-hour emergency care, internal medicine, family care, physical therapy and a full range of outpatient services. To-date, the new Medical Center has accommodated more than 25,000 visits for a variety of treatments.



Contact Us

Madison Valley Medical Center Foundation

PO Box 993
305 N. Main
Ennis, MT 59729
(406) 682-6641

E-Mail:
foundation@mvmcf.org
www.mvmcf.org

Executive Director
Christie Trapp

To:

UPCOMING EVENTS

Madison Valley Medical Center Foundation Board of Directors

Mary Oliver, President
Kim Montag, Vice President/Treasurer
Josh Vujovich/Secretary
Heidi Gildred
Teresa Dockery
Rebecca Zabel
Dottie Fossel
Manny Hoag
John Bishop

Donor Wall Dedication Ceremony

July 15, 2012

5 - 7 p.m.

Medical Center Lobby. Donor wall dedication ceremony honoring community members who contributed toward the capital campaign to build the new Madison Valley Medical Center. Hors d'oeuvres and refreshments will be served. The event is open to the public.

3rd Annual Home Tour

August 18, 2012

10 - 5 p.m.

Advance tickets available for \$25 at the MVMC reception desk, the Ennis Chamber of Commerce, or by calling Colleen Hill at 682-3578. Tickets available from 9:30 to 11:00 on the day of for \$30 at the MVMC reception desk.

Pianist Dan Immel Concert

August 26, 2012

7 p.m.

Ennis School. Returning to his hometown, renowned concert pianist Dr. Daniel Immel will perform a benefit concert, proceeds benefiting the Medical Center Foundation. In lieu of ticket sales, please make a donation. The event is open to the public.

Madison Valley Medical Center

PO Box 397
305 N. Main
Ennis, MT 59729
(406) 682-6862
www.mvmedcenter.org

CEO
John Bishop

Madison Valley Medical Center

Board of Trustees

Dottie Fossel/Chairman
Manny Hoag/Vice Chairman
Sylvia Carpenter/Secretary
Fred Donich
Julia Misero

THE SILENT KILLER? ANSWERS

- 1. False.** High blood pressure can be prevented with four steps: keep a healthy weight; become physically active; limit your use of salt; and, if you drink alcoholic beverages, do so in moderation.
- 2. False.** You are more likely to get high blood pressure if it runs in your family, but that doesn't mean you must get it.
- 3. False.** About 15% of those aged 18-39 have high blood pressure. Once you have high blood pressure, you will always need to control it.
- 4. True.** High blood pressure usually has no symptoms. It is often called the "silent killer."

You can have high blood pressure and feel fine.

- 5. False.** High blood pressure is the main cause of stroke and a factor in the development of heart disease and kidney failure.
- 6. True.** It's important to have your blood pressure monitored on a regular basis.
- 7. True.** As weight increases, so does blood pressure. It's important to stay at a healthy weight.
- 8. False.** It's best to do some activity for 30 minutes, most days. Studies show that even a little physical activity helps prevent high blood pressure

and strengthens your heart.

- 9. False.** Drinking too much alcohol raises blood pressure. If you drink, have no more than two drinks a day (1.5 oz. spirits, 5 oz. wine, or 12 oz. beer).
- 10. True.** But high blood pressure can be treated and controlled. Treatment usually includes lifestyle changes: losing weight, becoming physically active, limiting salt, and avoiding drinking excess alcohol. Often medication is also required such as diuretics (i.e. lasix), beta blockers (i.e. atenolol), calcium channel blockers (i.e. adalat), or ace inhibitors (i.e. enalapril).