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# MedicalCenter

NEWS AND IMPORTANT INFORMATION FROM ETMC ATHENS

ETMC Athens inside your Medical Center: page 12



## SPRINGTIME RECIPE SUGGESTION



### Company's Comin' Chicken Salad *Easy to make, always delicious!*

- 8 skinless, boneless chicken breast halves  
 – cooked and cubed
- 2 cups seedless red grapes, halved
- 2 cups salted cashew halves
- 2 celery ribs, sliced
- ¾ cup mayonnaise
- ½ cup sour cream
- 1 tablespoon tarragon vinegar or white-wine  
 vinegar
- Lettuce leaves

**Directions:** In a large bowl, combine the first four ingredients; set aside. In a small bowl, combine mayonnaise, sour cream and vinegar; mix well. Pour over chicken mixture and toss to coat. Cover and refrigerate for at least 1 hour. Serve on bed of lettuce.



### TECHNOLOGICAL POWERHOUSE

ETMC Athens earns a reputation as a leader in cutting-edge technology

### Look inside for...

- Free health fair welcome in today's economy
- Air 1 at Clements Scout Ranch
- Athens doctor's career path may surprise you
- Initiative is WOW!-inspiring





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**Cover photo:** At ETMC Athens, a superconducting MRI magnet weighing 5 to 6 tons is removed to make way for the new model.

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# ETMC free health fair helps you manage tough economy

**W**ith the dollar becoming tougher to stretch in the uncertain economic climate, ETMC Athens is happy to be able to provide Henderson County residents with a helpful and—perhaps most important these days—**free** health and fitness fair.

ETMC Athens once again is teaming up with Cain Center to bring area residents one of the most comprehensive health fairs to be found in East Texas.

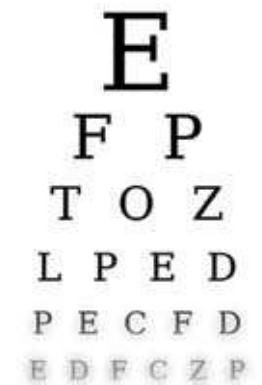
The annual Health and Fitness Fair, sponsored by ETMC Athens and Cain Center, will be Saturday, May 23, from 8:30 a.m. to noon at Cain Center in Athens. Screenings will be available at no charge.

“The health fair really is a tremendous value for people who would like to take advantage of the many screenings offered and learn more about the healthcare options in the community,” said Christine Rutherford, affiliate marketing manager for the ETMC Regional Health Care System. “We do this solely as a community service.”

For more accurate results with the cholesterol and blood glucose testing, it is recommended that you fast for 12 hours before testing, limiting your intake to water and black coffee. Continue to take any medications as prescribed.

While screenings for this year’s event were still being confirmed at press time, planned screenings include these offerings:

- Cholesterol and blood glucose testing
- Pulmonary function screenings



- Grip strength tests
- Carotid artery screenings
- Blood pressure checks
- Pulse oximetry testing
- Heart rate checks
- Blood oxygen saturation check
- Fall prevention information

“Those screenings alone are reasons to come,” said Rutherford, “but we also feel there’s no better time to offer people a wide range of health-related information under one roof.”

“It’s our way of saying thank you to the people of Henderson County. We want our neighbors to stay healthy or get healthier. The fair is just one way of reaching that goal.”

**Healthcare providers in Henderson County are encouraged to participate in the health fair. For more information, please contact Christine Rutherford. E-mail [crutherford@etmc.org](mailto:crutherford@etmc.org).**

## Contacting Your Medical Center

**ETMC Athens**  
2000 South Palestine  
Athens, TX 75751  
**903-676-1000**

To call a patient, please dial 676-1000 and ask for the patient by name.

### Other Frequently Called Numbers

- Business Office: **903-676-1154**
- Gift Shop: **903-676-1137**
- Human Resources: **903-676-1125**
- Medical Records: **903-676-1139**
- Rehabilitation Services: **903-677-8424**
- ETMC Cedar Creek Lake Emergency Center: **903-713-1500**
- Cedar Creek Lake Olympic Center: **903-713-1555**
- Home Health: **1-800-256-7091**
- HealthFirst Physician Referral: **1-800-648-8141**

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**'YOU AND YOUR STAFF SHOULD BE PROUD'**

# ETMC Athens redesignated as Advanced Trauma Facility

**E**ETMC Athens recently was redesignated as an Advanced (Level III) Trauma Facility by the Texas Department of State Health Services.

"You and your staff are to be commended on your commitment to providing a high level of trauma care to the citizens of Athens and the surrounding areas," wrote Trauma Site Surveyor Scott Christopher in a letter to Pat Wallace, administrator of ETMC Athens. "It is clearly evident to me that you have a knowledgeable and devoted staff."

The Level III Trauma Facility designation is good for a three-year period. ETMC Athens has held the designation since March 2000.

Following are the functions of a Level III Trauma Facility:

- Provide resuscitation, stabilization and assessment of injury victims and either provide treatment or arrange for appropriate transfer to a higher level designated trauma facility;
- Provide ongoing educational opportunities in trauma-related topics for healthcare professionals and the public; and
- Implement targeted injury-prevention programs.

"It takes everybody working together as a team to be able to achieve this level of accreditation," said Trauma Nurse Coordinator Donna Smith, who was singled out for praise in Christopher's letter. "The level of skill here among the physicians and staff is very advanced."

## TEAM MEMBERS

Smith, a registered nurse for 19 years working in critical and emergency care, is active in the Regional Advisory Council for Trauma Service Area G (in which ETMC Athens is located).

## ETMC Athens trauma center facts

- Most common causes of injury: falls, motor vehicle crash
- Total emergency department patients in 2008: 30,550
- Total trauma\* patients in 2008: 7,296 (24 percent of total)

\*Trauma is a body injury produced by sudden force.



Members of the ETMC Athens trauma team pose with the certificate redesignating the hospital as an Advanced (Level III) Trauma Facility. Shown from left: Deanna Evans, RN; Emergency Department (ED) Director David Williams, RN; Sandy Shehee, ED registration; Daryl Lunceford, ED tech; Trauma Nurse Coordinator Donna Smith; Emergency Medical Director Dr. Dan Bywaters; and Liz Prater, RN.

She serves on the Performance Improvement, Injury Prevention and Emergency Preparedness committees at the regional level and is an active member of the Texas Trauma Coordinators Forum at the state level. She assists in promoting optimal trauma care and acts as a resource person to all patient-care areas regarding nursing care as it relates to trauma patients.

Dr. Danny Pugh, who has served as the trauma medical director since 1995, is charged with overall management of trauma services provided by the hospital.

Dr. Dan Bywaters is the emergency medical director and ensures all emergency department physicians are credentialed to participate in the resuscitation and treatment of trauma patients by participating in Advanced Trauma Life Support training.

David Williams, RN, is the emergency department director. He ensures that all of the emergency department's registered nurses are credentialed to participate in the resuscitation and treatment of trauma patients by participating in the Trauma Nurse Core Course and the Emergency Nurse Pediatric Course.

Denise Gabbert, RN, is the director of surgery, and Kristi McCracken, RN, is the director of the intensive care unit. The registered nursing staffs of both departments have participated in the Trauma Nurse Core Course.

Jennifer Smith, RN, is the director of the intermediate care unit, and Willene Phelps, RN, is director of the medical/surgical II unit. All are instrumental in providing quality care to trauma patients.

In his letter, Christopher wrote: "As you are aware, during these times of decreasing hospital reimbursement, increasing supply and equipment costs, increasing regulatory costs and limited healthcare provider resources, hospitals are finding it difficult to keep the doors of the hospital open. Your facility not only is keeping its doors open, but is adding additional services and contributing to Texas Trauma Systems' development.

"For that, you and your staff should be proud!"

IT'S A BIRD ... IT'S A PLANE ... IT'S AIR 1!

## Scouts at Clements Scout Ranch enjoy helicopter visit

**I**t's a beautiful sunny winter's day at the Clements Scout Ranch southwest of Athens, and a drop-in visitor is expected.

This is Winter Camp, an annual gathering of Boy Scouts hosted by the Circle 10 Council during the week between Christmas and New Year's. The largest such camp in the country, it draws about 2,000 Scouts.

Clements Scout Ranch is a boy's paradise: thousands of acres boasting towering pines and hardwoods, a stable of horses, four well-stocked lakes, more activities than you can shake a stick at ... and very few females.

This particular day, just before 3 p.m., the boys playing football are moved back by several men charged with clearing the field. The boys cast their eyes skyward and cock their ears for a telltale thump-thump-thump.

Their visitor: an Air 1 helicopter from ETMC Athens giving scouts the chance to tour the chopper.

"I hear it!" someone calls out.

Moments later, a teal-and-white metal bird circles the field a few times before slowly, gracefully settling down atop an orange X painted on the grass. Boys grab their hats and brace against the gusting wind of the helicopter's whipping blades. Bits of leaves and grass tumble through the air.

"Cool!" someone yells. Several boys begin to clap.

Air 1 comes to a rest and dozens of Scouts run toward it. Pilot Bob Moeh answers many questions before stepping out. Flight nurse Amanda Bailey and flight medic Michael Lawyer also answer questions. Scouts and their leaders look in, under and around what seems every inch of the helicopter.

The chance to tour Air 1 goes hand-in-hand with the emergency preparedness merit badge being offered at the



Boy Scouts at the Clements Scout Ranch watch the Air 1 helicopter based at ETMC Athens set down for a visit.

camp, according to Greg Ryan, a local scoutmaster who helped organize the camp.

Ryan, who is also a member of the Henderson County Hospital Authority Board of Directors, explained that Winter Camp gives Scouts the opportunity to earn more than 70 merit badges, ranging from aviation and plumbing to fire safety and leather crafting.

"We have a mountain man area, a Native American village, surveying, pioneering. We have a climbing tower; we offer auto mechanics."

One 11-year-old Scout from Carrollton inspects Air 1 and gives it what is high praise from a boy his age: "That was actually pretty cool."



*Air 1 comes to a rest and dozens of Scouts run toward it.*

The Air 1 flight crew—pilot, nurse and medic—answered questions and told stories about the helicopter.



# 'WE OFFER THE BEST RIGHT HERE' ETMC Athens a powerhouse in cutting-edge technology



Lead Technologist Jay Howes with patient in new nuclear medicine camera



PAT WALLACE



RICHARD VASQUEZ

If ETMC Athens isn't yet synonymous with cutting-edge technology, it deserves to be. And word is spreading fast.

"We're committed to offering our patients the most-up-to-date, cutting-edge technology we possibly can," said ETMC Athens Administrator Pat Wallace. "We don't want our neighbors to have to travel to Dallas or Tyler to have their medical needs met. We offer the best right here."

Radiology Department Director Richard Vasquez uses words like "revolutionary," "mind-blowing" and "beautiful" when describing the technology available to ETMC Athens patients. In fact, the emphasis on staying up-to-date with the latest advances in medical equipment is a trait he shares with the administrative team.

Take for instance two of the more recent additions to the radiology department.

Five years ago ETMC Athens decided to stop contracting with a company to provide nuclear medicine services and to begin

providing those services on its own. At that time, the hospital purchased two nuclear medicine cameras to fulfill that new commitment.

In the latter part of 2008 ETMC Athens acquired two Philips BrightView cameras for nuclear medicine. These new acquisitions again demonstrate the hospital's continuing commitment to bringing area patients the best.

"What we replaced was state-of-the-art back then," said Vasquez. "What we now have is state-of-the-art today. These cameras are faster, and the images they take are in higher resolution."

Nuclear medicine involves the injection or ingestion of an isotope labeled with a reagent that is picked up by a certain organ in the body for imaging. Although its applications are not limited to cardiac care, about 70 percent of patients who use the nuclear medicine cameras at ETMC Athens do so for cardiac testing.

Tommy Kubaiko, a nuclear medicine tech at ETMC Athens, said collecting images of the patients is a much speedier process with the new cameras.

"We can also get images without having to move a patient off the bed if doing so will pose a problem," said Kubaiko.

Nuclear Medicine Lead Technologist Jay Howes said the new cameras have cut exam time in half. That makes the process quicker and easier for patients.

"In nuclear medicine, motion is our enemy," explained Howes. "When they have to keep their hands above their heads, the faster we get the images, the more still they're able to remain."

In addition, the cameras are designed so that a patient's head remains in the open, which helps prevent feelings of claustrophobia.

The radiology department also is on track to introduce a new short-bore MRI (magnetic resonance imaging) device sometime in May.



MRI uses a very powerful magnet and radio waves to collect detailed views of the inside of the body. A short-bore MRI is

A worker readies the superconducting MRI magnet to be lifted by crane.

about half the length and twice the diameter of a standard MRI, so patients feel less anxious about being in an enclosed space.

The hospital also boasts a state-of-the-art, full-field digital mammography unit, which was added last summer. With the digital unit, the image resolution is much higher, and images can be captured with greater speed—something women familiar with the process can appreciate.

Another technological jewel at ETMC Athens is the 64-slice computed tomography scanner. In fact, the hospital boasts two.

The 64-slice CT produces amazingly detailed images of the body's anatomy with blazing-fast speed. An entire body can be scanned in 10 seconds.

In that 10 seconds, 800 or more image slices are collected and instantaneously pieced together again, creating a 3-D image of the body's anatomy. The image slices are stacked together much like the slices in a loaf of bread, only seamlessly.

"We're talking about volumetric scanning here, which means we can see everything—the heart, the brain, blood vessels—in all three dimensions," said Vasquez.

"The overall benefit to the community is clear. Our people don't have to go to Tyler or Dallas or anywhere else to get incredible imaging. ETMC Athens is a major player in the high-tech imaging field."



DIGITAL MAMMOGRAPHY UNIT



64-SLICE CT SCANNER



A worker with an MRI magnet weighing 10,000 to 12,000 pounds.

*"We're committed to offering our patients the most-up-to-date, cutting-edge technology we possibly can."*  
—PAT WALLACE, ETMC ATHENS ADMINISTRATOR



# A long and winding road to an ophthalmology career

**R**obert Nettune took an unorthodox path to becoming a physician.

Raised in New Jersey, the eldest son of a business entrepreneur, Dr. Nettune from an early age was encouraged to attend law school. Following his father's advice, he dutifully earned his law degree from Villanova University and began practicing law in New York during the late '60s.

"I went into law school without ever having talked to a lawyer," said Dr. Nettune. "I had a scholarship, and I went, but there was something in me telling me it might not be what I want."

Despite lacking satisfaction in his work, Dr. Nettune kept on track as a successful corporate lawyer—until his professional and personal lives collided dramatically.

"In the '70s I was working for a law firm that represented (tobacco giant) Philip Morris ... right about the time that my mother was diagnosed with terminal lung cancer from smoking the products produced by the company I was representing.

"That didn't sit well."

## CHANGE OF COURSE

That experience, combined with hearing his younger brother, a dentist, touting the rewards of working in a helping profession, prompted the lawyer Nettune to radically change course.

In 1974, after saving up money and taking night classes in the required pre-med sciences, the future Dr. Nettune started medical school at the age of 32.

"Basically, my wife thought she was marrying a lawyer and ended up with a med student," he quipped. Dr. Nettune and his wife, Mary Jane, have been married 38 years.

In 1978 Dr. Nettune earned his medical degree from the Autonomous University of Guadalajara School of Medicine, where—true to his overachiever style—he also served as student body president. He then spent the next four years at the UT Southwestern Medical Center/Parkland Hospital in Dallas, completing his residency training program in ophthalmology.

In 1982, while on a drive through East Texas, Dr. Nettune discovered Athens.

"I saw the courthouse and the Cain Center and Lake Athens. It was just beautiful," he said. "And with no ophthalmologist for 35 miles in any direction, there was a real need for my services."

When he finished his program at Parkland, he and his young family moved to Athens. What he did while establishing his practice was perhaps unprecedented for an ophthalmologist at the time.

## BREAKING NEW GROUND

"Twenty-five years ago, nobody had auxiliary offices," he said. "But we opened locations in Athens, Gun Barrel City, Palestine, Kaufman and Canton so that our patients wouldn't have to drive so far."

Over the years, the offices in Palestine and Canton closed, but the others remain open.

Along the way, Dr. Nettune has established a reputation for loyalty and excellence among patients and staff alike.

"He's a wonderful boss," said Office Manager Debbie Dunklin, who joined Dr. Nettune's office 22 years ago as a receptionist. "I tell him all the time he missed his calling. He should have been a teacher at a medical school."

Dr. Nettune may not teach in a medical school setting, but he tries not to miss an opportunity to instruct his staff or his patients.

*"With no ophthalmologist for 35 miles in any direction, there was a real need for my services."*



What he does have is a giant, framed collection of his baby photos juxtaposed with the print ads in which they appeared. It's an unmatched conversation starter.

Among his nonmodeling accomplishments, Dr. Nettune has the distinction of being the first doctor to have performed surgery in the new ETMC Athens when the hospital opened in 1986.

He certainly doesn't regret his decision to move from law to medicine. It was, for him, the right choice.

"The first time I looked at an eye under a microscope, I couldn't get over how incredibly magnificent it was," he recalled. "It's a thrill to be able to save people's sight. It's very rewarding."

The Nettunes have four sons, ranging from 33 to 21: Alex, Greg, Chris and Andrew. Greg is in medical school studying to be an ophthalmologist.

"I'm a great believer in educating the patients about their care," he said. "We schedule fewer patients in a day than most ophthalmologists because we spend a great amount of time with each one.

"And I always explain to the patient, and any accompanying family members, what I'm seeing as I examine his or her eyes.

"When you do a good job, you get word-of-mouth referrals. That unhurried way of dealing with people has been our real strength."

One other job description, though short-lived, can be applied to Dr. Nettune: baby model.

## AMERICA'S NEXT TOP MODEL?

When Dr. Nettune was 8 months old, a woman asked his mother for permission to take pictures of him for submission to an amateur photo contest. In return for his mother's written consent, she received a set of prints.

"Several months later, one of my aunts saw my picture in *Life* magazine in an Ivory Soap ad."

For many years, Dr. Nettune's baby pictures were used in a variety of ads for products such as baby food and diapers.

"We never got any compensation," shrugged the former attorney. "We probably should have."

# THANKED FOR THEIR LEADERSHIP

**R**on Baugh, left, and Robert A. Gould, right, are shown receiving plaques honoring their service from 2003 through 2008 as members of the ETMC Athens Board of Managers. Presenting the plaques to the outgoing members is Elmer G. Ellis, center, president and CEO of the ETMC Regional Healthcare System.



ROBERT NETTUNE, MD



## Service Awards Banquet brings uplifting message Massey urges optimism 'about the things we can do together'

**W**hen Jerry Massey spoke at the ETMC Athens Service Awards Banquet in February, he delivered a message of hope and optimism.

"Healthcare is fulfilling," Massey, the senior vice president of affiliate operations for the ETMC Regional Healthcare System, told a banquet room filled with employees. "You come to work each day and you care for people. I try to look at those patients every day and love them, love them as people."



JERRY MASSEY

Massey, who has been with the ETMC system for 20 years, said he was particularly pleased to help pass out pins recognizing ETMC Athens employees with five, 10, 15, 20 and 30 years of service to the hospital. He said those years testify to an employee-employer relationship that is becoming harder to find.

Such dedication is something ETMC desires to receive and provide.

"This system is totally committed to rural healthcare, more so than any other place you'll see," said Massey.

"That's a testament to Elmer Ellis' leadership," he added, referring to the president and CEO of the ETMC Regional Healthcare System.

ETMC Athens Administrator Pat Wallace, whom Massey lauded as one of the finest hospital administrators anywhere, was among those receiving a 20-year service pin.

In closing, Massey urged the crowd to be optimistic.

"I'd like for you to be optimistic not only about your life, but about your job, about your town, optimistic about the things we can do together," he said.

"I have no idea what the economy is going to bring next, but I know if you come back in 20 years, we'll still be here, providing quality healthcare for this community, and we'll still be staffed by wonderful people."



Employees who received 30-year service pins are (from left) Debbie Gardiner, Russell Smalley and Erma Sanders.



Employees who received 20-year service pins are (from left) Gayle Ellis, Sandy Curran, Gayle Thomas, Mary Jo Beavers, Carla Baker, Rick Smith, Ellaina Bizzell, Pat Wallace and Sadie Meazell.

## Respiratory care at ETMC Athens earns national recognition

**ETMC Athens has earned** 2009 Quality Respiratory Care Recognition from the American Association for Respiratory Care. The QRQR award is given to about 700 hospitals, or about 15 percent of the 5,000 hospitals nationwide that have applied.

"I'm very proud," said Rick Smith, BAAS, RRT, director of pulmonary services at ETMC Athens. "We've received it every year since it began, which was 2003."



RICK SMITH

ETMC Athens qualified for the QRQR award because it met several conditions. For instance, all ETMC Athens respiratory therapists are either certified or registered, and respiratory therapists are available to give care 24/7.

Respiratory therapists are specially trained healthcare professionals who provide a wide range of breathing treatments and other services to patients with asthma, chronic obstructive pulmonary disease, cystic fibrosis, lung cancer, AIDS and other lung-related conditions.

Smith said that his team of 15 therapists also performs diagnostics, such as testing pulmonary function, and maintains the ventilators that are used for life support.

Smith has a bachelor's degree from the University of Texas at Tyler and is a graduate of the respiratory therapy program at Tyler Junior College. He has led the department for more than 20 years.

"When I first came here there were only eight on staff, and we only covered 16 hours of the day," he recalled.

The American Association for Respiratory Care represents more than 46,000 healthcare professionals nationwide. The group established the QRQR award to help patients and families make informed decisions about the quality of the respiratory care services available in hospitals.



ETMC WOW! KICK-OFF PARTY

"It's about taking our service, our physical environment, the level of care we provide and taking it up from good to incredible. It's about providing an experience so that when people leave here, they say, 'Wow!'" explained ETMC Athens Assistant Administrator Adam Willmann.

The ETMC WOW! program originated in Tyler in 2007 after officials studied several leading customer service models, picking and customizing components to fit the needs of the ETMC system. As a result, ETMC Tyler has experienced higher patient satisfaction marks across the board.

ETMC Athens and ETMC Cedar Creek Lake began training for the program in March and expect similar results as the program is implemented here.

ETMC WOW! is not only a training program. It also involves tools for service recovery, rewards, recognition, feedback and teamwork.

"We're also empowering our team members to make suggestions on how to improve our organization by focusing on the details," Willmann said.

"I'm very excited about this program," said Laurie Miller, regional director for ETMC Cedar Creek Lake. "I think it will raise our level of customer service tremendously."

The program emphasizes high standards.

"We expect team members to demonstrate outstanding service, to anticipate needs and exceed expectations by focusing on details, by being positive and engaging, kind and sensitive," said Willmann. "We expect team members to support one another, to maintain a clean and welcoming environment and personal appearance."

ETMC WOW! focuses not only on how guests are treated, Miller explained, but on how team members treat one another.

## Service that's WOW!-inspiring New ETMC program promotes over-the-top care for patients, guests

**ETMC Athens and ETMC Cedar Creek Lake** have each launched a program that is a far cry from subtle in its name or objective. The ETMC WOW! program is about providing over-the-top compassionate care and exceptional service to all patients and guests who cross the doors of an ETMC facility in Henderson County.

"I really like the emphasis on how treating each other with a high level of respect and professionalism will overflow on to how we interact with patients and guests as well," she said.

Training under the program will be continuous. Once existing ETMC team members—including those at auxiliary campuses throughout the county—have gone through the course, all new ETMC employees will be trained as well.

"I believe wholeheartedly in this program," said Willmann. "It gets all the employees on the same page. I really believe you'll see a positive impact."



ETMC ATHENS COMMITTEE: Standing, from left: Jhon Bonghanoy, Brian Denson, Charmayne Swarm, Robyn Friedrich, Marie Taylor, Steve Botschon, Rhonda Hardin, Mark Helton, Jennifer Smith, Renee Lookabaugh, Adam Willmann, Angie Brown, Kristi McCracken and Connie Carter; seated, from left: Teresa Davis, Patsy Thomsberry, Tina Gafford, Jennifer Rummel, Hannah Meadows, Delmy Martinez and Thomas Cook.



ETMC CEDAR CREEK LAKE COMMITTEE: Standing, from left: Aaron Goswick, Heather Cathey, Laurie Miller and Terry Johnson; seated, from left: Sharon Dunn, Jill Sparling and Lori Ward.