



# Memorial Medical Center

August 2016

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## Our Mission

Making Communities Healthier

## Our Vision

To be a place where:

People choose to come for healthcare,

Physicians want to practice, and

Employees want to work.

## Our High Five Guiding Principles

These principles guide our actions and decision making and define what communities can expect from us as a healthcare partner.

Delivering compassionate, high quality patient care

Supporting physicians to achieve clinical excellence

Creating excellent workplaces for our employees

Strengthening our hospital's role in the community

Ensuring fiscal responsibility

Memorial Staff, Medical Staff, Board of Trustees and Community:

### Introductory Remarks

We have been busy meeting with our corporate leadership team to finalize our 2017 strategic plan. We are honored to be among the top 5 hospitals in the nationwide LifePoint Health family. Often, Memorial is selected as a leader in establishing 'best practices' for the organization. We are proud to be in this position. I realize it is the outstanding leadership and care team at Memorial that make us an exceptional organization. What's most important is that this translates to high quality care for our patients – and that is our mission and vision for those we serve.

### New Memorial Plastic & Reconstructive Surgery Practice

Memorial Plastic & Reconstructive Surgery is a new practice in the Memorial/Las Cruces Physician Practices group. We are thrilled to have Dr. Paul Phillips on our team, a highly trained plastic surgeon who will be doing both reconstructive and cosmetic procedures. The new practice will be opening soon in the medical office building on the Memorial campus, 2530 S. Telshor, Bldg. C, Suite 207. Patients can make an appointment by calling 575-556-1892. We extend a warm welcome to Dr. Phillips, his wife, Kim, and their two children who recently moved to Las Cruces.



### Ronald McDonald Family Room Opening at Memorial



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HOUSE CHARITIES  
EL PASO

On August 25<sup>th</sup> the first Ronald McDonald Family Room in southern New Mexico will open on the 5<sup>th</sup> floor of Memorial. Since opening the doors to their first Ronald McDonald House in El Paso in 1984, Ronald McDonald House Charities of El Paso has helped ease the burden of having a sick child for thousands of families in the region. Through this program, families of seriously ill children are able to be present and involved in their child's hospitalization and treatment while helping them in the healing process. I have had the privilege of being affiliated with Ronald McDonald House Charities over the last 10 years.

I know the great work they do and the value of the Ronald McDonald Family Room to our community. Memorial is very excited to be a sponsor of the first facility of this type in southern New Mexico.

### **We've Added a New Cath Lab**

Our Catheterization (Cath) Lab is virtually all brand new! We have installed a high-tech Innova IGS x-ray machine that is used for cardiovascular procedures. It has a smaller image intensifier which allows for less radiation to the patient and staff. Lab A has been enlarged and equipment repositioned to allow for more efficient patient care. Labs B and C are being upgraded with the latest GE/MACLAB software. These two Cath Labs will be sharing one control room, allowing for improved communication between teams. We are also very excited to announce that Scott Schlaud, a highly respected and experienced Cath Lab expert from Florida, has accepted the position as our new Cath Lab Director and will be joining us in October. We recently received recertification as a Chest Pain Accredited hospital. This new Cath Lab, latest technology, and new director shows our continued commitment to high quality cardiac care.

### **Special Services Upgrades to Latest Technologies**

In our Special Services unit, the Vascular and ECHO Departments have received new ultrasound equipment and the EEG Department is also upgrading equipment to the latest technology. In addition to the equipment upgrades, we added a new ECHO Tech, Shanta Spencer, and welcome transporter, Jacob Benavidez, who is a tremendous help for patients who are not ambulatory. We are excited about these improvements as they add to the quality of care we provide our patients.

### **Nursing Team Reaches Mastery Level in Record Time**

Memorial nurses are the best! Our extraordinary nursing team recently achieved Mastery Level on Beside Shift Reporting. The Bedside Shift Report is a communication regarding the patient's condition that occurs at the bedside between nursing shifts, engaging patients and families as essential partners in the health care team. The patient and family engagement within a Bedside Shift Report creates an environment where patients, families, and our Memorial team members all work together as partners to improve the quality and safety of care. A Mastery Level is the highest level of Bedside Shift Report that can be achieved. It is measured through observation of our teams with the use of a tool that scores or evaluates the team's performance with the domains of "engagement and safety". Many hospitals struggle to achieve a Mastery Level report within a year while our amazing team has achieved Mastery Level within a 6-month time frame!

### **10 Years of Backpacks for Our School Kids**

On August 9<sup>th</sup> Memorial employees loaded up more than 400 backpacks to donate to local school children in need. Over the past 10 years, more than 2,500 Las Cruces children have started the school year with a new backpack full of supplies thanks to the generosity of Memorial Medical Center employees. Engineering employee Elaine Rosas-Luna started this program and has continued to manage it each year along with LCPS social worker, Yoli Silva. One of our High Five Guiding Principles is to "strengthen our hospital's role in the community." This project helps us fulfill that goal while it puts a smile on many children's faces.



(Left to Right): Yoli Silva, LMSW from Las Cruces Public Schools; John Harris, CEO and Elaine Rosas-Luna Backpack Buddies coordinator at Memorial.

### **Memorial Food Service Leads the Way in Food Safety**

Under the innovative management of our new Food & Nutrition Services Director, Cornell Colbert, Memorial is leading the way in food safety. Memorial now has 14 members of its food and nutrition services department who are nationally certified as ServSafe® Food Protection Managers and has plans for more employees to earn their certification in the upcoming months. ServSafe® is administered through the National Restaurant Association Education Foundation and is certified by the American National Standards Institute (ANSI). This training increases our food service staff's competencies and creates an environment where patients and staff can be assured that food service personnel have the best and most up-to-date food safety education. Quality and safety is paramount in everything we do at Memorial. Congratulations to Cornell and his staff on this accomplishment.

## Memorial Partners in March of Dimes High Heels for High Hopes

For 10 years, Memorial has helped support High Heels for High Hopes. It is one of the March of Dimes major events in Las Cruces to help fund research to end prematurity. This cause is very close to our heart. That's why we are the region's only hospital with a Level III Neonatal Intensive Care Unit (NICU). We don't want babies who are born prematurely to have to be transported out of town for care. Memorial's representative for the 2016 High Heels fundraiser is Marketing Director, Anita Rockett. To help raise funds, Memorial is selling raffle tickets for a \$500 Dillard's Gift Card at \$10 each. Raffle tickets, or tickets to the High Heels for High Hopes event can be purchased in Memorial's Human Resources office or by calling Anita at 575-532-4407. Or you can donate on her page at the March of Dimes: <https://www.kintera.org/faf/donorReg/donorPledge.asp?ievent=1162729&supId=413367544>



### Dr. Stephanie Benson Named Family Practitioner of the Year

The New Mexico Academy of Family Physicians has honored Stephanie Benson, MD, as the 2016 New Mexico Family Practitioner of the Year. Dr. Benson is on the faculty of the Southern New Mexico Family Medicine Residency Program at Memorial. She cares for patients at the Family Medicine Center which is connected to the Residency Program on campus. Congratulations to Dr. Benson on this tremendous honor! We are extremely proud to have her working as a part of the Memorial team.

### Dr. Benjamin Cluff Completes Emergency Medicine Fellowship at Memorial

Congratulations to Benjamin Cluff, MD, who recently completed his Emergency Medicine Fellowship at Memorial. The leadership team of Memorial, and faculty of the Southern New Mexico Family Medicine Residency Program at Memorial, celebrated this milestone with Dr. Cluff at a ceremony on July 28, 2016. A fellowship follows the completion of a physician's residency years as an immersion and additional training in their specialty. We are pleased he chose Memorial for his fellowship training. Dr. Cluff will be working in the Emergency Department of Page Hospital in Page, Arizona.

### Davena Norris, PharmD Receives Awards



Davena Norris, PharmD, BCPS, PhC, Memorial Clinical Pharmacy Specialist, and Memorial Residency Pharmacy Program Coordinator, has been honored with the 2016 New Mexico Pharmacists Association Distinguished Young Pharmacist Award. She also was recently recognized by Memorial's Family Medicine Residency Program as their Preceptor of the Year. Dr. Norris is the New Mexico Society of Health-System Pharmacists Legislative Committee Chair where she organizes legislative visits to expand awareness of pharmacy practices and provides input on legislation aimed at addressing opioid misuse and overdose. Dr. Norris has had a variety of speaking engagements at NMSU and across the state. We are truly honored that she has chosen to work at Memorial.

### Women's Medical Associates Adds New Providers

Women's Medical Associates (WMA), an affiliate of Memorial/Las Cruces Physician Practices, is continuing to expand. This year the practice moved into a beautiful new office on the Memorial campus and added a highly experienced OB/GYN, Dr. Kathleen Callaghan to their all-women team of providers. We are now happy to welcome two talented midwives to WMA. Linda Brackett, CNM and Jennifer Matherly, CNP/CNM are currently accepting new patients. Patients may call 575-522-9793 for an appointment.



Jennifer Matherly,  
CNP/CNM



Linda Brackett, CNM

## White Coat Ceremony for First Class at Burrell

As a Board member of the new Burrell College of Osteopathic Medicine, it was exciting to attend the White Coat Ceremony of the inaugural class on Saturday, August 13<sup>th</sup>. We had 162 medical students and also 35 Foundations Biomedical Students (Post-Baccalaureate) officially begin classes!



*(Pictured left to right)*

**John Hummer**, BCOM Co-Founder and President

**Jaime Aguirre**, Director BCOM Board/Rice Management Group

**George Mychaskiw DO**, Founding Dean and Chief Academic Officer

**John Harris**, CEO Memorial Medical Center

## Welcome New Providers

We are happy to announce when new providers join MMC's medical staff each month. Please join me in welcoming the following providers who joined us in July and August:

- **Victor H. Barnica, MD** - Colon and Rectal Surgery, General Surgery Associates
- **Maria Beltran, MD** - Telemedicine-Diagnostic Radiology, Virtual Radiologic Professionals
- **Linda Brackett, CNM** - Certified Nurse Midwife, Women's Medical Associates
- **Audrey Ezeh, CRNA** - Certified Registered Nurse Anesthetist, Somnia Anesthesia
- **Jennifer Matherly, CNM** - Certified Nurse Midwife, Women's Medical Associates
- **Banu Oner, MD** - Telemedicine-Diagnostic Radiology, Virtual Radiologic Professionals
- **Maria Velazquez, MD** - Maternal Fetal Medicine, El Paso Perinatology

## In Closing...

When we talk about becoming a regional healthcare referral system, we realize in order to accomplish that goal we need to offer quality care delivered by compassionate professionals, where and when you want it. We have worked hard over the past 2 ½ years that I have had the privilege of being the CEO to recruit a high quality team of physicians, add practices in locations that are convenient to you, and find ways in every area to improve to meet our patients' needs and expectations. As you read this month's newsletter it is clear that Memorial has been successful in attracting outstanding providers to our team. And that's not just our opinion, their peers and professional organizations have recognized and awarded them for their exceptional work. I am truly honored to work with professionals like Dr. Benson, Davena Norris, Cornell Colbert and his team, and the staff and faculty of the new Burrell College, a major medical school located less than a mile away from Memorial Medical Center.

Choose to Be Healthy,

John Harris, CEO  
Memorial Medical Center

