



Memorial Medical Center

September 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 our community can expect from us as a healthcare partner.

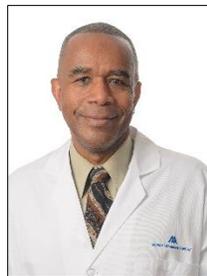
- Delivering high quality patient care
- Supporting physicians
- Creating excellent workplaces for our employees
- Taking a leadership role in our communities
- Ensuring fiscal responsibility

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

Introductory Remarks

Over the past three years Memorial has been focused on recruiting and hiring the best possible physicians and providers to care for the health needs of our region. This month we are honored to welcome Dr. Kermie Robinson to General Surgery Associates. Dr. Robinson is one of Las Cruces' most beloved physicians; voted Top Doctor in the 2015 Sun News people's choice competition. He joins a truly outstanding team of general surgeons including Dr. John Ramirez, Dr. Aitor Macias, Dr. Carrie Dieker and Dr. Victor Barnica at General Surgery Associates. Additionally, we recently opened Memorial Plastic & Reconstructive Surgery with Dr. Paul Phillips. Dr. Phillips performs breast reconstruction surgery after mastectomy, hand surgery and a variety of cosmetic surgical procedures. We believe that this is the highest quality team of surgeons in the region. I couldn't be more proud that these surgeons have chosen to practice here, as we build Memorial into a regional healthcare referral center.

Welcome Dr. Kermie Robinson – Las Cruces' Favorite Physician



This month, Kermie Robinson, M.D., joined General Surgery Associates, a Memorial/Las Cruces Physician Practice located on the Memorial campus. Dr. Robinson has worked for more than two decades building an accomplished career as a physician and surgeon through positions at medical centers across the United States. He earned his MD from Tulane School of Medicine and completed his surgical residency at New York-based Flushing

Hospital and Medical Center of Albert Einstein. Dr. Robinson cultivated expertise in general surgery at several Georgia-based clinics before relocating in 2010 to practice at Southeastern New Mexico Surgery in Hobbs. He moved to Las Cruces in 2013 and was voted Top Physician in the Sun News 2015 Readers Choice Awards. We are thrilled he has now chosen to be a part of Memorial's General Surgery Associates.

Ear, Nose & Throat Institute Expands

The Ear, Nose & Throat Institute has moved to a new location. Their beautiful

new office is at 1165 Commerce Avenue, directly across the street from the Post Office. Dr. Jonathan Owens joined the Memorial/Las Cruces Physician Practices team when we opened the Ear, Nose & Throat Institute in December 2015. He has quickly outgrown the temporary space on the Memorial campus. Dr. Owens treats adult and pediatric patients and is currently taking new patients at their new location. Please call 575-556-1860 for an appointment.



Memorial Once Again Offers 100 Free Mammograms to Underserved Women



Memorial Medical Center is Tough Enough To Wear Pink. Memorial has been one of the top supporters of this wonderful organization, to help find a cure for breast cancer, for 10 years. For the past three years, Memorial has stepped up to offer 100 Free Mammograms during the Tough Enough to Wear Pink annual fundraiser. We believe that the best way to address breast cancer is through prevention. That's why we are offering free screening mammograms to uninsured women, age 40 and over,

who have not had a mammogram in the past 12 months. Free mammograms can be scheduled at the Imaging Center of Las Cruces, 160 Roadrunner, during September and October by calling 575-521-5270.

Mammosa Saturdays Back By Popular Demand at Imaging Center

October is Breast Cancer Awareness Month and it's a busy time at our Imaging Center on 160 Roadrunner Parkway. Many women use this month to schedule their annual mammogram. The Affordable Care Act provides for an annual screening mammogram at no additional cost for women age 40 and over. To accommodate our patients, the Imaging Center will be open every Saturday in October from 8:00AM until 2:00PM. And, we are bringing back our popular (alcohol-free) Mammosas during Saturday hours. Any woman scheduling her mammogram during October will receive a free gift – this year we are giving away a fabulous pink canvas bag filled with goodies. To schedule a mammogram call our Imaging Scheduling Line at 575-521-5270.



Standing Room Only at Ronald McDonald Family Room Ribbon Cutting

A packed house joined us to celebrate the ribbon cutting and grand opening of the first Ronald McDonald Family Room in southern New Mexico on August 25th. Ronald McDonald House Charities of El Paso selected Memorial because of our dedication to caring for children and our Level III Neonatal Intensive Care Unit, the highest level of care available for newborns in this region. The Ronald McDonald Family Room is on the 5th floor, offering magnificent views and a peaceful atmosphere. Families of patients age birth to 18 may use the room for respite and refreshment while being nearby their child/sibling. We are proud to be a partner with this wonderful charity.

Memorial Hosts Veterans Honor Flight Group

On Saturday, September 10th, a group of veterans from all branches of military service in World War II, the Korean Conflict and the Vietnam War gathered in Memorial's conference rooms. These veterans, each escorted by a guardian, will be gathering at Memorial once again on September 30th where they will be leaving for a flight to visit Washington, DC for a week. The flight is donated along with all of the accommodations. Memorial is very proud to be a part of honoring these veterans for their service and supporting this special event.



Dale Olson, Memorial Business Development Administrator, welcomes honored guest, WWII Veteran, Betty Stomppi, age 101.

BirthPlace First in New Mexico to Earn Birth Dose Honor Roll

The national Immunization Action Coalition has recognized The BirthPlace at Memorial as the first in New Mexico to qualify for the Birth Dose Honor Roll. The Honor Roll recognizes hospitals and birthing centers that have attained high coverage rates (over 90%) for administering Hepatitis B vaccine at birth. Memorial joins just over 200 hospitals across the country that have earned this distinction since 2013. Hepatitis B is a serious virus that can cause severe illness or even death in children and adults. Vaccination before leaving the hospital is the best way to protect a baby from Hepatitis B. We thank the nursing team at The BirthPlace for their high quality, conscientious care and congratulate them on this achievement.

Food Service Employees Earn National Certification

Under the innovative management of our new Food & Nutrition Services Director, Cornell Colbert, Memorial is continuing to be a leader in food safety. Please join us in congratulating Mary Enriquez, Neilda Martinez, Boriana Petrova and Stephanie Triste for passing the national ServSafe® Food Protection Managers Certification Examination administered at the end of August. These four join the 14 others who previously earned this national certification, making Memorial the number one LifePoint hospital in food safety certified employees. We appreciate their dedication to safety for our patients and their families. Quality and safety are at the forefront of service at Memorial.

Dr. George Harrington Expands Orthopedic Practice

George Harrington, M.D., has been part of our Bone+Joint Center team on the Memorial campus for over 8 years, focusing on pediatric orthopedics. Dr. Harrington has now expanded his practice to include treatment of orthopedic trauma, joint replacement and other orthopedic surgical procedures. He has extensive experience in emergency and trauma and is highly regarded by his peers for his mastery of complicated orthopedic surgeries. To schedule an appointment with Dr. Harrington, or any of the other providers at the Bone+Joint Center, call 575-556-6440.



Memorial Proud to Sponsor NMSU Domenici Symposium

This year's Domenici Symposium, hosted by NMSU at the Las Cruces Convention Center, focused on the topic of Behavioral Health. Memorial Medical Center has a unit for patients in need behavioral health care, and was proud to help support the conference and this important discussion.

John Harris introduces Thursday's opening speaker, New Mexico Higher Education Department Cabinet Secretary, Barbara Damron.

Rama and Ammu Devastahli Honored

Dr. Rama Devastahli and his wife Ammu have supported the arts in our region for 30 years. On September 23, in a ceremony at the New Mexico Museum of Art in Santa Fe, Gov. Susana Martinez will present them with one of the 2016 annual Governor's Awards for Excellence in the Arts. Dr. Devastahli founded and practices at The Imaging Center of Las Cruces on Roadrunner Pkwy., which is now a part of Memorial Medical Center Imaging Services. We congratulate the Devastahlis on this distinguished honor!



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 August:

- **Marian Landau, DO** - Family Medicine, La Clinica de Familia
- **Paul M. Phillips, MD** – Plastics, Memorial Plastics & Reconstructive Surgery
- **Trinadha Pilla, MD** - Pain Management, Agape Management
- **Sandra Rhoden, MD** – Telemedicine, Virtual Radiologic Professionals

In Closing...

Memorial Medical Center has the most comprehensive digestive health treatment in the region. From high tech diagnostics to a team of gastro-intestinal specialists and state-of-the-art surgical equipment, Memorial offers a total solution for people suffering with digestive health ailments. If over-the-counter medication isn't solving your chronic heartburn; if you need a simple, painless way to remove hemorrhoids; if you have a hiatal hernia or need a colon resection...Memorial physicians and surgeons have the expertise, and Memorial's surgical center has the technology, to offer the latest surgical techniques. If you are suffering from any digestive problem, we have a 24-hour hotline at 800-424-DOCS that can get you to the right provider to offer you the right solution.

Choose to Be Healthy,



John Harris, CEO
Memorial Medical Center

