

CMH

Health

COMPASS™

DEVOTED TO HEALTHFUL LIVING

WINTER 2017



CMH IN THE COMMUNITY

*From outreach to expanded
specialty care, CMH is
committed to serving you.*

Pg 4

PROTECT HEALTH CARE FOR FUTURE GENERATIONS

Pg 6

5th-grade
student learning
to do stitches



COLUMBIA
MEMORIAL
HOSPITAL

Patient-centered care at CMH

Welcome to the first issue of *Compass* in 2017. As we enter a new year at Columbia Memorial Hospital (CMH), I am excited about the progress CMH has made in living patient-centered (Planetree) and in growing our services on campus to meet the needs of our community.

This past year we have worked to make many improvements to allow our patients to have better access to CMH. Early in the year, we completed the new CMH Caregiver parking lot on the former Astoria High School football practice field, allowing our patients to park closer and have easier access to the main entrance. We are completing the new parking lot next to the CMH Health & Wellness PAVILION as well, which should also help free up more spaces for easier access.

This year CMH received redesignation as a patient-centered hospital (Planetree). CMH is one of only 24 Planetree-designated hospitals in the U.S. and was recognized at the Planetree International Conference in Chicago on Nov. 2 for this achievement.

As we enter 2017, all of us at CMH stand ready to continue to bring the lower Columbia Region the best possible health care available.



Jarrod Karnofski, DPT,
Vice President,
Ancillary and
Support Services

Jarrod Karnofski, DPT
Vice President of Ancillary and Support Services



A positive start

How to keep those New Year's resolutions from unraveling

IT'S that time of year when many of us sing an old familiar tune—and it's not "Auld Lang Syne."

Around the New Year's holiday, we vow to change. Perhaps to lose weight, stop smoking or reform our no-exercise ways.

Unfortunately, the resolutions we're good at making, we're also good at breaking. But it doesn't have to be like that. This year, set the stage for resolutions that stick by following these suggestions:

Keep it real. Don't expect to drop 30 pounds by February or to dive right in at the gym every night. Pin your hopes on something more realistic—like a modest weight loss of maybe 10 pounds at first.

Be specific. Vague resolutions, such as "I'll exercise more," won't go far. Be clear about what you plan to do. For example, how many days will you work out each week and for how many minutes?

Don't let setbacks stop you. If you do fall back into an old habit, don't abandon your resolution—and all that you've accomplished. Figure out what went wrong, and work toward a fix.

Sources: Academy of Nutrition and Dietetics; Centers for Disease Control and Prevention

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Information in CMH HEALTH COMPASS comes from a wide range of medical experts. If you have any concerns or questions about specific content that may affect your health, please contact your health care provider. Models may be used in photos and illustrations.

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New year, new goals



Erik Thorsen,
CEO, Columbia
Memorial Hospital

HOW are you ringing in 2017? Have you made a New Year's resolution to kick an unhealthy habit, spend less, save more or take up a new hobby? No matter what goals you've set for yourself, the key to achievement is to have a plan and stick with it!

At CMH, our 600-plus caregiver team has many important goals to accomplish this year. It's my privilege to share a few highlights!

Medical excellence without the miles

First on the list is the launch of the CMH-OHSU Knight Cancer Collaborative. Construction of the \$16 million, 19,000-square-foot state-of-the-art cancer treatment center on the CMH campus in Astoria is on schedule to open later this year. When it does, this community, and those that surround us, will have exceptional cancer treatment close to home, or as we've been saying, medical excellence without the miles. There is hardly a person I know who has not been touched by cancer—making this more of a mission than a goal. CMH is resolved to provide a place where patients will have advanced treatment and they and their families will be treated with compassion in a supremely healing environment.

Continuing growth

Another 2017 goal focuses on service growth in several key areas, including expanding our primary care base and continuing our collaboration efforts with Oregon Health & Science University

(OHSU) to bring more specialists to our community—a model that is rare for hospitals located in remote or rural areas.

When you come to the CMH Emergency Room (ER), know that you are cared for by experts. Ours is a flagship academic and rural medicine outreach program whereby ER leadership and coverage is provided by OHSU board-certified emergency medicine physicians, with a rotation of residents in emergency medicine. The rural ER residency program, the first of its kind in the state, supports an environment committed to teaching and excellence and serves to recruit and place participants who wish to continue practicing emergency medicine in a rural environment in Oregon. In addition, we have built an outstanding cardiac care program and have added general surgery to the list of services provided in collaboration with OHSU.

Other goals include further staff development in the area of customer service, continued innovation of our Planetree philosophy of care, and exploring ways to further support the Columbia Pacific Coordinated Care Organization in our collective efforts to reduce opiate dependence through better management of chronic pain and mental illness.

Erik Thorsen
CEO, Columbia Memorial Hospital

"In everything we do, our focus is you. Our resolve to provide people-centered, quality-driven and service-focused care is steadfast, and we thank you for the opportunity to be your partner in health this year and beyond."

2015 Community Benefit Report

Funds and services donated to individuals or groups of the community. Typical contributions include grants, scholarships, staff hours, hospital space, food and equipment.

Cash and in-kind giving

\$246,644

Charity care consists of health care services provided to people who are determined by the hospital to be unable to pay for the cost of health care services. Hospitals will typically determine a patient's inability to pay by examining a variety of factors, such as individual and family income, assets, employment status, family size or availability of alternative sources of payment. A hospital may establish inability to pay at the time care is provided or through later efforts to gather adequate financial information to make an eligibility determination. Hospitals may use different methodologies to estimate the costs of charity care.

Charity care

\$1,008,306

Costs associated with developing and maintaining community benefit programs, such as staff hours, grant writing, needs assessments and fundraising.

Community benefit operations

\$161,742

Costs associated with activities geared toward improving the health of the community including educational lectures or presentations, special community health screening events, clinics, telephone information services, poison control services, and hotlines.

Community health improvement

\$497,433

Costs associated with training future health care professionals by providing a clinical setting for training, internships, vocational training and residencies.

Health professions education

\$104,609

An estimate of the costs not reimbursed by Medicaid, the federal health insurance program that provides health and long-term care services to low-income populations.

Medicaid unreimbursed

\$1,961,112

An estimate of the costs not reimbursed by Medicare, the federal health insurance program for citizens over 65 and those determined disabled by the Social Security Administration.

Medicare unreimbursed

\$24,780,002

An estimate of the costs not reimbursed by public health programs other than Medicaid and Medicare, such as Tricare; Champus; Indian Health Service; or other federal, state or local programs.

Other public programs

\$522,587

Total \$29,282,435

CMH benefits community

AS a not-for-profit, independent hospital, CMH is committed to providing excellence, leadership and compassion in the enhancement of health for those we serve. The annual Community Benefit Report is an opportunity for CMH to share just a handful of the ways it helps enhance the health of our neighbors in the Lower Columbia Region.

Community benefit takes many forms. It's providing concussion testing, taping classes and the services of a certified athletic trainer to area high schools at no cost to schools or athletes. It's hosting public seminars about heart health, joint replacement surgery and other health concerns. It's sponsoring local arts, athletic events, community events and charitable organizations. It's covering the cost of medical care for neighbors who can't pay.

CMH's community benefits programs promote health and help us to be an asset to our communities. CMH is a community benefit leader among Oregon hospitals.

Through programs and donations, health education, free and discounted care, and more, CMH provided nearly \$29.3 million in community benefits in 2015.

SPORTS TRAINER

Since 2011, CMH has donated Certified Athletic Trainer Chad Rankin's time and services to Clatsop County schools at no cost to the districts.

Rankin looks out for the safety of each student athlete he evaluates. At the beginning of each season, Rankin gives varsity athletes the computer-based IMPACT (Immediate Post-Concussion

Source: Definitions (Oregon Health Authority)

RELAY FOR LIFE

Relay For Life is a team fundraising event to support the American Cancer Society. During the 24-hour event, CMH team members walk around a track at one of the local high schools, even throughout the night.

But the buildup to Relay For Life begins months before the CMH team takes its first

step. During the past year, the CMH Relay For Life team, led by Rehabilitation Department Manager Ivan Sultan, raised over \$10,000 to help fight this terrible disease by holding bake sales, hosting a classic car show, washing more than 100 cars during a free car wash at Warrenton Kia, knocking on doors and calling friends.



CMH Physical Rehabilitation Manager Ivan Sultan accepts a check from Warrenton Kia Operation Manager Jim Morinville, General Manager Roxanne Morinville-Williams and President Vince Williams for Relay For Life.

OPERATION BUNNY SUIT

Every spring, CMH is overrun by bunnies—two-legged bunnies with bright eyes and eager smiles. This April CMH welcomes its sixth set of fifth-grade “bunnies” for Operation Bunny Suit. Hundreds of children from Clatsop County schools visit CMH for a hands-on introduction to health care and the hospital.

Students explore surgery, hand hygiene, pet therapy, nutrition, fitness, respiratory health, patient safety, CPR and medical imaging.

Operation Bunny Suit gets its name from the surgical coveralls, also known as a

bunny suit, that the children wear while in the Surgery Department. While visiting the operating room, they learn to make and tie sutures and how to use a laparoscopic camera.

For some students, the trip is an introduction to the hospital, but other students have visited a hospital before when someone was hurt or ill. These past experiences often leave those children nervous about hospitals in general. By showing them some of what happens behind closed doors, we help them create more positive and comforting ideas about hospitals.



Fifth-grade “bunnies” learn to make and tie sutures in the Surgery Department.

Through this program, children in Clatsop County receive basic nutrition and fitness education, which will help them make healthier

decisions about their health and well-being.

See our bunnies in action at www.columbiamemorial.org/bunny.

Assessment and Cognitive Testing) test, which quantifies brain function. Having this vital measure of brain function can guide doctors in determining when athletes who have suffered a concussion are ready to go back to practice and competition, preventing further or lasting brain injury.

Rankin also gives in-service training to our local fire departments and coaches about assisting injured athletes without causing more damage. CMH is reaching out to the community to keep our kids safe on the playing field.



Certified Athletic Trainer Chad Rankin and a student

The Giving Pledge

SINCE its creation in 2010, the Giving Pledge has been signed by 154 billionaires ages 30 to 100, from 16 different countries, with a combined wealth of nearly \$800 billion—a sum greater than the GDP of most countries. These individuals have generously promised to donate at least \$400 billion of their money to help others.

But what about the rest of us? The vast majority of Americans cannot afford to give away half of their net worth without compromising their ability to take care of themselves and their loved ones in their chosen lifestyles.

Nearly everyone can give

The original intent of the Giving Pledge was not only to create a group of billionaire philanthropists, but also to encourage, by example, increased philanthropy at all levels of capacity.

“Not all of us can give away half of our wealth, but the idea of the Giving Pledge can help encourage an important conversation with your spouse or family about what’s possible in terms of generosity and the positive impact that giving can have on society,” says Robert Rosen, the director of philanthropic partnerships at the Bill & Melinda Gates Foundation. “There’s no one size fits all for philanthropy, but most of us can find ways to be more thoughtful and intentional about our giving.”*

Here at CMH, we have been

thinking a lot about philanthropy and the impact it can have on health care—and the impact good health has on the overall health of an entire community. The question we’ve been asking ourselves is “How can we protect health care for future generations?” The answer: Endowment.

While CMH is well-managed and



The question we’ve been asking ourselves is:

Q: *How can we protect health care for future generations?*

A: *Endowment.*

does a great job ensuring a sufficient bottom line that supports base operations and community services, it does not have a “philanthropic savings account.” Most health care organizations across the country are working with donors to fund the future by establishing endowments. Many donors are taking the opportunity to honor cherished family members by naming their legacies for their children, grandchildren, parents or other loved ones. It’s sort of like a philanthropic time capsule!



COLUMBIA
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Penny Cowden,
Executive Director
of the Columbia
Memorial Hospital
Foundation

Health care organizations like CMH that build endowment can continually attract leading specialists and other providers who can have a profound effect on the development of programs and services that benefit the entire community.

One of the most effective ways of ensuring the ability to meet future challenges is to fund that future today. Whether through outright gifts or gifts from assets, thoughtful consideration can help each of us make a personal, achievable pledge that will touch thousands of lives.

Personal giving pledge

So we begin 2017 with our own giving pledge—a commitment to looking forward by partnering with donors to establish endowment funds that will embrace our future patients and your future generations with health, healing and hope.

No gift is too small. Be part of our efforts to secure high-quality health care for future generations; call **503-325-3208**.



*Source: Bruce Deboskey, Philanthropic Strategist



LOOK WHAT'S HAPPENING

SIGN UP TODAY!



Call 503-338-7564, email cheryl_ham@columbiamemorial.org or visit www.columbiamemorial.org/events to learn more about the exciting opportunities at CMH.

CHILDBIRTH/FAMILY PREPARATION

CMH offers a full line of labor preparation courses with weekly and weekend options.

Six-Week Course

► Wednesdays, Feb. 1 to March 8, 6:30 to 8:30 p.m.

CMH

Free if delivering at CMH; otherwise \$75

Weekend Fast-Track Course

► Friday, March 24, 6 to 8:30 p.m., and Saturday, March 25, 10 a.m. to 4:30 p.m.

CMH

Free if delivering at CMH; otherwise \$75

CMH HEALTH AND WELLNESS

Get a Grasp on Medicare 2017

► Thursday, Feb. 9, 3 to 5 p.m.

CMH Columbia Center-Coho Conference Room, 2021 Marine Drive, Astoria

This class will cover the A, B, C and Ds of Medicare benefits, including new 2017 updates. We will also discuss the options available for additional coverage and how to determine what coverage is best for you. In addition, we will review low-income programs and how to avoid health care fraud. Pre-registration is not required. For more information, contact Michelle Lewis at 503-861-4202.

Living Well With Chronic Pain

► Thursdays, Feb. 16 to March 23, 1 to 3:30 p.m.

CMH Columbia Center

Free

This six-week workshop was developed by Stanford University to help participants learn how to help manage their chronic pain. Topics include feedback and problem solving, dealing with difficult emotions, fatigue management, making decisions, positive thinking, weight management, introduction to physical activity and exercises, and many more. A gentle flexibility program will start in week 3. Anyone with chronic pain is encouraged to attend.

Trying to Quit Tobacco? Tobacco Cessation Services

CMH Columbia Center

A certified tobacco treatment specialist is available Monday through Friday for individual tobacco-cessation appointments to help you quit tobacco. The addiction to nicotine, the habit of tobacco use and behavior change are addressed, and support is provided. Treatment plans are tailored for each individual. The program is billable to nearly all insurance plans. Call 503-325-4321, ext. 5758, for more information or to schedule an appointment.

DIABETES EDUCATION

CMH offers an American Diabetes Association-recognized Diabetes Self-Management Education Program. Group classes and individual appointments are available with our diabetes nurses and clinical dietitians. Free support groups are held throughout the year. Contact us to be put on our mailing list or email list to get information before the meetings. Call 503-338-4012 or visit our website, www.columbiamemorial.org/services-diabetes.aspx, for more information.

SUPPORT GROUPS

Bereavement and Grief Support

► First Thursday of the month, 2 to 4 p.m.

Bob Chisholm Community Center, Room 1, 1225 Ave. A, Seaside

► Third Tuesday of the month, 4:30 to 6 p.m.

CMH Columbia Center Chinook Room, 2021 Marine Drive, Astoria

Please contact Lower Columbia Hospice at 503-338-6230 with any questions.

Ostomy Support Group

Contact Lisa Harris, RN, at 503-338-4523.

WomenHeart of North Oregon Coast

► Third Wednesday of the month, 6:30 to 8 p.m.

CMH Columbia Center-Coho Conference Room, 2021 Marine Drive, Astoria

Contact Michele Abrahams at 503-338-8435.

Check out our new calendar online at www.columbiamemorial.org/events.

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www.columbiamemorial.org.



Planetree: A philosophy grounded in kindness

A recent commentary by Planetree President Susan Frampton says it well:

“Indeed, despite all the technical advances of the recent past and the sophisticated care delivery and payment models that have been launched within our industry, for patients and their loved ones, the essence of what makes a health care experience a good one comes down to the quality of human interactions.”

As a Planetree Hospital, we know that our patients want our caregivers to be competent and confident. We also know the value of kindness in each interaction. Each caregiver strives for a helpful, healing environment. Our volunteers serve as both an extension to the care we deliver and a connection to the needs of our community. They offer services that connect directly with

our patients. For example, they serve as front lobby concierge, cancer center advocates, cookie bakers, No One Dies Alone advocates and complementary therapies advocates, and they help with music, art, hospice, storytelling, garden tending, the gift shop and pet therapy. They also provide feedback to improve and expand services by serving on our Patient and Family Advisory Council and our many Planetree Action teams.

While we continue to grow as an organization, offering an expanded array of services, such as our new cancer center, we hope you will consider being part of our community of volunteers who provide much-needed services, ideas and feedback on a regular basis.



For more information, go to our website or call **503-325-4321** for **Laura Lattig, Volunteer Coordinator**, at ext. **4402**, or **Cindy Nemlowill, RN, Patient-Centered Care Supervisor**, at ext. **5532**.

Discover what Planetree means to you: www.columbiamemorial.org/about-planetree.aspx.