



Greater Delta Alliance for Health
Hospitals of Southeast Arkansas

ARKANSAS DELTA HEALTH OUTLOOK

A QUARTERLY NEWSLETTER

VOLUME 2, ISSUE 4

OCTOBER 2016

UNITED IN PINK, WE STAND AND FIGHT

As Breast Cancer Awareness Month has come to a close, the GDAH would like to dedicate this issue to the thousands of Arkansas women, men, family and friends who continue their battle against breast cancer year round. We extend our support to the fighters, a tribute to the survivors and honor to those who have been taken. With one in eight women developing breast cancer in their lifetime, the odds are great that each and every one of us has either known someone or been personally affected by the disease. Despite the alarming statistic, increased and advanced research over the last three decades has had a positive effect on overall survival rates and brings a cure closer each and every day. And there is no greater fighter for the cause - and the cure - than Susan G. Komen®. In 2010, and with the full financial support of the Komen Arkansas Community Grant program, the GDAH became an active participant in the fight against breast cancer with the formation of Access Project Pink (APP). Since its inception the program has provided hundreds of uninsured and underinsured women and men in South-

east Arkansas with free breast healthcare services, including clinical breast exams, screening and diagnostic mammograms, ultrasounds and biopsy assistance. In 2015, with the goal of increasing access to services and expanding education and community outreach, GDAH/APP joined forces with Jefferson Regional Medical Center's breast healthcare program Reach Every Woman (REW). Together they applied for funding and the result was the largest statewide grant awarded by Komen Arkansas that year. The \$159,501 combined the two programs, forming a unified effort to assist with increased utilization of mammography and early breast cancer detection with access to free breast healthcare *tripled* to residents across 24 counties. The newly formed Access Project Pink/Reach Every Woman program flourished, and its success, combined with a new focus on the promotion and mass marketing of breast health education and awareness, landed the program a second Komen grant for \$167,992, allowing it to continue its many free services and outreach programs through 2017. But success in healthcare,

specifically when dealing with cancer, is not simply measured by numbers or statistics or even program outcomes. Without the human touch - the compassion *and* passion of those who work daily to "fight the fight" and help those in need - this extremely personal experience can often be overwhelming. And for those with very limited resources or have little or no knowledge about breast cancer, it can be even more challenging, particularly when it comes to navigating the complexities of the healthcare system. For these reasons and more, the GDAH is fortunate to have a person whose dedication to breast healthcare, combined with a true understanding of the need hundreds of patients have for these vital services, make her the ideal individual to lead the Access Project Pink/Reach Every Woman program. She is Komen Project Director Wendy Talbot. Ms. Talbot works at Jefferson Regional Medical Center as a Patient Satisfaction Specialist and became involved with the hospital's REW program when it began over ten years ago. She was responsible for writing

the last two Komen grants; the first combining the GDAH and JRMC programs, and the second (which, for the second year in a row, was the largest statewide funding awarded by Komen Arkansas) that expanded the program. We asked Wendy to talk to us about her involvement with APP/REW, the Komen organization, and why her work means so much to her.

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**GDAH:** What led you to a career in healthcare and what gives you the most satisfaction in your job?

**Wendy Talbot:**

I have been working in healthcare, specifically JRMC, for 19 years. I happened into my job after reading the want ads in the Pine Bluff Commercial. I applied, back when there were paper applications, and was hired. My dad was a pathologist and my mom was a nurse. I never dreamed that I would work at a hospital, but I have loved every minute! My favorite part of my job is working with these Komen patients. It brings me such joy to be able to tell women (and men!) that we can assist them with services.

**GDAH:** Where does your passion come from?

**WT:** I have always been in-  
(See "United In Pink," page 8)

## ASHLEY ANTHONY ~ REDEFINING DELTA MEMORIAL



Ashley Anthony became Delta Memorial Hospital's new CEO June 1, 2016.

*"I want to improve the quality of the services we offer by insuring that the care we provide is patient-centered and individualized to their specific needs. We also want to provide more education and outreach in the community to help our residents take more responsibility for their health. I want to make a difference in our facility, our community and the Delta region.*

*- Ashley Anthony, CEO  
Delta Memorial Hospital*



**Delta Memorial Hospital**  
811 Highway 65 South  
Dumas, AR 71639  
(870) 382-4303  
[www.deltamem.org](http://www.deltamem.org)

The Greater Delta Alliance for Health is privileged to welcome Ashley Anthony as the new CEO of Delta Memorial Hospital in Dumas. Born and raised in Monticello, and earning her Bachelor of Science in Nursing from University of Arkansas at Monticello, Ms. Anthony is a true Arkansas Delta denizen, making her a perfect fit to work with the GDAH as we continue to pursue our goal of ensuring access to quality healthcare services throughout the Delta.

Ms. Anthony's resume also reflects her shared commitment to quality patient care and services, first working for the Arkansas Foundation for Medical Care as a Quality Specialist with her area of focus in the Delta and with the GDAH to address specific issues faced by healthcare providers working in largely rural areas.

"The Delta has high poverty and low education and is a huge challenge, especially in healthcare," said Anthony. "We also have difficulty with access to services due to our rural environment. The GDAH is a wonderful organization and is working to improve the care of our residents in our communities as well as offer services that may otherwise not be available in the Delta."

Anthony's dedication to expanding best practices in patient care continued when she was hired as Quality Director at Delta Memorial, and now it will be further tested as she takes her up her first position as an administrator in a small rural hospital.

"Another challenge we face [as a small, rural hospital] is the changes in the healthcare delivery system and payment models. Healthcare is moving in a direction that requires small CAHs to comply with the same requirements of bigger facilities, but have less financial resources to achieve these requirements," she stated. Despite these problematic hurdles often faced by CHAs, Anthony is determined to fulfill her goals as CEO.

"My plans include to increase the services available within our community. I also want to improve the quality of services we offer by insuring that the care we provide is patient-centered and individualized to their specific needs."

Of course increased services and quality patient care require both the recruitment and retention of skilled physicians, nurses and other healthcare workers.

"This is another challenge for us," said Anthony, "[but] I think this is another advantage of GDAH. Individually we may be small, but together we form a big network. So I would love to utilize this to help recruit providers within the GDAH area."

Like so many individuals who have chosen healthcare as a career, their calling is often based in a childhood experience. And so it was with Ashley.

"As a small child, my grandmother, whom I was very close to, was in and out of hospitals my whole child-

hood. I was always inquisitive and asked 'why?' I knew then I wanted to have a career in healthcare to make a difference."

As Anthony pursued her education and then her career in nursing, each move always in pursuit of making that difference, she became the mother of two sons, now 13 and 9. She recently remarried and her family has expanded to include a 17-year old stepson and 7-year old stepdaughter. Although being a Mom is priority number one, her work continues to inspire her; both as a caregiver at home, as well as a committed administrator dedicated to improving quality care for all her patients.

Anthony said that over the years her desire to make a difference "has evolved into a different level as I started seeing 'the bigger picture' of things from an administrative view. Now I want to make a difference in our facility, our community and the Delta region."

The GDAH is honored to have Ashley Anthony as the newest member of our Board of Directors. We look forward to her many contributions in pursuit of our shared goals to improve healthcare in the Arkansas Delta.

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*** Please be sure to check out Delta Memorial's fantastic new website @ www.deltamem.org and their new Facebook page: <https://www.facebook.com/deltamemorial/>**

DREW MEMORIAL: A HOSPITAL PAR EXCELLENCE

Drew Memorial Hospital continues to exceed expectations and bring distinction to Arkansas Delta hospitals on a national scale by being recognized with the 2016 Excellence Award for its commitment to improving the patient experience by the National Research Corporation (NRC). As a 2016 award recipient, DMH is among a select group of healthcare innovators leading the way on the path to patient-centered care.

“Our employees earned this recognition for the hospital through their unwavering commitment to quality,” said CEO Scott Barrilleaux. “We’re thrilled to accept this national award because it conveys that dedication. We’re all working to improve the patient experience.” NRC has been at the forefront of patient-centered care for more than 30 years and selects Excellence award recipients based on their achievement within five categories that patients have identified as being most important to the

quality of their care. The award is only bestowed upon those organizations that are ranked by patients as being a top performer. DMH was awarded Excellence in the Most Improved category of small hospitals. From April 2015 to March 2016, DMH and one other hospital showed the highest increase in the percentage of patients rating them a 9 or 10 out of 10.



NRC’s focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, senior housing residents, and other participants. “Implementing improvement processes are difficult and require large amounts of time and resources, so when organizations make the commit-

ment to look past those constraints it really defines who the winners are,” said Helen Hrdy, NRC’s Senior Vice President of Client Service. “We congratulate Drew Memorial Hospital for truly defining patient-centered care.” The GDAH also extends its congratulations to *all* DMH

employees who earned this distinguished award through their hard work and dedication to improving healthcare for patients in their community and the Arkansas Delta. We are genuinely honored to count DMH as a valued member, par excellence! Bravo!



Accepting the 2016 Excellence award for Most Improved Hospital at the 22nd Annual NRC Picker Patient-Centered Symposium in San Diego on August 28 were (L-R), Linda Orrell, RN, Director of Quality; Wade Smith, Chief Operations Officer; Scott Barrilleaux, CEO; VonDa Moore, RN, Chief Nursing Officer and Alison Long, RN, Nurse Manager.



DMH’s received their previously announced Diamond Award (r) for Excellence in Hospital Public Relations and Marketing at the AHA annual conference in Little Rock October 6. Hats off to Ember Davis, Marketing Coordinator, & the DMH team!



A GROUNDBREAKING MOMENT IN HEALTHCARE

The groundbreaking ceremony for Drew Memorial’s multi-million dollar expansion project, which includes a surgery center, outpatient clinic, and labor, delivery and recovery areas, was held on September 7. The large turnout by residents, hospital employees and community and state leaders speaks to DMH’s continued commitment to improving patient care for the 200,000 citizens it serves in

Southeast Arkansas. Here are just a few photos of this truly groundbreaking event, all courtesy of Jeff Newton Photography. Check out additional pics on DMH’s FB page.



GDAH PROGRAMS, NEWS AND UPDATES

As GDAH's HRSA Delta States Rural Development Grant's Healthy Communities Project and its many programs get fully underway, our Delta Cares Counselors (DCCs) are already in full swing; trained and ready to deliver exceptional services to patients and residents throughout our nineteen county service area.

Working in GDAH hospitals, community health centers and rural health clinics, DCCs will provide free enrollment assistance in both Medicare and the Health Insurance Marketplace, as well as prescription assistance and patient navigation. On behalf of all GDAH hospitals, two counselors will teach Diabetes Self-Management Classes utilizing the Diabetes Empowerment Education Program (DEEP) curriculum. As DEEP Coordinator and Trainer, Heather Perry will teach diabetes education classes in multiple counties. She will also be available at Bradley County Medical Center on Mondays and Wednesdays from 8 a.m. to 3 p.m. to provide Medicare enrollment and prescription assistance.

DCC Sheila Briscoe will offer both Medicare and Marketplace insurance enrollment and prescription assistance at Delta Memorial Hospital every Monday, Tuesday and Friday from 9 a.m. to 3 p.m. Briscoe's schedule also includes Arkansas County and surrounding areas. She will be working out of Baptist Health-Stuttgart every Wednesday, providing prescription assis-

tance from 9 a.m. to 3 p.m. to patients and residents. She will also provide services at Dallas County Medical Center in Fordyce (schedule TBA).

Ashley County and surrounding service areas will be covered by DCC Janet Pack.

From Monday to Friday, 8 a.m. to 5 p.m., Pack will be available at Ashley County Medical Center with Marketplace, Medicare and prescription assistance enrollment. As GDAH's second DEEP Educator, Janet will also teach

diabetes classes in numerous counties. DCC Vermar King will be handling Bradley, Chicot, Desha, and Drew counties. For insurance enrollment, Vermar will be traveling between Bradley County Medical Center and Chicot Memorial every other Thursday and available from 9 a.m. to 4 p.m. For both insurance and prescription assistance, King will be at Desha County Health Unit every Friday, 8 a.m. to 3 p.m., and Drew Memorial Hospital in Monticello on Mondays and Wednesdays, also from 8 a.m. to 3 p.m.

Additional Delta Cares services include HIV screening events, supervised by Shalunda Jones, and Access Project Pink/Reach Every Woman, providing free breast healthcare. Funded by a grant

from Susan G. Komen-Arkansas Affiliate, services include clinical breast exams, screening and diagnostic mammograms and more. This project is under the leadership of Jefferson Regional Medical Center's Wendy Talbot (see page 1).

A new program being funded by the Delta States grant is "Cooking Matters." It is designed to specifically address two critical health issues that are widespread across the Arkansas Delta: obesity and diabetes. Designed to em-

power families with the skills to shop smarter, use nutrition information to make healthier choices and cook delicious, affordable meals at home, Cook-

ing Matters classes will be provided in Chicot, Desha, Lee, Monroe Phillips and St. Francis counties. Delta States Project Director Lynn Hawkins will oversee this program. Additional details will be announced in our next newsletter.

The Delta States grant will also go toward funding DEEP certification. GDAH staff will provide training to hospitals and their clinic staff to become certified DEEP instructors. In turn, they will be able to offer free diabetes education classes in their communities with all supply costs covered by the GDAH, as well as assistance with publicizing the

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To make an appointment or for more information call...
SHEILA BRISCOE, CAC, DCC
(870) 377-7578

Delta Cares is sponsored by the
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To print and post your hospital's DCC Services Flyer, visit our website and click on the "Contact Us" tab. It's a great way to inform your patients of the free services available to them!

classes through press releases to various media outlets.

Delta Cares programs, plus our Community Health Initiatives and Health Education for Local Providers (HELP) programs, a full service location map, contact lists and GDAH membership services can be found in our new *Programs and Health Services Guide*. It will be distributed to all GDAH hospitals in November. It can also be downloaded from our website: www.gdaharkansas.com. We look forward to providing these comprehensive and free services to your hospital staff, patients and residents throughout your communities. Call our toll free number, 855-390-9195, for additional information.

***** NOTICE *****

Please advise your patients to contact a DCC BEFORE making ANY changes to their Medicare plan or to call the Medicare HELPLINE at 1-800-633-4227.

LYNN HAWKINS NAMED PROJECT DIRECTOR

In more HRSA Delta States news, Lynn Hawkins has joined GDAH full time as Project Director in charge of implementing the Healthy Communities Initiative (HCI). She served previously as Outreach Coordinator for both GDAH and Community Health Centers of AR, Inc.

After earning her Bachelor degree in Psychology from UA-Little Rock in 1994, Hawkins began working in the mental health field and eventually moved into the community health center arena. Lynn brings 20 years of experience to her new position, including 17 years working with non-profit agencies that provide direct services to rural Arkansans. Now she will oversee HCI, created to provide funds to assist hospitals, rural clinics and community health centers with compliance, skills training, continuing education, and certification requirements for their employees. HCI will also extend funds to increase the number of accredited diabetes educators

and assist with diabetes site accreditation and, in partnership with the Arkansas Coalition for Obesity Prevention, provide assistance in funding sub-grants to communities that meet ArCOP's Healthy Initiatives criteria. The latter two agendas are designed to tackle diabetes and obesity, both widespread health issues in the Arkansas Delta.

"In the 2016 Arkansas County Health Rankings summary, the majority of the worst-ranked counties in health performance were identified in the Arkansas Delta region," Hawkins said. "Through the implementation of the HCI programs, GDAH will provide an avenue to address issues surrounding these poor health outcomes with the goal of improved healthcare in the [19-county] service area." Ms. Hawkins was born and raised in a small, rural community. She said as a child she always had a desire to help others. Many years later that desire would lead to a career focused on promoting health-

care access to rural Arkansans. When she learned the small hospital where she was born had been shut down (along with many others across eastern Arkansas), she not only understood the difficulty of those losses to residents, but how she could meet the challenges of making successful changes for the future.

"I have seen our Arkansas Delta counties lose many of its valuable resources in the healthcare area. [But] my heart is full when I am able to work with organizations in implementing programs that will assist their staff or patients in achieving a better quality of life."

With regard to her new position as project director and her goals for HCI she said, "GDAH has recognized the need for organizations to work together in identifying and securing much needed resources for Arkansas Delta residents. With GDAH's innovative approach and their commitment to improve those resources, I believe the impact we can make

has endless possibilities. I love Arkansas, and especially the Delta, and plan to be a driving force in ensuring the Arkansas Delta region reaps every benefit of the Healthy Communities programs in our goal of achieving a healthier Delta!"

Congratulations, Lynn—we know you can, and *will*, do just that!

If you would like to contact Lynn about any and all information on the Delta States Project, she can be reached at 501-588-3938 or dlchawkins@gmail.com.



Lynn Hawkins will head up the HRSA Delta States Rural Development Grant's Healthy Communities Initiative as Project Director through 2019.

A FOND FAREWELL...AND MANY THANKS

It is with a touch of sadness that we bid farewell to Rex Jones, Bradley County Medical Center CEO and GDAH's Chairman of the Board. Mr. Jones has led BCMC since 2013, where he not only reduced the hospital's losses by over \$2 million and turned a profit in 2016, but also created an atmosphere of open communication with the staff and was involved in all BCMC community programs.

In an interview with the *Outlook* in January, Jones said, "I have

always been committed to community health and wellness. It's important to never lose focus on the mission of providing care to all members of the community."

Mr. Jones was the recent recipient of the Hospital Administrator of the Year for hospitals under 100 beds by the Arkansas Hospital Auxiliary Association. He will take over as CEO of Magnolia Regional Medical Center in December.

On behalf of all GDAH staff,

executive director Mellie Bridewell said, "Rex has been such an asset to the GDAH and provided us with the leadership over the past year that has allowed this organization to move forward. His strong leadership (and sense of humor) will be missed by all of us. We wish Rex nothing but the best of luck at his new hospital and are keeping our fingers crossed that we might be able to continue to work with him in the future."

Many thanks, Mr. Jones!



We wish Rex Jones, GDAH Chairman and BCMC CEO, great success in his new position as CEO of Magnolia Regional Medical Center.

We will miss you, sir!

ACMC BRINGS IT HOME AGAIN!

We love it when one of our member hospitals knocks it out of the park, and Ashley County Medical Center went and did it again! AND again! First, the hospital received an Excellence in Patient Care award from Studer Group, an outcomes-based healthcare performance improvement firm. ACMC was recognized for exemplary results related to communication with nurses as measured by the HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) survey. ACMC received this award by achieving a ranking at or above the 90th percentile for patients discharged in

2015 as measured by the survey that is required by the Centers for Medicare and Medicaid Services. The award was presented at the annual What's Right in Health Care® (WRHC) conference in Chicago, and once again, ACMC brought excellence back home to Arkansas!



And then there's the FAZZI!



Based on overall patient satisfaction results for 2015, ACMC Family Home Health was named a national best practice agency and presented with the Patient Satisfaction Award of Distinction by Fazzi Associates. This honor is bestowed on those that are proven leaders, have demonstrated superior performances, and have excelled in one of the most important measures of an agency's quality program-patient experience: the "Overall Satisfaction and Likelihood of Recommending" survey conducted by the Home Health Consumer Assessment of Healthcare Providers and Systems. Out

of almost 900 agencies, ACMC Family Home Health placed in the top 25% of Fazzi's National Patient Satisfaction database. "We are honored to receive the award for Top 25% Fazzi Patient Satisfaction. Providing quality care and customer satisfaction is a top priority of our agency," said Tammy Carter, Director of ACMC Family Home Health. "We have dedicated employees that bring many years of experience to our agency and are committed to providing exceptional care." So once again: Congratulations ACMC!

LIEUTENANT GOVERNOR TIM GRIFFIN VISITED ACMC SEPTEMBER 29, MEETING STAFF AND TOURING THE HOSPITAL



Lt. Governor Griffin meets David Carrouth, MD, Internal Medicine (above).



Lab Manager Brenda Perritt (above) explains some of the finer points of analyzing test results to Griffin, while CEO Phil Gilmore (left) walks the Lt. Governor through one of the X-ray suites in the hospital's newly-renovated Radiology Department.





Above: Students from Crossett and Hamburg High Schools pose with ACMC's Dr. Skip MacDonald (top center) after successfully completing the first Train the Trainers program sponsored by ACMC. All 14 students passed a demanding exam after completing the course.

TWO NEW PROGRAMS LAUNCHED AT ACMC

Ashley County Medical Center has initiated two new programs aimed at middle and high school students. The inaugural "Train the Trainers" course, hosted by Orthopedic Surgeon Dr. Skip MacDonald, brought together 14 students from Crossett and Hamburg High Schools for a four-session course teaching athletic training skills. Students learned the basics of athletic injuries and how to recognize them, including skin infections, ligament and heat injuries and concussions. Since neither school has certified athletic trainers, MacDonald says both schools have a need for the student trainers, adding that they will help take a burden off coaches.

Hamburg High sophomore Tyler Hickman said he knew right away he was interested in taking the trainer course. "I want to be a physical therapist and like helping others. And as an injured athlete, I want to be able to help my brothers on Friday nights." Felicity Fisher, a sophomore at Crossett High, had similar reasons to participate. "I want to pursue a career in physical therapy, so doing this program is extra practice for me to accomplish my goals." Dr. MacDonald said both schools have taken the program seriously and see the need it will fill for their student athletes. He added that he was impressed with the comradery of the schools by accepting the student trainers on the sidelines and in the field house.

All 14 students passed a very demanding exam after completing the course. "I really enjoyed working with these exceptional students," stated Dr. MacDonald. "They were enthusiastic and grasped some rather advanced medical concepts. I am excited to watch this program mature. It is a cynosure of the results that can be realized when segments of the community join together to solve an apparently unsolvable problem." Train the Trainers courses will be held annually at ACMC.

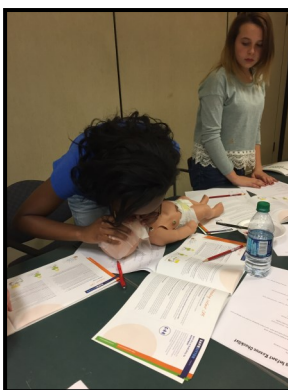
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Out of tragedy, life-saving ideas are often born. So it was in 1980 when, after the accidental death of a nurse's young child while in the care of an adult babysitter, Indianapolis pediatrician Patricia Keener recognized the vulnerability of young children under the care of unprepared sitters and decided to increase the availability of safe and nurturing caregivers. Thus the Safe Sitter program was born. Thirty-six years later there are over 850 registered Safe Sitter Teaching Sites, and ACMC is the latest to join this national, non-profit organization devoted to building safer communities for all. This month the hospital held its first two-day Safe Sitter course led by Nurse Education Manager Shawna Hawkins and Laurie Kilcrease, Labor and Delivery Manager. Twelve students from grades six through eight (pictured right) were trained in Safety Skills, Child Care Skills, First Aid & Rescue,

CPR and Life & Business Skills. Safety Skills teach students how to practice good safety habits, whether its indoor, outdoor, online, or personal. One skill instructs the children under their care to always give their parents the "High 5" when they leave home. This means the who, what, when they will return and how they are getting to and from their destination. Child Care Skills divide children into four age groups and look at behavioral management rules and tips. First Aid & Rescue Skills involve injury management, preventing injuries, allergies, and who should handle any injury based on its seriousness. CPR teaches students how to handle a child when choking and basic CPR. It is important to note that although a student may have completed the course, it is always up to the parent's discretion to determine if that sitter is ready to care for their children alone. But the skills learned are truly invaluable. According to Safe Sitter, there have been over 200 documented cases of graduates using the skills they were taught to prevent tragedies and save lives. And *that* deserves a big High 5! Congratulations to all the new graduates and to ACMC for bringing these two important teaching programs to the community!



Shawna Hawkins, Nurse Education Manager (above left) & Laurie Kilcrease, Labor & Delivery Manager, show off their special delivery of two infant CPR manikins used in the Safe Sitter classes. The class teaches young adolescents how to be safe and nurturing caregivers.



Using the baby manikin, a student learns how to perform CPR on an infant during the Safe Sitter Class held October 24 and 25 at ACMC. CPR is one of five sets of life-saving skills taught during the two-day course.



**UNITED IN PINK...** (Continued from Page 1)

terested in breast health because I have a family history of breast cancer. My grandmother and aunt were both diagnosed with breast cancer. When my aunt was diagnosed in the 90's, you didn't talk about breast cancer. It is amazing to see the progress that organizations such as the Susan G. Komen foundation have made in terms of education and making breast health something that is "ok" to talk about.

**GDAH:** What is your experience working with Komen-Arkansas and its importance to the APP/REW program?

**WT:** I am amazed at the work Komen is doing all over the nation. It is a fabulous organization to work with and they have always supported the GDAH's and JRMC's efforts to support breast health. I love getting to see the Komen dollars at work in our backyards. Of the funds raised through events like Race for the Cure and Runway for a Cause, 25% go to Komen National to support research to find that cure we so desperately need. However, 75% of the funds stay right here in Arkansas, and that is how our grants are funded.

**GDAH:** How do you feel APP/REW has changed the landscape of breast healthcare and prevention, specifically for women who are living in rural areas, often impoverished and generally uninformed on breast healthcare?

**WT:** I get to see women helped every single day through our Komen program. We have assisted women for many years now through screening, diagnostics and education. Since our

service area is very rural, it has proved to be very difficult to reach many of these women. This year we sent out 8,000 direct mail postcards about our services to women across South Arkansas. I have been amazed at the calls I have received from women who have difficulty navigating the healthcare system and just need questions answered because they do not understand what they need to do to even get a mammogram.

Through this program, I have seen women finally able to get



that first mammogram after we have eliminated that financial barrier and attempted to alleviate a little of the fear that comes with the mammogram process.

**GDAH:** Lastly, would you please tell us about some of the memorable moments you have shared with the women who have benefited from the program?

**WT:** I have met some great women throughout the years. My favorite story may be when I received a roll of life savers in the mail from a patient, telling me I was her life saver. Now that makes you feel as if you are making a difference. Many patients have shed tears with me as they are told that we will assist with these

services. I have one young woman that I helped years ago. We became friends through the process, and I ran into her a few weeks ago and she is still cancer free. It is wonderful to see people through from start to finish!

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In 2015, APP/REW provided a record total of 563 free clinical breast exams, screening and diagnostic mammograms, ultrasounds and biopsies to over 450 women in Southeast and Central Arkansas.

Those numbers are expected to increase in 2016-2017 with the expanded education and outreach programs.

These include posters available for all exam rooms at GDAH and other participating hospitals and clinics as a reminder to healthcare professionals and their patients about services available, program brochures, information cards and other educational materials, as well as a toll-free number (855-390-9195) for assisting patients with navigation for all screening services.

For more information on APP/REW, Wendy can be contacted directly at 870-541-7661 or emailed at talbotw@jrmc.org.

In closing, we would like to thank Wendy for her outstanding work, plus *all* of the healthcare providers across our network who continue to stand united in pink and "fight the fight!" We salute you, your dedication and your continued exemplary work.



How Access Project Pink / Reach Every Woman works...

1) The patient or their physician calls the project director or our toll-free number to access the program.

2) After checking to see if the patient qualifies for the program and their healthcare provider has submitted orders, the project director will forward the patient's information to the hospital of their choice within our service area.

3) The patient will receive either a phone call or letter from the hospital to set up their appointment.

4) The patients arrives at the appointed time and is examined. The results will be sent to the patient by their physician or healthcare provider.

It's that easy!!!

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**APP/REW**

*Service Locations*

- \* Ashley County Medical Center, Crossett
- \* Baptist Health - Stuttgart
- \* Bradley County Medical Center, Warren
- \* Chicot Memorial Medical Center, Lake Village
- \* Delta Memorial Hospital, Dumas
- \* Drew Memorial Hospital, Monticello
- \* Jefferson Regional Medical Center, Pine Bluff
- \* Helena Regional Medical Center, Helena
- \* Medical Center of South Arkansas, El Dorado



## CONGRATULATIONS TO...

...Bradley County Medical Center's CNO **Tiffany Holland** who earned the designation of Certified Nurse Manager and Leader (CNML). The CNML is a national credential from the American Organization of Nurse Executives and the American Association of Critical Care Nurses that distinguishes an individual as being among the elite in a critical role of nurse manager. To earn the CNML, an individual must satisfy eligibility requirements that incorporate a blend of work experience and education, agree to adhere to *Professional Standards of Conduct*, and pass the CNML examination. Tiffany (pictured below) was also elected to the Board of Directors for the newly formed Arkansas Center for Nursing, Inc., (ArONE) whose primary goal is to provide a network to advance the development of nursing administration in healthcare institutions.



Additionally, **Louise Hickman**, CNO at JRMC, was elected President of ArONE. That makes *two* GDAH-member hospital CNO's on ArONE's board, and we are so proud of Ms. Holland and Hickman's many accomplishments! Brava!



Louise Hickman, CNO,  
Jefferson Regional MC

...**Leeanna Williams**, also at BCMC, who has met the rigorous qualifications for breast ultrasound certification by the premier credential organization for sonography professions, the American Registry for Diagnostic Medical Sonography® (ARDMS). Achievement



of this certification acknowledges Williams's (pictured above) personal achievement of a highly recognized professional standard of excellence along with communicating her commitment to patient care and safety. ARDMS certifications represent the highest level of proficiency in the medical imaging modality of sonography (ultrasound) testing.

...**BCMC's Home Health Service** that, for the second year in a row, was in the Top 25% of Fazzi's National Pa-

tient Satisfaction Database, making them a leader that has excelled in one of the most important measures of an agency's quality program—patient satisfaction!

...JRMC's Health Educator **Lisa Duke**, MPH, MCHES,



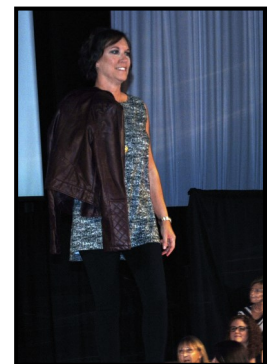
(above), who now has more letters to add to her name. Lisa is now a Certified Diabetes Educator (CDE), having passed the national Certification Examination for Diabetes Educators. The CDE is a practice-based certification which provides a higher level of training for those already specializing in diabetes care. A lengthy and difficult certification, we join JRMC in saluting Lisa for her hard work and this notable accomplishment.

...JRMC's newest medial staff members. They include Gastroenterologist **Cyrus Tamboli, M.D.**, a graduate of University of Alberta, Edmonton, Canada. He also holds a Master's Degree in Clinical Investigation and has been extensively involved in research, as well as lecturing and giving presentations on GI issues across the U.S. and Canada.



...Obstetrician/Gynecologist **Tochi Keeton, M.D.** who received her medical degree and completed an OB/GYN residency at the University of Texas Medical Branch in Galveston. She joins Dr. Reid Pierce at JRMC's OB/GYN Associates of South Arkansas with a special interest in family planning and infertility.

...**Kenneth Dill, M.D.**, Family Practice Physician, who is now seeing patients at JRMC's new clinic, Family Health Associates of Southeast Arkansas. With a medical degree and residencies in family medicine and pediatrics from UAMS-Little Rock, Dr. Dill is board certified by the American Board of Family Medicine.



...**Gigi Flory**, JRMC Nursing Recruiter and breast cancer survivor, who walked the 2016 Runway for the Cure in Little Rock with beauty, grace and heads-up, shoulders-back, knock-out courage. Go Gigi!

**Greater Delta Alliance for Health, Inc.**

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**Greater Delta Alliance for Health**  
*Hospitals of Southeast Arkansas*



***“Working together to ensure access to quality healthcare services and to promote healthy lifestyles throughout Southeast Arkansas and the Arkansas Delta Region.”***



**OUR COMMITMENT**

The Greater Delta Alliance for Health partners will continue to meet the growing need for localized health resources in the region. The GDAH will utilize its unique partnership to gain access to new healthcare resources and points of services for the community by providing more services, employment, education opportunities and a better healthcare system in the Arkansas Delta.

**THANKS TO OUR CONTRIBUTORS**

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