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**JONES REGIONAL
MEDICAL CENTER**
IOWA HEALTH SYSTEM

You're Family Here!

Practice, practice, practice!

The whole purpose of disaster planning is to practice. On Thursday, September 23, people from across Jones county, including JRMCC healthcare professionals, law enforcement, public health, disaster preparedness and volunteers, came together to help create an actual scenario that required many different forms of responses. The situation ended up at the hospital, which happens most of the time in real life situations. The scenario included a multi-vehicle accident, drug manufacturing equipment, a terrorist invasion, and injured children with parents critically injured. Although the scene was chaotic, that is exactly what the intent was.

John Klein, one of the Jones County law enforcement officials, said during the debriefing afterwards that, "We want you to be stressed to the max, that way, when a real event happens; you are able to handle it, because you've been pushed to the limit during the drills."



Evaluators of the recent Jones County disaster drill, Anne Strellner and Terry Davis, meet with JRMCC's Deb Byers to discuss the disaster plan at JRMCC.

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JRMCC's CEO invited to Obama's Forum

Eric Briesemeister, CEO of Jones Regional Medical Center, participated in President Obama's Rural Economic Forum on Tuesday, August 16 in Peosta. He was one of only two rural hospital CEOs in Iowa invited to participate in the forum. In addition to hearing the president speak at the opening and closing sessions, he was involved in one of five breakout groups that discussed "job creation, investment and how to revitalize rural America".

The general discussion focused on access to quality healthcare, quality education and the build out of infrastructure. Briesemeister indicated that most participants believe that quality healthcare is crucial to rural growth. "If you're sick, you need a physician, however, healthcare needs to also start to encompass keeping people healthy so they don't need to go to the doctor." Regarding quality education, he goes on to say that the consensus was that rural areas need a highly

trained, skilled workforce to be competitive. And when discussing the build out of infrastructure, it was noted that rural areas need transportation, housing, and broadband to stay viable and become international competitors.

Specific healthcare discussions were the success of the critical access program which provides rural Americans access to quality healthcare; difficulties of recruiting physicians to rural areas; continued financial support needed for rural healthcare and the increasing need to provide and fund mental health services.

Briesemeister said, "It was an honor to be selected to represent rural hospitals throughout Iowa. My selection was based on the success of JRMCC and I want to thank all the physicians, nurses, and staff that have made that success possible. ❖"

Teamwork...Crucial to effective healthcare!



Eric Briesemeister, CEO

Teamwork...easy to say but tough to execute. Teamwork is critical in healthcare. There are lots of components involved in all the different aspects of healthcare and if those pieces don't work well together then the care of the patient suffers. Many places say they act like a team, but when you pull back the façade and look at the organization—it's often obvious that very few parts of the organization act like a team.

At JRMC, I'd like to think we act like a team and take care of each other and our patients in an exceptional manner, but who really knows? How can we really tell if we have a team environment that is supportive of our patients and each other? Well, I believe that the one true way to tell whether or not an organization is a team is stress. When stressed, people tend to act in ways that are most natural to them. On July 22, JRMC was stressed and showed how a great team responds in ways that other organizations can't.

That evening was the same night that Lady Antebellum was playing at the Great Jones County Fair and Food Fest. It was a typical late July Iowa day with plenty of heat and humidity. Then, severe thunderstorms broke out. TJ Griebat, RN, ER Nurse Manager, was at the concert when the rain started. She said "You couldn't even see ten feet in front of you".

People started to run toward their cars and fell, needing assistance. A large tree fell on a van full of people. Ambulances from the Monticello service took patients to JRMC for treatment.

Nine patients showed up at JRMC almost simultaneously and two were critically injured. How did JRMC staff respond? Additional staff came in (without even being called), a physician from the Anamosa Family Practice came in to treat patients, and medical records staff answered phones so registration could get their job done. Everyone pitched in to treat patients and take care of families. Cathy Ross-Garron, RN, a former flight nurse from St Luke's, happened to be working in our ER that night and she says it best, "The entire patient care team from registration to respiratory therapy worked with the nursing/EMS staff to provide not only the physical care, but also the emotional support for the impacted families."

Teamwork. Easy to say, difficult to execute. I'd say that JRMC has more than passed the stress test—much to the benefit of our patients. ♦

Eric Briesemeister
CEO



Jones Regional Medical Center Auxiliary— Lori Shelton, President

The Jones Regional Medical Center Auxiliary was elated to receive a very generous donation in memory of Anne Wegman, from her daughter Angie Baker. Anne was one of the founding members of the auxiliary as well as an active lifetime member when she passed in the fall of 2010.

The volunteer and auxiliary's October meeting was held at Camp Courageous and was very nice! We have several new members who have joined the Auxiliary and we welcome them to the group.

Thanks to all who purchased books and greeting cards at the October 21 book fair, which was held in the JRMC cafeteria.

We hope that you are able to join us on Friday, November 18 for the Annual Chicken Noodle Luncheon at the Lawrence Community Center in Anamosa. We will be serving from 11 – 1:30 p.m. Cost is \$7 per person and \$7.25 for carryouts.

Have a wonderful fall! ❖

Lori Shelton, President

Auxiliary Notecards: A 'beautiful' new fundraiser

The Jones Regional Medical Center Auxiliary is excited to sell notecards with area photos as a new fundraiser, featuring 20 different photos of the Jones County area.

You will be able to purchase sets of four cards (\$5 each set) depicting

- Bridges
- Rural scenery
- Community signs
- Winter scenes
- Summer beauty

Perhaps it will inspire you to discover places like Whitewater Canyon, the Jungle Road, or the Wapsi Stone Bridge. Card sets will be offered at various holiday festivals and the JRMC registration desk in the front lobby during the holiday season for \$5.00.

All proceeds benefit the JRMC Auxiliary, which in turn supports Jones Regional Medical Center. This fundraiser will take the place of the annual pecan fundraiser.



Membership Application

Jones Regional Medical Center Auxiliary

1795 Hwy. 64 East
Anamosa, IA 52205

Name _____

Address _____

Phone _____

Please enclose \$5 for a one-year membership or \$100 for a lifetime membership. Clip and mail this form to the address above.



Practice *continued from page 1*

“Jones County Public Health, along with Brenda Leonard, with Jones County Emergency Management Association and JRMC’s Deb Byers have been meeting monthly as a group to work together to coordinate tasks if a public health disaster should arise. Public Health continues to work with the state to develop policies to address any needs that are identified in each counties disaster preparedness manual. All entities work well together and will continue to do so and would like to add additional stake holders to their meetings to identify other areas that can be approved upon,” adds Teri Keleher RN HCA Supervisor, Public Health Nurse.

“It is so important to practice during drills, although you can’t anticipate everything that may happen, by practicing, you can certainly have plans in place and actions to take, in the event of a real situation,” says Deb Byers, Jones Regional Medical Center Education Coordinator.

Jones Regional Medical Center is required to do one full scale drill per year and one scaled down or table top drill which works on certain components of the drill, such as staff shortage or weather. The specific areas worked on come from an assessment of previous drills.

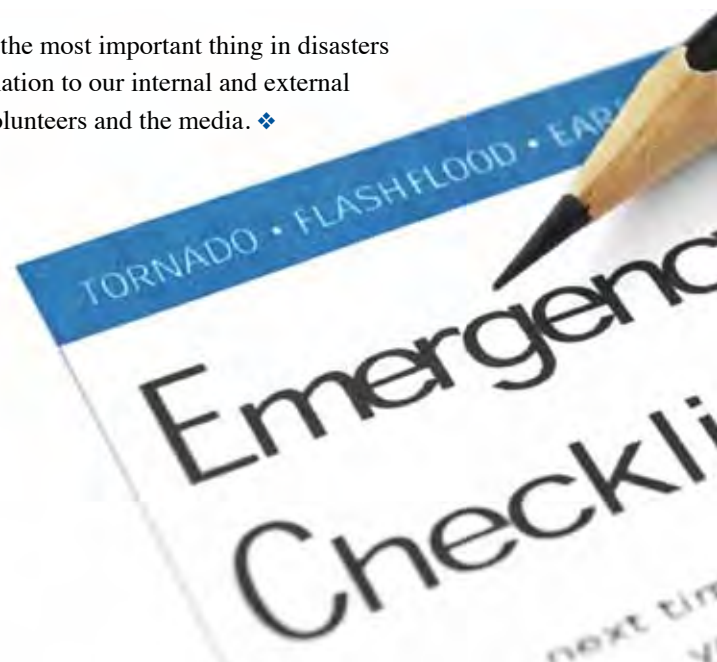
Professional evaluators come to observe and critique the drills; present in September were Terry Davis, Region Six (includes 14 counties and 22 hospitals in East Central Iowa) Healthcare Planner and Anne Strellner, Safety Officer from St. Luke’s hospital and former chair of the Region Six Steering Committee. Strellner says, “If you don’t practice it before it actually happens, you really don’t know how you want things to work. You play like you practice, if you don’t practice, you are not going to play well.”

Strellner also commented that in reading about the actual disaster that happened this past year in Joplin, Missouri, their comment was that “they recommended practicing disasters and that they were very thankful they had practiced and their staff was more comfortable knowing what they had to do,” which really solidifies the reasoning for doing the drills.

Strellner was involved in the 2008 flood in Cedar Rapids as well as the day to day traumas that happen all of the time at the hospital; and says that we deal with disasters every day, just the level of response needed varies. She adds that recognizing when it goes beyond the scope of what we can do and when and where to get others involved is one of the key elements.

Both Strellner and Davis agree that probably the most important thing in disasters is how we coordinate and disseminate information to our internal and external audiences, our co-workers, front line staff, volunteers and the media. ❖

“It is so important to practice during drills, although you can’t anticipate everything that may happen, by practicing, you can certainly have plans in place and actions to take, in the event of a real situation.”



We're Baking Cookies!

Who doesn't like warm chocolate chip cookies?

Did you know that healing is often triggered by the sense of smell? We're taking this seriously while putting smiles on the faces of patients and visitors at Jones Regional Medical Center.

If you happen to be at Jones Regional on a Wednesday afternoon, you may experience the wonderful smell of freshly baked chocolate chip cookies. Volunteers bake cookies near the inpatient area so that the aroma can filter down the halls and rooms. These warm snacks are offered to patients, families and friends visiting and generally anyone who happens to be in the lobby at that time. It is one more way Jones Regional Medical Center can make your visit a little more enjoyable. ❖



Volunteers Dee Ihlenfeldt and Joyce Robison are distributing fresh baked cookies to patients and families.



Loretta Meyer, JRMC volunteer and Deolinda Wagner, Medical Records Clerk are shown celebrating Loretta's recent volunteer award.

JRMC Volunteer of the Year—Loretta Meyer

Loretta Meyer, a Jones Regional Medical Center volunteer, was recently honored by the Iowa Hospital Association Volunteer program and given a “Shining Star Award” for contributing more than 300 hours of volunteer service in 2010 to the JRMC Health Information Management department. “Her dedication and initiative are invaluable to our department.” says Deolinda Wagner, Medical Records Clerk.

Volunteers assist in many areas at Jones Regional Medical Center. If you would like to volunteer your time and talents please call Sheila Tjaden at 319-481-6118 or Cali Beals at 319-481-6326. ❖

Gifts Made to the Jones Regional Medical Center Foundation: June 15, 2011 – October 7, 2011

Marilyn Albaugh <i>In Memory of Willis Fairbanks</i> Anamosa High School Class of 1970 <i>In Memory of Mike Randolph and David Walker</i>	Gary Edwards <i>In Memory of Donna Edwards</i> Dean & Celena Edwards <i>In Memory of Rick Meeks and Jim Miller</i>	LaDean Osterkamp <i>In Memory of Connie Engelbart, William Wessels, Jim Lindsey & Keith Hanna</i>
Dale Atwood <i>In Memory of Mike Randolph</i> Dr. John & Rosemary Bailey <i>In Memory of Mike Randolph and Donna Edwards</i>	Kay English <i>In Memory of Donna Edwards</i> Thomas Ewald <i>In Memory of Mike Randolph</i>	Mr. & Mrs. Terry Osterkamp <i>In Memory of Mike Randolph</i> Betty Paschall <i>In Memory of Mike Randolph</i>
Charlie & Pat Becker <i>In Memory of Donna Edwards</i> Janet & Tom Beckman <i>In Memory of Donna Edwards and Keith Hanna</i>	Charles & Carol Fairbanks <i>In Memory of Keith Hanna</i> The Family of Willis and Francis Fairbanks <i>In Memory of Willis Fairbanks</i>	Charles Porter <i>In Memory of Mike Randolph</i> Joyce Poulter <i>In Memory of Mike Randolph</i>
Irene Behrends <i>In Memory of Donna Edwards</i> Russell Behrends <i>In Memory of Mike Randolph</i>	Jane & Varlyn Fink <i>In Memory of Boyd Chatterton, Paul Waggoner & Mike Randolph</i> William Fliehler <i>In Memory of Mike Randolph</i>	Lisa Randolph <i>In Memory of Mike Randolph</i> Bill & Joanne Recker <i>In Memory of John Kirby</i>
Hank & Karen Biere <i>In Memory of Mike Randolph</i> Doug & Kristy Black Kimberly & Loren Boyd <i>In Memory of Mike Randolph and Merlin Husmann</i>	Bob & Charlene George <i>In Memory of Mike Randolph & Willis Fairbanks</i> Virginia Glick <i>In Memory of Donna Edwards</i>	David M. and Betsy Remley <i>In Memory of Mike Randolph</i> J. Allen & Barbara Rush <i>In Memory of Mike Randolph</i>
Eugene Bray <i>In Memory of Bob Hale</i> Pat Brown <i>In Memory of Keith Hanna</i>	Vic & Mary Jo Hamre <i>In Memory of Mike Randolph</i> Nedra Hanken <i>In Memory of Donna Edwards</i>	Alan & Marlene Serbousek <i>In Memory of Eric Brickley, Mike Randolph & Irene Bennechek</i> Herb & Marjorie Spencer <i>In Memory of Donna Edwards</i>
Eleanor Claus <i>In Memory of Mike Randolph</i> Dale & Donna Condry <i>In Memory of Donna Edwards</i>	Ray Heeren Dee Ihlenfeldt <i>In Memory of Donna Edwards</i> Marvin Jansen <i>In Memory of Eric Brickley</i>	Dan & Diana Stadtmueller <i>In Memory of Donna Edwards</i> Don & Janet Stickle <i>In Memory of Donna Edwards</i>
James and Eunice Conley <i>In Memory of Don Bliss & Willis Fairbanks</i> Loretta Costello <i>In Memory of Donna Edwards</i>	Christine Jenson <i>In Memory of Gerald Dirks, Lyle Behrends & Millie Gerdes</i> Randy and Sheri Jones <i>In Memory of Rick Meeks & Mike Randolph</i>	Don & Carol Stiffler <i>In Memory of Donna Edwards</i> Dorothy Stutt <i>In Memory of Eric Brickley</i>
Raymond & Mary Ann Cox <i>In Honor of Bob & Charlene George's 60th wedding anniversary and Bob & Bonnie Walderbach's 50th wedding anniversary</i>	Ted and Karla Koehler <i>In Memory of Donna Edwards</i> Virginia Kouba <i>In Memory of Mike Randolph</i>	Dean & Dianne Taylor <i>In Memory of Donna Edwards</i> Sheila & Jim Tjaden family <i>In Memory of Donna Edwards, Keith Hanna, Phil Gerdes & Millie Gerdes</i>
Brian & Jill Darrow <i>In Memory of Donna Edwards, Mike Randolph & Willis Fairbanks</i> Constance J. & Gerald J. Davis <i>In Memory of Mike Randolph</i>	Diane Krumm <i>In Memory of Keith Hanna & Mike Randolph</i> Ed & Patricia Lubben <i>In Memory of Donna Edwards</i>	Randy & Debra Toenjes <i>In Honor of Bob and Charlene George's 60th wedding anniversary</i> <i>In Memory of Scott Dierks</i>
Frank & Joyce Deutmeyer <i>In Memory of Mike Randolph</i> Clarence Doll <i>In Memory of Phillip King, Ruth Jansen, Boyd Chatterton & Paul Waggoner</i>	Robert and Janice McArthur <i>In Memory of Donna Edwards</i> Jeff and Sharon Minger <i>In Memory of Mike Randolph</i>	Donald & Shirley Turecek <i>In Memory of Donna Edwards</i> Tim & Nancy Watters <i>In Memory of Art Marek, Vianna Hansen, Willis Fairbanks & Jim Miller</i>
Dorothy Downing Jensen & Reynolds Jensen <i>In Memory of Donna Edwards, Keith Hanna, Sid Blair, Mike Randolph, Veris Beardsley, Jim Miller, Rick Meeks, Jouseph Soukup</i>	Jerry & Ann Mohr <i>In Memory of Donna Edwards</i> John & LaVonne Moyer <i>In Memory of Donna Edwards</i> Clarice Norton <i>In Memory of William Heye Wessels</i>	Arlie & Jay Willems <i>In Memory of Mike Randolph</i> Norman & Donna Wilslef <i>In Memory of Dorothy Thompson</i> Penny Woodard <i>In Memory of Keith Hanna</i>

JRMC Emergency Department – 5th busiest in the state!

According to the Iowa Hospital Association, Jones Regional Medical Center's Emergency Department was the 5th busiest of critical access hospitals in Iowa during 2010. Nearly 7,500 patients were seen last year in the JRMC Emergency Department, which is double from just six years ago.

JRMC opened the doors to a new state-of-the-art hospital in October of 2009 at the junction of Highway 64 and 151 in Anamosa. Eric Briesemeister, CEO at Jones Regional says, "More patients and families are choosing to utilize JRMC as their local healthcare provider. Along with growth in our traditional service area, we're seeing more patients from Dubuque, Linn, and Cedar counties who really appreciate our high quality medical staff, low wait times, and modern facility."

The JRMC Emergency Department was also recently re-certified as a Level IV Community Trauma Center by the Iowa Department of Public Health. "It is very important for the surrounding communities to have a quality trauma center such as Jones Regional Medical Center," stated Dr. Tom Serbousek, emergency department physician. "We provide high quality, quick, family centered emergency medical care 24 hours a day, 7 days a week."

For more information about Jones Regional Medical Center, call 319-462-6131 or visit www.jonesregional.org.

NEW Medicare Part D Open Enrollment Period

The time to choose, change or drop Part D coverage for 2012 is changing. The dates for this year's open enrollment started October 15th and will end December 7th. Choices made during the open enrollment will go into effect January 1st, 2012.

Everyone on Medicare should compare plans each year. Both Part D and Medicare Advantage plans can change premiums, deductibles, co-payments and drugs covered annually.

If you have questions about Medicare Part D and would like a free, confidential comparison by a Volunteer SHIP Counselor, please contact Rachel Menard, Program Coordinator, RSVP of Jones County at 319-560-0811 to set up an appointment.

Cardiopulmonary Rehab program gains certification

Jones Regional Medical Center is proud to announce the certification of its cardiopulmonary rehabilitation program by the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR). JRMC was recognized for its commitment to improving the quality of life by enhancing standards of care. It is one of only five certified pulmonary rehab services in the Cedar Rapids/Dubuque/Waterloo region according to the AACVPR website.

Kim Boyd, RN, BSN, Director of the Cardiopulmonary Rehab program at JRMC says, "This certification solidifies what we do each day, which is taking care of our patients' individual needs, one at a time." In addition to Cardiopulmonary Rehab, Rhythm of Life, a nurse supervised maintenance exercise program is offered at JRMC, which can be used by patients as a continuation of cardiac or pulmonary rehab; other chronic illnesses or a wellness program.

Volunteers Needed for Free Community Tax Service

Volunteers are needed to help people prepare their state and federal tax returns through the Volunteer Income Tax Assistance (VITA) Program sponsored by RSVP of Jones County. Volunteer Tax Assistors provide free, basic income tax preparation services to individuals and families with low to moderate incomes. Training and all materials are provided to volunteers. This is the fourth year RSVP has partnered with the IRS to offer this service. Last year seven volunteers helped 125 individuals and families file tax returns. If you or your organization want to get involved and would like more information, contact Rachel Menard, Program Coordinator at 319-560-0811 or by e-mail at Rmenard@uweci.org. RSVP is supported locally by Jones Regional Medical Center and sponsored by United Way of East Central Iowa.

Jones Regional Medical Center Foundation Donation

1795 Hwy. 64 East, Anamosa, IA 52205, 319-481-6118

Name: _____

Address: _____

Phone: _____

In Memory or In Honor of (please circle if applicable): _____

For memorial/honorary gifts, please send acknowledgement to: _____

at address: _____

I'd like my gift to go toward: the beautification project general hospital needs

Thank you for your support!

Jones Regional Medical Center Foundation is a nonprofit organization and gifts are tax deductible. Donations are used to support a wide range of healthcare services and equipment. If you are interested in making a donation, please mail this form or call the foundation office at 319-481-6118. Memorial or honorary giving is a thoughtful way to remember or recognize someone special. Memorial and honorary gifts will be noted in future issues of the Pulse. Responses are sent to the donor and notification is made to the deceased's family or to the person being honored. Also, please remember the Jones Regional Foundation in your estate plans.

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Mission

To provide quality services in an efficient, cost-effective manner and to promote healthy lifestyles to our customers.



Specialty Clinics at Jones Regional Medical Center



“Providing quality healthcare close to home is our mission at Jones Regional Medical Center. Each month we partner with physician specialists to bring these clinics to Anamosa.”

Eric Briesemeister, CEO



Michael Chandra, MD
Cardiologist



Subhi Halawa, MD
Cardiologist



Todd Noreuil, MD
Cardiologist



Naser Payvandi, MD
Cardiologist



Leon Qiao, MD
Gastroenterology



Deborah Wilbur, MD
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David Zenk, MD
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