



Introducing St. Mary's Sales Team - Account Managers

St. Mary's Sales Department is proud to introduce two new Account Managers to the Sales team staff, Eileen Peacock and Brenda Rehl.

Eileen Peacock has been with St. Mary's for 13 years, serving in various roles, most recently in Physician Relations. Eileen is a graduate of Oakland City University, with an Associate Degree in Business Administration and a Bachelors degree in Human Resource Management. She also holds a current Indiana Resident Producers License for Accident and Health. Eileen resides in Warrick County with her husband, Brent and two children, Stephanie and Chase.



*Eileen Peacock
Account Manager*

Brenda Rehl is new to St. Mary's family. Brenda is a graduate of the University of Southern Indiana, with an Associate Degree in Business Administration and a Bachelors Degree in Organizational Management from Oakland City University. Brenda has 13 years of experience in Managed Care. Most recently she worked with Deaconess Health Plans as the Provider Relations Representative. Brenda lives in Evansville with her husband Tom and two children, BreAnn and Allie.



*Brenda Rehl
Account Manager*

St. Mary's Opens New Center for Advanced Medicine

St. Mary's Center for Advanced Medicine (CAM) held its Grand Opening on December 2, 2006. This new addition to St. Mary's Medical Center was built in partnership with St. Mary's, the physicians of Ohio Valley HeartCare and developer and owner Bremmer & Wiley. This all-new, four-story, 125,000 square foot Center for Advanced Medicine, conveniently located on St. Mary's east side campus, is designed for the utmost comfort and convenience for **outpatients**.

St. Mary's Center for Advanced Medicine houses outpatient laboratory services, outpatient imaging, the Joslin Diabetes Center affiliate at St. Mary's, St. Mary's Heart Institute, and Ohio Valley HeartCare all in one location. The new facility brings all of St. Mary's advanced cardiac services to one location and enables the Ohio Valley HeartCare physicians to be closer to their hospitalized patients.



St. Mary's Center for Advanced Medicine also offers patients a convenient entrance to the north side of St. Mary's campus. Free valet parking is offered between 6:15 a.m. and 8:00 p.m. in the parking area in front of the CAM facility.

(Continued on page 2)

Center for Advanced Medicine

(Continued from front page)

An overview of the services offered in St. Mary's Center for Advanced Medicine includes:

Outpatient Laboratory Services

- Blood and urine specimen collection for routine testing
- Collection services for autologous and therapeutic blood draws
- Outpatients needing 12-lead EKG testing can have this done in the outpatient lab area

Outpatient Imaging

- 64-slice CT
- 3D & 4D Ultrasound Technology
- PET/CT Technology (the only fixed PEG/CT in the tri-state, - open Monday - Friday)
- MRI Open Bore Magnet (the only open bore magnet in the tri-state area)
- Nuclear Medicine (open Monday - Friday 7:00 a.m. - 4:30 p.m.)

St. Mary's Heart Institute & Outpatient Cardiovascular Services

- St. Mary's Outpatient Cath Lab
- Cardiac Cath Lab Observation and Recovery (6:30 a.m. - 7:00 p.m., Monday through Friday, excluding national holidays)
- Peripheral Vascular Lab (opening in 2007)
- Echocardiography (two echocardiography suites available to serve outpatients)
- Cardiopulmonary Rehabilitation
- Ohio Valley HeartCare physician offices

Joslin Diabetes Center

- Endocrinology Physician Services
- Education/Self-Management Classes
- Hours of operation 8:00 a.m. - 5:00 p.m.

Mission Moment

Blessings of this New Year of 2007 to all who read this article - May you know health and happiness as you continue on your journey of life.



Betty Anne Darch, SFCC
Director,
Mission Integration

Each year God gives us another opportunity to start again to see the wonders of life and the joy of living. Be sure to take a little time each day to do just this!

As a healthcare provider, we at St. Mary's are committed to providing various programs and processes to you our community members. Our Vision Statement says, "We will ensure service that is committed to health and well being for our communities and that responds to the needs of individuals throughout the life cycle."

We take this direction very seriously and we are always looking for ways to provide the best possible service to you and the people of the Tri-State area.

Currently St. Mary's Health System is in the process of integrating many initiatives to provide what we call "The St. Mary's Experience." Through this service, we call "The St. Mary's Experience," we promise to you as a patient to experience superior technology, given by a talented group of physicians who perform their services in individual centers of excellence. In addition, our highly trained healthcare professionals will always treat you with respect as they offer services to you for healing of body, mind, and spirit while providing care that is close to your home and families.

We do so appreciate your willingness, to not only utilize our services, but to also share with your neighbors and friends your comments about our services.

Blessings of 2007,
Betty Anne Darch, SFCC
Director, Mission Integration

St. Mary's offers "My Health Manager"

St. Mary's is dedicated to the health of you and your family and offers My Health Manager as an on-line resource to assist you in creating, customizing and updating a personal, confidential, on-line health information page.

You can utilize your health information page to store and organize you and your family's health records. All health records in My Health Manager are confidential, accessible only by you.

This tool also helps you evaluate your total well-being, as well as discover any health risks. Not only can you develop a plan for improvement, you can also review an endless library of information about health conditions and diseases that may be of concern or interest to you.

Please visit our website, at www.stmarys.org, for more information, and to sign up.



Introducing St. Mary's SelectHealth Network

St. Mary's SelectHealth Network is a Preferred Provider Organization (PPO) offering access to a wide variety of quality healthcare providers including more than:

- 400 Primary Care Physicians
- 800 Specialty Physicians
- 450 Practitioners
- 125 Ancillary Service providers



Candace Adye
Director
SelectHealth

St. Mary's SelectHealth Network is proud to represent more than 50 medical specialties throughout the tri-state area and coordinates provider and member services, all through our local office. And, we just moved – to 1400 Professional Blvd., right here in Evansville!



SelectHealth Network is the only tri-state PPO to obtain full URAC Accreditation in both the categories of "Health Utilization Management" and "Health Network with Provider Credentialing of managed care programs."

Check out our new webpage at www.stmarys.org/selecthealth

Call us for more information at **1-800-200-6862**. We're dedicated to providing the best LOCAL service for our members and our providers!

New SelectHealth Providers

Barney Elliott, MD	Owensboro	2/15/2007
Craig Amundson, MD	Madisonville	2/15/2007
Daren Kest, MD	Paducah	3/1/2007
Houng Simon Tran, MD	Evansville	2/15/2007
Jai Hind Joshi, MD	Jasper	2/15/2007
James Goszkowski, MD	Vincennes	2/15/2007
Kenneth Combs, MD	Evansville	2/15/2007
Kimberly Whitney, MD	Paducah	2/15/2007
Larry Corn, MD	Paducah	2/15/2007
Lindsey Day, MD	Mt. Vernon	2/15/2007
Robert Dillard, MD	Evansville	2/15/2007
Sashay Dearborn, MD	Paoli	2/15/2007
Song-Gui Yang, MD	Louisville	2/15/2007
Steven Block, MD	Owensboro	2/15/2007
Tammie Corn, MD	Paducah	2/15/2007

Choosing a Plan that Includes St. Mary's

St. Mary's is now partnering in more health plans than ever. At St. Mary's, the area's leading Advanced Care Hospital, we continue to offer superior inpatient and outpatient service in all specialties for participating health plan members. Following are some of the health insurance plans and provider networks which are available in the Tri-State region that include St. Mary's as a provider:

- Anthem PPO
- Anthem HMO
- Beech Street
- HealthLink
- Humana Choice Care Plus
- Multiplan
- National Preferred Provider Network
- Owensboro Community Health Network
- Patoka Valley Healthcare Cooperative
- PPO Next / HealthStar
- Sagamore Select & Plus
- SIHO
- St. Mary's Select Health Network
- United HealthCare
- Welborn Health Plans

For more information regarding these plans, please call St. Mary's direct. We'll help you find the best way to purchase health insurance that includes St. Mary's. Call (812) 485-4101.

St. Mary's Bringing Babies into the World Safely

Evansville, IN. – St. Mary's Hospital for Women & Children has been recognized nationally as a leader in bringing babies into the world safely in a ten page article titled "Eliminating Birth Trauma at Ascension Health," published in the Joint Commission Journal on Quality and Patient Safety, a publication that shares methods on improving quality and safety in healthcare. The hospital was also honored for its efforts at the 2005 annual conference of the Indiana Blue Cross and Blue Shield.

In late 2003, St. Mary's Hospital for Women & Children was selected by Ascension Health, the nation's largest Catholic and nonprofit health system and sponsor of St. Mary's Health System, to serve as one of three alpha sites charged with developing practices that would decrease the number of preventable injuries related to birth. The perinatal safety initiative is one of Ascension Health's eight "priorities for action" developed to achieve zero preventable injuries by July 2008. As part of these efforts, Ascension Health partnered with the Institute for HealthCare Improvement (IHI) to develop an "Idealized Design for Perinatal Care."

"St. Mary's Hospital for Women and Children's Labor and Delivery unit was selected because of the size of the community we serve, the mix of family practice physicians and obstetricians who deliver at our hospital and our excellent safety record," said Jenny Brewer, director of Labor, Delivery and Antepartum at St. Mary's. "It was an honor to be chosen, and we are extremely excited that our commitment to quality care, innovation and evidence-based medicine will help bring babies into the world safely at hospitals across the nation."

According to the Agency for Healthcare Research and Quality (AHRQ), the national average rate of birth injury is 6.59 per 1,000 births. Through the Idealized Design of Perinatal Care initiative, IHI's goal was to reduce the national birth injury rate to a maximum of 3.3 per 1,000 births. The rate of birth injuries at St. Mary's Hospital for Women & Children was below the national average at 1.91 per 1,000 births prior to the initiative. St. Mary's has experienced zero birth injuries as defined by AHRQ criteria for the past 19 months, and has adopted all of the safety

techniques as part of routine daily practice.

"The Idealized Design model brings together organizations that are committed to redesigning healthcare," said Maureen Bisognano, chief operating officer of the Institute for Healthcare Improvement. "With a passion for continued improvement, a focus on individual patient needs and a willingness to share and learn, the efforts and results of the physicians and nurses at St. Mary's Hospital for Women & Children have made a tremendous impact in the development of a better perinatal care system."

St. Mary's success has come from implementing and adhering to evidence-based practices that enhance patient safety, by reducing variation in bedside practices and improving communications and teamwork between physicians and nursing staff.

Best practices implemented include oxytocin use, the use of assistive devices (vacuum and forceps), the standardization of fetal monitor strip interpretation and the utilization of a standardized communication tool.

In addition to implementing best practices, St. Mary's Alpha team launched an educational campaign addressing a delivery complication known as shoulder dystocia, a situation where one or both shoulders get stuck during delivery. This complication occurs in only 0.2 to 3 percent of all deliveries nationwide, but when it does occur it can become a real emergency for the infant. St. Mary's shoulder dystocia rate is less than 2 percent of deliveries with zero injuries occurring to infants.

In January 2007, a new tool was added for continuing education and emergency preparation in labor and delivery. St. Mary's labor and delivery staff began training with a state-of-the-art mannequin, called Noelle, which simulates obstetrical emergencies.

"The outcomes that this initiative has achieved are very positive for our community, and a lot of people have worked hard to attain this level of quality," said Christine Riley, MD, an obstetrician and gynecologist with Welborn Clinic. "When these procedures are implemented, patients can be confident that the physicians and labor and delivery nurses are dedicated to working hand-in-hand to ensure safer deliveries."

(Continued on page 5)

Updated Release of Quality Handbook for Industry

St. Mary's provides the highest quality of care available for patients in the Tri-State. St. Mary's Quality Handbook for Industry provides consumers with standardized assessments of the care that nearly 4,200 hospitals across the country provide to all adult patients, based on valid and reliable measures that have been shown to reflect quality of care. St. Mary's presents our handbook of quality information with a special focus on the interests of area employers and industry. Our quality handbook not only provides you with information about quality and patient safety, but provides you with detailed information about St. Mary's Advanced Care services and quality initiatives, as well.

For more information, you may also want to visit the following websites:

Hospital Compare at <http://www.hospitalcompare.hhs.gov>. Hospital Compare was created through the efforts of the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (DHHS), along with the Hospital Quality Alliance (HQA). The HQA is a public-private collaboration established to promote reporting on hospital quality of care. The HQA consists of organizations that represent consumers, hospitals, doctors, employers, accrediting organizations and federal agencies. The information on this website can be used by any adult needing hospital care.

Leapfrog, at <http://www.leapfroggroup.org>, is a coalition of large employers searching for healthcare organizations that provide the highest quality and safety for patients to lower healthcare costs.

If you are interested in obtaining a copy of our Quality Handbook, and/or would like to have the information presented to you, please contact our Sales Department at 485-7931.

St. Mary's Bringing Babies into the World Safely

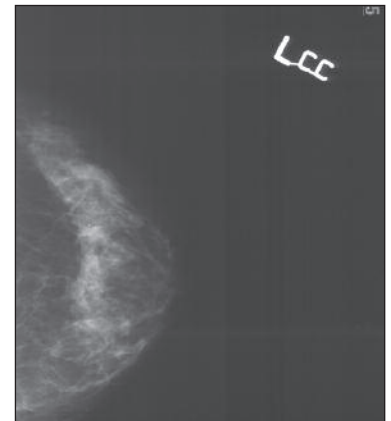
(Continued from page 4)

All of the 42 Ascension Healthcare ministries that practice obstetrical care have implemented the best practices of the Perinatal Safety Initiative. Ninety-three percent of those ministries have reported zero birth injuries for the month of September. Through the Idealized Design for Perinatal Care collaboration with IHI, these practices are now being spread to hospitals nationwide.

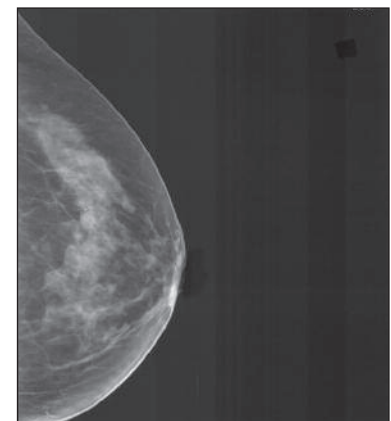
"As we strive to provide the best patient experience in the Tri-State and deliver on St. Mary's promise, this has truly been a work worth pursuing," added **Timothy Flesch**, president and CEO of St. Mary's Health System. "Our talented college of physicians and highly trained health professionals have made an impact on outcomes by realizing the need for improvement and taking the steps required to achieve results."

St. Mary's Breast Center Adds Third Digital Unit

St. Mary's Breast Center started 2007 with a new addition – a third digital mammography unit! This addition will allow the Breast Center to accommodate their growing number of patients. Committed to staying on the forefront of technology in the Tri-State area, St. Mary's Breast Center had the area's first digital unit installed in August of 2003 and is proud to say they are still the only facility in Evansville that provides digital mammography. The digital technology also provides improved visualization and manipulation of images by the radiologist as well as 60% less radiation to the patient. See the difference for yourself!



Film Screen Image



Digital Image

Preventative Health Measures for Companies to Consider

As companies consider the rising cost of healthcare spending per employee, affordability becomes more challenging. There is no single solution to the rising cost of healthcare, just as there is no single factor contributing to it. However, changing consumer behaviors and promoting healthier lifestyles will have a positive impact.

Preventive care is one important way employers and employees can work together to make healthcare more affordable.

Here are a few ways employers can focus on preventative care and lower healthcare costs, as well as impact the health of their employees, increase awareness in the work force and work towards controlling healthcare spending:

- Educate employees about healthcare costs and trends.
- Frequently communicate healthcare facts to employees and involve the employees in total healthcare cost management, by asking them to make thoughtful decisions about their health and healthcare expenses.
- Wellness is a smart investment. Encourage fitness, healthy eating and increase awareness of health issues, possibly through a Wellness program.
- Invite local healthcare experts to talk to your employees about health issues that affect your work force, such as heart health, diabetes, cancer and sleep disorders.

St. Mary's Sales Contacts:

Darlene Hinton, Account Manager,
Occupational Medicine485-7928

Eileen Peacock, Account Manager,
Sales Department485-7931

Brenda Rehl, Account Manager,
Sales Department485-7365

St. Mary's Sales485-4101
.....or toll free 888-589-4101

PUBLISHED BY ST. MARY'S SALES DEPARTMENT
2330 LYNCH ROAD • EVANSVILLE, IN • (812) 485-4101



ST. MARY'S

3700 Washington Avenue
Evansville, IN 47750

Non-Profit Organization
U.S. Postage
PAID
Evansville, IN
Permit Number 1743