



It is the mission of

Eastern Plumas Health

Care to provide quality

medical services to

those who reside in

or visit our region.

In concert with our

community we work to

restore, preserve and

promote the health

and well being of the

community as a whole.

EPHC WELCOMES NEW CHIEF NURSING OFFICER

EPHC is pleased to announce the appointment of Maxine Flora, BSN to the new position of Chief Nursing Officer (CNO). Ms. Flora will join Jeri Nelson, CFO and Charles Guenther, CEO as one of three new corporate officers of Eastern Plumas Health Care.

She will oversee all nursing activities at the hospital, working closely with the medical staff and other clinical personnel. Her main focus will be implementing and expanding EPHC's quality assurance and performance improvement initiatives.

"This appointment reflects the increasingly important leadership role of the nursing profession in today's health care environment," Charles Guenther said. "We are very fortunate to have attracted such an outstanding candidate for this key role and we are looking forward to Maxine's contributions."

Ms. Flora comes to EPHC from Long Beach Memorial Hospital, a 729 bed tertiary care facility in Southern California, where she was a senior nursing executive in charge of multiple critical care units. Prior to Long Beach Memorial, she was with Providence St. Vincent Hospital in Portland, Oregon. A Certified Critical Care nurse with over 20 years of high-level clinical and managerial experience, she holds a Bachelor of Science in Nursing and is currently working on a Master's Degree.

The new chief nursing officer is excited about coming to Eastern Plumas. She grew up on a cattle ranch in eastern Washington, and was initially attracted by EPHC's rural community setting. But that was only the beginning. More importantly, she says she was drawn by the hospital's clear and compelling vision, the cohesiveness and unity of the staff, and the passionate commitment to high quality, personalized health care.



A former rodeo queen, Maxine has purchased horse property just outside of Portola. Be sure to smile and tip your hat if you meet her on the trails.

NEW SITE LAUNCH

Eastern Plumas Health Care is excited about the recent launch of its new web site and invites you to visit at www.ephc.org. Peruse the on-line resource center to research a multitude of diseases and conditions. Learn about our varied services and programs built on expertise and state-of-the-art technology. Meet members of our medical staff and management team to learn more about their backgrounds and the special projects they're currently involved in. Remember, Eastern Plumas Health Care is your outstanding health care provider – "just down the road."

NIFTY THRIFTY TO GET A NEW HOME

The EPHC Auxiliary has been supporting the hospital in various ways for many decades. Since 1957, the Auxiliary has raised and donated an estimated \$1,000,000 for EPHC programs. One of its most successful activities has been the thrift shop, affectionately known as the "Nifty Thrifty," on Commercial Street in downtown Portola.

The Nifty Thrifty's old building was donated to the EPHC Foundation in 2002 by the estate of Ev Bey, former owner of Feather River Publishing. There is only one problem with the building- it's about to fall down.

In light of the disrepair, the Foundation and Auxiliary are working together to tear down the current structure and build a new home for the Nifty Thrifty. Demolition is tentatively scheduled for July, and the Nifty Thrifty has moved to temporary quarters on Nevada Street. If all goes according to plan, construction will begin in July, allowing for a late October move in date. The new structure will have a minimum 5,000 square feet of space and most likely be built with masonry, stucco and brick. The exterior architecture will evince a 1920's look and feel.

Aggie Keese, Board Chair, is pleased by the display of cooperation and long-term community benefit. "It's just fantastic to see the Auxiliary and Foundation working together on this project," she said. "This is going to be a beautiful building, and I think it will be real stimulus for the downtown area and for the Auxiliary."

The Auxiliary greatly appreciates your donations of reusable clothing, furniture and household items, and will need them more than ever for the new store. In the meantime, please set aside a corner of your attic, a section of your basement or a box marked 'November,' and save up those donations for the grand re-opening!

FOUNDATION, COMMUNITY EFFORTS BRING NEW 4-WHEEL DRIVE AMBULANCE TO EPHC

For the past few years, the Eastern Plumas Health Care Foundation has maintained a focus on emergency medical services and equipment for the benefit of the surrounding community. In 2002, the Foundation embraced the hospital's need for a new 4-wheel drive ambulance. It raised \$90,000 with its efforts, covering over 70% of the cost (the hospital was able to finance the remaining amount). The majority of funds came from the Annual Golf Tournament at Whitehawk Ranch, with significant help from community donors as well.

"The key is, we would not have been able to do it without the assistance of the Foundation," said Charles Guenther, Foundation board member and Chief Executive Officer of EPHC. The primary goal of the Foundation is to provide financial support and promote community understanding of the hospital's mission. The Foundation is a 501 (c)3 non-profit organization, established to administer funds and properties in relation to health care and community service activities of Eastern Plumas Health Care.

Greg McCaffrey, RN, MICN and EPHC Ambulance Coordinator, is especially pleased by the new addition to his fleet. "The 4-wheel drive ambulance boosts patient safety by increasing access in remote areas, and by allowing for safer transport in adverse weather conditions," McCaffrey said.

The ambulance, a specially modified Ford F-350, comes equipped with a built-in child's seat for patients up to

sixty lbs or six years. This allows for two adults and one child to be transported simultaneously. State of the art equipment significantly enhances the responsiveness and quality of care. A built-in 12-lead EKG monitor/defibrillator transmits from field to hospital, allowing the emergency room physician to monitor vital signs in real time. With this link, the doctor can confirm a diagnosis and initiate care before the patient arrives at the hospital, saving precious minutes. A data scope performs automatic blood pressure checks and other crucial readings at regular intervals, allowing greater focus on personal care. Hand held radios allow mobile emergency personnel to communicate with one another, the hospital, other agencies and even an incoming helicopter if the need arises.

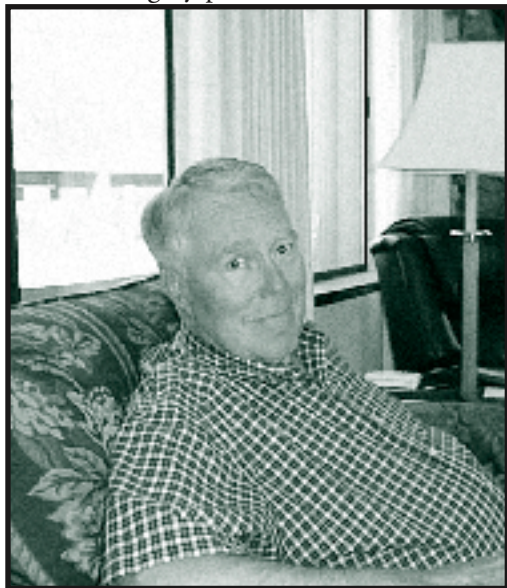


The new vehicle is now the first to roll when a call comes in. EPHC also maintains two additional ambulances and a third backup unit. Two full ambulance crews are available at all times. The ambulances respond to over four hundred calls each year.

BALL BOUNCES BACK

Judge John Ball started the year with a flip – right off his snowmobile! The unfortunate accident occurred on New Year's Day while running his sled onto the trailer. In a great deal of pain from his injuries, he sought treatment at Eastern Plumas Health Care's Emergency Room. "I was triaged right away, x-rayed and given a shot for pain and then seen immediately by Dr. Long in the ER. He diagnosed a cracked rib, gave me medications and instructions for care. If you can call an ER visit pleasurable, that's what this was," said Judge Ball. "From the nurse to the radiology tech to the physician, all were kind and supportive and their professionalism was of the highest order."

John Ball is a retired judge from Santa Clara County. However, he still sits on assignments, primarily homicide cases. "I was familiar with health care in Santa Clara County from the encounters with family members. The waits were interminably long and the encounters lacked a personal touch. That's why after I received my first health care encounter, I wanted to call the hospital. I wanted to tell someone how impressed I was with my care. It gives me great peace of mind to know that my retirement comes with a 'nice parachute' if I ever need health care. All you new residents should know that EPHC is a great place for health care and that the staff is truly dedicated and highly professional."



EPHC NURSE HONORED WITH FELLOWSHIP

Leslie Solomon, Quality Assurance Coordinator for Eastern Plumas Health Care, has been selected as a participant in the Patient Safety Leadership Program. The year long fellowship is sponsored by Health Forum, an international collaboration of organizations committed to improving leadership in health care. The program consists of a series of computer teleconferences, on site meetings held at various locations throughout the United States, and completion of an original research project designed to advance patient safety and health outcomes.

Duffy Newman, executive director of the Health Forum, had words of praise for Ms. Solomon: "The Selection Committee was very impressed with the quality of your project proposal. We were also very impressed by your commitment to enhancing the culture of safety within your organization."

Ms. Solomon's initiative is focused on cardiovascular disease (CVD), which is the second leading cause of death in Plumas County (based on year 2000 statistics). The Community Cardiac Health Initiative is comprised of a cardiac health fair, community hypertension testing, blood sugar screening and health education. The fair's objective is twofold: to uncover cases of untreated or inadequately controlled hypertension, and to educate the community about CVD.

Charles Guenther, CEO of Eastern

Plumas Health Care, encouraged Ms. Solomon to apply for the fellowship. He also personally raised \$18,000 for program tuition costs through a series of scholarships and grants from various organizations, including the Sierra Health Foundation. "This is a tremendous honor for Leslie and a great opportunity for our hospital," Guenther said. "Her participation in the fel-



lowship program will help ensure that Eastern Plumas Health Care is on the cutting edge of medical quality and patient safety technologies."

Ms. Solomon graduated magna cum laude from UC Santa Barbara with high honors in economics. She also holds a Bachelor's of Science in Nursing from Johns Hopkins University and a Master's in Public Health from Boston University. She is in her fourth year at EPHC.

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Partners In Health



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"People Helping People."



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