

A PUBLICATION BROUGHT TO YOU BY MEMORIAL HOSPITAL OF UNION COUNTY

# wellaware

SUMMER 2006

Continuing the  
**Fight against  
Breast Cancer**

**More Than Just  
Caregivers**

Our Team of Excellence  
Makes the Difference

**Three  
Miracles**  
IN ONE DELIVERY



**MEMORIAL HOSPITAL**  
UNION COUNTY  
*Committed to care. Devoted to caring.*



Jim Vandre of Thrivent Financial in Marysville is also Chairman of the Planned Gifts Committee of the Memorial Hospital Development Council.

# PHILANTHROPY Made Easy

Want to be a first-class philanthropist? You might have overlooked some of the easy options that allow you to donate to your favorite charity without feeling the financial crunch of gifting.

**R**emember the life insurance policy your parents bought for you when you were an infant? Most people have one of these small policies collecting dust because they've purchased larger policies in adulthood to satisfy their estate expense needs.

Why not donate the smaller life insurance policy to your favorite charity, possibly Memorial Hospital of Union County? If you're still paying premiums on the infant policy, those payments will become tax-deductible charitable contributions once the hospital or

another nonprofit organization owns the life insurance policy.

## IRA GIFTS ARE ANOTHER CREATIVE GIFTING OPTION

"When someone reaches 70 1/2 years of age and hasn't made any withdrawals from his or her IRA, he or she must start an IRA required minimum distribution (RMD). If you reach that age without having withdrawn from your account, there's a good chance you don't need the money and are trying to save it for a beneficiary," explains Jim Vandre, Financial Consultant and Chair

of the Planned Gifts Committee of the Memorial Hospital Development Council. "The problem with this strategy is that the beneficiary would lose a sizable portion of the IRA to taxes. A great solution would be to use the RMD to pay premiums for a life insurance policy equal to the amount of the IRA and owned outside of your estate. When you make the hospital the IRA beneficiary, both the IRA and the life policy are inherited tax free."

*To learn more about creative options in gifting to Memorial Hospital, call (937) 578-2573.*

## Reaching out to Save Lives

Did you know that breast cancer accounts for one in every three cancers diagnosed in American women? Thanks to a special grant, Memorial Hospital of Union County is taking the fight against this prevalent disease to the community.

**M**emorial Hospital recently received a grant for nearly \$58,000 from the Susan G. Komen Breast Cancer Foundation to provide direct patient services and promote breast cancer awareness through community education. The grant will also help Memorial make diagnostic and screening mammograms available to uninsured and underinsured members of the community.

"At Memorial, we care for patients' health needs, but we also sincerely care about their overall well-being," says Brandy McClintock, Case Management Assistant at Memorial. "When our research uncovered that 61 percent of the screening mammograms performed last year at Memorial resulted in the need for further diagnostic imaging, we responded by making diagnostic imaging accessible through grant funding."

The Komen grant will also enable Memorial to place a lifelike breast model—complete with cysts—in each physician's office in Marysville to educate women about how to conduct breast self-examinations. These models will be available at several community health fairs in 2006, as will a lifelike male breast model to assist McClintock in teaching men to perform breast self-exams (two percent of all breast cancer cases occur in men).



Brandy McClintock, Project Director of Memorial's Breast Cancer Initiative, discusses the services available through the program.

*To learn if you qualify for a free mammogram or for more information about upcoming community health fairs, call Brandy McClintock at (937) 578-2332.*

ON THE COVER: The amazing Nicol triplets (from top): Rachel Ann, Isaac Kenneth, and Ella Marie. For more on this family, see page 3.



Chip Hubbs, CEO/President  
Dennis Stone, Chairman,  
Board of Trustees

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# Miracles Come in Threes

For Lori Nicol, the decision to deliver at Memorial Hospital of Union County was unplanned, but she couldn't be happier with the results.....>



After an evening of Christmas shopping with her parents and 5-year-old son, Ian, Lori Nicol came home, read bedtime stories to her son, and prepared him for bed. Even though Lori's father had pushed her around the mall in a wheelchair, she was tired from being 32 weeks and 2 days pregnant with triplets.

As she waited for her son to choose his favorite animals to take to bed with him, Lori thought her water had broken. She called to her husband, Troy, and they discovered she was bleeding heavily.

Lori's husband then called 911, and she was rushed to Memorial's Miracle Life Center in an ambulance.

## READY AND WAITING

Lori was originally being treated by Frank Raymond, DO, FACOG, an OB/GYN on the medical staff at Memorial Hospital, who delivered Ian in 2000. Due to a condition called placenta previa—the placenta covers all or most of the cervix inhibiting vaginal birth—and the fact that Lori was carrying three babies, she was co-managed during her most recent pregnancy by a high-risk obstetrician at The Ohio State University (OSU) Medical Center. Lori's husband alerted the high-risk OB to her condition immediately after calling 911.

"I got a call from the high-risk OB that Lori was bleeding heavily and was coming to the hospital by ambulance," says Dr. Raymond. "If possible, we were going to stabilize her and transport her to OSU, but as soon as we saw her, we knew she had to deliver the babies without delay."

When Dr. Raymond received that call, he was at the hospital in a matter of minutes. Meanwhile, the hospital staff prepared the cesarean section room, notified extra staff that they would be needed, called two pediatricians to be on hand, and had an anesthesiologist ready.

"It was a team effort from start to finish," says Dr. Raymond. "From the time it was determined Lori would need an immediate cesarean section, it took only seven minutes to deliver the first baby. Everyone pitched in to make sure Lori and the babies were well taken care of—from the neonatal skills of our pediatricians to our surgical team members. Our staff is well trained to handle any type of emergency—and they did!"

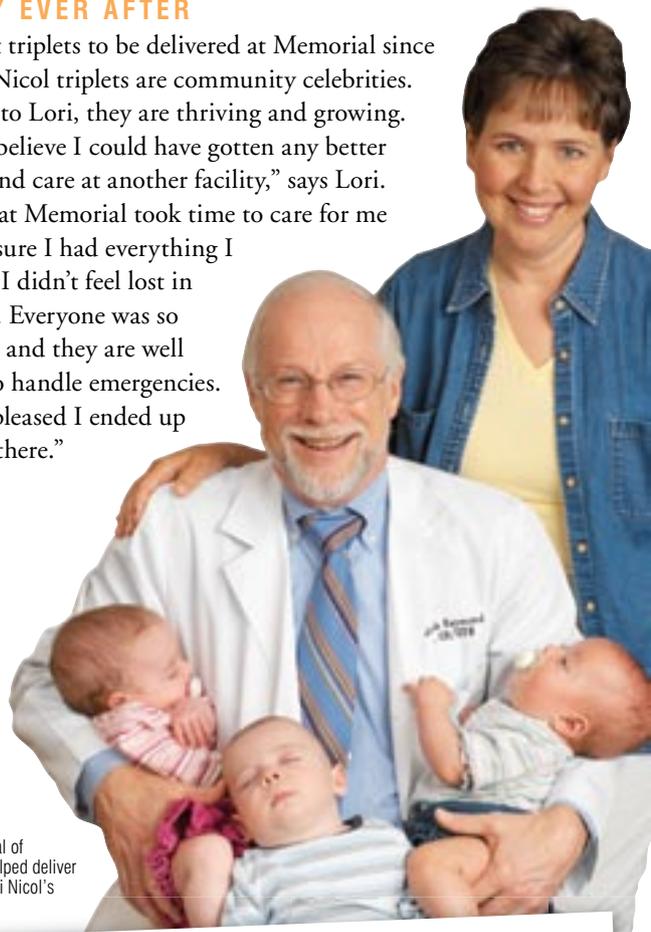
For exceptional care from a team of delivery practitioners, visit the physician directory at [www.memorialhosp.org](http://www.memorialhosp.org).

## HAPPILY EVER AFTER

The first triplets to be delivered at Memorial since 1966, the Nicol triplets are community celebrities. According to Lori, they are thriving and growing.

"I don't believe I could have gotten any better attention and care at another facility," says Lori. "The staff at Memorial took time to care for me and make sure I had everything I needed, so I didn't feel lost in the system. Everyone was so wonderful, and they are well prepared to handle emergencies. I am very pleased I ended up delivering there."

Frank Raymond, DO, FACOG, an OB/GYN on the medical staff at Memorial Hospital of Union County, helped deliver proud mother Lori Nicol's triplets.



Troy and Lori Nicol are seen here with their son Ian and triplets Isaac, Rachel, and Ella.

# A Trusted Team of Excellence

Memorial Hospital of Union County is much more than a building or a business. The physicians who work at Memorial and make a difference every day become more than just caregivers—they become family, friends, and an integral part of their community.



Pictured from left to right: Sanjay Yadav, MD; Robert Mueller, MD; Thomas Baker, DO; Timothy Pelfrey, MD; Bradley Bryan, MD; and Donald Reed, MD.

“Over the years, our physicians have become part of the fabric of the local area,” says Spence Fisher, Vice President of Physician Relations and Business Development at Memorial. “Members of the community know who they are and are confident in them—they trust physicians to take care of their loved ones.”

With physicians serving in a variety of specialties, including primary care, cardiology, oncology, surgery, and others, our hospital team is dedicated to the community and providing the highest level of care available.

## EXPERIENCE COUNTS

Memorial is home to a great number of physicians who have lived in the local area for many years. Retaining quality

physicians is a priority at Memorial, and the hospital’s outstanding clinical team is a strong influence.

“Physicians serve the hospital so long for a number of reasons,” says Fisher. “First, Memorial’s physicians take pride in their work and find success over the long term by collaborating with each other. Secondly, they are dedicated to caring for members of the community and truly aim to make a difference. Lastly, they have great working relationships with our terrific clinical team, which enhances care for all patients.”

One such long-time physician is Joe Linscott, MD, a general practice physician with admitting privileges at Memorial. Dr. Linscott has been a part of the hospital for more than 10 years, and works more than 12-hour days seeing patients in and out of his office. He also takes calls 24 hours a day for his inpatients, outpatients, and nursing home patients.

“Many family physicians have eliminated hospital inpatients from their practices to specialize in either inpatient or outpatient care,” says Dr. Linscott, who also serves as chair of the Department of Medicine at Memorial. “However, I still enjoy both of those aspects of my job, and even though the time constraints are significant, it’s important to me that I continue to do both.”

Dr. Linscott’s dedication to his patients is just one example of Memorial’s physicians going the extra mile to meet the healthcare needs of the community.

“The hospital and physicians are important, because patients have a resource for their medical needs and they don’t have to travel out of town to receive quality care,” says Dr. Linscott. “Our local residents are blessed to have such a high-quality group of physicians, nurses, and support staff that would rival any hospital.”

### WHY WE’RE DIFFERENT

If you have to make a stop in the Emergency Department and require further care, Brian Seifferth, MD, Director of the Emergency Department and President of the Medical Staff at Memorial, will call a specialist, schedule an appointment, and ensure you are discharged with all the information you need to take the next step in care.

“We don’t just write the name of a specialist on a discharge sheet and tell a patient to do his or her best in scheduling,” says Dr. Seifferth. “This special attention is both because we care for our patients and because physicians at the hospital have a unique dynamic—Memorial is where primary care physicians, surgeons, and other specialists and clinicians truly work as a team.”

After being with Memorial for nine years, Dr. Seifferth says long-time physicians at the hospital have become community institutions who emphasize giving back beyond the limits of their medical practices.

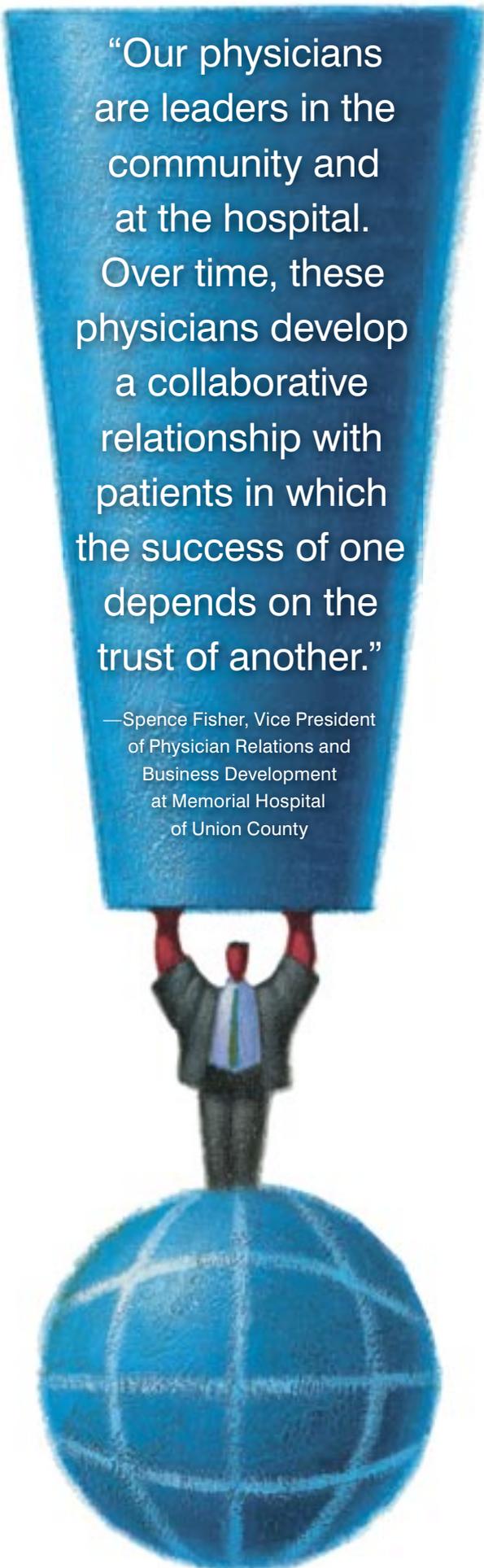
“It’s hard to single out an outstanding physician at Memorial because we have so many,” Dr. Seifferth says. “Each continues to provide great service to the community, and I’ve been fortunate in my tenure to interact with each and every one.”

### A VALUED COMMITMENT

Why is experience important? These physicians who specialize in a variety of medicine practices are the people who delivered your children, helped a sick parent, healed your broken bone growing up, or even performed a surgery essential to your well-being. You have built a relationship with them, and you can count on them when you and your family need medical care.

“Being a physician is not just a job, it’s a passion,” says Dr. Seifferth. “This passion extends beyond the talents of the clinical office and into the community, where physicians truly care about getting involved and making a difference.”

*To find a doctor who suits your family’s needs, call our physician referral line at (937) 578-2573 or visit our physician directory online at [www.memorialhosp.org](http://www.memorialhosp.org). Also, don’t forget to remove the physician directory we’ve inserted in this issue and keep it for your reference!*



“Our physicians are leaders in the community and at the hospital. Over time, these physicians develop a collaborative relationship with patients in which the success of one depends on the trust of another.”

—Spence Fisher, Vice President of Physician Relations and Business Development at Memorial Hospital of Union County

# Board Members Committed to the Community

Members of the Memorial Hospital Board of Trustees give freely of their time and energies to ensure people in this region have access to high-quality healthcare. Because their efforts are largely behind the scenes, *WellAware* talked to Chip Hubbs, President and CEO at Memorial, as well as Dennis Stone, Chairman of the Board of Trustees, to learn.



## MEET THE BOARD

Chris Schmenk  
Gerald "Bud" Westlake, Secretary  
Donna Burke  
Ann Allen  
Dennis Stone, Chairman  
Pamela Wenning-Earp  
Jackie Lazenby  
Chad Hoffman, Vice Chairman

### Q: HOW DOES THE BOARD WORK?

**Stone:** While the board does not oversee the day-to-day management of the hospital, its responsibilities do include the following:

- hiring and evaluating the hospital's CEO
- keeping the hospital fiscally sound
- contributing to the hospital's strategic objectives

**Hubbs:** The Memorial Hospital Board of Trustees is a group of eight individuals from the hospital's service area appointed to collectively govern the hospital. Memorial is a county hospital, but it doesn't receive any tax dollars. The board ensures the hospital operates within the regulations and guidelines established by federal, state, and local governments.

### Q: THE BOARD HAS GONE THROUGH SOME CHANGES IN RECENT MONTHS. CAN YOU ELABORATE?

**Stone:** We have a new executive committee. Ann Allen and Jackie Lazenby have served tirelessly for several years and we thank them for their dedicated service, but both are approaching the end of their terms. Chad Hoffman and I were appointed to replace them. Bud Westlake is still the board secretary, and Ann Allen remains on the executive committee as the past president.

**Hubbs:** Greg Traucht recently retired after serving 12 years on the board, with some of those years as board president. We really can't say enough to sufficiently thank him for the time and effort he gave.

In addition, another member made the decision to resign, leaving two open seats. Chris Schmenk and Donna Burke were appointed to fill those vacancies.

### Q: WHAT KIND OF COMMITMENT DOES AN APPOINTMENT TO THE BOARD OF TRUSTEES REQUIRE?

**Stone:** Most serve because they care about the community. For me, it's about giving back to the community from the heart. We want to see Memorial remain one of the leading hospitals in the nation, and we want to deliver leading-edge healthcare in this area.

**Hubbs:** This board is both time and labor intensive, and board members are not paid for their energies. Board Night can last up to seven or eight hours, and members have responsibilities outside that night.

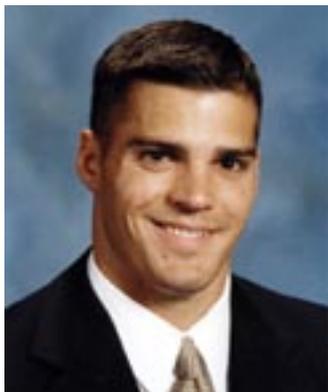
*To learn more about the Board of Trustees and its members, visit [www.memorialhosp.org](http://www.memorialhosp.org), then click on "Our Team" under "About Us."*

## Did You Know?

- Memorial Hospital is a not-for-profit hospital entirely supported by the funds it generates and charitable donations. It receives no taxpayer dollars.
- Board members receive no compensation for their work. The hours of service they put in are strictly voluntary.
- Board members serve for six years at a time and are eligible for up to two terms.
- Hospital board members are appointed by the three county commissioners and two judges. Ohio law prohibits more than 50 percent of board members to come from any one political party. Currently, there are four Republicans and four Democrats.

## Welcome, Dr. Niemi

As a former college gymnast, Neil Niemi, MD, knew he wanted a career that would allow him to explore the mechanics of the human body while helping people. Joining the busy obstetrics and gynecology practice of Marysville OB/GYN, he'll be able to enjoy both interests.



Dr. Niemi, who completed both his undergraduate work and his medical education at The Ohio State University (OSU) Medical Center, recently completed his obstetrics and gynecology residency at Riverside Methodist Hospital in Columbus. There, he served as Chief Resident of his program, worked with women who were motivated to stay in good health, and learned he liked developing long-term relationships with his patients.

"In obstetrics and gynecology, unlike most fields of medicine, you see the same patients from the time they're fairly young until they're in their post-menopausal years," says Dr. Niemi, who was the captain of the 1996 OSU men's gymnastics NCAA National Championship team. "I'm excited about meeting the people of Marysville and starting my practice."

When he's not at the hospital, Dr. Niemi enjoys spending time with his wife, Julianna, and their 2-year-old son, Grayson. The Niemi family can often be found enjoying the outdoors, especially hiking and backpacking.

● To schedule an appointment with Dr. Niemi, call (937) 644-1244.

## Welcome, Dr. Krueger

For Justin Krueger, MD, board-certified internal medicine and pediatrics physician on staff at Memorial Hospital of Union County, the decision to pursue a career in medicine was fueled by his desire to work with two of his passions: people and learning.



"I thoroughly enjoy the academic challenges of medicine, but I am even more thankful that I get to do a job that is focused on serving people," Dr. Krueger says. "I consider it a privilege to wake up each morning and go to work as a physician."

Dr. Krueger, a native of Cincinnati, decided to pursue a career in internal medicine/pediatrics after working with residents in the field while he attended medical school at Ohio State. Impressed by the knowledge of these physicians—who are board-certified in both internal medicine and pediatrics—Dr. Krueger decided to follow in their footsteps. He completed his residency at Ohio State and Columbus Children's Hospital.

"I look back very fondly on my training program," Dr. Krueger says. "I feel I am well prepared to take care of patients of all ages in both the inpatient and outpatient environments."

Dr. Krueger and his wife of 10 years have two young daughters. In their free time, the Krueger family members enjoy traveling, spending time outdoors, and serving at their church.

"We're looking forward to learning more about Marysville," Dr. Krueger says. "It's a great community, and we're excited about being a part of it for years to come."

● To schedule an appointment with Dr. Krueger, call Marysville Family Medicine at (937) 644-1441.

## What's up, Doc?

Whether you're new to the area, are looking for a physician with an office closer to your home, or need to locate a specialist, Memorial Hospital of Union County's Physician Referral Service can help. By simply calling **(937) 578-2573** between the hours of 8 a.m. and 4 p.m., Monday through Friday, you'll be connected to a referral-service employee who can make a recommendation. Also, visit our Web site at [www.memorialhosp.org](http://www.memorialhosp.org) and click on our physician locator.



# When It's Less Than an Emergency, but More Than a Problem that Can't Wait, We'll See You Here.

Somewhere between the need for the emergency room and a regular doctor's visit is the need for urgent care. That's why we're opening our new Urgent Care on September 1, located in the building we share with the Union County YMCA at 1140 Charles Lane in Marysville.

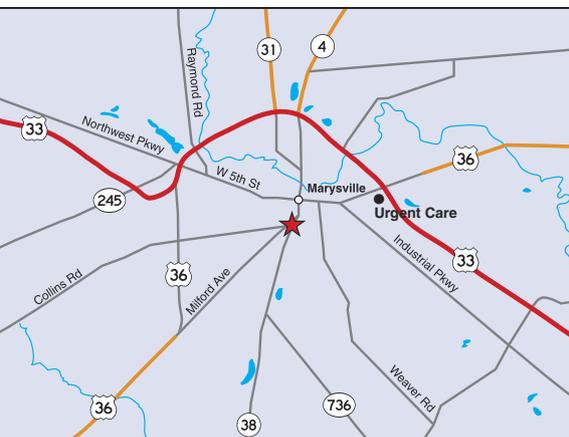
When a medical situation arises that is life-threatening or may cause disability, go to an emergency room right away. Otherwise, come to our Urgent Care. When you come here, you'll be seen in minutes by a physician. We'll do

Emergency Room	Urgent Care
<ul style="list-style-type: none"> <li>• Severe bleeding</li> <li>• Difficulty breathing</li> <li>• Chest pain or pressure</li> <li>• Broken bones</li> <li>• Partial or total amputation of a limb</li> <li>• Trauma or injury to the head</li> <li>• Sudden dizziness or difficulty seeing</li> <li>• Severe abdominal pain</li> </ul>	<ul style="list-style-type: none"> <li>• Cuts or wounds that may require stitches</li> <li>• Sprains, strains, or deep bruises</li> <li>• Mild to moderate asthma attacks</li> <li>• Ear infections</li> <li>• Upper respiratory infections</li> <li>• Diarrhea</li> <li>• Sore throats</li> <li>• Insect bites</li> </ul>

blood tests, X-rays, and other diagnostic procedures as well as treat you for minor injuries, aches and pains, colds, sore throats, upset stomach, and a host of other problems.

Our Urgent Care will be especially helpful when you need medical attention after hours or if you don't have a family physician. Plus, a visit here will likely require a lower co-payment than a hospital ER visit.

So if you need fast medical attention, but don't need an emergency room, we'll see you here.



This publication in no way seeks to serve as a substitute for professional medical care. Consult your physician before undertaking any form of medical treatment or adopting any exercise program or dietary guidelines.

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