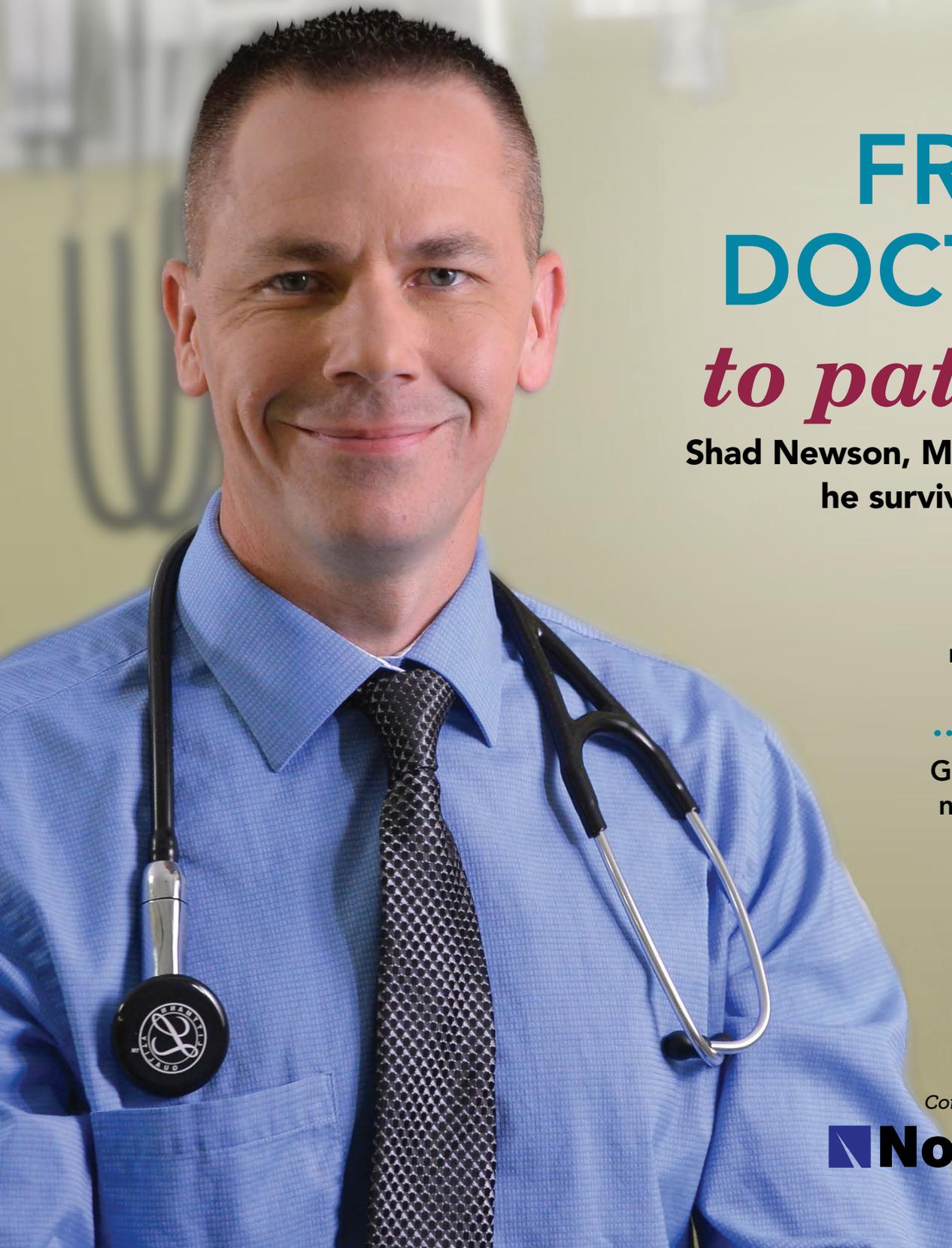


HEALTH NEWS from

WINTER 2018

Northwest

Passion. Commitment. Experience.



FROM DOCTOR *to patient*

Shad Newson, MD, tells how
he survived a stroke

Advanced 3D
mammography
now available



Get to know the
new ER medical
director

Compliments of

 **Northwest**

Northwest FROM THE CEO



Welcome to *Health News* and to my first official greeting here. I'm honored to have joined Northwest this past fall to provide leadership support while an executive search is conducted to permanently fill the CEO role. I bring many years of experience, most recently serving as CEO of St. Mary's Regional Medical Center in Enid, Oklahoma. I'm excited to be here, supporting the hospital and the community.

IN THIS ISSUE

- 4 SURVIVING A STROKE**
Shad Newson, MD, shares his story
- 6 ASK THE DOCTOR**
Introducing the new ER medical director
- 7 RAPID RESPONSE**
How telestroke care can save lives

In this issue, we introduce you to U.S. Army Reserve Captain Shad Newson, MD, who is featured on the cover. He has turned his unexpected medical emergency into an opportunity to educate others. Be sure to read his story on page 4 and learn how you can protect yourself and your loved ones in the event of a possible stroke. In other articles, you will meet the new medical director of emergency services, David Stone, MD, and learn more about the hospital's telestroke program, which is supporting advanced care throughout the Panhandle.

As you begin the new year, please remember that Northwest is here to support you and your family's healthcare needs. We hope you enjoy reading this issue of *Health News*.

Sincerely,

Stanley Tatum
Interim CEO



ACC
Accreditation
Services



In collaboration with
American Heart Association
Hospital Accreditation



Proving our commitment TO CARDIAC CARE!

The American College of Cardiology has recognized Northwest Texas Healthcare System again for its demonstrated expertise and commitment in treating patients who may be experiencing a possible heart attack. Northwest was re-accredited last summer as a Chest Pain Center with Primary PCI. Hospitals with this designation must pass a rigorous onsite evaluation and be able to provide primary PCI, also known as coronary angioplasty, every day of the year.

To learn more about heart care at Northwest, visit nwths.com/cardiac.

Passion. Commitment. Experience.

3D MAMMOGRAMS are here

The Women's Imaging Center at Northwest now offers digital 3D mammography to help detect and diagnose breast cancer earlier, when it is more treatable. With this advanced screening, also known as digital tomosynthesis, multiple X-ray pictures are taken of the breast from many angles, and patients experience less pressure than with traditional mammography, says Ginny Ginthan, RT(R), MA.M, director of diagnostic imaging.



Northwest also has begun offering "soft" mammograms, with special padding for greater comfort. Other women's services include breast ultrasound, MRI breast imaging and biopsy, and bone-density screening, with prompt turnaround of test results, notes Jason Madsen, MBA, MHA, associate administrator at Northwest.



To schedule an appointment, call 806-351-6266.



*Helping those impacted
by Hurricane Harvey*



LIFESTAR at Northwest Texas Healthcare System deployed its fixed wing aircraft with two pilots, four crew members and one mechanic for rotating 12-hour shifts to help people affected this past summer by Hurricane Harvey. As part of the relief efforts, LIFESTAR transported patients brought in by ground ambulance services to other tertiary care facilities to help them get the care they needed.

Blue Cross Blue Shield
*Now Accepted
at Northwest!*

Effective December 15, 2017

Blue Cross Blue Shield of Texas
members can enjoy the full complement
of patient-centered care from Northwest:

- Designated Trauma Center
- Specialty Children's Hospital
- Dedicated Heart Hospital

Learn more at nwths.com/news.

Dr. Newson is back to his full and busy life with his wife, Susan, and their daughter, Brooke.



Saved by swift STROKE CARE

“If I can get the message out to even one person who goes to the ER sooner and has a good outcome, that’s what I’m looking for.”

– U.S. Army Reserve Captain Shad Newson, MD, stroke survivor

Emergency room doctor Shad Newson, MD, was getting ready for his 6 a.m. shift at Coon Memorial Hospital in Dalhart when he noticed something was wrong. “I’d gone in late the night before to check on a patient and went to sleep in an on-call room to rest before my shift,” he explains. “I woke up to get a drink of water at around 4 a.m. and started to feel some unusual sensations in my face. I looked in the mirror and I had some facial droop,” he says. His human instinct was to deny what was happening, but he recognized the symptoms of a possible stroke immediately and knew he needed to get help right away.

“Instead of walking to the door, I veered off to the right and ended up walking into the wall,” he says. He struggled down the hall to the nurses’ station where the team jumped into action. In an hour, the results of a CT scan confirmed that he had a blood clot obstructing blood flow to his brain. Next, he was looking into the eyes of a neurologist from Montana – through the screen of a telemedicine robot.

This robotic equipment is provided to Coon Memorial Hospital through Northwest’s telestroke program to give patients in the rural community access to advanced care within minutes of a possible stroke. It enables neurologists to assess patients remotely and make recommendations about treatment.

Along with his facial changes and trouble walking, Dr. Newson was also experiencing slurred speech and difficulty swallowing; but his level of consciousness was not affected, and

he was able to consult with the teleneurologist. Based on the assessment, he was treated with tPA, a medication to help dissolve his blood clot. As the drug was being administered, he was transferred to Northwest in Amarillo, a Joint Commission-certified Primary Stroke Center.

Sabra McFarland, BSN, RNC-NIC, stroke coordinator at Northwest, explains that patients must be closely monitored after they receive tPA because they may be at higher risk of bleeding. Northwest can provide that specialized care in the ICU.

“Within a few hours after arriving at Northwest, my symptoms had all gone away except a little numbness on the right side of my face,” Dr. Newson says. He saw the same teleneurologist he’d seen earlier for follow-up, and he was able walk out of the hospital after 24 hours of being monitored. Within days of his emergency treatment, he was back to his routine at work and at home with his wife and their daughter.

He has since joined Northwest as an emergency room physician. This past March, about one year after his stroke, he participated in a marathon in New Mexico and came in 50th out of 1100 runners.

“You never expect it if you’re young and healthy,” says Dr. Newson, who is just 41 years old and had no indications of health problems before his stroke. Recognizing the symptoms quickly and getting rapid care saved his life. “The motto is, time matters, and it’s better to get help sooner than later,” he says. ■

Recognize these signs of a possible stroke and act FAST

The most common symptoms of a possible stroke can be remembered by this acronym:



FACE: Ask the person to smile. Does one side of the face droop?



ARMS: Ask the person to raise both arms. Does one arm drift downward?



SPEECH: Ask the person to repeat a simple phrase. Is it slurred or strange?



TIME: is critical! If you see any of these signs, call 9-1-1 immediately.

If these symptoms appear, DON'T WAIT! Call 9-1-1 or seek medical attention right away.

Certified Advanced Primary Stroke Center

Northwest

Learn more about telemedicine services at Northwest on page 7.

For more about stroke care at Northwest, visit nwths.com/stroke.

Meet the new *ER medical director*

Northwest Texas Healthcare System is pleased to introduce **David Stone, MD**, as the new medical director of emergency services. He joins the hospital through its alliance with TruePartners Emergency Physicians, which was formed earlier this year to support high quality ER services. Here Dr. Stone discusses his experience

and goals in his new role.



Q: Could you share a little bit about your background?

I've practiced emergency medicine for about 20 years and was in a medical director role for the past 14 years. I was born in Florida, grew up in South Carolina and I've lived in Texas since 2008. My wife and I met in the U.S. Air Force and spent time in Texas. We have two young kids, ages 6 and 8, and an adult daughter.

Q: Why did you choose Northwest, and what are your goals?

Northwest's philosophy of engaging providers to enhance efficiency fits perfectly with mine. One of our goals is to cut down on "door-to-doctor time," which is the time from when patients arrive in the ER to when they see a doctor. We're trying to get it down to less than 20 minutes, and the ultimate goal is that nobody has to sit in the waiting room.

Q: What are you doing to support timely, quality care?

We've begun doing registration at the bedside, which enables us to transition patients out of the waiting room more quickly and provide a more comfortable experience. Earlier this year, we announced the addition of eight new bays with recliners to support faster overall care. I'm committed to advancing these kinds of ideas that are already making a difference in the ER.

Q: What do you enjoy most about your job and outside of work?

I enjoy the level of care and the number of interactions on a day-to-day basis in the ER. We truly are saving lives every day, and that is very rewarding. In my free time, I enjoy outdoor activities like hunting, fishing and biking. I used to be a competitive body builder and also enjoy gym time. ■

For more information on emergency services at Northwest, visit nwths.com/ERcare.

Rapid response with telemedicine

... when every minute counts

In the cover story for this issue (featured on page 4), Shad Newson, MD, tells how a telemedicine consultation with a highly trained neurologist helped him get the urgent care he needed when he suffered a sudden stroke. Northwest is committed to providing this kind of help throughout the region with its telestroke program, which connects patients with remote neurology specialists who can provide advanced assessments whenever they are needed.

Northwest Texas Healthcare System contracts with Northwest Stroke Solutions for its telemedicine services and provides telemedicine robots to hospitals in Dalhart, Dumas and Pampa, explains Sabra McFarland, BSN, RNC-NIC, stroke coordinator at Northwest. Using two-way audiovisual capabilities, specialists are able to talk with patients about their symptoms, evaluate their motor skills and assess even subtle facial features and symptoms that may be related to a possible stroke.

A nurse is by the patient's bedside throughout the telemedicine consultation, ensuring that the remote physician has all the "pieces of the puzzle" needed to make a diagnosis and treatment recommendation, says McFarland. This may include imaging tests, patient medical records and any other information that can help direct the optimal treatment.

If more specialized care is needed, patients may be transferred from any of the three outlying facilities to Northwest in Amarillo. Northwest follows best practices for stroke care and was recertified in 2017 as a Primary Stroke Center by The Joint Commission. Primary Stroke Centers must successfully demonstrate compliance with standards, implementation of clinical practice guidelines and performance measurement activities. ■

For more about our stroke services, visit nwths.com/stroke.

Supporting the best possible recoveries

The goal of advanced stroke care at Northwest is to provide rapid treatment. For some patients, rehabilitation may be needed following a stroke to help with physical, speech, emotional and cognitive changes they may experience. In these cases, the Inpatient Rehabilitation Center at Northwest can provide dedicated, individualized care to help patients return to their highest level of independence.



**American Heart Association
American Stroke Association
CERTIFICATION**
Meets standards for
Primary Stroke Center





1501 S. Coulter
Amarillo, TX 79106

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 322
PONTIAC, IL

Prominence Health Plan Medicare Advantage HMO ... *The right choice from a trusted partner*

If you're turning 65, Prominence Health Plan wants you to RELAX because we're here for you with Medicare Advantage HMO options that are:
ECONOMICAL • EASY TO USE • BENEFIT RICH

“... the most economical choice and the benefits are just what we need ...our doctors are in-network and the formulary definitely meets our needs.”

~ Dawn and Bill Fogel, Prominence Health Plan Members



Y0109_ADPP18

Prominence[®]
Health Plan

Learn more at
833-200-1190 (TTY: 711) or
ProminenceMedicare.com

Prominence Health Plan is an HMO plan with a Medicare contract. Enrollment in Prominence Health Plan depends on contract renewal. Other providers are available in our network. Physicians are independent practitioners who are not employees or agents of Northwest Texas Healthcare System or Prominence Health Plan and shall not be liable for actions or treatments provided by physicians. For language assistance, disability accommodations and the non-discrimination notice, visit our website. | This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits may change on January 1 of each year. | If you speak another language, language assistance services, free of charge, are available to you. Call 855-969-5882 (TTY: 711). | ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-855-969-5882 (TTY: 711). | CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-855-969-5882 (TTY 711).

*Connect
WITH US!*

Like our page on Facebook
nwths.com
806-354-1000



HEALTH NEWS FROM
NORTHWEST TEXAS HEALTHCARE SYSTEM

Stanley Tatum, FACHE
Interim Chief Executive Officer

Rachel K. Smith
Marketing Manager

Information in *Health News* comes from a wide range of medical experts. If you have any concerns or questions about specific content that may affect your health, please contact your healthcare provider. Models may be used in photos or illustrations. Any opinions expressed by an author whose article appears in this publication are solely the opinions of the author and do not necessarily reflect the views of Northwest Texas Healthcare System or Universal Health Services, Inc. Physicians mentioned in this publication are independent practitioners who are not employees or agents of Northwest Texas Healthcare System. The hospital shall not be liable for actions or treatments provided by physicians. For language assistance, disability accommodations and the non-discrimination notice, visit our website. ©2018. All rights reserved. Printed in the U.S.A.

You may have received this mail because your address appears on a purchased mailing list. The companies from whom we purchase mailing lists are responsible for removing your name if you do not wish to be listed. To add or remove your name and address from our mailing list, please contact Northwest Texas Healthcare System's Marketing Department; the Direct Marketing Association, Farmingdale, NY; or log on to <http://www.dmchoice.org>.