

# Giving

NOV/DEC 2009

# Matters



**Mother and daughter,**

*Mary Beth Frensley and Kristen Cross, often share ways to keep their loved ones healthy.*

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# Message from the CEO

The healthcare field is experiencing a time of great uncertainty. White River Medical Center is no exception to the challenges facing hospitals around the country. Healthcare reform, medical cost inflation, unreimbursed medical care, technology advances, staff shortages and emergency room overcrowding are all priority concerns. White River Medical Center is the primary referral center for North Central Arkansas residents. Over the last several years, we have provided care for an increasing number of patients and often stretch our facility to and beyond its capacity.



The White River Health System Board of Directors has taken a proactive, systematic approach to evaluate the best way for our hospital to meet the area's current and future healthcare needs. The Board completed an extensive community perception survey. The results are encouraging; residents view WRMC as the "provider of choice" for their healthcare needs.

A Master Facility Plan has been developed, assuring an orderly development to the WRMC facilities and Batesville campus. The Plan addresses current major short-comings and long-term needs, and prioritizes construction phases based on patient needs, facility limitations and financial considerations. The Plan is an important road map for current and future WRMC leadership.

The White River Health System Board of Directors has approved initiating the first phase of the Master Facility Plan. Architects have been commissioned to work with WRMC management to finalize space allocations and operational issues. Concurrently, we've begun the process of determining alternative ways to fund the project. Like other non-profit hospitals, the WRHS Board looks to a balanced approach of financing, which includes operating reserves, grants and appropriations, tax exempt bonds and a public fund raising campaign.

If everything goes as planned, the detailed Phase I plans for facility renovation and expansion will be completed January 2010. I'm eager to show you the plans and appreciate your willingness to support White River Health System as it strives to meet the ever increasing demands for healthcare services in North Central Arkansas.

A handwritten signature in black ink that reads "Gary Bebow". The signature is written in a cursive, flowing style.

Gary L. Bebow, FACHE  
Administrator/CEO, White River Health System

## Digital mammography ... it's still a tight squeeze.

The entertainment world isn't the only place experiencing a digital revolution. The diagnostic tools of medicine are going digital too, and in many cases, that means early detection of disease and improved diagnosis. One of the new technologies making an impact is digital mammography.

Digital mammograms will not change the way mammograms are obtained; compression is still necessary for quality images. New digital mammography equipment changes the way the image of the breast is viewed by the radiologist and the radiologist's ability to adjust and access the image. Also, because there is no film-processing and less possibility for "re-takes," digital mammograms take less time. Digital images can be stored, retrieved and sent electronically, allowing consultations from other specialists, not only from around the country, but from around the world.

Breast cancer is the second leading cause of cancer death among women, exceeded only by lung cancer. Statistics indicate that one in eight women will develop breast cancer sometime in her life. The stage at which breast cancer is detected influences a woman's chance of survival. If detected early, the five-year survival rate is 97 percent.

Raising funds to purchase advanced medical technology like digital mammography is a priority for the White River Health System Foundation. Digital mammography provides the latest in imaging quality for the best possible breast cancer diagnoses. That's important to patients and their physicians, so it's important to us.

Funding for this equipment was provided in part by generous congressional support from Congressman Marion Berry and Senators Blanche Lincoln and Mark Pryor.

You may qualify for a FREE mammogram funded by the Arkansas Affiliate of the Susan G. Komen for the Cure Foundation and the White River Health System Foundation. Call 870-262-1035 for information about a free mammogram.

## On Mission



From left to right, April, Delores, Pearlean, Lee,  
Mammographers at the *Josephine Raye Rogers  
Center for Women and Imaging*

*by Judy Hance  
Mammography Department Supervisor*

# Insider's Story

## Great Expectations!

The birth of a child is a wonderful and awe-inspiring moment – your own little miracle! Becoming a mother has always been, and will always be, the most extraordinary, remarkable, and yet... ordinary human experience.

White River Medical Center's childbirth team helps women and their physicians deliver more than 700 little miracles each year here at the Josephine Raye Rogers Center for Women and Imaging. Randy and Kristen Cross chose to have their baby, Aidan, at WRMC and are making plans for another delivery in late February.

Kristen Cross remembers her experience, "When our son Aidan was born the care we received at WRMC was exceptional in every way. We have great expectations for our next delivery."

Most parents-to-be feel some level of anxiety as they await the arrival of the newest addition to their family.

At White River Medical Center, you can have great expectations for your delivery experience. Your comfort and safety are priorities for our highly trained and experienced childbirth team. To help ease your anxiety, we provide a customized approach to your delivery experience.

Our nurses provide a patient and family-centered method to your maternity care. Labor, delivery and recovery all occur in the same private, spacious and beautifully furnished room. After relaxing in the Jacuzzi tub and enjoying the company of family and friends, many new parents say they feel like they are staying in a luxury hotel. All of the in-room amenities are great, but they always take a backseat to the main attraction – your new baby.

Babies need a lot of attention, and our nurses enable parents to bond with their babies while learning to care for them. From baby's first bath to the first diaper, a nurse is by your side to help.

In addition to delivering miracles each day, our nurses provide specialized care to infants in our Level II neonatal nursery. Babies who are underweight or have specific medical conditions requiring a more intensive level of care can grow and thrive until they are able to go home.

Patient and family-centered healthcare is important to you, and it's important to us. We will be here when you need us, delivering the care you expect.



© Kassie Foree Photography  
Aidan, son of Kristen and Randy Cross of  
Batesville, born at White River Medical Center.

*By Faye McCoy*

*Obstetrical Department Nurse Manager*

# Spirit of Giving

"If you find it in your heart to care  
for somebody else, you will have succeeded." — Maya Angelou

Raye and Doyle Rogers are well known for their philanthropy and commitment to the health of their fellow Arkansans. They made Batesville their home fifty years ago, raised their family here and developed a thriving commercial real estate business as well. Their business interests include the Doyle Rogers Company, Metropolitan National Bank, Citizens Bank and many commercial real estate holdings. They are respected business and civic leaders making a difference in the lives of others with their time and gifts to White River Health System and many other charitable and civic organizations in our community and across the state.

"Quality healthcare is important to a thriving community," said Mr. Rogers. "As a regional healthcare organization, White River Health System provides economic diversity to Batesville, which benefits our entire community."

Mr. Rogers serves on the WRHS Board of Directors. Mrs. Rogers serves on the WRHS Foundation Board of Directors and is a member of the Women's Health Advisory Council, which serves as an advocate for state-of-the-art patient and family-centered focused healthcare. The Rogers family provided the lead gift for the Josephine Raye Rogers Center for Women and Imaging named in honor of Mrs. Rogers.

White River Medical Center has expanded the scope and quality of care provided to patients living in this rural area of Arkansas. Expanded services mean more physicians have chosen Batesville for their home and medical practice. Since 2004, the number of obstetrical and gynecological (OBGYN) physicians has risen from three to seven.

Over the past five years, births at White River Medical Center have risen by 55 percent. With 745 babies born last year and 677 born so far this year, it seems like miracles occur every time we turn around! When you visit the hospital, you may here Brahms's Lullaby play announcing the birth of a new baby. Smile and think about the ordinary everyday miracles occurring at White River Medical Center and the generous spirit of giving that has made it all possible.

Raye and Doyle Rogers certainly think Batesville is a great place to live, work and raise a family. Their investments in our community are testament to their devotion and vision for the future. Their generosity is a gift to us all. "We believe in the importance of White River Health System to the families of this area," said Mrs. Rogers. "We are thankful for the opportunity to be involved in touching the lives of others."

Thank you, Mr. and Mrs. Rogers, for making a difference every day at White River Medical Center!



*By Angela Dugger*

*Assistant Director of Institutional Advancement*



**Gary L. Bebow**, Administrator/CEO

**Dick Bernard**, President White River Health System Foundation

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# Ways to Give

**It is the personal thoughtfulness, the warm human awareness, the reaching out of the self to one's fellow man that makes giving worthy of the Christmas Spirit." —Isabel Currier**

Let the Spirit of Christmas inspire your generosity, stir the imaginations of children, and touch the hearts of our patients. Send a Letter from Santa to a special boy or girl.

Bring the joy of the season to one child of your choice with your gift of \$10. Your giving will also enable the purchase of critical equipment used to care for patients with heart disease at White River Medical Center.

For more information about making a gift contact Jessica Stout, WRHS Foundation Coordinator at (870) 262-1225 or email [jstout@wrhc.com](mailto:jstout@wrhc.com).