

## NEWS RELEASE

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### **Women's Center Dedicated to Women and Families**

*White River Medical Center hosts a building dedication for the  
Josephine Raye Rogers Center for Women and Imaging*

**Tuesday, July 26, 2005; Batesville, Ark.** – The **Josephine Raye Rogers Center for Women and Imaging** was honored with a building dedication today as part of the grand opening week of events for the new Women's Center. The event was held in the conference center of the new facility and was attended by hospital administration, dignitaries and the public. The new three-story, state-of-the-art Women's Center provides the women of north central Arkansas and their families the best in women-centered care through leading technology in imaging, family-focused maternity care, educational resources and exemplary service.

The ceremony dedicated the new Women's Center to the women and families of north central Arkansas. The Doyle W. Rogers family of Batesville and Little Rock provided the lead gift for the Center and it is named in Mrs. Rogers honor. Mrs. Rogers said she was honored to have her name as part of a magnificent healthcare center in her hometown. Doyle Rogers is a long time member of the hospital's Board of Directors and serves on its building committee. Mrs. Rogers was actively involved dedicating hours of her time and expertise to all phases of the project.

The Women's Center was created to meet the needs of the women in the Batesville area. White River Health System Administrator/CEO Gary Bebow said, "The Josephine Raye Rogers Center for Women and Imaging will provide exceptional healthcare and education to the women of north central Arkansas."

In addition to the service and educational aspect of the new center, the Women's Center is equipped with leading technology equipment. The women of Batesville and surrounding areas will no longer have to travel out of the area for first-rate healthcare.

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White River Medical Center will continue celebrating the grand opening of the Women's Center with events through July 29. The focus of the events are on comprehensive care for women close to home - highlighting the hospital and the Center's dedication to providing exceptional education, screening, prevention, diagnosis and treatment, while empowering women to fully understand the healthcare issues impacting their lives and the lives of those around them.

## **SCHEDULE OF EVENTS**

The Josephine Raye Rogers Center for Women and Imaging is focused on women-centered care: believing that women should be treated with dignity and provided the highest possible levels of comfort, privacy and access to healthcare services. Events scheduled include:

- **July 27, The Life of a Busy Professional** – Local medical professionals will be invited to join WRMC for a fun, informational lunch on dealing with this common complaint – not enough hours in the day. Entrepreneur and author Alda Ellis and KARK 4 anchor/reporter Alice Stewart are the featured speakers.
- **July 27, Fashion and Fun** – WRMC will host a special dinner and fashion show celebrating the Josephine Raye Rogers Center for Women and Imaging. Barbara/Jean, Ltd. of Little Rock will provide fashions, and the show will feature hospital staff and their families as models.
- **July 28, Your Health is Important to Everyone** – WRMC will host a public education luncheon focusing on the new Women's Center and women's health issues. Julie Hall-Barrow, EdD, UAMS Rural Hospital Program will be the featured speaker.
- **July 29, Your Legacy Lives on in the Lives of Others** – WRMC will honor their supporters with an evening of appreciation.

## **SERVICE SPECIFIC TO WOMEN**

The \$11 million, three-story Josephine Raye Rogers Center for Women and Imaging has dedicated 47,700 square feet to offering women and infants of north central Arkansas unprecedented access to women-centered care.

The first floor is centered on education and diagnostic imaging. The Community Education, Resource and Conference Center features a 160-seat lecture hall for health education and support groups. The hall can be broken down into three separate meeting rooms that boast the latest audiovisual capabilities. The Women's Health Library is also located on this floor. The library offers women complete access to information on a wide range of health topics through books, periodicals, videotapes and computers for Internet research.

The Center offers the latest imaging technology combined with patient comfort and privacy. The Center includes exam rooms, support areas for mammography, bone densitometry, ultrasound, CT, x-ray and fluoroscopy. A filmless digital radiology system provides a digital image immediately for timely interpretation and diagnosis.

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The second floor is dedicated to maternity and women's inpatient services. The Center provides expecting moms and family an attractively furnished room with ample space, an electronic infant security system for added assurance of safety and a well baby nursery. A Level II neonatal nursery provides special care for babies who are underweight or have specific medical conditions requiring a more intense level of nursing care.

The women's inpatient unit consists of ten rooms that are furnished with beautiful accents that can assist patients in the healing process. Each of the beds features a wellness canopy that provides lighted artwork of nature, which studies have shown positively affect the healing process.

The third floor progressive care unit provides additional private rooms for patients, expanded capabilities for cardiac monitoring and a family resource room that invites family members to take an active role in the recovery of a loved one.

For more information on the Josephine Raye Rogers Center for Women and Imaging and the Dedication Week events, contact Gwenda Dobbs, Associate Administrator of Women's Services or Sheila Mace, Public Relations Coordinator at (870) 262-1200.

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