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COMMUNITIES

Terri Potter to Leave Meriter at End of 2006

Terri Potter will leave Meriter Health Services at the end of the year after 35 years with the organization, the last 17 as president and CEO.

Potter joined the organization in 1971 for a 12-month fellowship to fulfill a requirement for the Master's Degree in Health Administration he was pursuing at the University of Minnesota. Prior to completing the fellowship, he was offered a leadership position.



Terri Potter

"The early years at Meriter were spent learning the ropes of health administration. I considered no job too insignificant to learn a lot from," he recalls.

Potter cites three primary reasons for staying with the organization over the

years: the quality of life in the Madison area, the people he has been privileged to work with, and the uniqueness of Madison related to health care.

"Madison, while a mid-sized city, provided a unique crucible for the expansion and development of healthcare systems when compared to other cities. I'm a person who is steeped in systems-thinking approaches to life, and I found the most promise here," he explains.

Looking back over a long career requires reflection on personal milestones. For Potter, one tops the list—the 1987 merger between Madison General and Methodist Hospitals, the predecessors of today's organization.

"The merger was one of the more important things I've done in my professional life. I am proud that the new organization was highly integrated in its operations within three years. It was organized with clear goals and a clear game plan," he says.

Potter is confident that he leaves his successor, Jim Woodward, a sound platform on which to move forward, noting that "virtually everything that has been done for the last three to four years was designed to create a facility and infrastructure for long-term success."

"Through its 108-year history, Meriter has had a strong commitment to community. It is evident in the people who choose to work here. The organization will continue to be successful if it stays true to its roots and its unique role in the community."

Potter's Legacy

During his 35 years of service, Terri Potter provided leadership in these key accomplishments:

- Merger between Meriter's two predecessor hospitals and health systems
- Formation of Physicians Plus Insurance Corporation
- Formation of the Physicians Plus Medical Group (now part of UW Health Physicians)
- Creation of an organization culture where there is a commitment to continuous improvement, continuous learning, working within zones of collaboration and zones of competition, and adapting to an ever-changing environment
- Collaborations, including Turville Bay MRI, Madison Patient Safety Collaborative, a medical waste disposal facility, Southern Wisconsin Radiotherapy Center, Wisconsin Dialysis, Madison Surgery Center
- Involvement with the Wisconsin Hospital Association to help shape the state's health policy. This includes reform initiatives and public reporting systems: Price Point, Check Point, Wisconsin Collaborative for Healthcare Quality, Community Benefits Reporting
- Co-chairmanship of the Collaboration Council, the precursor to a Regional Economic Development Entity for South-central Wisconsin

New Laser Procedure for Blocked Arteries Helps Save Lower Limbs of Diabetic Patients

A laser technique now being offered at Meriter Hospital may help people with advanced diabetes avoid one of the most devastating complications of the disease—lower limb amputation.

According to the American Diabetes Association, diabetes-associated nerve and circulatory damage is the leading cause of non-traumatic lower limb amputation, accounting for more than 60 percent of those performed annually. About 82,000 Americans lose a foot or leg to diabetes each year.

More than one million people in the U.S. suffer from critical limb ischemia (CLI), the most severe form of peripheral arterial disease—a common condition in people with diabetes. CLI is the progressive accumulation of plaque and thrombus in the arteries of the leg, which results in obstruction of blood flow. Left untreated, the condition can lead to pain, foot ulcers and limb loss.

“Improving circulation is the only way to save more limbs. Open bypass surgery was long considered the only option for these patients, but advances in endovascular technology—working within the diseased artery—have allowed us to treat arteries much further down

the leg and of much smaller caliber to restore flow,” says William Evans, MD, a vascular surgeon with Wisconsin Heart Cardiac and Vascular Specialists in Madison.

Dr. Evans now has a new alternative in the fight against amputation. A new laser atherectomy procedure helps clear

obstructions in leg arteries. Unlike bypass surgery or angioplasty and stenting techniques, this technique is designed to cut through blockages by vaporizing the plaque.

The minimally invasive procedure involves two components: the laser generating unit and small fiber-optic catheters. The catheter is fed down the patient’s leg artery over a pre-placed guide wire to the blockage. The laser unit produces an intense light beam carried through the catheter. The catheter, made from bundles of flexible silica fibers each

about the width of a human hair, delivers short bursts of energy at the tip of the catheter directly to the obstruction in the artery.

The laser is able to precisely target and vaporize blockages without damage to the surrounding artery. Once the laser cuts through the blockage, blood flow is restored. The laser can actually cut a channel for blood flow through arteries that are blocked over a long distance. Increased blood flow leads to faster wound healing and greater chances for limb salvage, which means an improved quality of life for most patients. Endovascular procedures like laser atherectomy (plaque removal) can often be accomplished on an outpatient basis and usually only require local anesthesia and mild sedation.

“Laser atherectomy is a new option within a host of less invasive methods to treat critical limb ischemia,” comments Dr. Evans. “We have been fortunate here at Meriter Hospital to have access to the latest in technological advances as soon as they are made available. Saving limbs, especially in our diabetic population, has become a clinical imperative for us.”

For More Information



www.wiheart.com

William S. Evans, MD, FACS
Wisconsin Heart Cardiac and
Vascular Specialists
202 South Park Street
Madison
(608) 260-2100

William Evans, MD, is a vascular surgeon with Wisconsin Heart Cardiac and Vascular Specialists.

Showroom Provides Mobility Solutions

People with chronic conditions or those who are recovering following a hospital stay often express a strong desire to live in their own home. Thanks to technology and a variety of specialized products, that wish can often be granted enabling patients to carry on daily activities while receiving treatment at home.

Meriter Home Health's recently remodeled 3,500-square-foot retail showroom offers the area's largest selection of mobility and home safety products for the full range of disabilities, from minor to extreme. A comprehensive selection makes it easy for patients and families to compare features and find the product that best meets their needs.

Store supervisor Leon Nicks says that in addition to a variety of home safety products, "we display a dozen or so lift chairs as well as many walkers and scooters with different styles and

features. We also have a working stair lift, vehicle lifts, ramps and platform lifts for people to try."

The showroom's three model rooms enable customers to try products in a homelike setting. The furnished rooms have privacy curtains, and each has a different floor type—an important feature when testing walkers or wheelchairs. A working self-transfer ceiling lift system runs from the bedroom into the bathroom. "Every effort has been made to create a comfortable environment in which the consumer is able to see, touch, feel and try the products," Nicks explains.

Products run the gamut from "low-tech" to state-of-the-art. One unique walker has an optional feature for people with Parkinson's disease who experience *freezing*, a temporary, involuntary inability to move. The walker can be equipped

with a laser that "draws" a line on the floor, which helps them overcome the problem.

Nicks says showroom representatives pride themselves on staying current on product features and giving customers as much time as they need to make decisions.

For sales representative Mike Trefz, job satisfaction comes from making a difference in the quality of people's lives. He recalls a woman who had a stair lift system installed in her beloved Victorian home and adds, "Before the lift was installed, she was limited to the use of the first floor. The lift gave her back the enjoyment of her entire home."

For more information on mobility products and services, visit www.meriterhomehealth.com.



Meriter Home Health store supervisor Leon Nicks explains the features of a lift chair that will be part of a November 27-December 23 holiday sale. Showroom staff pride themselves on being knowledgeable about their products.

Meriter Home Health Retail Showroom

2180 West Beltline Highway, Madison
Between Todd Drive and Fish Hatchery exits

(608) 327-3770
1-800-236-1052

Hours:

Monday-Friday
8 a.m. – 6 p.m.
Saturday
10 a.m. – 2 p.m.

Cyclists Ride to Support New Newborn Unit

A group of 58 motorcyclists—including many physicians who practice at Meriter Hospital—rode through the beautiful south-central Wisconsin countryside in September to support a very special cause.

Little Tikes ~ Big Bikes, the inspiration of UW Health physicians Phil Carlson and Susan Toth, helped raise money for the new state-of-the-art Newborn Intensive Care Unit (NICU) that Meriter Hospital will open in 2007.

Carlson, a radiologist, explains, “The NICU project was first presented to the physicians on staff at Meriter a couple of years ago and was supported enthusiastically. It is a unique project of great vision and compassion that will serve the most helpless among us.”

Carlson and his wife, Cecilia, took up the sport of motorcycling last year after a 30-year hiatus. Their return to biking was one factor that inspired the September fundraiser.



Dr. Phil Carlson and 57 other motorcyclists rode to support the new Meriter NICU.*

Another, says Carlson, is the philanthropic spirit that motorcyclists as a group display, explaining, “It was natural that the NICU expansion project came to mind.”

He adds, “It was also gratifying to see how many people came out to support these very special patients and their families.”

Meriter Foundation continues to accept gifts toward its goal of raising \$2 million of the \$6.1 million needed for the NICU project. For more information, visit www.meriterfoundation.org.

To contact Meriter Foundation, call (608) 267-5300 or send an e-mail to foundation@meriter.com.



Welcome New Physicians!

At Meriter Hospital, the partner relationship with the physicians who practice here is an essential ingredient in our mission to Heal, Teach, and Serve. We are pleased to welcome the following physicians who were appointed to our medical staff in August-October 2006:

Mary Anne Carroll, MD*
Perinatology
UW Health Physicians

Timothy Drews, MD*
Family Medicine
UW Health Physicians

Maher Fattouh, MD
Pain Management
Advanced Pain
Management

Katherine Habeeb, MD*
Pulmonary Medicine
UW Health Physicians

Sarah Heiser, MD
Emergency Medicine
Meriter Hospital

Petar Igic, MD
Cardiology
Wisconsin Heart

Andrew Kramer, DDS
Oral/Maxillofacial Surgery
Center for Oral and
Maxillofacial Surgery

Laurie Kuhn, MD*
Family Medicine
UW Health Physicians

Peter Mason, MD
Cardiology
Wisconsin Heart

Matthew Mell, MD*
Vascular Surgery
UW Health Physicians

Joanna Ruchala, MD*
Internal Medicine
UW Health Physicians

Neil Salyapongse, MD*
Plastic Surgery
UW Health Physicians

Kate Sample, MD
Obstetrics/Gynecology
Associated Physicians

Michael Sloan, MD*
General Surgery
UW Health Physicians

Robyn Titel, MD*
Family Medicine
UW Health Physicians

Brian Walsh, MD*
Neuroscience
UW Health Physicians

Jie Wang, MD*
Family Medicine
UW Health Physicians

Beth Weidel, MD
Obstetrics/Gynecology
Associated Physicians

Daniel Williams, IV, MD*
Urology
UW Health Physicians

For a directory of all Meriter physicians, visit www.meriter.com/doctors.



*UW Health Physician and UW School of Medicine and Public Health Faculty Member

Splint Helps Restore Function After Stroke

Retired furnace repairman Glenn Goodman has always enjoyed working with his hands. In fact, he built the home



Glenn Goodman, shown with occupational therapist Mary Ann Roelke, is regaining the use of his hand and arm following a stroke.

that he shares with his wife, Lee Ann. When he suffered a stroke in February and lost the use of his arm and hand, he thought he would never be useful again.

A high-tech, FDA-approved device now being used at Meriter Hospital is helping patients like Goodman recover the use of their paralyzed limbs. The Bioness splint is worn on the hand and forearm with five electrodes that help control function by a coordinated stimulation of nerves and muscles.

Occupational therapist Mary Ann Roelke explains, "The low-intensity electrical impulses prompt the muscles of the hand to open and close. Over time, this retrains the brain to take over the process."

Through repeated stimulation, many patients

who have had strokes or other brain injuries can regain lost movement and function, and experience a decrease in pain. However, Roelke cautions that when dealing with an impaired nervous system, there is no way to predict the type of improvement each patient may have.

Goodman, who has been receiving this therapy since July, is gradually regaining the use of his arm and hand. "They had improved about as much as they could after two months of traditional therapy," says the Appleton man who was referred to Meriter by his local provider. "Within two weeks of using the Bioness splint, my shoulder started to work as it should."

For Goodman, the device is giving him back his life. He recently passed both the written and behind-the-wheel driving tests and even installed some new kitchen cabinets.

Meriter is one of only four facilities in Wisconsin that currently uses the Bioness splint. Patients need a referral from their physician. For more information, contact Roelke at (608) 267-6173.

Meriter News in Brief

Meriter Physician Elected President of National Medical Specialty Society

Medical Director of Meriter's NewStart Alcohol/Drug Treatment Program since 1989, Michael M. Miller, MD, FASAM, FAPA, has been elected president of the American Society of Addiction Medicine (ASAM). With nearly 3000 members, ASAM is the largest physician organization in the nation devoted to improving care for patients and education for physicians regarding alcohol and other drug addictions. The two-year term will begin in April 2007.

Dr. Miller also serves on the board of directors of the Wisconsin Medical Society (WMS) and is a delegate to the AMA House of Delegates representing the WMS.

Meriter Helped Distribute Gun Locks

Meriter Hospital was one of more than 20 area hospitals and clinics that served as gun lock distribution sites for an injury prevention effort spearheaded by the Wisconsin State Journal. Others providing support include Project ChildSafe, MasterLock, Youth Services and the Wal-Mart Foundation.

Rehab Programs are Certified

The Cardiac and Pulmonary Rehabilitation Programs at Meriter Hospital recently received certifications from the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR). Founded in 1985, the AACVPR provides guidelines to help programs achieve their goals of professional development and excellence.

MERITER'S MISSION IS:

to heal this day
to teach for tomorrow
to embrace excellence always
to serve our communities —
for a lifetime of quality health care.

FOCUS

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Meriter Health Services Board Appoints James Woodward as New CEO

The Meriter Health Services Board recently announced the appointment of James L. Woodward as the next president and chief executive officer of Meriter Health Services and Meriter Hospital. Woodward comes to Meriter from Winchester Medical Center, where he has served the past five years as chief executive officer. Winchester Medical Center is a 411-bed regional referral center serving the Northern Shenandoah Valley of Virginia and the Eastern Panhandle of West Virginia.

"We are pleased that Jim Woodward has accepted our offer to lead Meriter. We feel he is a leader who will sustain and enhance Meriter as an independent community hospital and healthcare system," says Jac Garner, Meriter board

chair and head of the search committee. "Jim's selection ensures that our focus continues to be on providing our region with excellent and innovative health care, and that we remain dedicated to our community well into the future."

"It is an exciting time to become part of Meriter," says Woodward. "Terri Potter leaves Meriter well-positioned for the future with the anticipated opening of the newly redesigned Newborn Intensive Care Unit in April, followed by the opening of this community's first Heart Hospital next July. It will be great to be part of that. I especially look forward to continuing Meriter's unswerving commitment to achieving and sustaining clinical and service excellence. My family is eager to move to Madison and get



Jim Woodward will begin his duties as Meriter President/CEO in January 2007.

started on establishing their roots in this community."

Potter believes Meriter will be in good hands. "This is a great organization, with a dedicated team of people. I am confident that Jim will build on the Meriter legacy."