

extra

news for
**Owensboro
Medical Health
System**

Our Mission is to heal the sick and to improve the health of our community. June 16, 2008

Owensboro's Radiology & Diagnostic Imaging joins OMHS



OMHS announced today that it has acquired Radiology & Diagnostic Imaging

(RDI), a premier provider of radiology services since 1983. The purchase supports quality improvement strategies at OMHS to provide efficient, patient-centered care and will enable the health system to better serve the growing healthcare needs in the region.

Terry Tyler, MD, the previous chief executive officer and medical director for RDI, has been named senior vice president and medical director of outpatient imaging facilities at OMHS. "We are pleased about joining OMHS and continuing to provide the high level of service that patients expect," Tyler said. "Joining OMHS is a good fit for our team, as our mission and values are closely aligned with the hospital's charitable mission and vision."

"Radiology is one of the most dynamic fields in medicine, with more advancements than ever before available to diagnose and treat patients," said Dr. Jeff Barber, president and CEO at OMHS. "Dr. Tyler has a strong reputation of providing excellent, dependable service delivery that he has worked hard to put together over his career. We are confident that he and his staff will be a tremendous asset to OMHS and our patients."

Tyler and his team of radiologists—John Mulligan, MD; Patrick Padgett, MD; and Kent Filbeck, MD have provided services for OMHS at its outpatient imaging centers since June 1, 2007. The group recently recruited a fifth physician, Carl Watkins, MD; a radiologist who previously practiced in Hopkinsville. All five hold board certified credentials.

(continued on page 3)



OMHS has announced the acquisition of Radiology & Diagnostic Imaging (RDI). A complete range of imaging services will be available at three locations: the Springs (pictured above), the HealthPark, and the Breckenridge Medical Plaza.

New hospital Web site debuts

Anticipation was high last week as the new Web site, omhs.org, enjoyed a successful launch. The improved site is designed to provide a new level of access to OMHS for patients, consumers, medical professionals and the community at large. The site features several exciting new features, including:

- **Smart Panel** technology, which presents visitors with topics they may be interested in based on the pages they are visiting;
- **Interactive modules** that allow users to sign up for classes, subscribe to Vim & Vigor, or submit Town Forum questions;
- A **'Find-A-Doctor'** search option that can locate physicians by name, services provided, or facility;

(continued on page 2)

Need a spiritual lift? Call the Reflection Line to hear a devotional reflection from OMHS Pastoral Care. Phone 688-5378.

Sabina lift makes it easier to help patients stand

The Sabina lift is an electric lift that raises a patient from a seated position to standing, accommodating persons up to 440 pounds. The lift mobilizes patients at the push of a button. A soft sling supports the back while a brace in front of the knees keeps the legs extended. The operator can transport patients and then gently lower them back to a seated position in a bed or chair. The next time you suspect standing may be too much, call for the Sabina lift—easy for staff, easy on the patients. (House techs obtain and assist you with device. Rehab owns one.)

This article was submitted by the Safe, Effective and Timely Care Team, a group of OMHS nurses and healthcare professionals working to educate hospital staff and the public about ways to improve the safety and quality of patient care. The team will regularly feature lift equipment designed to make transferring and positioning patients safer for both patients and staff.

Check out the All New OMHS patient-friendly Web site...



The new www.omhs.org launched last week. The new Web site features expanded content and increased interactivity.

From front: New hospital Web site debuts

- Top-notch health content, such as the illustrated Health Encyclopedia, interactive heart and cancer centers, and a wellness guide;
- Improved Baby Web and Cheer Card sections;
- Comprehensive information about OMHS and the services we provide

With this new technology in place, hospital officials say the Web will be a critical part of the overall communications strategy and will be integrated into all future marketing and public relations efforts.

The Web site is a combined effort by information services, the marketing department, and Geonetric, the Iowa-based company specializing in hospital-specific web technology. Plans are now underway to add more features and content and to cultivate a web user group to help keep the site fresh and functional. The new site will be promoted with a marketing campaign set to launch in the fall.

If you see changes that need to be made, or if you have a great idea for the Web site, contact Brian Hamby, 685-7749 or hambyb@omhs.org.

MultiCare Spotlight



Becky Blakely

Becky Blakely, LPN
Urgent Care

What she did

When the MultiCare elevators went down, Blakeley sprang into action to assist a patient in a wheelchair, taking the patient

through the associates building to the urgent care facility.

What people say:

"Great worker. You can ask her anything and she is willing to help. She always has a good attitude."



The Kentucky Organ Donor registry recently visited OMHS, displaying one of its touring 'donor quilts'. Each square on the quilt represents a donor's story, according to KODA representative Amber McGuire. "People react very emotionally when they see the quilt," McGuire says. "They are amazed that families have chosen to give the gift of life." Pictured on the left is Owensboro resident Larry Ward, a 20-year heart transplant survivor who now spends a lot of time advocating organ donation. "I'm proof that it does work, and it gives a person a chance to go on," Ward says. On the right is Kami Osowicz, whose sister, Kara White, was an organ donor.

Riney and Hastings leading teen volunteers



OMHS Volunteer Services welcomes its summer teen leaders, Lindsey Riney and

Kayla Hastings. Riney and Hastings are managing a team of 70-80 teen volunteers and will be busy creating fliers, postcards and schedules. Riney, a sophomore at the University of Kentucky, is in her second summer with the program; Hastings, a junior at Johnson and Wales University in North Carolina, is in her first year as a teen leader. Both are enthusiastic about their positions. "We've got a good group of teenagers coming back" Riney says. "We're excited."



HIP Update

Here is a look at upcoming Health Improvement Plan classes. For more information, contact Nancy Velotta at 688-4881 or nvelotta@omhs.org.

June 18

Steps To Becoming A Non-Smoker
7:30 – 8:30 a.m.
New Life Education Center

Exercise 101
11:00 a.m. – 12:00 p.m.
New Life Education Center

Important reminders about HIP

- The end of the quarter is **June 27**, so all activity forms need to be in by then.
- People on the High Risk track need to do two activities per quarter and, again, the deadline is **June 27**.
- The Blood Pressure talk, scheduled for September 23, **has been cancelled**.

From front: OMHS acquires RDI

Among the three locations, OMHS will offer a full suite of imaging services, including 3T and open MRI, breast MR and breast MR biopsy, CT, CT bone density, digital mammography, ultrasound, stereotactic breast biopsy, digital X-ray and fluoroscopy, special procedures, nuclear medicine and on-site PET and PET/CT services. Digital fluoroscopy, bone densitometry, radiography, ultrasound, tomography, CT cardiac scoring and CT angiography will also be offered.

The acquisition adds 49 employees to the OMHS workforce, including the physicians, tipping employment for the health system to over 3,100.

Kentucky BioProcessing, LLC acquires plant based gene expression technology

As part of a continued commitment to maintaining its position as a world leader in the development of the plant-made pharmaceutical industry, Kentucky BioProcessing, LLC (KBP) recently completed acquisition of the GENEWARE® intellectual property platform—designed and created to enable the expression of genes and the proteins which they encode in plants.

The GENEWARE® system is widely recognized as one of the world's most potent, robust and effective plant-based gene expression systems. Its acquisition complements KBP's existing facilities, expertise and intellectual property portfolio. KBP can now operate as a single source provider for anyone interested in the expression, extraction and purification of a therapeutic protein or other high value product for commercial purposes.

While there are a number of technologies enabling the expression of proteins in plants, most systems are held on a proprietary basis with limited commercial availability for those outside of its immediate ownership. In announcing the acquisition, KBP signaled its intent to use the technology as a tool in business development. It also seeks to enhance the reputation of the Owensboro area in the plant-made pharmaceutical and plant-made industrial protein industry by offering broad commercial licensing opportunities to the GENEWARE® system.

"We believe that combining the availability of this enabling technology with our processing and commercial scale production capabilities enables us to offer researchers, collaborators and other product developers a clearly defined commercialization path and competitive advantage," KBP Chief Operating Officer Barry Bratcher said.

The GENEWARE® technology is typically used with a specially developed variety of the tobacco plant. This quick-growing plant serves as a high-yield 'factory' for bulk production of human, animal or plant proteins. This use of the tobacco plant plays to the strengths of Owensboro area farmers who have demonstrated tremendous expertise at cultivation of crops for use in biotechnology and plant-made protein production.

Commercialization of a single product using the GENEWARE® technology could result in creation of large new markets for Kentucky farmers. KBP's purchase of the technology was supported in part by a loan from the Kentucky Agriculture Development Fund administered by the Governor's Office of Agriculture Policy.

"The acquisition of this technology was a natural fit for us," said Hugh Haydon, Chairman for KBP. "It perfectly supports our objectives as well as those of our parent organization, Owensboro Medical Health System (OMHS), by enabling creation of novel new products for the treatment and prevention of disease. The GENEWARE® platform also enhances our ability to drive economic development for both our region and the state. We are very grateful for the vision and support of OMHS and the Agriculture Development Board."



It's in the bags! Volunteers Courtney Lyninger and Kayla Howes spent a total of seven hours filling giveaway bags for the Foundation For Health's Golf Classic to benefit the McAuley Clinic. The two volunteers filled 250 bags with weather radios, golf tees, flashlights, and other goodies. Last week's event raised more than \$50,000.