

# Bulletin

APRIL 2007

The Bulletin is a monthly publication for employees and friends of Mercy Medical Center

## Cover the Uninsured Week 2007 focuses on children

Cover the Uninsured Week 2007 (April 23-29) will focus on demonstrating support for Congress to reauthorize the State Children's Health Insurance Program (SCHIP). For the past 10 years, SCHIP has provided health coverage to millions of low-income children whose parents work but cannot afford or are not offered health insurance.

This year, SCHIP must be reauthorized by Congress to continue – at a time when nine million American children still lack health insurance. For more information or to get involved, please visit [www.CoverTheUninsured.org](http://www.CoverTheUninsured.org). Look for additional details about Mercy-specific activities to demonstrate support in upcoming issues of the *Bulletin*.



LET'S GET AMERICA'S KIDS COVERED

## Mercy Quick Care Clinics open in three Des Moines Dahl's stores

Central Iowans with sore throats and seasonal allergies now have another option when it comes to accessing high-quality health care for relatively straightforward illnesses. Instead of making an appointment with the family physician or rushing to the emergency room, patients can now stop by one of three Quick Care Clinics that opened in Dahl's Foods stores across the metro on Monday, April 2.

The partnership between Mercy Clinics, Inc. and Dahl's was sparked by Des Moines' growing demand for convenient, affordable health care. Modeled after Mercy's successful downtown Quick Care Clinic, the new Dahl's Quick Care Clinics – located at 4343 Merle Hay Road, 3400 E. 33rd Street and 15500 Hickman Road – are staffed by nurse practitioners and are designed to provide basic care for common illnesses such as colds and urinary tract infections. No appointments are necessary, and visits typically take just 10-15 minutes.

Dr. Kent Carr, CEO of Mercy Clinics, Inc., says patients are lured by the prospect of faster, low-cost treatment. "Mercy's downtown Quick Care Clinic has been an ideal solution for many professionals who cannot afford time away from the workplace," he said. "We're excited to bring the Quick Care model to Dahl's Foods so other health care consumers can benefit from the convenience, as well."

Although Mercy is the first and only health care provider in Des Moines to offer the Quick Care Clinic concept, the model has been well-received in other parts of the country. Hospitals nationwide report that the new clinics are to health care what ATMs are to banks – making ordinary transactions easier and more accessible while freeing up traditional providers for more complicated cases.

"Mercy Quick Care Clinics are not meant to replace the care of a primary physician," Dr. Carr advised. "People with heart or breathing difficulties, potentially life-threatening problems or signs of a chronic condition are still going to be referred to their doctor or, if critical, to the nearest emergency room." Still, the clinics have proven attractive to certain segments of the population – including those might otherwise go to an emergency room or skip treatment altogether.

The Quick Care Clinics at Dahl's are open weekdays from 9 a.m to 5 p.m. and accept most major health insurance plans. Discussions to open Quick Care Clinics at additional stores are underway.



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Excellence.  
Every Day in Every Way.™

# President's Message



Dave Vellinga  
President & CEO

The commercial world has long known that excellence is defined by the consumer – and it is no different in the health care industry. Today, notions such as “high quality” and “best practice” are gaining prominence, and hospitals and other health care agencies must work harder to prove they can meet the changing needs of an increasingly diverse patient population.

That's part of the reason we chose to change Mercy's positioning tagline to “Excellence. Every Day in Every Way.” More than just a branding concept, this tagline reflects the culture of service that Mercy strives to achieve with each individual interaction. We know that customer service is not simply a job function that can be assigned to particular employees or departments; rather, it is central to Mercy's Mission. We cannot improve the well-being of the community without anticipating, recognizing and meeting the needs of the patients and families we serve.

That understanding – an idea Mercy has embraced since it was founded in 1893 – has resulted in the service-minded, team-focused atmosphere that exists within our organization, and as you read through this issue of the *Bulletin*, I am confident you'll see multiple examples of Mercy's deeply-held commitment to excellence.

Take, for example, our initiative to achieve Stroke Center Certification. This is a voluntary process that requires a lot of planning and hard work, and Mercy must meet 10 performance measures set forth by the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO). Yet, once certified, Mercy will be able to assure patients that they are receiving evidence-based, state-of-the-art stroke care – a measure of excellence each of these patients and their families deserves.

Consider, as well, the number of men and women listed in the special Employee and Physician Recognition insert. These are all people who have given more than five years – in some cases, more than 45 years – of their professional lives to Mercy. They are shining examples of dedication – to the health care profession, to Mercy and to the people whose lives they touch.

Finally, look at the many ways Mercy is growing and expanding its reach to the community. Not only are we partnering with Dahl's to open Quick Care Clinics throughout the Des Moines metro, but we're also sponsoring a number of community activities and hosting a variety of conferences for patients and health care professionals.

Mercy is not alone in recognizing that today's hospitals need to establish a culture of service excellence – one in which every employee knows that every patient contact is an opportunity to have a positive impact on the quality of care and overall patient experience. But we are among the few who have realized that a culture of excellence is not a marketing ploy or a passing fad; it is who we are and what we do.

Best wishes,

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

# Mercy seeks Primary Stroke Center certification

Mercy Medical Center – Des Moines and Mercy Clinics, Inc. are partnering to pursue excellence in the area of stroke care. Over the next several weeks, Mercy’s Stroke Team – led by Dr. Michael Jacoby, medical director of the Stroke Team and the Ruan Neurology Clinic and Research Center, and Terri Hamm, Stroke Team coordinator – will prepare for a certification visit from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) to designate Mercy as the first and only Primary Stroke Center in Iowa.

“Being certified as a Primary Stroke Center would truly be a great accomplishment for Mercy and our community,” said Joe Jeffries, director of the Ruan Neuroscience Center. “This gold-standard designation would demonstrate to our patients that Mercy provides stroke care that is among the best in the nation, and would reinforce Mercy’s strategic goal of achieving excellence in all aspects of health care.”

Stroke is the third-leading cause of death in the United States – occurring once every 45 seconds or nearly 880,000 times each year – and is a leading cause of serious, long-term disability, affecting 4.7 million Americans. Six months after a stroke, 50 percent of patients are left with some amount of hemiparesis, 30 percent are unable to walk without some assistance, 26 percent are dependent on a caregiver for their daily living activities, 35 percent demonstrate symptoms of depression, 19 percent have persistent aphasia and 26 percent end up institutionalized in a nursing home.

Mercy hopes to reduce these statistics by becoming a JCAHO-certified Primary Stroke Center. To earn this designation, a hospital must undergo a voluntary, rigorous evaluation

and prove it can meet the unique and specialized needs of stroke patients. Certification is based on the recommendations for Primary Stroke Centers published by the Brain Attack Coalition and the American Stroke Association’s statements and guidelines for stroke care. According to JCAHO, Primary Stroke Center designation is considered the Gold Seal of Approval™ for health care quality and safety. It also allows the public to identify which hospitals provide the best possible treatment and results for stroke patients.

As Mercy gears up for its site visit in May, don’t be surprised if a member of the Stroke Team visits your unit to quiz you and your co-workers about acute stroke and transient ischaemic attack (TIA). Mercy is proud to be a leader in stroke care in central Iowa, and is committed to excellence on behalf of stroke patients and their families as we strive to return them to health and restore functionality.



Mercy’s Stroke Team has been working diligently to prepare for a certification visit to designate Mercy as the first and only Primary Stroke Center in Iowa. Front Row: Deb Willyard, Terri Hamm, Dr. Michael Jacoby and Joe Jeffries. Back Row: Sarah Town, Linda Adams, Marge Drahaus, Peggy Cummings, Diane Stanton and Val Stickel. Not pictured: Jeri Babb, Amy Graham, Dan Keough, Kayla Negrete, Sarah Todd, Mary Brown, Greg Young, Neil Wood, Pam Juhl, Sandy Pray, Mary Sukowatey, Dr. Steven Adelman, Dr. Paul Babikian, Dr. David Friedgood, Dr. Randall Hamilton, Dr. Bruce Hughes and Dr. Mark Puricelli.

## MERCY MEDICAL CENTER MISSION

The Mission of Mercy Medical Center – Des Moines and Catholic Health Initiatives is to nurture the healing ministry of the Church by bringing it new life, energy and viability in the 21st century. Fidelity to the Gospel urges us to emphasize human dignity and social justice as we move toward the creation of healthier communities.

### REVERENCE

Profound spirit of awe and respect for all of creation, shaping relationships to self, to one another and to God, and acknowledging that we hold in trust all that has been given to us.

### INTEGRITY

Moral wholeness, soundness, uprightness, honesty, sincerity, as basis of trustworthiness.

### COMPASSION

Feeling with others, being one with others in their sorrows and joy, rooted in the sense of solidarity as members of the human community.

### EXCELLENCE

Outstanding achievement, merit virtue; continually surpassing standards to achieve/maintain quality.

# Announcements • News Briefs

## Mercy welcomes new director of Facility Services



Susan Leatherman, RN, MSN, has recently joined Mercy Medical Center as director of Facility Services. Susan earned her master's degree from Drake University and has 33 years

of experience in health care, including nursing, education, re-engineering, process and quality improvement, project management, customer service and administration. She will provide leadership for Environmental Services, Laundry, Parking and Public Safety.

## Senator Clinton holds town hall meeting about health care in Des Moines



On Monday, March 26, "Good Morning America" televised a town hall meeting featuring presidential candidate Sen. Hillary Rodham Clinton (D-NY) from the Science Center of Iowa. The meeting focused on health care – including the state of health care for America's veterans – and was the first in a series that will be held with presidential candidates throughout the United States during the campaign. Sen. Clinton answered questions about a variety of health care issues from Iowans – including Dr. Stephen Eckstat of Mercy Clinics – and viewers across the country.

## Adventureland offers special tickets for Mercy employees

Discounted Adventureland tickets for Mercy employees will be sold in front of the Marketplace & Grille from Monday, April 23, through Friday, April 27, between 7 and 8 a.m., 11:30 a.m. and 12:30 p.m. and 4 to 5 p.m.

Tickets will cost \$16.50 each (a savings of \$12.50 per ticket) and can be used any time during the 2007 Adventureland season – April 28 through September 30. (Children ages three and younger are admitted for free.) Mercy identification is required to purchase discounted tickets and all sales are final.

Payment in full is required at the time of purchase and checks may be made payable to Mercy Medical Center; payroll deduction is not available. For more information, please call Human Resources at x-73100.

## Iowa Hospital Association offers jerseys, other goodies to hospital RAGBRAI riders

The Iowa Hospital Association (IHA) will once again partner with RAGBRAI this summer to highlight the positive impact hospitals make in Iowa's communities and to recognize the many hospital employees who participate in the event.

To celebrate, IHA will be giving "Team 24/7" jerseys and T-shirts to hospital employees/RAGBRAI riders who register with IHA in advance. In addition, hospital employees who pre-

register for a jersey and T-shirt will be automatically entered into a drawing for a new bike from Rasmussen Bike Shop.

To receive a jersey and T-shirt, be entered to win the bike and get some other goodies, you must register with the IHA by April 15. Send complete contact information – name, title, hospital, mailing address, phone, e-mail, jersey size and T-shirt size – to Scott McIntyre at mcintyres@ihaonline.org, or call (515) 288-1955 or fax (515) 283-9366.

## Join Mercy's American Heart Walk Team

Mercy is once again a proud sponsor of the American Heart Walk, and all employees, volunteers and friends of Mercy are encouraged to join the Mercy Team.

This year, more than 5,000 central Iowans are expected to participate in the event, which is scheduled to take place at Living History Farms on Saturday, April 21. To join the Mercy Team, please register online at <http://heartwalk.kintera.org/desmoines> (click on "Register Here" then "Join a Team" and select "Mercy Medical Center" from the menu). You may also pick up and fill out an entry form in the Cardiac and Pulmonary Prevention and Rehab office in the East Medical Plaza, Suite 2275. If you have any questions, please contact Kelly Tench at [ktench@mercydesmoines.org](mailto:ktench@mercydesmoines.org).

# Upcoming conferences at Mercy

Mercy is hosting several educational conferences on a variety of health topics during the months of April and May. Dates, times and registration requirements are listed below:

## **Advances in Inflammatory Bowel Disease and Ostomy Care Conference** **Saturday, April 21 (7:30 a.m. – 3 p.m.)** **East Tower Conference Center (Level A)**

This conference will feature keynote speaker Rolf Benirschke, IBD and ostomy patient, former field goal kicker for the San Diego Chargers and author of *Alive & Kicking* and *Great Comebacks from Ostomy Surgery*. In addition, there will be presentations by prominent health care professionals in the fields of medical, surgical and pediatric IBD and ostomy care. Register online or by phone by April 16 at [www.ibdiowa.com](http://www.ibdiowa.com) or (515) 643-8528. There is no fee associated with this program, but advance registration is required. Lunch will be provided.

## **5th Annual Breast Cancer Symposium** **Thursday, April 26 (7 a.m. – 3:30 p.m.)** **Embassy Suites Hotel Des Moines on the River** **101 E. Locust Street**

This one-day seminar will explore current treatments and issues surrounding breast cancer. All health care professionals and individuals interested in the care and treatment of patients following a diagnosis of breast cancer are welcome, and breast cancer survivors are encouraged to attend. There is a \$30 registration fee for the general public; \$60 for health care professionals who wish to receive CEUs. The fee includes tuition, materials, lunch and refreshments. Scholarships are available. For more information or

to register, please call the Mercy Cancer Center at 3-8206 or the Katzmann Breast Center at 222-7830.

## **Spring Into Action – Diabetes 2007 Conference** **Friday, April 27 (8 a.m. – 4 p.m.)** **Saturday, April 28 (8 a.m. – noon)** **East Tower Auditorium**

This two-day seminar will explore current treatments and issues involving diabetes. The first day of the conference is intended for diabetes educators, and will cover topics such as the connection between stress and trauma to diabetes, motivational interviewing and retinopathy. There is a \$60 registration fee for health care professionals or \$50 for Mercy employees. The fee includes materials, lunch and refreshments, and certificates will be issued following the event. For more information or to register, please call x-32584.

The second day of the conference will consist of a free program and health fair that is open to the public. Registration for the public event only is not required. For more information, please call x-30850.

## **Stroke Update Conference: Nurse to Nurse** **Saturday, May 5 (8 a.m. – noon)** **East Tower Auditorium**

The Mercy Ruan Neuroscience Center and the American Heart Association invite nurses, nurse practitioners and CMAs to this conference, which is designed for health care professionals who have a special interest in stroke care. The registration fee is \$25 and the registration deadline is Monday, April 23. For more information or to register, please call Terri Hamm at 358-0011.

# Kudos from Patients

*Mercy is committed to providing the highest quality patient care available. One way to determine whether or not we are meeting patient needs is to ask our patients about their experience with Mercy. We do this through our patient satisfaction survey.*

*Printed below is an excerpt from a letter we received with a completed survey in March 2007. It is intended to remind you that you and your co-workers are truly touching the lives of many people every day, and that the care you provide does not go unnoticed.*

## **Dear Mercy Family,**

Between January 23 and 26, 2007, I was a patient on the 5th Floor for a total knee replacement. I would like to tell you about the excellent care I received during my stay. Everyone on the floor always had a smile and/or positive statement for each and every patient. I could tell that these women and men enjoyed doing their job. A stay in the hospital – especially for surgery – is difficult, but these professionals made it easier – with a friendly smile, a positive statement when needed or just by seeing to it that I was comfortable.

I also participated in Joint Camp, which is an excellent program. It helped answer questions, let me see who I would be working with after surgery and meet others who were having knee or hip surgery. The therapist, coaches and other campers helped each other along with a smile or “way to go” – just knowing that someone else understood the pain I was going through and hearing a word or two of encouragement helped me a lot.

Thank you to the nurses, nurse assistants and all the staff on the 5th Floor for providing excellent care and encouragement.

**Sincerely,**  
**Kathryn Ann Bullis**

## *A Moment of Intention:* The end is our beginning...

### New WOW 4U activity begins

April's WOW 4U activity is called "Eat Well, Live Well, Dream Well." Focusing on nutrition, exercise and mental well-being, the activity will be a fun way to maintain the healthy lifestyle choices we learned from "The Biggest Loser." To earn \$15 in WOW Bucks, members must submit completed materials to the WOW 4U office by Monday, May 7.

### Lunch and Learn series

- Alison Wendt will present "Eating Out" on Friday, April 13, at noon in East Tower Conference Room 6.
- Dr. Jill Sudak-Allison from Mercy EAP will present "Stress Management" on Monday, April 16, at noon in East Tower Conference Room 7.
- The Mercy Hair Salon will present its Spring Fashion Show on Wednesday, April 18, at noon in the East Tower Auditorium.
- Susan Lathrop will present "Living a Balanced Life" on Friday, April 20, at noon in East Tower Conference Room 7.
- Ann Reisenberg will present "The Hospitalized Alzheimer's Patient" on Wednesday, May 2, at noon in the East Tower Auditorium.

### Mercy employee wins Light of Wellness Award

Congratulations to Bruce Ritchie, Rehab Services, who recently received the Light of Wellness Award from Wellness Council of Iowa for making health and wellness a priority in his life. WOW 4U is proud to nominate members each year for this annual award.

### WOW Bucks winner announced

The winner of \$5 in WOW Bucks this week is Elizabeth Hanson, 4 South. Elizabeth, please call x-38800 to claim your prize.

In my 30 years in Pastoral Care, I have been honored to minister to persons of all ages, faiths, socio-economic backgrounds and stations in life. However, none of them quite matches my appointment to Mercy as a staff chaplain for the past five years. In my lengthy overnight shifts, I have witnessed a vast array of people's opportunities and challenges, and have often thanked God for giving me such an immense privilege.

One night, I remember being called to the critical care unit after a patient had died. I processed feelings with the family, shared Scripture and concluded with prayer. As I stepped away from the bedside, I noticed the brokenness of the family members, but I also noticed the young grandson of the patient who had passed on. He was tugging and pulling himself to the side of the bedrail – and in that brief moment, I realized that in every ending is a new beginning.

The Passion and Easter eloquently affirm that God cares about this world and our lives in this world – body and soul. God cares about human beings, human bodily existence, human hunger and pleasure, human suffering and joy. Easter invites us to celebrate the beauty of creaturely existence and to care deeply about the healing of the world. And perhaps most importantly, because it is so intimate and so meaningful for each and every one of us, Easter helps us to remember that the cross – and the suffering associated with it – are not the end of the story. By understanding that death is not the end, we no longer have to live in fear or dread under its power.

The problem is that we live in a "Good Friday world" – a world in which innocent people die in accidents, are

diagnosed with inoperable cancer or see substance abuse invade their family circle. Sometimes I'd prefer to skip the suffering of the human condition and boldly proclaim, "I believe in the Resurrection – Jesus' Resurrection and ours!" But I know that without the pain of Good Friday, there can be no joy of Easter Sunday.

Several weeks ago, a woman I know sat at the bedside of her elderly father during the last 24 hours of his life. She held his hand, showed him pictures of his grandchildren and great-grandchildren and told him how much she and all her family loved him. She reminded him of God's love and told him he had nothing to fear, then recited all the Bible verses she could remember – including the 23rd Psalm. Finally, when she could think of nothing more to say, she said, "Easter is coming, Daddy. Easter is coming." And the words of "Hymn of Promise" by Natalie Sleeth came to mind:

*In our end is our beginning;  
in our time, infinity.*

*In our doubt there is believing;  
in our life, eternity.*

*In our death, a resurrection;  
at the last, a victory.*

*Unrevealed until its season,  
something God alone can see.*

It is paramount to remember that the end is our beginning on this journey of faith. Christ is risen! Thanks be to God!

- Chaplain Bob Cook



# Mercy/Mayo Family Medicine Residency Program celebrates 10 years

Primary care is one of the most challenging medical disciplines to master, but since 1997, Mercy Medical Center – Des Moines and Mayo Clinic in Rochester, Minn., have worked together to train new physicians through the Mercy/Mayo Family Medicine Residency Program. Today, after a decade of partnership, the program is recognized as one of the nation's most comprehensive and enriching medical education models.

On behalf of the entire Mercy Family, congratulations to the faculty, staff, attending physicians and hospital personnel who have worked to make the Mercy/Mayo Family Medicine Residency Program such a success. And to the residents who have participated and graduated from the program, thank you for dedicating your life's work to providing comprehensive, community-oriented health care.

## OUR SYMPATHIES

**Andrea Blake**, Ruan Neurology Clinic, on the death of her grandfather.

**Linda Carey**, Mercy Hospice – Johnston, on the death of her brother-in-law.

**Nancy Coughenour**, Information Systems, on the death of her mother-in-law.

**Robin Dantzler**, Admitting, on the death of her sister.

**Amie Dawes**, Perinatal Center of Iowa, on the death of her uncle.

**Paul Dimit**, Information Systems, on the death of his grandmother.

**Scott Fairbairn**, House of Mercy, on the death of his mother.

**Linda Godlewski**, Bishop Drumm Care Center, on the death of her mother.

**Kim Jackson-Wright**, Admitting, on the death of her mother.

**Sally Link**, Information Systems, on the death of her father.

**Randi Martinez**, Phlebotomy, on the death of her mother.

**Judy Replogle**, Central Billing Office, on the death of her brother-in-law.

**Tawn Streich**, Chemistry, on the death of her father.

## CONGRATULATIONS TO...

**Reagan Barry**, Mercy East, and Benjamin, on the birth of their daughter, Abigail Patricia. Abigail was born on March 23 and has one sibling – Jack, 2.

**Philip Blumberg**, Mercy Therapeutic Radiology Associates, and Jennifer, on the birth of their daughter, Mia Bella. Mia was born on March 6 and is the first child for the Blumbergs.

**Denise Carleton**, Mercy Terrace Hill, and Justin, on the birth of their son, Spencer. Spencer was born on March 18 and has one sibling – Madison, 3.

**Renee Fox**, Vascular Sonography, and Derrick, on the birth of their daughter, Kayla Joy. Kayla was born on March 10 and has one sibling – Nathan, 4.

**Kathy Madison**, ER, and Ben, on the birth of their son, Carter. Carter was born on March 25 and has one sibling – Christian, 2.

**Maggie Moore**, Employee Health, and Bryon, on the birth of their daughter, Samantha Leigh. Samantha was born on March 22 and has two siblings – Joseph, 9, and Natalie, 4.

**Janett Sickels**, Dietary Services, and Scott, on the birth of their daughter, Nicole Quisquino. Nicole was born on March 12 and has one sibling – Jasmine, 2.

**Maria Zenti**, Pharmacy, and Todd, on the birth of their son, Benjamin Abele. Benjamin was born on March 23 and is the first child for the Zentis.

**Maria Zmolek**, Recovery Room, and Jeremy Dvorak, on the birth of their son, Cable John. Cable was born on March 24 and has one sibling – Dax, 1.

# Mark your calendar

## Health Observances

### April is:

- Donate Life Month
- Foot Health Awareness Month
- Occupational Therapy Month

### Week-long observances:

- Healthcare Access Personnel Week (April 1-7)
- Public Health Week (April 2-8)
- Health in the Americas Week (April 4-11)

## Saturdays at Mercy:

### Creating a Healthy Balance

**Saturday, April 14 (9 a.m. - noon)**

#### East Tower Conference Room 1

Join professionals from the Mercy Cancer Center for a morning of discussion about general cancer awareness issues. Learn how to add cancer-preventing foods to your diet, discover which products are most effective at preventing skin cancer and enjoy a yoga demonstration. The session is free but registration is required. Please call x-38206 to reserve a spot.

## Employee

### Recognition Luncheon

**Monday, April 16 (11:30 a.m.)**

#### East Tower Auditorium

This special invitation-only luncheon will recognize employees who have dedicated 10 and 15 years of service to Mercy.

## Keep Yourself

### “In-Line” at Work

**Thursday, April 19 (7 a.m. – 5:30 p.m.)**

#### Downtown Quick Care Clinic

Free, comprehensive screenings to measure flexibility, body mass index, grip strength and heart rate will be offered to help prevent postural pain and improve work productivity. To register, call the Mercy Nurse at x-32584.

## Employee

### Recognition Dinner

**Thursday, April 19 (6 p.m.)**

#### Hy-Vee Conference Center

This special invitation-only dinner will recognize employees who have

dedicated 20, 25, 30, 35, 40 and 40+ years of service to Mercy.

## Bulletin

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The *Mercy Bulletin* is published monthly for employees and friends of Mercy Medical Center, 1111 6th Ave., Des Moines, Iowa 50314-2611.

## Editorial staff

Erin Kennedy Kurth.....Editor  
Heather Hyatt.....Designer  
Lisa Crandall.....Contributor  
Lisa Jones.....Contributor  
Megan Jorgensen .....Contributor  
Gregg Lagan.....Contributor  
Sarah Todd.....Contributor  
Traci McBee.....Contributor  
Laura Vanden Bosch.....Director

If you are interested in submitting an article or information to be printed in the *Bulletin*, please send it to Erin Kennedy Kurth, Public Relations and Marketing Department, or call 247-3050.



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www.mercydesmoines.org

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