CRMC Enters Partnership with Air Methods®
LifeNet Air Ambulance Service Scheduled to Begin August 1

Cherokee Regional Medical Center and Air Methods® (NASDAQ: AIRM) officials recently announced their partnership and upcoming plans to begin offering LifeNet air ambulance services out of Cherokee, Iowa. The largest provider of air medical transport services in the world, Air Methods will base a brand new EC130 helicopter on the CRMC hospital grounds with plans to begin service on August 1, 2011.

“We are pleased to announce this partnership with Air Methods and are looking forward to hosting a helicopter for air ambulance services 24/7,” said John Comstock, CEO of Cherokee.

See AIR AMBULANCE on page 3
A Helping Hand
CRMC Home Choice Provides Care to Area Residents

There comes a time in most people’s lives when they have to make some difficult decisions regarding their own long term health care needs or those of a dear loved one. For some, a skilled nursing or rehabilitation facility may be the only answer, but for many area residents CRMC Home Choice may be the logical solution. Whether a client is recovering from surgery or illness, looking to maintain their health or independence, or simply needing assistance with personal care, CRMC Home Choice offers many services that can be tailored to fit one’s individual needs.

One current client, Ann Wheeler, has been using CRMC Home Choice services since 2009 to help her maintain her health and independence. “They have such a friendly staff. The nurses and aides take very good care of me,” said Wheeler. “I feel more comfortable knowing they come to check on me and it beats sitting in a waiting room all the time,” she added with a grin.

In addition to helping the client feel more at ease, the services provided by CRMC Home Choice also take some of the pressure off of the care giver. “Because of CRMC Home Choice, we are more on top of things when it comes to Ann’s health and well being. Utilizing these services has been a huge relief to me,” said Ann’s mother, Linda. “The entire staff is so caring. They are just like a part of the family at this point.”

Along with in-home care, CRMC Home Choice can offer assistance to those residing in senior living or assisted living facilities. Since many services may be covered, the staff will also submit all insurance and Medicare claims for the services clients receive.

If you or a loved one has any questions regarding the services available through CRMC Home Choice, please call 712.225.6459 for more information.

Behm Earns LSVT® LOUD Certification
CRMC Helps Parkinson’s Sufferers Through Ground Breaking Speech Treatment

Julia Behm, Speech Pathologist at CRMC, completed course work earlier this year to become certified in the Lee Silverman Voice Treatment (LSVT) LOUD approach for Parkinson’s Patients.

LSVT LOUD is an approach for training patients with Parkinson’s disease to speak more loudly while also using more facial expression. This program has become the “gold standard” for treating patients with Parkinson’s as well as other neurological conditions.

Treatment improves both the voice and speech of individuals by treating the underlying physical pathology associated with the disordered voice. About 90% of patients improve vocal loudness from the start of treatment with nearly all of these patients maintaining the improvements for at least 12-24 months after completing the treatment.

If you know of anyone that may be able to benefit from this ground breaking program, contact Julia in the CRMC PT/ Rehab Department at 712.225.1502 for more information.
Regional Medical Center. “For the people we serve, this should provide additional comfort in that Cherokee Regional Medical Center is committed to providing the best services available to address their health care needs,” said Comstock.

Likewise, Air Methods officials said they are proud to have entered into a relationship with CRMC because they have an exceptional staff and modern facilities, but most importantly they provide exceptional care to their patients and families. “We are excited and honored to partner with an organization such as Cherokee Regional Medical Center. The staff is truly committed to caring for their community,” said Patti Klein, Regional Vice President for Air Methods. “That is what this partnership is all about, providing better patient care. We plan to do this by providing air medical services in a more timely manner.”

In the world of emergency medicine, speed is critical in treating patients and improving outcomes. By strategically basing a technologically advanced EC130 aircraft in Cherokee, Iowa the air ambulance will be less than 30 minutes flight time from most hospitals and EMS services in northwest Iowa. In addition, pilots, highly trained flight nurses and paramedics will be stationed in Cherokee to maintain a constant state of readiness 24 hours a day, 365 days a year.

“Instead of responding from the Omaha market and having a delayed response, we felt by being here, closer to the call, we could provide better patient care and be closer to the bedside of the patient or the scene,” said Matthew Kasten, Central Region Business Director for Air Methods.

In addition to reducing response time, the care patients will receive while being transported will be second to none. In essence, the EC130 is like an emergency room in the sky. “The aircraft will have I.V. pumps to administer critical care medications and I.V. fluids in route. There will be ventilators on board to handle pediatric to adult cases. We’ll have critical care monitors that can monitor arterial lines, and the list goes on,” explained Lyle Butler, Field Operations Manager for Air Methods. The EC130 also features a large temperature controlled cabin to provide full access to the patient during flight and a one-of-a-kind EZ Lift 1300 patient stretcher and loading system.

The weeks leading up to the August 1 start date, will be spent completing final preparations to the aircraft, furnishing the flight staff living quarters, and additional orienting of the CRMC and LifeNet staff.

“We are definitely excited for the air ambulance service to begin operating. Not just because this is a great thing for Cherokee and the surrounding area, but because it will benefit many rural communities by improving the timely accessibility of air medical transportation services to all of northwest Iowa,” said Comstock.
Delivering the Future
CRMC Obstetrics Provides First Class Care and Amenities

“It begins with quality doctors, nurses, and support staff,” says Darla McDonald, OB Nurse Supervisor for CRMC. “All of our doctors that deliver babies are extremely passionate about what they do and truly take an interest in each family. They also have a special way of comforting during the exciting yet challenging birthing experience.”

Recently a fifth time mother (4 of the 5 kids have been born at CRMC), Ronita Steffes agrees. “Our oldest daughter was born in a very large hospital in Minneapolis,” explains Steffes. “While the care we received was professional, it was not very personal. The sense of compassion from the doctors and nurses seemed to be missing as this was business as usual for them.”

After moving back to Cherokee and delivering their second child at CRMC the Steffes’ were thrilled with their experience. “We were very pleased with the outstanding care Dr. Rice and the OB nurses provided,” claims Steffes. “We were also pleasantly surprised with the amenities CRMC had to offer. After our first child was born, our postpartum stay was in the same room where we went through labor and delivery. We were amazed to see how nice the postpartum suites were at CRMC. We had no reason to expect this based on our previous experience in Minneapolis.”

It is not unusual to hear comments like these from families who have delivered at other facilities prior to their childbirth experience at CRMC. In fact, we are quite proud of our Obstetrics Department. The up-to-date department is designed to be family oriented and includes two labor and delivery rooms, three spacious postpartum suites, and a sunny nursery equipped with a state of the art security system. Each postpartum suite has comfortable furniture, a computer with internet access, wireless internet, a flat screen TV, and a large bathroom with a whirlpool tub.

“Dr. Rice has delivered our last four babies at Cherokee Regional Medical Center and every experience has been wonderful. The entire OB staff has always been very caring and helpful; and the rooms... they are gorgeous! They are spacious enough that our entire family has been able to enjoy the birthing experience. We would recommend CRMC to all expectant parents.”

- Tim & Ronita Steffes
(pictured with their family)
The physicians at Cherokee Regional Clinic are all board certified family practice physicians and provide professional compassionate care through all stages of pregnancy and post delivery. In addition, Dr. Christopher VandeLune (pictured above) is available to perform C-Sections for either scheduled deliveries or emergency situations.

In addition to the amenities, the CRMC OB Department has a highly trained team of 16 registered nurses on staff so someone is available 24 hours a day. Three of the nurses are also Certified Breast Feeding Educators and all staff is trained in basic breastfeeding so there is plenty of assistance available to mothers who choose to breastfeed.

To help ensure the well-being of all of our newborns, the entire OB staff is Neonatal Resuscitation Provider (NRP) certified and CRMC has one NRP instructor on staff.

The care CRMC provides does not stop when families take their babies home. Within 24 to 48 hours of discharge, a home visit is made to briefly assess the babies and to review basic cares. This also allows new mothers to ask questions and discuss concerns that have come up since returning home from the hospital. These services are provided by CRMC to help facilitate a smooth transition from the hospital back to home.

There are many more reasons to choose Cherokee Regional Medical Center for prenatal, labor and delivery and after delivery care. If you have any questions regarding the obstetric services provided, to schedule a visit, or register for our free prenatal classes, please call 712.225.5101 and ask for the OB Department.

Cherokee Regional Clinic Offers FREE OB E-mail Service!

That’s right! Cherokee Regional Clinic offers a FREE Weekly Parenting E-mail to expectant and new parents with kids up to one year of age. This complimentary service is offered to CRC patients only. To learn more about this terrific parenting tool, talk to your CRC nurse or call 712.225.6265.
Concerned about High Blood Pressure?

**DASH to the Vegetable Aisle!**

*Contributed by CRMC Registered Dietician, Stephanie Jacobson- RD, LD*

As we approach the heart of summer it is not uncommon to see roadside produce stands popping up and farmer’s markets getting into full swing. Perhaps you are harvesting delicious fruits and vegetables from your own garden. With the prevalence of so many delicious and nutritious fruits and vegetables available right now, what better time is there to look at reducing the amount of sodium in your diet.

Research tells us that a diet with no more than 1500mg of sodium per day is beneficial in reducing blood pressure levels. Fresh fruits and vegetables are naturally low in sodium! Adding more of them to your diet is a natural step in reducing your sodium intake. Need help in making additional changes to reduce the sodium in your diet? The DASH diet (Dietary Approaches to Stop Hypertension) is a guide to help you in selecting foods to reduce high blood pressure levels. The DASH diet emphasizes fruits, vegetables and low fat or fat free dairy as well as whole grains, fish, poultry and nuts.

Don’t have high blood pressure? The DASH diet is also low in fat and high in fiber, great for those trying to maintain healthy levels of blood cholesterol. As an added benefit, the DASH diet combined with regular physical activity may help with weight loss.

To request a free copy of the DASH diet booklet, visit the National Heart Lung and Blood Institute website at [www.nhlbi.nih.gov](http://www.nhlbi.nih.gov) or call 301-592-8573.

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**What are some simple ways to reduce salt and sodium in my diet?**

- Choose low- or reduced sodium, or no-salt-added foods when available.
- Use fresh poultry, fish and lean meat rather than smoked or processed types.
- Choose fresh, frozen or canned (low sodium or no-salt added) vegetables.
- Use herbs, spices or salt-free blends to season foods instead of salt.

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**Tabbouleh Salad**

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<tr>
<td>1 cup Bulgur</td>
<td>1 cup Fresh Parsley, chopped</td>
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<tr>
<td>3 Tomatoes, diced</td>
<td>1 bunch Green Onions, diced</td>
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<tr>
<td>2 Cucumbers, diced</td>
<td>1/4 cup Lemon Juice</td>
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<td>1/4 cup Olive Oil</td>
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Prepare bulgur according to package directions and allow to cool to room temperature.

Combine prepared vegetables with cooled bulgur. Toss with olive oil and lemon juice and refrigerate until ready to serve.

**Notes:** The salad is best if made the day before and allowed to chill overnight. Quinoa can be substituted for the bulgur to make this a gluten free/wheat free salad.
CRMC in the Community

CRMC Supports Backpack Buddies Program

Over $4,200 Donated by Employees

Earlier this year, Cherokee Regional Medical Center employees donated funds totaling $4,227.11 to supplement the Cherokee Rotary Club’s efforts to provide kid friendly food packets to local area students in need. Through contributions from Rotary members and local businesses such as CRMC, the Rotary Club prepares and distributes the food packets to elementary students each Friday during the school year, providing easy, nutritious alternatives for the weekend when school lunches are not available.

Studies show that about 1 in 6 children in Iowa under age 18 are food insecure and may not be getting sufficient meals and nutrition when away from school. CRMC employees are pleased to help offset some of the negative effects of hunger locally by supporting the Cherokee Rotary Club’s efforts to provide meals and snacks to area children in need through the Backpack Buddies program.

Donations to this worthy cause are accepted year-round and may be made by calling Cherokee Rotary Club Member and Backpack Buddies coordinator, Brenda Perrin at 712.225.2737.

Employees of Cherokee Regional Medical Center presented a check to the Cherokee Rotary Club in support of their Backpack Buddies program. The funds donated by CRMC employees will provide approximately 1,300 meal packets to area elementary students participating in the program.
Dates to remember...

**Vascular Screenings**
- August 4 & 17, September 1 & 15, 2011 1:00 - 4:30 p.m.

**CAROTID ULTRASOUND SCREENING**
This test is for everyone who is at any increased risk for stroke to look for abnormal plaque buildup on the artery wall.

Stroke is the third leading cause of death in America and the number one cause of adult disability.

80% of strokes are preventable; you can prevent a stroke!

**ABDOMINAL AORTIC ANEURYSM (AAA) SCREENING**
Ultrasound imaging is an accurate and reliable test for detecting AAAs before rupture. The majority of people with AAA have no symptoms.

Especially recommended for men aged 65 to 75 years who have ever smoked.

Cost for each screening test is $35.00.
Pre-registration for these non-invasive tests is required. Call the CRMC Radiology Department at 712.225.1501 to schedule your screenings.

**Prenatal Classes for Expectant Mothers**
- September 12 & 19, 2011 6:30-9:00 p.m.

There is no charge for prenatal classes. Call 712.225.5101 and ask for the OB Department to pre-register.

**Grief Support Group**
- August 2 - August 30, 2011 Tuesdays from 5:30-7:00 p.m.

No charge, but group sizes are limited. Call CRMC Hospice at 712.225.6459 to RSVP or if you have questions.

**Diabetes Support Group**
- August 1, 2011 6:30 p.m. in the CRMC Education Room

This group will allow you to offer and receive peer support regarding diabetes in a caring, small group atmosphere.

**CRMC Specialty Clinics**
- Calendars available online!

Go to [www.cherokeermc.org](http://www.cherokeermc.org) for Specialty Clinic dates or call us at 712.225.1506 for more information.

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**CRMC Scholarship Winners**

Kenneth Hobson Memorial and Auxiliary Scholarships Presented to Area Graduates

This fall, four talented area students will head off to college to pursue a career in healthcare with the proud support of Cherokee Regional Medical Center and the CRMC Hospital Auxiliary. Each year, the two organizations give scholarships to area high school seniors who are interested in a career within the medical field.

Receiving the CRMC Kenneth Hobson Memorial Scholarships this year were Emily Cook, a graduate of Cherokee Washington High School and Jacklyn Holmes, a graduate of Marcus-Meriden-Cleghorn High School. Cook is the daughter of Richard and Andrea Cook of Cherokee. She plans to study pharmacy at Drake University. Holmes is the daughter of Jeff and Jody Holmes of Marcus. She plans to attend Briar Cliff University to major in nursing.

The recipients of the CRMC Auxiliary Scholarships were Cherokee Washington High School graduate Jakob Hummel and Kylee Koivisto, a graduate of Ridge View High School in Holstein. Hummel is the son of Troy and Julie Hummel of Cherokee. He will attend Iowa State University to pursue a career in nuclear medicine. Koivisto plans to study nursing at the College of St. Scholastica. She is the daughter of Gary and Karla Koivisto of Galva.

Everyone at CRMC would like to congratulate this year’s recipients and wish them the best of luck this fall.