

*Delivering
Our Future*

*Celebrating
Our First
Year at
Methodist West*

Cooling Therapy

*Heartwarming
Outcome*

 **IOWA HEALTH**
DES MOINES

Methodist • Lutheran • Blank

*pictured:
Malia McKeever, age 2*





A Word From Our President and CEO

Just over one year ago—in October 2009—we celebrated the opening of Methodist West Hospital and the

realization of a dream to expand the services of Iowa Health – Des Moines to West Des Moines. In the year since, physicians along with other medical providers at Methodist West have taken remarkable strides, quickly establishing the hospital as a “go-to” destination for medical care.

We’re dedicated to providing residents of Greater Des Moines with high-quality healthcare across the spectrum of medical specialties. In this issue of *LiveWell*, you can read about a cutting-edge therapy that helps save the brain function of newborns (pages 4 & 5) and new medical providers helping us offer comprehensive maternity care (page 7). You can also learn more about Methodist West’s first year of service on page 3.

Do you associate the holidays with plenty of good food? So do we, which is why this issue offers some insight from our Nutrition Centre on how to enjoy the season and eat more healthy.

The holiday season is also often thought of as a time of thankfulness. In our case, we enter this season with hearts filled with gratitude for the mission we tackle each day—offering you the best possible care when you need us most.

We hope you enjoy this issue of *LiveWell* and a season filled with blessings as we end 2010 and ring in 2011.

Sincerely,

Eric Crowell, president & CEO

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Play It Safe This Holiday Season

The holidays are a joyful time of year filled with treats and toys for children. However, each year approximately 155,400 children under the age of 14 visit the emergency room for toy-related injuries.

When choosing gifts for your children or other loved ones this holiday season, keep the following tips in mind:

- Avoid buying toys with removable parts, sharp edges or strings as small children could swallow parts or injure themselves.
- Check the age range on the box to ensure each toy is appropriate for the child you’re purchasing it for.
- If you have older children, remind them to put their toys up out of the way of younger children.
- Supervise your children when they open and begin playing with their toys.



For more information about toy safety, visit blankchildrens.org/toys.

Rallying Against Cancer

Former Ohio State and Detroit Lions linebacker Chris Spielman—College Football Hall of Famer, two-time All-American and four-time NFL Pro Bowler—will be the featured speaker for the 2011 Rally Against Cancer. The event will be held on Saturday, January 29, at the Hy-Vee Conference Center in West Des Moines.

His dedication to his family was evident when he took time off from his pro football career after his wife, Stefanie, was diagnosed with breast cancer. By publicly talking about breast cancer, more and more people learned about the disease and the importance of education, prevention and screenings. Tragically, she lost her fight to the disease in November 2009.

Proceeds from the event will support the Cancer Care Coordinator Program at John Stoddard Cancer Center. Coordinators provide free education and support so patients can have the best quality of life possible while undergoing treatment.

Save the Date!

—What:—
2011 John Stoddard
Cancer Center
Rally Against Cancer

—When:—
Saturday, January 29,
6 p.m.

—Where:—
Hy-Vee Conference Center,
West Des Moines
Cost: \$125/ticket
(\$55 is tax deductible
as allowed by law.)

Dine Wisely During the Holidays

With the availability of high-calorie foods at most holiday-related social gatherings, watching your waistline in the midst of the merry season can be tricky.

Upholding healthy eating habits during the holidays doesn't have to mean abstaining from all culinary indulgences. According to Donna Larson, dietitian at Iowa Lutheran Hospital's Nutrition Centre, being diet-smart during the holidays is merely a matter of planning and moderation.

"With preparation, eating healthy during the holiday season is perfectly possible," says Larson. "If 80 percent of what you consume is healthy, you can be a bit more flexible with the other 20 percent."


Lighter Plates, Lighter Calories

As long as you indulge responsibly, you don't have to ban yourself from the treats you favor most during the holiday season.

"Try preparing your own holiday goodies in smaller portions," recommends Larson. "Bake miniature cookies, and cut cakes and pastries into smaller slices so you'll be inclined to eat less."

Larson also suggests incorporating low fat ingredients and baking substitutes like toasted nuts and mini chocolate chips into your recipes.

"You don't have to deprive yourself of all the foods you enjoy," says Larson. "Just remember to stay active, narrow down your favorite foods and consume smaller portions of them."

 To learn about the nutrition services and programs offered at Iowa Health – Des Moines, call the Nutrition Centre at (515) 263-5389 or visit iowahealth.org/nutrition.



Iowa Health – Des Moines • iowahealth.org



The Difference a Year Makes

Methodist West Hospital celebrates one year of delivering quality medical care to the Greater Des Moines area.

Since opening in October 2009, Methodist West has brought a new level of convenience and superior care to residents of the rapidly growing western communities. Expanding Iowa Health – Des Moines' network of advanced care, the Methodist West facility has helped usher in a new era of care for patients across the area for inpatient and outpatient procedures.

A full-service community hospital specializing in orthopaedic, cardiac, maternity and emergency care, Methodist West has quickly become a hospital of choice for many patients. In terms of joint replacement procedures, Methodist West is on pace to the lead the state in successful procedures.



Lobby of Methodist West

Looking Ahead

Methodist West's first year of operation is merely the first step in the solid relationship formed between the hospital and the community. As the years go by, physicians and staff members at Methodist West will continue to bring clinically superior and personalized care to residents across the area.

"Thanks to tremendous positive feedback from the surrounding community, the future for Methodist West is truly exciting and holds many more benefits for the area," says Chris Blair, administrator at Methodist West.

 For more information about Methodist West, visit iowahealth.org/methodistwest.



Happy, healthy Malia at 2 years old.

A Cooling Therapy Leads to a Heartwarming Outcome

For twenty-somethings Jace and Amber McKeever of Marshalltown, the birth of their daughter, Malia, in 2008 was a dream come true. When severe birth asphyxia threatened to steal away the couple's dream at the very moment of its fulfillment, the new parents turned to a remarkable treatment technique at Blank Children's Hospital to give their daughter her best chance at life.

One Tuesday in the summer of 2008, Amber, a registered nurse at a hospital clinic in Marshalltown, returned home after work—two days past her daughter's due date—wondering why she hadn't felt the baby move recently. After eating, drinking a sugary drink and attempting to count her daughter's movements on the advice of an obstetrician, Amber still felt nothing; that's when she knew it was time for Jace, an export compliance specialist at Emerson Process Management, to take her to the hospital.

Amber underwent an emergency cesarean section at the hospital due to the baby's decreased movement. Malia had no spontaneous movement or breathing during her first 10 minutes of life, and blood from her umbilical cord revealed poor oxygen and blood supply to her organs. She was placed on a ventilator and transported by helicopter to the Neonatal Intensive Care Unit (NICU) at Blank Children's, where a total body cooling treatment known as therapeutic hypothermia was recommended.

"When Jace called from Blank Children's and told me about the treatment, I'd never heard of it," says Amber, who had to remain in the hospital in Marshalltown for two days while Jace stayed with Malia in Des Moines. "The staff I spoke with by phone at Blank Children's told me it would decrease Malia's brain swelling. Jace and I gave the go-ahead because the benefits seemed to outweigh the risks, and we were running out of options at that point."

Coming Out of the Cold

"Therapeutic hypothermia is a clinical treatment that involves reducing a baby's internal body temperature to approximately 92

What You Need to Know About Birth Asphyxia

Samir Alabsi, MD, attending neonatologist, board-certified in perinatal-neonatal medicine, and medical director of the NICU at Blank Children's Hospital, shares the most important points parents should know about birth asphyxia.

- **Cause**—reduced blood or oxygen supply to an infant's brain before, during or after birth, which can result in low levels of oxygen in the blood and accumulation of acid
- **Conditions that can cause birth asphyxia**—inadequate oxygen levels in the mother's blood, early separation of the placenta from the uterus, compression of the umbilical cord, difficult or prolonged delivery, severe infection in the mother or baby, anomalies in the baby's airway, blockage in the baby's airway
- **Symptoms**—abnormal breathing, poor circulation, lack of energy, lack of urine output, blood-clotting abnormalities
- **Seriousness**—can cause death or brain damage, including cerebral palsy

“At Blank Children’s Hospital, we see five to six cases of birth asphyxia each year. *Therapeutic hypothermia* gives our physicians and nurses the best chance of improving those babies’ long-term outcomes. Having this treatment available at our facility demonstrates our *commitment* to being on the forefront of neonatal care.”

—Barbara Smith, RNC-NIC, unit-based educator in the Neonatal Intensive Care Unit at Blank Children’s

degrees Fahrenheit for 72 hours in order to slow disease progression and improve health,” says Samir Alabsi, MD, attending neonatologist, board-certified in perinatal-neonatal medicine, and medical director of the NICU at Blank Children’s. “The technique has recently proven to be the only medical intervention for neonates with birth asphyxia that decreases brain damage and improves the infant’s chance of normal survival. Therapeutic hypothermia seems to stop the cascade of events that lead to the death of brain cells due to lack of blood flow and oxygen. Neonatal therapeutic hypothermia at Blank Children’s is only applied to babies who have been delivered at a minimum of 36 weeks gestation with moderate to severe birth asphyxia.”

Therapeutic hypothermia must begin within six hours after a baby’s birth to be effective. The treatment was initiated on Malia approximately five hours after she was born, and she was also placed on a mechanical ventilator, antibiotics, blood pressure support, anticonvulsant medications and intravenous nutrition. To cool her body, Malia was placed on a soft blanket filled with circulating water. As a thermometer placed inside her esophagus monitored her body temperature and a

cooling system was used to control her temperature, Malia’s body temperature was gradually lowered. After 72 hours, she was slowly re-warmed to a normal body temperature.

“Malia did great and had no complications during treatment,” Amber says. “Once I was able to join Jace at Blank Children’s, we spent every night in a room in the NICU. Malia improved every day, and we took her home on her two-week birthday.”

Enjoying the Life of a 2-Year-Old

Today, Malia is living the full life of a normal toddler—walking, talking and going to the park with her parents. She will continue to be monitored at Blank Children’s for any signs of neurodevelopmental issues due to birth asphyxia, but according to Dr. Alabsi, she is “developmentally on track.”

“My wife and I can’t thank Blank Children’s and its exceptional staff enough,” says Jace. “We’re grateful therapeutic hypothermia was available at the hospital. If it hadn’t been, things would certainly be different for our family.”



For more information about Blank Children’s, visit blankchildrens.org.

Newborn Malia during the total body cooling treatment process.



Iowa Health – Des Moines Leads Rural Hospitals to **Economic Regeneration**



Iowa Health – Des Moines has been awarded an \$8.3 million grant by the U.S. Department of Commerce Broadband Technology Opportunities Program (BTOP) to upgrade and improve broadband technology. Iowa Health sought this grant to promote sustainable broadband adoption in rural Iowa. Clarke County Hospital in Osceola, Greene County Medical Center in Jefferson, Grundy County Memorial Hospital in Grundy Center and Guthrie County Hospital in Guthrie Center will participate in the program.

The grant will fund the Rural Iowa Telehealth Initiative, a program established to deliver affordable healthcare and education to Iowans living in rural and, often, the most medically underserved communities. The Telehealth Initiative will increase broadband service and technology in these communities to ensure public safety workers, residents and healthcare professionals have access to information and the best training and tools available. The Telehealth Initiative will also assist rural Iowa communities with their ongoing economic development efforts.

“This \$8.3 million grant will have a significant positive impact on how healthcare is delivered to many Iowans,” says Steve Stephenson, MD, chief operating officer for Iowa Health. “This program will increase the speed critical medical information travels between care centers, improve workforce training and add to the educational opportunities available throughout Iowa. Ultimately, the project will also bring economic regeneration in our communities that have been affected by the recent downturn in the economy.”

The BTOP grant was made possible by the American Recovery and Reinvestment Act, which provided a total of \$7.2 billion to United States Department of Commerce National Telecommunications and Information Administration (NTIA) and the Department of Agriculture’s Rural Utilities Service to fund projects to expand access to broadband services. NTIA is utilizing \$4.7 billion of that funding for grants to deploy broadband infrastructure in the United States, expand public computer center capacity and encourage sustainable adoption of broadband service. Iowa has received total grant allocations of more than \$90 million, including an additional \$17.7 million grant to Iowa Health System to upgrade its existing fiber network.



Delivering Our Future

When you're expecting, going into labor can seem overwhelming and scary. At Iowa Health – Des Moines, our specialists bring years of experience to ensure your delivery goes as smoothly as possible.



Carlos Rodriguez, MD

Iowa Health is continually expanding its services and adding specialty physicians to meet women's needs.

Carlos Rodriguez, MD, on staff at Iowa Health, has more than 20 years of experience as an obstetrician. Having worked in obstetric practices in various locations including Florida, California, along with Waterloo and Davenport, Iowa, Dr. Rodriguez treats patients with all types of pregnancies.

"We offer a full spectrum of gynecologic services, including maternity care and gynecologic surgeries," says Dr. Rodriguez.



Charles Svensson, MD

Charles Svensson, MD, is also now practicing with Iowa Health. In private practice since 1991, Dr. Svensson was lead physician with The Women's Wellness Center in Foley, Alabama. He received his medical training from the University of South Alabama's School of Medicine in Mobile, Alabama and performed his residency with the Brody School of Medicine at East Carolina University in Greenville, North Carolina.

Obstetricians who specialize in perinatology are able to manage care for patients who have high-risk pregnancies, such as women who are hypertensive or who have diabetes or another medical condition that may complicate their pregnancies.

"I encourage women to talk with their physicians about any risks they might encounter during pregnancy," says

Dr. Rodriguez. "We're here to make pregnancy as comfortable and worry-free as possible, and our services ensure a woman's every need is met."

Erin Lehman, MD, joined Lakeview OB/GYN and is passionate about women's health and specifically obstetrics. She attended medical school at the University of Iowa Carver College of Medicine and continued her residency with the University of Iowa Hospitals and Clinics. Dr. Lehman is committed to providing women with the highest quality and personalized care.



Erin Lehman, MD

Amy Niederhauser, MD, joined Methodist Plaza OB/GYN as an experienced obstetrician and gynecologist. Dr. Niederhauser received her medical education from the University of Iowa Carver College of Medicine, and completed her residency in obstetrics and gynecology with Naval Medical Center in Portsmouth, Virginia. As a specialist in OB/GYN, Dr. Niederhauser focuses her clinical interests on multiple gestation, adolescent gynecology and laparoscopy.



Amy Niederhauser, MD

Diana Kaufman, MD, joined Ankeny Clinic OB/GYN. Dr. Kaufman received her medical education and completed her residency at Creighton University. Dr. Kaufman is board-eligible with the American College of Obstetrics and Gynecology.



Diana Kaufman, MD

Geoffrey Wong, MD, perinatologist, will join Iowa Health – Des Moines in early 2011. He will join **Karen Drake, MD**, perinatologist, in the Methodist Perinatology Center.



To schedule an appointment, call (515) 263-2600 for Drs. Rodriguez and Svensson; (515) 241-2200 for Dr. Niederhauser; (515) 241-4000 for Dr. Lehman; or (515) 964-4600 for Dr. Kaufman.



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November 24-28, 2010



Polk County Convention Complex
501 Grand Avenue - Downtown Des Moines

Hours:

Wednesday	11 a.m. - 7 p.m.
Thursday	1 p.m. - 7 p.m.
Friday	11 a.m. - 7 p.m.
Saturday	11 a.m. - 7 p.m.
Sunday	11 a.m. - 5 p.m.

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