Local People Caring for Local People.

Emergency Room Grand Opening

November 16

North Ottawa Community Health System
in the community

Fall 2016 Newsletter

Emergency Room 6 Cardiac & Neurological Care 8 North Ottawa Medical Group
10 Rehabilitation 11 Palliative Care
A Whole New ER Experience. Designed from the Patient, Up.

Even if you never need to use it, you should be excited about our new Emergency Department for one very good reason: peace of mind. It features all-new private patient rooms, more trauma rooms, a CDC standard decontamination and isolation room, and much more. All told, we anticipate being able to see 24,000 visits in this space each year.

While the space is fantastic, and the capabilities are impressive, there’s more to the story than meets the eye. That’s because we’re changing the way we provide health care in this space.

Approximately 20% of our Emergency Room patients come to the ER without a true emergency. They are experiencing issues that should be cared for in another setting, but they come here. Why?

People return to the ER time and again because they don’t have access to primary care, transportation, healthy nutrition, medications, and more. That creates repetitive health care crises like high blood sugar, or uncontrolled blood pressure. The patients come to the ER when the symptoms become severe. Then they return home and the cycle repeats.
Traditional ER models focus only on the medical crisis at hand, and lack additional resources to help people get better overall. When we started thinking about a new ER, we realized we needed a new approach. We had to rethink how the ER helps all the patients who come to us.

This new $10 million Emergency Room is a better solution. It reflects almost four years of research, brainstorming and design, created to help people become healthier through their ER experience.

The new facility is beautiful, modern and completely up-to-date. But the new process is even better. We have created a new system for admitting patients. We identify the true emergencies as patients enter the doors, and we route those people directly into care. Patients who come to the ER because they have chronic issues will receive personal and immediate connections to resources that can help them improve their long-term health. (See “Connecting Patients to Community Resources” below.)

Having an excellent local health care system is a big deal. It’s part of what makes our community a desirable place to build a business, develop a career, raise a family, and invest in home ownership. The next time you need emergency care, you can be sure that North Ottawa Community Health System is the best place for you to get the care you need.

Connecting Patients to Community Resources

In the earlier part of this article (“Designed from the Patient, Up”) you read about how we have redesigned our ER to provide more effective care for repeated non-emergency visits.

“Some patients need more than just medical treatment,” says NOCHS president Shelleye Yaklin. “Some may have stopped taking their medications because they can’t afford them. Maybe they have an underlying mental health issue such as anxiety, depression, or stress. Maybe they can’t find a doctor or don’t want to see one. And so they keep coming back to us in the ER. In this new model,
we’ve acknowledged that we must do something different, but we can’t do it alone. We’ve created an intersection point in our ER where our community partners can join us in a team approach that ensures we help our patients break this cycle, and truly get better.”

“We had to remove the barriers that stood between the patient and holistic care,” says Yaklin. “We can’t just hand out a piece of paper and say, ‘call these folks for help.’ We need a hands-on, personalized and immediate approach that allows us to meet all the patient’s needs in the moment of crisis.”

Therefore we added dedicated social worker hours in the ER from 7am – midnight. We also have agreements with Love in Action (formerly Love INC), TCM Counseling, Pathways to Better Health and Community Mental Health that allow us to transfer information about patients we share. Our social worker can talk with patients, make appointments for them, and even get a counselor over to the ER right away if needed. We also designed additional space for private meetings and counseling so that these needs can be treated separately from true emergencies. We now view ourselves as one big care team, all looking for the best patient outcomes.

“This was a huge change for all of us, NOCHS as well as our community partners,” confirms Yaklin. “But we are committed to treating the whole person, not just part of you. In order to do that well, we have to widen our circle of expertise. We chose to fill that need through collaboration rather than doing it ourselves. We want the experienced professionals in this community to keep doing what they’re good at doing. We have simply provided an environment where patients can access it in one place during crisis.”

A True Community Collaboration

North Ottawa Community Hospital came into being almost 100 years ago. That's
an impressive history! It’s also a tribute to the sense of pride and ownership that this community feels in its health system.

We are keenly aware of how important this health system is to the lakeshore community. So when we started thinking about the Emergency Room project, we wanted to engage employers, business owners, community leaders and the public. We wanted everyone to embrace the powerful impact of what we could do together.

And our community stepped up! Many generous donors stepped forward and gave so that we could take long-term positive steps towards better health. The generous public donations toward our project’s $2.5 million goal reflect commitment, pride and a strong sense of ownership.

This was the first public fundraising campaign in our 100-year history. Thanks to your commitment and generosity, we are now capable of serving thousands more patients per year in the Emergency Room. We have state-of-the-art equipment to handle everyday emergencies, severe traumas, and even infectious incidents. The quality of our facility now matches the expertise of our staff.

We sincerely thank each and every person who gave of their time and resources to make this project a success!

Special thanks to:

Honorary Campaign Chairs
Midge and Gary Verplank

Campaign Co-Chairs
Jeff Beswick, Tim Parker and Jim Walters, MD

Open concept: work areas are just steps away from exam rooms
A wise person once said, “Aging is not for the faint of heart.” And it’s true. A lot of diseases creep up on us as we age. Many of them are complex. They involve repeated doctor visits, the occasional emergency room stay, and sometimes even hospitalization to get things back on track. This is especially true for diseases such as congestive heart failure, COPD, Alzheimer’s, diabetes, stroke and more.

If you have one of these diseases, you know it’s important to manage your health. But here’s the great news. You no longer have to drive hundreds of miles every year to do it! That’s because NOCHS is collaborating with Mercy Health to expand the care we offer right here in Grand Haven. You can walk out your door, and straight into ours, for excellent cardiac and neurological care.
Extraordinary, Everyday Cardiac Care

Through a relationship with Mercy Health, we now offer complete cardiac medical care right at NOCHS. There’s no need to travel across the region for testing and appointments. If you’re relying on family or friends to help you get to appointments, this is even better news for you and for them!

The doctors from Mercy Health Physician Partners West Shore Cardiology have increased their commitment to the Tri-Cities. They will have office hours five days per week in Grand Haven, which will significantly reduce transfers. We have all the equipment for testing, and the ability to meet cardiac needs in our new ER, as well as in the hospital.

Expert Neurology Care

Mercy Health is also opening a Hauenstein Neurosciences outpatient clinic in Grand Haven. This office is the first of its kind on the lakeshore, and will serve people who are suffering from dementia, stroke, Parkinson’s, and many more common neurological diseases.

Comprehensive neurological care

- Comprehensive testing, including memory tests, brain scan and other neurodiagnostic testing
- Regular physician checkups with nationally-known physicians
- Emergency room consultations via teleneurology
- Physical therapy and rehabilitation
- Clinical research trials to test new treatments

So now you have a choice. You can choose excellent and convenient care. You can choose to manage your health effectively with trusted partners, and also manage time for yourself and those who may assist you with care. You can get better with NOCHS.

To schedule cardiology appointments, please call Mercy Health Physician Partners West Shore Cardiology at 800-968-5483.

To schedule neurology appointments, please call Mercy Health Hauenstein Neurosciences at 877-702-5050.
NOCHS has steadily and thoughtfully increased its primary care capacity over the last four years. That’s not easy to do. “Filling an opening takes about 18 months,” says Connie. “We are working very far in advance to fill this community’s care needs. People want to come to this community. They want to work where they live, and make a difference by serving their neighbors. You might even notice that more and more of our physicians are hometown folks returning to their roots.”

How much capacity do we have?

North Ottawa Medical Group was started in 2012 with three physicians. Now we have 31 practicing professionals, and we’re not done growing. “Our plan is to have enough new providers to cover an additional 11,000 patients by the end of 2017,” says Connie. “That’s a 50 percent increase over last year.”

We’ve done more than just hire physicians. We have also dramatically expanded our team to include mid-level providers (such as nurse practitioners and physician assistants). How does this benefit our patients? You can get in to see a mid-level much faster than a physician. A mid-level provider can prescribe, treat, diagnose and educate. They collaborate intensively with the physicians so that you get the care you need when you need it. Think of it as a merge ramp into primary care rather than a stoplight. We help you access care faster and more smoothly.

You can get to know our team members with the photos and information on the next page. We look forward to meeting you, and becoming your local care provider.
Internal Medicine

Haney Assaad, MD
Marilena Oravitan, MD
Tulika Singh, MD, MS
Matthew Schoeck, MD

Elizabeth Cross, NP-C
Rachel McDermott, NP-C

North Ottawa Medical Group
northottawamedicalgroup.org

Family Medicine

Ryan Klanseck, DO
Kyle Kramer, DO
Raymond Rabideau, DO
Martin Russo, DO

Katie Martin, PA-C
Theresa Pebbles, PA-C
Tania Van Dyke, NP-C
Donna Zambetis, NP-C
Anne Zuidema, NP-C
Rehabilitation is tough, no question about it. It’s even tougher when services are not conveniently located. That’s why we have moved our rehab services into a spacious, brand-new location in the retail center at the corner of US-31 and Taylor.

How will this serve you better? For one thing, it makes therapy more accessible, because you can park in front of the entrance and walk directly to the waiting room for care.

Our new location is also conveniently located by NOCHS Urgent Care. When you visit Urgent Care with a sprain, dizziness, or other symptoms that call for rehab, it will be super-simple to take the next step in recovery. You won’t even have to move your car! Just walk next door to get started.

And finally, we are bigger and better all the way around in this new space. We doubled the number of therapists, and expanded our hours to include evenings and some Saturdays. Through our collaborative partnership with Generation Care, we have added post-concussion care, post-mastectomy and cancer rehab, wound and swelling management and more.

Pediatric Services for physical, occupational and speech therapy have also relocated to this site. We have the resources and intensity of care our community needs on the lakeshore. You name it, we have it through a dynamic pediatric care team! We’re making rehab more fun (think rock wall and boat-shaped climbing apparatus) and less institutional for kids. We also have incredible services for children with special needs. There’s no need to go to Grand Rapids for specialized services — it’s all available right here.

So whether you’re in Grand Haven, Spring Lake, Ferrysburg, or Muskegon, remember that bigger, expert, comprehensive rehabilitation services for everyone are available at the South Beacon retail center. Call or just stop in to get better with NOCHS rehab.

NOCHS Rehabilitation moved to US-31 and Taylor! We have a convenient location, expanded hours and walk-in capacity to serve you.
Diseases such as COPD or congestive heart failure are nothing less than a hardship for patients and their families. That’s because they can come with complications such as:

- Sleeplessness
- Nausea
- Depression
- Uncontrolled pain
- Shortness of breath

Patients with life-limiting illnesses often spend a lot of time in a gray zone. They’re alive, but their symptoms rob them of the joy of living. Unfortunately, they can also spend a lot of time in the hospital or the Emergency Room dealing with the very real complications of their illness.

Palliative care can help.

“People have a lot of trouble navigating a difficult disease and the symptoms it causes. I help them on the journey,” says Dr. Stuart VanderHeide. He’s the new Medical Director for palliative care. “I come from an ER background, and I’ve seen people struggle helplessly with symptom management as they come to the ER time after time. Palliative care is specifically designed to ease that kind of stress and anguish.”

Palliative care focuses on providing relief from the symptoms and stress of a life-threatening illness. The goal is to improve quality of life for both the patient and the family.

“We don’t cure these diseases,” Dr. VanderHeide goes on to say. “But we do help relieve the symptoms and reduce their impact, to prevent suffering and improve quality of life.”

Dr. VanderHeide is no stranger to the lakeshore community. He and his family live here, his children attend school here, and he practices here. “I am vested in this community,” he notes. “People with serious illnesses deserve to have a local doctor managing their care. I am thrilled to be your neighbor as well as your physician.”

“Support hospice and palliative care on the lakeshore! Make plans to attend our annual benefit. “One to Remember” Thursday, November 10, 2016 Spring Lake Country Club Call (616) 847-5605 for tickets, or visit supportnochs.org/one-to-remember

If you or someone you love is struggling with the symptoms of a life-limiting illness, please call us at (616) 846-2015 to talk about how we can help.

Stuart VanderHeide, M.D.
Medical Director Palliative Care
Convenient Service Locations

M-104

Heartwood Lodge
- Skilled nursing
- Rehab
- Hospice residence

Mill Point Health Center
- Primary care
- X-Ray
- Lab services
- Physical therapy

North Ottawa Community Hospital
- Inpatient and outpatient services
- Medical imaging
- Lab services
- North Ottawa Medical Group

South Beacon Plaza
- Urgent Care
- Physical Therapy
- North Ottawa Home Care
- Hospice of North Ottawa Community
- Diabetest & Community Education

Stanton Crossings
- Lab services

Your complete medical resource!

- Allergy
- Anesthesiology
- Bariatric
- Cardiology (Adult and Pediatric)
- Colon/Rectal
- Dentistry
- Dermatology
- Ear, Nose, Throat
- Family Practice
- Gastroenterology
- General Surgery
- Gynecology
- Hematology
- Infectious Disease
- Internal Medicine
- Medical Cardiology
- Nephrology
- Neurology
- Neurosurgery
- Obstetrics
- Oncology
- Ophthalmology
- Optometry
- Orthopedics
- Pathology
- Pediatrics
- Physical Therapy
- Plastic Surgery
- Podiatry
- Primary Care
- Psychiatry
- Pulmonary
- Radiology
- Robotic Surgery
- Sports Medicine
- Thoracic
- Urogynecology
- Urology