

**Ferrell-Duncan Clinic**  
**physicians**



put the  
**“special”**  
in  
**specialty care**

care becomes critical. To accomplish this coordination, the specialists at Ferrell-Duncan work closely with the primary care physicians and other specialists throughout Cox Health Systems to provide a comprehensive and highly coordinated continuum of health care for their patients.”

Appropriate sharing of medical information between physicians further promotes the coordination of patient care. A secure electronic medical record is utilized within

Ferrell-Duncan and Cox Health Systems to facilitate physician-to-physician communication. Providers involved in a person’s health care can quickly access important information to streamline the service to patients. “I cannot think of anything in recent years that has improved the

coordination of patient care at our clinic as much as the electronic medical record,” Duncan says. However, he is quick to point out that even in this age of technology and specialization, the patient-physician relationship remains critical. Says Duncan: “Modern forms of communication now include the Internet, e-mail, fax, phone, cell phone and the electronic medical record, but we at Ferrell-Duncan Clinic feel that communication facilitated by a healthy patient-physician relationship is the most important.”

Much of Ferrell-Duncan Clinic’s success can be credited to its ability to attract highly trained and qualified physicians. “It’s easier to attract strong people if you have a strong core,” says Charles McCracken, Ferrell-Duncan’s executive director. “We continue to attract the best of the best.” This commitment to recruit highly qualified physicians began with Drs. Ferrell and Duncan in 1946 and continues today as the clinic positions itself to care for future generations.

Ferrell-Duncan Clinic provides a comprehensive scope of ancillary services such as laboratory, radiology and audiology services for patients looking for ease of accessibility in meeting their health care needs. “It’s efficient and convenient for the physician and patient to have those services on-site,” says Robert Ferguson, Ferrell-Duncan Clinic administrator.

As a specialist, Duncan sums it up quite simply, “As a physician you are trained to have compassion and empathy. You have to address the medical conditions of patients in your practice, but it is also important to focus on the whole person and what you can do to help.”

The physicians at Ferrell-Duncan Clinic view their role in Cox Health Systems as providing quality and timely specialty care. These specialty services compliment the long-term overall medical management provided and coordinated by the primary care physician. ❖

*Laurie Glenn Cunningham is the director of Public Relations for Cox Health Systems.*

**FERRELL-DUNCAN**

1001 E. Primrose, Springfield, MO 65807  
875-3000

**PHYSICIAN SPECIALTIES:**

- cardiology
- cardiothoracic surgery
- dermatology
- electrophysiology
- cardiology
- family practice
- gastroenterology
- gynecologic/oncology
- infectious diseases
- internal medicine
- nephrology
- neurology
- obstetrics & gynecology
- orthopedics
- otolaryngology
- plastic surgery
- pulmonology
- rheumatology
- general surgery
- vascular surgery
- urology
- vein and laser surgery

**SERVICES:**

- laboratory
- radiology
- nuclear medicine
- CT scans
- ultrasound
- obstetric ultrasound
- screening mammography
- EEG/EMG
- nerve conduction studies
- outpatient IV therapy
- outpatient injections and immunizations
- holter monitoring
- pacemaker assessment and reprogramming
- pulmonary function studies
- treadmill testing
- audiology testing
- hearing aid dispensing
- minor surgical procedures
- insurance claim filing assistance

by *Laurie Glenn Cunningham*

Medicine has changed since Drs. Thomas E. Ferrell and Robert D. Duncan formed their partnership as general surgeons in the Medical Arts Building in downtown Springfield. But what hasn’t changed is the clinic’s ongoing commitment to provide the highest quality medical care to the Ozarks.

[Ferrell-Duncan Clinic](#) is part of Cox Health Systems’ network of physicians. With 96 physicians representing 18 specialties, Ferrell-Duncan Clinic is the largest independent multispecialty clinic in Missouri. More than 1,000 patients per day walk through its doors at 1001 E. Primrose and its three satellite offices.

The initial encounter a patient has with a health system may begin with a visit to a primary care physician – internist, family practice, pediatrician or obstetrician/gynecologist. Many health problems are diagnosed and treated by that primary care physician, however, other medical concerns may require specialized evaluation including diagnostic and therapeutic procedures.

When complications or special needs arise, there is the physician specialists of Ferrell-Duncan Clinic. Physicians like orthopedic surgeon Doug Duncan, MD, who trained at Mayo Clinic before returning to his hometown to practice medicine. Duncan’s father, Dr. Robert D. Duncan, was co-founder of the Ferrell-Duncan Clinic 56 years ago.

“Specialties in medicine developed because of the ever-expanding body of knowledge about health and the diagnosis and management of medical disorders and diseases,” says Duncan. “In order to have a comprehensive and up-to-date knowledge of these highly specialized methods, the specialist, along with his/her support staff, has to focus on the body of knowledge they are expected to master. As a result, the coordination of a patient’s overall medical

## Maybe baby: are you ready for pregnancy?

by Melinda Mitchell

Did you know that a healthy [pregnancy](#) begins long before you get pregnant? Becoming a parent is a major commitment filled with challenges, choices and rewards. As a potential parent, planning ahead and making adjustments now are important in determining your health and the health of your baby.

Ideally, the choice to have children should be made by both parents. People planning [parenthood](#) need to look at their lifestyle, habits and coping strategies; and possibly work on changing some of these in preparation for parenthood.

The relationship between you and your partner will change during pregnancy and after the baby arrives. It is more important than ever to develop appropriate lines of communication for the times ahead. Focus on finding ways to listen and understand each other, so that you will better understand your baby. It is also important for those planning parenthood to discuss goals for their family, as well as each parent's beliefs about child rearing and other family-related issues.

A big issue in family planning, and one that most couples naturally think about, is cost. Couples who have health insurance should check with their insurance provider to determine what services are covered during pregnancy and delivery. Hospital costs are determined by what type of delivery you have – vaginal or cesarean – and the length of stay in the hospital for both you and the baby. But the cost of a new baby certainly does not end with the pregnancy and delivery. After baby arrives parents will have a variety of expenses, some of which they might not have considered. For example, there will be diapers, a breast pump, formula, baby food, clothing, child-care and doctor visits.

This information may make the thought of starting a family a little hair-raising; but having a realistic perception of the event of pregnancy and of becoming a parent is the first place to start. Getting the facts straight and being educated can help you to determine if the time is right for you to start the family you have always dreamed about.



The [Women's Center at Cox](#) offers classes for each step of the way – from the first thought of pregnancy to after the baby arrives. If you are thinking about having a baby, join us for our “Before you Conceive: Planning your Pregnancy” class. Call 886-LADY for times and location. ❖

*Melinda Mitchell is a nurse educator for The Women's Center at Cox.*

by Donna Barton

Massage oil. Beyond the diapers, bottles, pacifiers and blankets, it's the newest staple for newborn care. The reason? More and more parents are discovering the advantages of using [massage techniques](#) on their newborns and infants.

Massage, which is the manipulation of tissues by rubbing, kneading or tapping with the hand or an instrument, has been practiced since ancient times to improve circulation and promote relaxation. You can find descriptions of massage techniques in the medical traditions of nearly every culture. Adults have used it for years in the United States, but we have only recently begun to recognize the benefits of massage to newborns and infants.

Parents and health care professionals have long known that touch is vitally important to the growth and development of a baby. However, research now indicates positive physical contact such as [infant massage](#) helps bolster an infant's immune system, their ability to absorb nutrients and increases deep sleep. It also helps ease parental anxiety, strengthens bonds and establishes communication between parents and children.

“You don't have to be an expert to do it,” says Kellie Herman, a massage therapist who specializes in prenatal massage. “But the best part is that infant massage helps moms relax, it offers a great opportunity for dads and siblings to get involved in the new family member and it doesn't take any money to perform.”

But what is infant massage? “Infant massage is not much different from the rubbing, cuddling and touching that loving parents already do with their babies,” explains Juliet Mee, owner of Professional Massage Training Center in Springfield. “It is simply caressing or stroking a baby in a more focused manner.”

Mee explains that many parents use massage techniques with their infants without realizing it. Parents who rub their baby's back to soothe or

console them are in a sense practicing massage, she says. Some individuals may still be skeptical or simply want to learn more before they try infant massage at home. That's why Herman and Professional Massage Training Center have teamed up with

Cox Health Systems to offer infant massage classes. Available through the [Cox Women's Center](#), the classes focus on technique and making parents and siblings feel more comfortable with the process. For class times and dates, call 269-INFO.

“Infant massage is not exotic or weird,” Herman says. “It is something that can help all members of the family get in tune with a baby's needs.” ❖

## Infant massage



*Donna Barton is a Public Relations assistant for Cox Health Systems.*