

# HealthSense<sup>sm</sup>

the quarterly community magazine of Cox Health Systems

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## expansion plan

by Laurie Glenn Cunningham

Blame it on the Boomers. Southwest Missouri's population is aging and growing. So is the need for expanded medical services.

According to Larry D. Wallis, Cox president and CEO, Cox Health Systems' response to keeping up with the community's health care needs is a five-year strategic plan with an estimated cost of \$50 to \$60 million.

Calling it "a work in progress," Wallis says the plan has key elements identified but not all may be constructed within that five-year time period. The first priority is a new fitness and rehab complex which will extend the Cox Walnut Lawn hospital campus. The timeline calls for a February 2002 groundbreaking and a 2003 completion.

The focus will be on medical fitness, says Cox Walnut Lawn administrator Ron Prenger. "We're creating a model in which the every day athlete, the 'wanna be' athlete, the weekend warrior or the inexperienced or injured person will feel comfortable," he says. "We're making fitness a prescription for care."

Prenger says the focus won't be on just orthopedics and sports medicine. Also included will be medical/fitness management for patients with short-term illnesses and injuries, and long-term or chronic conditions such as [diabetes](#) or [arthritis](#). The program will take a total approach with health profiles and assessments, nutrition counseling, exercise programs and follow-ups with a referring physician. However, the program will not require a physician's referral.

The first floor of the approximately 90,000 square-foot facility will include an expanded rehabilitation clinic with direct access to the Cox Walnut Lawn hospital, lap and therapy pools, gymnasium, racquetball courts, child care services, locker rooms, meeting rooms, and a healthy food and juice bar. The second floor will feature a cardiotheater, exercise equipment and aerobics rooms.

"It's a medical fitness model in which we'll work toward helping the individual achieve his or her goals," Prenger explains. "It will definitely improve your quality of life, and it may even increase your life span."

The Cox Walnut Lawn property expansion also includes plans for a diagnostic imaging center emphasizing outpatient radiology services and additional medical office space.

Other components of Cox Health Systems' five-year plan include a heart center, cancer services, specialty services for Cox North and child-adolescent services associated with [Burrell Behavioral Health](#).

[Cox Heart Center](#), which will be located in Cox Medical Plaza I, will include physician offices for Ferrell-Duncan cardiologists and cardiovascular surgeons, and cardiac rehab will be expanded. Joining the Cox Lipid Clinic will be the Cardiac Support Center and other cardiac-specific ancillary services. Additional heart catheterization services will be added to complement existing hospital catheterization.

[Hulston Cancer Center](#), located in Cox Medical Plaza II, will include physician offices, an expanded radiation center and [Breast Care Clinic](#), and the relocation of outpatient oncology services. New and enhanced services include a health information and resource center, visitor's gallery, transportation and accommodation services, social services, financial counseling assistance, community education and screening, and a complementary medicine initiative.

Preparations will be made concurrently for a future second 10-story tower at Cox South. At Cox North a medical and office complex will be created on campus or at another location to be determined.

The changes are aimed at keeping up with the Ozarks' growing 65-plus population and making health care more patient-friendly. ❖

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

2001  
2002

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# Market share increase is healthy news

by Larry D. Wallis

More patients are choosing our Springfield hospitals for their care than any other hospital in southwest Missouri.\* Why?

**Our Employees:** Cox Health Systems has more than 4,000 employees working in our Springfield hospitals and more than 8,000 employees under the Cox umbrella. All provide excellent services. We have hundreds of different health occupations represented as part of our cadre of services. Our employees have outstanding credentials and they continually refine their skills with additional training.

**Our Medical Staff:** Our 467-member medical staff represent 32 different medical and surgical specialties. Their credentials are superb. Our physicians lead the team of health care professionals providing care to our patients. We welcome physicians to our medical staff as independent practitioners or through more formal contractual arrangements with Cox.

**Our State-of-the-Art Facilities and Equipment:** Further enhancing this environment is an annual commitment of more than \$25 million to provide the latest in diagnostic, therapeutic and other equipment, and to ensure our facilities are in excellent condition.

**Our Auxiliary:** For many years Cox has been blessed with an award-winning Auxiliary. Our Auxiliary membership boasts a total of 988 members who provided 93,249 hours of service last year. These volunteer hours equate to a real value in the hundreds of thousands of dollars in saved labor costs. Being recognized as the Auxiliary of the Year is the highest honor bestowed on Missouri hospital auxiliaries. No other Missouri hospital auxiliary has received this recognition more times in the past 10 years than our own.

**Our Board of Directors:** Cox Health Systems' prestigious board members live and work in our community. These voluntary members serve because they have a genuine interest in the health care of our community. They never lose sight of the fact that the funding utilized for construction, new equipment and services comes from generous benefactors and from receipts of services provided.

**Our Commitment to our Community:** Outside the walls of Cox we play a significant role in providing added health care benefits to our community. One example is our mobile health care clinic for children, the C.A.R.E. Mobile. Cox and its employees

are active in many different community organizations and committees. Cox Health Systems gives back more than \$22 million in services and in-kind contributions to the community each year.

**Our Future:** Looking to the future, our five-year plan includes a heart center, an expanded cancer center, a new rehabilitation center, a children's institute for behavioral health, an outpatient diagnostic imaging center and expansion of physician specialty services. These services will be needed to meet the tremendous growth anticipated in our area and the demands of the aging population. These plans reinforce our mission to improve the health of the communities we serve through quality health care, education and research. ❖

Larry D. Wallis is president and CEO of Cox Health Systems.

\*Based on market share calculations from the Hospital Industry Data Institute.

# The caring doesn't stop here

by Donna Barton

It takes a caring person to work in health care. But at Cox Health Systems our employees are caring by nature, not just by profession.

Take Jennifer Hateley of Cox Plaza Café. In addition to her trademark light-up-a-room smile and her ability to remember her regular customers' food and drink preferences, the café manager is best known for her long, dark hair. So when she traded her ponytail for a short, bobbed hairdo, it generated some questions. Friends and co-workers soon learned Hateley had donated 11 inches of her hair to [Locks of Love](#), an organization that makes wigs for children with cancer.

"I figure donating hair is nothing compared to what kids with cancer have to go through," she says. "If I would have known about the organization sooner, I would have done this sooner."

Hateley is currently growing her hair for another donation. In the meantime, however, the news of her good deed has spread throughout the health system and she says several employees have requested more information on Locks of Love so they can donate their hair.

Anne Johnson, director of budget management for Cox, feels the same way about her trip to Nicaragua to build houses for families who live in depressed conditions. "Helping others is personally rewarding," she says. "I'm actually selfish because I definitely get a lot more out of it than I give."

Johnson, who typically works overtime in the evenings and on weekends at key times of the budget year, recently chose to use her vacation time and personal finances to travel with [Rainbow Network](#) to Nicaragua. She mixed concrete, laid brick foundations and dug trenches for the construction of new homes.

"A trip like that gives you perspective," Johnson says. "These people do not have things, they do not worry about cars or what's on TV, but they are happy."

In addition to giving her time and even some of her own personal possessions to help in Nicaragua, Johnson is an active member of the [Girl Scouts](#) board of directors, serves as the Springfield Southeast Rotary Club World Community Service chairman and is the Cox coordinator for the [United Way](#) Day of Caring. She says she plans to return to Nicaragua soon and hopes to volunteer full time after retirement.

"There are so many with great needs, I'm just glad I have the ability to help," she says. "My only regret is that I don't do enough."

Recognizing the need and being able to help others help themselves is also the reason Robin Nelson serves as co-chairman of Susie's Closet, a local clothing bank that provides professional outfits for women re-entering the workforce. After fulfilling her duties as director of Health Information Management at Cox she helps maintain the closet's volunteers and clothing donations, and aides women with the coordination of career clothing for their new jobs or job interviews.

"I don't view it that I am doing a lot," she says. "It is just something I can do, so I use the opportunity to help where I can."

As vice president of Human Resources for Cox, helping others is all in a day's work for Don Anderson. But for Anderson, like Hateley, Johnson, Nelson and countless others at Cox Health Systems, his caring doesn't end at the office. He volunteers his time as a member of the boards of the Family Violence Center, Springfield School Foundation, Southwest Missouri Credit Union, United Way, [YMCA](#) and Webster University.

Why does he do it? Simply put: "I see it as a job that needs to be done and I am in a position to help," Anderson says. "Sometimes donating time is more precious than money and I feel volunteering is just being a responsible member of the community."

So, whether it is volunteering time, money or counsel; caring for others is obviously not just what Cox employees do — it's who we are.

"We understand Cox is not separate from the community; we are the community," Anderson says. "And truly, our employees are just good people." ❖

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

*Generosity and selflessness are second nature to (clockwise) Don Anderson, Robin Nelson, Jennifer Hateley and Anne Johnson.*



# Cox Air Care

is based at Cox Medical Center

South and serves the communities of southwest Missouri and northern Arkansas. The program has been in service since 1989 and averages more than 850 patients per year.

In the fall of 2001, Cox Air Care was awarded a three-year accreditation by the Commission on Accreditation of Medical Transport Services. CAMTS recognized Cox Air Care as a program demonstrating a high quality of services and meeting or exceeding air ambulance standards. Accreditation was based on the program and its integration with other hospital departments such as emergency, critical care and dispatch. CAMTS also reviewed Air Care's performance with off-site medical facilities in the community. Cox Air Care was found to demonstrate "a steady balance in all dynamic components of the program."



## Our Facilities

### Cox North

1423 N. Jefferson Ave.  
Springfield, MO 65802

### Cox South

3801 S. National Ave.  
Springfield, MO 65807

### Cox Walnut Lawn

1000 E. Walnut Lawn  
Springfield, MO 65807

### Cox Monett Hospital

801 N. Lincoln  
Monett, MO 65708

### Burrell Behavioral Health

1300 Bradford Parkway  
Springfield, MO 65804

### Home Parenteral Services, Inc.

2220 W. Sunset  
Springfield, MO 65802

### Home Support Systems

2224 W. Sunset  
Springfield, MO 65802

### Oxford HealthCare

Oxford Sunshine Building  
1550 E. Sunshine  
Springfield, MO 65807

### Bradford Corners Office Building

3660 S. National Ave.  
Springfield, MO 65807

### Primrose Place Health Care Center

1115 E. Primrose  
Springfield, MO 65807

### Cox Medical Plaza I

3800 S. National Ave.  
Springfield, MO 65807

### Cox Medical Plaza II

3850 S. National Ave.  
Springfield, MO 65807

### Medical Arts Center

1000 E. Primrose  
Springfield, MO 65807

### Medical South

3525 S. National Ave.  
Springfield, MO 65807

### Medical Tower

1443 N. Robberson Ave.  
Springfield, MO 65802

## Our Services

**Cox Health Systems** is a three-hospital system in southwest Missouri. Our mission is to improve the health of the communities we serve through quality health care, education and research. For more than 90 years we've served patients in an 18-county primary service area. Our comprehensive approach to quality health care includes:

**Hulston Cancer Center**, recognized by the American College of Surgeons as a Community Hospital Comprehensive Cancer Program.

**Cox Stroke Center**, Springfield's first and only health system member of the National Stroke Association and a recipient of a 2000 community grant from the NSA.

**Cox Senior Advantage**, offering education and assistance with insurance forms and filing to more than 17,000 members age 50 and older.

**Cox Cardiology Services**, one of the most respected cardiac programs in the region that includes non-invasive diagnostics, full surgical capabilities, extensive cardiac rehab programs and a lipid clinic.

**Home Health Services**, including **Oxford HealthCare**, Home Support Services and Home Parenteral Services, providing infusion therapy, home medical equipment, nursing visits and 24-hour care, as well as physical, speech and occupational therapy, meals, house-keeping and medication management.

**Burrell Behavioral Health**, the region's largest behavioral program offering residential, outpatient, inpatient and 24-hour crisis assistance. From 19 location in southwest Missouri, Burrell cares for children, teens, adults and seniors.

**www.coxhealth.com**, your on-line resource for health information, physician referral, a guide to our services, and much more, all from the comfort of your own home.

**Cox Women's Center**, helping thousands of women with Special Delivery maternity care, our **Breast Care Clinic**, our Osteoporosis Clinic, annual mammograms, classes, answers to health questions, library and Internet services.

**The Urgent Care Center** at Cox Walnut Lawn, open seven days a week, 8 a.m.-8 p.m. Cox North Urgent Care (located in our emergency department) is open seven days a week, 11 a.m.-11 p.m.

**Cox Emergency Services** plus **Cox Air Care**, standing by around the clock. You'll find our emergency departments at Cox North and Cox South, which includes a Level II Trauma Center. Our ambulance services operate in seven southwest Missouri counties.

**Cox Sports Medicine and Rehab** facilities, providing outstanding care for minor sports injuries as well as more serious neurological and orthopedic problems.

**Cox Diabetes Center**, consisting of an experienced staff of dietitians, diabetes educators and registered nurses offering education and support in inpatient and outpatient settings. Recognized by the **American Diabetes Association** for educational programs meeting the National Standards for Diabetes Self-Management Education.

We're members of the **Children's Miracle Network** and sponsor the **C.A.R.E. Mobile**, a traveling health clinic for children. We also offer a **Pediatric Intensive Care Unit**, an **Intensive Care Nursery**, and subspecialists in areas such as pediatric cardiology, neurology and pulmonology. ❖

## STATS

The data listed on this page reflects the fiscal year Oct. 1, 2000 - Sept. 30, 2001.

The statistics represent Cox Medical Center North, Cox Medical Center South, Cox Walnut Lawn, Cox Monett Hospital, Primrose Place Health Care Center, Burrell Behavioral Health, Oxford HealthCare, Home Parenteral Services, Ferrell-Duncan Clinic, Primrose Healthcare Services and Cox HealthPlans.

- 8,660 employees
- 1,031 volunteers are members of Cox Auxiliary
- 98,249 volunteer hours
- \$268,875,133 payroll & benefits
- 523 members of our medical staff
- 24 family practice residents
- 54 physician clinics
- 581,216 physician clinic visits
- 2,078,747 outpatient visits
- 220,429 inpatient & residential days
- \$31,207,780 uncompensated care
- 121,258 emergency, urgent care and trauma visits
- 23,092 surgeries
- 3,766 babies born
- \$806,239,232 gross patient care revenue
- \$474,255,804 net patient care revenue
- 20,164 ground ambulance transports (stations in seven counties)
- 808 Cox Air Care flights
- 25 counties served
- \$17,502,351 invested in new technology

by Laurie Glenn Cunningham

No woman looks forward to “that time of the month.” But for one in five women it’s more than just an annoyance. Excessive menstrual bleeding, or menorrhagia, impacts a woman’s lifestyle and relationships. It can also pose a health risk if she becomes anemic.

# New hope

## for women with menstrual problems



Kristy McCall, MD

Symptoms of menorrhagia include periods that typically last seven days or more, unmanageable bleeding or clotting, the frequent need to change pads or tampons and/or bleeding so heavy a woman is afraid to leave the house.

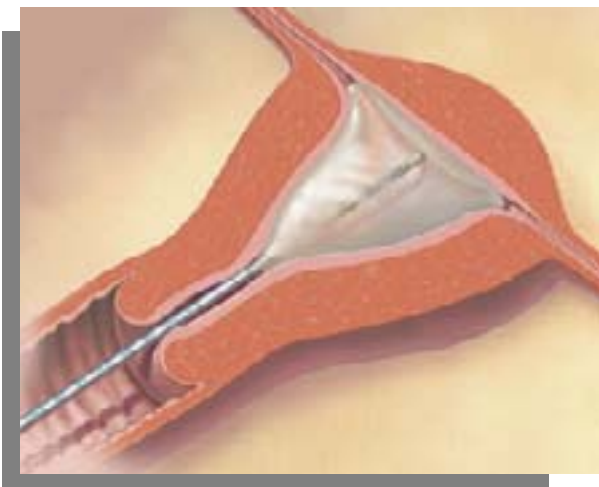
Sadly, many women just live with the symptoms, says Dr. Kristy McCall, obstetrician/gynecologist with Ferrell-Duncan OB/GYN.

“I don’t think a lot of women realize that it’s something that can be treated or needs to be treated,” McCall says.

The first step in treatment is an [endometrial biopsy](#) to rule out any underlying causes such as precancers or infections, McCall says. If those results are negative other options are considered, including surgery.

Surgical management includes [hysteroscopy, dilation and curettage](#) (D&C), which is a scraping of the uterine lining, or hysteroscopy and D&C with ThermoChoice.

ThermoChoice Uterine Balloon Therapy by Gynecare Inc. actually removes the uterine lining. The outpatient procedure involves inserting a catheter into the uterus. A balloon on the catheter is inflated with sterile water and a circulator within the device warms it to 87 degrees for eight minutes.



### ThermoChoice Uterine Balloon Therapy

After the catheter is inserted into the uterus, the balloon is inflated with sterile water and heated to 87 degrees for eight minutes.

“The entire procedure takes about 45 minutes and a woman can be back at work within one to two days,” McCall says.

Before endometrial ablation therapy the only option for many women was [hysterectomy](#). “Hysterectomy carries a higher surgical risk, one to two days in the hospital and from four to six weeks off work,” McCall says.

Not all excessive bleeding can be fixed by endometrial ablation and not every woman with menorrhagia is a candidate. Women who have [uterine fibroids](#), precancerous conditions, an enlarged uterus or who plan to have children are not candidates. ❖

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

# Providing care in the 21st century

by Stacy Fender and Donna Barton

The wide accessibility and exceptional quality of health care services in the Ozarks make it easy to take them for granted. But consider for a moment the time, effort and dedication it takes to make sure help is there when one or 1,000 people need it.

At Cox, we work diligently to make sure we have the resources to care for the people living in the 18 southwest Missouri counties we serve. In addition to our ground ambulance services, Level II Trauma Center and [Air Care](#), the staff at Cox log thousands of hours above and beyond their required training to ensure readiness for all kinds of situations.

According to Rick Flinn, administrative director of Cox Emergency Services, being prepared not only includes training, but awareness, a staff alert system and back-up supplies. “We will always treat patients one at a time but being prepared for more than one patient is what makes all the difference,” Flinn says.

That is why several years ago Cox Health Systems began modifying our disaster plan to include knowledge of hazardous materials and weapons of mass destruction, as well as knowledge of how to care for large patient volumes. As part of this plan Cox has intensified decontamination training and obtained decontamination equipment. Also, Cox now boasts staff trained by the Department of Defense in preparedness for treating casualties of mass destruction.

Even with increased awareness, training and equipment, Flinn and others in the health care field admit one agency cannot be all things to all people. Which is why Cox collaborates with St. John’s Health System, the Springfield-Greene County Health Department and other emergency personnel in the event of a disaster. In the 21st century it takes a community-wide effort to ensure good health.

Stacy Fender and Donna Barton are Public Relations assistants for Cox Health Systems.

What if

W

by Chris Tuckness

Wonderful things happen when a group of community-minded individuals work together toward a common goal of helping others. [Cox volunteers](#) are the essence of this ideal, showering dedication and hard work on patients, staff and visitors of Cox Health Systems every day.

## Give the gift of time

Last year our volunteers gave 93,249 hours of their time providing a variety of services throughout the system. They staffed 11 information desks, delivered 30,000 floral



arrangements, and staffed three Auxiliary Gift Shops, the Gift Shop kiosk, Emerald Gardens Café and Espresso Express coffee bar. They also presented the First Foto program to more than 2,300 new parents, staffed the canteen at three blood drives, assembled countless packets and patient charts, stuffed

envelopes and delivered supplies, as well as escorted and gave directions to thousands of patients and visitors.

The Cox Auxiliary raised more than \$478,000 in 2001. The funds purchased equipment for the health system, and supported the Good Samaritan Fund, Chaplain Fund, [Children's Miracle Network](#), ER petty cash fund, pediatric clinics, car seat/safety kit program, Cox Walnut Lawn Garden upkeep and Cox nursing scholarships.

Our volunteers are women and men of all ages, assisting in the care of our patients and their families. Overwhelmingly, these volunteers give their time for the benefit of helping others. But there are other rewards and benefits to being a Cox Health Systems' volunteer. All volunteers receive a pharmacy discount, free meals, membership in the Auxiliary, hospitalization discounts, free flu shots, service awards and gifts, and awards for recruitment.

Each volunteer must submit a [written application](#) and participate in a personal interview before being accepted as a volunteer. Once accepted, attendance at an orientation class is required for all new volunteers. This class explains hospital policies, safety issues and specific volunteer duties. Every effort is made to place a volunteer in their area of interest, and volunteers are asked to commit to working at least one four-hour shift per week. Most shifts are 9 a.m. – 1 p.m., 1 – 5 p.m. or 5 – 9 p.m. Flexible hours and shifts are available in some areas.

Volunteers can work at Cox North, Cox South, Cox Walnut Lawn and Cox Monett. Positions are also available at Ferrell-Duncan Clinic, Primrose Place and physician clinics across the Ozarks. Currently, more than 200 positions are waiting to be filled.

If you would like to join a team of warm, caring and thoughtful people, give us a call at 269-4169 or 269-3169 in Springfield, or 354-1409 in Monett and make a difference today. ❖

*Chris Tuckness is director of Volunteer Services and Auxiliary Administration for Cox Health Systems.*

### Auxiliary renews commitment to kids

In 1988, Cox Health Systems became the first hospital in Missouri to present every new mom with a free car seat for her newborn child. In the past 14 years more than 44,800 car seats have been handed out thanks to the generosity of the [Cox Health Systems Auxiliary](#).

Now, the Cox Auxiliary offers new parents a choice with its innovative safety kit program. New parents can receive either a car seat/safety kit combo, or may request only the safety kit for their baby.

Chris Tuckness, Auxiliary director, says, "We decided the time was right to offer parents an option. We discovered many parents already had car seats of their own, or had a Cox car seat from a previous child. This seemed a good way to further our dedication to childhood safety and move that effort into the child's home."

The safety kits contain outlet covers, cabinet locks, a digital thermometer, an informational packet on Sudden Infant Death Syndrome and valuable coupons. Emergency stickers for the child's car seat are also included. These stickers can be filled out with vital information about the child, such as medication allergies and parental contact information to aid health care workers in the event of an emergency.

The infant car seat and safety kit programs are supported with funds raised by Auxiliary book sales and other Auxiliary events. For more information about the Auxiliary or Auxiliary programs visit [www.coxhealth.com](http://www.coxhealth.com).



by Stacy Fender

Being diagnosed with a serious disease causes a rush of emotion — fear, sadness, anxiety, anger. Then come the questions. How will I cope? What will I do next? Will I live? And for parents: What will I tell the children?

One thing is certain. Never consider not telling them anything.

A recent British study found that one in five mothers diagnosed with breast cancer didn't tell their kids they were sick even after the malignancy was removed. This is a mistake, says Barbara Wachtel-Nash, PsyD, [Burrell Behavioral Health](#). “Kids are intuitive. They will pick up that something is wrong and begin to imagine the worst.”

So how do you prepare for a conversation like this? It's important to take stock of the situation and get the facts before you proceed. Think about what you want to say. Think about the ages of your children and their personalities. And no matter what, be honest.

Dr. Nash recommends talking to your physician before you proceed to make certain you have the correct information. Talk about your treatment plan and the future, including the possibility of death. “Once that's done and you are ready, talk to your kids,” she says.

Age appropriate information is important once you open the lines of communication. Younger children won't necessarily want a lot of details. Says Nash: “They want to know that mom or dad will be OK, that the doctors are doing everything they can and that mom or dad is being taken care of.” Adolescents typically want to know more. Tell them what to expect in the near future, what the doctors will be doing. Show them any scars if they want to see them.

Encourage questions, but “don't give your children more information than they ask for,” says Nash. As they ask questions throughout your illness, answer them appropriately and learn to recognize when your child has had enough.

And what if your child asks if you will die? If death really is imminent, you need to prepare your child, says Nash. Be reassuring, but also be honest and forthright.

Talking is the best thing you can do in this situation. “But we don't always know the best thing to say,” says Nash. “There is a great book specifically for cancer victims called *When a Parent has Cancer*. There are also many wonderful books written on a child's level. Books can open the lines of communication, help answer questions and ease fears.”

The Hulston Cancer Resource Center at Cox offers a variety of resources for parents and kids dealing with this issue, including books available for check out. “Anyone is welcome to use the Resource Center — not just current patients,” says June Johnson, [Hulston Cancer Center](#) manager.

Once you've told your children about your illness and have answered their questions, be prepared for certain behaviors to emerge. Younger children may experience separation anxiety and may want to help you in some small way. Let them bring you water to drink or fluff your pillow.

Don't be surprised if your older child becomes angry or resentful, says Nash. They will have a more difficult time dealing with your illness. Their world will be changing, and they will be angry about it. “They will then struggle with the guilt of feeling angry and not being there for you,” she says. These feelings are normal. Make certain your kids know that.

Certain behaviors, however, can indicate that your child is having a difficult time dealing with the news. “The first sign is school performance,” says Nash. “Communication with the school is key. They can notify you immediately if something is going on.” Also watch for changes in behavior, a change in friends or less time spent with friends. If some of these red flags pop up, don't be afraid to seek outside help. Talk to a behavioral health professional, a school counselor, a pastor — whomever your family feels most comfortable with.

Says Nash: “To help your child cope, have an open door policy. Always be honest, and talk, talk, talk.” ❖

*Stacy Fender is a Public Relations assistant for Cox Health Systems.*



## Breaking the news

### Things your children should know:

- The potential physical and emotional effect your illness could have on you.
- What to expect to see.
- Your expectations of them and how they can help.
- How their daily lives will change.
- That it's OK to share positive and negative feelings.

Source: [Mayoclinic.com](#)

#### Resources

Hulston Cancer Resource Center: 269-INFO

Burrell Behavioral Health: 269-5400

by Donna Barton

Community well-being. From a two-story clinic, to a Vincentian Sisters of Charity patient care facility, to a newly renovated, technologically advanced [Cox Monett Hospital](#), community well-being is the common thread that binds the past, present and future of health care in Monett.

The need to keep care close to home was recognized early by Dr. William West, a newspaper reporter turned physician, who pioneered the medical services offered in Monett. In

1914 he established a five-bed facility on Fourth Street, in 1921 he converted a home into an 18-

bed clinic and six years later he led work on a permanent facility on the site of the current Cox Monett Hospital.

The original hospital on the corner of Benton and Lincoln, although only 5,000 square feet, served the Monett community for years. (The structure remained until 1961 when construction began on a new wing.) But in 1941, after several attempts at retirement, the 67-year-old West was forced to close the hospital because he was unable to find new management.

The government used the hospital building as a sanitarium until 1943 when Dr. West, along with local residents, rallied to re-open the hospital. The facility was eventually donated to the Sisters of Vincentian Charity and St. Vincent's Hospital was born.

"It was natural for the Sisters to get involved because it is our mission to serve and many of our members were already trained as nurses ... and like Dr. West we

understood that it was important to keep care local," says Sister Vivian Mitala. "The Sisters were able to add a new chapter to the area's health care."

The Vincentian Sisters soon made Monett home and for the next 50 years they worked to expand and upgrade services. Projects included a 45-bed addition in 1954, the development of the west wing in 1963 and the opening of the Monett Health Care Center in 1973, just to name a few. Respiratory therapy, CT scans and diagnostic equipment were also among the advancements brought to St. Vincent's.

"It is gratifying to know how many people were helped at St. Vincent's Hospital," says Sister Mitala. "I'm glad the Sisters were able to pave the way for Cox Monett." (Cox Health Systems acquired the hospital in 1993.)

Monett's sense of local pride continues today as residents and area businesses work to improve their community hospital. A [capital campaign](#), largely supported by Jack Henry and Associates and EFCO Corporation, two of Monett's major industries, has already generated \$2.1 million in donations.

"Everyone in this community plays a role in the success of this hospital and we're invested in seeing this community prosper and grow," says Terry Thompson, president of Jack Henry and Associates.

Beautiful modernized patient rooms, an intensive care unit, expanded surgical suites, 24-hour emergency care, cardiac rehab and home health services are all a result of the campaign. Cox Monett has also expanded its medical staff by recruiting two family practitioners as well as an orthopedic surgeon.

Perhaps the most notable result of the capital campaign is the return of obstetrical services in Monett. Until July of last year, the last baby born in Monett was in 1987. The new Special Delivery maternity unit at Cox Monett boasts 8,644 square feet, birthing suites with whirlpool tubs, additional operating facilities for Caesarean births and a nursery that can hold seven bassinets.

"We want to ensure the success of the hospital not only for employees but also for the future generations to come in Monett," Thompson says.

With community ties showing no signs of wavering, what's in store for the future of Cox Monett? Greg Johnson, administrator of Cox Monett Hospital, says he sees nothing but continued progress. He says efforts are already under way to recruit an additional general surgeon as well as a second orthopedist in hopes of expanding services to include all joint replacements. Future challenges involve attracting specialists to visiting clinics and growing the hospital's medical/surgical departments.

"The community has told us they are committed to keeping this hospital open and I believe they, along with Cox Health Systems, will continue to rise to meet the challenges of rural health care," Johnson says. ❖

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

# Cox Monett:





# Jamie Whitesell: a new ally in the fight

by June Johnson

No one is born knowing how to deal with a serious illness or how to solve the emotional and practical problems it can create. Nor are most people equipped to cope with these matters on their own. For these challenges, the support of others is vital.

In 1998, James and Rosemary Glauser established the [Glauser Oncology Fund](#). This fund supports programs that provide education, compassion and technological understanding in the fight against cancer. The patient advocacy program of [Hulston Cancer Center](#) is the latest service made possible through the generosity of the Glauser Oncology Fund.

Hulston Cancer Center's patient advocacy program is unique in southwest Missouri. The patient advocate serves as a vital link between cancer patients and available resources at Hulston Cancer Center, Cox Health Systems, its affiliates and the community. Jamie Whitesell, who has a background in psychology and social work, launched the program in July 2001. Whitesell's primary role is to listen, and then help match patients' needs to the resources that best meet those needs.

Whitesell helps patients access current cancer research and educational materials in the Hulston Cancer Resource Center. She helps identify pertinent educational programs and appropriate support groups for patients and their loved ones. One of her most common requests is for transportation assistance to frequent radiation therapy visits.

"There are a lot of resources out there for people, but often they just don't know how to find them," Whitesell says. "What I do is help connect them with what they need."

There is not yet a cure for cancer, but millions of Americans are valiantly trying to live with this disease. This free program provides Hulston Cancer Center patients with much-needed understanding and support throughout their cancer care and beyond. ❖



Jamie Whitesell

patient advocate

June Johnson is manager of Hulston Cancer Center Support Services.

by Mamie Tally

Silence is definitely not golden when it comes to infant hearing. That's why Cox Health Systems and the [Children's Miracle Network](#) joined together to offer universal newborn hearing screenings.

The otoacoustic emission (OAE) hearing screening equipment purchased by the Children's Miracle Network makes it possible for all babies born at Cox South and Cox Monett Hospitals to receive a hearing screening before they are discharged. More than 10,000 babies have been screened for hearing loss at Cox since the program's inception in the fall of 1997.

The OAE hearing screening is a simple procedure that detects echoes from the cochlea, the main organ for hearing. During the screening a small probe is inserted into the baby's ear canal.

Quiet "clicks" are presented through the probe into the baby's ear. A microphone in the probe identifies echoes from the ear; a computer then analyzes the echoes and gives a visual representation of the ear's response. If a baby does not pass the newborn hearing screen, further tests are performed to determine if the infant has permanent hearing loss. Infants who are diagnosed with hearing loss are referred for intervention services and hearing aids.

Due to our standing commitment to infant hearing, Cox Health Systems has been chosen to assist Missouri hospitals in establishing newborn hearing screening programs in accordance to House Bill 401.

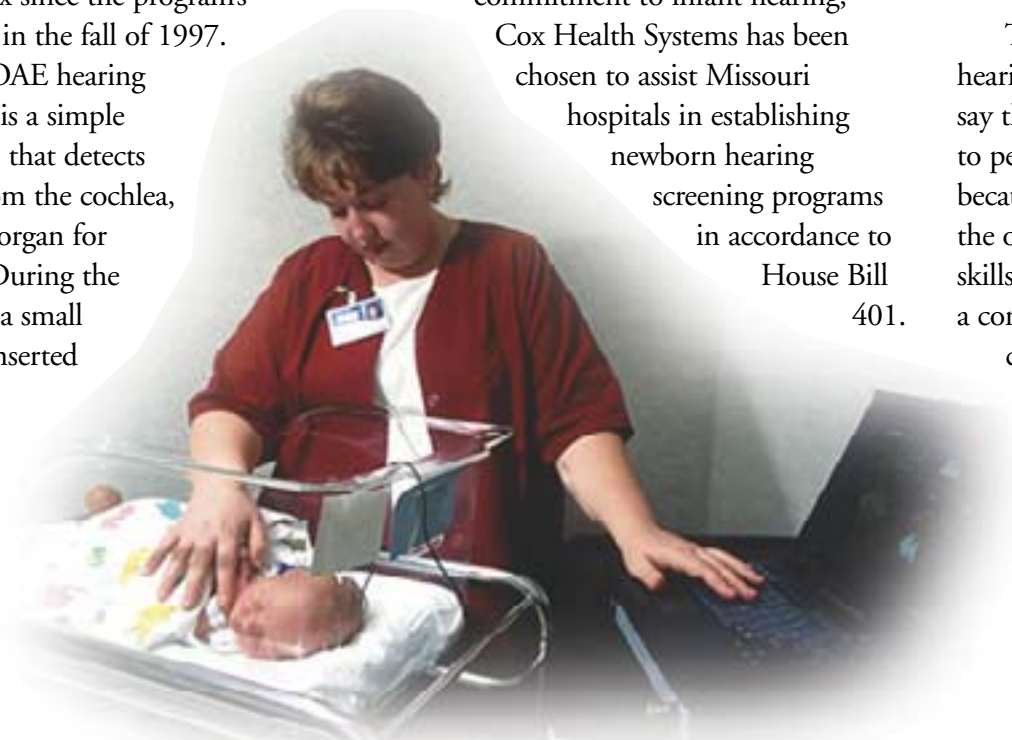
Passed by the Missouri General Assembly in 1999, the legislation requires every infant born in Missouri on or after Jan. 1, 2002, receive a hearing screen before discharge from the birth hospital. Missouri is among the first 20 states to pass legislation requiring universal infant hearing screening.

## Listen up

Those involved in the infant hearing screening program at Cox say they are proud to help others learn to perform these all-important tests, because detecting hearing loss early is the only way to ensure communication skills and development remain on a comparable level with those of children not affected by hearing loss.

For more information about infant hearing screenings please call 269-6821. ❖

Mamie Tally is an audiologist for Cox Health Systems.



by Stacy Fender

Television. Nintendo. The Internet. Fast food. We all enjoy the conveniences of our modern lives. But over the past 20 years these conveniences, along with diminishing physical education programs in schools and the lack of

products, whole grains, and lean meats. Many of these foods are now available in convenient, ready-to-eat packages at your favorite store. Additional information on healthy food choices can be found at [www.coxhealth.com](http://www.coxhealth.com).

Exercise is another key component in treating and preventing obesity. “You have to get your kids moving,” says Jennifer Houghtling, [Cox Fitness Centers](#) program manager. “But keep in mind, physical activity and structured exercise are not the same thing.”

To help you and your children, Houghtling suggests incorporating some kind of physical activity into every day. Only one state, Illinois, requires daily physical education for children in kindergarten through 12th grade. “For a lot of kids, if they don’t get that activity through school, they don’t get it at all,” she says.

In the summer, it’s easy to find active things to do. But during the cold winter months it can be a challenge. Try doing jumping jacks or sit-ups during television commercials, touring museums, walking at the mall, going bowling, doing housework or jumping rope, says Houghtling.

“Overall, the most effective tool in combating obesity in children is setting a good example and being active as a family,” she says. Jenkins agrees: “Children learn what they live.”

Fighting obesity takes a commitment to a healthy lifestyle, planning and discipline; and it’s a choice we should make for our children. Today. Their health depends on it. ❖

*Stacy Fender is a Public Relations assistant for Cox Health Systems.*

# A big problem



safe places for youngsters to play outdoors, have created an obesity epidemic

among our nation’s children. In fact, childhood obesity rates have risen to one in every five kids in the last 20 years. That is the most dramatic increase ever seen.

[Obesity](#) carries with it health risks far more devastating than simply not being able to wear last year’s jeans. According to Angela Jenkins, a registered dietitian at Cox, serious medical conditions such as [Type 2 diabetes](#), [asthma](#), [sleep apnea](#), [heart disease](#), [depression](#) and more may develop in an obese child. These are not conditions a child simply outgrows.

Maintaining a healthy weight requires keeping a balance between how much we eat and how much of that we burn off. When we eat junk food all day and watch TV all evening, it is not hard for that balance to be disrupted. Luckily, with a little effort and perseverance, obesity can be defeated.

Generally, there are three accepted components to overcoming obesity: counseling, diet and exercise. Counseling is an important step, and not just for the child. The entire family must seek help together. Counseling will help you sort through the issues between your current lifestyle and a healthy one.

“You must also work together as a family to improve the way you eat,” Jenkins says. We’re all in a hurry, so a trip to McDonald’s often seems much more convenient than cooking a healthy meal. But considering that a Big Mac has 31 grams of fat and 560 calories, should this really be an option?

Instead Jenkins recommends choosing quick, healthy foods like fresh fruits and vegetables, low-fat dairy

## **PAK** (Physical Activity for Kids)

is a 12-week program for children ages 6 – 12.

Participants complete a variety of exercises, learn about living a healthy lifestyle and more.

For more information about PAK, call Cox Fitness Centers at **269-5959**.

from our staff

If you pick up a newspaper or listen to the evening news chances are you'll find discussions about our nation's nursing shortage. Although we are not immune to this issue at Cox Health Systems, we are doing more than just talking about it.

Enter Cindy Allard, nurse retention specialist at Cox. Although mainly focused on nursing retention, she also handles [registered nurse recruiting](#) for the health system. Allard admits that Cox is beginning to face some challenges filling nursing positions, but she also acknowledges that Missouri and the Ozarks are in much better shape than many other parts of the country.

"We are fortunate because Cox and Springfield have a lot to offer nurses and their families," Allard says. "If I can get a potential nurse applicant to tour our facilities and see what we have to offer, there's a good chance that they will want to become part of our team."

Allard recently recruited registered nurse Linda Leseman from Sioux Falls, S.D. Leseman was interested in relocating to the Springfield area since her sister and family already lived here. She was sold on Springfield, but Allard sold her on Cox Health Systems.

Leseman's first inquiries about registered nurse positions came to Allard via the Cox Web site, [www.coxhealth.com](http://www.coxhealth.com), and the two kept in touch through e-mail messages. Leseman was able to download an application from the Web site and fax her application and resume directly to Allard.

"It was so convenient for both Linda and me to communicate through the Internet," Allard says. "By the time we actually met, I felt like I already knew her."

When Leseman arrived in Springfield interviews were already scheduled and by the time she accepted her position on the women's care unit, Allard had met both her and her sister. "Cindy was so friendly and helpful to me during my transition, it all went very well," she says.

"We hope to reach many nurses like Linda," Allard says. "With resources like the Cox Web site, a new nursing recruitment CD and job fairs in the surrounding states, we help nurses know Cox Health Systems is the employer of choice. We have a tremendous [Educational Services](#) department, nurse internships for graduates, as well as experienced RNs and state-of-the-art facilities to offer nurse applicants."

But at Cox we understand that recruiting nurses is only part of the issue — retention is the other. When it comes to nurse retention communication is key.

That's why we hold monthly round table discussions with staff RNs and the vice president of Nursing Services. This provides an opportunity to share concerns and ideas. Cox has also established a quarterly nursing newsletter and strengthened the relationship with [Cox College of Nursing and Health Sciences](#). In addition, a hospital-wide survey has been implemented and the information gathered is used to guide nursing retention plans for the future.

"We want nurses to know about Cox Health Systems and see that we're the best option," Allard says. "We have what it takes to provide excellent nursing care and rewarding [nursing careers](#) far into the future." ❖

## Is there a **Nurse** in the house?



COX COLLEGE:

### *the pathway to health care excellence*

In response to the growing need for highly educated, specifically trained health care professionals, [Lester L. Cox College of Nursing and Health Sciences](#) has developed two new enrollment options for individuals interested in pursuing a bachelor's of science degree in nursing.

The **accelerated bachelor's track** is for college graduates with a bachelor's degree in a field other than nursing. The required course work may be completed in 16 months (one academic year and two summers) and will be implemented summer 2002. This option is for individuals who are highly motivated and self-directed.

The **entry-level bachelor's track** will be implemented fall 2002. This option is designed for high school students and those pursuing an initial professional nursing education.

Graduates of these courses will be eligible for professional licensure and will have the requisite foundation for application to graduate programs in nursing.

For more information, call Cox College of Nursing and Health Sciences at 269-3401. ❖

by Janice McCauley

Since HIV first appeared on the scene, many Americans have heard, seen, read or learned from personal experience the devastating effects of this disease, and how to protect from its transmission. Sadly, though, a large group of our population has not gotten the message.

Of the more than 1 million people who are known to be HIV positive, 10 to 15 percent are over the age of 50. However, very little time or attention is focused on educating and treating [older adults](#) who are at risk for contracting HIV, the virus that causes AIDS.

The National Association on HIV Over Fifty (NAHOF) wants to change that. NAHOF is co-chaired by Jane Fowler, 65, a professional journalist who contracted HIV from a man with whom she had a relationship after her divorce. She was diagnosed at age 55, five years after she contracted the virus. During the four years following her diagnosis, she withdrew and only discussed her condition with her family and friends. With encouragement from these people she later became an activist who “decided to put another face to the epidemic — an old, wrinkled face.” Her story has been well publicized since then, with articles in women’s magazines and *Modern Maturity*. Fowler says she wants to show that “it’s not who you are or how old you are, but what you do and don’t do in regard to transmission of HIV” that matters.

But getting the word out to older adults is not easy. While the image of our senior population is changing, there are still many stereotypes about older adults. One is the idea that older adults are not sexually active. It is simply not true and it never has been. Other factors, such as the advent of Viagra, have increased the risk for seniors. Because of this drug, many older men now have a renewed sex life and may seek partners beyond their long-term relationships. In addition, gay men in this age group often marry but seek extramarital sex. For older women, hormonal changes cause less natural lubrication during sex, making them more susceptible to infection.

All of these factors are complicated by the fact that, while older adults may be sexually active, they do not discuss such matters and many physicians are not comfortable asking seniors about their sexuality or teaching them about safer sex practices. If seniors are unwilling to discuss these matters with their doctors, there are other places to get information and confidential testing.

According to Lynn Meyerkord, executive director of AIDS Project of the Ozarks,

anyone can be tested through the agency or through the [Springfield-Greene County Health Department](#). AIDS

Project also provides confidential counseling about risk factors and how people can best protect themselves.

“For folks who are concerned about having their insurance billed for an HIV test, using AIDS Project is completely confidential,” Meyerkord says. “We don’t bill any insurance. The test is free.”

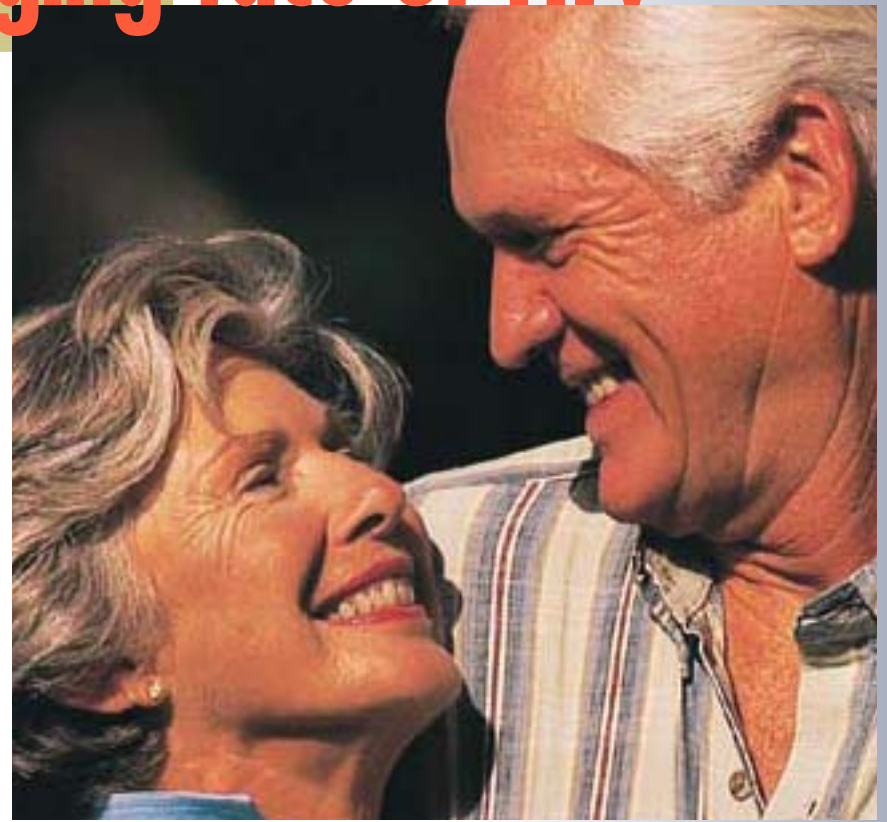
Meyerkord adds that local statistics reflect national numbers and that 12 percent of the HIV positive population in the Ozarks is older than 50. She says that number has increased from six percent in just a few years.

Because many of the early signs of AIDS are often mistaken for normal signs of aging, older adults are many times diagnosed only after becoming very ill. Early diagnosis and treatment are essential to living longer and healthier with the virus. Persons who suspect that they are positive should seek testing and treatment immediately. ❖

*Janice McCauley is the manager of Cox Senior Advantage.*

*Sources: The Body: An AIDS and HIV Information Resource, Center for AIDS Prevention Studies at the University of California San Francisco.*

# The aging face of HIV



## LOCAL RESOURCES

### AIDS Project of the Ozarks

1901 E. Bennett, Springfield Mo. 65804  
881-1900 or 1-800-743-5767

### Springfield-Greene County Health Department

227 E. Chestnut Expressway, Springfield Mo. 65802; 864-1657

## Changing hands, but not directions

by Connie Roller

After serving as vice president of Support Services and later as executive vice president, Karen Thomas was ready to meet the challenge when Chuck Goforth announced he would be stepping down as president of [Oxford HealthCare](#).

Thomas proved capable of leading Oxford into the next century when she arrived at the home health agency five years ago. One of her first accomplishments, in an era when home health care wasn’t technologically advanced, was introducing computerization to the company. Thomas partnered Oxford with a software development company and began testing new software with home health care applications. Now Oxford’s nurses carry small notebook computers into client homes so they have the most up-to-date medical information right at their fingertips.

Meeting the demands of recruiting and keeping dedicated, compassionate employees is Thomas’s current focus. Her commitment is evident when she talks about the employees who make the company what it is today. “Our company is our people,” she says. “The key is that so many of our people have a passion for what they do. They really are inspiring.”

Thomas says she plans to carry on the Oxford tradition of measuring success one client at a time and she will continue to work to meet the needs of the growing number of patients requiring home health care. “There’s so much good that comes from helping others,” Thomas says. “I’m glad to be a part of an organization that makes such a positive impact in people’s lives.” ❖

*Connie Roller is a freelance writer for HealthSense magazine.*



*Karen Thomas*

# OUR *Physician* CLINICS

**Andres Apostol, MD**  
815 N. Lincoln  
Monett, MO 65708  
417/236-2450

**Ava Family Health**  
Hwy. 5 and 13th Ave.  
PO Box 1105  
Ava, MO 65608  
417/683-7200

**Berryville Family Healthcare**  
613 Orchard Drive  
Berryville, AR 72616  
870/423-7171

**Buffalo Family Health Care**  
119 N. Ash St., PO Box 1548  
Buffalo, MO 65622  
417/345-2231

**Cassville Medical Care Associates**  
90 Gravel St.  
Cassville, MO 65625  
417/847-3500

**Center for Internal Medicine**  
1443 N. Robberson, Suite 600  
Springfield, MO 65802  
417/269-4450

**Chesterfield Family Clinic**  
1925 Chesterfield Blvd.  
Springfield, MO 65807  
417/269-0269

**Cox Aurora Family Medicine**  
721 Highland St.  
Aurora, MO 65605  
417/678-7801

**Cox C.A.R.E. Mobile**  
1443 N. Jefferson, 3rd Floor  
Springfield, MO 65802  
417/269-6989

**Cox Family Medicine Associates**  
3850 S. National, Suite 520  
Springfield, MO 65807  
417/269-7878

**Cox Family Physicians**  
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Suite 1001  
Springfield, MO 65802  
417/269-3858

**Cox Medical Associates of Lebanon**  
510 E. Hwy 32  
Lebanon, MO 65536  
417/532-8700

**Cox Senior Health Center**  
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Springfield, MO 65802  
417/269-3915

**Crane Medical Care**  
102 Cortney Lane, PO Box 413  
Crane, MO 65633  
417/723-8537

**Diagnostic Clinic**  
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Springfield, MO 65807  
417/883-3443

**Elfindale Family Medicine**  
1429 W. Sunshine  
Springfield, MO 65807  
417/269-2240

**F. R. Esparrago, MD**  
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Monett, MO 65708  
417/236-2470

**Family Medical Care Center**  
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Springfield, MO 65802  
417/269-8817

**Family Medical Center of Rogersville**  
427 S. Mill St.  
Rogersville, MO 65742  
417/269-2252

**Family Medicine Center**  
1902-A E. Battlefield  
Springfield, MO 65804  
417/881-8882

**Family Practice and Obstetrics of Monett**  
815 N. Lincoln, Suite G  
Monett, MO 65708  
417/354-1500

**Mayuga Medical Clinic**  
615 Main St., PO Box 499  
Cabool, MO 65689  
417/962-4255

**Medical Clinic of Cabool**  
528 Spruce  
Cabool, MO 65689  
417/962-3121

**Medical Clinic of Willow Springs**  
816 E. Main  
Willow Springs, MO 65793  
417/469-3116

**Medical South Family Physicians**  
3525 S. National, Suite 202  
Springfield, MO 65807  
417/269-7650

**Milne Urology Clinic**  
3800 S. National, Suite 730  
Springfield, MO 65807  
417/269-5536

**Monett Family Medicine**  
307 W. Benton  
Monett, MO 65708  
417/236-2400

**Monett Orthopedics**  
700 E. Cleveland Ave.  
Monett, MO 65708  
417/354-1520

**Mt. Vernon Family Health Care**  
624 E. Mt. Vernon Blvd.  
PO Box 366  
Mt. Vernon, MO 65712  
417/466-2875

**Neonatology**  
1000 E. Primrose, Suite 140  
Springfield, MO 65807  
417/269-6184

**Nixa Family Physicians**  
411 N. McCroskey  
Nixa, MO 65714  
417/269-2227

**Northside Pediatrics & Adolescents**  
1443 N. Robberson, Suite 200  
Springfield, MO 65802  
417/269-8061

**Oak Tree Medical**  
941 E. Hubble Drive  
Marshfield, MO 65706  
417/859-2339

**Ozark Family Clinic**  
1114 W. Jackson  
Ozark, MO 65721  
417/269-2215

**Ozarks Area Orthopaedics Associates**  
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Springfield, MO 65807  
417/882-1900

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Springfield, MO 65807  
417/269-9994

**Pediatric Center**  
3443 S. National  
Springfield, MO 65807  
417/269-2000

**Pediatric Neurology of the Ozarks**  
3850 S. National, Suite 610  
Springfield, MO 65807  
417/269-1010

**Pediatric Specialty Clinic**  
3443 S. National  
Springfield, MO 65807  
417/269-4850

**Physicians for Women**  
3850 S. National, Suite 400  
Springfield, MO 65807  
417/269-6850

**Putnam Orthopaedic Clinic**  
3525 S. National, Suite 210  
Springfield, MO 65807  
417/269-9494

**Regional Perinatal Center**  
1000 E. Primrose, Suite 360  
Springfield, MO 65807  
417/269-4037

**Republic Family Health Care**  
820 Illinois Ave.  
Republic, MO 65738  
417/269-1910

**Robert D. Bazley, MD**  
815 N. Lincoln  
Monett, MO 65708  
417/236-2475

**Sergio Cruz Jr., MD**  
815 N. Lincoln  
Monett, MO 65708  
417/236-2460

**Seymour Family Health Care**  
202 Commercial, PO Box 427  
Seymour, MO 65746  
417/935-2213

**Shell Knob Family Medicine**  
Hwy. 39 and YY, PO Box 160  
Shell Knob, MO 65747  
417/858-6845

**Southern Hills Family Medicine**  
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Springfield, MO 65804  
417/269-1922

**Southwest Physical Medicine**  
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Springfield, MO 65807  
417/269-6868

**Springfield Family Physicians**  
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Springfield, MO 65807  
417/269-2281

**Steeplechase Family Physicians**  
1530 E. Republic Road  
Springfield, MO 65804  
417/269-1362

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Branson, MO 65616  
417/335-2299

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Walnut Grove, MO 65770  
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**HealthSense**

the quarterly community magazine of Cox Health Systems

*Our Mission* To encourage our readers to live healthy lives, to inform them how to prevent disease and illness, to discover health care through the eyes of fellow Ozarkers, and to introduce many of the services that make Cox a quality health care system.

*To Our Readers* HealthSense is published by Cox Health Systems for patients, employees, physicians and members of the communities Cox serves. Information in HealthSense is not intended for diagnosing or prescribing medical treatment. Issues of the magazine are free.

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