

MEDICAL STAFF MISSION

The Medical Staff of Ukiah Valley Medical Center exists to provide high quality medical care for the residents of this community. We are dedicated to the following principles:

- 1 Medical care provided within our hospital by the Medical Staff will meet established standards of quality and competence. The Medical Staff will strive to meet the highest standards possible.
- 2 The Medical Staff, in partnership with our hospital and community, will strive to meet the specific health needs of our community.
- 3 The Medical Staff will continuously promote for all its members professional growth and personal well-being. We will strive for a level of collegiality that will provide a mutually supportive environment for all its members.

KEY FACTS

Total License Beds: 78
 Employees: 650
 Physicians: 90+

LOCATION

275 Hospital Dr, Ukiah, CA 95482
 (120 mi north of San Francisco)

COMMUNITIES SERVED

Mendocino and Lake Counties

2008 STATISTICS

- Profit Margin 3.5%
- Avg daily census 32.5
- 5,732 surgery cases
- 903 OB deliveries
- 25,391 ED visits
- 37,043 Imaging cases

UVMC Payor Mix

- Medicare 37%
- Medicaid 24%
- PPO 29%
- Commercial 3%
- Other 7%

KEY SERVICES

Selected services listed below are offered in both inpatient and outpatient settings.

Acute Care/Hospital Services:

- Emergency Services
- Family Birth Center
- Intensive Care Unit
- Neonatal Intensive Care Unit
- Occupational Medicine Services
- Orthopedic & Rehabilitative Medicine
- Radiology Services
- Surgical Services
- Women's Services

Rural Health Center Services:

- Allergy
- Cardiology
- Family Practice
- Internal Medicine
- OB/GYN
- Oncology
- Ophthalmology
- Orthopedics
- Pediatrics
- Urology

COMMUNITY NEED

Our five-year strategic plan identifies recruitment of the finest quality physicians as a strong priority. UVMC administration and medical staff have collaborated on defining our top recruitment priorities for the next several years.

Physician recruiter, Kelly Clark, assists local physician offices with their recruitment needs and assists physician candidates in finding the right match to achieve their professional goals. Currently, opportunities are available in the following specialties:

- Cardiology
- Emergency
- Family Practice
- Internal Medicine
 - Geriatrics
 - Infectious Disease
- Neurology
- Obstetrician/Gynecologist
- Ophthalmology
- Orthopedics (2011)
- Otolaryngology
- Psychiatry
- Urology

“I chose Ukiah Valley Medical Center because, in the age of computers, I can work in a place where I can stay connected, practice good medicine, drink clean water, breathe fresh air and never deal with traffic.”

~Orthopedic Surgeon Scott Gherini, MD

RECENT MEDICAL STAFF GROWTH

During the past several years, we've recruited physicians in the following specialties.

2005

Anesthesia
EMS (2)
Plastic Surgery
Radiology

2006

EMS
General Surgery
Internal Medicine
OB/GYN

2007

Cardiology
Cardio Vascular Surgery
EMS (3)
Family Practice
FP/OB
Internal Medicine
Nephrology
OB/GYN
Pediatrics

2008

Anesthesia
EMS
General Surgery
Intensivist
Orthopedics
Otolaryngology

2009

Hospitalist
Orthopedics

Kelly Clark

Physician Recruitment & Retention
(707) 463-7537 • clarkkl@ah.org



Physician satisfaction is measured annually by Professional Research Consultants. During the past several years, local physicians have expressed high regard for many of our physician-led services, including anesthesia, emergency, pathology and radiology--ranking them at or above the 90th percentile.



THE CHIEF OF STAFF

Dale Morrison, MD, has been serving as chief of staff since July 2007. His integrity, commitment to quality care, and dedication to fostering a cohesive medical team have made him an inspiring leader.

His career began in 1975 in Hong Kong, where he joined forces with a cardiac surgeon and lab tech to set up the first comprehensive cardiac program in Hong Kong, which included a catheterization lab, bypass surgery and valve replacement.

In 1988, Dr. Morrison returned to the States to raise his young children. He and his wife, Barbara, looked for opportunities in Northern California, and found Ukiah, where they've been serving the community ever since.

In 2007, when Dr. Morrison became chief of staff, he had an epiphany. He read Internal Bleeding by Robert Wachter, MD, and Kaveh Shojania, MD, and attended a quality conference that helped him recognize how he and other medical staff leaders could make an important difference in the quality of care in Ukiah. Since then, he has played an integral role in creating a Quality Council and inspiring physicians to champion efforts in a variety of areas, such as code status, medical records, surgery, and core measures.

THE HOSPITAL PRESIDENT

Terry Burns became president and CEO of Ukiah Valley Medical Center in 2007. During the past several years, he's developed a dynamic executive and leadership team and focused on providing the medical staff with an excellent place to practice medicine.

"We are honored every day by the trust our community places in us, and we're inspired every day to do all we can to live up to that trust by providing the best medicine has to offer." ~Terry Burns

TO INFINITY AND BEYOND

“A solid strategic plan helps us keep our daily decisions in line with our long term objectives.” ~Rod Grainger, CFO

HIGH TECHNOLOGY

Ukiah Valley Medical Center employs technology that is well above that found in many rural settings.

Some of its state-of-the-art technology and services include a 64-slice CT scanner, able to detect vascular and heart disease non-invasively, one of the most powerful Magnetic Resonance Imaging (MRI) units in Northern California with the latest software, digital mammography, mobile PET/CT services for cancer detection, Lithotripsy, a family-oriented birthing center and Level II intensive care nursery.

BIG CITY MEDICINE IN A SMALL TOWN

By employing telemedicine technology through computers and a robot, we are able to blend the convenience of staying close to home with the expertise only found in big cities. Our highly trained local professionals work with sub-specialists who practice in more highly populated areas. With a phone call, we have access to intensivists, infectious disease specialists, neurologists, and more.

EXPANDING SERVICES

Ukiah Valley Medical Center Foundation is being created to help provide resources for the future. As technology improves and standards change, UVMC plans to stay ahead of the curve, which requires resources. Planned projects include a continuing focus on quality, safety and service; a new emergency department/ICU; and new infrastructure to improve access to information among members of the medical community.

Hospital Mission: We reflect God's love to our community by providing physical, mental, and spiritual healing.

HOSPITALIST PROGRAM

Our hospitalists allow fellow medical staff members to focus on their office and/or surgery practices.

PACIFIC REDWOOD MEDICAL SERVICES

Pacific Redwood Medical Services (PRMS) provides hospitalist services to Ukiah Valley Medical Center. PRMS employs three full-time, board-certified hospitalists. The physicians have been serving our community for many years in capacities such as emergency room care and internal medicine clinic work. The program also employs two full-time mid-level providers. These experienced physician extenders provide essential admission and discharge coordination, in addition to patient education.

PRMS is committed to quality patient care, collaborative relationships, and a team-oriented approach within its organizational structure.

“Our desire is to create an excellent continuum of care for patients from the time they enter the ED through admission and discharge,” said Roger Cheitlin, M.D., Ph.D, Medical Director of Hospitalist Program.



Spend more time seeing patients in your office or clinic

Receive invaluable consulting (surgeons)

Depend on hospitalists to handle unassigned emergency call (primary care doctors)

Enjoy consistent, high quality care for your inpatients

QUALITY IS PARAMOUNT

Our physicians lead quality initiatives to assure best-practices, focusing on core measures. Our hospital supports our medical staff with the tools they need to do their job.

DATASCOPE MONITORS

Quality of care continues to improve with the addition of state-of-the-art Datascope monitors in the ED and ICU. Now, nurses can monitor the vital signs of all their patients from one station.

OMNICELL

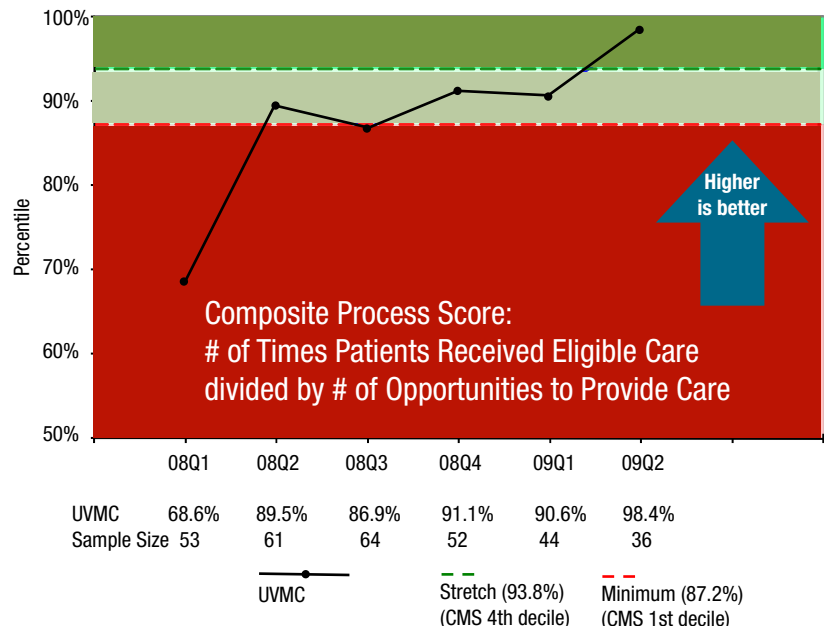
In addition, OmniCell, a medication-dispensing unit has been installed in several units including ICU, Med/Surg, ED and Pharmacy. "OmniCell will reduce the possibility that medicine will be incorrectly dispensed to a patient," said UVMC Pharmacy Director, Sue Reed, Pharm.D.

BIS MONITORS

Innovative anesthesia technology also improves quality of care. The BIS monitor enables anesthesiologists to make sure that their patients continually receive a tailored dose of anesthesia throughout surgery. This enables clinicians to reduce the risk of patient awareness with recall during surgery, and allows patients to wake up sooner and recover more quickly from anesthesia.

SURGICAL CARE IMPROVEMENT PROJECT

We have an active interdisciplinary team, led by a well-respected physician, dedicated to constantly improving surgical outcomes and meeting core measure benchmarks. The team has had impressive results.



"In Radiology, our average turnaround time for results is two hours. Patients often return to their doctor's office after our results do."

~Medical Director, Radiology, Randy Bivens, MD