



# Level 1 News

Spring 2010

## EMT Father Helps His Own Daughter After Head Injury

On Monday, March 22, Matt Wilson, a paramedic with LifeCare Ambulance Service, Inc., in Battle Creek, received a cell phone call. Even before he could say, "hello," he heard his wife and daughter screaming. His 12-year-old daughter, Rachel, had just been kicked in the face by a horse.

Matt was only a block away from the stable so he could quickly rush to the scene. "All I could think about was that I needed to get to her and see how bad her injuries were," says Matt. When he saw his daughter, her face was bloody and pale, and she was disoriented and confused. She didn't even recognize him.

Matt noted that Rachel had an abrasion on her chin and her pupils were unreactive. Her glasgow coma scale was 12. He and his partner, Darrell Marhle, applied a cervical collar and placed her on a backboard. They administered oxygen, started an IV and placed her on a heart monitor.

Because of the seriousness of her head injuries, Matt felt she needed to go to a Level I Trauma Center that specialized in pediatrics. That's when he made the call to the Level I Trauma Center at Bronson where a Bravo call down was activated.

After arriving at Bronson, he switched



*Rachel Wilson fully recovered from her head injury and is again enjoying riding. Here she is pictured with her horse Edward.*

from a paramedic role to that of a father. Trauma surgeon Sheldon Maltz, MD, assessed Rachel's injuries. She had a concussion and her jaw was fractured in two places. She was treated and released into her parents' care so she could rest and recover at home. Rachel was put on a liquid and soft food diet so that her jaw could heal on its own. Kari Klooseterman, RN, Caryn Lara, RN, and Teri Skinner, RN, cared for her while she was in the ED. Pediatric critical care specialist Tammy Drew, MD, consulted on the case as well.

Matt says, "Everyone at Bronson was just wonderful. My wife and I were able to stay by Rachel's side the whole time and be involved in all the decisions about her care. As we were getting ready to leave, Dr. Maltz stopped me in the hallway, shook my hand and said she would be okay." That small gesture really meant a lot to Matt.

Reflecting back on that day, Matt and his wife are very aware of how fortunate

they are. As a paramedic, Matt knows that if the horse would've kicked her in the temple she could have had a brain hemorrhage — or even died — because of the impact. Thankfully, she is recovering wonderfully and Matt couldn't be happier with the level of care his daughter received at Bronson. In fact, just three days after the incident, Rachel and her mother went to the stable to visit Leroy, the horse who had kicked her. Though it was an accident, they felt as though Leroy knew he had done something very wrong. The three of them shared a tender moment as Rachel forgave him.

"It was my youngest son, Adam (9), who saw the accident happen and went to get his mother who called me. I was so impressed with how calmly he handled the situation," says Matt. "He told me he wants to be a paramedic just like me when he grows up."



## Bronson Is One of Nation's 100 Top Hospitals

How do you know that the healthcare services patients receive at Bronson are among the very best in the country? Check out publicly reported hospital rankings. The latest, from Thomson Reuters, identifies Bronson Methodist Hospital as one of the United States' 100 Top Hospitals.

Nearly 3,000 U.S. hospitals were reviewed in 2009 and Bronson was the only one in southwest Michigan to make it to the top based on objective statistical analysis using Thomson Reuters' national balanced scorecard. The 100 Top Hospital award is very difficult to achieve as performance is measured across many areas, not just one. These include: mortality, medical complications, patient safety, average length of stay, expenses, financial stability, patient satisfaction, adherence to clinical standards of care, and post-discharge mortality and readmission rates for acute myocardial infarction, heart failure, and pneumonia.

### According to Thomson Reuters, having a 100 Top Hospital in the community means:

- Patients are measurably less likely to have a complication, adverse patient safety event, or unnecessary death or readmission
- Patients are more likely to receive care efficiently at a reasonable comparative cost
- The community can rely on the hospital as a well-managed major employer that will continue to invest in newer technology and in the services the community needs.

The study also indicates that if all Medicare inpatients received the same level of care as those treated at the 100 Top Hospitals:

- More than 98,000 additional patients would survive each year
- More than 197,000 patient complications would be avoided annually
- Expenses would decline by an aggregate \$5.5 billion a year
- The average patient stay would decrease by nearly half a day

This is not the first time Bronson Methodist Hospital has been recognized by Thomson Reuters. Previous honors include: 100 Top Hospitals: National Benchmarks (2005), 100 Top Hospitals: Performance Improvement Leader (2007), and 100 Top Hospitals: Cardiovascular Care (2008).

These achievements combined with other national recognition such as the Malcolm Baldrige National Quality Award (2005), American Hospital Association-McKesson Quest for Quality Prize (2009), HealthGrades Distinguished Hospital for Clinical Excellence (2009, 2010), HealthGrades Outstanding Patient Experience Award (2009) and Magnet designation in nursing (2009) all add up to Bronson having the most consistently high-rated quality of any hospital in the area.

We are proud of this track record and look forward to bringing continually higher levels of quality and service to you and your patients. For more information, visit [bronsonhealth.com](http://bronsonhealth.com).

### Surveys Say: Patients Prefer Bronson

*National rankings are not the only way to tell how well a hospital is performing. Asking patients and community members is another way of evaluating performance.*

Surveys sent by Press Ganey to discharged patients show Bronson's patient satisfaction scores are at or above national benchmarks. And, independent consumer research fielded in November 2009 by PRC, shows Kalamazoo County residents now consider Bronson the "Best Hospital Overall" by a two to one margin. In previous surveys, Bronson was preferred in all specialties except heart care. This changed in 2009, and we are proud to report that Bronson is now preferred in all treatment areas measured. The community has come to recognize the exceptional quality of Bronson's heart program, which was rated among the top 100 in the country by Thomson Reuters in 2008.

### Ten Years of Rib Fest!

*This year, on Wednesday, May 19, the Fractured Rib Fest celebrates its tenth anniversary. Mark your calendar for this annual celebration of you — the men and women of our area who provide lifesaving emergency care 24 hours a day, 7 days a week. Here's a look back at the fun of Rib Fest in years past.*



## Spotlight: Pfizer Emergency Response Team Adapts to Changes

The Pfizer Emergency Response Team (ERT) has a rich and dynamic history of operating in Kalamazoo. It began when a fire brigade staffed with full-time firefighters was formed in 1946 after the Portage plant was built at the former Upjohn Company. In the late 1950s a first aid squad was formed, which eventually became known as the Pfizer Emergency Response Team, or ERT.

In recent years, operations in Kalamazoo have been reduced due to decreased call volume. Call volume has decreased from 150 EMS calls in 2005, to only about 80 calls in 2009. Much of this decrease in both fire and EMS calls is due to Pfizer employees' focus on high safety standards. In addition, all of the full-time firefighters were reabsorbed into the company in January 2010. Many ERT members chose to remain on the team as volunteers. This has created some challenges, such as staffing volunteers, and keeping team members motivated and training interesting. Documentation is also a challenge, as their field notes justify the need for the team.

The ERT is now made up of volunteer medical first responders and paramedics. All have full time jobs ranging from pipe fitters to PhD research scientists. The team functions and is licensed at the medical first responder level, and it is available



*Pfizer Emergency Services (building 186) houses the Emergency Response Team (ERT). The all-volunteer ERT has been serving employees since 1946.*

during nights and weekends, when the call volume is lower. Thankfully, the ERT has been able to adapt to these challenges and will no doubt continue to make a difference in our community.

Even with the reduction in resources, the ERT retains its focus on quality. It has competed at EMS Expo for many years and has either won the MFR division or placed in the top three for most of those years.

Chief Mike Elkins, who began his career as a firefighter in 1977, leads the team. He attributes much of the team's success to the training efforts of ERT Training Coordinator Rhonda Broekema. Rhonda has monthly training sessions to keep the team motivated and skills current. At least once a year, they have an un-

announced drill. All team members respond not knowing that it is a drill until they arrive and continue as if it were a true emergency.

Chief Elkins recalls one memorable case in which an AED saved the life of a personal acquaintance, which he attributes to the extensive training and quick response of the team. In fact, that patient stopped by after recovering to personally thank the team for saving his life.

*Do you have a story idea? Would you like to recognize a colleague? E-mail Tim Owen at [owent@bronsonhg.org](mailto:owent@bronsonhg.org).*

Join us for  
the 10th  
Annual

**Frac-tured**

# Rib Fest!

**Wednesday, May 19, 2010**

11:30 a.m. – 2 p.m. Gilmore Center for Health Education, Bronson Methodist Hospital

During National EMS Week, May 16-22, Bronson salutes the men and women of southwest Michigan who are dedicated to providing lifesaving emergency care 24 hours a day, 7 days a week. To show our appreciation, the Bronson Trauma & Emergency Center cordially invites you to join us for good food, good company and good times as we celebrate police, fire and ambulance personnel in southwest Michigan. For your listening pleasure, this event will feature DJ Tom Meiser — The Music Man from Al-lee-gan. This event is for EMS personnel only, including police, fire and other Medical First Responders. You are welcome to bring a guest. For more information, contact Tim Owen at (269) 341-7741.

**EMS**   
ANYTIME. ANYWHERE. WE'LL BE THERE.

 **BRONSON**

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### Level 1 News

Bronson Level I News is published quarterly by Bronson Methodist Hospital. The information included is intended to educate and inform the southwestern Michigan emergency medical services community. Want to receive Level I News? Need to Change your address or be taken off our mailing list? Contact the Executive Editor at 601 John Street, Box 19, Kalamazoo, MI 49007. Phone: (269) 341-6328. Fax: (269) 341-7574. bronsonhealth.com

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## Robot-Assisted Doctor Evaluates Emergency Department Patients at Three Rivers Health

Beginning this month, stroke patients at Three Rivers Health (TRH) are able to see a Bronson neurological specialist more quickly. How? Bronson neurologists are consulting virtually using a robot at TRH. Bronson's Robot-Assisted Doctor, also called BRAD, is a wireless mobile robot that allows ED physicians at TRH immediate access to a regional neurological specialist. Before this technology, patients with symptoms of stroke had to be transferred to another facility for a consultation and evaluation by a neurologist.

After the emergency department physician requests a neurology consult through Bronson, the neurologist, who is located at Bronson, can activate and remotely "drive" BRAD to the patient's bedside in the TRH ED. Using this technology, the patient can see and interact with the neurologist as he/she performs a visual assessment. Through the robot, the neurologist can evaluate pupillary

responses and X-rays, and, with the help of a nurse, listen to the patient's heart-beat using a stethoscope. BRAD allows the neurologist and the ED physician to work together to determine the best course of treatment as if they were both physically present at the patient's bedside.

Allowing TRH ED physicians to obtain a consult with a Bronson neurologist through the robot benefits the stroke patient by allowing him or her to be diagnosed and treated more quickly. Studies show that stroke patients have the best possible chance of survival if they receive proper treatment within three hours of the onset of stroke symptoms.

Telemedicine, through the use of BRAD, gives stroke patients treatment more quickly and with improved outcomes.

For more information about BRAD, contact Bronson's regional nurse coordinator at (269) 341-8965.



*Carrie Kotecki, RN, BSN, director of Bronson Emergency Services/Emergency Preparedness, interacts with BRAD in Bronson's ED.*