

No.1/March 2011

**MEDIA
PLANET**

HEALTH CARE APPRECIATION

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FACTS

CROSS COUNTRY FOR A CAUSE

Dr. Katherine Jeter explains why she is cycling
3,100 miles to raise awareness for a vital field of nursing

PHOTO: WOGN SOCIETY

Locum tenens
For the
semi-retired
physician



Workforce shortage
Overwhelming
deficit, growing
demand



Educating
our youth
How critical they
are to our future



CHALLENGES

For the past 40 years, we've weathered shortages of nurses and doctors, with this issue ebbing and flowing since the health care industry exploded in the 1970s.

FACT

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BY 2020, 37,600
NEW HOSPITAL
JOBS WILL BE
CREATED IN
CHICAGO ALONE



WE RECOMMEND



Therus Kolff
speaks about a
new environment
for physicians.

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Donna Reigstad speaks about her role working with children living with autism.

Becoming a member of your professional organization p. 6

ILOTA highlights the networking opportunities and lobbying benefits.

MEDIA PLANET

HEALTH CARE APPRECIATION
1ST EDITION, MARCH 2011

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Distributed within:
Chicago Sun-Times, March 2011
This section was created by Mediaplanet and did not involve the Chicago Sun-Times or its Editorial Departments.

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A resolution on the horizon

Our country's health care system and higher education institutions met these challenges head-on and did a yeoman's job of preparing our workforce to meet the health care needs of our nation. That is until now. Health care reform coupled with the beginning of the mass exodus of one of our country's largest generations, the baby boomers, have put a strain on our nation's hospitals and health care centers that may alter our delivery of services forever.

We need highly-skilled people to fill these new, well-paying jobs being created in health care. As a former high school educator, I truly subscribe to the notion that our nation's youth hold the solutions to issues currently facing our na-

tion. In 2010, the Chicago Public School System, with support from the Instituto del Progreso, the Metropolitan Chicago Healthcare Council (MCHC) and other partners, opened the Insittuto Health Science Career Academy (IHSCA). IHSCA is a charter high school dedicated to preparing our next generation of doctors, nurses and allied health professionals for success in college and entry-level positions in the health care industry.

Increasing our workforce

More inventive approaches, like IHSCA, are needed to increase our health care workforce. This "grow your own" approach to addressing the workforce shortage doesn't stop with our youngest citizens. You will read in this issue about efforts that are under way to strengthen our skilled workforce in hospitals and health care centers by targeting



Kevin Scanlan
President and CEO,
Metropolitan Chicago Healthcare Council

"We must remain committed to identifying innovative solutions to this workforce shortage."

existing staff working in entry-level positions. MCHC is also helping master's prepared nurses learn the skills necessary to teach at nursing schools. By growing the number of available teachers for associate and baccalaureate nursing programs we can increase student capacity and continue to educate the next generation of nurses.

The ingenuity that has been harnessed to change the health care workforce is impressive and historic. We must remain committed to identifying innovative solutions to this workforce shortage as it is estimated that more than 37,600 new hospital jobs will be created in the metropolitan Chicago area alone by 2020. I believe that the implementation of health care reform and the continuation of our region's world-renown health care hinges on the successful resolution of the health care workforce shortage.



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HEALTH CARE

Only Short-Term Orthopedic Recovery Center on North Shore:

ALDEN ESTATES OF SKOKIE

After a year-long multi-million dollar total top-to-bottom renovation, Alden Estates of Skokie on Old Orchard Road is set to open in late April. It will be the only short-term orthopedic recovery center on the North Shore.

"I am looking forward to welcoming our guests to such a premier facility," says Lindsay Broadbent, Administrator. "My staff and I are ready to help guests recovering from hip and knee surgeries get back on their feet and home as quickly and safely as possible."

An Environment Conducive to Recovery

Alden Estates of Skokie will offer health care in a five-star, healing environment. Each of the 23 luxurious private rooms feature en suite bathrooms, personally selected artwork, flat screen televisions, wood blinds, quartz-top nightstands, built-in wardrobes featuring shelves for personal effects and more.

Overlooking a golf course, Alden Estates of Skokie is built around a central courtyard where guests can walk around or sit and read a book. A built-in fish tank, large aviary, ice cream parlor, complimentary WiFi, side patio with flat screen television and restaurant dining with four-course, made-to-order meals at lunch and dinner as well as an a la carte menu, add to guests' recovery experience.

State-Of-The-Art Therapy Program and Center

The Optimal Rehabilitation Program and Therapy Center offer state-of-the-art therapy equipment and physical, occupational and speech therapies up to two times a day, seven days a week to ensure optimal outcomes. State-of-the-art equipment includes a stepper;

electrotherapy/ultrasound unit; bike; treadmill; E-stim and short-wave diathermy modalities; and more.

"We have an aggressive and comprehensive Optimal Rehabilitation program for our guests with a length of stay goal of 14 days or less," says Broadbent.

Highly Trained Staff


Every employee is trained to understand and meet the unique needs of orthopedic guests. All staff must pass a certification course focusing on

orthopedic protocols and specific care plans.

"We have all of the right ingredients - aggressive therapy program, wonderful team, five-star amenities - to ensure an exceptional rehab experience," says Broadbent.

For More Information


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INSPIRATION

MY LIFE AS AN
OCCUPATIONAL
THERAPIST

Donna Reigstad, MS, OTR/L
Senior Occupational Therapist,
Kennedy Krieger
Institute's Center for
Autism and Related
Disorders

If you're looking for a rewarding career in the service field that is grounded in science and you have a creative outlook, occupational therapy may be the right field for you.

I am an occupational therapist (OT) at the Kennedy Krieger Institute in Baltimore, Md., and have loved every moment of my 30-year career.

Occupational therapists work with people of all ages to help them participate in the things they want and need to do through the therapeutic use of everyday activities (occupations). As an occupational therapist at Kennedy Krieger's Center of Autism and Related Disorders, I am part of a multidisciplinary team that works with families of children with autism. Children with autism may have difficulty with the day-to-day activities that we normally take for granted, such as putting on socks, playtime activities like drawing or even eating certain types of foods (e.g., sticky or wet foods).

My role as an OT involves evaluating a child's daily occupations (e.g., play, fine motor abilities, activities of daily living—like feeding, dressing) and providing practical strategies to improve these activities. I work with parents to develop these strategies so they can work with the child in the home.

Working with a child with autism is different than working with typical developing child. It takes a little more time and effort to develop a strong relationship with a child with autism. But when you do, it's the most rewarding feeling in the world.



DR. KATHERINE JETER
showcases her partner for
her cross country journey.
PHOTO: WOCN SOCIETY

FACT

2

THE DEMAND
FOR WOC
NURSING
SPECIALISTS
IS AT AN ALL
TIME HIGH

Question: How has one woman helped gain recognition for a perhaps underappreciated field of nursing?
Answer: By cycling across the country to raise scholarship dollars—and awareness.

Journey fueled by passion and compassion

HOW I MADE IT

When Dr. Katherine Jeter began cycling at age 69 after battling breast cancer, she never knew how far it would take her or how many people she could help.

Since March 4, 2011, Jeter, now 72, has been cycling cross country—from San Diego to St. Augustine, Florida—to raise \$200,000 for scholarships for Wound, Ostomy and Continence Nurses (WOCN).

A founding member of the WOCN Foundation, Jeter was inspired at a June 2010 meeting, after hearing of a decline in WOC nurses. She feels most new nurses are unfamiliar with the specialty and uneasy about the work involved.

"It is not until they have the



HER OTHER HALF. Katherine says her goodbyes to husband Jack Jeter before beginning her tour.
PHOTO: WOCN SOCIETY

chance to work with a WOC nurse and they see this is the essence of nursing," she says. "They just get a whole new perspective because that is why they went into nursing in the first place—to take care of people."

Zest for life

"When I went to college at 16, the advisor asked me what I wanted to do and I said 'I just want to help people.'" Jeter says.

Leaving college early to start her family, Jeter entered health

care when her middle child, John, was born with a bladder defect. Alarmed at the lack of available information, Jeter wrote a primer on the subject, illustrated by her husband, Jack, which led to her return to college in 1975.

Spreading her message

Jeter also attributes this drive to Oprah Winfrey, who she says "has taught me to live larger and give bigger."

She wants all health care professionals to remember the importance of their work.

"There is no greater calling than caring for another human being," Jeter says. "It's biblical; it's part of human nature; it's part of most people's heart."

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NEWS

CME CREDITS KEEP PHYSICIANS ON TOP OF THEIR GAME

With continuous advances in medicine, it is vital for physicians to be aware of new developments in their field.

With this in mind, licensed health care professionals are required to earn Continuing Medical Education Credits, or CMEs.

The need for CME's

The National Institutes of Health defines CME's as education activities that strengthen the skills of health care professionals. These credits are authorized by the American Medical Association Physician's Recognition Award.

According to the American Medical Association (AMA), physicians are required to track their completed credits annually and present them to groups such as licensing boards, hospital boards and insurance groups to approve them to



practice. Upon completion of a credit, a transcript or other documentation is issued by the provider.

Finding programs

Physicians can choose from a varie-

ty of programs in accordance with their chosen specialty, from neurology to sports medicine. These programs have been evaluated and accredited by the Accreditation Council for Continuing Medical Education (ACCME), based in Chicago, Illinois.

Each state requires a different amount of credits for license reregistration, ranging from 12-50 CME credits annually in a 2010 AMA report. Some states also require specific credits be completed by physicians, such as courses in risk management or HIV/AIDS.

Keeping physicians up to date provides better care for patients, and CME credits ensure quality health care continues to be available in all specialties.

PETRA CANAN

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↓ DON'T MISS!

Health care and the Baby Boomer population

Defined as anyone born following World War II, between 1946 and 1964, the members of the Baby Boomer Generation are getting older, and requiring additional health care.

In 2009, 12.9 percent of the U.S. population, about 39.6 million Americans, were age 65 or older, according to the U.S. Department of Health & Human Services Administration on Aging, with heart disease and cancer as the two leading causes of death.

These individuals are commonly treated for stroke, respiratory diseases, Alzheimer's disease, influenza, pneumonia and diabetes. Most have a chronic condition, such as arthritis or hypertension.

With rising health care costs, the AOA found that annual out-of-pocket costs for the older population averaged \$4,846 in 2009, compared to \$3,126 for the total population.

According to AARP, more than 7,000 Baby Boomers will turn 65-years-old each day in 2011, increasing the need for readily available, quality elderly care.

PETRA CANAN

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INSIGHT



Jacqueline Stoey, COTA

Try something new

My career in home health care lead to a prosperous traveling career, which is what I've been looking for all along. I was ready to start traveling again after my kids were grown, but not ready to retire. I wanted to explore the country, so I considered my options.

I came across several traveling health care companies and decided to dive in. Now, I spend approximately three months in each city, with my housing and finances organized by my company. I love seeing new parts of the country and meeting new colleagues at each facility. It really is an adventure from day to day and I'm thankful for programs which allow for health care professionals to travel.

Attn All CPAP Users...

Fifty to seventy million Americans experience chronic sleep disorders while millions more are sleep deprived, according to a report by the Institute of Medicine, an arm of the National Academy of Sciences. The study demonstrates the connection between poor sleep and a variety of problems.

The most common sleep disorder is Insomnia, affecting more than 30 million Americans. The second most common sleep problem is snoring and Obstructive Sleep Apnea (OSA), which affects over 6 million people. Patients with sleep apnea can suffer such mild effects as weight gain and fatigue or more serious long-term effects such as depression, impotence, heart disease and stroke.

Historically, only two options were available to patients with OSA or snoring disorders: CPAP Therapy or radical surgery. With today's innovations Chicago ENT can offer many minimally invasive solutions for your sleep ailments. Dr. Friedman of Chicago ENT, a world renowned otolaryngologist, has pioneered cutting edge techniques to alleviate your sleep apnea and snoring affliction.

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INSIGHT

QUESTIONNAIRE



Carolyn Calamia
OTR/L, ILOTA
Director of
Communications,
Illinois Occupational
Therapy
Association

What are the benefits of joining my state and national professional organizations for my profession?

There are several benefits to joining and being involved with your professional organizations. Networking with other practitioners, keeping informed about changes in the profession, and continuing education opportunities are among a few of these benefits. However, I feel that the biggest benefit is having a lobbyist who reviews thousands of bills annually to ensure that we are aware of changes in legislature that might impact our practice and licensure within Illinois. When speaking with legislators, they members know when and how we should contact our legislators to make our voices heard.

Why keep my professional license current?

The fluctuating job market has caused numerous people to return to health care after pursuing other career options, so maintaining your license and credentialing is just one way to remain viable in the health care workforce.

As a practicing nurse for more than 25 years, I've seen firsthand **the issues facing the health care industry** in educating and maintaining a large, highly-skilled workforce.

Education: The critical component

Hospitals and other health care organizations are facing historic workforce shortages. The growing number of aging baby boomers and the realization of national health care reform will strain the health care safety net, making it difficult for hospitals and clinics to muster the manpower required to provide medical care to those in need.

In Illinois alone, there will be an estimated shortage of 21,000 nurses by 2020, according to the Illinois Department of Employment Security. Nursing isn't the only specialty in need of more skilled workers. The demand for both physical therapy assistants and home health aides in the metro Chicago area is expected to more than double by 2016.



Mary Pat Olson
Director, Health
Care Workforce
Institute,
Metropolitan
Chicago Healthcare
Council

Start young

We need to use this data as a catalyst to action and identify long-term solutions to our workforce shortage, starting with K-12 education. These solutions should support high school reform with a focus on improving transitions into both college and careers, ensuring the development of a well-educated workforce ready for a modern global economy. In Illinois, only 50 percent of 11th graders meet state science education standards. There is a great need for more comprehensive science and math programs and the establishment of a statewide program for the National Career Readiness

Certificate.

Fostering students' interest and knowledge of math and science can't stop in high school. Most health sciences certificate or degree programs are academically rigorous. Currently, only three out of five students admitted to these programs actually graduate. Students need to have strong support systems in place in order to be successful. We at the Metropolitan Chicago Healthcare Council (MCHC) have partnered with other organizations to provide services such as academic tutoring, professional mentors and case management to students in several nursing programs in the metro area. Early results from these initiatives show that success is possible with minimal monetary investment.

The necessary tools

Hospitals have also been looking

at their pool of current employees to expand their clinical workforce with a program called School at Work, a career ladder program that targets entry-level hospital workers to offer job skills training in health care facilities. The education and support system provided by School at Work helps employees advance their skill sets and encourages them to pursue advanced degrees in health care. MCHC helped to bring this program, created by Catalyst Learning Company, to 13 hospitals in the metro area.

Education, from K-12 through employment, is a critical component to solving the workforce shortage. By offering students and health care staff alike the tools needed to enhance their science and math skills, we will be able to continue to provide high-level care our communities.

Physicians find alternative path

After witnessing the burnout of doctors working in rural areas, Therus Kolff saw an opportunity to help meet the needs of both the physicians and the communities they served.

While attending the University of Utah Medical School, he started CompHealth (now CHG Healthcare Services), to provide locum tenens—doctors who fill in for physicians, either temporarily or permanently.

A new environment

One of the main benefits of this practice is that it removes physicians from the business side of health care, so they can focus more on their patients and remain motivated, Kolff says.

According to Kolff, locum tenens physicians fall into three categories. The first are new physicians who are not sure what type of environment they want to work in. Second are physicians that are either in transition from their previous work



Therus Kolff
Founder of
CompHealth

environment or those with additional interests or careers. Last are highly skilled, older physicians who do not want to leave medical work entirely.

"Locum tenens is very important because it allows physicians to semi-retire," Kolff says.

Moving health care forward

With reforms in health care, Kolff says the U.S. needs physicians educated within the country, as more and more Americans obtain insurance and the elderly population grows.

"We are still putting out the same number of physicians, but we have 30 percent more people living in the United States," Kolff says. "We don't have enough physicians in the U.S."

Locum tenens today

Kolff remained CEO of CompHealth

until 1994, and now serves as Healthcare Strategic Advisor. Today, CompHealth is a \$300 million company that paved the way for a multi-billion dollar industry.

"One of the things that was really so key early on, and it persists today, is almost a fanatical attention to detail," he says. "We believe very strongly in quality care."

PETRA CANAN

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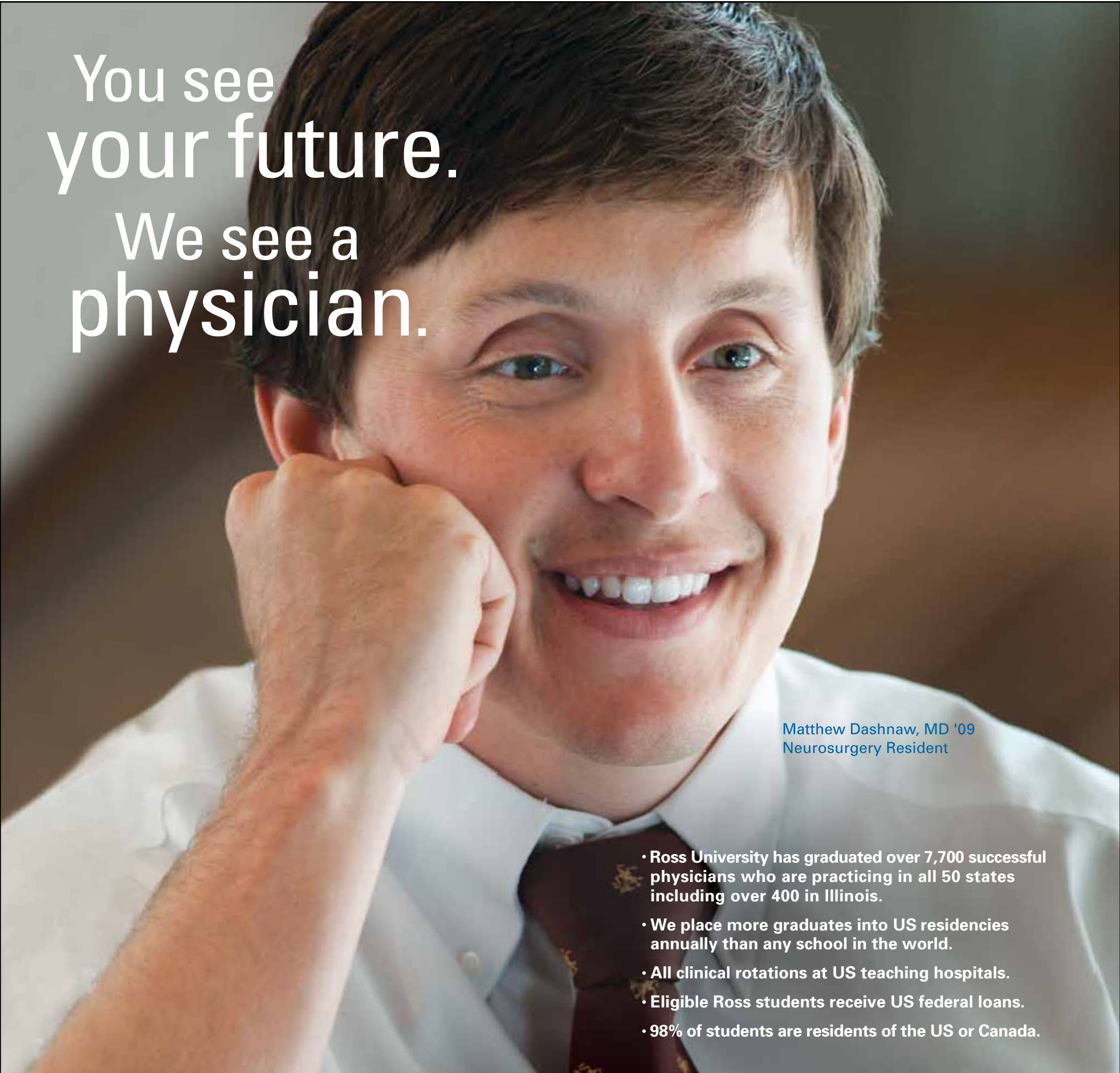
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