We’re building on a big promise. To bring you the best medical care, with talented physicians and caregivers working together to give you and your family personalized care. In convenient, comfortable locations that have everything a family needs to ensure their health and wellness. What’s unique about our promise is really very simple: having teams of experts sharing information and ideas to protect and return you and your family to health, whenever you need us.

This is the essence of Scott & White Healthcare, which has benefitted patients for many years, including Michele Jesse, Madyson Smithhart, and Sandy Martin—patients you’ll read about in this issue. Now our promise is being brought to life to help even more patients at the new Scott & White Hospital - College Station. The new hospital and clinics are wonderful examples of medicine for the future, characterized by high-quality, integrated care that brings the best minds in medicine together working as one, for each one of you.

We’re strengthening our promise even further, with our new partnership with Baylor Health Care System to reach more people with high-quality care, supported by medical education and research programs. As Baylor Scott & White Health, we’re combining our resources and expertise, and it’s all for you.

We’ve got the best people coming together to help you become healthier. We couldn’t do it without you, some of the best among us.

ROBERT W. PRYOR, MD, MBA
President, Chief Operating Officer, and Chief Medical Officer
Baylor Scott & White Health

ON THE COVER: This painting, titled Medicine in the Brazos Valley, hangs prominently in the new Scott & White Hospital - College Station. To learn more about the painting and artist Benjamin Knox, see page 13.
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Liam and Alianna Pollard’s parents, Corey and Melanie, have welcomed the new Scott & White Hospital - College Station with open arms! The Pollards live in College Station.
Continuing a Legacy in the Brazos Valley

A new landmark has emerged for Highway 6 drivers traveling in the Bryan-College Station area. With a five-story, 402,000-square-foot hospital and a 125,000-square-foot, four-story clinic, the new Scott & White College Station medical campus is hard to miss.
The hospital represents more than just another building in this burgeoning economic corridor of the Brazos Valley; it is a model for a better way of delivering healthcare and wellness to the community. Focusing on how to meet the needs of each patient, the new facilities are designed to deliver high-quality care, promote collaboration among caregivers, and enhance the patient experience in an environment of comfortable, personalized care.

Jason D. Jennings, chief executive officer of Scott & White Healthcare College Station Region, says, “The new hospital fosters our unparalleled ability to deliver continuity of care. The hospital possesses the advanced facilities, clinical talent and community commitment that will allow Scott & White doctors and staff to provide excellent healthcare to the region.”

As part of one of the leading health systems in the nation, the new hospital and clinics in College Station enhance Scott & White’s rich, almost 30-year history of delivering care to the Brazos Valley. Now, the benefits of collaborative Scott & White specialists can be accessed locally. “Scott & White is about getting the right care, at the right time, in the right place,” says William L. Rayburn, MD, chief medical officer of the Scott & White College Station Region. “If you’re diagnosed with a complex illness, you need a great team of clinicians nearby to develop and implement a comprehensive treatment plan. Our integrated system makes it possible for us to offer the same high-quality care to patients wherever they live – from preventive and wellness programs, to diagnosis, treatment, rehabilitation, and return-to-home care.”

Scott & White Healthcare has been a pioneer in the creation of the integrated healthcare delivery model, emphasizing collaboration to facilitate high-quality patient care in the right setting. (See sidebar on page 9.)

Scott & White – College Station Cancer Center offers advanced treatment close to home

Nora Thompson, a 30-year resident of Bryan-College Station, is a Scott & White patient and breast cancer survivor. She believes the new hospital, clinics,
and expanded cancer center improve the overall quality of healthcare in the area and increase patient convenience. Patients can receive excellent local care backed by the entire Scott & White system, Mrs. Thompson says.

“When you can receive the very best care nearby, it’s better to drive 10 minutes and be able to sleep in your own bed at night, rather than drive two hours and be away from the comforts of home and your support network,” says Ms. Thompson, a senior vice president of The Bank & Trust of Bryan-College Station. She also serves on the Board of Visitors for Scott & White College Station.

The College Station Clinic has provided cancer care for the past six years, but the addition of the new hospital presents the opportunity to expand and enhance oncology services. Vaults have been constructed in the 5,000-square-foot cancer center to accommodate two linear accelerators, which will offer the most sophisticated radiation therapy.

“Cancer patients suffer overwhelming physical, emotional and mental stress during and after treatment,” says oncologist Ramón E. Rodríguez, MD, chief of College Station’s hematology/oncology division. “Our goal is to relieve patients and their families of as many stresses as possible with comprehensive, supportive, diagnostic, chemotherapeutic, surgical, and radiation treatment in one location, near their homes.”

The open-concept cancer center is filled with natural sunlight, accented by brightly colored décor, a cafeteria and a coffee area. Private and semi-private areas are designed for the sickest patients, while space also is offered to patients who prefer to socialize, and find comfort surrounded by supportive loved ones. The number of chemotherapy and infusion stations has more than tripled, and 23 stations now overlook the Healing Garden, designed by Texas A&M University graduate landscape architecture student Yucheng Wang.

Patients with cancer also benefit from the College Station Clinic’s connection to the Scott & White Cancer Research Institute in Temple,
Texas, and a system-wide tumor board, says Dr. Rodríguez. The tumor board is a panel of subspecialists that reviews all care plans, as well as conducts innovative research in partnership with the Texas A&M Health Science Center College of Medicine, and many other academic centers across the country.

New technology for a healthier heart

Thomas H. Meade, MD, a cardiac electrophysiologist and head of cardiology services at Scott & White College Station, says the new hospital will provide comprehensive cardiovascular care. Two catheterization labs are filled with advanced and innovative technology, with the capability to reduce radiation exposure from diagnostic and interventional radiology procedures, while enabling real-time navigation guidance during electrophysiology procedures to restore normal heart rhythms. The system uses three-dimensional visualization, the most advanced fluoroscopic images (live X-rays), and magnetic trackers.

“We have the ability to comprehensively treat patients with heart and vascular disease, intervene and treat coronary and peripheral artery disease, perform bypass surgery, implant pacemakers and defibrillators, treat those who are critically ill or have suffered heart attacks, and provide rehabilitation for recovering patients,” says Dr. Meade, one of four cardiologists on Scott & White’s College Station staff.

Bao H. Le, DO, specializes in interventional cardiology and will be performing angiograms and implanting stents using a new, less-invasive approach through an artery in the wrist. Although 90 percent of cardiologists still use the femoral artery approach in the leg, Dr. Le says the radial artery approach is more comfortable for patients, shortens recovery time, and results in less bleeding and complications. (Also see how Scott & White is offering this care at other locations on p. 29.)

“The procedure time is about the same,” he says, “but once patients are awakened from moderate sedation, they can sit up, eat, and walk within 10-15 minutes. With the femoral approach, recovery is longer, from two to six hours.”

Robert H. Strawser, an accounting professor at Texas A&M University and another member of College Station’s Board of Visitors, is glad to see Scott & White’s services expanding. “Since 1986, Scott & White has changed the quality of healthcare in Bryan-College Station and provided us with a real asset,” says Mr. Strawser, who has received care from Dr. Meade for a heart arrhythmia, and has been a Scott & White patient along with his wife, Carol, for almost 20 years. “Scott & White has brought top-notch physicians here, is training the future doctors of Texas, and has helped...
“Integrated healthcare” is a term often used these days. But what does it really mean? Pioneered by some of the nation’s leading healthcare networks, including Scott & White, this collaborative way of practicing medicine is now regarded as the future of healthcare delivery.

The essence of integrated care is to put the patient first. Health system resources are supported by extraordinary clinical talent, advanced technology, and an electronic medical record (EMR) system. Implemented in August 2013 at the Scott & White hospital and clinics in College Station, the EMR system makes it easier for clinicians to access patient histories and reduces duplication of services. The EMR system stores comprehensive patient records that can be accessed securely from anywhere in the Scott & White system. If a patient is seen in Georgetown, Waco, Temple, Round Rock, or another location, the records are available to caregivers at all Scott & White hospitals and clinics. The EMR also has reporting capabilities that will help Scott & White evaluate treatment protocols, shape best practices, and improve the healthcare of patient populations. (See the November 2012 issue of THE CATALYST for more on Scott & White’s EMR system.)

When all of these resources come together, caregivers develop a personalized plan to not only treat illness, but also to promote health and wellness for each patient. For patients served by Scott & White, these resources include physicians and all caregivers who have convenient access to hospitals and clinics for primary care and a seamless connection to the depth and breadth of specialty care services, medical research, and the latest medical technology offered by the system. With all these facets offered through one healthcare system, care can be delivered more efficiently and cost effectively. More importantly, it is personalized to meet the individual needs of each patient.

“The way we deliver care—and the way we have historically practiced at Scott & White—translates to lower costs, better outcomes, and healthier communities. It means giving patients a better value for their healthcare dollars,” says David L. Hackethorn, MD, College Station clinic’s former medical director.

“We believe our model is the right one,” agrees J. James Rohack, MD, one of the College Station clinic’s original physicians, a past president of the American Medical Association, and a national healthcare thought leader. “Integrated healthcare is now being recognized by the government and other organizations as a way of providing better care to more people for lower costs,” he says.

Scott & White’s physicians passionately believe in the concept of team care bolstered by medical education and research. Dr. Rayburn says, “It gives us a bandwidth that smaller group practices don’t have. We are drawing our strength not just from our own superb regional staff but from the expertise of specialists and subspecialists across the whole system.”
David L. Hackethorn, MD, had just begun his medical career when he was asked to move to College Station in 1985, to help open Scott & White’s tenth regional clinic.

“Moving to College Station with my wife and two young children was a great opportunity. It turned out to be quite a blessing,” says Dr. Hackethorn, who was medical director of the College Station clinic until 1999 and later served on the Scott & White Healthcare Board of Directors.

“At the time, we were aware that a lot of people were leaving College Station to receive their healthcare, by mostly going to Houston. We all wanted a clinic near the Texas A&M University Health Science Center College of Medicine, as we are a primary clinical teaching facility,” he recalls. “That was the beginning of our presence in College Station.”

When the clinic opened in 1986, it had 19 doctors practicing in 17 specialties. Today, several of those physicians still practice at Scott & White’s College Station clinic, including Dr. Hackethorn, who now cares primarily for geriatric patients.

“The Scott & White Health Plan was probably the real driving force in our rapid growth,” he says. “Our medical staff grew quickly; we built a second clinic building in 2010—twice the size of the first with an ambulatory surgery center—and then we built a pharmacy.”

Twenty-eight years later, his family grown to include two grandchildren, Dr. Hackethorn has seen many changes at Scott & White in College Station. “Our staff and their families have become part of the community. We serve on boards, lead civic organizations, volunteer at schools, and attend area churches.

“We are a much larger, more diversified organization, but the one thing that has never changed is our commitment to our mission. Patients have always been our number-one concern and focus,” he says.
create a community that helps us recruit faculty and students.”

**Personalized care for mothers and children**

Corey Pollard, DPM, a Scott & White podiatrist in College Station, and his wife, Melanie, learned how important nearby neonatal intensive care unit (NICU) services are when their twin sons were born prematurely in 2010 at Scott & White in Temple. Both boys spent time at Scott & White’s Level III NICU, for the most medically fragile and premature newborns. Aiden passed away at three weeks, but Liam was able to leave the NICU after 107 days, and is now a chatty, happy three-year-old. “The staff did a superb job, and we were able to come and go as we pleased but it was at least an hour and a half drive from College Station. This new facility will make a huge difference; it allows more families to remain here, reduces the strain on their finances, travel, and work schedules, and promotes family togetherness during a stressful time,” says Dr. Pollard, who along with his wife made a generous donation to assure the comfort of families at the new College Station NICU, and also commissioned a bronze sculpture for the healing garden of the new hospital.

The new hospital’s maternal and child services will encompass six labor, delivery and recovery beds; 15 postpartum beds, and a nursery; and a state-of-the-art Level II neonatal intensive care unit (NICU), balancing the latest technology with family comfort. A Level II NICU offers intensive care for sick and premature infants in need of additional support beyond regular nursery care.

“We’re trying to make the birthing experience and mother and baby’s stay in the hospital the best in town,” says Daniel G. Ransom, MD, chief of pediatrics for the Scott & White College Station Region.

For postpartum care, says Dr. Ransom, Scott & White is introducing a new type of nursing care not found anywhere else in College Station—couplet care. With one nurse cross-trained in obstetrics and pediatrics, he explains, babies can stay at their mothers’ bedsides, and patients will receive more personalized care and health education. Even charting for the medical record is done in the room via computer, so nurses can have greater personal contact time with patients.

Two fellowship trained neonatologists—N. Venkata Raju, MD, and Khaled Hilal, MD—staff the NICU. The unit is capable of caring for moderately ill babies and those born at 32 weeks of gestation or more. It offers 24-hour access to families and uses a design noted for being a best practice in the nation: a “pinwheel” design, with four beds surrounding a nurses’ pod to provide critical line-of-sight care. The 16-bed unit has three pinwheels, each with space for a rocking chair, as well as a privacy curtain for parent visits. The unit also has four isolation rooms for the sickest newborns, and two transition rooms where families stay for two nights before taking their babies home.

**The legacy**

An array of old photographs tells the story of the College Station clinic groundbreaking back in 1985. Now, in 2013, we’ve watched the construction of the new College Station hospital through an online time-lapse camera. The investment that began in the Brazos Valley back in 1985 continues with the opening of the Scott & White Hospital – College Station and clinics in 2013.
The Simply Spectacular Gala was held on July 19 at Scott & White Hospital – College Station to celebrate the opening of the new medical campus. The evening began with a program, including guest speakers Drayton McLane, Jr., and Texas First Lady Anita Perry. Gala attendees then had an opportunity to tour the new patient-centered facility including the pinwheel-styled NICU, surgical suites, and the catheterization labs featuring the latest technology, and more. Hospital staff, community members, and special guests concluded the night with dancing and desserts. At the end of the day, College Station was buzzing about how not just the event, but also the new hospital, were simply spectacular!

See additional photos and videos from the Gala.

More at swcatalyst.org
Benjamin Knox has created 25 numbered giclee prints of the painting that are being sold for $1000 each. “Giclee” refers to a printing process that assures high quality; each giclee measures 23” by 32” and will be framed. They are being sold on a first come, first served basis.

If you are interested in purchasing a giclee of Mr. Knox’s painting, please contact Gentry Woodard at gwoodard@sw.org.

Gracing the entrance of the new Scott & White Hospital - College Station is a striking four-foot-by-six-foot Brazos Valley landscape, commissioned by the hospital and painted by Aggie artist Benjamin Knox ’90. Bluebonnets, Indian paintbrushes, and live oaks, typical of the scenery between Temple and College Station, flourish beneath a transparent medical symbol called the caduceus, symbolizing Scott & White’s commitment to healthcare in the Brazos Valley. The recognizable silhouettes of Kyle Field, the College Station water tower, and the new hospital are softly visible on the Brazos Valley skyline.

“MEDICINE IN THE BRAZOS VALLEY”
BY BENJAMIN KNOX
“My patients like the therapy because they feel better and they don’t have to worry about side effects that can occur with other chemotherapeutic agents,” says Dr. Fonkem.
A new clinical trial at Scott & White seeks to help patients with a common, aggressive type of brain tumor

Just before boarding a plane from her home in Denver, Colorado, to travel to Austin, Texas, Michele Jesse had lunch with her six-year-old son, Taylor, in the cafeteria on his last day of school. “He told me to wear my hair however I wanted. He said it didn’t matter to him. I was very proud,” Mrs. Jesse says as her husband, Ian, and Ekokobe Fonkem, DO, a neuro-oncologist in the Brain and Spine Tumor Program at the Scott & White Healthcare Neuroscience Institute, gently remove large adhesive bandages filled with quarter-sized electrodes from her scalp.

Mrs. Jesse, age 45, is participating in a clinical trial at Scott & White Healthcare, one of 33 centers around the globe examining whether newly diagnosed patients with an aggressive and common type of brain tumor called glioblastoma multiforme, can benefit from tumor-treating fields therapy, or TTF therapy. Clinicians are testing whether electric fields can stop cancer cells from multiplying and prevent brain tumors from coming back. (TTF therapy was first approved by the Food and Drug Administration in 2011 for patients with brain tumors that return or progress, even after chemotherapy and radiation treatment.) By instituting the TTF therapy earlier in a patient’s diagnosis, clinicians hope to minimize the chance of recurrence.

Dr. Fonkem is a specialist in treating glioblastoma multiforme. He arrived at Scott & White Healthcare earlier this year, after beginning the clinical trial at Harvard University’s Beth Israel Deaconess Medical Center, in Boston, Massachusetts, where he completed his neuro-oncology training. He has already started six patients on the therapy. Preliminary results have been promising in controlling tumor recurrence in patients enrolled in the clinical trial for newly diagnosed glioblastoma, and mixed for patients with recurrent glioblastoma.

“TTF therapy blocks rapid cell division, and that’s what cancer is,” Dr. Fonkem explains. “These tumors...
come from the brain’s normal cells that for some reason start dividing out of control, becoming cancer.” TTF therapy is also being tested at different centers in Europe and will soon be in clinical trials in the United States for treatment of pancreatic and lung cancers. Scott & White hopes to be one of the initial test sites in the country for recurrent metastatic brain cancer from the lung.

Patients typically live only 14 months after a diagnosis of glioblastoma multiforme, even after receiving what’s considered the “gold standard” of treatment for this disease, which includes surgery, chemotherapy, and radiation. Earlier this year, Mrs. Jesse underwent the grueling treatment, and she hopes to prevent recurrence of the tumor with the help of the TTF therapy. For two years, she will wear the Novo TTF device, a series of four electrode grids worn on the scalp and connected by wires to a device that looks like a cable box. The adhesive patches contain electrodes that create an electric field aimed specifically at the original tumor site. Electric fields confuse the alignment of microscopic cell structures to hold a cell in place before it divides. This scaffolding prevents cells from dividing, and a new tumor to stop growing. Patients must wear the device at least 18 hours a day to get the maximum benefit.

Doing all they can
The good news is that Mrs. Jesse’s tumor was completely removed during surgery, and a test that determines some genetic properties of the tumor cells showed that her type of cancer was particularly responsive to chemotherapy. Understandably, she still wants to do everything she can to prevent the tumor from coming back, given that it’s a very aggressive type of cancer.

Mr. Jesse says, “Right after my wife’s treatment, I called about the trial, and

Dr. Fonkem got on the phone with me right away.” Mrs. Jesse started treatment with the device the following week, grateful for the chance to participate in the trial. “Everything just kind of fell into place for us,” she says, as study coordinator Eromata Ebwe wove the electrode wires into a braid down the left side of the patient’s neck.

“We call this her insurance policy,” says Mr. Jesse.

Getting on with life
After their appointment the Jesses would be heading back to Denver, where they relocated from Austin shortly after Mrs. Jesse’s surgery to be closer to family. But first they would make a follow-up appointment with Dr. Fonkem, and schedule a magnetic resonance imaging (MRI) scan, both in two months’ time.

But today there was a more pressing matter. Michele and Ian Jesse were taking their boy to Disneyland, a trip Taylor was very much looking forward to. “What are you going to do about it?” Dr. Fonkem asks Mrs. Jesse, pointing to the shoulder bag used to carry the Novo device. “Well, I’m not going to wear it all over Disneyland. It would be too heavy,” she tells him. “But you’ll wear it more at night when you’re back at the hotel?” Dr. Fonkem asks. “Yes, of course,” she says.

Dr. Fonkem is an assistant professor of medicine at the Texas A&M Health Science Center College of Medicine.
In the new neuro-oncology department, Dr. Fonkem treats patients with brain cancer, and metastasized brain cancers that began as tumors in other parts of the body. Dr. Fonkem came to Scott & White Healthcare because he was impressed with the resources and mission of the healthcare system. "I wanted to be at a clinic that adopted research as part of its mission. Here I can see the number of patients I want to see and still be free to do all the research I want to do," he says. His focus on high-caliber patient care is on a par with that of another leading cancer provider in the state.

"Scott & White is following many of the same treatment protocols as the country’s leading cancer centers," Dr. Fonkem says. "We have the same treatments. We offer the clinical trials and are doing the same high-level research."

He has focused on building a research and treatment team, including researchers, neuropsychologists, pathologists, neurosurgeons, social workers, and radiation oncologists. "We have this team so we can all specialize in different areas," says Pier Di Patre, MD, a neuropathologist who helps in the diagnosis of patients with brain tumors.

"Dr. Fonkem has done a really good job of reaching out to other disciplines and integrating care for his patients," says Kerry O’Mahar, PhD, a neuropsychologist who works with Dr. Fonkem in the Neurology Department along with two other neuropsychologists (Daniel Cruz, PsyD, and Jared Benge, PhD), and a health psychologist (Sabrina Austin, PhD) to help monitor and maximize patients’ quality of life, particularly through the assessment of thinking abilities and emotional factors.

Within the past several months, Dr. Fonkem began asking his patients to complete a questionnaire at each of their appointments, to assess their difficulty with different quality-of-life issues, such as memory, concentration, social interaction, and family life. "We as doctors are trained to treat patients. But we also need to step back and ask patients, 'What is your quality of life? What is making you happy?’" he says.

The survey results have helped the neuro-oncology team identify patients who need some extra help, ultimately directing them to other resources like neuropsychology, health psychology, and social work.

Additional studies to help patients

Dr. Fonkem and Karen Newell Rogers, PhD, the Raleigh R. White, Jr., Endowed Professor of Surgical Research, are testing a new chemical compound, etomoxir, to work alongside temozolomide, the traditionally prescribed chemotherapy compound. The research is showing a promising synergistic effect in controlling the growth and survival of glioblastoma, he says.

The neuro-oncology team is also conducting studies from Scott & White’s brain tumor registry, where a detailed list of every brain tumor treated at the clinics and hospitals since 1978 may show tumors to be more common in certain geographic locations or populations of patients.
Experts at the Glen E. and Rita K. Roney Bone and Joint Institute and McLane Children’s Hospital help a young athlete win a tough battle

As the left wing of the Woden Public School Lady Eagles basketball squad in Nacogdoches, Texas, 14-year-old Madyson Smithhart knows a team effort when she sees one. This past spring, the ladies won first place in the girls’ basketball tournament, reversing the bad luck they had experienced during the previous season. Madyson has cheered her team’s triumphs and mourned its losses over the years, but that has been nothing compared to what the teenager herself had to endure until recently. In 2012, she would find a team of her own to help her overcome the biggest test of her life—a painful and rare bone condition.

It all began in kindergarten, with searing pain when Madyson bumped her elbow. A physician in a local emergency room diagnosed her with a hairline fracture and put her elbow in a cast. But the pain continued. An orthopedic surgeon later diagnosed a cyst in Madyson’s

“My arm feels good. Basketball is good. It’s so fun to play, and now it’s easier than before.”
—Madyson Smithhart
Now at the top of her game, Madyson Smithhart is doing great!
Because of her young age and continuing normal growth on her opposite side, thinking through this problem required the expertise of a pediatric and trauma orthopaedist. It also required the experience of pediatric anesthesiologists and radiologists. It was a team effort."

—Robert Probe, MD
Kelly, and her father, Randy, turned to family medicine physician Olin Fearing, MD, in Nacogdoches, who said, “If this was my child, I’d take her to Scott & White.” The Smithharts, wanting to do whatever it took to help their daughter, drove to Scott & White the following week.

Robert Probe, MD, stepped in to help. He is the chairman of the Scott & White Healthcare Department of Orthopedic Surgery at the Roney Institute. Dr. Probe diagnosed a developmental anomaly in Madyson’s upper arm bone that caused her growth plate to stop functioning, resulting in her left arm being six inches shorter than her right one, and her shoulder rotated 90 degrees from where it should have been. He and a multidisciplinary pediatric specialty team at McLane Children’s Hospital fashioned an innovative, complex plan to treat Madyson, with much planning and collaboration to help the young patient. Dr. Probe led the team through Madyson’s surgery in March 2012, repositioning the shoulder and implanting an external frame in the little girl’s arm to lengthen the arm to normal size and shape. For four months, Madyson wore the device, which required screws to be rotated several times a day. This was extremely painful. But true to form, Madyson tolerated it like a champ. “Madyson is proud of her battle scars,” says Mrs. Smithhart. “And we’re so proud of her.”

“Madyson’s situation was unique, and she handled it bravely,” says Dr. Probe. “Because of her young age and continuing normal growth on her opposite side, thinking through this problem required the expertise of a pediatric and trauma orthopaedist. It also required the experience of pediatric anesthesiologists and radiologists. It was a team effort.”

As it turns out, it was worth all the effort. “I was excited to be able to swim this past summer,” Madyson says. “My arm feels good. Basketball is good. It’s so fun to play, and now it’s easier than before.” Her younger siblings, Alexis, age 11, and Payden, age 7, are trying to keep up with their big sister, who also keeps Dr. Probe up to date on her game by sending him photos.

Ironically, the left wing of the basketball court is one of the “shoulder” positions, located halfway between the corner of the court and the free-throw line. As Madyson entered Woden High School this fall, the left wing was back in action, striking fear into the hearts of the competition and scoring big.

Dr. Probe is a professor of surgery at the Texas A&M Health Science Center College of Medicine.
September 30, the governing boards of Scott & White Healthcare and Baylor Health Care System formalized their agreement to join our two systems and become one—Baylor Scott & White Health, the largest not-for-profit health system in the state of Texas.

Baylor Scott & White Health unites the strengths of the two systems. Over time, this will mean greater, more convenient access to high-quality care for patients in Central and North Texas through an extensive network of providers and locations. It will mean enhanced access to resources and clinical trials for research. And we will continue to educate the future of medicine through our strong teaching programs. As we look to the future of healthcare delivery we are excited about the ways this merger will benefit the communities we serve.

The Scott & White Healthcare Foundation and the Baylor Health Care System Foundation will remain separate entities and continue to support their traditional service areas. Our team will continue to advance our programs in Central Texas by obtaining philanthropic financial resources to meet the needs of those served. Our generous donors will continue to make gifts to clinical programs and hospitals of their choice. Previous gifts, naming rights, chairs, and other philanthropic initiatives will be honored as originally intended.

Just as the new Baylor Scott & White will honor and continue the legacy of excellence of Scott & White Healthcare, so must we continue to support Scott & White. As we transition into this bright and exciting future, the role of philanthropy becomes increasingly important. We are grateful for your continued support and for making a commitment to Scott & White Healthcare.

NANCY BIRDWELL
Executive Vice President and CEO, Scott & White Healthcare Foundation, and Chief Development Officer, Scott & White Healthcare

ALFRED B. KNIGHT, MD
President, Scott & White Healthcare Foundation

For additional information about Baylor Scott & White Health, visit bayscottandwhite.com.
INTRODUCING BAYLOR SCOTT & WHITE HEALTH

We are one. For all.

- we are now -

Baylor Scott & White Health

Baylor Scott & White Health is being introduced to consumers, businesses and industries in a new advertising campaign with the theme—“We are one. For all.” The campaign announces that two of the most trusted names in health care—Baylor Health Care System and Scott & White Healthcare—have become one, sharing one vision: creating healthier communities in the areas we serve.

Over time, Baylor Scott & White Health will become a nationally recognized brand for excellence in patient and community health. As the new brand is rolled out in a financially responsible way, you will continue to see the “Baylor” and “Scott & White” names as we transition to “Baylor Scott & White Health.” Look forward to more updates as we keep you informed on the exciting progress of this new era.
Preventive care and doctors’ visits are important ways to manage health. As a matter of convenience and sometimes cost, patients may seek care outside the traditional hospital and outpatient clinic settings, such as at a pharmacy in-store health clinic or other provider. It’s important for Scott & White Healthcare physicians to have the most up-to-date information about our patients’ encounters outside the healthcare system so we can help to manage patients’ health proactively. Access to such information helps to ensure that they receive coordinated, high-quality care.

As a way of moving in that direction, last January Scott & White established a new partnership with one of the nation’s largest pharmacy retailers, Walgreens. The new Scott & White Healthcare Walgreens Well Network is an accountable care organization, or ACO. An ACO is a group of doctors and other healthcare providers who agree to work with an insurance company or the Centers for Medicare and Medicaid Services (CMS) to give patients the best possible care. Our ACO is designed to increase the quality of patient care and decrease healthcare costs of Medicare patients. It gives physicians access to CMS health claims data about patient encounters at the pharmacy, which might include immunizations received, sick visits at an in-store clinic, or other health action. This additional information can enhance physicians’ overall efforts to keep patients as healthy as possible.

Michael D. Reis, MD, a Scott & White Healthcare family medicine physician and chairman of the ACO board says, “Walgreens shares Scott & White’s goal to keep people healthy. The pharmacy plays an important role in patient health management, because Walgreens is a vital resource for many patients for their medications and health advice. Walgreens pharmacies are within easy reach of many Central Texans, and are a great fit to work alongside Scott & White caregivers to help patients.”

The ACO’s role and patient privacy
The ACO links Scott & White’s physician-led team of providers with Walgreens. Scott & White physicians continue to oversee patient care, and benefit from having a more complete picture of patients’ healthcare activities. The partnership will help reduce hospital readmission rates, avoid duplicate tests, and increase compliance with medications and preventive care activities, such as flu shots. Medicare patients eligible for participation in the ACO were notified last winter about the program, which is voluntary, protects patients’ privacy, and lets patients continue to access healthcare.

If you’re a Medicare patient, talk to your physician, or call 847-315-3585, for more information. Or visit sw.mywellnetwork.com
services inside or outside of the Scott & White Healthcare system, just as in the past. Patients enrolled in the program can still go to any doctor they choose who accepts Medicare. Care from Scott & White clinicians doesn’t change if patients choose to opt out of the ACO program.

By choosing to opt in to the program, Scott & White patients are allowing CMS to share information about their visits outside the healthcare system with their physicians at Scott & White. Many patients prefer that their physicians have access to all this information because it results in more coordinated care. CMS provides Scott & White with information about the steps patients have taken at a Walgreens location, such as a vaccination or an in-store health clinic visit. Dr. Reis says, “Patients don’t need to do anything differently. The bottom line is we really just want to improve care for our patients, and offer them a better quality of life.”

Delivering quality care to our patients is Scott & White’s most important goal. According to Dr. Reis, “Medicare chose Scott & White for partnership in the ACO because of our demonstrated success with quality, and our strong network of primary care physicians. But our relationship with our patients doesn’t stop when they leave the hospital or physician office. With the ACO we can take it to the next level.” ACOs by definition must meet standards under 33 quality measures established by CMS, which Scott & White consistently meets or exceeds. These include care coordination, patient safety, appropriate use of preventive health services, improved care for at-risk populations, and patient and caregiver experience.

Dr. Reis explains that for the last 100 years, healthcare delivery in the United States has been focused on taking care of patients with acute care needs, with some management of chronic conditions. “This approach has had some good impact on people’s health, but we need to be better at helping people manage their health,” he says. “If we proactively identify at-risk patient populations, we can help improve their outcomes and decrease healthcare costs.”

**Areas of focus**
Scott & White and Walgreens are working with Medicare patients with congestive heart failure, chronic obstructive pulmonary disease, and hypertension. Other areas of focus are smoking cessation and mammography compliance.

Priorities include identifying ways to improve transitional care for patients discharged from the hospital, to help avoid re-hospitalization. Specific action items might include having a point person from Scott & White who guides patients from the admissions process to home care, making sure they have what they need at home, and answering questions about medications. They’ll address gaps in care, too, by proactively reaching out to patients who are due for blood pressure screenings, flu shots, and other preventive care measures.

Analyzing patient data helps caregivers at Scott & White in their efforts. “With predictive modeling, we can identify patients who are at risk for re-hospitalization or an acute episode of illness, and reach out to them first to avoid disease complications and avoid having duplicate tests,” says Maureen Halligan, vice president of strategic planning at Scott & White Healthcare. For example, Scott & White caregivers won’t ask a patient about getting a flu shot if we know that person already received one at the pharmacy.

“Every person wants to be healthy,” says Dr. Reis. “We value our patient relationships and would only enter into partnerships that help our patients.”

Access to additional healthcare information, like immunizations received or sick visits at an in-store clinic, can enhance physicians’ overall efforts to keep patients as healthy as possible.
New tools and treatments reshape cardiac patients’ lives, with faster, safer diagnoses and quicker recoveries.

Scott & White Healthcare introduces minimally invasive diagnostics and innovative new therapies with clinical and cosmetic benefits for patients with congenital heart defects and heart disease. These exciting advancements are helping more people live better lives, while making the patient care experience much easier.

A healthcare industry nurse, Sandy Martin, 55, knew something was wrong as she prepared to attend her parents’ anniversary party in March 2008. She didn’t feel good, and had shortness of breath and pain that radiated up her jaw. “That’s when I knew I was having a heart attack,” the Round Rock, Texas, resident says. She was taken to Scott & White Hospital - Round Rock and had an interventional procedure to place two stents to reopen her blocked arteries. Ms. Martin had a history of heart issues, having been born with a condition called atrial septal defect (ASD), literally a hole in the heart that interrupts blood flow between...
the heart’s upper chambers. Even with this in mind, Ms. Martin was far from a compliant patient after her heart attack. “I wasn’t going for regular checkups or taking my medications as I should,” she recalls.

That would all change. In April 2012, an echocardiogram revealed that the ASD had worsened and now needed to be repaired, causing the shortness of breath that had led Ms. Martin to work part-time. She knew cardiac surgery would be necessary. “I didn’t embrace the idea. You can call it vanity, but I didn’t want a scar running down my chest,” she says, referring to the vertical incision cardiovascular surgeons make in a patient’s rib (breastbone) to expose the heart, and the discomfort and lengthy recovery period that went with it. “That’s when I was told a new doctor was joining the hospital who could perform my surgery without cutting open my chest,” she says.

Cardiovascular surgeon Subbareddy Konda, MD, joined Scott & White in May 2012 and introduced keyhole heart surgery, a minimally-invasive procedure that involves making a 3-to-5-inch incision in the side of the chest between the ribs. Small instruments are then inserted through the opening to perform heart bypass surgery, to repair valvular disease, or to correct congenital defects, like Ms. Martin’s.

“The keyhole technique reduces complications, including blood loss and infection, requires a shorter hospitalization and offers a faster recovery time—from 12 weeks to about 10 days,” says Dr. Konda. “We’ve come a long way since the first heart surgeries of the early 1950s. Patients today feel better and live longer following surgeries like this. The keyhole approach has dramatically improved patient outcomes.”

Sandy Martin is living proof. She returned to work full-time in March 2013 and is doing her best to live a healthier life, which includes going for follow-up visits with her physicians. “I am so grateful for everything that was done for me,” she says. “I especially appreciated the time the staff took to make sure that my family understood the procedure I was having. That type
of communication helped them to help me following my surgery.”

**A new option for aortic valve replacement**

Open heart surgery is often the only option for individuals with severe aortic stenosis, a condition where the aortic valve doesn’t fully open or is narrowed due to a buildup of calcium. However, advanced age; severe lung, liver, or kidney disease; previous bypass surgery; or radiation treatment to the chest may eliminate this option, leaving the patient no recourse other than to live with a potentially fatal condition.

In April 2013, Scott & White Healthcare introduced a minimally invasive alternative called transcatheter aortic valve replacement (TAVR). During the procedure, a new valve is mounted on a catheter (a long tube) over a balloon and is threaded through a leg artery up to the heart using special imaging technology. This procedure is known as femoral catheterization. In some patients, the leg artery cannot be used, so the valve is inserted through the apex of the heart using the keyhole procedure. Once the valve is in the proper position, the balloon is expanded, the heart valve opens, compressing the diseased valve out of the way. The catheter is then removed, leaving the new valve open and functioning.

Gregory Dehmer, MD, director of the Division of Cardiology at Scott & White Healthcare, says that the number of aortic valve replacements nationwide has surged 30 percent. He credits this new procedure for making a difference to those otherwise too sick or high-risk to have surgery. “We are very fortunate to perform the number of cardiac procedures we do, which is why we were selected as one of the facilities to offer this procedure.”

Timothy Mixon, MD, Mark Lawrence, DO, from Scott & White Hospital – Temple, and Angel Caldera, MD, director of the catheterization lab at Scott & White Hospital – Round Rock, are all part of the team providing this new procedure. They share Dr. Dehmer’s enthusiasm: “This technique is a new, effective way for heart specialists to fix something as serious as a faulty valve that needs to be replaced, in a less invasive fashion,” says Dr. Mixon. Dr. Lawrence adds how rewarding it is at the end of each successful procedure. “These kinds of advancements make our jobs all that more exciting,” he says.

About 25 percent of TAVR procedures performed in Temple come from the Round Rock and Austin area. Dr. Caldera and his team complete the pre-procedural assessment in Round Rock, and the procedure

“I especially appreciated the time the staff took to make sure that my family understood the procedure I was having. That type of communication helped them to help me following my surgery.”

—Sandy Martin
is then performed at Scott & White Hospital - Temple (the Round Rock hospital needs to build its cardiac surgery volumes before it can offer the procedure there). “I am proud to be part of an organization capable of providing this kind of comprehensive service,” he says. “Being part of an integrated system like Scott & White allows our patients to have access to the latest and most up-to-date technology.”

“The field of structural heart disease repair is in its infancy, much like angioplasty was 35 years ago,” says Dr. Dehmer. “I look forward to the completion of future clinical trials that will give us smaller valves that are easier to deploy. It’s an exciting time to be in the field of interventional cardiology.”

It’s all in the wrist

For many years, femoral catheterization has been the standard for diagnosing and treating cardiac disease. In recent years, however, especially outside the United States, cardiologists have developed new catheters that allow the procedure to be performed from one of the main arteries in the arm. Physicians at Scott & White are now traveling a new route to the heart, via the wrist. The procedure, called radial catheterization, isn’t new, yet only a small percent of patients nationwide undergo the procedure. At Scott & White, however, nearly a quarter of all catheterizations are being performed using this method. Patients must meet specific criteria to be considered candidates for the radial artery approach, says Rafael Gonzalez, MD, director of cardiology at Scott & White Healthcare - Round Rock. Radial catheterization makes patients more comfortable, and reduces back pain and difficulty walking—all common complaints following a femoral catheterization. “The biggest advantages of radial access are the extremely low occurrence of bleeding complications as well as the ability for the patient to move around shortly after the procedure has been completed,” he says. “Usually, patients are up and about after an hour in the recovery area.” This differs drastically from the two- to six-hour recovery period for a femoral procedure where the patient has to lie still while pressure is applied to the incision.

Scott & White physicians will continue to use this new technology in many more patients in the future, providing life-changing options that will make each patient’s experience the best it can be.

Some of the Scott & White Healthcare - Temple TAVR cardiology team, pictured left to right: Dr. Marvin Atkins, Jr., Dr. Basar Sareyyupoglu, Dr. Mark E. Lawrence, Dr. Elizabeth A. Ebert, and Dr. Timothy A. Mixon.

Dr. Dehmer is a professor of medicine at the Texas A&M Health Science Center College of Medicine.

Dr. Mixon is an assistant professor of Cardiology at the Texas A&M Health Science Center College of Medicine.

Dr. Lawrence is an assistant professor of internal medicine at the Texas A&M Health Science Center College of Medicine.

Dr. Caldera is an assistant professor of medicine at the Texas A&M Health Science Center College of Medicine.

Dr. Gonzalez is an assistant professor of medicine at the Texas A&M Health Science Center College of Medicine.
ucked away in the picturesque East Texas town of Brenham is a community hospital that welcomes patients and visitors with open arms, inviting each person in like an old friend.

Down the hall from the entrance to Scott & White Hospital - Brenham is the Labor and Delivery Department. The warm smiles at the reception desk and sweet words from caregivers belie the fact that the unit is equipped with advanced technology and experienced staff who tend to new mothers and neonates. Like nurse Penny Divin, RN, who’s maternal from the moment you meet her, a 16-year veteran of her profession who has helped deliver hundreds of babies. She’s a pro at making patients feel at ease. “Generally, if you can get expectant mothers to talk about themselves, then they’re less anxious,” Ms. Divin says.

“Miss Penny,” as she is called by fellow nurses and patients, straps a monitor from the sonogram machine to a woman’s baby bump. A loud whooshing noise, like static on an empty radio channel, interrupts Ms. Divin’s jovial chitchat, and soon the sound of a strong heartbeat fills the room. “There’s our punkin,” she says, gently patting the woman’s belly. Although new life enters the world at a slower pace than most of the activity at Scott & White Hospital - Brenham, Ms. Divin’s years of experience in fast-paced, high-risk facilities have made her alert and ready for anything. Most of her training comes from working in high-risk labor and delivery at the University of Texas Medical Branch at Galveston. She also worked at Texas Children’s Hospital.

Two years ago, Ms. Divin and her family moved to the Houston area from the small rural town of Bellville. “I had several job opportunities in Katy when I came to interview with Jeanette [Scheel],” she says. “But I was drawn here because of the quaint, homey feel, and I liked that.” Patients seem to like it, too, says Ms. Scheel, who is the director of the department.

“Some patients will say their friends have told them to go to a larger facility to deliver their babies,” Ms. Scheel says. “But they are very glad that they came here because you get that one-on-one care.” Parents eagerly awaiting the arrival of their little one learn, too, that if needed, the new Scott & White Hospital - College Station is nearby, and is equipped with a neonatal intensive care unit for medically fragile infants. (See story on page 4.)

Couplet care, in-room capabilities for mom and baby, was recently introduced at Scott & White - Brenham. “Couplet care helps us educate new parents and assist with breastfeeding in the beginning,” Ms. Divin says. “It’s a great service and helps the transition from the hospital, making parents more comfortable when caring for their newborn at home.”

Daphne Baker, who has been a nurse at the Brenham facility since the early...
1980s, says the nurses try to give their patients not only the medical attention they need but also the emotional support they crave. “When you don’t feel good, you want your mama. So, we’re mom substitutes,” she says.

As Ms. Divin juggles patients and paperwork, Ms. Scheel offers her a break so she can enjoy a home-cooked meal the director herself has prepared. Ms. Divin and her colleagues settle into a small break room, eating, laughing, and enjoying each other’s company. “We have a really great team of nurses here who are wonderful to work with. They’re always there to help you,” she says. Before lunch is over, Ms. Divin is alerted that another patient—the second one that day—has arrived. The nurse takes a last sip of her caffeinated drink, then hurries to the bedside of another new mom who needs the reassurance and joyful banter of a nurse who loves her job.
Before Scott & White, I hated going to see the doctor. It seemed as if I was an employee, rather than the customer. Sometimes I was kept waiting so long that with travel time, my six-minute appointment would take half a day. But for the last 20 years at Scott & White I have felt like a valued customer. They care about me, and they value my time.

I’ve needed two major surgeries, and both times—after doing considerable research on healthcare facilities across the country—I found that Scott &
White offered care in all the areas I was concerned about, care that was as good as, if not better than, healthcare anywhere else. In all the research I’ve done, Scott & White always comes out on top. That’s impressive to me. This healthcare system is of the highest quality and from the cost-benefit standpoint it is one of the best. As a board member, I enjoy being a part of that.

We moved my mother to Austin from Las Vegas so she would be near Scott & White. In Las Vegas she was spending a great deal of time driving to different doctors, each with his or her own fee and no coordination of care. She’s doing better now, and the frequency of her doctors visits has diminished since she began working with Scott & White. I have experienced, and value, Scott & White’s commitment to care and outcomes. They pay attention to the metrics on a systemwide basis, and use the data to drive quality and patient satisfaction.

The business of healthcare
My background is in the computer gaming business. My brother, Richard Garriott, and I founded ORIGIN Systems, Inc., which a lot of people know for Wing Commander and the Ultima series. ORIGIN Systems, Inc. grew to be the number one independent publisher of computer games in the United States.

I’ve always been interested in business and in creating something people wanted and would pay for, something that could make money and create jobs. My brother loved games, but for me it could have been something else. We went into business when I was 25, and everyone told me it would fail. Experts in the industry said I was crazy. I decided I could believe them or set out to prove them wrong. That’s when you start working harder. It’s during the hard times that you learn who you can trust, and it’s those people who become your friends and colleagues for life.

Healthcare is a challenge on a national basis because of where our costs are going. Scott & White is working on ways to manage group healthcare that can lower costs dramatically. I’ve enjoyed the professionalism at Scott & White—it runs deeply throughout the organization.

I’ve been fascinated to discover that going forward, healthcare is going to need some of the same types of expertise as the gaming industry. Online games utilize giant data networks, and the future of healthcare is highly reliant on database programs. The most difficult part of gaming relates to database-driven issues, and the same can be said of healthcare. How to manage costs and understand the efficacy of treatments—those are data-driven issues. Scott & White is on the road to greatly improving the process of providing healthcare. Process is at the heart of progress, and I’m enjoying taking that into the healthcare arena, seeing if I can add value to that as a board member.

“We moved my mother to Austin from Las Vegas so she would be near Scott & White.”

—Robert Garriott
Members of the greatest generation inspire the next

Billy Davis, Sr., a man who has celebrated 90 years of life, is a proud Wacoan. He has been called to a life of service, and has responded nobly. As a board member of Hillcrest Baptist Medical Center (HBM), now a member of Scott & White Healthcare, for more than 25 years, he has demonstrated loyalty and passion for serving the needs of others. Before that, he was called to serve his country.

It has been said that the generation who grew up during the Great Depression and served our country in World War II are among the greatest we’ve ever produced. Mr. Davis served in the Pacific theater during the war, and had been stationed at Fort Hood in Killeen, Texas. It was during his time in Central Texas that he met the love of his life, Bonnie, at a USO dance. Fifteen months later they were married. In the ensuing 69 years of their life together, the two of them have been able to enjoy three children, 10 grandchildren, and 10 great-grandchildren, all of whom live in Waco, Austin, Dallas, and Tulsa, Oklahoma.

While Mrs. Davis was busy raising their children, Mr. Davis’s corporate career led the family to Cleveland, Ohio, where he forged a legacy with building and paint materials company Sherwin-Williams as one of its chief corporate officers. He started out in Waco as a sales clerk with the company and then became a store manager. Through hard work and excellent service to the company, he made his way up the ladder to a position as multi-state regional manager in Dallas, and then finally as vice president of sales in Cleveland, Ohio. At age 55, Mr. Davis turned in his badge and began pursuing what he felt was his true passion—continued service to others. When the chairman of the board inquired about his motivation for leaving the company, he replied simply, “I’ve been blessed with much in this life. I want to spend the rest of my
life giving back.” And he continues to operate according to this mantra to this day. In addition to his board service at Hillcrest Baptist Medical Center, he has also been actively involved in his church and community, including serving several terms on the Waco City Council and a stint as mayor of Waco from 1981 to 1982. He considers his greatest achievement during his tenure on the HBMC board to be the renovation of the hospital in the 1990s. As a result of this effort, the emergency room was named after Mr. and Mrs. Davis, Sr.

His true passion
Mr. Davis’s passion for benevolence originates in a basic operating principle for his life: Everything worthwhile must be paid for with money as well as effort. Knowing this to be true, he pursues a life of service to help bring worthwhile community projects to fruition.

“I’ve been about the fundraising business all my life,” he says. “I’ve always wanted to be part of causes that inspire people to rally together for the well-being and benefit of others. Being a fundraiser allows me to have those meaningful conversations with people who also want to give back.”

His passions include Columbus Avenue Baptist Church, where he is a deacon, and hospital initiatives.

Though charitable in many areas of life, he holds a special affinity for healthcare fundraising. In undeniably genuine words, he explains, “Next to health, family is your wealth.”

He views being elected to the Hillcrest Baptist Medical Center Board of Directors more than 25 years ago as one of the highest honors of his life and is proud to have served the board faithfully over the years. He has been chairman of the Hillcrest Foundation Board, and now serves on the Hillcrest Board of Visitors for the Scott & White Healthcare Foundation. Through this role, he is able to focus solely on fundraising, which he loves. Mrs. Davis also has an impressive legacy of service to the hospital. A 35-year volunteer, she has served in most areas of the hospital. Twice she served as president of the Hillcrest Auxiliary, also a volunteer effort.

With the announcement of the plan of Scott & White to develop a top-rated cancer center in Waco, Mr. Davis felt compelled to play a role in the project. He has worked diligently with his fellow board members to raise the $4 million necessary to break ground on the center, which is set to open in November 2013. He and the others are dedicated to raising the remaining $2 million in the coming months.

Instilling family values
Philanthropy and service are values the Davis family holds dear, values that have been transmitted from father and mother, to son. Billy Davis, Jr., recalls learning from his parents’ example. “My father and mother actively taught me the vital nature of philanthropy and service by setting an example for us,” he says. “As I watched their life and decisions, I learned what it looked like to put the benefit of others first.”

Mr. Davis, Jr., lives these values today. He has served on the Hillcrest Baptist Medical Center Board of Directors for the last 11 years, currently as chairman. He and his wife, Patty, are also actively involved in local ministries, including Mission Waco and Waco Community Development Corporation.

Both father and son express optimism for the future of Scott & White Healthcare. “I was on the board when Scott & White and Hillcrest merged,” Billy Davis, Jr., says. “It’s been an absolute blessing to Hillcrest. Scott & White’s dedication to clinical excellence has enhanced the already wonderful patient care provided by Hillcrest. All of Waco has been the recipient of the benefit of this great partnership.”

His father affirms the sentiment. “The cancer center that we are raising funds for will be a shining example of the great partnership between Scott & White and Hillcrest. It will be a vital component of providing the best healthcare in Central Texas.”

—I’ve been blessed with much in this life. I want to spend the rest of my life giving back.”

—Billy Davis, Sr.
RESULTS ARE IN!

Thank you to all of our readers who submitted THE CATALYST Readership Survey either online or in the mail. We are grateful for your feedback, and, in the tradition of Scott & White Healthcare transparency, we would like to share some of those results with you. We look forward to implementing your ideas and considering new ways to incorporate your responses into THE CATALYST. It is vital that Scott & White Healthcare maintains this type of two-way communication between itself and its friends, donors, and community. To discover more ways to join the conversation, visit ideaexchange.sw.org.

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- Medical research: 83% extremely or very interested
- Physicians: 81% extremely or very interested
- Health education: 76% extremely or very interested
- Technology/innovation: 75% extremely or very interested
- Clinical services: 75% extremely or very interested

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<th>TO IMPROVE THE CATALYST MAGAZINE, HOW IMPORTANT IS EACH ACTION ITEM BELOW?</th>
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- Increase variety of story topics: 42% extremely or very interested
- Shorten articles: 17% extremely or very interested
- Increase photography: 16% extremely or very interested

Thank you for your helpful comments!

- “Enjoy reading about local people.”
- “Maybe a health Q&A people could submit questions to.”
- “Spotlight more nursing staff.”
- “I enjoy the new innovations and accomplishments plus new technology and methods.”
- “For me THE CATALYST is excellent!”
- “Keep up the good work—interesting!”
- “You could increase readership if you put a poster or some other item in the areas, waiting rooms, etc. where you put THE CATALYST...I wish I had known about it the other times I was in S&W waiting rooms.”
Honoring a Legacy of Excellence

This issue of THE CATALYST features Howard Kruse, the final member of the 2012 inaugural class of Fellows of Scott & White Clinic. The founder of one of the nation’s most beloved ice cream brands, Blue Bell Creameries, in Brenham, Texas, along with its iconic Homemade Vanilla flavor, Mr. Kruse also is a classic presence on the Scott & White Healthcare Board of Trustees. He has made significant contributions during his tenure as a board member, helping to expand high-quality healthcare to more patients.

Mr. Howard Kruse

“No one ever got lost on a straight road.” These are the words of wisdom that were instilled in Howard Kruse by his father, E. F. Kruse, when Howard was a young boy. Since then, Mr. Howard Kruse has lived a life of exceptional character, integrity, and hard work, which began with the ice cream sandwiches he made by hand for his father at Blue Bell Creameries.

After graduating from Texas A&M and serving his country as a lieutenant in the Korean War, Mr. Kruse returned to his native Brenham. He went back to work at Blue Bell Creameries, eventually rising to the positions of president and chief executive officer in 1993. An advocate for the Brenham community, Mr. Kruse actively participated in several organizations to promote leadership, education, and charity. Among the organizations he served were St. Paul’s Evangelical Lutheran Church, the American Legion, the United Way, and the local chapter of the Boy Scouts of America. He ultimately received the distinction of Washington County’s Man of the Year award in 1990, and he was inducted into the Texas Business Hall of Fame in 1993.

Mr. Kruse joined the Scott & White Board of Visitors in 1994. He was a vital force in Scott & White’s merger with Trinity Memorial Community Medical Center in Brenham, introducing Scott & White’s high-quality healthcare services to the welcoming arms of Washington County residents. The generosity of the extended Kruse family is further evidence of Mr. Kruse’s commitment to Scott & White Healthcare: Howard and his wife, Verlin, Evelyn Ann Kruse, and Mildred Kruse Bridges and her husband, Charles, have established the Kruse Family Centennial Chair in Ophthalmology at Scott & White with a $500,000 gift to advance medical research and treatment in eye care.

Mr. Kruse has served for 16 years on the Scott & White Board of Trustees, and for two years on the Board of Visitors. His committee service includes the Development/Endowment, Research and Education, and Strategy/Marketing committees, where he has shared his leadership skills and business acumen with these important functions within the organization.

“I was distinctly honored to be accepted into the inaugural class of Fellows. My years of service on the board at Scott & White were enlightening and satisfying,” says Mr. Kruse.
HOW TO MAKE A
DIFFERENCE

INVEST IN THE future
WHY GIVE?

When you give to Scott & White Healthcare, you help our patients live better lives.

Scott & White Healthcare is a trusted leader in Central Texas. In fact, we’ve been providing high-quality, affordable care for more than a century.

As a not-for-profit organization, Scott & White Healthcare directs all revenue beyond operational costs back to our healthcare system. It is used to enhance programs and services to benefit patients.

Your support will provide an even higher level of healthcare. You’ll help us expand locations and build partnerships for easier patient access. You’ll help create intensified medical research programs that seek to prevent or slow the progression of disease. And you’ll help us train the next generation of medical leaders.

WAYS TO GIVE

The Scott & White Healthcare Foundation raises and responsibly stewards funds to support the mission and vision of Scott & White Healthcare

We are passionate about the great care that is synonymous with the Scott & White name. Our work helps ensure the continued delivery of healthcare excellence for children and adults by funding clinical programs, research and facilities, and recruiting the best and brightest talent.

IN HONOR AND IN MEMORY: Honor the legacy of a friend or loved one by making a gift to Scott & White Healthcare in their honor or memory.

PLANNED GIVING: Support Scott & White Healthcare through your estate and explore opportunities to both give and receive.

CORPORATE GIVING: Make a difference at Scott & White Healthcare through our Corporate Circle and Children’s Miracle Network programs.

MAKE A ONE-TIME GIFT: Help patients and families live better lives with a one-time donation today.


Every dollar you donate makes a difference to our patients. We appreciate all of our generous friends, at every level of support.

For more information, call 1-800-293-4483 or visit foundation.sw.org today.
Scott & White respects the privacy of all individuals. Scott & White does not sell, trade, or exchange any privacy information in its possession. If you have questions, please call the Scott & White Healthcare Foundation at 800-293-4483. To be removed from our mailing list, please write to Scott & White Healthcare Foundation, 2401 S. 31st Street, MS-20-S103, Temple, TX 76508.

The Glen E. and Rita K. Roney Bone and Joint Institute Opens!

Scott & White Healthcare is proud to announce the new Roney Institute. This 75,000-square-foot state-of-the-art facility houses all orthopedic and rehabilitation specialties—the first of its kind in Texas. Its impressive capabilities and capacity mean more care and convenience for you and your family.

254-724-BONE (2663) or 866-393-3630