

BUSINESS SPOTLIGHT

HUNTSVILLE MEMORIAL HOSPITAL

110 Memorial Hospital Drive

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HISTORY

For over 80 years, Huntsville Memorial Hospital has been known as the ‘hometown hospital.’ While the community was busy growing, the hospital has transformed into a regional hub of activity and quality healthcare that is making a mark on Walker, Polk and Montgomery Counties.

Two years ago, Sally I. Nelson, was hired to be the CEO to take the hospital to the next level and through her working relationships with the hospital and physicians, the co-management model of operations has not only brought in specialists and other physicians, but has attracted more of the region’s population to select Huntsville Memorial for their healthcare needs. And, as an affiliate of Memorial Hermann, HMMH offers a direct link to the programs and services at Houston’s world-renowned Medical Center.

This summer, the Joint Commission gave re-accreditation to the hospital as a not-for-profit acute care community hospital and Level I Trauma Center. Since 1927, the talented team of medical staff has been focused on providing quality medical care combined with the friendly service you’d expect from a partner in the neighborhood.

IMPROVEMENTS AND EXPANSION

Four decades of progress have moved Huntsville Memorial Hospital from its humble beginnings in the downtown area to the next level of quality care and comfort on I-45 that provides access to those who travel the freeway for business and pleasure.

New services and programs are added routinely, but the two that will make the most impact on the community in 2010 are the 64-slice CT scanner and the Digital Mammography Unit.

These two pieces of newly ordered imaging equipment will impact the lives of so many.

- **64-Slice CT Scanner**

The 64-slice CT scanner will enable staff to obtain images from different angles around the body to make a better, more comprehensive diagnosis of the patient’s symptoms.

In computed tomography (CT) scanning, x-rays obtain image data from different angles around the body and then are processed by a computer. The images are 3 dimensional in

nature and provide good resolution. The CT is an excellent technique to make a diagnosis of disorders in many different parts of the body, however, because the heart is constantly beating, CT scan could never be used to image it in the past.

The speed of the 64-slice CT scanner can gather a high-resolution image of a heart, brain or both lungs in less than five seconds. A scan of the whole body is possible in about 30 seconds. The speed of the 64 slice CT scanner has also allowed for the technology to be an alternative to conventional angiography or cardiac catheterization. The procedure is less invasive and produces excellent imaging.

- **Digital Mammography Set for Spring**

The female population of the service area will be delighted to learn that they can schedule now schedule their annual mammogram and have it be done on the digital mammography unit that will be up and ready for patients the first week in March. This technology will allow physicians to see and act on problems area much more quickly than when the images were on film.

Recording the findings as an electronic digital image will allow physician to display and diagnose on screen, zooming in and out, showing contrasts, etc. Unfortunately, breast compression is still required to produce optimal images at the lowest possible radiation dose.

Digital mammography offers potential and practical advantages over film screen mammography by improving contrast and signal to noise ratios. These may allow better cancer detection. Near instantaneous image acquisition and the ability to transmit images electronically around the world are also significant advantages. One can have a mammogram at a remote site with the images sent, displayed, and interpreted at a medical center.

The most important scientific application is the potential to use advanced computer and electronic technologies to manipulate the image in order to better "see" certain breast tumors that are currently difficult to visualize on film screen mammography systems. These applications include direct computer-aided diagnosis (computer reading of mammograms), 3-D imaging, dual energy mammography, and the contrast-enhanced mammography. Most of these processes remain in the development stage.

BUSINESS YEAR 2009

The first year of this new decade can be categorized as one of "GROWTH."

More medical staff were added both in primary care and in specialty areas. More people in the community were employed to help provide the care to a growing number of Huntsville residents (and beyond) who are very happy to be receiving their hospital care right here at home – at Huntsville Memorial Hospital.

FORECAST FOR BUSINESS

While Congress continues to work on healthcare reform and what that will look like in the years ahead, HMH continues to focus on growing services and programs to meet the needs of the communities served. Your input and comments are always appreciated:

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