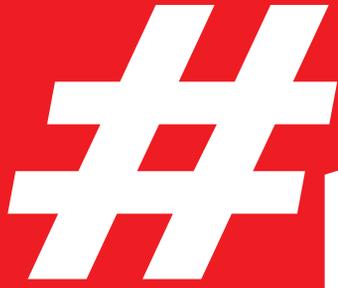


NEVADA'S 2007

# Healthcare Heroes



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Administrator, Northern Nevada

## Healthcare Hero

**Joan Hall**

South Lyon Medical Center

For Joan Hall, the joy of running a rural hospital lies in tackling the many issues unique to a rural area and enjoying the benefits of a smaller community. As administrator of South Lyon Medical Center, she manages the business for the center, as well as three clinics and a long-term care facility.

"I got into healthcare because I like to work with people – especially the elderly," said the Northern Nevada native who has worked in the healthcare profession since 1983. "I liked the diversity that rural nursing offered. I got to do a lot of different things." Hall served as the director of nursing for several years. When the hospital's previous administrator left in 1994, she was asked to take over as the interim administrator and has served as the hospital's administrator ever since. Located in rural Nevada, South Lyon Medical Center has provided care to the residents of Mason and Smith Valley, and the surrounding area for more than 50 years. The center provides patients with both long-term care facility and acute care hospital. Since joining the center, Hall has also served as an integral part of the center's new construction efforts, which have taken place over the last 20 years and have included the addition to the long-term facility and two new out-patient clinics.

Among her many accomplishments, Hall served on a number of nursing committees that have made a difference in the way rural medicine is handled in Northern Nevada. "It's really important with rural organizations that the many different committees and groups work together," she said. "There's a great deal of camaraderie between the rural organizations."

Hall is currently the chair of the board of Nevada Rural Hospital Partners and was also the chair from 1997 to 1999. She also served as chairwoman of the Nevada Hospital Association from 2003 to 2004. As the chair of the board, Hall said she sets the board agendas, studies issues that have been identified as problems, looks for solu-

tions and considers innovative ways to address the unique issues that rural healthcare faces. She said the group constantly seeks to ensure the hospital is providing the best care possible and is also looking at ways to consolidate the credentials of various healthcare professionals. "We use a lot of the same groups and it's time-consuming to credential individuals," she said.

Hall said she is motivated by the opportunity to make a difference in the community, through both healthcare and general service to rural residents. "In order to bring in new businesses, serve patients and serve the people who want to live in a rural area, it's important to have a medical facility to meet their needs," she said.

A few of her biggest challenges include the ongoing search for ways to fund healthcare services, innovating the means to meet the evolving needs of patients and, creating programs to attract specialists from larger cities to rural communities so patients aren't forced to travel. "When a patient is very ill, it's difficult for him or her to travel hundreds of miles to see a specialist, so we look at ways to bring the doctor to the patient," she said. She works to ensure the hospital has updated equipment, and she continually seeks to improve long-term care in the hospital system.

*"I got into healthcare  
because I like to work  
with people –  
especially the elderly,"*



Administrator, Southern Nevada

## Healthcare Hero

**Rose Yuhos**

*Southern Nevada Area Health Education Center*

**T**hrough Southern Nevada Area Health Education Center (AHEC), Rose Yuhos helps people live healthier lives.

Yuhos, executive director for AHEC, has been involved in the 501(c)(3) for nearly 20 years. She first became involved with AHEC as a founding board member. However, as her interest in the organization and its mission continued to grow, a little more than one year later, she decided to become part of the team. “I believe in AHEC’s mission,” she said, adding that she loves seeing the power of the organization’s programs and how they benefit the community. “Knowing that makes it really easy to do this job.”

AHEC, which aims to improve Nevada’s health status through education and outreach, provides a variety of community health education and professional education programs. Some of the organization’s community education programs include child abuse prevention, adolescent family life and women’s issues, and some of its professional education programs include mental health, HIV/AIDS and emergency preparedness and response. Additional classes are offered through the organization online.

Yuhos first served with AHEC for six years as a staff member in the position of program specialist. In 1996, she was hired by the board of directors to her pre-

sent position. “I can’t imagine doing anything else,” she said. “If I’m not doing this, I’ll probably be retired.”

Yuhos began dreaming of becoming a nurse when she fell in love with biology as a student in eighth grade. Healthcare is now a family affair – her husband also works in the healthcare industry as an advanced nurse practitioner.

Since obtaining her diploma in nursing, she has helped people not just around the U.S., but also in Germany where she joined the Red Cross. In 1997, she graduated from the University of Nevada, Las Vegas with her bachelor’s degree in healthcare administration.

In addition to her work with AHEC, she has also spent the last 10 years working as the southern coordinator of Community-Based Medical Education, as well as a clinical assistant professor for the Department of Family and Community Medicine at the University of Nevada School Of Medicine. As southern coordinator, she assists third-year medical students participating in the Practice of Medicine Clerkship by identifying, developing and maintaining clinical sites.

She also serves at the Las Vegas Area AIDS Education and Training Center as its associate director, where she developed and implemented an HIV/AIDS

“mini-residency,” as well as HIV/AIDS nurse preceptorship.

Yuhos is involved in several additional local organizations as well, including the Nevada State AIDS Task Force, the Breast Cancer Cervical Cancer Program Statewide Steering Committee, the Nevada Nurses Association, the American Nurses Association, the Association of Nurses in AIDS Care, the Dental Steering Committee, Clinic on Wheels and the National AHEC Center Director’s Constituency Group. Her resume also includes a long list of publications, presentations, grants and contracts on which she has worked and awards she has won.

As executive director for AHEC, she has helped to grow the organization from three to 35 employees. One of the accomplishments of which she is most proud is the team effort to continuously grow AHEC. She described her staff’s dedication as inspirational – something she said motivates her to do her own job even better. “They are a phenomenal group of people,” she said. “I couldn’t do it without them.” Yuhos said she hopes to continue growing AHEC and making sure the organization is responsive to the needs of both the community and its healthcare professionals. “When you get up every day and you love what you do, that’s just such a gift,” she said.



Care Provider, Northern Nevada

## Healthcare Hero

**Dr. Peter Lim**

*Institute for Cancer*

**A**s a physician at the Institute for Cancer, Dr. Peter Lim uses progressive therapies to treat gynecological cancers, but his focus is very much on providing his patients with something else — hope. “Healthcare is a unique profession in the sense that people come to you when they’re at their worst possible place,” he said. “It’s a profession that allows you to have a significant impact on the lives of others and make a tremendous difference by what you do for others.”

Lim originally planned to become a computer scientist, but felt the profession didn’t offer enough of a challenge, nor enough interaction with people. He started considering the medical profession instead after serving as a volunteer at Temple University Hospital while in college. He completed a fellowship in gynecology oncology at the Mayo Clinic in Rochester, Minn., and currently leads several research efforts, serves on the advisory board for gynecological research, and is a member of the national research organization Gynecologic Oncology Group, which is funded by the National Cancer Institute.

In addition to diagnosing patients, as a cancer surgeon, Lim is able to treat his patients from beginning to end. “There aren’t a lot of us around,” he said. “Usually you see an oncologist and then a sur-

geon. My training and practice are different in that it permits me to work as a surgeon and as a chemotherapist, which allows me to treat the patient through the whole disease process.”

For Lim, one of the best things about working in medicine is facing new challenges every day. “It’s very much like solving a puzzle each day, while helping people get through the most difficult time of their lives,” he said, adding that his work has become very much a part of his personal life, as his patients tend to become long-time friends. “Unfortunately, you lose some patients, and when that happens, their families usually remain a part of my life for a very long time. But nothing is more satisfying for me than to see my patients surviving and living great lives years after I’ve treated them.”

*“It’s very much solving a puzzle each day, while helping people get through the most difficult time of their lives.”*

Lim’s facility is affectionately referred to as the Center of Hope and he continually strives to make that title an apt one. “There’s no greater motivation for me than to see cancer patients without hope, and to know that what I do may help them to regain their hope, and perhaps see their children and their grandchildren graduate. To allow them to have a good quality of life,” he said. “There is just nothing better than that.”

Though he started practicing in Northern California about 18 years ago, Lim said he decided to move to Northern Nevada about 10 years ago because at the time, there wasn’t a surgical oncologist in the Reno area. “The community was underserved,” he said. “Women weren’t getting the proper surgery.”

Lim started spending every other week in Nevada, splitting that time with his practice in the San Francisco area. “When I was going to do my fellowship at the Mayo Clinic, my wife and I drove through the area on Highway 80, and she said, ‘What an awful place it was and she’d never want to move here’,” he said. “Well, we moved here and she ended up absolutely loving it. And now, the quality of care you get here is as good as that at Stanford or the Mayo Clinic,” he said. “There’s no reason people shouldn’t be entitled to that kind of care in-state.”



Care Provider, Southern Nevada

## Healthcare Hero

**Ellie Powell**

*Valley Hospital Medical Center*

**I**t is difficult task to see a new mother say goodbye to the infant she has carried for nine months; a young woman say goodbye to her mother; a husband, who vowed to take his wife in sickness and in health, say goodbye to his spouse; a family say goodbye to a beloved grandfather. It is difficult to see an 'unfair' situation – after all, the husband was only 50, or the daughter was only 36. It is a difficult task to be on call 24/7 because end-of-life matters don't keep regular business hours. It doesn't matter to Ellie. ...”

No one could better explain what Ellie Powell has done for Southern Nevada's healthcare industry than Gregory Boyer, CEO and managing director of Valley Hospital, whose letter nominated Powell as one of Southern Nevada's 10 Healthcare Heroes for 2007.

Powell has worked at Valley Hospital Medical Center since 1989, particularly as a nurse ethicist for seven of those 18 years. Powell, who joined 13 family members – 11 nurses and two physicians – in the healthcare industry, found her own calling to nursing by reading Cherry Ames novels, which feature a mystery-solving nurse heroine. “It sounded like fun,” she laughed. Growing up, Powell wanted to become a Navy nurse, but she instead joined the Air Force, where she gained OB experience and found herself delivering babies, roadside, in England. In the

Air Force alone, Powell worked as a labor-and-delivery nurse, a clinic nurse, an emergency nurse and an OR supervisor.

Powell used her years of experience to bring the Babies are Beautiful community outreach program to Valley Health. Through the program, which Powell started from scratch in 1997, women who don't have maternity health insurance are able to receive prenatal care. Powell also oversees the hospital's childbirth education program and established the first hospital-based prenatal yoga program in Southern Nevada.

Powell somewhat fell into the position of a nurse ethicist when she worked as a nurse supervisor and found herself regularly talking with families who had lost loved ones. “I've been fortunate enough to be allowed to teach ethics in the hospital,” she said. “You learn ethics in school, but you don't learn clinical ethics. And there are so many ethical dilemmas.” At the hospital, Powell teaches

ethics to new graduates and works with interns and residents. But she said her job as an ethicist is not only to teach people such as those who work at the hospital, but also to simply talk with people who are struggling with the difficult decision of taking a loved one off life support.

“People think everything is going to be okay, but sometimes nothing more can be done,” she said. “Medicine and technology are so far advanced that we can do anything to keep [people] alive and people suffer. On TV, you get one shot with the defibrillator, and everyone's fine. But TV is not real life.”

Powell serves as co-chair of Valley Health's Ethics Committee having worked with the committee since it began in 1991. In addition to her responsibilities in the hospital, Powell teaches advance directives within the community and is the Joint Commission team leader for Patient Rights & Ethics. She is also the immediate past president of the Nevada Donor Network and is presently on its governing board.

Powell has received Congressional recognition in nursing achievement for her efforts, and has been honored with a variety of awards, including Valley Health's 2004 Service Excellence Employee of the Year award and the March of Dimes' Nurse of the Year in its Distinguished Nurse category.

*“On TV, you get one shot with the defibrillator and everyone's fine. But TV is not real life.”*



Educator, Northern Nevada

## Healthcare Hero

**Jamie Anderson**

*University of Nevada School of Medicine*

As the director of the department of interdisciplinary medical education at the University of Nevada School of Medicine, Jamie Anderson is used to balancing the needs of her students with the unique needs of rural communities. Anderson recruits and trains the community preceptors who work with the school's medical students. Her outreach to rural physicians and community leaders throughout Nevada ensures a quality medical education for University of Nevada School of Medicine students and creates a valuable link between students and physicians in the community.

"I love working with students, and I love working with the people in Nevada's rural communities," she said. "For me, it's all about teaching students to respect and care for their patients, because eventually, we'll all either be a patient or the family member of a patient."

Anderson not only oversees nine courses covering all four years of the curriculum, she is course coordinator for four of the courses and assistant coordinator for two more.

She has been involved in the healthcare field since graduating with her bachelor's degree in nursing in 1972, though she originally saw nursing only as a step toward another goal. "I wanted to be a lawyer when I

was in college," she said. "I was trying to figure out how to afford law school, so I became a nurse. I figured as a nurse, I could work anywhere while I went to law school. Then I fell in love with oncology nursing."

Her passion for working with cancer patients and their families kept her in practice as a nurse until her husband was diagnosed with cancer. "I couldn't care for him while he battled cancer and work as an oncology cancer nurse," she said. "It was just too much to see at home and at work." In 1988, Anderson took her current position at The University of Nevada School of Medicine. After her husband passed away in 1991, she stayed with the university. "I have immensely enjoyed working at the school," she said. "It's been a challenge as a nurse to be an educator at the school of medicine."

Because her position was previously held by a physician, Anderson said many people expected another physician to take the job, rather than a nurse. However, she believes the school's decision to hire a nurse to run the department is a testament to its dedication to interdisciplinary studies.

Anderson said another of her major challenges is coordinating rural rotations for medical students. During rural rotations, fourth-year medical students spend four

weeks working with physicians in more than 20 of Nevada's rural communities. Anderson faces the task of matching students to the communities and physicians with whom they will work while completing their rural rotations. "I try to tour the rural areas every year and see as many preceptors as possible," she said. "The people in rural Nevada are so kind to me, so while it's challenging to set up the rural rotations, it's also fun and very rewarding."

Anderson is also in charge of pairing first- and second-year medical students each with a physician in the local community with whom they work on a weekly basis. "Those physicians will represent a big part of each student's impression of what it is to be a doctor," said Anderson. "It's very important to make the right matches."

Anderson holds two master's degrees and has worked in the school of medicine for the past 19 years. Her work has been published and presented nationally at seminars. She also recently contributed a chapter entitled "Supporting the Rural Physician: Processes and Programs," to *Ethical Issues in Rural Health Care*, a book published by the Johns Hopkins Press. "I think the topic important, because it brings national recognition to what we're doing in Nevada," she said.



Educator, Southern Nevada

## Healthcare Hero

**Dr. Rosemary Witt**

*University of Nevada, Las Vegas*

**D**r. Rosemary Witt believes she was chosen as a Healthcare Hero, if for no other reason, because of her longevity in nursing education. Witt has been involved, in some capacity, in nursing education for more than 40 years. Having earned her diploma in nursing in 1959, she became involved in nursing education when she became a teaching assistant at the University of Iowa in 1966 – the same year she completed her bachelor's degree in nursing.

She has since come full circle in her career – from teaching, to spending 31 years in administration at the University of Nevada, Las Vegas as a chair of the nursing department (with more than 1,000 nurses educated during that time) and then as an interim director, to management, and back to teaching. “I wanted to go back to my first love,” she said.

During her time working in administration at UNLV, Witt helped the nursing department to grow from an associate degree program to a program that now offers bachelor's, master's and doctorate degrees in nursing – an accomplishment of which, she said, she's most proud. She also worked in the 1980s to set up a distance education program for those who sought a bachelor's degree in nursing but lived in rural Nevada. Witt worked with

Southern Nevada Area Health Education Center to put the program – which provided live broadcasts where faculty and students could see one another – into effect.

Presently, Witt works as an associate professor at UNLV, where she has the best of both worlds. Her position at UNLV allows her to teach nursing students, as well as work with patients. Referencing her first job offer, to be a scrub nurse in an OR, she said she realized early on that she wanted to work with patients one-on-one. “Those patients [in the OR] are unconscious,” she said. “Why would I want to do that?” Witt's interest in patient interaction led her to find an interest in mental health. “I've always felt that's where I belonged,” she said.

She also enjoys the changing atmosphere of teaching. “Every 15 weeks I meet 48 to 50 new students who don't let you rest on your laurels,” she said. “They ask questions and challenge you.” She likes teaching students about what working with mental health patients is really like. Most of the time, she said, students are sure they're going to be injured visiting a mental health center. Then, at the end of 14 weeks, they're sad to say goodbye. “It's fun,” she said, “to watch them gain confidence.”

Although, she said laughingly, that her

goal for the future is to one day retire, that day probably isn't going to arrive any time soon. “Why would I retire, quit something I love to do, just to find something to pass the time?” Especially, she said, because most retired people tend to get a part-time job anyway to have something to do. “I'm so used to being with students and faculty that [being retired] might be lonely.”

During her career, Witt has donated much of her time to Southern Nevada's nursing community. Her resume includes a long list of publications, papers, grants, committees and organizations to which she has contributed.

In addition to her work with several local organizations, including the Nevada Nurses Association and the Southern Nevada Medical Industry Coalition, she co-founded the Zeta Kappa Chapter of Sigma Theta Tau, which she served as its first president. She has also worked with local healthcare facilities and groups in an effort to increase nursing enrollments and to develop policies related to the relationships between agencies and schools of nursing. Currently, Witt is a council member of HealthInsight of Nevada.

And when retirement does finally come for Witt? An Iowa girl at heart, she said she's looking forward to taking dancing lessons.



Community Partner, Northern Nevada

## Healthcare Hero

**Ralph Toddre**

*Sunbelt Communications Company*

As the president and chief operating officer of Sunbelt Communications Co., Ralph Toddre has always believed it's important that companies provide good healthcare benefits to their employees. To him, those benefits should extend past the basics, including helping employees get the therapy and support they need to be successful.

"With our employees, it's so important to support them through the difficult times and take the extra steps to get them help if they need it," he said. "The last thing we want our employees worrying about is that their husbands, wives or kids are not getting medical treatment they need because of lack of care."

As the father of two young children diagnosed with autism, Toddre's involvement with healthcare in the state of Nevada extends far beyond providing company benefits.

In November 2006, Toddre formed the Autism Coalition of Nevada, which aimed to unify advocacy efforts for the 2007 Legislature. During the Legislature, two bills were presented that would provide some funding for autism screening, treatment centers and an autism task force, among other things. Toddre and the Autism Coalition of Nevada worked on the bills for about

seven months before they were presented to the Legislature. Inspired by Toddre's leadership, the Autism Coalition of Nevada was successful in the passage of the Autism Act by the 2007 Legislature. Under the bill's provisions, Nevada's autism program will receive a \$1.6 million increase which will add 120 more children to the current 52-children treatment program. Each child's family will also receive a 20 percent increase in the current state funding. An additional \$2 million will establish a new program for autism allowing self-directing funds for families.

He said it's also important to raise awareness about autism throughout the state and to help families get help for autistic children. Nevada is currently home to about 5,000 residents with autism most of whom are children. Toddre said that Nevada is one of three states that provide no financial assistance to parents with autistic children.

Though the disorder's cause isn't known, studies have shown that autistic children can improve with treatment. However, such treatment is often expensive and is rarely covered by insurance companies. "You really become an advocate for these little kids when you see their day-to-day struggles and the struggles of their fami-

lies," he said. "It can be difficult to help kids with autism and to simply keep a family together while dealing with this disorder." According to Toddre, parents of autistic children suffer an 80 percent divorce rate. He believes the statistics are so high because of the financial stresses of treating a child with autism. "You watch the families labor, and you see these kids working so hard to understand the world they are in and to be accepted by society," he said. "Seeing how hard they work is what keeps me motivated."

Toddre recently contacted the Lili Claire Foundation of Las Vegas and agreed to match funding to expand the organization's Southern Nevada facilities and to add a Northern Nevada clinic. He also currently works with the Nevada university system to enhance its studies on neurological disorders and is on the board of directors for the Mind Institute at the University of California, Davis.

He currently is in the process of working with the Ruvo Foundation with hopes of seeing it expand its work on neurodevelopmental and neurodegenerative disorders. "The little kids with these conditions are incredible, they have so much to offer and if you give them the opportunity, they can be very productive members of society," he said.



## Community Partners, Southern Nevada

# Healthcare Hero

## Dr. Anthony & Diane Pollard

*Rainbow Medical Centers*

When Dr. Anthony Pollard and Diane Hughes Pollard met at an anniversary party in Oklahoma 28 years ago, Anthony had actually been set up by friends to meet someone else. Four years of dating, 24 years of marriage and two daughters later, the Pollards have since celebrated many anniversaries of their own.

Together and separately, the Pollards have worked hard to create positive changes in the Las Vegas Valley. And although they each focus on their own projects, it seems there are few things the Pollards don't work on together in some way. "Our dream has always been to give back to the community. We really respect each other in terms of growth and development," Anthony said, adding that if one comes up with a new idea or project, the other will ask, "What can I do to help promote it?"

Diane, who previously worked as a teacher for more than 15 years, serves as president and founder of RPSC Medical Billing Management Company and director of marketing for Rainbow Medical Centers, which Anthony founded in 1988. However, much of her time and energy is spent planning for the opening and first year of Rainbow Dreams Academy, which targets low-income, at-risk youth. Upon

opening this fall, Rainbow Dreams Academy – a project close to Anthony's heart as well, as he grew up as a kid who was considered at-risk – will be a K-3 school, and, by 2010, will teach youth K-5. Currently, 186 students are enrolled for the fall semester at Rainbow Dreams Academy. "We can't help everybody, but we can help 186 kids our first year," she said.

Diane also sits on the board of directors for the International House of Blues Foundation, which brings the arts to schools and communities through programs that increase awareness of African American contributions to American culture. She was also instrumental in establishing the first Las Vegas Juneteenth Festival, an annual celebration that marks the abolishment of slavery after the Civil War.

However, Diane's seemingly endless energy doesn't stop there. She has also been involved in the American Heart Walk, the Susan G. Komen Breast Cancer Foundation and many more charitable organizations. She and Anthony have hosted many free health fairs, established a Health at Work program, which provides reduced rate medical care to employees not yet covered by health insurance, and have made efforts to promote preventive medicine and increase the awareness

throughout the community.

Growing up, Anthony – whose chosen profession is osteopathy – knew he was going to be a doctor or a minister. He became interested in medicine as a young child when his mother, who was in labor with twins, began hemorrhaging. To save his mother's life, the 3-and-a-half-year-old Anthony walked one-and-a-half miles through the country for help. That early introduction to medicine, paired with a talent for and interest in science, paved the way for Anthony's career in medicine.

Today, he is the founder of Rainbow Medical Centers, which, since its inception, has grown from a single physician family practice serving 2,000 patients to six locations serving more than 150,000 people.

Whenever possible, Anthony employs high school and college students to expose them to the healthcare industry and to provide them with a good role model. Students are able to set their own hours at Rainbow Hospital, as well as earn extra income.

Some of the couple's additional endeavors include the Rainbow Dreams Scholarship fund, which, to date, has donated more than \$100,000 to students, the Anthony L. Pollard Charitable Foundation, and a book scholarship fund.



## Humanitarian, Southern Nevada

# Healthcare Hero

**Mark Howard**

*MountainView Hospital*

**M**ark Howard has been with MountainView Hospital since the beginning – even down to the purchase of its first paperclips. When Howard took his position as CEO of Las Vegas' then-newest hospital in 1995, he knew building a hospital from scratch wouldn't be easy. However, the magnitude of Howard's challenge didn't completely set in until he asked his assistant for a paperclip – and she had to add it to her shopping list.

In the past 12 years, Howard has overseen two major expansions, the construction of a parking structure and the increase of services, including a comprehensive cardiac program and a cardiac rehabilitation program at MountainView Hospital in an effort to keep up with Las Vegas' significant growth. In addition to growing MountainView Hospital to offer 250 beds, Howard said he is also proud of the positive feedback he's received regarding the hospital.

The former CEO of Intermountain Healthcare Hospitals of Utah County attended Brigham Young University (BYU), where he graduated cum laude and as department valedictorian and outstanding senior, on a football scholarship. For his master's degree in hospital administration, Howard enrolled at UCLA because he "was dating this gal in Los Angeles." A wise decision, he said, as he

and "this gal" recently celebrated their 40th wedding anniversary.

He said the key to his success as a hospital CEO is in cultivating compassion for others. "Compassion, compassion, compassion," he said. "You have to treat people the way you want to be treated." For Howard, this philosophy extends not just to his staff, but to hospital patients and their family members. He said the most effective 30 minutes of his day was spent by asking a newly widowed woman to tell him about her husband and then just listening to her reminisce.

Howard said he makes rounds at the hospital seven days a week and estimated that he knows the names of about 800 of the hospital's 1,200 staff members. "This hospital is strong because of its employees," he said. "No one is more important than another."

For his work – both at MountainView Hospital and within the community – Howard has received several awards and recognitions, including the March of Dimes' Nurse's Choice Award as the administrator who had achieved more for nursing than anyone else. Although Howard has a long list of organizations he has been involved with, he currently serves on the President's Council for Nevada State College, and was

elected as chairman of the Nevada Hospital Association Board of Directors. "It's important to give back," he said. "When you're lifting people up, you find you're lifted up."

Howard has experienced love from the community in more than just awards. The Howards lost their daughter, Amanda, to Leukemia in 2005. In honor of Amanda, who was pursuing a degree in nursing at BYU, the family worked to raise money to support nursing education. From the community alone, the Howards received more than \$50,000 of the \$510,000 raised to support nursing education in honor of Amanda. In addition, both Nevada State College and BYU honored the Howards with an honorary nursing degree for Amanda, though she was never able to complete hers. "Vegas is a very caring, concerning community," he said. "We need to tell the world how great Vegas is."

Prior to his work at Intermountain Healthcare, Howard served in the United States Air Force and he retired from the Utah Air National Guard as a full colonel in 2001. Upon retirement, Howard plans to do mission work for his church and conduct volunteer teaching sessions and guest lectures to teach young people about the numerous career possibilities in the healthcare industry.

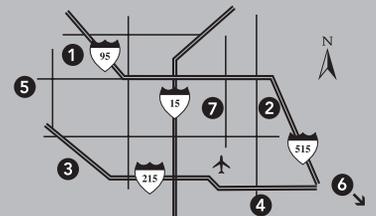
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## Humanitarian, Northern Nevada

# Healthcare Hero

**Keith Brown**

*Northern Nevada Medical Center*

In May 2006, Dr. Keith Brown and a team of 21 medical personnel, including his son, Dr. Kevin Brown, spent about 10 days in Cambodia. During the trip, the medical team saw about 700 Cambodians and Vietnamese, and treated them for a variety of conditions and infectious diseases, including many rarely seen in the United States, like dengue fever, typhoid fever, malaria and Japanese encephalitis.

The senior Brown, a resident of Sparks, is a gynecologist at Northern Nevada Medical Center and an associate professor at the University of Nevada School of Medicine. Traveling abroad to donate his medical services and knowledge with those in need was nothing new for Brown. Since 1990, he has traveled to Ecuador four times and to Tajikistan twice on similar missions.

During the Cambodia mission, Brown and his colleagues spent time in the capital city, Phnom Penh, as well as a series of “floating villages” in the northern part of the country. “The villages were actually hundreds of houseboats that were tied together in the middle of a lake,” Brown said. “Many of the people who lived in those villages had never been on land in their lives, much less seen a doctor.”

Brown learned about the need for doctors in Cambodia from a visiting missionary hosted by his church, Reno South Baptist.

He said each participant of the trip primarily paid their own expenses – about \$2,000 to \$3,000 per person – though donations can also be made to a non-profit fund set up at Reno South Baptist.

Brown’s passion for caring for those in need also manifests itself in his home country. While living in Crossville, Tenn., he founded the Mission Medical Clinic for the homeless and uninsured in the area. In Reno, he and his wife, along with friends and colleagues, are currently working to establish a homeless shelter for women. He also helps other groups organize mission trips abroad. “I help charitable groups who are planning a future mission to arrange for housing, transportation, visas and other such details,” he said.

Brown was raised in a poor family in the state of Georgia, and enlisted in the Navy to take advantage of the GI Bill. He said his personal motto – “For success, you must forget the past and look toward the future” – has kept him on track since high school. A

*“For success, you must forget the past and look toward the future.”*

former lieutenant commander in the Navy Corps, Brown spent one year as a field medic in Vietnam before going to college.

Brown, who moved to Nevada more than two years ago, has been practicing medicine for more than 32 years. He said the opportunity to treat sick children provides the inspiration to return to distant lands time and time again. “The faces of the children keep me motivated,” he said. “I just want to keep going back to help them. If you have an ill child, you want a well-trained doctor to help them. In many of these places, people will line up for miles when they hear American doctors are coming, and we see as many of them as we can, but the saddest part is that we can’t see everyone.”

Brown is already planning a return trip to Cambodia for sometime next year. He said the amount of gratitude the medical teams receive during each trip is overwhelming. On a return trip to Tajikistan, people were constantly thanking the medical team, Brown said. “We asked why people were always thanking us and we were told it was because the medical mission teams that had come in the past always said they would return after their first trip, but they never did,” he said. “We were the first to actually return. The thank you’s are, for me, the first reason to go back,” he said. “The people are so grateful.”



Entrepreneur, Northern Nevada

## Healthcare Hero

**Dr. Richard Meier**

*Meier Eye & Vision*

When Dr. Richard Meier started studying optometry in the late 1970s, he didn't know that practices like the one he would eventually build existed. Decades later, Meier's innovative therapies and approach to patient care are still unique.

Meier's practice focuses on detection of potentially debilitating conditions, as well as visual therapy to facilitate reading, car racing, stroke rehabilitation and executive performance enhancement. His innovative methods allow him to assess vision in mentally impaired children, non-English speakers and patients with physical handicaps.

"I look at human performance," he said. "When I work with my patients, I ask them what they want to do with the rest of their life. It goes beyond your usual eye exam — my career involves examining and improving visual performance."

Meier said healthy eyesight has many components — including depth, distance and peripheral vision — and his various therapies address different needs in different people. He counts an Olympic athlete among his patients, and focuses on helping her see both better and differently.

Meier's work includes helping kids learn to track with their eyes, use both eyes to-

gether and properly focus. He also works with children who have learning disabilities, stroke victims, patients who have suffered head injuries, professional and amateur athletes and corneal disease patients. In addition to a variety of unconventional tools, including a full-size trampoline and a 10-foot basketball hoop, Meier's office is home to just about every piece of visual instrumentation available. "Beyond providing the right corrective optics, I help patients learn to see better and achieve their goals," he said. "I figure out how to get the visual system to perform and help patients do what they want to do."

In the Northern Nevada community, Meier has performed vision screening

and eye health seminars for students at Sierra Academy, Albert's Academy, the Dayton Valley Lions Club, the Kiwanis Club and the Plumber's Union, and worked to improve performance for the Silver Sox baseball team, and the University of Nevada, Reno athletics department. He also teaches Cub Scouts and students at Reno Christian Academy about eye anatomy through dissection of cows' and sheeps' eyes. The Reno native started practicing almost 28 years ago and was voted the Young Optometrist of the Year in the 1980s.

He is also an athlete, and has completed 38 marathons. That tenacity and commitment to reaching his goals has served him well as he continues to work on new and innovative visual therapies, and to tackle new challenges. "It depends on what a person wants to do," he said. "Sometimes I use what I already have, and sometimes I have to put my thinking cap on and come up with something new. I have very motivated patients and they want to improve themselves and their lives, and that gets me excited to work with them," he said. "When they say, 'Thanks, now I can do this thing that other people said I couldn't do,' that's very moving."

*"It goes beyond your usual eye exam — my career involves examining and improving visual performance."*



Entrepreneur, Southern Nevada

## Healthcare Hero

**Dr. Ken Westfield**

*Westfield Eye Center*

**A**fflicted by poor eyesight, failing vision and blindness, the members of a far-flung and diverse fellowship have had the good fortune to meet an extraordinary benefactor – Dr. Ken Westfield. Whether in Vietnam, Haiti, Africa or the Philippines, Westfield has circumnavigated the globe to provide eye care services to those in need, as well as pass on his knowledge to others who can carry on his work. In fact, Westfield has performed or taught cataract surgery on every continent except Australia.

Westfield volunteers his ophthalmology services to Mission Cataract USA – an organization that offers free cataract surgery throughout the U.S. to those who cannot otherwise afford it. Westfield also offers his services to LIGA – the flying doctors of mercy, who provide free healthcare and education to the people of Sinaloa, Mexico. When he's in other countries, he said, his only worry is improving someone's eyesight.

"In third world countries, blindness can be a death sentence," he said. "I can think of nothing more satisfying than changing someone's life by restoring their eyesight." In Haiti, he said, the grandchildren are often the most excited when a grandparent can see again because it's the grandchild's job to escort a grandparent around if he or she can no longer see. "Until you've made that kind of differ-

ence in someone's life – you have not experienced true fulfillment. That's why I do it."

Although his travels take him around the world, Westfield makes it a point to schedule annual visits to Haiti where poverty and disease are rife. In Haiti, he volunteers his time to serve as medical director of Friends of the Children of Lascahobas, Haiti, which aims to alleviate the hunger, illiteracy and poor health conditions of the children of Lascahobas.

However, Westfield isn't just helping people in other countries. Each year, he and his friends provide free eye exams to the school kids in Southern Nevada who can't afford to see an eye doctor – something the group has been doing for at least six years. "You've got to see to be able to learn," Westfield emphasized. Each year, through the school system, Westfield and his friends fit more than 400 kids with eye glasses free of charge.

Since he established Westfield Eye Center in 1980, Westfield has grown his full-service ophthalmology practice to employ nine doctors and about 60 employees. He was the first person in the community to perform refractive surgery, as well as the first to perform outpatient cataract surgery. He was also the first person to open satellite clinics in Las Vegas' outlying communities, including Bullhead City, Pahrump and others.

Westfield is also the founder and first medical director of the Nevada Eye Bank at Valley Hospital, which procures, processes and distributes donor eyes to area residents in need. However, he believes he is best known in the community for being the first local ophthalmologist to contract with large insurance providers to provide quality eye care at an affordable price.

In addition to the medical care Westfield provides, he also said he is proud of the people who work for him – and what they have come to accomplish. In fact, he even has plans in the works to develop his practice into an ESOP (employee stock option plan), through which all of his employees become part-owners. He said he enjoys providing his employees with a chance to grow and even referenced one of his former receptionists, who now has her own medical practice.

At 62 years old, Westfield still isn't ready to retire, although he plans to do so eventually. In the meantime, in addition to his travels providing and teaching eye care, he and friend Bill Maupin, chief justice of Nevada Supreme Court, volunteer their time to travel to organizations to lecture on volunteerism. "We don't do it to become heroes, but to provide a service," he said. "I've gotten more out of my volunteer work than I've put into it."



## Innovator, Northern Nevada

# Healthcare Hero

**Todd Radtke**

*Nevada Rural Hospital Partners*

A career in healthcare was something of a surprise for Todd Radtke. Though he has worked in information technology for years, Radtke originally started his career in aircraft design. However, working with computer information technology seemed to come naturally. While working in the aerospace industry, Radtke found he had a talent for keeping up with ever-changing computer programs. “We kept getting new computer systems and no one really understood them, but I was pretty good at figuring things out,” he said. “After a while they asked me if I’d like to do that, so I moved to information technology. It was a fun, new challenge after college.”

Eventually Radtke left the aerospace industry and started working for Mazda as an information technology consultant, but after about seven years, found himself burnt-out. “I decided to go to Carson City for a year to visit my dad and help him build a house there,” he said. While he worked with his dad, who had worked as a consultant for the school district, Radtke also started working for the school district, updating its information technology systems. Soon after, Radtke learned that the local hospitals also were having trouble with information technology.

“I started working for Nevada Rural Hospital Partners as a consultant in 2001 and found they were so far behind. I wanted to get the rural hospitals up to speed,” he said. “I believed I could make a difference.” Since he began working with NRHP, Radtke developed health information technology systems and services that can be shared by independent entities, as well as a wide area network that connects all of Nevada’s small, rural and frontier hospitals, allowing them to share information and software applications.

The shared technology systems he has created connect rural hospitals, the University of Nevada School of Medicine, the Nevada Office of Rural Health, the Northeastern Nevada Area Health Education Center and Nevada Rural Hospital Partners. Radtke also implemented shared hardware and software that allows hospitals to use legacy-style software systems to communicate with each other, which reduced the

need to manually input patient information into multiple software applications.

Radtke’s work also assisted in bringing picture archiving and communications systems (PACS) to several of Nevada’s small facilities, which enhances the speed and quality of diagnostic support. The PACS technology allows the capture of digital radiology images, which are transmitted to an electronic data archive shared by rural hospitals and accessible to physicians everywhere.

The integration of existing software systems and the amount of the shared data archive position small hospitals to integrate electronic health records. Radtke said one of the biggest challenges of working in healthcare is figuring out how to provide the technology hospitals need on a limited amount of money. “I have to get very innovative sometimes,” he said.

Another challenge is providing the necessary support to many hospitals with a very small staff. “Two of the 16 hospitals have independent IT staff,” Radtke said.

“I’m doing something I feel good about,” he said. “In other jobs, I felt like I was helping the company make money, but that my work didn’t matter much other than making money. Now I feel that I’m doing something where people need my expertise.”

*“I wanted to get the rural hospitals up to speed.”*



Innovator, Southern Nevada

## Healthcare Hero

**Dr. Benjamin Venger**

*Western Regional Center for Brain & Spine Surgery*

**D**r. Benjamin Venger has one goal in everything he does: excellence. “There is no second place,” he said.

Venger became interested in medicine through his father, who practiced in Southern Nevada for 30 years as an internist – someone who specializes in adult medicine. Although Venger’s interest in medicine stemmed from his father, he said it was a painful day for both when the younger Venger decided not to take over his father’s practice. Instead, he chose to pursue a different path and soon found his niche in neurosurgery. Why neurosurgery? “My mother always wanted to say she had a son who was a brain surgeon,” he laughed, adding seriously that he loves what he does.

Upon completion of his residency at Baylor College of Medicine in 1989, Venger moved back to Las Vegas to join the now-late Dr. Steven Agata in private practice. Bringing with them technology new to the community, Venger and Agata began to develop a regional practice that positions Las Vegas as its centerpiece.

Today, Venger has seven partners at the Western Regional Center for Brain & Spine Surgery (Drs. William Smith, John Anson, Derek Duke, Jason Garber, Michael Seiff, James Forage and Stuart Kaplan) and is

proud to say that, as a group, they can treat nearly all neurosurgical problems in-state. Venger has a general neurosurgical practice with a special emphasis on pain and functional-related procedures. He has an active license to practice throughout the Southwest, including Nevada, California, Utah, Colorado, Arizona and Texas.

Venger carries his goal of excellence not just in his chosen career of brain and spinal surgery, but in everything he does. A Nevada resident from the age of 5, the 49-year-old also serves as co-medical director of the Nevada Neuroscience Institute (NNI) at Sunrise Hospital – the region’s only neurosciences and primary stroke center. NNI, which Venger described as a community-based effort, offers complete neurological and neurosurgical care for adults and children, as well as an affiliated nonprofit entity, NNI Research Foundation. “We have to be proud of what we produce,” said Venger, whose goal is to make NNI and the NNI Research Foundation the best of their kind not just in Nevada, but in the Southwest, as well as the nation. “There is no second tier. We have to be as good or better, and one day we will be.”

Although Venger’s ambitions have taken him far, he was hesitant to take sole credit for his accomplishments. “I can only take a

small amount of credit for being a hero,” he said, adding that credit is due to everyone from his partners, to the nurses and allied technicians he works with on a daily basis, to the people who clean the operating rooms, to his wife JoAnn, who sits on NNI Foundation’s board and whom he described as his personal hero. “This job is easy because of each one of them,” he said. “Everyone has a role, and everyone should be standing up with me. If you’re willing to support the improvement of medical care in Southern Nevada, then you’re a hero, too. You don’t have to be a doctor to do that.”

In addition to his work locally, Venger has developed satellite clinics in Southern Utah and Northern Arizona. He also works in San Diego, training in certain technologies not available in Las Vegas. His ultimate goal is to bring those technologies to Las Vegas as someone who has experience using them.

Venger also serves the University of Nevada, Las Vegas as a team physician in neurosurgery and is a member of several organizations, including the Congress of Neurological Surgeons, the American Association of Neurological Surgeons and the American Medical Association. In his spare time, Venger has co-authored a medical book, chapters in medical texts and many related articles.



## Non-Profit, Northern Nevada

# Healthcare Hero

**Dr. Steven Hansen**

*Nevada Health Centers*

As the CEO of Nevada Health Centers, Steve Hansen regularly faces a daunting task – figuring out how to meet the needs of thousands of patients on a very tight budget. Hansen began working with Nevada Health Centers in 1995 as chief operations officer and became the chief executive officer in 2001. The organization provides healthcare for the homeless and uninsured throughout the state, including Elko, Carlin, Austin, Eureka and Wendover.

Hansen has worked in the healthcare field for 15 years, and while earning his master's degree, he interned at the Washoe County Health District. "I started working on community health projects at that time and I really enjoyed what I did," he said. "I had a small contract while I worked on my master's, then got a job with the state of Nevada that eventually led to what I'm doing now."

Under Hansen's watch, Nevada Health Centers has grown to a total of 25 healthcare facilities, including 17 basic health clinics, two homeless centers offering free healthcare services, an ob/gyn center offering childbirth services, a dental clinic, three mobile dental vans, three Las Vegas school centers, a pharmacy program and the mobile mammography van,

Mammovan of Nevada. The programs operate on an annual budget of \$90 million with 325 employees.

Among Hansen's accomplishments is securing the original federal grant for the Mammovan's services, which has provided mammograms to women in rural and underserved areas of the state since 1990. This year, he hopes to obtain funds to replace the Mammovan. "To be a part of an organization that represents a mix of business and community development in healthcare is a really neat opportunity," he said.

Hansen also said the state's dire need for services is both good and bad. "There is so much need for the services we provide, so there's much opportunity to meet those needs, which is good, but it's bad that there is so much need," he said. "We have the same challenges as a lot of nonprofits do with cash flow – we could be twice the size we are if the funding was available. The need is definitely there."

*"There is so much need for the services we provide."*

One of his biggest continuing projects has been to seek out ways to expand Nevada Health Centers' services to provide care to even more people in need. Hansen hopes his next achievement can include expanding the types of services Nevada Health Centers provides. "We would like to get into behavior health services," he said. "There's obviously a huge need for those services in the state."

Hansen added that another expansion area includes the opening of a new facility in Las Vegas to provide both medical and dental services.

Though he lives in Carson City, Hansen usually travels at least once a week to check on operations in Nevada Health Centers facilities throughout the state. In 2006, the Nevada Health Centers facilities handled about 120,000 patient visits from about 50,000 people. This year, he expects that number to rise to nearly 140,000 visits from 55,000 people.

"Knowing that we can go into a community and no one else is treating the people we see, except for the emergency rooms, motivates me," he said. "Seeing those in need and finding creative ways, financially, to meet their needs – balancing that is both exciting and stressful, and it keeps me motivated."



Non-Profit, Southern Nevada

## Healthcare Hero

**Terri Gurevich**

*Nathan Adelson Hospice*

**F**or Terri Gurevich, who has dedicated more than 13 years of her professional life to the nonprofit Nathan Adelson Hospice, not everyone has to like hospice care. However, it's Gurevich's goal to make sure as many people as possible understand exactly what a hospice is. "It's not about selling them on hospice," she said. "It's about listening to their needs and questions, and providing them with information."

Gurevich, a community education representative at Nathan Adelson, spends much of her days conducting education seminars on hospice care for everyone from the staff at Nathan Adelson, to civic organizations, to high school students. "I believe in what we do," said Gurevich, who, too, has lost family members at the hospice. "Hospice is not about dying, it's about living."

Prior to Nathan Adelson's inception, there were no palliative end-of-life services in Southern Nevada, she said. Gurevich described part of what she does at the hospital as helping people accomplish their goals before they die, and she is full of stories about doing just that. "It's about giving people choices, and it gives them and their families a chance to attain closure," she said. "I believe this is the best way to treat people. I love what I do." Gurevich said she helps people find solutions to improve their lives.

She has helped families in a variety of ways, from facilitating the logistics for a great grandfather's trip to meet his newborn great grandson, to preparing a woman for a cruise with her husband so he could remember their good times together. "Families allow us into their lives – a personal, painful part of their lives," she said. "One member of the family is going to die. We're able to stand with them and offer our support."

Gurevich said she knows she can't make things better, but she does her best to make things tolerable for those at Nathan Adelson,

which takes on infants and children, as well as adult patients. Even the simplest things can make a difference, she said. She hopes to continue to develop Nathan Adelson's pediatric program, which she wants to see in full swing. One of the things 67-year-old Gurevich is most proud of is her ability to learn from others – whether aged 5 or 89. "I like people, and I like taking care of people," she said, describing her job as satisfying. "If you don't get something out of your job, you're in the wrong profession." For her efforts, she has received several awards including the March of Dimes' 2003 Nurse of the Year award in the Hospice category, and was a Las Vegas Chamber of Commerce Customer Excellence Award Gold Recipient from 2002-2006. She also spends her time serving as an instructor for family caregiver classes and job force preparation, as well as mentoring student nurses.

Gurevich, who also served in the U.S. Marine Corps from 1958-1961, has been a featured speaker at the National Conference on Access for the National Hospice and Palliative Care Organization in St. Louis, MO. Most recently, in October 2006, was a participant in the People to People Ambassador Program Delegation to China and Tibet, where her trip focused on the exchange of information on hospice and palliative care.

*"It's about giving  
people choices,  
and it gives them  
and their families  
a chance to  
attain closure."*



## Healthcare Hero

**Dr. William Murphy**

*University of Nevada School of Medicine*

**F**or William Murphy, Ph.D., the universal nature of cancer diseases has remained a compelling factor for more than 17 years. “When I was getting my doctorate in immunology, I found that cancer diseases tied everything together, and affected so many people,” he said. “It’s been one of the toughest nuts to crack.”

Murphy is now a professor of microbiology and immunology at the University of Nevada School of Medicine, and a nationally recognized cancer research expert who brings years of experience and expertise from the National Institute of Health to the school. The school encompasses 16 clinical medical education departments, all of which Murphy is involved in, including Family Medicine, Pediatrics, Obstetrics/Gynecology, Internal Medicine, Surgery, and Psychiatry and Behavioral Sciences, as well as 10 nationally-recognized departments within basic science, including microbiology and biomedical engineering. As the largest multi-specialty healthcare focus within the state, the school employs more than 185 doctors who both teach and practice medicine throughout the state. The school’s statewide faculty physician group has a combined 25 different medical specialties with seven physician practice offices located in the Reno-Sparks area and five in Las Vegas. Recently, he has been a

part of the Fallon leukemia research project, launched to investigate the incidence of cancer that has sickened more than 16 children in Fallon over the past decade.

After securing more than \$700,000 in grant funding from the Environmental Protection Agency with the help of U.S. Sen. Harry Reid (D., Nev.), the university has worked with the group Families in Search of Truth to select three grant proposals aimed at investigating the cancer cluster in Fallon. Families in Search of the Truth was formed by parents of the children diagnosed with leukemia in the area.

Murphy serves as the university’s primary investigator for scientific oversight of the three research projects. The projects seek to find a reason for the cancer occurrences, and will study the cells of the leukemia patients, Fallon’s drinking water and the role of tungsten in the leukemic process.

During his 17 years in the healthcare profession, Murphy has worked for the

National Cancer Institute. When he and his wife moved to Reno to be closer to her family, Murphy received permission from the National Cancer Institute to move his research and laboratory facility to Nevada. He also managed to secure grants to pay for a lab at the University of Nevada School of Medicine, where he teaches immunology classes during the fall and cancer classes during the spring. Murphy said about 18 people work in his lab, including seven of the school’s Ph.D. candidates. In addition to the Fallon Leukemia research, the lab works with the National Cancer Institute to research new drugs in the context of bone marrow treatments.

In the past year, two studies conducted at Murphy’s lab have been published in medical journals, and in recent years, Murphy’s cancer classes have doubled in attendance. “I’m glad I can energize the students to go into cancer research, because it really is a lot of work,” he said, attributing his students as his motivation to continue his research work. “They are eager to learn and do this research, and they are very enthusiastic. Most of them have been touched by this disease, so it’s become very important to them.”

Murphy also travels to Washington, D.C. to meet with Nevada’s representatives about increased funding for cancer research.

*“I’m glad I can energize the students to go into cancer research, because it really is a lot of work.”*



## Healthcare Hero

**Dr. Nicholas Vogelzang**

*Nevada Cancer Institute*

**D**r. Nicholas Vogelzang took a gamble when he moved to Las Vegas to become director of Nevada Cancer Institute. Formerly the director of the University of Chicago Cancer Research Center, Vogelzang described his 25 years at the University of Chicago as “a riot”, but said the newness of Nevada Cancer Institute and its sharp focus were attractive. He also liked the idea of starting from ground zero and finding people who would work together. Vogelzang took the position as director of Nevada Cancer Institute in January 2004 and has since recruited 24 faculty M.D.s and Ph.D.s and 236 employees to the institute. Prior to accepting his job at Nevada Cancer Institute, Vogelzang was pursued by Duke University and Baylor College of Medicine in Houston. However, he said, universities have many focuses, whereas Nevada Cancer Institute would allow him to be more focused in his own work and put his knowledge to use.

Vogelzang’s insights into cancer have been both personal and professional, as he is also a survivor of Hodgkin’s disease. “My personal experience gave me substantial new empathy and patience for my patients, and taught me not to sweat the small stuff,” he said. Today, Vogelzang stays healthy by going to the gym or riding his bike, which he takes to Red Rock Canyon.

On work days, he’ll either ride 10 to 15 miles in a day or go to the gym. On other days, he’ll ride close to 30 miles.

In his professional life, Vogelzang spent his first nine to 10 years focusing on treatment for testicular cancer – a cancer he is proud to say is now virtually eliminated. “That was an amazing thing,” he said. Once his work with testicular cancer came to a close, Vogelzang turned his attention to kidney and prostate cancers, although he said he is best known for his studies in mesothelioma. In fact, Vogelzang conducted a trial that led to the development of a new drug to treat mesothelioma. In 2005, he edited *Malignant Mesothelioma*, which is the leading clinical research textbook on the subject. He was also the lead editor of the *Comprehensive Textbook of Genitourinary Oncology*.

Vogelzang developed an interest in medicine from his father, who was a pastor but saw medicine as a service. Vogelzang, one of seven children, is one of three doctors, two nurses and two CEO/presidents. “The business gene does exist,” he said. Although his father influenced him to become a medical missionary, Vogelzang realized he could make a bigger difference in science – something he loves. “I’m pretty lucky. I’m doing what I like doing,” he said, adding that he’s in a fortunate place in his

life. “They’re paying me to do this.”

Vogelzang is a recognized expert in new therapies for patients with metastatic kidney cancer, including genetic therapy, new cytokine therapy and combination cytokine therapy. His interests also lie in clinical trials in genitourinary malignancies and mesothelioma, and he has conducted large-scale national trials on prostate cancer and mesothelioma. In the future, Vogelzang hopes to continue to grow Nevada Cancer Institute – eventually making it four to five times its present size and a world leader in cancer treatment and research, attracting people from around the world. “The problem of cancer is worldwide,” he said. “There’s plenty to do.”

Vogelzang is a member of the American Association for Cancer Research, the American Society of Clinical Oncology, the American Urological Association, the Kidney Cancer Association, the Society of Urologic Oncology and the European Society for Medical Oncology. In August 2006, he was elected to chair the board of directors for the Mesothelioma Applied Research Foundation. He has also served on several boards and reviews numerous medical journals. He has authored nearly 435 scientific publications, more than 381 abstracts and letters, and has given more than 350 scientific lectures.

## Lifetime Achievement, Northern Nevada



# Healthcare Hero

## Dr. Robert Myles

*Renown Health System (Formerly Washoe Medical Center)*

**A**s a physician, Dr. Robert Myles has practiced internal medicine in Reno, specializing in pulmonary diseases since 1958. Throughout those 40 years he has also played a large part in shaping medical politics in Northern Nevada, and educating the state's medical students.

Myles was accepted to Stanford University Medical School in 1950 and, while there, worked as a teaching assistant in bacteriology. During his final year of post-graduate training at the school, he received a master's degree in the field. After completing one year of internship with the McGill service at Montreal General Hospital, Myles spent two years as a resident at Duke University, where he studied under Dr. Eugene Stead.

In 1958, Myles and his family moved to Reno where he first worked locum tenens, substituting for three area internists. Though they asked him to join their practice, Myles wanted to start his own practice and declined the offer. He first came to Reno when a classmate was invited to interview for a job in radiology. "Our wives were friends, so Jean and I decided to go along to and see Reno," he said. While the two doctors were in Reno, Myles was introduced to several other in-

ternists and decided to stay and practice in Northern Nevada.

The couple quickly moved to Reno and fell in love with the area. "We had been looking for a place to settle, and Reno was it," Jean said. "The schools were good, the recreation with the mountains and the desert was good and the people were so warm and welcoming." At the time, only five other internists were practicing in the city, which had a population of only 30,000, Myles said.

In 1990, Myles closed his private practice in 1990. That year, he started working as director of the Washoe Senior Clinic. About two years later, he became involved with a home-care program, and in 1998, the year he retired from active practice, he and Jean became involved with the Circle of Life Hospice, where they both served as members of the board of directors.

Throughout his medical career, Myles also served as one of the first professors at the University of Nevada School of Medicine. He taught at the Orvis School of Nursing, and served as an officer with the Washoe County Medical Society, the governing board of Truckee Meadows Community College (TMCC), the board of directors for the Washoe County District Health Department's and the Public

Health Committee for the Nevada State Medical Association. He also served on the Washoe Medical Center's board from 1974 to 1989 and was elected chairman of the board for seven years. He and Jean have established endowed scholarships to both the Orvis School of Nursing and TMCC.

Myles' practice was the first in Nevada to employ a nurse practitioner. "We brought Nancy Conkey into the office under great duress, because no one knew what a nurse practitioner even did," Myles said. "Soon everyone was using her. And today, she's still in practice."

During his years in practice and on the Washoe Medical Center's board, Myles was also instrumental in converting the hospital from a county facility to a private, non-profit center in the early 1980s. "In the 1980s, a lot of county hospitals were being closed, so we purchased the hospital from the county and established it as a private hospital," he said. "The board really worked at it and we created a private hospital feel."

Aside from his impressive career, Myles counts his 57-year partnership with Jean and the couple's four children, Lora, Robert, Elliott and Malcolm, among his proudest accomplishments.



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## Healthcare Hero

**Fran Brown**

*College of Southern Nevada*

**F**or Fran Brown, playing a role in the development of a student's career is exciting. "Teaching is an investment in the future," she said. "Teaching nursing students gives me the opportunity to make a difference in the lives of many people who will be touched by these nurses throughout their careers."

Brown, who has served the College of Southern Nevada (CSN) in a variety of positions since first being hired in 1988, decided to go back to teaching in 2006 after spending eight years as dean of CSN's Division of Health Sciences. "I felt like I needed a change," she said. "I really enjoy working with the students."

During her time as dean of Health Sciences, Brown was responsible for opening the college's Bachelor of Science degree in Dental Hygiene, five new associate's degree programs and 15 new certificate programs in the Division of Health Sciences – an accomplishment of which she said she is most proud.

Presently, Brown works as a professor of nursing at CSN, where she said she enjoys seeing her students grow in knowledge and achievement. "Through teaching student nurses, I have the opportunity to care for both patients and students," she said. "It is very satisfying to be able to serve in the dual role of teacher and nurse."

Brown is also a faculty liaison for CSN at MountainView Hospital for eight students in a preceptorship, where each student, looking to gain practical experience in the field, have to spend 120 hours one-on-one with a registered nurse.

Brown said healthcare education in Southern Nevada is important because of the region's continued growth. She emphasized the need for collaboration to bring about change for the future. Since moving to Southern Nevada in 1980, Brown has enjoyed seeing the area's healthcare system grow and improve. "Southern Nevada has come a long way towards meeting local healthcare need in the 27 years that I have lived here," she said. "By continuing to build on the current partnerships, healthcare education will continue to move forward."

Brown's resume is full of memberships, affiliations and volunteer work. She is a member of the National League for Nursing and the American Psychiatric Nurses Association and is a member of the governing board for Spring Valley Hospital. She has volunteered for the American Cancer Society, the American Red Cross, and the Nursing and Health Committee and Disaster Team, where she volunteered her assistance during the 1983 and 1984 floods in Southern Nevada. She has volunteered to

assist the Women's Crisis Center, the Health Fair of Southern Nevada, the What About AIDS planning committee for Lied Discovery Museum and the Nevada Hospital Association Nursing Institute of Nevada, among many others. She is also the co-founder and facilitator of CANSHARE, a support group for cancer patients and families.

In 1996, Brown was appointed by Governor Bob Miller to the Nevada State Commission on Mental Health and Disability Services, and in 1999, appointed as chair to the commission by Governor Kenny Guinn. Most recently, Brown was a panel member of the Nevada Health Plan for Professional Education focus group, was a panel participant on healthcare for Focus Las Vegas and was a panel participant for Leadership Las Vegas on growth and health issues. She has also achieved numerous honors and awards, including the Presbyterian Hospital School of Nursing Alumni Award for Professional Excellence, the Nevada Nurses Association's Nurse of the Year award, the March of Dimes' Psychiatric Nurse of the Year award and more.

Brown plans to continue teaching, conducting research and keeping herself up-to-date on the latest advances in the nursing profession through continuing coursework and other educational opportunities – just for fun.

# Healthcare Heroes Judges

*Nevada Business Journal and Anthem Blue Cross and Blue Shield would like to thank the judges who spent countless hours working to select this year's award recipients.*

## *Northern Nevada*



**Robin Keith**

*Nevada Rural Hospital Partners*



**Dr. John McDonald**

*University of Nevada  
School of Medicine*



**Jim Miller**

*Renown Medical Center*



**Larry O'Brien**

*Saint Mary's Hospital*



**Brandt Wright**

*Northern Nevada  
Medical Center*

## *Southern Nevada*



**D.J. Allen**

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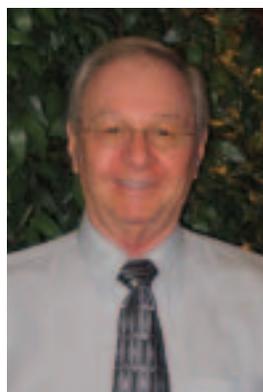
**Bob Cooper**

*Southern Nevada  
Medical Industry Coalition*



**Doug Geinzer**

*Recruiting Nevada*



**Charles Perry**

*Nevada Health Care  
Association*



**Carolyn Yucha**

*University of Nevada, Las Vegas  
School of Nursing*

# ST. ROSE DOMINICAN HOSPITALS

## *Celebrates its 60th Anniversary*

**I**n 1947, seven Adrian Dominican Sisters came to Henderson to operate what is now St. Rose Dominican Hospitals – Rose de Lima Campus. There were less than 40,000 people in Southern Nevada at that time. However, the Sisters made a commitment to the community, and their hard work, faith and dedication turned a fledgling hospital into a source of compassionate care for Southern Nevada. St. Rose Dominican Hospitals is celebrating its 60th anniversary this year, and during the past 60 years, has seen Clark County's population grow to nearly 2 million, with more than 5,000 people moving to the valley each month. St. Rose Dominican Hospitals is dedicated to meeting the needs required by that growth, and as Southern Nevada's only not-for-profit, non-tax-supported, religiously-sponsored hospitals, St. Rose focuses on healing not only

the body, but the mind and spirit as well. In an effort to provide a healthcare safety net of hospital and social services, St. Rose continues to grow. Over the years, the Rose de Lima Campus has been expanded and remodeled to provide the latest in health-care and comfort. In 2000, St. Rose Dominican Hospitals – Siena Campus opened in Henderson. In November 2006, St. Rose opened its third hospital, the San Martín

Campus, which like Siena and Rose de Lima carries on the tradition of providing quality, compassionate care to all those in need. The San Martín Campus is St. Rose's first hospital outside of Henderson and is located at 8280 W. Warm Springs Road in southwest Las Vegas.

For more information about St. Rose Dominican Hospitals and its 60th anniversary celebrations, visit [www.strosehospitals.org](http://www.strosehospitals.org).



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state president, to sales staff, to medical personnel. Located in two offices – one in Las Vegas and one in Reno – the company employs approximately 200 Nevadans.

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Since 1999, Anthem has worked to relieve the crisis in children's dental health, donating more than \$1 million to improve the oral health of more than 15,000 of Nevada's children through our Miles for Smiles mobile clinic. Each year, Anthem also partners with the Nevada Business Journal to host the Champions in Healthcare Awards.

# COMPREHENSIVE CANCER CENTERS OF NEVADA

## *Community Based Care*

**I**n May 2000, The Southwest Cancer Clinic and Nevada Radiation Oncology Centers collaborated to form Comprehensive Cancer Centers of Nevada (CCCN). Together they have been exclusively devoted to fighting cancer since 1974.

CCCN, the only practice in Nevada accredited by the American College of Radiology, treats nearly 4,000 medical oncology patients and 1,200 radiation patients yearly, encompassing nearly 50 percent of cancer cases in Nevada. Their 22 physicians on staff are trained and board certified in the fields of medical oncology, hematology, pediatric oncology and radiation oncology.

These certifications serve to provide CCCN patients with medical services such as medical oncology, chemotherapy, pediatric oncology, radiation oncology, nursing services by oncology certified nurses, hematology, diagnostic imaging, pharmacy, hydration, physicist, clinical trials,

therapeutic phlebotomy, nuclear medicine and cancer prevention and screening.

"Our physicians are very productive members of [the Las Vegas Valley] community and are committed to their long-established tradition of community involvement to raise awareness and funding for cancer research," says Exec-

utive Director James Kilber.

Along with procuring a team of physicians dedicated to cancer treatment and research, CCCN's affiliations with UCLA /Translation Oncology Research International (TORI), US Oncology physician network, Jonsson Comprehensive Cancer Center, Community Clinical Oncology Program, Children's Oncology Group and Cancer Institute of Nevada aid with these efforts.

Their six facilities across the Las Vegas Valley also provide supportive services to help with financial, emotional or psychological challenges patients and their families may face during their fight against cancer. The American Cancer Society's national public service program, "Look Good, Feel Better" is one among these many helpful services.

Recently, CCCN opened their newest facility in northwest Las Vegas. This new office provides medical and radiation oncology services in the northwest area of the Valley.



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for women's health, spine surgery, cardiac surgery and cardiac intervention. They performed Nevada's first "beating heart" surgery – which reduces the risks associated with temporarily stopping the heart during surgery.

In addition to these distinctions, Sun-



rise Hospital also boasts of many other features that set them apart from other hospitals in Nevada. They are Nevada's only five-star hospital for women's health and possess Nevada's only comprehensive breast care center and JCAHO certified Primary Stroke center. They use Nevada's only Intraoperative MRI to provide real-time images while surgery is in progress, Nevada's only Gamma Knife to provide incision-free brain surgery and Nevada's only da Vinci robot for accuracy and quicker healing. Sunrise also established the Las Vegas Valley's first neonatal ICU in 1974. Today, the unit functions as the highest level and largest neonatal ICU in Nevada. Their Renal Transplant center and Sleep Disorder Center are also the only ones of their kind in Nevada

Sunrise Hospital provides exclusive care to children as well. Sunrise Children's Hospital is a 144-bed facility specializing in pediatric services such as intensive care, cardiology, neonatology, neurology, hematology/oncology, surgery and urology.

Child Magazine said Sunrise Children's Hospital, along with being the only children's hospital in Nevada, "provides cutting edge research in children's health and exceptional medical care in a sensitive, child-friendly environment."

The Sunrise Health family of hospitals lives by the motto, Another sunrise. Another miracle. They believe this requires investing in the world's best technology and furnishing a safe, comfortable environment in which to heal. By this approach, Sunrise, MountainView, Southern Hills and Sunrise Children's hospitals hope to make happier, healthier families, friends and neighbors.



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We congratulate Drs. Peter Lim, Richard Meier and Robert Myles for their commitment to making a genuine difference in our patient's lives by optimizing their healthcare experience. All three physician-honorees are truly renown!

As part of Renown's Institute for Cancer, the unique services and significant expertise that Dr. Lim provides to his gynecologic oncology patients allow women in this and surrounding communities to get exceptional cancer treatment right here at home.

Dr. Meier is committed to helping people do the things they want to do by helping them detect, correct or improve vision problems. He uses creative methods to assess vision in children and adults with physical and mental disabilities, as well as non-English speaking



people of all ages. He is committed to providing outreach vision screenings for underserved populations.

Dr. "Bob" Myles has been an important part of the development of the Northern Nevada healthcare community since 1958 when he and his wife Jean and their daughter moved to Reno. We are grateful for his service on our Board of Directors from 1974 to 1989 with seven years as chair; medical director for Hometown Health and as an attending physician at Washoe Senior Clinic – in addition to running his private practice. The Myles' are significant contributors to Renown Health Foundation's *Fund For Nursing Excellence*. The Myles' understand and advocate for the advancement of the nursing profession and recognize the importance of Renown's commitment to having a nurse and a bed available when you need them.

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ously given to their landlords. Our design-build approach is customized for each doctor," said Young. "Efficiency is priority; we understand the value of a doctor's time and have refined the process to minimal design and budget meetings. Completion of the project is managed by our team of healthcare design and construction experts. Venture Professional Centers has four developments in the Las Vegas Valley. Venture Professional Plaza Ft. Apache is a 120,000 square foot medical professional development at the intersection of Fort Apache and Russell. Completing this fall, Hualapai Pavilion Commons is 62,000

square feet of medical offices in the Summerlin area including dentistry, optometry, orthopedics and outpatient surgery. Breaking ground this fall, Centennial Hills Center is a 25-acre, 300,000 square foot, commercial mixed use project including 150,000 square feet of medical office space in the Northwest, a half mile from the new Centennial Hills Hospital. Venture Carmichael Plaza is a 60,000-square-foot building, on Horizon Ridge and Carmichael Way in Henderson, and will also begin construction this fall.

Complete information about Venture's projects and ownership options: [www.VentureProfessionalCenter.com](http://www.VentureProfessionalCenter.com).



*Inspiration and genius are one and the same.*  
~Victor Hugo

Nevada Cancer Institute is proud to congratulate our director, **Dr. Nicholas Vogelzang**. With his compassion for patients and relentless work ethic, he's the clear choice for the 2007 Healthcare Heroes Award in Technology/Research.



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Charter Media recognizes the hard work and innovative minds of the Healthcare Heroes of 2007. Congratulations and best wishes in all your future endeavors!

## Premier Medical Office Locations



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# *60 Years of Caring for Southern Nevada*



Rose de Lima Campus



Siena Campus



San Martín Campus

St. Rose Dominican Hospitals is proud to be your choice for quality health care for the past 60 years.

In June 1947, seven Adrian Dominican Sisters traveled across country via train from their Motherhouse in Southern Michigan to Henderson. The Sisters made a commitment to Southern Nevada and purchased the Basic Magnesium Hospital, renaming it Rose de Lima. Their hard work, faith and dedication turned a fledgling hospital into a source of compassionate care for the Southern Nevada community.

St. Rose's mission to provide quality, compassionate care to all those in need continues to thrive today. The Rose de Lima Campus continues to serve the community, and its sister hospitals - Siena and San Martín welcome patients and visitors in Henderson and Southwest Las Vegas. As Southern Nevada's only not-for-profit, non-tax-supported, religiously sponsored hospitals, St. Rose focuses on healing not only the body, but the mind and spirit as well.

We invite you to participate in our 60th anniversary celebrations throughout the year. Please visit [www.strosehospitals.org](http://www.strosehospitals.org) for event listings.



**St. Rose Dominican Hospitals**

A member of CHW

Need a doctor? Call the St. Rose Physician Referral Service at 616-4508.



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