



The Clinic Connection

December 2007

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Merry Christmas
and
Happy New Year



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Holzer Clinic Marketing Department

Holzer Clinic Marketing Department

Update

The Marketing Department has been working on several projects during the last quarter of the year. Here are some of the things we have been working on:

Holzer Clinic TV (HCTV)

All TV's have been installed and are properly working at the main clinic. TV's are still being installed at branch locations and will be fully functional in the next month. This is a great way to advertise to our captive patient audience in the waiting room. To submit an ad idea, please contact the Clinic Marketing Department.

ER Campaign

We recently launched a mini-market-

**The Emergency Team You
Depend On,
From the Name You Trust**



**With Over 150 Years Combined of Board
Certified Emergency Medicine Experience**

Philip C. Robbins, DO
J. Derek Hollingsworth, DO
T. Wayne Munro, MD
Vivien Newbold, MD
Gregory J. Mickunas, MD
Randall L. Stratton, MD
James Wagenaar, DO
Joseph D. Crum, DO
Lori Saunders RN MSN, ER Unit Manager

 **HOLZER
CLINIC**
90 Jackson Pike, Gallipolis, Ohio

ing campaign for the Emergency Room Physicians. Print ads, billboard, Radio, On-hold, and HCTV are all promoting Emergency Room Physicians.

Orthopedic Campaign

Print Ads, billboard, and radio are all running right now to promote Dr. Clarke and Orthopedics.

Dr. Roa & Liberty Circle

Marketing has been busy promoting Dr. Roa and the newly acquired Liberty Circle practice. Dr. Roa is an ENT physician and has privileges at both St. Mary's Medical Center and Cabell Huntington Hospital in Huntington, WV. Print ads, billboard, radio, direct mail, and press releases are currently running to promote Dr. Roa.

Yellow Pages

Marketing is currently updating all of the area phone books. Each book prints at different times of the year, so that's why it takes so long to see a change. In 2008, we plan to launch advertising with the online Yellow Pages in Athens, Gallipolis, and Jackson. This will be a test run to see how well this works

in the area. This will also provide us with the total number of "hits" and allow viewers to link to the Clinic website.

Benny

Benny has made several appearances over the past several months at many elementary schools. Benny has visited: Morrison Elementary in Athens, Green, Rio Grande, and Washington Elementaries in Gallipolis, Meigs Intermediate School, and Ohio Valley Christian School. Benny will also be visiting the Jackson Elementaries in the next month. The Marketing Department has created a Healthcare program to present to the classes. This includes Clinic information and different safety topics.

External Marketing

The Marketing Department will be visiting all external referring physicians and media this December to pass out cookies and to discuss information on Holzer Clinic.

For more information or to submit news for Holzer Clinic TV, please call the Marketing Department at 446.5828.

www.holzerclinic.com

Is Your Family Ready for Flu Season?

Michelle Rankin
Employee Health Nurse

Fortunately, there has not been a shortage of flu vaccine this year, and we have vaccine available if you still need your flu shot. Flu activity has been slow so far, but the chance of catching the flu is still a possibility. If interested, please see your Holzer Clinic Physician for the flu vaccine. In addition to getting the flu vaccine, here are some tips that may help protect you from the flu:

- Avoid close contact with people who are sick.
- If possible, stay away from others at work, home, or when running errands.
- Cover your mouth and nose with a tissue when coughing or sneezing. After disposing of the tissue, please wash your hands.
- Clean your hands by washing them with soap and water often to protect from germs.
- Keep your skin intact by using lotion to reduce the ways in which infection could be introduced in the body.
- Avoid touching your eyes, nose, and mouth. Germs are often spread when a person touches something contaminated with germs and touches their eyes, nose, and mouth.
- Get plenty of sleep.
- Engage in physical activity.
- Manage stress.
- Drink plenty of water and eat healthy foods.
- Avoid of limit tobacco or alcohol.
- Clean your home well using disinfectant-especially during the flu season. Some things that kill the flu virus are heat, chlorine, hydrogen peroxide, soap detergents, and alcohol.

Flu vaccine is available at all Holzer Clinic locations:

Gallipolis
Pt. Pleasant
Meigs
Jackson
Athens
Proctorville
South Charleston



The Holzer Sleep Medicine Program Can Help You Sleep Thorough the Night...

- 12 beds accredited through the American Academy of Sleep Medicine
- 2 Board Certified Sleep Medicine Physicians on staff
- Fast report turnaround
- Locations in: Gallipolis, Athens, Jackson, & South Charleston

1-866-28-SLEEP



Dr. Christopher T. Meyer
Athens Medical Director

Steven R. Davies
Athens Director of Operations

Todd M. Fowler
Assistant Administrator

Holzer Clinic Athens Construction Update...

Visit the website often to see updated photos

It is our pleasure to up-date you on the progress of the new Holzer Clinic Athens facility and to let you know that this project is well underway. The front two story section of the facility has all of the steel in place. The stairwells and elevator shaft are constructed. The first and second floors of the front two story section will have the concrete floors completed by the end of this week. Interior walls for these sections are also beginning to be framed in so one can begin to see the layout and design more clearly. The masonry and brick work on the front of the building will be starting within the next week or sooner, as the contractors try to stay ahead of possibly inclement weather that may be coming our way this fall and winter. The anticipated date of completion for the facility is early August, with a move in date of September. These expectations can change in either direction as we progress.

At the most recent Athens City Council meeting the Council made a final vote to annex the entire Clinic property on East State Street into the city. As it is currently laid out only a portion of the property is within the city limits. The annexation will become effective on December 6th.

There have been successful negotiations for moving the entrance/exit to the site closer to our facility and closer to the exit ramp from Rte. 50. This concept was recommended by ODOT as the safest location and most effective for traffic flow in and out of the entrance/exit. The current access point will close once this new entry is completed.

Successful physician recruitment and available clinical space are and will remain our biggest obstacles. We are very pleased; however, that this year we were able to add Dr. Steven Miller

(Orthopedics), Dr. Charles Smalling (Dermatology), and Dr. Terry Murphy (Oncology) to the Athens core of Holzer Clinic physicians. In addition, Holzer Clinic physician Dr. Travis Neely (Pediatrics) has begun a transition to the Athens location that will culminate in his being in Athens full-time after the first of the year. The recruiting department has been diligently working to recruit quality physicians for Athens and several other candidates are being scheduled for interviews in occupational medicine, obstetrics/gynecology, orthopedics, and internal medicine.

We are very excited with the progress we have seen to date and we will continue to up-date you as the project progresses.

Holzer Clinic Urgent Care

Holiday Hours

Christmas Eve, December 24	
Gallipolis Facility	1pm-6pm
Jackson, Athens, Meigs Facilities	12pm-6pm
Christmas Day, December 25	
Gallipolis Facility	1pm-6pm
Jackson, Athens, Meigs Facilities	12pm-6pm
New Year's Eve, December 31	
Gallipolis Facility	9am-9pm
Athens and Jackson Facilities	9am-9pm
Meigs Facility	11am-9pm
New Years Day, January 1	
Gallipolis Facility	1pm-6pm
Jackson, Athens, Meigs Facilities	12pm-6pm

