

# 2011 HEALTHCARE HEROES



SIXTH ANNUAL | SPECIAL REPORT

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## CONGRATULATIONS

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**Mark Crawford**

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Northern Nevada Medical Center

**Don Johnston**

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## 2011 Northern Nevada Healthcare Heroes

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On behalf of the Northern Nevada Medical Center family, we thank you for your commitment and dedication to health and wellness for the people of northern Nevada. Your leadership is truly an asset to the community!



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# 2011 HEALTHCARE HEROES

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# CREATING A LEGACY

## A Tradition of Heroism

Healthcare Heroes began in 2006 as a way to help address the critical shortage of healthcare educators in Nevada. Today, the event has become a statewide fixture in the hearts and minds of Nevada's healthcare stakeholders. The program has a two-fold purpose that has remained unchanged in the six years since the inaugural event. It's a way to donate scholarship funds to Nevada schools, benefiting those that want to pursue healthcare education. It also allows for a venue in which to celebrate those in healthcare that provide excellent service but wouldn't otherwise be recognized.

From its inception, Healthcare Heroes has been the result of a partnership between *Nevada Business Magazine* and Anthem Blue Cross and Blue Shield of Nevada. This partnership has remained steadfast through the years and has allowed Healthcare Heroes to donate thousands of dollars and honor over 120 healthcare professionals in Nevada.

The program combines a feature special report that runs in the August issue of *Nevada Business Magazine* with an event in both Northern and Southern Nevada. There are 10 distinct categories in the Healthcare Heroes program and each category has two winners: one in the South and another in the Northern end of the state. Each category winner is chosen by a panel of judges with the specific goal of highlighting doctors, nurses, educators or individuals that work daily in healthcare but are otherwise unrecognized for their efforts.

This year's program promises to be extraordinary as we honor 20 exceptional individuals that have dedicated their careers to promoting the future of healthcare in the Silver State. The events are being held at the M Resort in Las Vegas and the Silver Legacy in Reno.



Mary Ann K. Allison,  
MD, FACP



James R. Kilber,  
MBA

## Two Brilliant Minds. One Common Goal.

Dr. Mary Ann Allison and James Kilber, while you come from two very different disciplines, your unified vision has made a true difference in the treatment of cancer patients across Southern Nevada. Congratulations, both of you truly are Healthcare Heroes.



COMPREHENSIVE  
CANCER CENTERS  
OF NEVADA

## Northern Nevada

# Mark Crawford

Northern Nevada Medical Center



**N**orthern Nevada Medical Center (NNMC) has been running strong under CEO Mark Crawford's leadership. The hospital has made strides both financially, and by successfully addressing community needs and patient-centered care.

Mark has worked at NNMC for nearly four years, and recently received the Universal Health Services Chairman's Award for his leadership skills. During his time as CEO, Mark has overseen the launch of NNMC's Heart and Vascular Institute and spearheaded the development of the Northern Nevada Medical Group. The group provides greater access to primary care and specialty physicians.

Due to his leadership, the hospital recently received formal Chest Pain Center Accreditation from the Society of Chest Pain Center. This confirmed that the hospital has been effective in its processes for assessing, diagnosing and treating patients who experience heart attacks. NNMC responded to community needs when it opened the Rehabilitation and Sports Medicine Center and the Inpatient Rehab Center.

NNMC also stood out when it became the first hospital in Nevada to perform MAKOplasty robotics-assisted partial knee resurfaces. Patients no longer have to travel to other states for this procedure.

To better serve the region, Mark is active on numerous boards such as the Northern Nevada Chamber of Commerce and the Regional Emergency Medical Services Authority. He is chair of the American Heart Association's Heart of Gold Gala. He is also a member of the American College of Healthcare Executives. As if all this wasn't enough, Mark received his pilot's license and enjoys flying in his free time.

## Southern Nevada

# James Kilber

Comprehensive Cancer Centers of Nevada



**C**aring for his staff and patients is how Executive Director James Kilber achieves his success at Comprehensive Cancer Centers of Nevada (CCCN). James has demonstrated his leadership abilities in a number of ways.

A natural collaborator, he secured an agreement with Health-Care Partners of Nevada to provide all oncology services to its members. He oversaw the addition of a breast surgery division and the installation of three state-of-the-art technologies – CyberKnife robotic technology, SmartArc and a PET/CT scan.

James also spearheaded the certification process for the Quality Oncology Practice Initiative Program (QOPI), which identifies

a medical group's commitment to excellence and ongoing quality improvement in the hematology-oncology outpatient practice.

He has 20 years of healthcare experience and became executive director for CCCN in 2007. Since his tenure began, CCCN has won multiple awards and has had high rates of growth, patient visits and employee retention. Additionally, James has worked hard to retain CCCN's physicians and staff even in these difficult times.

His open-door approach makes him accessible to employees, and he brings a unique and fair perspective to circumstances he encounters everyday. James is involved in Klip It For Kidz, an annual fundraising event for Nevada Childhood Cancer Foundation (NCCF). He encourages his business partners, friends, family and the community at large to participate, helping NCCF raise more than \$100,000. He also supports The Caring Place, Par for the Cure and is a committed advocate for adoption, having adopted two of his four children in Nevada.

## FACT

Including the 2011 honorees, there have been 120 “official” Healthcare Heroes since 2006. That number doesn’t take into account the few exceptions: In 2006 and 2007 there were couples honored as the Community Partner Healthcare Heroes and in 2008 the program honored the entire class of 2010 at the University of Nevada, School of Medicine.

JUDGING  
PROCESSMaking the  
Tough Decisions

## Our Healthcare Heroes

We congratulate and celebrate these shining examples of excellence in healthcare.



**Mike Johnson**

*Vice President, Community Health and Mission Integration*



**Martha Aiyuk**

*Manager for Outpatient Oncology Services*



**Saint Mary's**

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[saintmarysreno.org](http://saintmarysreno.org)

Over the years, Healthcare Heroes has had several distinguished members of Nevada’s medical industry serve as judges for the event. This year’s judges have the same unenviable dilemma as judges of previous years: determining the 20 Healthcare Heroes.

Judging starts with a nomination form that is sent out at the beginning of the year. This judging form is completed online and is sent to a massive list with the goal of reaching anyone that may know a hero in healthcare. From there, nominations begin to pour in. Those nominations are compiled by the editorial team at *Nevada Business Magazine*.

Once nominations close, the real work begins. Nominees are divided by location, additional information is gathered and nominee packets are submitted to the judges. Each judge in both Northern Nevada and Southern Nevada has an opportunity to review the nominees and to submit their own before formal meetings are held on both ends of the state. At those meetings the merits of each nominee is discussed as the judges attempt to identify the winners. Any categories that remain undecided after the meetings conclude go through an electronic balloting process. Ballots are sent to each judge and a final vote is held. From this, the 20 winners are determined and they make up the Healthcare Heroes for the year.

## Northern Nevada

### Martha Aiyuk

Saint Mary's Regional Medical Center



**A**fter Martha Aiyuk received her nursing degree, she became an advocate for cancer patients and looked for ways to better their care. She enhances existing programs and seeks opportunities that can help patients.

Martha successfully started the "A Time to Heal" program for breast cancer survivors. She also helped secure a nurse navigator at

Saint Mary's. The navigator serves as a liaison, scheduler and, even more importantly, a friend to cancer patients.

Martha has also made significant strides in enhancing patient experiences. She recently obtained certification from

the Oncology Nursing Society as a chemotherapy biotherapy trainer. She has worked to begin trials in Radiation Oncology and Gynecological Oncology; both of which have undergone rapid advances in treatments for cancer care.

Martha's healthcare career started in 1997 and her leadership skills were recognized at Saint Mary's Regional Medical Center, which sent her nursing career to the fast track. This gave Martha the opportunity to become unit supervisor in the Medical/Oncology unit. She later transferred to the Outpatient Radiation Oncology unit where she both expanded and enhanced the entire oncology service line.

Outside of Saint Mary's, Martha is part of the Relay for Life, Mom's on the Run and Race for the Cure. She recently helped encourage the Center for Cancer to sponsor a Zumba Party, a fundraising event for the American Cancer Society.

## Southern Nevada

### Dr. Mary Ann Allison

Comprehensive Cancer Centers of Nevada



**D**r. Mary Ann Allison makes fighting breast cancer her way of life.

Her patients are inspired by her accomplishments and how she embraces every challenge. She has earned a reputation for her determination to eradicate the disease and prevent it from killing more women by using her 24 years in healthcare wisely. Her explanation is simple, "I'm trying to put myself out of business."

Dr. Allison helped found Comprehensive Cancer Centers of Nevada (CCCN) in 1993 and has been in practice there ever since. She also co-founded The Caring Place, which is a non-profit organization created to bring a community-based wellness center to Southern Nevada.

She has served as principal investigator for clinical trials conducted at CCCN, helped foster the research affiliation between the University of California Los Angeles (UCLA) and CCCN and participates in research studies that lead to new diagnostic and treatment options for breast cancer. One of her earlier trials led to the confirmation of the drug Paclitaxel. Another trial helped garner approval for the molecularly targeted breast cancer drug Herceptin, which targets a genetic alteration found in 20 to 25 percent of all breast cancer patients.

She participates on the Sunrise Breast Center Tumor Board and is a speaker for the oncology nurse program. She is also a member of the breast cancer research committee for US Oncology, the largest network in the nation treating cancer patients.

Dr. Allison spends as much time as she can spare working to increase her knowledge in the fight against breast cancer and improving her methods. Local media and national conferences have sought her explanations and expertise on breast cancer.

# ANTHEM BLUE CROSS AND BLUE SHIELD

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On a sunny and mild February morning earlier this year, more than 350 kids turned out to play in the first-ever Anthem “Get Fit 3v3 Soccer Challenge” at the Desert Breeze Soccer Complex – and learn about healthier lifestyles in the process.

The soccer challenge, which was sponsored by Anthem and organized through soccer club Neusport, was designed to encourage kids, ranging in age from 7 to 14, to become physically active and eat well. After playing a vigorous round of soccer, players were encouraged to visit educational booths set up by Anthem’s community partners, including the Juvenile Research Diabetes Foundation, American Heart Association and American Diabetes Association.

“3v3 soccer means more touches on the ball than a full soccer game, so every player on the field is a critical part of the action,” said Mike Murphy, President and General Manager of Anthem Blue Cross and Blue Shield in Nevada. “And it’s a game that kids can play anytime, anywhere – all they need is a soccer ball.”

The “Get Fit 3v3 Soccer Challenge” was just one of Anthem’s recent contributions to the Nevada community. Last year, the men and women of Anthem Blue Cross and Blue Shield, and its corporate foundation, proudly continued the company’s tradition of caring for the people it serves and the health of our communities by contributing \$271,713 to philanthropic and civic organizations in Nevada.

Anthem’s community efforts for 2010 were highlighted by a \$15,055 contribution from its employees that supported hundreds of community-based non-profit organizations throughout Nevada. Through its annual Associate Giving Campaign, Anthem employees directed their giving to their choice among numerous health-related 501(c)(3) organizations. The funds pledged received a 50

percent match from the parent company’s Foundation, increasing the total to \$22,582.

“Our associates work hard every day to provide health care benefits to more than 250,000 people throughout the state,” Murphy said. “These same associates are also very committed to the communities where they live and work, particularly during these challenging economic times. I couldn’t be more proud of their efforts to help make a difference for people in need.”

In addition to the Associate Giving Campaign, more than 75 Anthem associates and their families joined forces to participate in the fourth annual Community Service Day on April 30. The project tasks varied from helping Opportunity Village prepare for its annual Magical Forest fundraiser to packing bags for the Food Bank of Northern Nevada’s Back-pack program and cleaning and painting Step2 Reno’s facilities.

“There is nothing more rewarding than devoting your time, energy and compassion to helping your neighbors and giving back to your community,” Murphy said.

The Anthem Blue Cross and Blue Shield Foundation funded \$149,131 in grants to organizations in Nevada in 2010, including:

- American Diabetes Association
- Boys & Girls Clubs
- Juvenile Diabetes Research Foundation
- March of Dimes
- Nurse Family Partnership
- Oasis Institute

# Better:

Health Services Coalition, its 23 member organizations and nearly 300,000 member participants are collaborating with physicians, hospitals and health care organizations to improve health care in Nevada.

**Together we will make health care Better in Nevada.**

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## Skill. Expertise. Technology.

**A** 2010 Consumer Choice Award winner, Renown Health is Northern Nevada's largest and Reno's only locally owned not-for-profit integrated health network and a nationally recognized healthcare leader.

Renown offers access to more healthcare services than all other providers in the region and serves a 17-county region comprised of Northern Nevada, Lake Tahoe and Northeast California. It is comprised of three acute care hospitals plus a rehabilitation hospital, skilled nursing facility, 16 medical groups and nine urgent care locations, Nevada's only NACHRI-affiliated Children's Hospital and Children's ER, the region's only accredited Trauma Center and the region's most trusted health in-

surance provider, Hometown Health. Additionally, recognized areas of excellence include Institutes specializing in heart, cancer, robotics and neurosciences.

Renown Health is one of the Top 100 integrated health networks in the country and the only Top 100 recognized integrated health network in Nevada. The organization offers the region an integrated solution for all the community's healthcare needs.

Renown offers skill, expertise and technology with numerous first and only programs and technology in the region, some of which include:

- Two accredited chest pain centers including the region's only state-of-the-art Chest Pain Center using the D-SPECT heart camera that detects heart attacks faster.
- The first in Northern Nevada to offer TomoTherapy Hi-Art Treatment System to heal cancer and the first to offer the minimally invasive da Vinci Robotic Surgical System and to establish an institute dedicated to robotics.
- Northern Nevada's first and only Institute for Neurosciences including the region's only certified Comprehensive Stroke Center.
- Senior Care Plus is the first and largest Medicare Advantage Plan in Northern Nevada.
- The only Nurse Navigators program to offer cancer patients support, guidance 24/7, regardless of the disease type, insurance or treating hospital.
- The only cancer program with experts creating life-changing treatment options for patients through a partnership with the University of California, San Francisco Medical Center-Renown Health.

The organization's purpose statement is, "Make a genuine difference for the many lives we touch by optimizing our patients' healthcare experience." Renown strives to do this in every aspect.

# UNLV

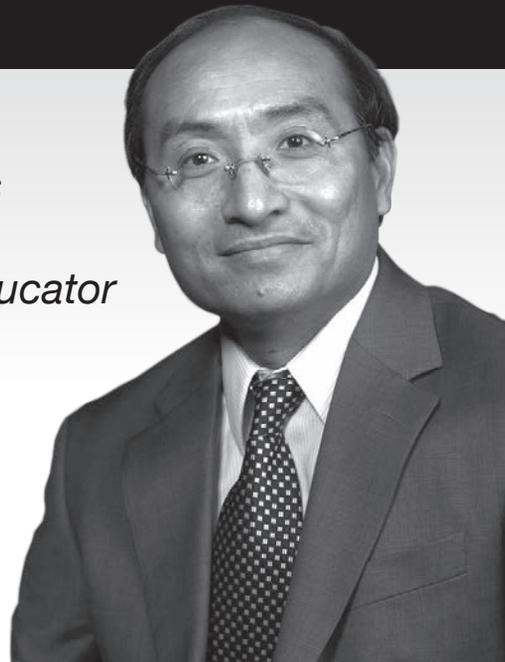
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*University of Nevada Las Vegas School of Nursing is proud of our Educator*  
**Dr. Yu (Phillip) Xu**

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## Northern Nevada

# Dr. Kirk Bronander

University of Nevada, School of Medicine



**D**r. Kirk Bronander has made it his mission to ensure the students at the University of Nevada School of Medicine (UNSOM) are prepared to become doctors. Throughout their four years at UNSOM, he helps his students realize their potential and instills within them a culture of excellence. With a passion for teaching, Dr. Bronander challenges each student in an

instructive and caring manner, helping tomorrow's physicians realize their fullest potential as compassionate healthcare providers.

Students correctly learn how to effectively approach patients' fami-

lies in a hospital setting. As the third year clerkship director for the internal medicine department, he meets individually with students to evaluate their progress in the program. He provides students constructive feedback, based on faculty input, in order to help ensure student improvement. He also coordinates the international elective for fourth-year students. Dr. Bronander works with faculty to find safe worldwide locations where students can carry out their medical missions.

Students benefit from Dr. Bronander's dedication in another way. He develops valuable relationships with Elko-based physicians to ensure each student has rural learning experiences.

Dr. Bronander has worked in healthcare for 17 years and has served as an UNSOM faculty member for 10 years. He sits on a national board for internal medicine that develops computerized cases for medical students. These cases are used by medical schools throughout the United States and UNSOM.

## Southern Nevada

# Dr. Yu (Phillip) Xu

University of Nevada, Las Vegas



**D**r. Yu (Phillip) Xu regularly makes his mark on the world's stage through his research as a certified nurse educator (CNE) and a certified transcultural nurse (CTN) at the University of Nevada, Las Vegas (UNLV). He is globally recognized for his research and scholarship on transition, adaptation and integration of international nurses, especially those from

Asia, into the U.S. healthcare environment.

Dr. Xu he gained the attention of UNLV's decision-makers who actively recruited him to the UNLV School of Nursing in 2005. As the founding PhD Coordinator, he directed UNLV's PhD in Nursing Program from January 2007 to May 2010.

Dr. Xu uses his 15 years in healthcare to consult on the tran-

sition of international nurses and students, cultural competence and nurse training in the People's Republic of China. He also serves as a visiting professor for several Chinese colleges and universities.

He has published 50 research reports and peer-reviewed articles in highly-ranked nursing journals. He also published five book chapters and 35 non-peer-reviewed scholarly pieces on cultural diversity, and made over 150 scholarly presentations at local, regional, national and international venues. Dr. Xu was a grant reviewer and chair of the peer-reviewer panel for the Health Resources and Services Administration under the U.S. Department of Health and Human Services.

For his efforts, Dr. Xu has won nursing faculty excellence in research awards from UNLV and the University of South Alabama. In 2010, Dr. Xu was selected as a Fellow of American Academy of Nursing (FAAN).

Among his several affiliations, Dr. Xu serves on the Research and Evaluation Committee for the Commission on Graduates of Foreign Nursing Schools.



**T**ouro University Nevada



**Congratulations to**  
**Vicki Chan-Padgett, PAC, MPAS**  
**and Elizabeth Fildes, RN, EDD**

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**2011 HEALTHCARE HEROES – SOUTHERN NEVADA**

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The faculty, staff and students of Touro University Nevada proudly honor your passion for your profession, your commitment to improving the lives of others, and your dedication to teaching Nevada's future healthcare professionals.

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HEALTHCARE HEROES

# EVENT FACTS

Not including this year's event, Southern Nevada Healthcare Heroes has served almost 1,500 dinners.

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Not including this year's event, Northern Nevada Healthcare Heroes has served almost 1,000 dinners.

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The proceeds from the events have totaled approximately \$35,000 which has been donated to schools for future healthcare educators. This doesn't include the amount that will be donated from the 2011 event.

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The emcees for the events have been several prominent figures from across Nevada, including Cathy Ray, Nina Radetich, Tiffani Sargent and Dave Courvoisier in Southern Nevada and Lisa Foster, Shelby Sheehan, Joe Hart and Tad Dunbar in Northern Nevada.

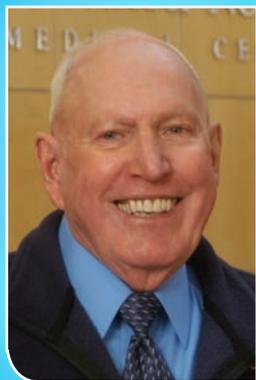
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Videos for each honoree are shown at the events. Over the years, Healthcare Heroes has made 120 videos which accounts for over 24-hours worth of video interviews. It would take a little over six hours to watch the finished event videos back to back.

## Northern Nevada

### Don Johnston

Northern Nevada Medical Center



**D**on Johnston’s can-do attitude serves him well when he advocates for quality healthcare in Sparks and Northern Nevada. As a volunteer, who has logged more than 1,500 hours at Northern Nevada Medical Center (NNMC), managing flu shot clinics, health fairs and low-cost health screenings. He also coordinates volunteers and staff, and enjoys interacting with patients and community participants.

“Don Johnston is passionate about being a volunteer and willing to roll up his sleeves and get his hands dirty,” said Patty

Downs, NNMC Director of Human Resources. “It is inspirational to see someone this active and committed, even in his retirement.”

Don is a retired postmaster for the City of Sparks and a former executive director of the Sparks Chamber of Commerce. He has volunteered at NNMC since October 2005.

He serves on the Board of Governors for the hospital and has been chairman for nine years. During his five years as a volunteer and 15 years on the board, Don has had a tremendous impact on the hospital and personally touched the lives of thousands in Northern Nevada.

A fellow board member and volunteer, retired Judge Larma Volk said “It makes patients feel comfortable to know their leaders care enough to volunteer. He has helped shape the culture of the hospital. He loves this hospital and it shows.”

## Southern Nevada

### Elizabeth Fildes, EdD

Nevada Tobacco Helpline, UNSOM & Touro University Nevada



**U**pon coming to the U.S. from the Phillipines, Dr. Elizabeth Fildes dedicated her career to reducing tobacco dependency. Now, after 31 years in healthcare, her out-of-the-box thinking has brought positive results to Nevada.

The adult smoking rate was 29 percent 14 years ago when she moved to Nevada. She then established the only statewide nicotine dependence

treatment program, which treats all forms of tobacco dependence (smoked and smokeless). Today, the Nevada adult smoking rate has been reduced to 22 percent, due in part to Dr. Fildes’ efforts and leadership.

Dr. Fildes demonstrated this leadership when she was the first to utilize professional addiction counselors and incorporate spirituality into telephone-based counseling for nicotine dependence. This effort turned into the Nevada Tobacco Users Helpline, which has helped more than 33,000 Nevadans with their dependence on nicotine.

Her philosophy is to treat the whole person, everything from physical, mental, emotional and spiritual well-being. This philosophy has led to quit rates consistently above the national average among patients receiving treatment at the Nevada Tobacco Users’ Helpline.

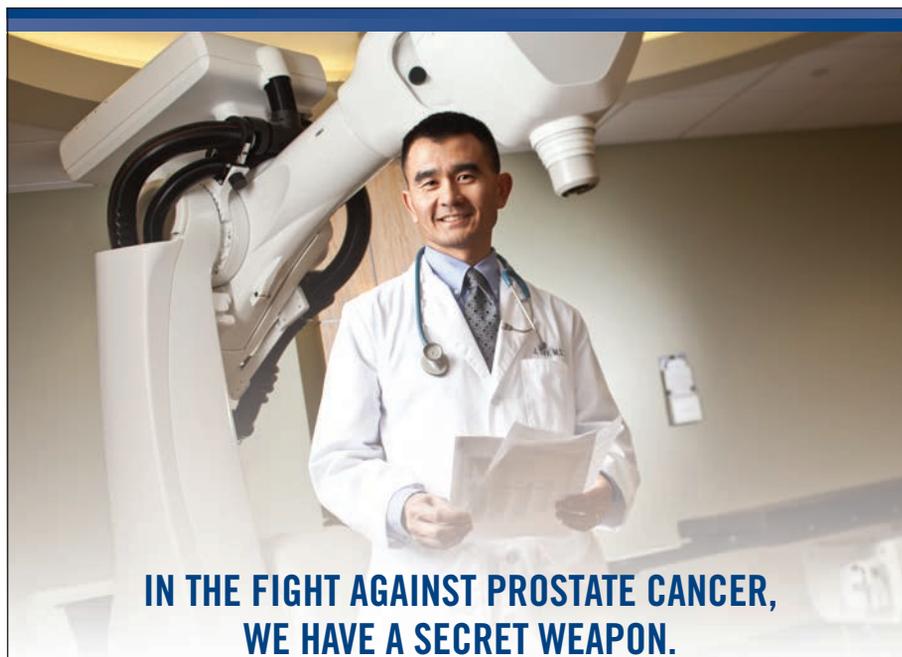
She has held several positions with the University of Nevada School of Medicine since she started eight years ago. Her endless contribution to tobacco control and nicotine dependence treatment earned her the Public Health Hero Award in 1999. She has also written several books to help tobacco users quit such as “Living Tobacco Free” and “Your Journey to a Tobacco-Free Life.” Dr. Fildes also dedicates time as an associate professor at Touro University.

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**Sherri Allen,**  
Chief Operating Officer



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Reno CyberKnife is a service of Saint Mary's Regional Medical Center. Saint Mary's Center for Cancer  
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## Our Health Care Hero

**S**herri Allen, Chief Operating Officer at HealthCare Partners, is responsible for day to day operations including clinic operations, risk, information and technology, facilities and purchasing.

### What is the HealthCare Partners' mission?

Our mission is to deliver the highest quality care to every patient. Our promise is to never tolerate, nor be indifferent to poor quality.

### Why did you choose a profession in health care?

I chose health care for the same reason many of us do, to help people. The patient's best interest comes first, whether it's providing information to prevent illness, or managing quality of life for chronic patients. Knowing that we have made life better for someone is always rewarding.

### In your mind, what does it take to be a hero in the health care industry?

A hero knows when to do the right thing, at the right time, and in the right place. It's not enough to say your patients are a priority – you must deliver the promise every day.

## Northern Nevada

### Mike Johnson

Saint Mary's Regional Medical Center



**M**ike Johnson has proven to be a leader both within and without Saint Mary's Regional Medical Center. He is responsible for implementing Catholic Health-care West's standards for mission integration and ensuring the organization's faith-based heritage and values are present. In his 23 years at Saint Mary's, Mike has held a variety of positions before becoming

vice president of Community Health and Mission Integration.

His job titles may have changed, but his commitment to making sure Nevadans live a healthy life has remained steadfast. He demonstrated his caring by helping develop Access to

Health Care Network (AHN), a non-profit discounted health-care program that provides health services to the uninsured and underinsured in Nevada. He has also planned, developed and established programs for youth, families and seniors seeking basic healthcare, substance abuse treatment, dental, prenatal and preventative care.

Mike has overseen the growth of Saint Mary's Nell J. Redfield Health Centers and mission outreach programs and has developed a formal system of assessing, planning and reporting community benefit activities.

He is passionate about green living and organic and healthy foods. Because of this passion, he dedicates his time to researching and developing new ways for the community to access home-grown foods and services. Mike also operates his own organic farm business. He participates on the University of Nevada School of Community and Health Sciences Advisory Board.

## Southern Nevada

### Vicki Chan-Padgett

Touro University Nevada



**V**icki Chan-Padgett is truly a humanitarian and demonstrates her compassion by consistently making it her priority to help people who receive little to no regular medical treatment.

Outside her role as an educator at Touro University, she worked to create the Stallman Touro Clinic at The Shade Tree; an all volunteer free clinic for

its residents. The Shade Tree shelters homeless women and children who are victims of domestic violence. The majority of the women and children have no health insurance, and have little access to preventive medicine services.

Vicki also volunteers her time each year to assist the Karen people in the jungled mountains of the Thai-Burma (Myanmar) border. Since 1994, Refugee Relief International, Inc. (RRII) teams have deployed to Southeast Asia to assist the Karen, who, for decades, were victims of slow ethnic cleansing by the Burmese military government.

The Karen requested training of their indigenous medics to enable them to serve as practitioners in their villages. The concept envisioned a non-physician provider who would take a medical history, do an exam, develop a diagnosis and begin treatment, which is second nature for Vicki. She returned from her latest trip to Myanmar in March.

In addition to her other efforts, Vicki started the Physician Assistant programs on Touro's California and Nevada campuses. She uses her more than 30 years of experience in healthcare to set examples for others, especially her students.

## Northern Nevada

### Dr. Stephen Bajo

Renown Health



**W**ith more than four decades in health-care, Dr. Stephen Bajo is a medical director with Renown Health.

He oversees physician, mid-level and clinical aspects for 18 primary care medical group practices and nine urgent care sites, a hospitalist group of 37 physicians, as well as specialty practices in cardiology, OB/GYN, nephrology,

infectious disease, physiatry, and plastic surgery.

A natural leader, Dr. Bajo was involved with the implementation of Renown's electronic medical record system for the out-patient medical group and urgent care sites. He also works

with the hospital's inpatient electronic health record (EHR) system, in particular as it applies to Renown Health's integrated health network. He helps to provide staffing at Renown Rehabilitation Hospital and Skilled Care Hospital.

Since he became medical director of physician services, Renown Health has tripled in the number of medical group practices and practitioners.

As if he doesn't do enough, Dr. Bajo also maintains a small practice and fills in at the clinic sites when needed.

Dr. Bajo is unique in Northern Nevada because he is board certified by the American Academy of Anti-Aging and Regenerative Medicine. His expertise in this area has created the Renown Cosmetic Laser and Skin Care Center, where patients can receive the latest technologically advanced procedures. The center also provides complementary healthcare that includes acupuncture for its aging patients.

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## Southern Nevada

### Dr. William N. Evans

Children's Heart Center - Nevada



**D**r. William N. Evans has spent most of his life dedicated to the best interests of his young patients. In 1980, he moved to Las Vegas and founded what would become Children's Heart Center – Nevada (CHCN). Dr. Evans then became the first Southern Nevada-based pediatric cardiologist.

His reach extends across Nevada. Dr. Evans is a staff member of every

hospital in Southern Nevada as well as Renown Medical Center and Saint Mary's Hospital in Reno. In 2001, he became a professor with the University of Nevada School of Medicine in its Department of Pediatrics.

Dr. Evans has made it his goal to always do whatever is in the best interest of his young patients during his 35 years in health-

care. He brought his vision of fetal cardiac intervention to fruition as he helped coordinate the first cardiac interventional procedure on an unborn baby in Nevada. He created a Healthy Hearts Program in 2000 for children and has developed multiple full-time programs for adults and children. His desire to meet underserved needs led to the creation of the Children's Heart Foundation (CHF), which is located in space donated by Dr. Evans.

He is committed to strengthening his field by helping both fellow doctors and patients. He has arranged for numerous physicians from foreign countries to travel to Las Vegas and CHCN to study pediatric cardiology for up to 18 months, enabling them to provide previously unavailable services to children in their homelands. He has also participated in nationwide clinical trials on new devices for treatment of congenital heart disease and anti-hypertensive drugs in children.

Supporting charities is important to Dr. Evans and he serves on several boards throughout the state, including the Western Society of Pediatric Cardiology, where he is president.



# REMARKABLE EXPERTISE

## CONGRATULATIONS TO OUR HEROES.

Stephen Bajo, MD and Leslie Smith, MD, are recipients of Healthcare Hero awards from the *Nevada Business Magazine* for their remarkable contributions to the state of healthcare in Nevada.

### **Dr. Stephen Bajo – ENTREPRENEUR OF THE YEAR AWARD**

Known for his innovative and forward-thinking approach to healthcare, Dr. Bajo has played a pivotal role in the expansion of Renown Medical Group practices, the use of electronic medical records and more – all while maintaining his own private practice.

### **Dr. Leslie Smith – LIFETIME ACHIEVEMENT AWARD**

A northern Nevada native, Dr. Smith can only be described as remarkable. Over a 30-year career, his passion for excellence and his demand for higher quality care has led to better outcomes and life-saving results for patients across the region.

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The Southern Nevada Medical Industry Coalition would like to congratulate CEO Doug Geinzer on his 2011 Healthcare Heroes Innovator Award.

Your vision and guidance will ensure a sustainable health care workforce for Southern Nevada over the next decade and help diversify our local economy.

---

Established in 2002, SNMIC is a non-profit organization of health care professionals, consumers, citizens, educators and government representatives committed to fostering strategic alliances in the health care community, collaborating on workforce issues and being a proactive force for legislative initiatives to improve access and delivery of health care in Southern Nevada.

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[www.snmic.com](http://www.snmic.com)

## Northern Nevada

# Dr. Kent Sasse

Western Bariatric Institute



**T**he insecurities and health risks that come with obesity affect millions of Americans.

Weight related diseases remain a number one health concern. Dr. Kent Sasse became concerned with obesity issues as early as his undergraduate years at University of California, San Diego. He recognized the needed to do something to combat this issue

and wanted to help people lose weight and become healthier. Dr. Sasse has dedicated his 16-year career to this goal.

In order to reach that goal, Dr. Sasse began educating people about leading a healthy life. He wrote three

books on weight loss and became the medical director for Western Bariatric Institute and iMetabolic. He's also the founding member of the Obesity Prevention Foundation. This non-profit organization educates Northern Nevadans on how youth and parents can combat obesity. The organization has gained headway with Michelle Obama and her Let's Move campaign. The goal of the Foundation is to take this cause nationally to help stem the tide of obesity by offering education and affecting public policy. He practices everything that he stands for by maintaining his own weight and fitness and running in several marathons.

Dr. Sasse is also a surgeon and a leading expert on minimally invasive surgical techniques. His innovative approach to weight loss is matched only by his passion for helping his patients.

## Southern Nevada

# Doug Geinzer

Southern Nevada Medical Industry Coalition



**A**natural born leader, Doug Geinzer has been involved in healthcare for a number of years.

One of the founders of the Southern Nevada Medical Industry Coalition (SNMIC) in 2002, he is now that organization's leader.

SNMIC is a non-profit, 600-plus volunteer organization of healthcare professionals, consumers, committed citizens, local gov-

ernment representatives, educators and chamber of commerce representatives committed to improving access and delivery of medical care in Southern Nevada.

After making it his mission to lower Nevada's high nurse-to-population ratio, it wasn't long before he was selected as SNMIC's first CEO in 2010.

One of his initiatives has been the Healthcare 20/20 program, which is intended to provide workforce development partnerships that address the shortage of qualified workers in key sectors of healthcare and healthcare technology. Workforce Connections awarded SNMIC with its Career Advancement and Retention in Healthcare and Healthcare Information Technology grant to fund the program.

Funds from the grant will be used to pay half of the wages for 35 new nurses for their first 90 days of work creating a "no lose" situation for facilities hiring these new nurses. SNMIC will also deploy incumbent training programs to increase entry-level capacity, train replacement entry-level workers, and more.

In addition to his role at SNMIC, Doug is a member of the Society of Human Resource Management, Nevada Hospital Association and the Nevada Healthcare Association. He also serves on the board of directors for the American Heart Association.

# SPONSORS:

## The Backbone of Healthcare Heroes

Nevada Business Magazine would like to thank all of our 2011 Healthcare Hero Sponsors for making this year's event possible. A very special thank you to Anthem Blue Cross and Blue Shield of Nevada who has been our partner since the inception of Healthcare Heroes and remains critical to its success.



## Our Very Own Healthcare Hero

Congratulations **Holly Lyman!** St. Rose Dominican Hospitals is proud to have you as a part of our team. Thank you for your unwavering dedication to furthering Women's Care in southern Nevada. You are truly a Healthcare Hero for all that you do.



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## Northern Nevada

## Kathleen Sandoval

Children's Cabinet



**F**irst Lady of Nevada, Kathleen Sandoval, has worked at the Children's Cabinet in Reno for more than a decade and has no intention to stop anytime soon. The Children's Cabinet is a non-profit agency designed to keep children safe and families together.

She calls her work, as the family and youth program director at the agency, her passion. "My background with families and youths can be important

to the state," she said.

Children's Cabinet helps more than 60,000 disadvantaged youths in Washoe County. Kathleen oversees a \$4.5 million budget for the

group's 27 programs, which provide anti-truancy, gang prevention and family violence prevention services for 1,500 families a year. They help homeless, mentally ill and abandoned youth, and foster children who are pushed out of the system because of their age.

Students who visit the non-profit agency create art projects and are mentored by one of 78 staff members. A local art company sells the students' work and proceeds go back into the program.

"She's able to raise three kids, have a husband, be a governor's wife and support the 62,000 kids who are eligible for the Children's Cabinet's services," said Mike Pomi, executive director of the agency. "Now it's a broader scope. She still manages it and she's fairly seamless with how she does her job."

Kathleen said her goal is to build connections between the non-profit and private sectors so providers can step in and offer services the state can no longer afford.

## Southern Nevada

## Holly Lyman

St. Rose Dominican Hospitals



**D**uring her nearly 20 years in healthcare, Holly Lyman has engaged in numerous activities designed to improve Nevadans health and quality of life. She secures funding for her community outreach programs through grants, donations, revenue, sponsorships and foundation fundraising activities.

Through her community outreach programs, Holly helps those who can't afford healthcare. She created and implemented the Rose Regatta Dragon Boat Festival at Lake Las Vegas in 2009 as an annual fundraiser for the R.E.D. Rose program which provides breast health services for the under- and uninsured. She also collaborates with key community partners to bring health information and services to the underprivileged and under-served members of the community.

While at St. Rose Dominican Hospitals, she generated over 300,000 educational encounters through thousands of programs at the Barbara Greenspun WomensCare Centers of Excellence. She also implemented in- and outpatient lactation services and women, infant and children clinics to serve new mothers and babies.

Holly oversaw nine community outreach programs in 2010 and managed \$1.3 million in grant funding to generate more than 4,000 lectures, screenings, classes, support groups, and public events. The number of attendees at these events increased from 15,000 to more than 78,000 per year.

She leads her staff in planning and implementing community events throughout the year such as Women's Wisdom, Heart Healthy Henderson, Baby Safety Bonanza, and Diabetes Updates, to name a few.

She currently serves on the Nevada Cancer Coalition Board as the Chair of the Prevention Subcommittee, the Nevada Tobacco Prevention Coalition, the Southern Nevada Immunization Coalition and the Southern Nevada Injury Prevention Partnership.

# Congratulations

## 2011 Southern Nevada Healthcare Heroes

Administrator: **James Kilber**  
*Comprehensive Cancer Centers  
of Nevada*

Care Provider:  
**Dr. Mary Ann Allison**  
*Comprehensive Cancer Centers  
of Nevada*

Educator: **Dr. Yu (Philip) Xu**  
*University of Nevada, Las Vegas*

Community Partner:  
**Elizabeth Fildes**  
*Nevada Tobacco Helpline,  
UNSOM, Touro University Nevada*

Humanitarian:  
**Vicki Chan-Padgett**  
*Touro University Nevada*

Entrepreneur:  
**Dr. William N. Evans**  
*Children's Heart Center Nevada*

Innovator: **Doug Geinzer**  
*Southern Nevada Medical  
Industry Coalition*

Non-Profit: **Holly Lyman**  
*St. Rose Dominican Hospitals*

Technology and Research:  
**Dr. Geoffrey Sher**  
*Sher Institute for Reproductive  
Medicine*

Lifetime Achievement:  
**Larry Matheis**  
*Nevada State Medical Association*

  
**Nathan Adelson**  
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# HEALTH SERVICES COALITION

## Associate Sponsor

The Health Services Coalition (HSC) was formed in 1989 as the Health Services Purchasing Coalition. Currently, there are 23 groups representing both employer and union sponsored self-funded benefit plans. Those organizations commit to the Coalition's goals of quality, affordable and accessible healthcare. The HSC also has taken an active role in supporting legislative initiatives that would improve the quality and transparency of healthcare in the community. A total of 270,000 members are enrolled in self-funded plans offered to them. Coalition members spend over \$850 million for all medical and pharmacy services annually, of which \$240 million is with Las Vegas area hospitals.

There is widespread agreement that there are significant opportunities to better the quality and reduce the cost of hospital care, both nationally and in Nevada. A variety of projects across the country have shown that dramatic reductions can be achieved in hospital-acquired infections and complications, re-admissions and overused procedures such as Cesarean sections, etc. These projects have shown that changes in the way care is delivered can achieve better outcomes for patients as well as reduce costs for both payers and hospitals. The data available in Nevada suggest that there are many opportunities here to achieve these kinds of benefits, and make us all better.

There also is widespread national agreement that current methods of paying for hospital care and other healthcare services can present barriers to implementing these desirable changes in care delivery. Rather than continuing with the current flawed payment methods and simply negotiating with hospitals regarding the rates of reimbursement, the Health Services Coalition worked with partner hospitals to take effective, aggressive steps to achieve better quality and value of the care they deliver. While the results varied by hospital organization, agreed upon terms included

the following and set the path for further improvements in years to come:

- Changes in the way the HSC pays hospitals and the alignment of incentives for health plans to coordinate improved coordination with contracted physicians and other healthcare providers. In some cases these changes were "conceptually agreed" upon for implementation after proper administrative systems were in place to properly manage the change.
- Adjusting payment amounts by service area so that hospitals and physicians have common incentives to provide the best care.
- Linking future rate increases to quality data transparency through the use of nationally recognized registries and actual improvements in patient outcomes.
- Contract oversight mechanisms that will keep the discussions going through the interim period between contract negotiations.

HSC sees great potential in innovations outlined in the Affordable Care Act that call for a business model that will deliver improved value for patients and purchasers while rewarding hospitals and doctors for high quality. The most manageable innovation proposed is bundled payment for an episode of care such as maternity or knee replacement. Doctors and hospitals working together would receive a single payment for care of a condition including a warranty for the 90 days after discharge. Payment would be somewhat higher than routine uncomplicated care so that the providers would do well if the complication and readmission rate was lower than expected. Thus the incentive would be in place for doctors and hospitals to create the systems needed to effectively work together across both inpatient and outpatient care. If successful, everyone wins.

HSC recognizes that moving to a value-based health delivery system will require a significant transition period for both purchasers and providers. Local purchasers and providers have the mutual goal of assuring the best and most affordable care for the patients in our communities over many years to come.

## Northern Nevada

### Dr. Dean J. Burkin

University of Nevada, School of Medicine



**D**r. Dean J. Burkin's research on a common form of muscular dystrophy called Duchenne Muscular Dystrophy has led to some important discoveries on the disease. The condition is genetic, linked to the X-chromosome of males, and affects approximately 45,000 children in the United States and Europe. Many of the

affected children require a respirator and most die early in their second or third decade of life. His research has focused on repairing damage to muscle tissue due to muscular dystrophy.

Dr. Burkin worked to determine an underlying cause of this disease and found it in a mutation in a gene encoding, a critical muscle protein called dystrophin. He then found a naturally occurring chemical in humans, which substitutes in part for the missing protein. It is called Laminin-111. He has patented this technology and, with a pharmaceutical partner, is paving the way to placing a therapeutic product into clinical trials for treatment.

He has written multiple research proposals and been awarded 10 extramural research grants to support these investigations. Dr. Burkin has published over 43 professional manuscripts and gives professional seminars at national and international venues.

Dr. Burkin has worked in healthcare for more than 13 years and has been an associate professor of pharmacology at the University of Nevada School of Medicine for two years.

---

## Southern Nevada

### Dr. Geoffrey Sher

Sher Institute for Reproductive Medicine



**D**r. Geoffrey Sher is not only a hero to Nevadans, he is a hero to patients all over the world who have sought treatment for infertility at the Sher Institute for Reproductive Medicine (SIRM). In 2010 SIRM-Las Vegas treated patients from 25 countries.

Dr. Sher is inundated with letters of gratitude from parents whom he has helped achieve their dreams, to have a child.

One patient wrote: "Hi Dr. Sher, I cannot believe after three years of trying to get pregnant, all it took was finding you and the first time we get pregnant! Even at 39!.... We go to the right doctor, get the right protocol and here we are....pregnant."

This patient's baby is joined by 16,000 other babies whose parents were helped by Dr. Sher. He also donates his time to help under-privileged patients have children. He and his colleagues have donated free In Vitro Fertilization cycles, which cost \$10,000 each to patients in need around the country for 10 years. As of 2011, SIRM is offering free egg freezing for cancer patients so they don't lose their option to have children in the future.

Dr. Sher also established the first private IVF program in the United States in Reno in 1982. He trained with the father of in vitro fertilization, Dr. Patrick Steptoe and 2010 Nobel Prize Winner Dr. Robert Edwards in London. Throughout his four decades working in healthcare, Dr. Sher has pioneered numerous breakthroughs in the field of reproductive medicine.

He has been featured in numerous media outlets across the nation for his innovations.

# BANK OF GEORGE

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## Welcome to Bank of George.

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Community banks are a source of strength for any community. As a community bank, Bank of George is

locally based, locally run and locally tied to fostering success in the community. The bank's board of directors and investors are local business men and women who believe in the future of Southern Nevada. Community business banks should raise expectations to include real bankers—people who are familiar with individuals, their businesses and their business models. Community bankers should and do answer the phone and meet customers to determine financial needs—a loan or a line of credit, for example. Community banks have local decision-making abilities and generally can meet business clients' needs more quickly and responsively than regional or national banks.

## Solidity of character, strength of perseverance.

The board members of Bank of George each have an array of business experience and understanding of what they, and others, seek in a business banking relationship. During the current turbulent economic times, Bank of George has continued to strengthen its foundation, adding to its capitalization and its roster of solid banking customers. Evidence of solidity continued this summer with the addition of a new board member, Shelli L. Lowe. The Bank of George board of directors remain committed to the bank remaining a leading community business bank in Southern Nevada.

## Service worth experiencing.

Everyone has heard the buzzwords: "personalized service, dedication and an array of products and services." With every bank touting the same benefits, how does one truly stand out? Bank of George looks at the end results: Are its current clients staying, and are new clients joining Bank of George? Are customers satisfied and happy? Are the services requested by customers available, or are they being made available? Are its customers known by names and faces, not account numbers? Does Bank of George feel like an integral part of its customers' businesses and success? Those are the questions asked and acted upon daily—all to provide the ultimate banking experience.

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## Northern Nevada

### Dr. Leslie Smith

Renown Health



**A**fter a Naval tour, Dr. Leslie Smith came back to his hometown of Northern Nevada to practice office and hospital-based, pulmonary and critical care medicine.

He could have taken his abundant talents anywhere, but he wanted to ensure Northern Nevadans could receive the same caliber of healthcare patients could get at any major metropolitan area. He has worked to ensure this in several ways.

During his 30 years at Renown, he has facilitated a number

of infection prevention measures for the most vulnerable patients in critical care units and instituted early-identification of sepsis protocols. He also collaborated with emergency room physicians to ensure hospitals reliably deliver optimum pneumonia care.

His team of board-certified critical care specialty physicians are present throughout the daytime hours in every adult critical care unit. They are also available for questions around the clock.

Dr. Smith is an early adopter of new treatments and is a progressive leader in safe medical practices. His work has resulted in a safer environment for patients.

He is chair of the Critical Care Committee for Renown Regional Medical Center, a member of the Renown Health Board of Governors, a clinical professor of medicine for the University of Nevada School of Medicine and a strong advocate for giving patients the best care possible.

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## Southern Nevada

### Larry Matheis

Nevada State Medical Association



**L**awrence P. Matheis or Larry, as he is often called, has served as executive director of the Nevada State Medical Association (NSMA) since 1988.

At NSMA, Larry plans and manages organized medicine's legislative strategies. He is Nevada's key link to the national staffs at the American Medical Association and national medical organizations. He has written articles on health related issues and made formal presentations at dozens of national conferences. He has also made several appearances on television and radio to represent medicine.

Before becoming executive director at NSMA he held various positions and is a veteran of the U.S. Army. He wrote a column on senior issues for the *Las Vegas Review Journal* for three years. He also served for three years as the state health administrator in charge of the Nevada State Health Division.

A Missouri native, Larry represents medicine in several state and community organizations including the Keep Our Doctors in Nevada board which passed the medical liability reforms in 2004. He was a member of Governor Gibbons' Transition Team, where he served on three committees. He is co-chair of the Nevada Covering Kids and Families Coalition, Secretary of the Nevada Health Care Reform Project and former president and current chair of the Policy Advocacy Committee of the Nevada Tobacco Prevention Coalition.



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## SCHOLARSHIP FUNDS

### The Other Winners

The Healthcare Hero events are certainly a way to honor those that do so much for our communities, but that isn't the sole purpose of the program. The proceeds from every event have benefited students that are pursuing careers in healthcare education. Scholarship funds are donated to deserving students that will be future educators for our healthcare professionals.

The scholarship fund remains an important part of the event, especially in these turbulent times. The goal of the fund is the same as that of any Nevada stakeholder: to increase the number of students that remain in Nevada and become the future of Nevada's healthcare system. To that end, everyone that has participated in Healthcare Heroes, whether through sponsorships or by attending the events, has contributed to the education of these students. Thank you for your continued support; Nevada is a healthier, better educated state because of it.

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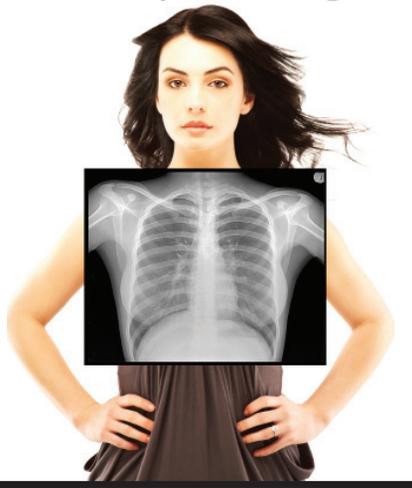
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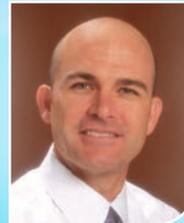
# THANK YOU!

Nevada Business Magazine and Anthem Blue Cross and Blue Shield of Nevada would like to thank our distinguished panel of judges for their wisdom and discernment in selecting our 2011 Healthcare Heroes.

## JUDGES Northern Nevada



**Gary Aldax**  
Saint Mary's Regional  
Medical Center



**Don Butterfield**  
Northern Nevada  
Medical Center



**Laurie Krueger**  
Nevada Hospital  
Association



**Ann McMillin**  
University of Nevada,  
School of Medicine



**Terri Hendry**  
Renown Health

## Southern Nevada



**Bob Cooper**  
City of Henderson



**Dr. Warren Evins**  
American College  
of Physicians



**Leonard Freehof**  
Spring Valley Hospital  
Medical Center



**Vicky VanMeetren**  
St. Rose Dominican  
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**Carolyn Yucha**  
University of Nevada,  
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