



Meet Rilee

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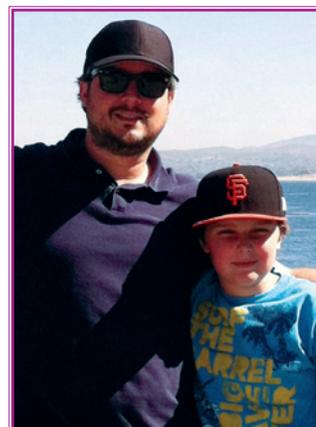
Look beyond the credentials and the resumes and you'll find PHS leaders are compassionate people with sense of adventure, humor and the experience needed to guide PHS forward. You'll find experts at the top of their fields.

Most of all, you'll find folks who are absolutely committed to making decisions and taking action based solely on what's best for PHS kids and families. It's been that way for more than 20 years and it will be that way for many more.

You can see everyone's full professional bios, along with all their credentials, on our website. Meanwhile, enjoy this fresh view of some familiar faces.

Mark Hamman, President

Since his childhood dream of becoming Steve Austin, aka The Six Million Dollar Man, didn't quite pan out, Mark is using bionic-like qualities to lead PHS in new directions while staying true to its solid core. Gregarious yet



humble, Mark does admit to brushing his teeth in the shower and eating rocky mountain oysters. Especially after working with the leadership team to craft and put in motion the

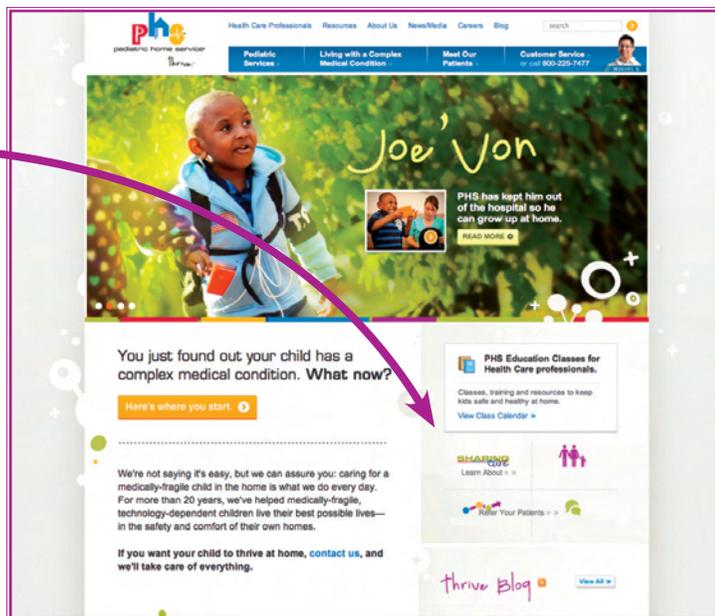
PHS succession plan, Mark is always learning new things. Most recent: Jamaican patties are delicious, which he discovered during his favorite vacation to Negril. Now, he's completely focused on continuing PHS's high quality of patient care.

For more bios, take a look at pages 5-6

The PHS website just got a makeover

We've made it even easier to find what you're looking for

For example, we've put links to really important information right at your fingertips on the home page...



For more website updates, take a look at page 2



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PHS Services

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- Private Duty Nursing
- In-Home Asthma Management
- Clinical Support Services

Pediatric Home Service (PHS)

is an independent pediatric homecare company that provides specialized health care services to technology-supported children — in their homes, with their families. We recognize and understand the different needs of infants, children, and adolescents. We ensure continuity of care by working together with health care professionals, payers, and family caregivers.

The Pulse is published quarterly by Pediatric Home Service for clients, professional partners, the health care community and other friends of PHS. We welcome your suggestions and story ideas. If you have comments or questions or would like to be placed on the mailing list, please contact:

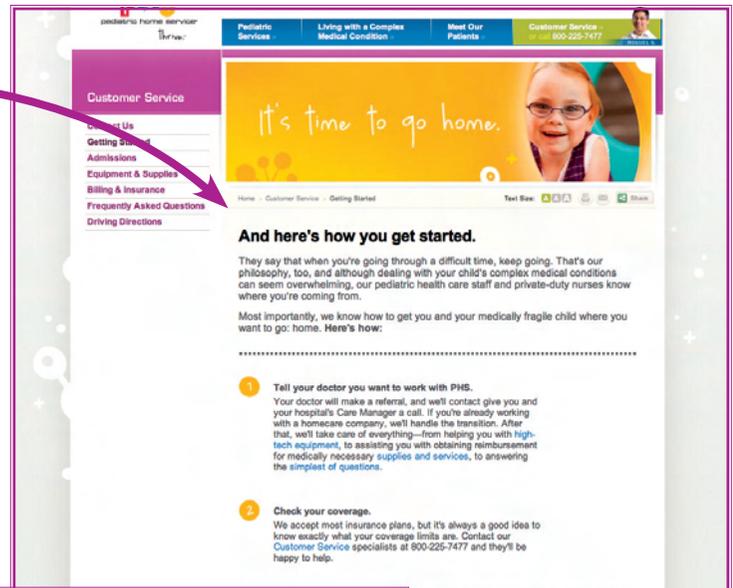
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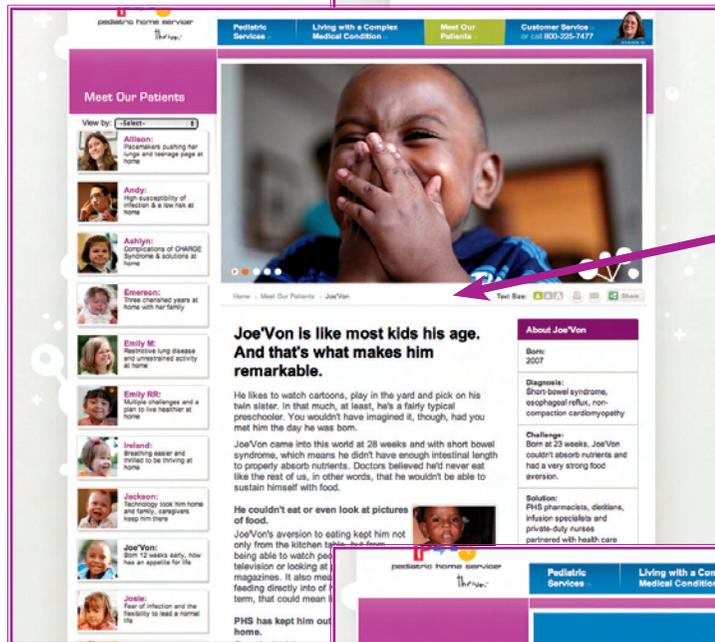
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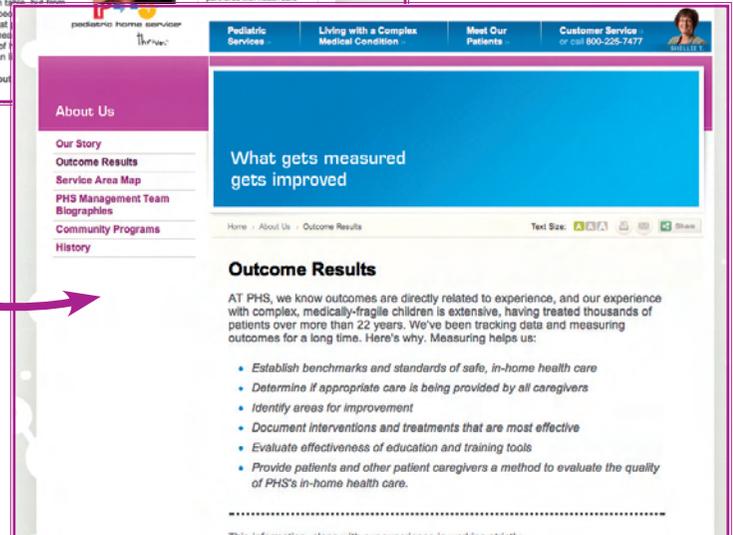
Outlined all the steps involved in going home from the hospital...



Added helpful information including new patient profiles...

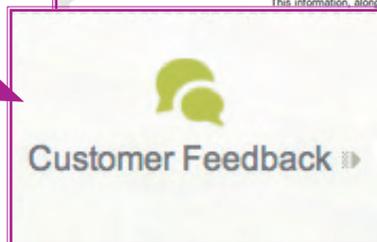


And statistics that measure the quality and effectiveness of the care we provide.



And last, but not least, a convenient button for customer feedback, and we encourage you to use it!

You can always let us know how we're doing by visiting www.PHSSurvey.com



Check out the changes and tell us what you think. ■



Message from our Medical Director

Dr. Roy C. Maynard

PHS tracks data and outcomes to continually improve the quality of care

“Outcomes” is a common buzzword in health care. The obvious goal for measuring outcomes is to improve the quality and delivery of health care at a lower cost. These quality initiatives—now, and perhaps even more so in the future—direct patient referral patterns, as well as hospital and physician reimbursement.

PHS also tracks outcome data. It’s part of our commitment to improving the quality of care and we’ve been doing it for a long time. Here are some reasons why. Measuring helps us:

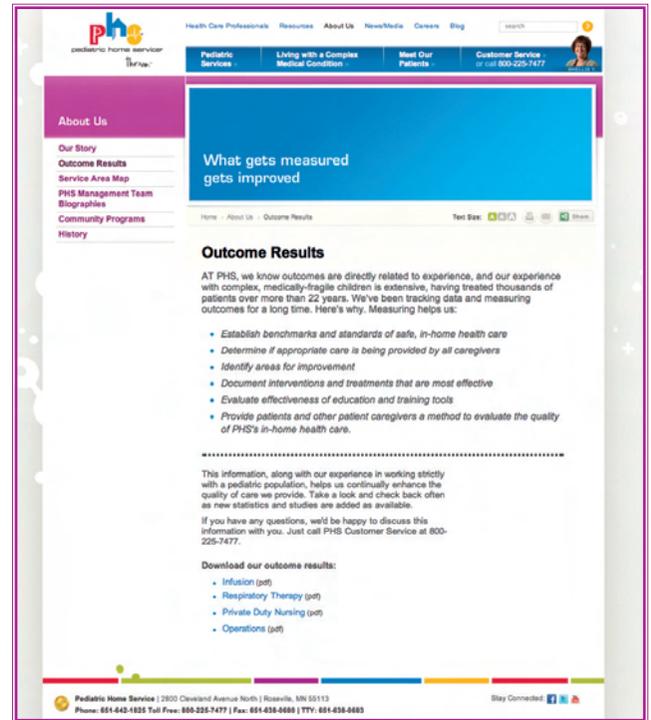
- Establish benchmarks and standards of safe, in-home health care
- Determine if appropriate care is being provided by all caregivers
- Identify areas for improvement
- Document interventions and treatments that are most effective
- Evaluate effectiveness of education and training tools
- Provide patients and other patient caregivers a method to evaluate the quality of PHS’s in-home health care

In the fall 2011 issue of *The Pulse*, we reported outcomes on central line blood stream infections (CLABSI) in homecare

patients with central venous access serviced by PHS home infusion nurses. PHS reported infection rates *significantly lower than hospital infection rates*. What makes these low infection rates even more remarkable is the high acuity of these PHS patients.

Recently, we added a page devoted to patient outcomes on our updated PHS website. There, you will find information on the CLABSI results, as well as other outcomes related to respiratory therapy, private duty nursing and shipping accuracy. Click “Measuring Success” on the PHS home page.

On the respiratory side, we recently completed a 12-month observational study of our tracheostomy dependent patients. Tracheobronchitis is one of the most common medical conditions affecting pediatric patients with artificial airways and there’s a lot to be learned about it in the homecare setting. We are working to compile the results and you will hear more about our study in the near future.



See full outcomes in the *About Us* section of the PHS website.

In the meantime, we encourage you to take a look at the new patient outcomes page on our website. Check back often, because we will continue to populate the page with additional statistics and studies as they become available. ■

C'mon online!

Join the PHS online community. Post pictures, share stories, give tips, comment on our blog and connect with other families facing similar challenges. Lend support and help celebrate the achievements of children who overcome tremendous medical challenges to live full and happy lives at home.

Here’s where you’ll find us:

 PHS Thrive blog at <http://www.pediatrichomeservice.com/blog/>

 Facebook at <http://www.facebook.com/PediatricHomeService>

 Twitter at <http://twitter.com/PHSKidsThrive>

 YouTube at <http://www.youtube.com/user/pediatrichomeservice>

On the Sharing Care beat

PHS making a difference



Gutter Bowl 6 a big success

In February PHS staff hit the alleys for the sixth straight year. Two teams represented PHS as a Co-Presenting Sponsor for the annual Gutter Bowl at Brunswick Zone in Brooklyn Park. We didn't take home a trophy (next year!), but we helped raise more money than ever before, with the proceeds going to support the University of Minnesota Amplatz Children's Hospital.



Climb for Air

PHS volunteers had a blast helping organize a day of activities and cheer on climbers who stepped up to the challenge and climbed 660 steps of the Accenture Tower in Downtown Minneapolis on Feb. 25. The 2012 Fight for Air Climb benefited the American Lung Association.

PHS sponsors Gillette playroom

PHS has extended its hand through Sharing Care to make a capital gift to Gillette Children's Hospital. We're sponsoring the "4S" Playroom, where we hope many smiles are shared as parents and children face and overcome challenges together.



This gift is part of a triangle of support PHS has provided to three major children's hospitals in the Twin Cities area: Amplatz, Children's, and now, Gillette.

Faith's Lodge Spring Clean

Once again, PHS staff will take a weekend trip to Danbury, Wis., to help Faith's Lodge prepare for spring. Volunteers plant trees, clean, do lawn work, and cook and freeze meals for families to eat while they stay at the lodge. It's just one small way PHS can help to make their stay at the lodge all about healing.

We always get more than we give

PHS loves to lend a hand



April is National Volunteer month, but PHS volunteers are busy all year round—and delighted to have opportunities to support so many worthy causes that enhance the lives of special needs children and their families. Here's just a quick look at what we did in 2011:

- Helped 12 organizations, including Faith's Lodge, Spare Key, Children's Hospital, Ronald McDonald House, iCanHoop, West Metro Miracle League, Memorial Blood Centers, University of Minnesota Amplatz Children's Hospital, Hope Kids MN, Juvenile Arthritis Foundation, Toys for Tots, and Oley Foundation.
- Gave 50 units of blood
- Donated 80.5 volunteer work hours
- Donated 234.5 personal hours

Let's hear it for everyone who volunteers! You make a difference in the world.

SHARING
Care

Help us GO GREEN

Small actions can make a big difference when it comes to protecting our environment. If you'd like to help PHS GO GREEN, visit the PHS website home page and check the corresponding box, to indicate you would like to receive product alerts, *The Pulse* newsletter, or PHS satisfaction surveys via email rather than in the mail.

Meet the PHS leadership team

Who is guiding PHS into the future?



Pam Clifton, Senior Vice President, Operations

We're relieved Pam didn't fulfill her childhood career aspirations to become a nun and teacher (or a ballerina or artist) because as Operations V.P., she fulfills our aspirations. Amidst keeping several PHS departments on track, including quality initiatives, Pam brings empathy, fun and the upside of impatience to the PHS team. If she hangs wall artwork in the wrong spot, her quirky side demands

she patch the unused and unseen holes in the wall; yes, she's that thorough. While her profession focuses on children, personally she gained strength providing compassionate care while her parents were aging. She's also learned, first hand, that cats, dogs and a one-year-old grandchild can coexist, happily. Ask her about the time she ate alligator; she says it didn't taste like chicken!



Pam Chilson, Chief Financial Officer

Pam is working to ensure PHS remains a fiscally responsible organization that can continue serving its patients far into the future. On a personal note, Pam just learned how to load and shoot a handgun. We're not sure these are linked, but no one wants to test the theory. She's quirky about cleaning everything off a counter before cooking or baking, even if she doesn't need the space. And lutefisk

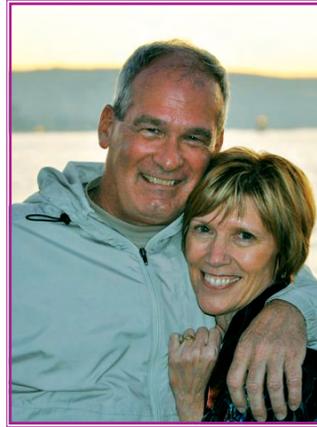
(yuck!) will not be on her menu. She's gained strength by helping her mom after her dad passed away, unexpectedly. Pam is detailed and curious yet practical, which also would have served her well in the dream job she wanted as a child: hair stylist.



Todd Ericson, Managing Director of Human Resources

Hear that? It may just be Todd talking out loud to himself: he's found that's when he thinks best. Through his easygoing, forgiving and patient perfectionism, he's working to make PHS one of the best places to work. Most recently, he's learned that pride inhibits reconciliation, prevents learning and short-circuits personal growth. We're so thankful he didn't pursue his childhood dream job of

becoming a forest ranger and instead uses his talents at PHS, which he does when he's not backpacking in the Grand Canyon.



Judy Giel, Senior Vice President, Clinical Service

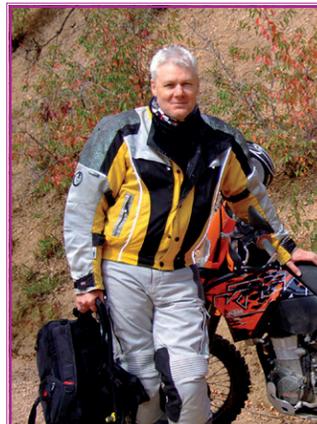
Energy and integrity fuel Judy's ever-expanding responsibilities to PHS and its patients. That same fuel also helped her complete four marathons, travel (favorite vacation was her first trip to the Big Island, Hawaii) and realize her childhood dream of motherhood. She admits she enjoys going to movies just to eat the popcorn, and happily, recently discovered the restorative value of a mini-vacation.



Sandi Maguire, Managing Director of Nursing and Pharmacy

No need for a chair when Sandi is in your meeting: she's a pacer. That's just part of her outspoken, impatient yet compassionate traits that you want on your side if you're a PHS patient or family. She works to improve life for PHS kids while minimizing stress for caregivers. She believes the degree to which we enjoy our lives all depends on

our attitudes. Though she hoped to grow up and become Tarzan's partner, Jane (or another wilderness character), Sandi has enjoyed vacationing in Tanzania and has lived her mom's legacy to be educated, independent and actively support ideals in which she believes.

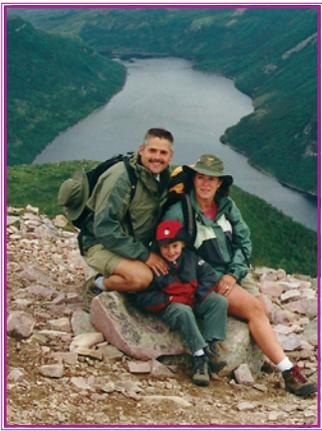


Roy Maynard, Medical Director

How does the self-described "luckiest man alive" start most days? Not as a fighter pilot, his one-time childhood career aspiration. Instead, Dr. Roy watches the TV military channel with a cup of coffee before splitting his time between taking care of children as a Pediatric Pulmonologist at Children's Respiratory and Critical Care Specialists, P.A. in Minneapolis and leading the PHS clinical team. His

life experiences include motorcycle riding through New Zealand with his wife, eating live goldfish (college fraternity initiation) and later, while on a fly fishing trip on the Amazon, dining on piranha in Brazil, plus three years as an Indian Health Services pediatrician on a Native American Sioux reservation. He enjoys and actively pursues sharing all he learns about pediatric home health care.

Continued on page 6



Michael Ruhs, Managing Director of Marketing & Sales
 Not far off from the dream career of his youth as a writer/photographer, Michael guides PHS service and brand messaging to various audiences. His curiosity led him to relocate from Kentucky to Minnesota right after high school, earning his degree from the University of Minnesota. Along with passion for nature, his curiosity also led him to enjoy cod tongue (he says they're actually tasty)

while traveling in Newfoundland and vacations spent snorkeling with beluga whales and observing polar bears at Hudson Bay, solo backpacking from the south Oregon coast to Washington's Puget Sound and a weeklong, solo canoe trip in the Boundary Waters Canoe Area Wilderness. Oddly, that curiosity also seems to limit much of his leisure reading to 80 percent complete, as he's compelled by the subject matter to move along to new reads. Michael dreams that every child who wants to thrive at home knows they can with PHS.



Cameo Zehnder, Managing Director of Regulatory Affairs

No more burdens for patients and families. That's Cameo's goal as she balances ever-changing guidelines and keeping up to speed on regulations that affect PHS caregivers and patients. Interestingly, when she feels stressed, she shops for and treats herself to new office supplies. Optimistic, detailed and calm, she too admits to having tried rocky mountain oysters and pickled northern pike. It's unlikely she'll ever

top her best vacation: time in Moscow, Russia, in 2011, where she, her husband and their child spent their first few days together as a family of four, following the adoption of their 2-year-old daughter. Even though she's soon to complete her law school degree, which taught her not to sweat the small stuff and gave her knowledge that helps PHS patients every day, Cameo savors the fact she still has lots to learn. ■



Back Row (L to R): Sandi Maguire, Judy Giel, Pam Clifton, Pam Chilson. Middle Row: Cameo Zehnder (on the balloon - vacation doesn't get you out of a group picture! Nice try). Front Row (L to R): Todd Ericson, Mark Hamman, Roy Maynard, Michael Ruhs.

What's new in health care reform

What you need to know

Confused about health care reform?

You're not alone. The legislation passed by Congress and signed into law by President Obama is a comprehensive and complex document. As the law is implemented, it's important you understand how the changes will affect you and your family. PHS wants to help you navigate the waters of reform. We will offer insights with each issue of *The Pulse*. If you have specific unanswered questions or concerns related to the issue of health care reform, let us know; others may have a similar concern. We'll try to help and, perhaps, share your question and the answer with *The Pulse* readers in future issues.

Defining some commonly used terms is a good place to start.

Outcomes: The result of a treatment plan. A popular buzzword in health care reform currently as legislation looks to provide reimbursement based upon the outcomes for care given to patients.

Patient Protection and Affordable Care Act (shortened to Affordable Care Act): The title of the actual legislation signed into law in March 2010.

Accountable care organization: A set of providers associated with a defined population of patients, accountable for the quality and cost of care delivered to that population. The providers could include a hospital, a group of primary care providers, specialists, and possibly other health professionals who share responsibility for the quality of care and cost of care provided to patients.

Patient centered medical home:

The patient centered medical home is a model of care in which "patients have a direct relationship with a provider who coordinates a cooperative team of health care professionals, takes collective responsibility for the care provided to the patient, and arranges for appropriate care with other qualified providers as needed.

Access to care: A person's ability to obtain needed medical care. Access to care is often affected by the availability of health insurance or coverage, the cost of the care, the geographic location or availability of health care clinicians, and the number of clinicians working under contract with a health plan.

Out-of-pocket costs: The yearly out-of-pocket (OOP) maximum is the highest or total amount your health insurance company requires you to pay toward the cost of your health care.

Out-of-pocket expenses are what you pay for health-related services above and beyond your monthly premium. Depending on your health plan, these expenses may include an annual deductible, coinsurance, and copayments for doctor visits and prescription drugs.

The out-of-pocket maximum helps protect you from very high additional costs. In most cases, once you reach your health plan's out-of-pocket maximum, your insurance company will cover 100% of the costs it considers to be medically necessary.

Some health plans don't count all your out-of-pocket expenses in determining the OOP maximum. For example, your plan may not include your annual deductible and some plans may not include the copays associated with outpatient procedures. You should get a document called an "explanation of benefits" (or EOB) that shows your out-of-pocket expenses as the year goes on. If the numbers don't make sense to you, call your health plan's member services department for an explanation.

Pre-existing conditions: Many Americans have health-related problems that insurance companies define as pre-existing conditions. A pre-existing condition is a health problem that existed before applying for a health insurance policy or enrolling in a new health plan. ■

Resource: Healthcare 411 – Department of Health & Human Services - sponsored website with latest videos, articles, podcast on health care topics

Read the PHS position on reform

Learn more about the PHS stance on health care reform and what we support in the new legislation on our website at <http://www.pediatrichomeservice.com/news.php?category=Where+We+Stand>



Staff Spotlight

Meet Mac

Keeping us on our toes



Mac loves spending time with his family. Pictured here with niece, Isa.



Mac with one of his PHS buddies, Nick.

For the last ten years, Mac Shapland has been performing a lot of office duties at PHS: delivering mail, recycling paper, collecting trash, stocking warehouse items, labeling bagged products and putting a smile on our faces.

But this office favorite has another important task: keeping an eye on everyone at PHS and telling them to “chop-chop,” which in Mac-speak means get back to work. “I’ve got my eyes on you,” he often says, pointing to his eyes and then back at an employee.

“He does a great job of keeping everyone on task around here,” says Jill Bowman from the Finance Department. “And he’s a great friend to everybody.”

Mac can always be found at the center of employee events where there’s fun to be had. You’ll find him throwing a nerf football around with the warehouse guys, and most days, he’ll be wearing something with a Vikings, Twins or Gophers logo. Mac likes to play sports and he’s a big baseball fan. We even refer to him as “Coach Mac.”

A Twin Cities native, Mac spends time with his girlfriend, Chastity, and his family, including his parents, sister Kate, who lives in Colorado, brother Jim and his wife Maryam, and their two kids, Nio and Isa. Mac especially loves being an uncle.

He currently lives in a group home in New Brighton and also spends time at his parents’ home. But someday, says Mac, he plans to get married and buy a house of his own.

Congratulations on 10 years with PHS, Mac. ■



Mac with his family and girlfriend, Chastity, at his 10 year celebration party at PHS.



Thriving at Home

Eight weeks premature

Now eager to crawl!

“There were times I didn’t think Rilee was ever coming home,” Tosha, his mom, recalls.

Rilee was born eight weeks premature, and suffered from apnea and couldn’t breathe on his own,” explains PHS Respiratory Therapist Summer Scandariato RRT-NPS, LRT. “He was in neonatal intensive care with an enlarged abdomen full with fluid when his liver started to fail. That meant less room for his lungs, which then couldn’t properly develop.”

New liver, new hope

At three months old, Rilee had a liver transplant and his family had new hope. “It’s heartbreaking to live in intensive care units,” Tosha says. “We probably would not have been able to come home if it weren’t for PHS.”

“Even so, when Riley was discharged from the hospital, he was pretty much bed-ridden. But at home, he can sit in his boppy, play with his big brother, and continue to grow and develop. He’s changed so much in the three months that he’s been home.”

Rilee’s comprehensive PHS care team includes a respiratory therapist, an infusion nurse, a dietitian, private duty nurses, and a support staff including an onsite medical director, pharmacists, customer support specialists, and others who are ready to assist around the clock.

“It was really helpful when PHS came out and trained us on all his equipment,” Rilee’s dad, Brian, says. “They had us take everything apart and put it back together and work hands-on with all the supplies and setups.”

Rilee no longer needs breathing help from the ventilator and his care team is hopeful for decannulation (removal of the trach) soon. Then, he’ll learn to eat on his own and won’t require g-tube feedings.

As Tosha says, “Never lose hope and faith that your baby will come home.” ■



Kids Being Kids

Got game?

Thomas does



Like other teenage boys, Thomas loves watching all sports on television, but basketball is the one game he’s able to play. It’s a special time when he goes outside while “Megan and Morgan, the best sisters anyone could have” shoot hoops in the family’s driveway. His mom or dad lowers the hoop for him and he even takes shots when he can. With an undiagnosed neurological condition that affects his autonomic nervous system, Thomas takes those shots from a 600-lb wheelchair and communicates with head movements. Earlier this year, he and his entire family enjoyed an afternoon at the Harlem Globetrotters game in Rochester, Minn. “It was the first time in 14 years all five of us have been anywhere together without a caregiver (except for a brief neighborhood walk three years ago),” his mom said, “so it was incredibly special. The Rochester Civic Center staff, especially a young lady named Sam, was amazing. They arranged for us to sit together on the floor at the end of the court. Sam even set it up so we could drive Thomas’ van into their loading dock, which was important because it was cold and he can’t regulate his body temperature.” PHS is proud to take care of a young man who is one great gamer!

We’re on the lookout for photos of “kids being kids” to consider using in future issues of *The Pulse*. Photos can be of any kid activity, from drawing a picture to skiing to playing with pets. Submit photos via email to dmakerson@pediatrighomeservice.com. If we choose your photo, we will contact you.

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PHS has earned the Joint Commission's
Gold Seal of Approval™



The Pulse

news for our health care partners

Who ate live goldfish? Fun facts about PHS leaders

We've updated the PHS website

Not yet crawling, Rilee's taking pretty big steps

Answers to questions on health care law

Thomas scores with Harlem Globetrotters