



## HSHP Medical Centers

**Hot Springs  
Medical & Dental Center**  
66 NW US 25/70 Highway  
Hot Springs, NC 28743  
Monday - Friday, 9am - 5pm  
Saturday, 9am - Noon  
(828) 622-3245

**Laurel  
Medical Center**  
80 Guntertown Road  
Marshall, NC 28753  
Monday - Friday, 9am - 5pm  
(828) 656-2611

**Mars Hill  
Medical Center**  
119 Mountain View Road  
Mars Hill, NC 28754  
Monday - Saturday, 9am - 8pm  
Sunday, 1pm - 8pm  
(828) 689-3507

**Barnardsville  
Medical Center**  
540 Dillingham Road  
Barnardsville, NC 28709  
Tuesdays, 9am - Noon  
Thursdays, 2pm-6pm  
(828) 626-3965

**Mashburn Center  
at Marshall**  
590 Medical Park Drive  
Marshall, NC 28753  
Monday - Friday, 9am - 6pm  
Saturday & Sunday, 2pm - 6pm  
(828) 649-3500

**Madison Home Care  
- Hospice of Madison**  
590 Medical Park Drive  
Marshall, NC 28753  
Monday - Friday, 8am - 4:30pm  
(828) 649-2705

**Administrative Office**  
590 Medical Park Drive  
Mailing Address: PO Box 69  
Marshall, NC 28753  
(828) 649-9566

## Common Myths about HSHP: Part 1

*John Graeter, Executive Director*

As Hot Springs Health Program enters its 33rd year of service in meeting the primary health care needs of the people of Madison County and surrounding areas, we have discovered several common myths about who we are, what we do, and how we do what we do. Over the next few editions of *Community Pulse*, we will identify these myths and clearly share who and what we are.

### **Myth #1: We serve only the poor and uninsured.**

Actually about 32% of our patients have Medicare insurance, and another 32% have private insurance, State Employees Health Plan, or other third party coverage. We serve the broad range of citizens of Madison County and the surrounding areas.

### **Myth #2: We serve only Medicare and private insurance patients.**

Actually, in addition to the patients above, HSHP serves Medicaid patients, including their prescription drug needs (28%), and also indigent patients (8%), those who qualify for partial subsidy of their visit costs with the help of State indigent care funds. Again, we serve those in our community who require medical treatment, health education and prescription drugs for their health care. The people we serve are a cross-section or snapshot of our community's diversity.

### **Myth #3: We receive significant federal funding.**

Actually, we receive no direct Federal funding of any kind. In order to serve our community, in the medical centers, and in Madison Home Care & Hospice, we accept Medicare, Medicaid and Tricare (military personnel insurance) patients and file their insurance claims. HSHP received some federal funds in the 1970's, during our start-up period, from the federal Appalachian Regional Commission. And into the early 1980's, we annually received federal Rural Health Initiative Funding, in

decreasing amounts. In 1986, HSHP voluntarily gave up this federal funding after opening the Mars Hill Medical Center, and has been self-supporting ever since. This is a success story!

### **Myth #4: We employ physicians and medical care providers that can't find jobs elsewhere.**

Actually, our provider staff is highly educated, trained, and qualified in their areas of expertise. Overall, our medical providers have long tenures with us - our Medical Director, "Chipper" Jones, MD has been on staff for 25 years. For more information on all our providers, visit our website at [www.hotspringshealth-nc.org](http://www.hotspringshealth-nc.org) or call 649-9566 to request a copy of our Provider Profile booklet.

### **Myth #5: We do not serve children, most especially infants.**

Actually, our 11 family medicine providers provide care to many infants and children as a part of caring for an entire family. In addition, we have a pediatrician, Janice Coverdale, MD, and a pediatric nurse specialist, Loretta Coates, FNP, providing care at our Mashburn Center in Marshall. Our dentist, James Melzer, DMD, located at our Hot Springs Center, also provides dental care for children. Furthermore, our two health educators spend most of their time in diabetes and asthma care management for children and their families. □



# provider profiles



**Janice Noel Coverdale, MD**, received her undergraduate education from Centre College of Kentucky in Danville. She received her medical degree from the University

of Louisville School of Medicine and also studied neurobiology at Washington University School of Medicine.

Dr. Coverdale completed a residency in Pediatrics with the University of Louisville School of Medicine's Department of Pediatrics, Children's Hospital. She grew up in Bowling Green, KY, has been in practice since 1979, and has been a member of the HSHP medical staff since 1981.

Active in many professional and community organizations, she serves as director of Pediatric Services for the Madison County Health Department and is past president of the Mountain Pediatric Society. She is a member of the North Carolina Pediatric Society and a former member of the Graham Children's Hospital Regional Board.

Dr. Coverdale lives in Madison County. She most enjoys watching her young patients grow into great adults, and working with a very supportive staff. She enjoys serving Madison County and being involved long-term with a community that works well together. □



**Ruth Loretta Coates, FNP**, received her RN degree from Asheville Buncombe Technical Community College, NC. She received her BSN degree from Winston Salem

State University, Winston Salem, NC. She received her MSN degree as well as a Family Nurse Practitioner certification from East Tennessee State University, Johnson City, TN.

Loretta Coates has worked with HSHP for 3 years. She is a native of Alexander, and currently lives in Petersburg. She says getting to know the children and their families are what she enjoys most about serving Madison County.

Loretta also enjoys the caring staff at HSHP and their willingness to go the extra step for the people of Madison County. □

## HSHP:

Meeting the primary health care needs of the people of Madison County and the surrounding areas through an organization oriented to and directed by the community.

### What is folic acid?

Folic acid, or folate, is one of the B vitamins needed for many functions in our bodies.

### Why do I need it during pregnancy?

Taking 400 mcg of folic acid daily during pregnancy can prevent birth defects of the baby's brain and spine. The catch is that you have to already be getting the right amount of folic acid when you get pregnant for it to work.

If you wait until you know you are pregnant, it's too late. The baby's spine is formed by 6 weeks, usually about 2 weeks after your missed period, just as many women are beginning to wonder if they might be pregnant.

## Ask the Doc

### How do I get enough folic acid?

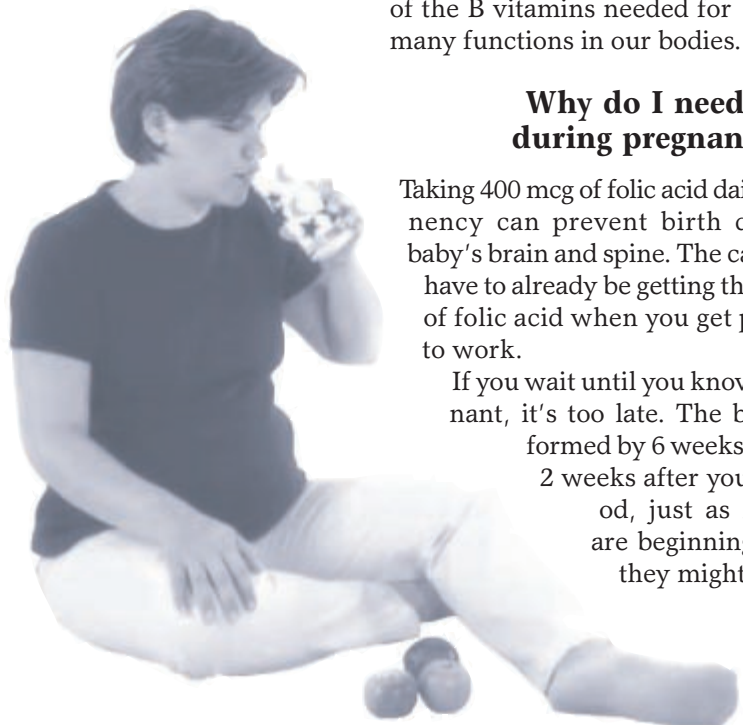
The easiest way is to take a multiple vitamin. Almost all have 400 mcg of folic acid. You can also get folic acid from a healthy diet that includes dark green leafy vegetables, broccoli, dried beans and peas, and whole grains. Many cereals and breads have been enriched with folic acid, too.

### What if I'm not planning to get pregnant?

About half of all pregnancies are not planned. That's why women should get enough folic acid every day if there is any chance they could get pregnant.

The Hot Springs Health Program is participating with the March of Dimes to give out free multiple vitamins to all women of childbearing age. Talk to your doctor or ask at our pharmacies. □

*Kim Heiselman, MD*  
HSHP, Mars Hill Medical Center



### Madison Community Health Consortium Coordinator, Deana Stephens



Helping the people of Madison County stay well and healthy requires the hard work of many. Hot Springs Health Program is privileged to partner with many organizations, groups, and individuals in meeting our community's health challenges. One of these organizations is the Madison Community Health Consortium (MCHC). HSHP had the recent opportunity to talk with the MCHC Coordinator, Deana Stephens.

**HSHP:** What is the mission or purpose of the MCHC?

**Stephens:** The purpose of the MCHC is to bring organizations, agencies, and community members together, all with equal status, to discuss the health issues in Madison county. We then make plans and develop initiatives to see that Madison county people - adults, children, elderly - get healthier.

**HSHP:** What are some of the projects or initiatives that the MCHC has been involved with in the past?

**Stephens:** Planning for and launching our county's 9-1-1 Emergency Response system is the biggest project the MCHC has undertaken and is probably the one for which we are the most proud... our 'crowning achievement.'

The Consortium developed a strong diabetes care management and education program in the late 1990's. Recent community health assessment data has indicated a significant decrease in diabetes rates as well as a decrease in diabetes complications in the years since the program started. The MCHC has had many successes!

**HSHP:** What are the current priorities of the Consortium?

**Stephens:** The Madison County Health Department, in partnership with the

Consortium, has just completed the most recent 2003 Community Health Assessment.

This extensive process of collecting and examining all sorts of health data is carried out every four years. It helps us know how we are doing - are we getting healthier, in what areas are we better or worse than we were before, how do we compare to other NC counties, what health needs do folks in the county say we have - helps us answer those type of questions. We are now mobilizing the community to respond to our greatest needs right now which are

- Obesity, especially in children
- Dental health
- Substance abuse and mental health - prevention and treatment
- Respiratory illnesses

**HSHP:** What kinds of folks are involved with Consortium initiatives?

**Stephens:** The MCHC is composed of all sorts of folks - staff from the Health Department, Department of Social Services, Hot Springs Health Program, Madison County Schools.

Community organizations are involved such as Helpmate and Our Voice as well as health professionals practicing in the community such as chiropractors and counselors. The only criteria for being involved is having a desire to make Madison County as healthy as it can be!

**HSHP:** What excites you most about Consortium work?

**Stephens:** I get excited because community people have as much say in deciding and working on initiatives as do the staffs and leaders of organizations. Everyone is important! Broad input is key.

We all benefit when those who live, work, and go to school here work together. We get more done - time, talents, ideas are shared. It's all about COMMUNITY!

To learn more about the Madison Community Health Consortium, contact Deana Stephens at 649-9566.



One of the Consortium's initiatives is the annual Senior Health Fair where receiving a flu vaccine is a highlight for participants. Jan Lounsbury, RN, Madison County Health Department is administering the vaccine.

# HSHP Hospice of Madison

Hospice of Madison, established in 1987, is a licensed and certified hospice program offering an array of services for patients living with a limited life expectancy and their families.

Hospice care is unique in that the patient and family are the 'unit of care' and a team of professionals and volunteers provide care that is focused on making the final chapter of life as pain and symptom free and fulfilling as possible.

## Hospice services include:

- 1. Physicians** - a patient's physician remains very involved with planning for and monitoring care in collaboration with the hospice Medical Director.
- 2. Nursing care** - in partnership with patient's physician, an RN will assist with intermittent visits, focusing on pain and symptom control. On-call services are available 24 hours/day for emergency care after office hours and on weekends.
- 3. Social work care** - a professionally trained social worker will assist with emotional and social stress for the patient and family that often accompanies living with a limited life expectancy. Assists family in accessing community resources as needed.
- 4. Nurse assistants** - as the patient's physician indicates, a nurse assistant will help with intermittent visits to help with activities of daily living and personal care.
- 5. Chaplaincy care** - a chaplain is available as needed to provide spiritual support for the patient and family. Often this care is provided in partnership with the patient and families' minister.

**6. Volunteers** - trained hospice volunteers provide many services for the patient and family primarily focused on supportive care such as running errands and sitting with the patient while the family keeps their own appointments.

**7. Other therapies** - other professionals, including a registered dietician, may be called in as medically indicated, to assist in areas such as physical therapy, occupational therapy and speech therapy.

**8. Bereavement care** - support for the family extends for at least a year after the patient's death, focusing on the relief and management of grief.

**9. Respite care** - the hospice team can arrange for short, time-limited extended care to help a patient and/or family through a difficult time.

Hospice services are covered by Medicaid, Medicare and most private insurance companies. For more information call Pam Gregg at 649-9566.

**To make a referral call  
649-2705, 8am - 4:30pm  
Monday - Sunday**

## Snapshot

- **Madison Home Care and Hospice**, programs of Hot Springs Health Program, employs a staff of 30 comprised of:
  - 11 nurses
  - 4 physical therapists
  - 1 occupational therapist
  - 2 medical social workers
  - 7 home health aides
  - 1 bereavement counselor
  - 1 contracted speech therapist
  - 3 administrative staff
  - 1 contracted dietician



- Last year, Madison Home Health Care served 368 patients/family with 9,750 visits.
- Madison County was home to 332 patients, plus:
  - 4 patients from Yancey County
  - 32 from Buncombe County
- Last year, hospice served 56 patient/families:
  - 54 lived in Madison
  - 1 lived in Yancey
  - 1 from Buncombe County
- The average length of time a patient was on hospice care was 33 days.
- Volunteers, an important part of hospice care, provided 539 hours of service and traveled over 7,000 miles.

# HSHP board member profile



## Jerry A. Plemmons

Director, Community and Economic Development  
French Broad Electric Membership Corporation (FBEMC)  
PO Box 9, Marshall, NC 28752  
Phone: 649-2051

Madison County born-and-bred, Jerry has spent his professional life in three primary roles – as Director of the County Council on Aging, as Director of Community Organization for the Opportunity Corporation of Buncombe/Madison Counties, and currently as the Director of Community and Economic Development for the French Broad Electric Membership Corporation.

The FBEMC is the electricity provider in Western North Carolina and east, covering about 1,400 square miles. At FBEMC, Jerry is responsible for all community and economic development activities including establishing and maintaining close working relationships with many, varied stakeholders. He is also the energy conservation advisor, assisting FBEMC members/owners in conserving energy.

Jerry has been and continues to be a key leader in many community endeavors. They are:

- North Carolina Foundation for Advanced Health Programs, Board of Directors
- Western North Carolina Highway Corridors Association, Secretary

- Madison County Partnership for Children and Families, Board of Directors
- Land-of-Sky Regional Council, Board of Directors
- Self-Help Credit Union, Western Regional Advisory Committee
- Madison County Community Foundation, President
- Blue Ridge Area Foundation, Chairman
- Mountain Area WorkForce Development Board, Past President
- Opportunity Corporation of Buncombe/Madison Counties, Board of Directors
- Hot Springs Health Program, Chairman, 1979 - current

Jerry also is involved in his community as he actively participates in the Lions' Club. He has been the public address announcer for the Madison County High School football games for 17 faithful years. □

## Neighbor to Neighbor

**YES! I want to help Hot Springs Health Program sustain its quality programs and care.**

Enclosed is my check for \$ \_\_\_\_\_

Your Name: \_\_\_\_\_

Please bill my credit card:  Mastercard  VISA

Address: \_\_\_\_\_

Expiration date: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card #: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

e-mail: \_\_\_\_\_

I pledge \$ \_\_\_\_\_ over the next 12 months

This gift is in memory or honor of:

Bill me:  Monthly  Quarterly

Name: \_\_\_\_\_

Please send me information on:

Address: \_\_\_\_\_

Volunteer opportunities with Hot Springs Health Program.

City: \_\_\_\_\_

How I can create a legacy gift to help Hot Springs Health Program for years to come.

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Having Hot Springs Health Program speak to my community, civic, church group.

Please return to:

**Wendy Harris, Hot Springs Health Program,  
PO Box 69, Marshall, NC 28753.**

Or call 828 649-9566

**THANK YOU! We are grateful for your support.**

## HSHP Board of Directors



*Back row, left to right:*  
Larry Burda, Sylvia Coudriet,  
Grainger Caudle, Jerry Plemmons,  
June Trevor, Gerald Deland

*Front row, left to right:*  
Faye Gunter, Wiley Duvall,  
Roy Reeves, Louis Zimmerman

*Not pictured:*  
Sidney Harrison, Karen Cutshall

Started in 1971 in the town of Hot Springs, our mission is to provide primary health care and related health services for the people of Madison County and surrounding areas.

• HOME HEALTH & HOSPICE CARE • DENTAL SERVICES • LIFELINE SERVICES •

*For people in Madison County and surrounding areas, medicine with the personal touch is close at hand through the Hot Springs Health Program.*

• ADULT & PEDIATRIC MEDICAL SERVICES • PHARMACY SERVICES •

Learn more, visit us online at [www.HotSpringsHealth-NC.org](http://www.HotSpringsHealth-NC.org)

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