WILSON UNVEILS NEW NAME, NEW LOOK AND NEW OUTLOOK
For the first time in nearly 85 years, Wilson Memorial Hospital has unveiled a new name and new look, while also establishing a new community outlook. With the start of a “brand new day” at Wilson, the new name, look and outlook emphasizes the hospital’s focus on redefining healthcare through proper education and prevention starting in the community.
“A hospital has to be more than a place people go when they’re sick. It needs to be an active part of the community that helps people live healthier lives,” said Dr. Frederick Simpson, M.D., Chief Medical Officer of Wilson Health.
After decades of serving Shelby County and the surrounding communities, Wilson Health found itself poised for resurgent growth and continued success. “To shift the culture of the hospital to be identified as a health network with a unified purpose and theme, there needed to be a change in the messaging and branding of the hospital,” said Mark Dooley, Chief Executive Officer of Wilson Health. The new name, look and outlook of Wilson Health – the result of more than a year of perceptual research studies, interviews and analysis – was introduced on July 7th at a press event held at Wilson.
The new logo for Wilson Health features an abstract “W” design, closely resembling the Lemniscate. The Lemniscate is a mathematical symbol of infinity, representing a symbol for Wilson Health’s ongoing pledge to improve the health and vitality of Shelby County through a never-ending cycle of education, prevention, diagnosis and treatment, across every stage of a person’s life. With the new logo, a new tagline was also established; Wilson Health: Caring Without Limits.
Caring Without Limits represents Wilson Health’s commitment to prevention and education by improving the health of the entire community, not just diagnosing and treating patients. By being educated and aware, members within the community can take preventative measures to improve their overall health.

Wilson Health is unique in its small town location, where the community is truly connected. People are more than hospital employees; everyone is connected through the community as friends, neighbors or family. “Wilson Health’s promise is that nothing comes before our patients’ health because that’s how our success is measured,” said Simpson.
Wilson Health’s facility, service and tools will remain the same; however, the hospital’s long-term outlook will change with shift in focus on prevention and education in the community. “Now is the time to focus on the things that matter most. At Wilson Health, we’re extending care beyond the walls of the hospital with information and resources designed to keep you in charge of your health. In return, you can spend time doing more with the ones you love,” said Dooley.
WELCOME GREG LONG

Greg Long has been named the new Chief Operating Officer (COO) of Wilson Health. He joins the leadership team with a wealth of experience and knowledge, having 35 years of multifaceted healthcare administration experience. As the new COO, Long’s main responsibility will be to oversee the organization’s day-to-day operations. Long will ensure that Wilson Health maintains the maximum operational efficiency to meet compliance regulations and accreditation standards. Long previously served as President and CEO of Ohio-Health’s O’Bleness Hospital in Athens, Ohio. In addition, he was formerly the Chief Operating Officer of Doctor’s Hospital in Nelsonville, Ohio. While serving in the United States Air Force, Long was the Vice President of Medical Disaster Response Operations, where he supervised the disaster response and logistics operations of three hospitals and six ambulatory centers. He has served on various healthcare leadership boards, as well as being an active member of the American College of Healthcare Executives. Long received his undergraduate degree from Wayland Baptist University in Texas, and went on to receive his Master’s Degree in Public Administration from Wilmington College in Wilmington, Delaware.

NEW ED MEDICAL DIRECTOR

James Chan, M.D., is the new Medical Director of Wilson Health’s Emergency Department. Dr. Chan has been practicing medicine for more than five years and is board-certified in Emergency Medicine. As the Medical Director, Dr. Chan will be managing the Emergency Department and ensure that all patients receive the appropriate medical attention. Dr. Chan recently served as the Facility Medical Director at Clinton Memorial Hospital. Dr. Chan graduated from The University of California at Berkeley with a doctorate degree in electrical engineering, and he went on to attend The Ohio State University College of Medicine. He completed a residency in Emergency Medicine at The Ohio State University, where he cross-trained in trauma, orthopedic and pediatric patient management.

OFF THE CLOCK:

with MIKE ALDEN

Mike Alden, director of Process Excellence, is responsible for introducing and implementing LEAN processes throughout the hospital. The basis of LEAN is to review processes from the patient’s standpoint, and to eliminate steps that do not add value to the patient experience. Mike holds Associate Degrees in Radiological Sciences and Special Procedures including MRI, CT, Cardiac Catheterization, and Angiography and is currently pursuing a Bachelor of Science in Healthcare Administration. Mike and his wife, Alyssa, have been married for 24 years and have two children; Mallory (22) and Cassie (21).

My favorite things: Family, football, food and volunteering.

You’ll never catch me: Being skinny.

Favorite Quote: “Tell me and I forget. Teach me and I remember. Involve me and I learn.” - Ben Franklin

Favorite Song: “Amazing Grace”

I can’t live without: Coffee and prayer

Best job you could have other than this one: Be the host of the Foodnetwork show “Diners, Drive-ins and Dives.”

Hardest job you’ve ever had: Bailing hay, milking cows...really any work on my grandfather’s dairy farm was hard.

What was the first thing you bought with your own money?: A color TV for my bedroom!

Best advice you’ve ever received: If you do not have anything nice to say, do not say anything at all. My mom tried hard to teach me this valuable lesson. If only I could perfect it!

When you have 30 minutes of free-time, how do you pass the time?: Go fishing in my backyard or take the dog for a walk.

Hardest professional lesson you ever learned: Keeping priorities in the correct order. When priorities are in the proper place there is time for everything.
Carrie Huber, MD, has joined the Wilson Health Medical Group OB/GYN practice. Most recently, Dr. Huber was the department head and staff physician of the Van Wert County Hospital’s Obstetrics and Gynecology department in Van Wert, Ohio. She previously served as an OB/GYN hospitalist at the hospital as well. Dr. Huber graduated from the University of Louisville’s School of Medicine in Kentucky with her degree of medicine. She performed her residency training for obstetrics and gynecology at TriHealth’s Good Samaritan Hospital in Cincinnati, Ohio. Dr. Huber graduated with her Bachelors of Science degree in Biology from Western Kentucky University. She is a member of the American College of Obstetrics and Gynecology, as well as holding medical licenses in both Ohio and Kentucky. With a proficiency in the Spanish language, Dr. Huber worked at the Tenwek Mission Hospital in Bomet, Kenya for more than a year.

To schedule an appointment with Dr. Huber, please call the Wilson Health Medical Group OB/GYN office at (937) 498-5373.

Krista Bertke, RN, BSN, was selected as the recipient of the 2015 DAISY Award for Extraordinary Nurses. The DAISY Award for Extraordinary Nurses is part of the DAISY Foundation’s program to recognize the super-human efforts nurses perform every day.

Jana Schnippel, director, Family Birth Center, said that Bertke provides exceptional care to the hospital’s patients, and exhibits excellent care on a daily basis. “Krista’s encouraging personality and expertise with various labor techniques help our patients have the most rewarding labor and delivery possible,” said Schnippel. “We are fortunate to have her on our team.” Bertke graduated with a Bachelors of Science in nursing (BSN) in 2010. She worked at Briarwood in Coldwater, Ohio. Then worked in Montgomery, Alabama in 2011 as an Ortho/Neuro nurse at Jackson Hospital. Bertke moved back to the Sidney area in 2011 and began working as an OB nurse in the Wilson Health Family Birth Center.

Wilson Health recently announced the recipient of the 7th Annual Physician Memorial Scholarship. This year’s winner is Mark Frilling of Minster. Frilling was awarded $2,000 and is currently pursuing his medical degree at the University of Toledo College of Medicine in Toledo, Ohio. “A career in the healthcare field always enticed me, but it wasn’t until after job-shadowing a few medical professionals, including Dr. Heckler and Dr. Weber, as well as volunteering at Wilson’s Emergency Department, that I knew I wanted to become a doctor,” said Frilling. “While my educational journey has slowly carried me farther north, up I-75, I look forward to the day when I get to return as a practicing physician back in the area where I grew up. There is truly no place like home.” Frilling’s studies have also given him the opportunity to volunteer on a medical mission trip to Honduras. Frilling is a former graduate of Fort Loramie High School and received his undergraduate degree in Biology from University of Findlay. He is currently in his first year of medical school.

Thank you to all of our wonderful volunteers!
GO PAPERLESS!
Visit wilsonhealth.org, at the top of the homepage, click the “Newsletter Signup” link and complete the form. That’s it!

CARING WITHOUT LIMITS
At Wilson Health, we truly are all about Caring Without Limits. We are interested in hearing from you about how people at Wilson Health have touched your life in a “Caring Without Limits” way. If you have an experience and/or story that you would like to share with us, please do so by visiting wilsonhealth.org and clicking on the Caring Without Limits button (pictured below). We would love to hear from you!

CALANDAR OF EVENTS

JULY 24
Mothers Support Group
10:30 a.m. to Noon
Professional Building, Conference Room B

AUGUST 1
“Big Latch On” in Shelby County
10:30 a.m.
Courthouse Square in Sidney, Ohio

AUGUST 7-8
Relay for Life of Shelby County
6:00 p.m.
Shelby County Fairgrounds; Sidney, OH

SEPTEMBER 9
Wilson’s 85th Anniversary Celebration
5:30 - 7:30 p.m.
Professional Building, Conference Rooms A&B