

The Use of Modern Media in a  
Physician/Dentist office  
2013 Annual AMEN Conference  
Orlando, FL

By

Naren James, M.D, FAAFP

Bluegrass Clinic, PLLC

Stanford & Liberty, Kentucky

Liberty, KY



Stanford, KY



# Ephraim McDowell Hospital

Danville                      Stanford



# Bluegrass Clinic Providers

- ◆ Naren James, M.D.
  - ◆ Family medicine
- ◆ Michael Glover, M.D.
  - ◆ OBGYN
- ◆ Stephen Meese, M.D.
  - ◆ OBGYN
- ◆ Heather Hoewing, PA-C
- ◆ Crystal Brown APRN
  - ◆ OBGYN
- ◆ Jillian Miles, PA-C
- ◆ Melissa Day, PA-C
- ◆ Jamin Scribner APRN
- ◆ Jeanne Chase APRN
- ◆ Carla Sanders APRN
  - ◆ Mental Health

# Support staff



# The Health Education Team



# Overview of practice population

- ◆ Active number of patients: 5, 424
- ◆ Annual encounters: 28,693

My personal journey from traditional practice  
to medical ministry



# Practice Mission and Vision

- ◇ The Bluegrass Clinic is to be the prominent provider of healthcare in multiple locations where **every patient is recognized as a child of God and therefore of inestimable value in His sight and worthy of our highest service.** Through diligent stewardship of its resources the Bluegrass Clinic will maintain a fiscally strong and sustainable organization that can be there for the long term for our patients, our communities and our associates. It will do so by a consistent implementation of our core mission and values, and a progressive expansion of our service capabilities in order to continuously improve on the quality and convenience of the service to our patients.
- ◇ The mission of the Bluegrass Clinic is to help our patients **to "have life and have it more abundantly"** through an **emphasis on prevention**, a commitment to timely and accurate diagnosis and treatment of disease and attention to **the emotional and spiritual needs** of our patients.

# Practice Values statement

- ◆ **Every patient is a child of God** and therefore of inestimable value in His sight and worthy of our highest service, regardless of socioeconomic, ethnic or racial status or in the ability to pay for service.
- ◆ **Associates are our most important resource** and therefore should always be treated with dignity and respect and with the highest level of integrity. The Bluegrass Clinic will maintain a competitive and fair compensation package while equipping associates with the skills and material resources necessary for effective service.
- ◆ **Commitment to a fiscally strong and sustainable organization.** This will be achieved by efficiently providing services to our patients, by diligence in collecting revenues for those services, by the responsible management of all resources, and most importantly by fostering a culture of the highest level of integrity in all aspects of the organization.
- ◆ **Ministering to the emotional and spiritual needs of our patients.** Individuals will not experience “life and life more abundantly” without an encounter with the Giver of life. Therefore the Bluegrass Clinic will continuously seek to extend an **invitation to a personal relationship with the creator** but in a manner that is never coercive and always respectful of the individual’s **freedom to choose**.

## 3 John 2

Beloved, I pray that you may prosper  
in all things and be in health, just as  
your soul prospers.

## John 10:10

The thief does not come except to steal, and to kill, and to destroy. I have come that they may have life, and that they may have it more abundantly.

# Ministry of Healing page 111: The Co-Working of the Divine and the Human

In the ministry of healing the physician is to be a coworker with Christ. **The Savior ministered to both the soul and the body.** The gospel which he taught was a message of spiritual life and of physical restoration. **Deliverance from sin and the healing of disease were linked together. The same ministry is committed to the Christian physician.** He is to unite with Christ in relieving both the physical and spiritual needs of his fellow men. He is to be to the sick a messenger of mercy, bringing to them a remedy for the diseased body and for the sin-sick soul.

## Ministry of Healing page 125: The physician, an Educator

The true physician is an educator. He recognizes his responsibility, not only to the sick who are under his direct care, **but also to the community in which he lives.** He stands as a guardian of both physical and moral health. It is his endeavor not only to teach right methods for the treatment of the sick, **but to encourage right habits of living and to spread a knowledge of right principles.**

## Ministry of Healing page 119

Into the medical missionary work should be brought a **deep yearning for souls**. To the physician equally with the gospel minister is committed the highest trust ever committed to man. Whether he realizes it or not, **every physician is entrusted with the cure of souls**.

## Philippians 2: 3, 4

*Let nothing be done* through selfish ambition or conceit, but in lowliness of mind let each esteem others better than himself. Let each of you look out not only for his own interests, but also for the interests of others.



## John 5: 2, 3

Now there is in Jerusalem by the Sheep *Gate* a pool, which is called in Hebrew, Bethesda, having five porches. In these lay a great multitude of sick people, blind, lame, paralyzed, waiting for the moving of the water.

# Media exposure at the Bluegrass Clinic

- ◆ Traditional literature rack
- ◆ Life & Health network on ROKU
- ◆ Other material

# The top three drivers of health outcomes and health expenditures in the Commonwealth of Kentucky

◆ Smoking

◆ Obesity

◆ Inactivity

# Lifestyle Intervention Initiatives:

- ◆ Eight Weeks to Wellness
- ◆ Depression Recovery Program
- ◆ Breathe-free: the plan to stop smoking

# Education Department Administrative Documents

- ◇ Informed Consent - to be signed by participants
- ◇ Bluegrass Clinic Health Education Policy
- ◇ Bluegrass Clinic Controlled Substance Policy

# Eight Weeks to Wellness

Available from

- ◆ Myllh.org
- ◆ Tel: 503-557-9538
- ◆ [Kathryn@llh.org](mailto:Kathryn@llh.org)



# Eight Weeks to Wellness

Promotional flyer

## **Eight Weeks to Wellness™**

### **In Eight Weekly Sessions learn to...**

- Develop a healthy lifestyle
- Become more physically active
- Choose healthy fats
- Choose healthy carbohydrates
- Achieve and maintain a healthy weight
- Enhance mind-body connections
- Cope more effectively with stress
- Get preventive health checks



**Register  
today!**

**Tuesdays & Thursdays**

***Bluegrass Clinic, Stanford & Liberty***

**606-365-8338 ext. 322**

# Eight Weeks to Wellness

Promotion -  
Info cards for patients



## Weeks to Wellness™

- Get Fit
- Lose Weight
- Be Healthy
- Feel Good



*Haven't you always wanted to have enough energy to live a productive and active life?*



**How much does it cost?**

- Your normal office visit fee or copay
- Once a week for eight weeks

**Come Join Us!**



Bluegrass Clinic  
Stanford, KY  
Please call for more information  
**606-365-8338 x 322**

## What You Need To Know...

- **How long does the class last?**
  - Once a week for eight weeks
  - Each class lasts two hours
- **How much does it cost per class?**
  - Your normal office visit fee or copay
- **What topics are covered?**
  - Developing a healthy lifestyle
  - Becoming more physically active
  - Choosing healthy fats
  - Choosing healthy carbohydrates
  - Achieving a healthy weight
  - Enhancing Mind-Body Connections
  - Coping More Effectively with Stress
  - Getting preventive health checks
- **Do I have to participate?**
  - Your participation is strictly on a voluntary basis. You may refuse to participate.
  - If you are currently receiving prescription pain medications from the Bluegrass Clinic, it is understood that this program is an essential part of your treatment plan as outlined by the medical director, Dr. Naren James. If you choose to not participate or complete this program, you will be referred to a pain clinic for all your future pain medication prescription needs.
- **How do I register for the class?**
  - Please call the Health Educator, Julia Dickman, MPH, CHES.

Tel: 606-365-8338 ext. 322



# Eight Weeks to Wellness

## Professionals Involved

- ◆ Julia Dickman, MPH, CHES
- ◆ Jason Konieczny
- ◆ Licensed health professionals:
  - ◆ Naren James, M.D.
  - ◆ Heather Hoewing, PA-C

# Eight Weeks to Wellness

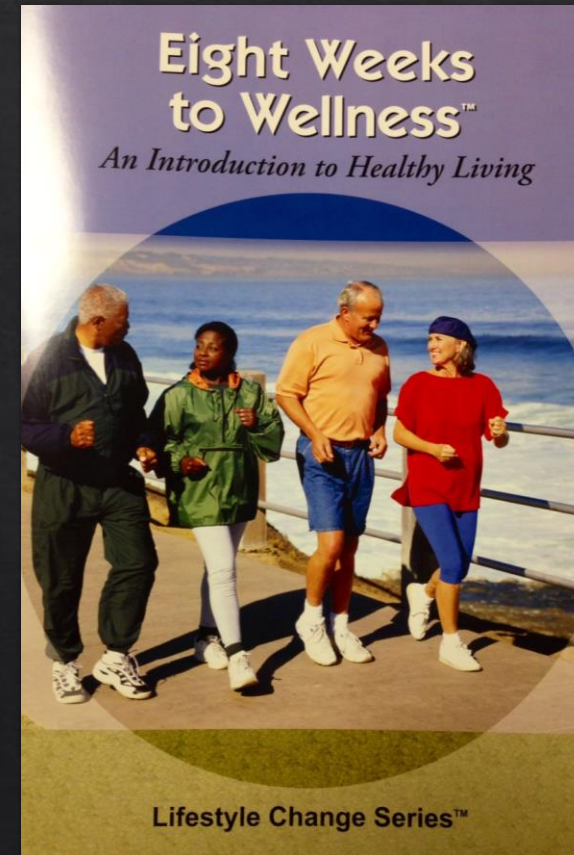
## Target Groups:

- ◆ Chronic pain patients (required as a part of the treatment plan for those on chronic narcotics)
- ◆ Diabetics
- ◆ Hypertensive
- ◆ Obesity
- ◆ Any other patient with a diagnosis requiring lifestyle intervention

# Eight Weeks to Wellness

## Overview

- ◇ Check in - 10:00 am
- ◇ Lecture – 10:30
- ◇ Food sample - 11:15 am
- ◇ Provider group visit – 11:30 am
- ◇ End – 12:00 pm



# Eight Weeks to Wellness

Provider Involvement: 30 minutes

- ◆ Group Discussion
- ◆ Questions
- ◆ Closing prayer
- ◆ Health care provider performs physical exam for each patient before leaving
- ◆ Patient prescriptions are given at the check out desk in a sealed envelope if needed.



# Eight Weeks to Wellness

## Results

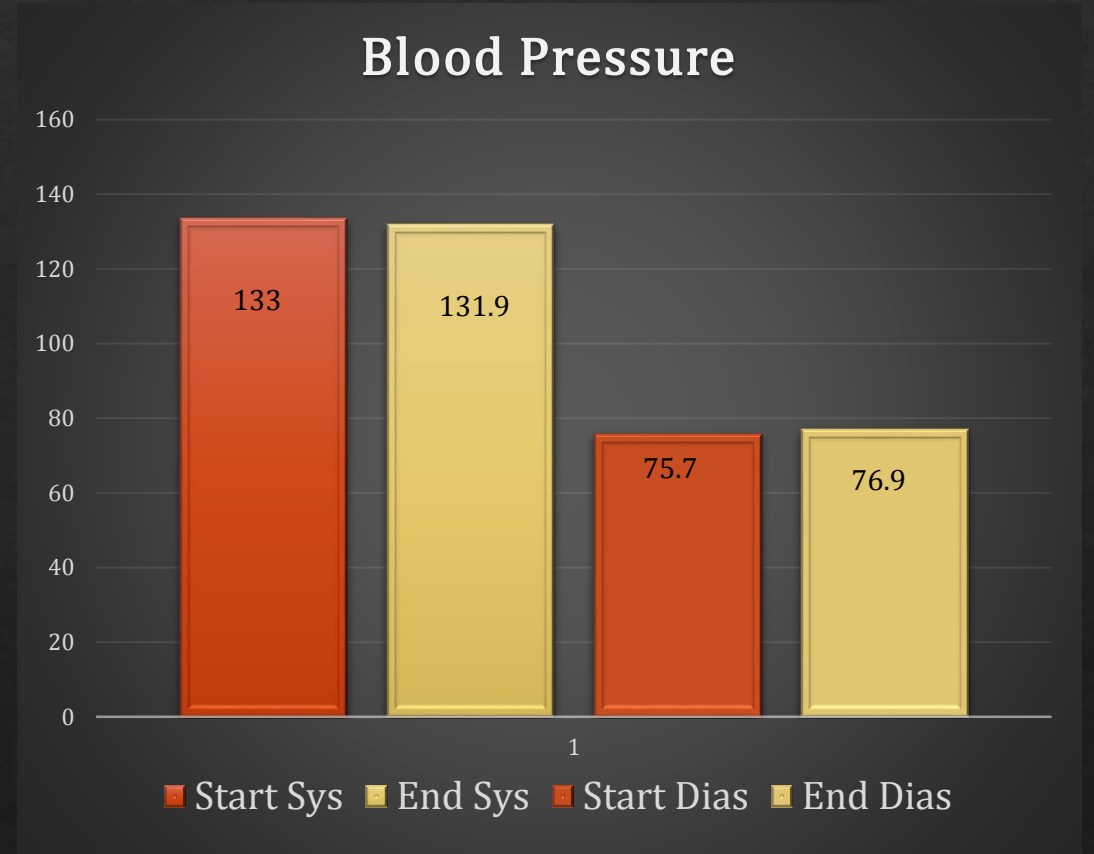
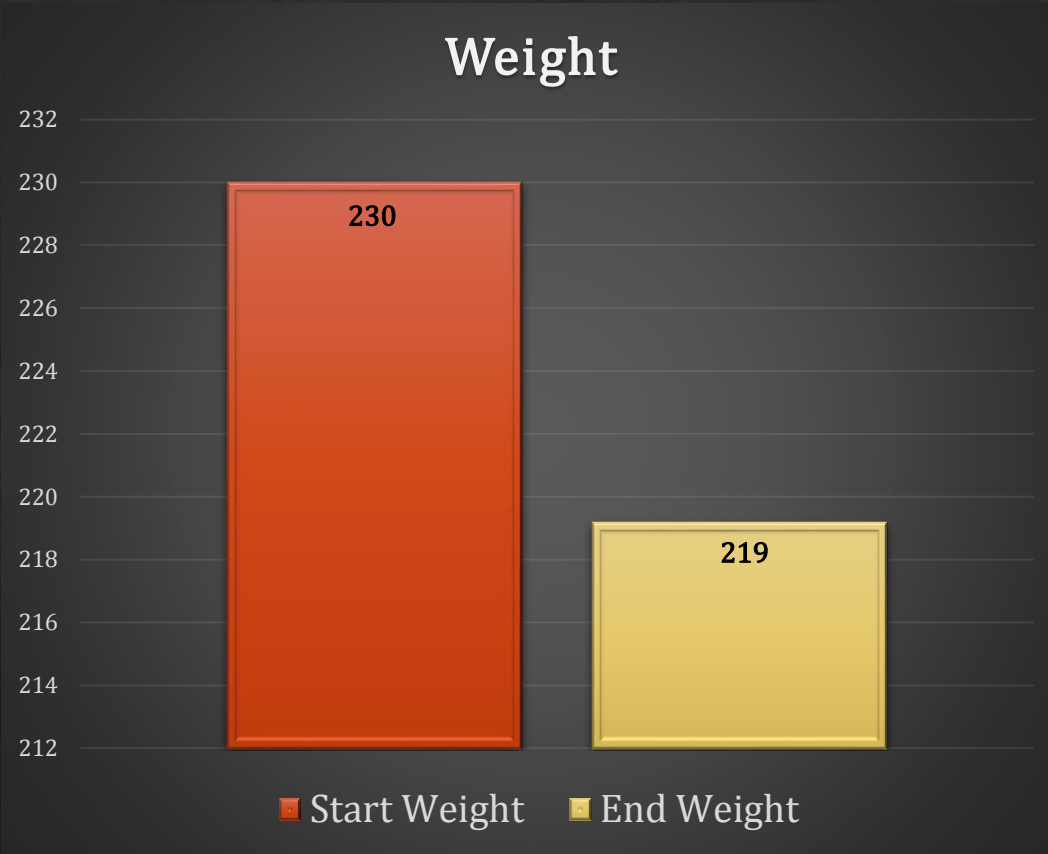
- ◆ Graduates: 212
- ◆ Participants: 380
- ◆ Encounters for all program combined: 2,284
  - ◆ (Jan 1 – Oct. 31<sup>st</sup>)

# Eight Weeks to Wellness

## Patient Comments

- ◆ Enjoyed learning how to eat better which really helped me manage my health problems.
- ◆ I am so glad that I did [attend]! I have really learned a lot and enjoy my new lifestyle.
- ◆ Learning about my health helped me understand my body.
- ◆ I have truly enjoyed the class!
- ◆ I just need to put what I learned into action.
- ◆ This is a helpful and life changing class.
- ◆ Everything was covered, it made a huge difference in my attitude and wellbeing.
- ◆ I enjoyed meeting new people and having the group support and social interaction.

# Results of top 10% (n=23)



# Eight Weeks to Wellness

Case #1 – Betty, 64 year old female

## Before

- ◇ poorly controlled DM
- ◇ HTN, Fibromyalgia
- ◇ DDD of spine
- ◇ HbA1C 10.1
- ◇ Weight 178 pounds

## Now

- ◇ HbA1C 6.9
- ◇ Weight 160 pounds
- ◇ Able to use Lortab PRN only



# Eight Weeks to Wellness

Case #2 – Nancy, 57 year old female

## Before

- ◇ DM
- ◇ HTN
- ◇ Obesity
- ◇ DDD of spine

## Now

- ◇ Lost 50 pounds
- ◇ Feeling better
- ◇ Improved Mental health

# Eight Weeks to Wellness

Case #3 - Richard - 42 year old male

## Before

- ◇ Weight of 550 pounds
- ◇ diagnosis of Diabetes Mellitus (DM)
- ◇ Hypertension (HTN)
- ◇ Degenerative Disk Disease (DDD) of lumbar spine

## Now

- ◇ Down to 390 pounds
- ◇ Off HTN and DM medications
- ◇ Tapering Lortab 10 tid to bid

# Depression Recovery Program

by Neil Nedley, M.D.

Available from:

◆ Nedley Health Solutions

PO Box 1565

Ardmore, OK 73402

[nedleyhealthsolutions.com](http://nedleyhealthsolutions.com)


Tel: 888-778-4445



# Depression Recovery Program

Promotional flyer

www.drmedley.com



**THE WORD IS OUT!**

**YOU CAN OVERCOME DEPRESSION.**

**Depression Recovery Program™**

Bluegrass Clinic  
Stanford, KY

**Learn how to:**

- Identify depression and its causes
- Improve your emotional intelligence
- Enhance your energy levels and mood
- Overcome depression through positive lifestyle choices
- Eat for optimal brain function
- Manage stress without distress
- Live above loss
- Improve brain function
- Defeat depression through right thinking
- Achieve peak mental performance

**8-WEEK PROGRAM**


**Where?** Bluegrass Clinic, Stanford, KY  
**When?** Wednesdays: 10 – 12 am  
**Register** Call Julia Dickman or Jason Konieczny  
Tel: (606) 365-8338 ext. 322

# Depression Recovery Program

Promotion – Info cards for patients

There's HOPE  
**Beyond**  
**Depression**

*Find out if this program is right for you!*




Wednesdays  
10 – 12 pm

What does it cost?

- Your normal office visit fee or copay
- Once a week for eight weeks

**Come Join Us!**



Bluegrass Clinic  
Stanford, KY  
Please call for more information  
**606-365-8338 x 322**

**Learn How To...**

- Identify depression and its causes
- Improve your emotional intelligence
- Enhance your energy levels and mood
- Overcome depression through positive lifestyle choices
- Eat for optimal brain function
- Manage stress without distress
- Live above loss
- Improve brain function
- Defeat depression through right thinking
- Achieve peak mental performance

**How do I register for the class?**

Please call the program director, Julia Dickman, at

**Tel: 606-365-8338 ext. 322**

# Depression Recovery Program

## Professionals Involved

- ◆ Julia Dickman, MPH, CHES, Program Director
- ◆ Jason Konieczny, Facilitator
- ◆ Licensed health professionals:
  - ◆ Naren James, M.D.
  - ◆ Heather Hoewing, PA-C

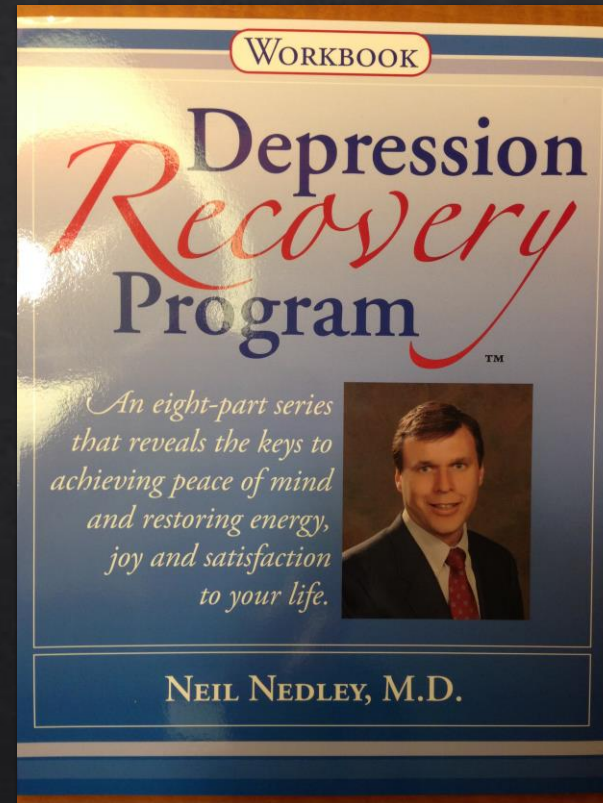
# Depression Recovery Program

## Target Groups:

- ◆ Major depressive disorder
- ◆ Generalized Anxiety Disorder (required as part of the treatment plan for patients on controlled anxiolytics)
- ◆ Bipolar disorder
- ◆ Any mental health condition that may benefit from Cognitive Behavior Therapy (CBT)

# Depression Recovery Program Overview

- ◇ Check in – 9:30 am
- ◇ What you will learn – 10:00 am
- ◇ Depression Recovery DVD – 10:10 am
- ◇ Facilitated group discussion – 11:00 am
- ◇ Provider group visit – 11:30 am
- ◇ End – 12:00 pm





# Depression Recovery Program

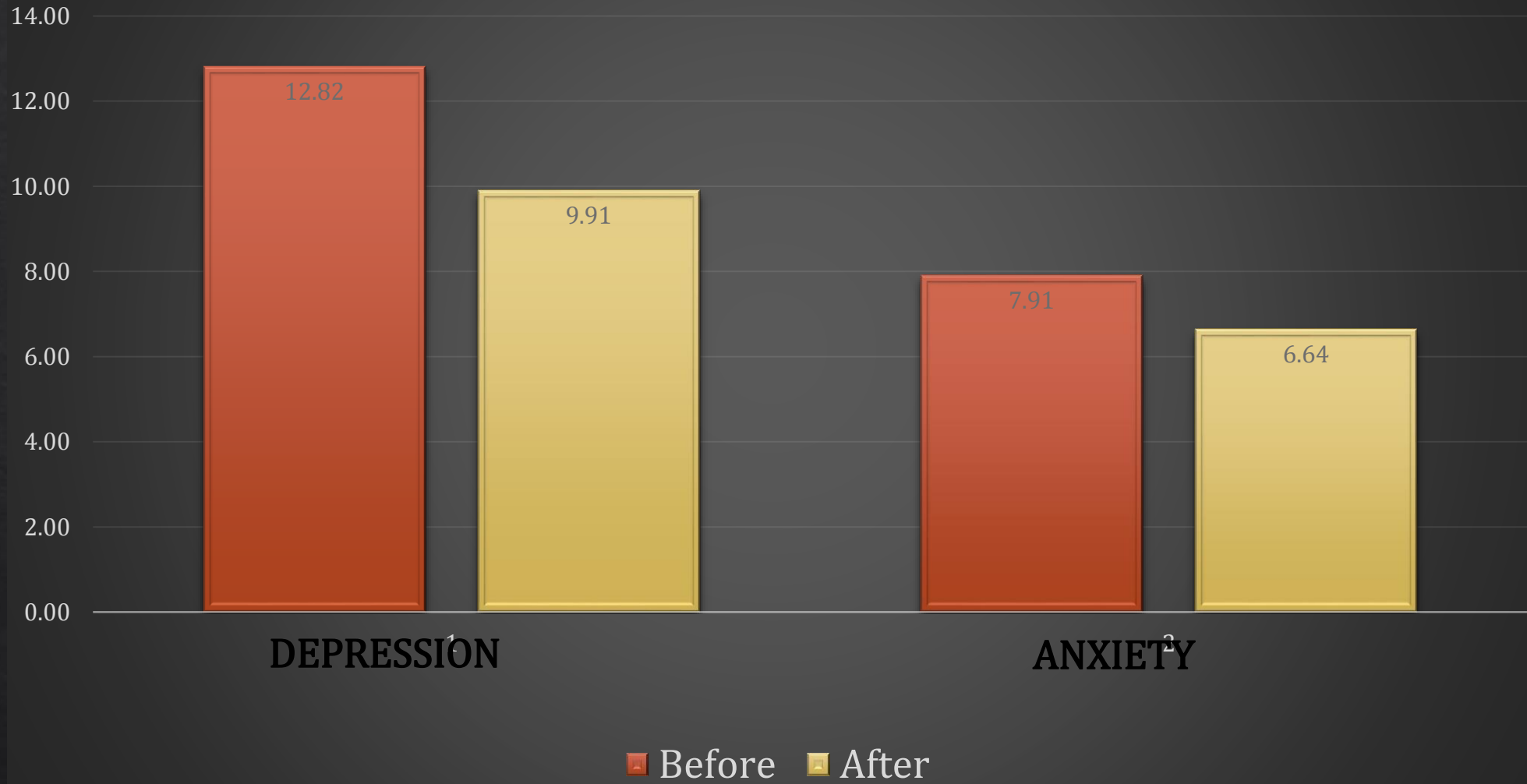
## Provider involvement in the group visit

Heather Hoewing, PA-C

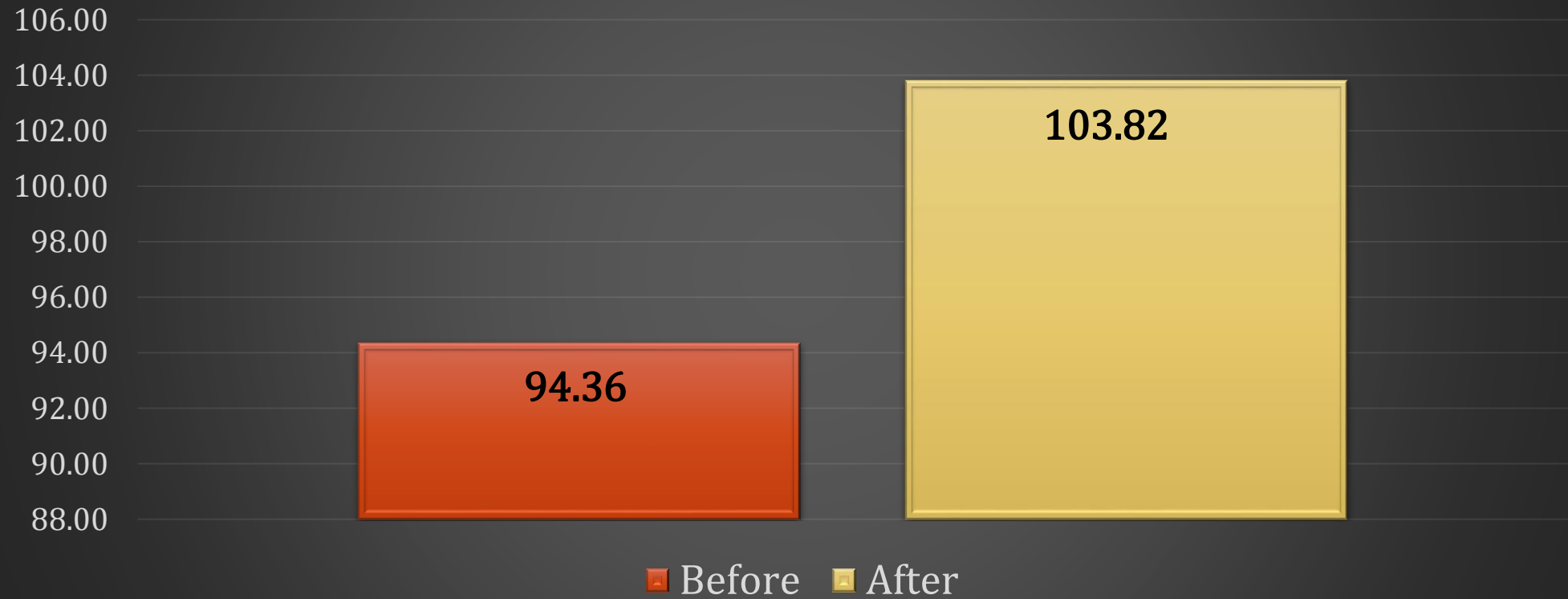
# Depression Recovery Program

- ◆ Participants: 47
- ◆ Graduates: 14
- ◆ Completed before and after evaluation: 11

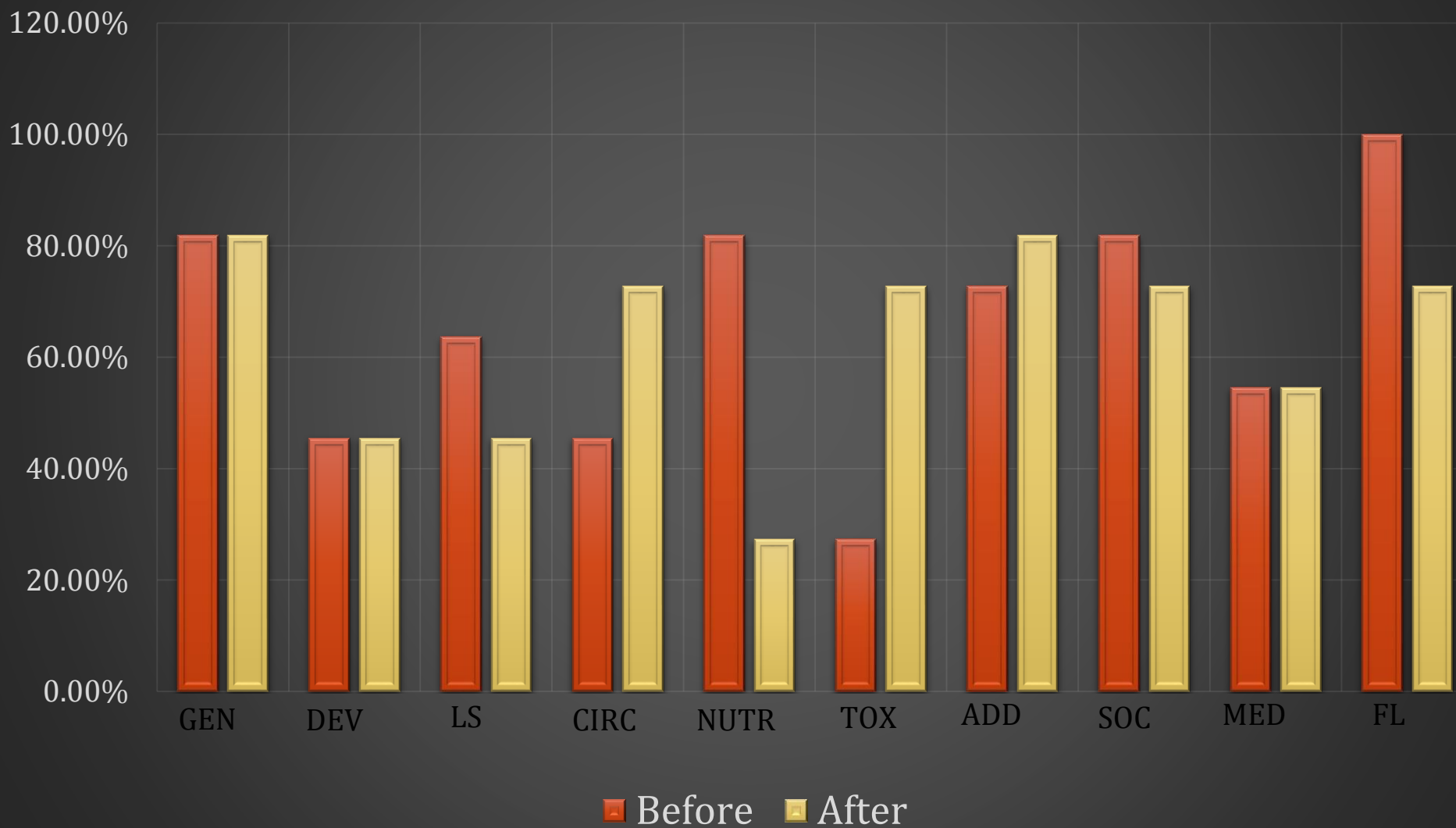
# Before and After Evaluation Results



## Emotional Quotient - EQ



# Hit Catagories



# Breathe-free: the plan to stop smoking

Source:

◆ General Conference –  
Health Ministries  
Department

Tel: 301-680-8461

[Healthministries.com](http://Healthministries.com)



# Breathe-free: the plan to stop smoking

## Promotional Flyer



Do you want to  
**Stop Smoking?**

### Learn About...

- Kickin' Butts
- Smoking the Toxic Truth
- Second Chance
- Head and neck cancer
- The ABC's of Smoking
- Exercise and Smoking
- Smoking and Nutrition
- Women and Smoking
- How to avoid Weight Gain

**Offered here at the Bluegrass Clinic!**

**Wednesdays**  
**4 – 6 pm**

### What does it cost?

- Your normal office visit fee or copay at each session
- Once a week for nine weeks

Call to register today!  
**606-365-8338 x 322**

# Breathe-free: the plan to stop smoking

Promotion of program –  
Info Cards for patients



Do you want to  
**Stop Smoking?**

Wednesdays  
**4 – 6 pm**

**What does it cost?**

- Your normal office visit fee or copay at each session
- Once a week for nine weeks

**Offered here at the  
Bluegrass Clinic!**  
107 Metker Trail  
Stanford, KY 40484

To register  
Please call:  
**606-365-8338 x 322**

**Learn About...**

1. Kickin' Butts
2. Exercise and Smoking
3. Smoking the Toxic Truth
4. Smoking and Nutrition
5. Second Chance
6. Women and Smoking
7. Head and neck cancer
8. How to avoid Weight Gain
9. The ABC's of Smoking

**To register please call:**  
**606-365-8338 ext. 322**



# Breathe-free: the plan to stop smoking

## Professionals involved

- ◆ Health Educator who is ex-smoker –
  - ◆ Renee Spencer, MA, X-Ray Tech
  
- ◆ Physician Assistant
  - ◆ Melissa Day – PA-C

# Breathe-free: the plan to stop smoking

## Target groups

- ◇ All smokers, specifically targeting
  - ◇ Chronic pain
  - ◇ COPD/Asthma
  - ◇ Any patient with family history of tobacco related diagnoses

# Breathe-free: the plan to stop smoking

## Overview

- ◇ Check in – 4:30 pm
- ◇ 4:45 – Breathe-free DVD
- ◇ 5:15 – Group Discussion using breathe-free script and additional educational materials from sources such as the American Lung Association
- ◇ 5:30 pm - Provider group visit



# Breathe-free: the plan to stop smoking

## provider involvement

# Breathe-free: the plan to stop smoking

## Results

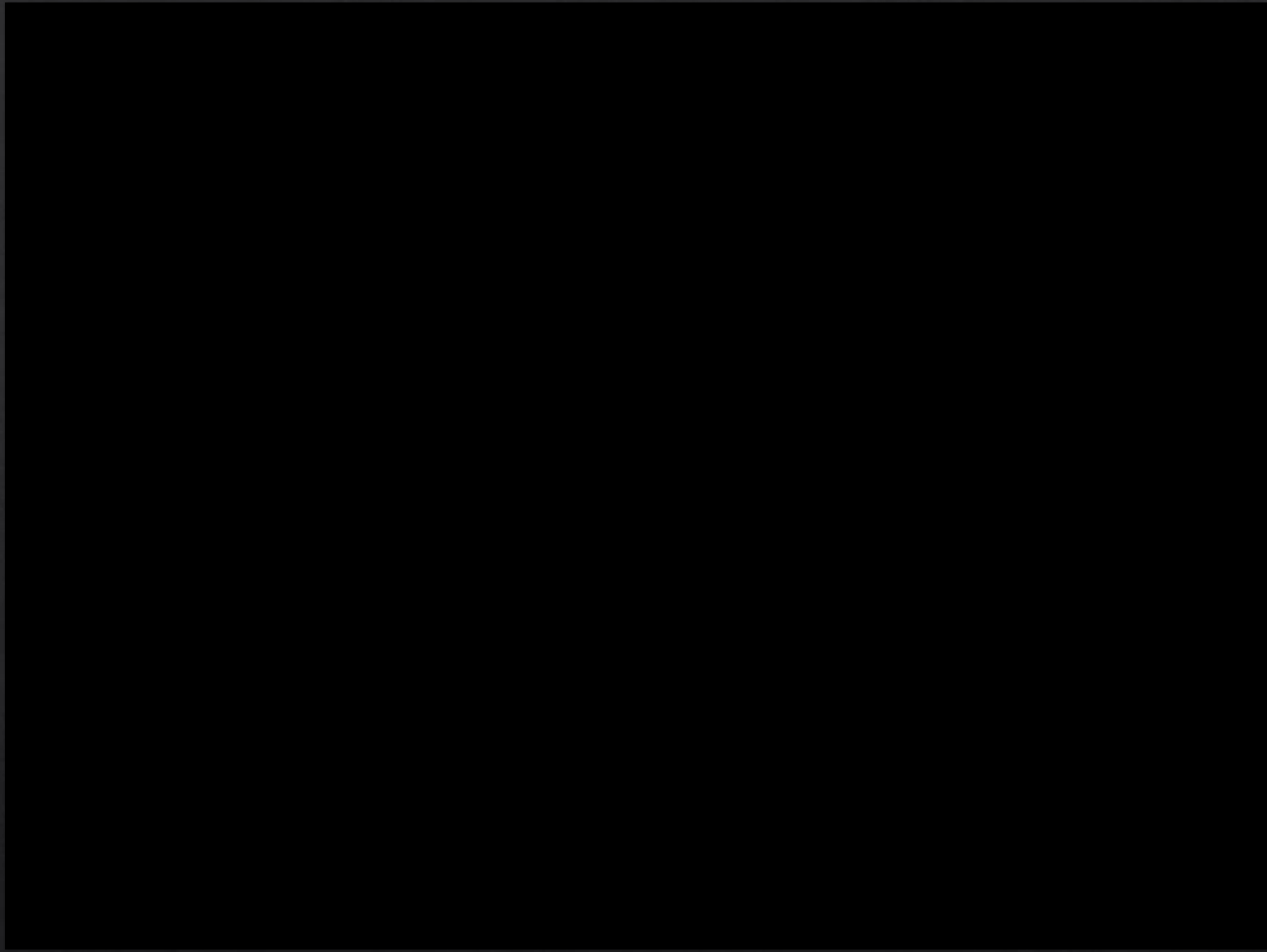
- ◆ Participants to date - 22
- ◆ Graduates - 4
- ◆ Quit - 3

Patients state that:

- ◆ Taste and smell have improved
- ◆ Breathing easier
- ◆ Have more energy
- ◆ Program director very helpful and a great source of support and motivation.

# Administrative Challenges

- ◇ Patient Motivation
- ◇ Integrating health education into clinical work flow
- ◇ Integrating the spiritual dimension



QUESTIONS?