BETTY'S STEPS FOR
Brain Fitness
Learning new tools
for fitness of
body and mind

Baby's New Digs
What parents are
saying about the new
Birth Center

Flight of a Life
Rescue in the crucial
minutes when
time lost is brain lost
Care for Kids Benefit

In May Cottage Children's Hospital hosted its second annual Care for Kids Benefit “Mediathon.” Radio stations K-Lite 101.7 FM and Radio Bronco 107.7 FM broadcasted daily, while KEYT-TV Channel 3 featured reports on its local news broadcasts, covering stories about patients and opportunities for listeners to pledge support. Thank you to all who donated and to the businesses that support this fundraising effort throughout the year. From July 2011 through June 2012, more than $586,000 was raised for Cottage Children's Hospital. Visit the Cottage Children's Hospital website for a complete list of participating businesses: www.cottagechildrenshospital.org, plus see more photos inside this issue.
FALL 2012
COTTAGE MAGAZINE

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CELEBRATING ISA

Isa Mireles and her parents Jessica and Rene Mireles returned to Santa Barbara Cottage Hospital during the Children’s Miracle Network Mediathon events. As a toddler in 2007, Isa was diagnosed with leukemia. She received chemotherapy treatment at Cottage Children’s Hospital and is now doing well.

Our Not-For-Profit Hospitals

Santa Barbara Cottage Hospital (SBCH) Today a 510-bed acute care teaching hospital and level II trauma center, the largest of its kind between Los Angeles and the San Francisco Bay Area, the hospital was founded in 1888 by 50 women determined to provide a healthcare facility for the growing community of Santa Barbara. With annual admissions of 18,200 patients, 42,000 emergency department visits, and 2,300 births, the hospital is renowned for its comprehensive maternal-child and pediatric services (Cottage Children’s Hospital), cardiac, neurosurgical and oncology programs, emergency and trauma services, modern operating rooms, sophisticated diagnostic radiology equipment, outpatient surgery, eye center, psychiatric and chemical dependency services, and inpatient and outpatient rehabilitation services (Cottage Rehabilitation Hospital).

Its medical staff of more than 600 includes specialists in all major clinical areas, many of whom are involved in the training and education of new physicians in the hospital’s internal medicine, general surgery and radiology residency programs.

Goleta Valley Cottage Hospital (GVCH) Founded in 1966 to serve the growing community of Goleta Valley, the hospital today is licensed for 122 acute-care beds, admits 1,600 patients a year and sees 18,000 emergency visits. Recognized for its Breast Care Center, specialized subacute unit and Center for Wound Management, the hospital joined forces with Cottage Health System in 1996.

Santa Ynez Valley Cottage Hospital (SYVCH) Offering acute-care services to the residents and visitors of the Santa Ynez Valley since 1964, the 11-bed hospital became affiliated with Cottage in 1995, and today continues to provide inpatient and outpatient surgery, 24-hour emergency services, and a physician office rental program that brings specialists to the Valley on a regular basis. Inpatient admissions in 2010 totaled 307. There were 6,670 emergency visits, and Valley residents increasingly rely on the hospital’s busy outpatient radiology and laboratory services.

(Statistics from the year 2011)
It’s hard to believe that it’s already been six months since the opening of the new Santa Barbara Cottage Hospital. We’re very gratified—and humbled—by the recent feedback we’re receiving from patients and their families. During the second quarter of 2012 (April to June), we have watched our inpatient satisfaction scores rise to exceptional levels: now in the top two percent of all hospitals in the nation. Whether it’s the comfort and quiet of the private rooms, the new ability to order room service at any time for meals, or the responsive and cheerful attitude of staff—we pledge to continue to provide the very best possible patient experience.

Patients are more than satisfied, too, at Goleta Valley Cottage Hospital, ranking their inpatient experience in the top seven percent of hospitals during this second quarter. There, construction progress can be viewed daily as you drive by the Patterson/Hollister site, where completion and patient move-in are scheduled for spring 2014. And at Santa Ynez Valley Cottage Hospital, feedback from Emergency Department patients during the second quarter ranked satisfaction within the top one percent of hospitals across the country. Finishing touches are being put in place there on the retrofitted and expanded facility that has been serving inpatient and outpatient needs of Valley residents since the mid-60s.

We invite you to review our patient satisfaction results, and our important quality measures and benchmarks (www.cottagehealthsystem.org) and hope you find this information of value as you make your healthcare decisions.

Dear fellow community members,

Cottage employees, in partnership with the physicians of our community, are of course responsible for the high levels of patient satisfaction, and retaining a high quality workforce to care for our patients is a key objective. As we seek to address future workforce needs for the Central Coast, our new Goleta-based BSN nursing program with CSU Channel Islands [see page 20] in the next decade will provide educational opportunity for 220 local students pursuing a career in nursing. And anticipation for our long-awaited workforce homes development on the Riviera is reaching a crescendo. The photos above feature some of the 81 staff members who purchased one of the spectacular townhomes. Unlocking the doors on this endeavor was one of this summer’s highlights as keys were handed to the first occupants of Bella Riviera. Thanks to the Santa Barbara Cottage Hospital Foundation, and donors who made it possible, we are able to enhance the recruitment and retention of high quality staff by providing workforce affordable housing in the still costly Santa Barbara market.

Please enjoy this issue of “Cottage” magazine where we share our stories and our news, privileged as always to be able to care for you and your families.

Ron Werft
President and CEO
Cottage Health System

In photos above, from left: Ron Werft celebrates with the first three employees moving into their new Bella Riviera homes—Joanna Chillrud of Radiology, Noel Skaling of Materials Management and Heidi Albert of the Birth Center. Look for more coverage of Bella Riviera in upcoming issues.
Brainy days and memory matinees
It’s not Kansas, but it feels like home to Betty. Tucked away beside Cottage Rehabilitation Hospital’s pool on De la Vina Street, Cottage Center for Brain Fitness provides a decidedly peaceful environment for exercising the brain. The Center takes all the best parts about a soothing spa, a comfy family room and a media entertainment center and combines them to make getting ‘brain fit’ fun.

A veteran of newspaper, radio, television and advertising, Betty Dickman took an adventurous road from Kansas to California as she discovered her talent for the investment field and later authored a quirky investment advice book. Leading what she describes as “a magical life,” Betty is quick with a laugh and a good story about her days working on Bing Crosby’s radio shows. She meticulously polishes her shoes and loves to use her computer for writing. At 88 years old, her brain seems plenty sharp.

But Betty says that she’d gotten lazy. She wasn’t challenging herself. She was forgetting things. She’d read a paragraph of the morning paper and not retain what she’d just read. That was the wake-up call. Her brain needed help. Around that time, she saw a newspaper ad for Cottage Center for Brain Fitness. That she retained. She signed up for a tour.

“I needed motivation to do things that were good for me,” says Betty. “Boy, was this it.”

With a team of specialists to support her, Betty began her work to sharpen her brain. And she discovered a wealth of tools to help with every aspect of her daily life.

The CCBF team consulted with Betty and designed a package for her particular needs. She went to a half-time program for eight weeks. Betty learned skills to sharpen both her mental and physical health. Her activities included yoga, balance, massage, computer games and Memory Matinee events.

“She called back.”

Betty’s brain gave her a wake-up call.

“I’m so pleased. I just can’t say enough about the team… their expertise, their kindness, and their determination to help. I feel so much better now. They have made my work in the program a memorable adventure,” remarks Betty.

When Betty first arrived at the Center she relied on a cane. After doing balance work with the team’s therapists, she noticed a pronounced improvement in her movement as she learned to concentrate on graceful—not jerky—motions. She moves more easily and walks better now. And she’s learned tips to maneuver safely and prevent falling.

“Rochelle worked with me on finding perfect balance on stairs. I’m more confident now that I can do it on my own,” Betty says, and proudly notes that she no longer uses that cane. The results were that profound.

“I’m 88 years old and I realize that, with your brain just like everything else, it’s easy to
get lazy. You slip into a routine and find yourself not making your brain work. But if you challenge it with new things, it has to work. When I’m at the Center learning the computer games—something that’s all new to me—my brain has to work harder. It’s the best thing I could’ve done for myself. I feel energized. Honestly if people didn’t know I was in this program they’d see the change and think, well, something very exciting must be happening in my personal life!” laughs Betty.

On this particular day her schedule is full as she completes her computer games, stops in the hall to share a laugh with the Center’s coordinator, chats with the movement therapist about her progress and later heads off to the matinee—the Center’s weekly Memory Matinee—to learn more about various tools to keep her brain strong and healthy. It’s all part of caring for the vital and complex organ that is the brain. ♦ COLETTE BRIERE | PHOTOS BY MONIE PHOTOGRAPHY

**EXERCISE YOUR BRAIN:**
**JOIN US AT**
**MEMORY MATINEE**

Weekly meetings at
Cottage Center for Brain Fitness,
2409 De La Vina Street, Santa Barbara

Memory Matinee is a weekly event presented by Cottage Center for Brain Fitness to help increase awareness about cognitive decline, dementia and Alzheimer’s disease. Cost: $10 per person. Space is very limited. To reserve a seat, please call 805-899-7777.

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**ABOUT COTTAGE CENTER FOR BRAIN FITNESS**

Cottage Center for Brain Fitness offers a broad spectrum of services shown to be helpful in preventing or delaying the onset of cognitive decline. The Center’s medical director, Kenneth S. Kosik, MD, is internationally known as a leader in the field of Alzheimer’s disease and memory disorders.

A comprehensive evaluation provides clients with three components to a personalized brain fitness plan:

- Recommendations for a healthy lifestyle
- Neuro-Evaluation – A thorough intake assessment and standardized neuropsychological tests to evaluate cognitive functioning level
- Medical Support – Medical recommendations and guidance from a neurologist and brain fitness team

Cottage Center for Brain Fitness also offers à la carte services including:

- Aquatic wellness program
- Art therapy
- Cognitive challenge computer program
- Massage therapy
- Medi-Fit online personal health record
- Movement therapy
- Music therapy
- Navigator services
- Nutrition therapy
- Well-being services with social worker
- Yoga therapy (group or private sessions)

The Cottage Center for Brain Fitness has developed a reasonably priced client fee schedule in order to make these services available to members of our community.

To learn more about how you can keep your brain healthy and fit for life, call Cottage Center for Brain Fitness at 805-899-7777. www.cottagehealthsystem.org
Robotic Surgery News
With support from the highly trained surgical team at Santa Barbara Cottage Hospital, surgeons are performing minimally invasive procedures including these:

- Tumor removal
- Urological Procedures:
  - Prostatectomy – to remove an enlarged prostate causing urinary problems
  - Partial and total nephrectomy – kidney removal
  - Pyeloplasty – kidney reconstruction
- Gynecological Procedures:
- Hysterectomy – removal of the uterus
- Myomectomy – removal of uterine fibroids
- Endometriosis treatment
- Video-assisted thoracic surgery (VATS) to diagnose and treat conditions in the chest and lungs

Physicians currently performing robotic-assisted surgical procedures at Santa Barbara Cottage Hospital are:

GYNECOLOGY
- Dr. Carin Craig
- Dr. Margaret Echt
- Dr. David Raphael
- Dr. Ann Rodriguez
- Dr. Ralph Quijano

THORACIC SURGERY
- Dr. Benedict Taylor
- Dr. Phillip West

UROLOGY
- Dr. Julie Chacko
- Dr. Daniel Curhan
- Dr. Alex Koper
- Dr. David Laub

SYVCH Auxiliary Celebrates 50 Years of Continued Generosity
The Santa Ynez Valley Cottage Hospital Auxiliary celebrated 50 years of volunteer service to the hospital at its annual picnic held in May at the Santa Ynez Valley Historical Museum. A record 110 guests were in attendance to celebrate this momentous occasion, including some of the original 1962 Auxiliary charter members. Speakers told of the many Auxiliary accomplishments over the years—from the $100,000 raised each year by the 'New To You Shop' thrift store and other fundraisers, to the purchase of equipment such as the CT scanner for the hospital. At the event the Auxiliary awarded three $3,000 college scholarships to youth seeking an education in the medical field. The Auxiliary volunteers more than 17,000 hours of service each year, providing staffing support to various hospital departments.

Standing L to R: Gerda Willis and Marion Petersen (charter members); Betty Petersen and Shelene Petersen (family of Edwina Petersen, 1962 Auxiliary president); Claire Watts (charter member), Tresha Sell (50th Auxiliary president) and Lisa Kekuewa and Keawe Kekuewa (family of Edwina Petersen)

Seated: Olga Klibo and Marie Jaeger (charter members)
WHEELING IN THE SUMMER

Joyful youth ages 6 to 19 gathered at UCSB's Recreation Center for Cottage Rehabilitation Hospital's annual Junior Wheelchair Sports Camp, a week-long adventure of sports—kayaking, volleyball, tennis, cycling, rock climbing and more—adapted for wheelchair users. The program is offered free, thanks in part to generous supporters of the Cottage Rehabilitation Hospital Foundation.
WHEELING IN THE SUMMER
René Van Hoorn and son Nick, a camp volunteer, celebrate with Savannah Barclay after a successful rock climb. Below: Junior athletes and camp volunteers practice volleyball from a new perspective.
WHEELING IN THE SUMMER
Sharing smiles at the start and congratulations at the end of a busy Junior Wheelchair Sports Camp day filled with laughs—and a little friendly competition on court with UCSB rugby players.
EMPOWERMENT: IT’S ALL ABOUT USING YOUR BRAIN

On September 17, 2012, Cottage Rehabilitation Hospital Foundation (CRHF) will host a presentation by Jack Youngblood, former football defensive end for the Los Angeles Rams of the National Football League and 2001 inductee to the Pro Football Hall of Fame.

Jack Youngblood played for the Rams for 14 seasons. Known as the John Wayne of the NFL, he even played in Super Bowl XIV with a broken leg. No one can accuse him of not being tough enough.

He says that he can’t remember how many concussions he has sustained and recalls the damage he has absorbed since he first started playing football when he was 12. Now dealing with his own concussion-related challenges, Youngblood serves on the National Football League Players Association Mackey-White Traumatic Brain Injury Committee.

In a public presentation, Mr. Youngblood will share his experiences and knowledge regarding Post-Concussion Syndrome for all athletes.

After dinner following the presentation, there will be a discussion among Mr. Youngblood and three members of the Santa Barbara community with unique experiences to share. Dinner attendees will also have the opportunity to ask questions and provide comments. The panel members include Kimberly Alfano, PhD, Neuropsychologist, Cottage Rehabilitation Hospital; Stephen Kaminski, MD, Medical Director, Trauma Services, Santa Barbara Cottage Hospital; and Mark French, retired UCSB women’s basketball coach.

Monday, September 17, 2012
Fess Parker’s DoubleTree Resort
633 East Cabrillo Boulevard
Santa Barbara, CA 93103

Presentation at 6:00 pm
$25 per person; $15 for students

Dinner & Panel discussion at 7:30 pm
$250 person, includes presentation

Presented by Cottage Rehabilitation Hospital Foundation in support of Cottage Rehabilitation Hospital

For reservations contact
Thomas Reeg, CRHF Administrator
(805) 569-8999 ext. 82143
or register online at
http://jackyoungblood.eventbrite.com
BUILDING ON GENEROSITY

A successful fundraising campaign and building progress bring the new Goleta Valley Cottage Hospital closer to completion

Rendering of the new Goleta Valley Cottage Hospital, to be completed in 2014.
A GREAT DEAL HAS HAPPENED SINCE THE Hospital Building and Equipment Company (HBE) began work at the Goleta Valley Cottage Hospital site in October of 2009.

Currently, the hospital rebuilding project is close to two-thirds complete and is scheduled for final completion (OSHPD Certificate of Occupancy) late in 2013. This will be followed by a transition program that includes the necessary training of physicians and staff to achieve certification from the California Department of Public Health (CDPH) which is required before occupancy. The existing hospital will then be demolished and the new parking lot finished late in 2014.

The current state of completion includes:
- The plant’s operation equipment has been delivered to the basement and is in the process of being seismically anchored. Heavy overhead mechanical, electrical, plumbing activity is in progress;
- The exterior skin which consists of metal stud framing, a layer of dense gypsum board, and the exterior insulating foam system is 70 percent complete;
- At the first floor level, the metal framing is approximately 85 percent complete. A mock-up of a surgery suite has been created to confirm equipment layout;
- The second floor is in a more advanced framing stage and a mock-up of a patient room has been initiated to verify the layout (to be done for ICU as well);
- The nearly completed roof is weathertight, an important precursor to the installation of interior finishes.

The next year and a half will see the installation of drywall (already started in some areas) continuing through the higher level of finishes such as millwork, flooring and wall treatments. Medical equipment installation will come later in the project and continue through to the transition stage.

The construction of the new Goleta Valley Cottage Hospital (shown at left) continues on schedule to be completed first quarter of 2014. A recent capstone $2 million leadership gift from the Cavalletto Charities was instrumental in helping Building well. Being well. The Campaign for the new Goleta Valley Cottage Hospital surpass its $14 million goal. A future issue of Cottage Magazine will elaborate and celebrate the details of the successful campaign.

VOLUNTEER SPOTLIGHT

Roberta Coyne
For Roberta Coyne, involvement in the community goes without question.

For the past 12 years, Roberta has demonstrated her passion for the community through volunteer service, and one of her numerous volunteer roles is serving as a member of the Goleta Valley Cottage Hospital (GVCH) Auxiliary.

“I like the camaraderie of a smaller, neighborhood hospital” she says. “It’s very special to be a part of the family here. Everybody helps each other.”

Roberta enjoys her post at the front desk of the hospital, where, with her outgoing and upbeat personality, she has the opportunity to greet and converse with patients, guests, and staff members.

Reflecting on her role, Roberta explains, “It’s all about the patient. People are going through challenges, and it’s nice to be here for them so they can talk to someone.”

Roberta knows the importance of empathy at the hospital. As a two-time survivor of breast cancer, she has frequently drawn on her experiences of being a patient.

Hospital guests and patients at GVCH are not the only ones benefiting from Roberta’s compassionate spirit and sympathetic ear. The volunteers she works with each week have become her close friends, and members of the Auxiliary frequently seek out Roberta just to talk.

Serving as Auxiliary president for the past two years, she has represented the Auxiliary at GVCH Board Meetings, hospital events, and state conferences. Her work within the Auxiliary has helped pave the way for the inevitable changes that GVCH will see when it moves into a new building in the spring of 2014.

Since her move to the area in 1973, Goleta and GVCH have become just as much a part of Roberta Coyne as she is a part of the community. For Roberta, the benefits of volunteering go both ways. In describing what motivates her, she states, “I gain a sense of satisfaction that if I have done a little thing that makes someone’s day better, then it’s worth it.”

DIANA GRAY MILLER AND BRIAN STENFORS | PHOTOS BY GLENN DUBOCK

MONICA RAY | PHOTO BY GLENN DUBOCK

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BRINGING HOME BABY

EVEN THOUGH HE SLEPT ONLY ONE HOUR the night before, James Boller of Santa Barbara was a very happy man on May 16. On that day, he and his wife, Akina, welcomed their first child into the world and celebrated their first wedding anniversary.

Daughter Karina Yui was born shortly after midnight in the beautiful new Santa Barbara Cottage Hospital Birth Center. She arrived a week later than the expected
due date, but her timing couldn’t have been more perfect.

When James saw his baby girl for the first time, he was surprised by her size. He remembered thinking to himself. “Wow! She’s so big! And she has a full head of hair.”

Mother and baby were resting comfortably in one of the patient rooms in the new Mother Infant Unit, which along with the Birth Center is part of the Brittingham Family Women’s Services at the new Santa Barbara Cottage Hospital.

Located on the third floor of the Junipero Pavilion, the Birth Center has 12 birthing rooms, each with a Jacuzzi tub that can be used during labor.

“Mothers love the Jacuzzi tubs because it can help them relax and not require pain medication,” said Linda Bacon, director of Women’s Services. “The Jacuzzi tubs help to promote a natural childbirth.”

In case a Caesarian (C-section) birth is required, the Birth Center also includes two operating rooms reserved just for maternity use.

Close to 2,500 babies a year are delivered at Santa Barbara Cottage Hospital. The brand new Mother Infant Unit now offers all-private patient rooms, and each room has a sofa bed that allows a family member or friend to spend the night with mom and baby after delivery.

Added comforts include room service so mothers can order meals when they want, and Wi-Fi and internet access lets families connect instantaneously with loved ones who are far away.

James had given Akina a new iPad as an anniversary gift, and she was able to log onto Skype from her bed to communicate with her parents in Japan.

“It’s their first grandchild, and they were really excited to see her,” James explained.

Despite being exhausted after a sleepless night, James said he clearly remembers how well he, Akina and Karina were cared for by the entire staff at Cottage.

“Everybody here has been awesome. The nurses, our doctor...everyone has been so helpful and so encouraging,” he said. “The rooms are really nice and clean and comfortable. We’re in no hurry to go home.”

What parents are saying about the new Santa Barbara Cottage Hospital Birth Center

Since opening in February, the new Birth Center and Mother Infant Unit have been receiving rave reviews from patients and families. The patient satisfaction rating has consistently reached above 95 percent. Here are some recent comments from the Press Ganey surveys:

“Nurses were so friendly, kind and love their job. The best nurses I ever had. On experience rating of 1 to 10, they’re 12.”

“All the nurses were very kind and informative. They always talked to me about any medication before giving it to me. I was so happy with the staff that my husband and I gave them a box of chocolates.”

“Nurse in recovery was amazing!! I felt so comfortable with her during a spinal and she made the first few hours of being a mom a wonderful experience! All postpartum nurses were great too! Thank you!”

“Santa Barbara Cottage Hospital exceeded my expectations and I would highly recommend! It was a good experience. Thank you!!”

“Beautiful facility & rooms. Friendly and accommodating cleaning staff. Good climate. Quiet and peaceful stay.”

“All my nurses starting from the labor/delivery nurse was so really WONDERFUL! They went way beyond fantastic. I LOVED them all! They all listened and were extremely kind and generous and so respectful!!”
Patricia Neidengard woke up in the middle of the night with the distinct feeling that her bed was floating on waves in the ocean. But she wasn’t having a dream. She was having a stroke.

“I tried to get up, and the feeling of being tossed around only got worse,” she recalled. As a registered nurse, she knew something was terribly wrong. “I yelled out to my daughter for help and to call 911.”

Her grown daughter Amy quickly came to her aid and dialed for help. Patricia soon lost the ability to move and to speak in sentences. It was like she was a baby again, as she struggled for words and could only voice vowel sounds.

From her home in Los Osos, she was taken to a nearby hospital where an MRI showed that she had a massive blood clot at the base of her brain stem. She needed to be transferred to Santa Barbara Cottage Hospital, and it had to be fast.

Fortunately, the new Santa Barbara Cottage Hospital and its helipad had just opened.

“I wouldn’t be alive today if that helipad wasn’t available. I was within millimeters of not being here,” Patricia said. “I was really in need of that ride.”

When she arrived at Santa Barbara Cottage Hospital she was rushed to surgery with Dr. Alois Zauner, who specializes in neuroendovascular medicine. The surgery lasted for three and a half hours as Dr. Zauner worked to manually remove the clot.

Two days later, Patricia finally awoke from her deep post-surgical slumber. She was able to remember what had brought her to the hospital.

She recalled how cold the air felt as she was being boarded on to the helicopter. And she remembered that she saw sunshine when the helicopter touched down on the helipad.

During her two days of unconsciousness, she said she often asked herself if she was alive or not.

“Am I alive? But I’m thinking right now. So I must be alive,” she thought to herself. “I can remember thinking that I wanted to contact God and to say ‘I know you see me. Please take care of my children.’”

Patricia recovered quickly after suffering the stroke on February 16, 2012. After a week in the intensive care unit, she was moved to a medical/surgical unit. Then she spent four weeks in rehabilitation. These days Patricia feels much like she did before her stroke. Her speech and memory are completely preserved and she moves just fine.

“I’m walking a mile a day for exercise and for the most part I’m completely back to normal,” she
said, adding that she expected to start driving again soon. She credits the entire Cottage staff for helping her with her rapid recovery.

“All of the staff were wonderful. Everyone was extremely professional and cheerful. I couldn’t have been in better hands,” she emphasized. “And Dr. Zauner is so professional and knowledgeable. His combination of skill and willingness to be available to patients is truly wonderful.”

Patricia likes to say that she’s “a poster child for miracles.”

“Everything was in place to keep me alive. That helicopter ride was available right when I was at the end of that survival window,” she said. “If I had to take an ambulance to Santa Barbara, I wouldn’t have made it.”
With Baby Boomers aging and healthcare needs getting more complex, the possibility of a critical shortage of highly trained nurses remains a concern across the country. While nationwide initiatives aim to recruit new nurses into the profession, Cottage and CSU Channel Islands have teamed up in an effort to keep nurses local.

For student nurse Melissa Hurtado—mother of four and 12-year employee of an optometry practice—the opportunity to return to college for a nursing degree was a dream come true.

“I’ve always wanted to do this…since my time in a nursing assistant program in high school. Now I want to finish college before my kids do!” laughs Melissa. But she’s serious about living the example of a strong work ethic for her children. “It’s important to me that when I ask them to work hard in school, to value their education and have the career they want in life…that they see me doing those same things I ask of them.”

Melissa Hurtado in the simulation lab on the campus of CSU Channel Islands Nursing Program at Cottage Health System
A break between classes brings a flurry of students down the hallway. They’re laughing and talking about coursework and camping vacations, and peppering “Dr. Jensen” with questions as she walks out of her office. She takes the time to answer each one, easing concerns and joking with the students in this unique center for learning amidst the peaceful green of Goleta treetops. These bright, lively students are your future nurses. They will care... for newborns, for seniors and for those traversing the years between.

Entering the new century,
Santa Barbara was facing a projected nursing shortage, and the cost of living here was making it difficult to retain nurses. In a step to proactively address the issue, Cottage Health System, with the vision of Chief Nursing Officer Herb Geary, MBA, BSN, RN, FACHE, sought a partnership with a university nursing program offering students a Bachelor of Science in Nursing.

“It was critical that we develop our workforce through partnerships with educational institutions,” he says, adding that the overall complexity of patient care has increased and contributes to the need for highly skilled BSN graduates to provide safe acute-level care.

The perfect partner was found in Karen Jensen, RN, PhD, chair of the nursing program at California State University Channel Islands and leader with the experience of establishing two other nursing programs during her 46-year career.

“In my years driving from Ventura to LA, I had a dream to get a BSN program in my neck of the woods,” says Dr. Jensen. “I feel very blessed to be able to do something like this. I never imagined that I’d have the opportunity to start not one, but three nursing programs in my career.” She chuckles as she passes a classroom filled with first-semester nurses standing and looking pointedly downward as they feel their sides... “Anatomical landmarks,” she explains. “They’re finding their hips.”

Before the CSU Channel Islands Nursing Program was established in Camarillo, BSN students from the Santa Barbara area had to go to Los Angeles or Bakersfield or San Francisco. But even commuting to Camarillo is a lot of hours on the road for full-time students already committed to many hours of class work and study in addition to their home and work lives—most hold jobs apart from being a full-time student. The Goleta campus gives area students an opportunity closer to home.

“The nice thing about our partnership with Cottage is that the program is exactly like the main university campus [CSU Channel Islands] program in Camarillo. When

THE CSU CHANNEL ISLAND NURSING PROGRAM AT COTTAGE HEALTH SYSTEM

California State University Channel Islands and Cottage Health System signed a long-term agreement, bringing a Bachelor of Science in Nursing program to Santa Barbara County for the first time. The program is projected to admit nearly 220 nursing students in the next 10 years. The Santa Barbara Cottage Hospital Foundation has made a $7 million commitment to develop and sustain the program over a decade.

The program’s facility, located near Goleta Valley Cottage Hospital, houses three classrooms and a seven-bed simulation lab with medication administration and documentation systems. The lab includes one high-fidelity simulator that gives output—including blood pressure and pulse rate—in response to student actions and input. A video recording system helps students to observe and critique learning sessions.

Who are the nursing students?
• They are the best and brightest—22 students were selected from 140 applicants.
• They are highly motivated critical thinkers from a variety of background studies—from the sciences to the arts. For many this will be a second Bachelor’s degree.
• Students are tech-savvy and well prepared for changing technology to come.
• Students were selected based on a scoring system with points for GPA in sciences, overall GPA, scores from standardized nursing preadmission profile, volunteer work, language proficiency and local residence.
• 80 percent of the students are bilingual—with most speaking English and Spanish.
• 15 percent of the students are male.
• 100 percent of students are local residents.
• Most students have jobs aside from their work as full-time students. Other than work in healthcare settings, restaurant server is the job held by the largest number of students.
we entered this agreement I committed to producing the best nurses, and I get to do that with the support of Cottage, with a wonderful, state-of-the-art facility and with a curriculum design that’s already proven successful,” observes Dr. Jensen.

“It allows me to develop critical thinking and graduate well-rounded nurses. And in Santa Barbara they have the unique advantage of studying in a lab that uses the exact systems for documentation and medication administration as those in the Cottage Health System hospitals, the very hospitals in which they want to work.” That, combined with rotations at Santa Barbara Cottage Hospital, makes these nurses uniquely prepared to begin work at Cottage, with very little learning curve.

“The same is true for the excellent ADN [Associate Degree in Nursing] program at Santa Barbara City College,” notes Dr. Jensen, referring to a program that also collaborates closely with Cottage to give students clinical experience and provides Cottage an opportunity to recruit local nursing talent. “We’re not competing programs but complementary programs that offer students a wide option of choices for beginning or advancing their careers in nursing. It serves the community well.”

**It’s the goal** of the CSU Channel Islands Nursing Program at Cottage Health System: to educate nurses who will care for the Santa Barbara community in the decades to come. All of the students are local residents. Cottage data shows that nurses hired who are from this area will average more than 20 years with Cottage.

“It’s nice that they live in this community, because of the amount of work—reading and studying—they have to do outside of class. It’s intense and definitely cuts into the amount of social time they have,” says Dr. Jensen. “Going through this program with a group of ‘cohorts’ helps them get support with studies and gives them a built-in social network. With small classes, too, there’s camaraderie and a real feeling that they don’t want anyone to fail. They feel comfortable to discuss, critique and learn in a safe environment. And they pull together to help each other—that’s the essence right there. It’s truly what nursing is all about.”

Student Melissa Hurtado agrees, “We formed good solid friendships really fast because nursing school consumes so much of our lives. Nursing is not easy. It’s tougher—but also more fun—than I expected.”

With her family, her employer, her school and her community behind her, Melissa feels the support she needs to succeed.

“When the program had its grand opening event and we saw so many people from the hospital and the school, and leaders from the community come to the open house, it was a huge morale boost…we felt all of those people rooting for us and it was a great feeling.”

Learn more about the BSN program. nursing.csuci.edu

Support the education of Santa Barbara’s future nurses by making a gift to the Santa Barbara Cottage Hospital Foundation. www.cottagehealthsystem.org
GROWING UP HEALTHY

Young Adrian Perez and his family visited the new Santa Barbara Cottage Hospital to share their story during the Children’s Miracle Network Mediathon events. Adrian was born early, weighing only one pound, five ounces. He spent 15 weeks in the Neonatal Intensive Care Unit at Cottage Children’s Hospital.
COM M U N I T Y  H E A L T H  P R O G R A M S

Childbirth & Breastfeeding
Santa Barbara Cottage Hospital
Information: 805-569-8229

Community CPR
Infant/child and adult courses
Santa Barbara Cottage Hospital and
Santa Ynez Valley Cottage Hospital
Reservations/Information: 805-569-8229

Healthy Balance
Weight Management Clinic
8-week weight-loss program focusing on healthy
choices for nutrition and exercise.
Call for date of next orientation meeting.
Information: 805-569-7201

Healthy Joint Wellness Seminar
Thursday, October 18, 2012
3:00 – 4:30 pm
Santa Barbara Cottage Hospital
Information: 1-855-366-7246

Family Fitness
& Baby Fair
Saturday, September 15, 2012
10:00 am – 2:00 pm
Oak Park (Alamar & Junipero Streets)
Free admission, children’s activities and resources
from Cottage and other family-oriented organizations.
Information: 1-855-CHS-WELL

Smoking Cessation
Next course starts Tuesday, October 2.
Call for schedule: 1-855-CHS-WELL

Weight-Loss Surgery Seminar
First and last Wednesday of each month.
Details on our website under Our Services.

Diabetes Classes: Living Well
Goleta Valley Cottage Hospital
Free classes offered each week with a
new feature topic every month.
Information: 805-681-6441

Find out more about upcoming events:
www.cottagehealthsystem.org

Readers: Send us your feedback. Email cottagemagazine@sbch.org