



MONTHLY NEWSLETTER

November 2017

FITNESS FOCUS

Keeping Active in the Cooler Weather

Fall is in the air which means old man winter is lurking around the corner. If you are like us, we used the warm summer months to get outside and exercise as many of you have done. Now comes the winter exercise doldrums though...but do you know about all of the options we have in our community to stay in shape this winter? According to the Powell Recreation Magazine, here are some activities:

Indoor activities for Youth

- Open Swim at the Powell Aquatic Center - Open Gym at Powell High School
- Climbing Wall at Northwest College
- Club Sports, Classes, and Leagues - Powell Swim Club, Powell Wrestling Club, Gymnastics, Martial Arts Classes, Basketball Leagues

Outdoor Activities for Youth

- Ice Skating – Skiing – Sledding - Spring Soccer

Indoor Activities for Adults

- Basketball Leagues and Pickup Games - Co-ed Volleyball and Wallyball
- Pickle Ball - Western Dance Workshops - Zumba and Yoga - Racquetball and Handball
- Climbing Wall at NWC - Skiing - Walking at PVHC
- Personal Exercise program – NWC Fitness Center or a Wellness program

Outdoor Activities for Adults

- Ice Skating – Skiing - Walking

HEALTH TIP



A CURE FOR THE COMMON COLD?

Well, there is – almost - a cure for the common cold. A 2013 review on file in the Cochrane Library of the National Institutes for Health suggested that the use of zinc lozenges can be useful to decrease the severity and length of the common cold. To read more about this review, check out this article link - [Zinc For The Common Cold](#).

I (Dr. Bartholomew) have recommended zinc supplementation for years based on my personal experience with its therapeutic benefits. Zinc lozenges (for example Cold-Eeze or Zicam lozenges) when started within the first twenty-four to forty-eight hours of cold symptoms can reduce the severity and length of the illness. I keep Cold-Eeze drops at home, in my travel bag, and at the office so that I can start them the moment I feel a cold coming on. Starting early is the key. Most of the time, my colds now last around three to four days and are fairly mild.

It is important to note, however, that these drops can upset a sensitive stomach. Zinc supplementation on a daily basis also appears to decrease the frequency of colds, but I would advise not to go overboard on the zinc as this can cause problems as well.

Praying for a healthy winter! - Dr. Bartholomew



DOCTOR'S NOTE

IT TAKES A VILLAGE

Or, in the case of healthcare...it takes a "Population." Now that we have our sea legs at 307Health, we are going to start using our expertise to approach "Population Health." What this means for you as a member of 307Health is that we are going to look across the population of all of our patients to make sure we are addressing health concerns that affect each one of us depending upon our age, sex, and sometimes diagnoses. Examples include:

- Women and Breast Cancer Screening
- Women and Cervical Cancer Screening
- Adults and Colon Cancer Screening
- Patients with Diabetes who have had an eye exam in the last year
- Patients with Diabetes who have had specific lab tests in the last 6 months.

We will use our technology to survey our lists and find within our members who is due for a specific test. For example, we want to know who is due for a colonoscopy exam among our adult members older than 50 years. We then will reach out to those individual patients to educate them on the whys and ways to obtain the recommended test they may be lacking.

Why will we put in this review and outreach work to help you to stay up to date with screenings? We believe that screening and prevention/early management of cancers and diseases helps promote one's overall health and longevity.

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BETTER ACCESS = BETTER CARE.

PRACTICE NEWS



PRIMARY CARE DEFINED

Proactively Engaging Patients

In conjunction with this month's "Hallmarks of DPC" column, it is useful to first understand the definition and purpose of "primary care" in the bigger picture of consumer health care. The following definition of "primary care" is from the American Academy of Family Physicians.

A primary care practice serves as the patient's first point of entry into the health care system and as the continuing focal point for all needed health care services. Primary care practices provide patients with ready access to their own personal physician, or to an established back-up physician when the primary physician is not available.

Primary care practices provide health promotion, disease prevention, health maintenance, counseling, patient education, diagnosis and treatment of acute and chronic illnesses in a variety of health care settings.

FLU SHOTS STILL AVAILABLE AT 307HEALTH

Lowering the Cost of Overall Primary Care

Influenza shots for adults and children are still available at 307Health for our members at \$20 per vaccination. The flu shot is recommended for persons over 6 months of age this year. Persons whose vaccination cost is covered by their health insurance, i.e. Medicare, can obtain their shot through Shopko to qualify for insurance coverage.



MEMBER SERVICES FOCUS

POPULATION HEALTH – Breast Cancer Screening

Proactively Engaging Patients

Hopefully, you have had a chance to read this month's "Doctor's Note" article explaining our general approach to population health.

We all know by now that October was Breast Cancer Awareness month. The pink uniforms at sporting events, pink ribbons around town, and the many advertisements encouraging women to have regular mammograms were all tied into October's annual awareness campaign promoted by the National Institutes of Health.

Doing our part, 307Health sent out alert letters to 88 women in our practice for whom we do not have a record of having had a mammogram test in the last 24 months. The letter encouraged these women to call a hospital directly to schedule a mammogram under the standing 307Health mammogram orders.

Why the big push? Let's be clear – mammograms DO NOT prevent breast cancer. But, mammograms DO help us catch breast cancer EARLY ... much earlier than when a woman may feel a lump in the breast.

When caught at an early stage (small and has not spread), the treatment of breast cancer is significantly more successful. For instance, over 90% of women who start treatment at an early stage (i.e. found early) of breast cancer are still living after five years. The flip side is that only 15% of women live past five years when breast cancer is found in a late stage such that the cancer is large and has spread.

Twenty to thirty years ago, breast cancer was breast cancer – but with the advances in treatment available today, we are talking about apples and oranges when comparing an early stage cancer to a late stage cancer.

Hallmarks of Direct Primary Care

Lowering the Cost of Overall Primary Care

Our goal at 307Health is to lower the overall cost of primary care by taking care of your preventive health issues and other health needs through a fixed, predictable monthly membership.

Here are some examples of what this could like ...

- A person slices their finger and has a laceration without any tendon or joint damage. The only additional cost beyond membership is the wholesale cost of sutures, which is less than \$10.
- A child has strep throat. There is no additional charge for a rapid strep test, which would result in a charge of over \$100 at other facilities.
- An elderly person has chronic leg ulcers requiring dressing changes every 2-3 days. We're able to do this through house calls to save the person a trip to Cody and the additional charges associated with those trips.
- A person needs a colonoscopy and has a very high deductible insurance policy. We will help find the most cost-effective options for that test, rather than just having you skip it altogether because of the cost.

We will help you find the most cost-effective place to get your medications as well.

Do you have a cost-saving story on how 307Health has helped you save healthcare dollars? Let us know – we'd love to hear from you.