



## MONTHLY NEWSLETTER

February 2018

### FITNESS FOCUS

#### **Fitness and Wellness Powell Providers**

Our annual listing of Fitness programs and facilities in the Powell area can be found below. Please click on the description to be directed to the provider's website for more information. Please let us know if we missed a provider.

#### **Powell Valley Healthcare PT and North Platte Physical Therapy**

Phone: 307-754-3792  
Address: 469 Mountain View St.  
Contact: John Asher or Kate Kysar

#### **Gottsche Wellness**

Phone: 307-754-9262  
Address: 639 West Coulter Ave  
Contact: Jennifer Prentiss

#### **NWC Johnson Fitness Center**

Phone: 307-754-6113  
Address: 231 West 6<sup>th</sup> Street  
Contact: Haley Sorenson

#### **Powell Aquatic Center**

Phone: 307-754-0639  
Address: 1065 Coulter Avenue  
Contact: Tanja or Angela

#### **Powell Recreation District**

Phone: 307-754-5711  
Address: Homesteader Park  
Contact: Chris

#### **Freedom Fitness**

Phone: 307-202-2299  
Address: 887 East North Street  
Contact: Jess or Mindy

### HEALTH TIP



#### **WELLNESS & FITNESS PARTNERSHIPS FOR 307HEALTH MEMBERS**

Two wellness organizations have partnered with 307Health in 2018 to bring their physical exercise "Wellness" programs to our members for a discounted corporate rate. Both Gottsche Physical Therapy and Powell Valley Healthcare offer Wellness exercise programs and access to their on-site professional staff for exercise consultation and training programs.

Powell Valley Healthcare's Wellness Program with services provided by North Platte Physical Therapy is \$10 per month for 307Health members. Wellness hours are 6:30 a.m. to 5:00 p.m. Monday through Friday. Membership includes an individualized exercise program consult with updates as requested. Professionally trained staff are available on site for advice and encouragement as needed.

Gottsche's Wellness program is \$15 per month for 307Health members. Gym hours are 5:30 a.m. to 6:00 p.m. Membership includes access to a wide range of cardio and weight equipment and group classes for all ages – Pilates, Yoga, Zumba, and more. Please ask for a class schedule from our front desk.

A written referral from 307Health is required to receive the corporate rate. Please ask your doctor or our front desk staff for this simple referral form. 307Health membership is periodically confirmed by our partner providers to confirm corporate discount eligibility. Stay focused and keep motivated!



### DOCTOR'S NOTE

#### **ON "WELLNESS" by Dr. Bartholomew**

The World Health Organization defines "Wellness" as: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

Well, that narrows it down doesn't it? Admittedly, the healthcare system in America has done a poor job of promoting individual wellness. Why...because the driving force in healthcare is, you guessed it, the dollar! Our current system of fee-for-service has evolved such that insurance companies are "reactive" and pay for a measurable fix when something is broken (a back surgery, joint replacement, medications to treat blood pressure and diabetes) but does not routinely pay for "proactive" measures of wellness promotion and coaching...those touchy-feely subjects that are hard to measure with outcomes that aren't reached for years and years. (See "Wellness & Your Doctor" in the Member Services column.)

My brain is parked on this subject because I just heard a talk by Dr. David Shlim on the subject of "Compassion in Medicine". He asserts that compassion is the greatest good in medicine. I personally think that our current American focus of push, push, push until the very end...no matter the emotional, spiritual, and financial toll...is a true disservice to our patients and their families. Just because we can perform a myriad of tests and treatments doesn't mean that we should. In fact, these should be shared decisions bathed in both medical evidence but also a healthy dose of compassion. We are trained to help you live longer but our passion is to help you live better!

307HEALTH  
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POWELL, WY 82435  
307HEALTH.ORG

**BETTER ACCESS = BETTER CARE.**

## PRACTICE NEWS

**YOU'RE INVITED TO OUR OPEN HOUSE! PLEASE JOIN US...**



Join us for a Sweet *02.15.18*  
**Open House**  
**307Health**  
DIRECT PRIMARY CARE  
Thursday, February 15, 2018, 3-6pm  
Guests eligible to enter door prize drawing (need not be present to win).  
*Providing primary care services to the Big Horn Basin community since 2015*  
250 North Evarts Street, Powell, Wyoming 82435 (307) 764-3721  
www.307Health.org  
*Still accepting new patients*

### GUEST DOOR PRIZES

- Hershey's Kisses – 3 Gift-boxed 7 oz. Kisses
- Lamplighter Dinner-For-Two - \$50 gift certificate
- Powell Aquatic Center 10-Visit Pass - \$48 Gift Certificate
- Gottsche Wellness 4-Month Membership - \$60 Gift Certificate
- Powell Valley Healthcare Wellness 6-Month Membership - \$60 Gift Certificate

## MEMBER SERVICES FOCUS

### WELLNESS & YOUR DOCTOR

#### *Proactively Engaging Patients*

We at 307Health are working and learning how to address “wellness” in this new world of Direct Primary Care. By having increased time with each of our patients our hope is that building a personal relationship will open the doors to wellness. We envision not only addressing the chronic medical issues but having the time and personal insight to meet you where you are at in the hopes of promoting your mental and social well-being. Maybe it is time to not just ask about your blood pressure... but maybe we should be asking you What stressors may be affecting your blood pressure, Why this is happening in your life, and How can we help improve your mental/emotional/spiritual well-being. We are not experts in any one of these areas but together we can find resources for most any situation.

### CORPORATE DISCOUNT PARTNERSHIPS

#### *Lowering the Overall Cost of Primary Care*

The concept of the “corporate discount” has been applied in many business settings. The corporate discount agreement between two organizations is a win-win for both sides of the agreement. In the case of 307Health, our corporate partners receive regular exposure to the 307Health membership base while our 1300+ members receive discounted group pricing. We are always interested in exploring additional corporate partnerships in the areas of wellness or ancillary and support medical services.

Please give us your ideas and suggestions for possible partners, or contact us to begin the discussion if you are a provider of medical, fitness, or wellness services.

## Book Club Review

### *An Evening with the Docs*

### Ending Medical Reversal

By Adam Cifu and Vinayak Prasad

This month marked the beginning of a new feature at 307Health – an evening book discussion with the doctors. On Thursday, January 25<sup>th</sup>, six people joined Dr. Tracy and Dr. Bartholomew for a review and discussion of the book, *Ending Medical Reversal*.

Published in 2015, this book offers an insightful and reader-friendly review of the increasing phenomenon of “medical reversal”. Medical reversal occurs when a recommendation to implement a therapy or medical practice by healthcare leaders is reversed because the therapy or practice was found to not be better - or had worse outcomes - than the previous therapy or practice.

At the very best, medical reversal can be very costly in both time and resources for patients, providers, and payor systems. At the very worst, medical reversal can lead to harm to the patient – even death – and a loss of confidence in the healthcare system.

Thursday's two-hour Book Discussion group explored the book's premise, evidence, and recommendations, while sharing their experiences with one another. Participants also identified some personal directions they could individually pursue in their professional and personal lives given this new information.

Future discussion groups will be offered as the doctors and our members identify books of interest. Watch future newsletters for more information.