MALHEUR MEMORIAL HOSPITAL can support your hospitals pro-A Report To The People tel.

Gale Christensen, Administrator

beginning to recognize that We in this area are very forhealth care is a right of all tunate, the system that the Amerather than a privilege of some rican Hospital Association enof the people. This priniciple has made a change in the demands we make of our health care system and of our hospi-Inflation, labor costs, unusually expensive equipment, increasing demands for health services are creating pressures on health care costs no one seems to know how to relieve

Hospitals have been accused of being unresponsive, not only to individuals but also to comasked to assume responsibility not only for the care of the acutely ill bed patient, but for preventive health care for the community. Some have diagnosed the primary cause of the ills of our health care system as inefficiency in the use of the hospital's personnel, the facilities and the resources of our In a recent talk, hospitals. John Kauffman, chairman of the board of the American Hospital Association, speculating on why health care is approaching a crisis today, said that perhaps it is because changes came too quickly, or that maybe the system was subject to too many

competing interests. He concluded, however, that care in the seventies is a mixchallenge of health care in the hospitals; livery and financing.

Today when we talk about delivery of health care we are hospital beds. talking about how health care can be delivered to the com- primary dedication must conmunity as a whole and how is this care planned.

Today we are talking about a health care system that builds tient. on the good aspects of our present system and is a restruc-

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In this decade, our nation is existing health care system, dorses at the present time is Congressman Ullman's Natio-

nal Health Care Services Re-

organization and Financing Act. The objectives of the Ullman bill are to establish a program of comprehensive health care benefits and assure access to comprehensive health care for all people through a reorganized and coordinated health delivery system. It provides for changes in both delivery and financing of health care that would be acmunity needs. They are being complished on a practical, five year timetable. A central provision of the bill is the establishment of community-based, not-for-profit health care corporations which would group local health resources into organizations capable of providing

comprehensive care to a de-

fined population group in a geo-

Despite federally-imposed

graphic service area.

controls, inflation, the necessity to continue to purchase and maintain costly equipment and facilities, and pay our people at least competitive wages, our commitment to meet increasing demands for our services, we are making progress in containing costs and increasing the efficiency of our operations whatever the reasons, health within our capacity to do so. We are doing this through such ture of the finest of ingredients things as group purchasing and in an imperfect container. The sharing services with other cooperative comseventies, he said, will be to munity health care planning; and structure a new container -- a maintaing the utilization review new system of health care de- process in our hospitals, which provides for regular examination of the proper use of our

> But with all our efforts, our tinue to be providing the highest possible quality of care at the least possible cost to the pa-

What can the public do? First take an interest in and support turing, not destruction of the your community hospital. You can offer to serve your hospital

in a volunteer capacity. You You can assist in obtaining the needs of your hospi-

Just 30 years ago the person who entered a hospital could expect to stay approximately 14 days. Today the length of stay averages just five days. Thanks to the improved methods of medical care. With the advanced methods which are employed today in hospitals, the patient is made more comfortable, recovers faster, and returns to his normal daily rou-

tine sooner. Approximately one person in eight will enter a hospital this year and many of them will be concerned. They shouldn't be. The major reason for concern about hospitalization is the fear of the unknown. A doctor's recommendation for surgery may upset you, may lead you to expect and even fear of fatal conse-

It is only natural to feel some apprehension. But consider this: Even if surgery is required you probably will be able to return home within a week and resume your normal activities a very shot time later. Your doctor will not recommend surgery unless there is an excellent chance that it will be of considerable benefit to you. Remember that in most cases, the surgery patient is much safer than he is when out driving an automobile.

When you are in the hospital it is because your doctor believes it is the best place for you to be. Therefore, no matter what your problem might be, you are in the place where help can be received, and you will fare better if you put your hospitalization into its proper

There are 2.9 million persons employed in the more than 7,000 hospitals. There is more than 2 1/2 hospital employees to each patient in a hospital, on any given day. This necessary because it takes people to care for people and a hospitals doors never close. If you are hospitalized this year, try not to become alarmed, try not to worry, and try and enjoy your stay at the Malheur Memorial Hospital.

I ran across some interesting facts about hospitals the other day. They are.

SEARCH BEGINS FOR OR. TOP MERCHANT

A statewide search for the state's annual Retailer of the Year is being launched by the Oregon Retail Council, retail division of Associated Oregon Industries.

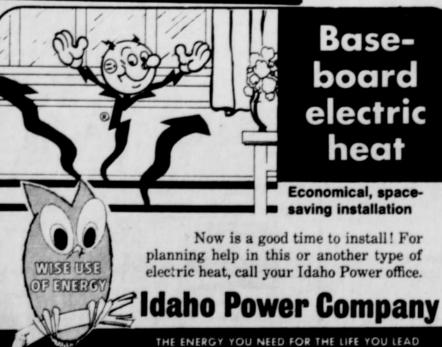
ORC Pres. Lawrence Winthrop said the search again will be coordinated with Chambers of Commerce throughout the state in an effort to recognize he outstanding retail mer-

chant Last year's winner was Fred G. Meyer, pioneer retailer and chairman of the board of Fred Meyer, Inc., Portland. First runner-up was Ben Tsukamaki, partner in the Ontario Market in Ontario, and second runner-up was Esther Ferguson, partner in Nancy's Apparel in

Albany. Winthrop said candidates will again be judged on a wide variety of qualifications, including contributions to business, civic, charitable and religious activities, efforts to promote industry-wide relations, fidelity to the buying public, leadership

and public acceptance. Nomination forms will be furnished to Chambers of Commerce and others interested in submitting names and qualifications of candidates. Entries must be returned to the Oregon Retail Council no later than August 15. Entries are to be addressed to the Retailer of the Year Committee, 1149 Court St., N.E. Salem 97301.

Judging will be by an impartial panel of distinguished Oregon citizens, Winthrop said, and the winner will be announced during the annual ORC convention in Eugene September



by 18 million in 1971 to a total every dollar in a hospital budtotaled 28.8 billion or 3% of

the Gross National Product. There are 1.56 million beds The average annual salary of in the nations more than 7,000

of 200 million for all U.S. Hos- get is used to pay employee wages and salaries,

Approximately 61 cents of \$105.30 in 1972.

Medicare has had a powerful impact on hospital utilization. In 1971, persons 65 and The national average cost of over spent 78.5 million days hospital employee in 1946 maintaining one patient for one in hospitals -- an increase of 13% as \$1,329. Today it is \$6,812. day in a community hospital was over 1967. In comparison,

WIENERS

RUMP ROAST

CRAB LEGS

PATTI MIX

HALIBUT

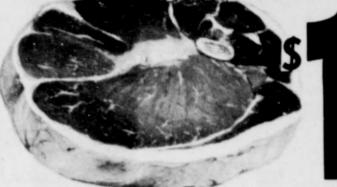
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total inpatient days -- including those of the Medicare groupwent up 6.6%. On any given day, approximately one third of all the patients in community hospitals were Medicare pa-





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