



PHYSICIANS' CLINIC
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press release

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Physicians' Clinic of Iowa announces STAR award winners

Cedar Rapids, IA., <May 12, 2009>: The Board of Directors of Physicians' Clinic of Iowa is proud to announce that six PCI team members have been honored with the organization's first STAR awards. The STAR Awards are designed to recognize the consistent demonstration of positive Service, Teamwork, Attitude and Respect to patients, staff and physicians.

"Each one of the PCI team members has the opportunity to be honored for their contributions in achieving the mission, vision and values of our organization. This first class of STAR award winners has set the standard for all others within PCI to follow and we are very proud of their contributions," said Michael Sundall, CEO of Physicians' Clinic of Iowa.

Recognized were LaNette Faaborg, RN; Holly Heathman, Patient Account Representative; Kendra Herdliska, Director of Human Resources; Becky Madden, RN; Kim Rieff, Orthopaedics Medical Records Supervisor and Pam Shaw, RN.

LaNette Faaborg, RN, joined the PCI team in 2002. As part of the Iowa Blood and Cancer Care team, she deals with patients that are experiencing the challenges of blood disorders and cancer. She was recognized for her compassionate care for families and her willingness to go "above and beyond," often making home visits to see patients in the terminal stages of their illness.

Holly Heathman, Patient Account Representative, joined PCI in 2002. She was honored for her strong, positive attitude and her desire to improve the processes at PCI by consistently offering to help out wherever and whenever needed.

Kendra Herdliska, Director of Human Resources, has been with PCI since 2001. By treating everyone equally and with respect, her reputation as a strong member of the team is well documented. She has been noted as an individual with an outstanding work ethic and for her ability to retain a professional demeanor under any situation.

Becky Madden, RN, has been with PCI since 2006 in the Rheumatology department. Always pleasant and positive, Becky is known for greeting all patients with a smile and a warm hello. Her advocacy for electronic medical records (EMR) has furthered the care of patients throughout the whole organization.

Kim Rieff, Orthopaedics Medical Records Supervisor, began her career with PCI in 1987. She was noted for her ability to always be patient, kind and caring. Her knowledge of the organization and application of abilities have improved every department at PCI.

Pam Shaw, RN, started with PCI in 1980. Her work on behalf of the patients at PCI has led to improved positive experiences and tremendous feedback from that group. Ms. Shaw was honored for her tireless efforts on behalf of patients, once going so far as to write a personal letter to the patient's insurance company in advocacy for the patient. This effort ultimately led to the approval of the patient's medical needs from the insurance company.

Physicians' Clinic of Iowa is a multi-specialty physicians group. Specialties include Oncology and Hematology, General surgery, Cardiovascular surgery, Urology, ENT, Orthopedics, Podiatry, Neurology and Rheumatology. Additional areas of expertise include physical therapy, hand therapy, cosmetic surgery and hand surgery. The group currently operates from four locations in the Cedar Rapids area and additional outreach locations throughout eastern Iowa. More information about the group can be found at www.pcofiowa.com.