

The Business Journal of Phoenix - November 26, 2001<http://phoenix.bizjournals.com/phoenix/stories/2001/11/26/newscolumn3.html>

From the November 23, 2001 print edition

[→ More Print Edition Stories](#)**Health****St. Joe's sponsors 'road to safety' at Desert Ridge****Angela Gonzales**

The Children's Health Center at St. Joseph's Hospital and Medical Center is sponsoring a 1,100-square-foot children's area as part of the lifestyle and retail entertainment center at Desert Ridge Marketplace in northeast Phoenix.

Called "The Road to Safety," the interactive play area officially opens Dec. 1. Designed with a focus on educating children about safety issues such as water safety, bike safety, helmets and car seats, the interactive play area is a miniature neighborhood with a "Road to Safety" that passes through several safety stations where children can learn a variety of safety facts.

Phoenix-based Scene Art & Associates designed the St. Joe's play area at Desert Ridge, which is being developed by Vestar Development Co.

For more: <http://www.vestar.com>.

Rural/Metro cuts losses

Following a recently completed operational restructuring, Rural/Metro Corp. of Scottsdale reported improved operating performance for the first quarter ended Sept. 30.

Jack Brucker, president and chief executive of Rural/Metro, said the company experienced the direct benefit of closing under-performing service areas, growing select markets and implementing key revenue-quality initiatives. He said he expects to further leverage these operational efficiencies in the future quarters.

For the first quarter ended Sept. 30, the company reported a net loss of \$1.19 million, on revenue of \$125.7 million. That compares with a net loss of \$4.1 million on revenue of \$128.2 million in the first quarter of the previous year.

Billing and collection performance continued to improve during the quarter. Programs designed to enhance payment for domestic ambulance transports resulted in days' sales outstanding dropping to 76 days for the quarter, compared with 101 days in the first quarter of 2000.

Free drive-through flu shots

Mesa General Hospital is offering 500 free "drive-through" flu shots Nov. 24.

Adults ages 18 and older will be able to drive up to the main hospital entrance to receive their shot, all without setting foot out of their car. For those not in vehicles, a walk-in area will be set up in the main lobby.

The event is set from 8 a.m. to noon at Mesa General, 515 N. Mesa Drive, Mesa.

Symmetry gets new contract

Integrail, a provider of decision support software and services, has signed an agreement with Symmetry Health Data Systems Inc.

Integrail will use the Phoenix company's Episode Risk Groups as a risk assessment methodology in its Pathfinder 4.0 software application, due for release next spring. Terms of the agreement were not disclosed.

Episode Risk Groups provide a faster, more accurate, less expensive method for health care organizations to assess population risk and predict current and future health care utilization, said Mitch Portnoy, chief operating officer of Symmetry.

ERG is a derivative work based on Symmetry's patented Episode Treatment Group methodology, the most widely used software product for illness classification and episode building.

"To better serve our clients, we think it's important to offer this combined application that enables the episode of care and risk assessment modes to inter-relate," said Dominick Bizzarro, president of Integrail.

For more: <http://www.integrail.com> .

SmartHealth turns 30

SmartHealth, a \$75 million direct marketing company, is celebrating its 30th anniversary.

The Phoenix company sells printed communications, medical supplies and apparel to practitioners in the health care industry in the United States, Canada and Japan. It was formed by Jim and Naomi Rhode, who in 1997 sold a majority stock position to their daughter Beth Hamann and son-in-law, Curt Hamann. Curt is president and chief executive and Beth is vice president. They both are doctors.

In 1999, the company ventured into its first non-medical related market and developed SellSmart to provide personalized marketing materials for real estate professionals.

BOMEX director wins award

Dominick Spatafora, legislative and regulator affairs director of the Arizona Board of Medical Examiners, has received the 2001 Outstanding Faculty Award for the College of Health Care Services and Nursing at the University of Phoenix.

Each year the University of Phoenix recognizes one faculty member per college for outstanding performance.

Spatafora earned his bachelor's degree in justice studies from Arizona State University and his master's in public administration from The American University in Washington, D.C. He joined the faculty of UOP in 1999.

Smiles for hockey players

Will Hoskyns has been named the official cosmetic dentist for the Phoenix Coyotes.

The West Valley dentist created a relaxing lifestyle experience in his office several years ago by offering such amenities to patients as cashmere blankets and reflexology. With an extensive background in "full mouth reconstructions," the hockey players are smiling already.

Dave Groff, vice president of marketing for the Phoenix Coyotes, said Hoskyns and his practice are impressive.

"We're very pleased to have Dr. Hoskyns join our team and look forward to many more partnerships in the West Valley," he said.

Kronos changes name

The names of The Kronos Group Inc. and its service division, Kronos Clinic, have been changed to Kronos, The Optimal Health Co. and Kronos Optimal Health Centre, respectively.

The company takes a science-based approach to health care that focuses on achieving and maintaining optimal health, said Jonathan Thatcher, chief executive of Kronos. The tests performed at the Kronos Science Laboratory assess more than 150 parameters of health.

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