

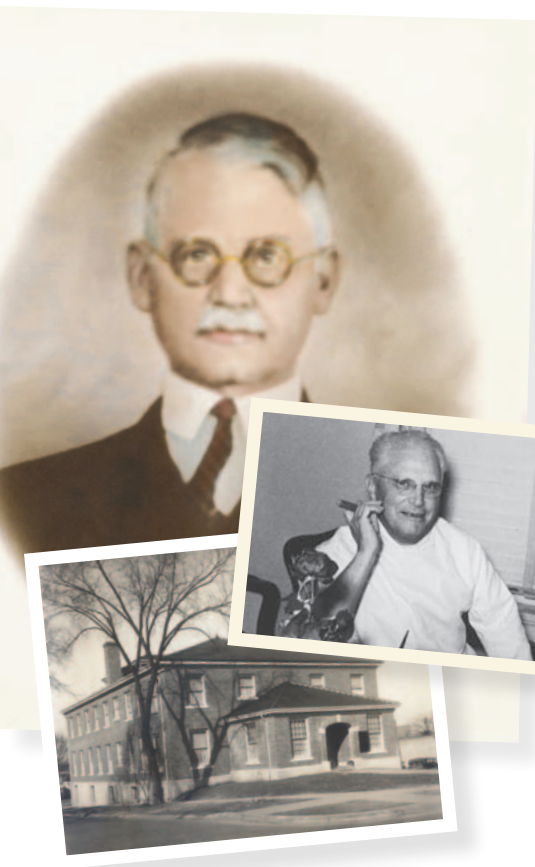


strong medicine.

The Cooper Report

A Newsletter For Our Patients | Fall 2010

90th Anniversary Edition



Strong Medicine for 90 Years

On October 1, Cooper Clinic turned 90 years old, and this issue of The Cooper Report celebrates that impressive milestone.

Especially in this era of buy-outs, mergers, and business closures, the fact that we have cared for the health of our community for nine decades is significant. It shows strength and stability and provides patients with the confidence that our Clinic will continue to be here for decades to come.

Our longevity is made even more impressive because Cooper Clinic is still owned by local physicians. When Dr. St. Cloud Cooper and six other doctors founded our group in 1920, those physicians made every decision about their practice and their patients. Today, in 2010, our local physician-ownership remains the same. This has significant implications for patient care which is being forever changed by the decisions and agendas of out-of-state medical corporations.

But make no mistake, marking our 90 year milestone is not a nostalgic celebration of days gone by. Rather, it's all about change – lots of change. Some big changes, some small, but all relevant to Cooper Clinic's impact on the lives of our patients and this community in the past, the present, and the future. While this issue reflects on changes in our nation and our local region over these many years, we are also noting changes at Cooper Clinic. At 90 years old, some companies would just be proud to have survived. At Cooper Clinic, we have thrived. We have continually altered our operations, expanded our services and built on the past, rather than just dwelling on it. And throughout the transformation, we've not forgotten Dr. Cooper's founding principles.

As we now move forward toward the century mark, we want to thank you and your family – your parents and grandparents – for being a part of our journey. Our physicians and staff are grateful, too, that we have been a part of yours. 🏥

At 90 years old, some companies would just be proud to have survived. At Cooper Clinic, we have thrived.

top: Dr. St. Cloud Cooper, Founder
middle: Dr. D.W. Goldstein, circa 1954
bottom: Cooper Clinic, 100 S. 14th, circa 1924



Doug Babb Cooper Clinic, CEO

1920 / STRONG MEDICINE FOR 90 YEARS / 2010

1920-1930

Cooper Clinic

- > Founded October 1, 1920 by Dr. St. Cloud Cooper and 6 other physicians.
- > The first multi-specialty group of its kind in the South or Southwest.
- > Original offices on 6th floor of First National Bank Building, Garrison Avenue.
- > New \$50,000 two-story facility at 100 S. 14th completed in 1924.

Fort Smith population 28,870 / 1920

- > AR-Okla Free Bridge opened at the end of Garrison Avenue; Lake Fort Smith was built; KFPW aired first local radio broadcast from Goldman Hotel; electric streetcars used for transportation.

1930-1940

Cooper Clinic

- > Dr. Cooper, founder of Cooper Clinic, died of a heart attack in 1930 at the age of 69.
- > His partners carried the Clinic forward with such specialties as Internal Medicine, Surgery, Dermatology, and Obstetrics/Gynecology.
- > Dermatologist, Dr. Goldstein, one of Clinic founders, consulted with Marie Curie regarding use of radium for skin cancer.

Fort Smith population 31,429 / 1930

- > Bus system established.
- > Bonnie and Clyde used Dennis Motel, Midland Blvd., as a hideout.

In the News

- > Al Capone imprisoned for tax evasion; Prohibition ended; Star Spangled Banner named national anthem.
- > Empire State Building, Hoover Dam, Golden Gate Bridge completed.
- > Air conditioning, cheeseburgers invented.
- > Scientists split the atom; Amelia Earhart first woman to fly the Atlantic solo; Loch Ness monster first sighted.

In the News

- > Women win right to vote; insulin discovered.
- > Sliced bread, bubble gum, talking movies, Band-Aids, Q-Tips, combustion engine automobiles invented.
- > Charles Lindbergh flew first solo nonstop flight from NYC to Paris; Gertrude Ederle (US) first woman to swim English Channel; first Olympic winter games.

1940-1950

Cooper Clinic

- > Polio patients treated with iron lung; malaria and typhoid were common; medicine revolutionized by introduction of penicillin.
- > Clinic's four-digit phone number 6161 changed to Sunset 2-6161 as Fort Smith grew.
- > House calls were priced at \$5, or \$10 if after midnight.
- > Nurses sharpened needles and sterilized syringes since medical supplies were not disposable.

Fort Smith population 36,548 / 1940

- > Cooper Clinic and local economy expanded by military personnel and growth of factories.
- > Municipal airport and Camp Chaffee constructed.
- > Camp Chaffee housed 10,000 German prisoners of war.

In the News

- > NBC provided first official network TV broadcast.
- > Mt. Rushmore completed; sound barrier broken by Chuck Yeager; income tax withholding introduced.
- > Nylons for women, ballpoint pens, and the toy Slinky invented.

1950-1960

Cooper Clinic

- > At cost of \$75,000, a basement at 100 S. 14th was constructed, increasing Clinic space by 50%.
- > 14 offices/exam rooms, new phone system and PBX board, elevator, and air conditioning were included in the remodel.



Fort Smith population 47,942 / 1950

- > 10 physicians practiced with Cooper Clinic in 1955.
- > Camp Chaffee re-opened to train troops for Korean War.
- > Fort Smith Junior College (now UA Fort Smith) moved to Grand and Waldron.
- > Air National Guard base established.

In the News

- > Segregation ruled illegal in the U.S.; climbers conquered Mt. Everest; Alaska and Hawaii became states; Elvis appeared on The Ed Sullivan Show.
- > Color television, modern credit card, and peace symbol introduced.
- > First kidney transplant; DNA discovered; polio vaccinations for children began.
- > The Sound of Music opened on Broadway.

1960-1970

Cooper Clinic

- > Clinic began the decade with total staff of 25.
- > Chief diagnostic tools were chest x-ray, lab, EKG, barium enema, and GI series.
- > Clinic invested in advanced technology, installing mammography and grenz soft x-ray for skin disorders.

Fort Smith population 52,991 / 1960

- > Southside High School opened; Fort Smith High School renamed Northside.
- > Mrs. Lyndon Johnson attended opening of Fort Smith Historic Site.
- > Fort Smith Convention Center, Phoenix Village Mall, Lock and Dam 13, I-540 and new bridge to Van Buren opened.

In the News

- > U.S. astronauts first rocketed into space, orbited the earth, then walked on moon.
- > Peace Corp founded; Civil Rights Act passed; Woodstock Festival; Sesame Street debuted.
- > TV broadcasts included first presidential debates and Beatles on The Ed Sullivan Show.
- > First artificial heart implanted; Medicare program began.

1970-1980

Cooper Clinic

- > Clinic doubled office space with move to new facility at Waldron and Ellsworth.



Fort Smith population 62,802 / 1970

- > Staff included 14 physicians with annual patient volume of 180,000.
- > New Clinic dress code permitted nurses to wear slacks to work.

Fort Smith population 71,626 / 1980



- > Central Mall opened, state's largest shopping mall by surface area.
- > Fort Chaffee received refugees from South Vietnam.
- > President Gerald Ford spoke at opening of new St. Edward Mercy Medical Center.

In the News

- > Mother Theresa awarded Nobel Peace Prize; first test-tube baby born; nuclear accident at Three-Mile Island.
- > Mark Spitz won seven Olympic gold medals; Star Wars was released; pocket calculators and computer floppy disks introduced.

1980-1990

Cooper Clinic

- > With 21 specialists and more than 80 support staff, Clinic opened additional offices in Fort Smith area.
- > Several specialties expanded including Neurology, Rheumatology, Surgery and Family Practice.



Fort Smith population 72,798 / 1990

- > Refugee riot was suppressed while 27,000 Cubans were housed at Fort Chaffee.
- > New Post Office opened on 74th Street; penny tax voted to fund Lee Creek Dam Project.

In the News

- > Ted Turner established CNN; Titanic wreck and hole in Ozone discovered; Mt. St. Helens erupted.
- > New plague in the U.S. identified as AIDS.
- > Sally Ride first American woman in space; Challenger Space Shuttle exploded.
- > Pac-Man began age of electronic games.

1990-2000

Cooper Clinic

- > Marking 75th anniversary, Cooper Clinic moved into current main facility at 6801 Rogers Ave. The \$10 million dollar facility included an Ambulatory Surgery Center, Walk-In Clinic, and 5 floors of physician offices.
- > Clinic added specialties including Nephrology, ENT, Podiatry, Plastic Surgery, Allergy, Ophthalmology, Urgent Care, Occupational Medicine.

Fort Smith population 80,268 / 2000

- > Cooper Clinic Oncologists moved into Hembree Cancer Center.
- > Lee Creek Reservoir completed; Chamber of Commerce relocated to 612 Garrison.
- > Area sports fans in Hog Heaven as Razorbacks won Final 4.

In the News

- > Hubble Telescope launched; Soviet Union collapsed; Oklahoma City rocked by terrorist bombing.
- > Fear of Y2K gripped the nation.

2000-2010

Cooper Clinic

- > Clinic installs latest technology with PET, CT and MRI.
- > 30 Cooper Clinic physicians moved offices to St. Edward Centers of Excellence.
- > Today, Clinic has total staff of 650.

Fort Smith population 80,268 / 2000

- > After 90 years, Clinic remains 100% physician-owned and operated.
- > 62,000 without electricity during ice storm of 2000.
- > Westark College became UA-Fort Smith.
- > Fort Chaffee Public Trust and Barling adopted land development agreement.
- > Lake Fort Smith Dam completed.
- > Evacuees of Hurricane Katrina found temporary shelter at Fort Chaffee.
- > City selected for future U.S. Marshals Museum.

In the News

- > Terrorist attacks of 9/11; Antrax and Swine Flu (H1N1) caused nationwide fear.
- > NASA determined water once covered small crater on Mars.



Y2K



Lower Radiation CT Scans

patient safety. peace of mind.

When you're scheduled for a CT, you want peace of mind – not concern about radiation. That's why Cooper Clinic now offers Lower Radiation CT Scans. This advanced technology delivers up to 40% lower dose radiation while still achieving the highest quality images in the industry. And in this area, it's available **only** at Cooper Clinic.

Healthcare leaders. Locally owned. With Lower Radiation CT.
That's Strong Medicine.

Fort Smith's

- > First and only Lower Radiation CT
- > First and only Bilateral Breast MRI
- > First and only permanently installed PET/CT
- > First Cardiac CT



End Yo-Yo Dieting With Lap-Band

Lap-Band surgery is now available in our community – **only** at Cooper Clinic.

This laparoscopic procedure for long-term weight loss is performed by board-certified surgeons, Dr. Chris Coleman, Dr. Darryl Eckes, and Dr. Stephen Seffense.

To learn more, call 479.274.5100.

To register for a free seminar, call 479.274.2222 or visit cooperweightlossurgery.com.

Seminars will be held in the Hennessy Center in St. Edward Medical Center, 7301 Rogers Avenue.

- > October 28 at 6:30 pm
- > November 16 at 6:30 pm
- > December 9 at 1:30 pm

