This is an exciting new technology that extends our ability to provide timely care to stroke patients,” said Dr. Bjornstad, one of the few neurologists (specialists in diagnosing, treating and managing illnesses that affect the brain, spine and nervous system) in southeastern Ohio.

Dr. Bjornstad grew up near Canton and his wife is from Zanesville, so he understands the challenges of providing health care in Ohio. “In rural communities there is a shortage of specialists, so it makes it harder to give care.” There are only four neurologists for every 100,000 people in the United States.

Immediate access to care is critical to determine the best treatment for stroke victims. A protein called tPA may be given to break down blood clots and minimize the effects of a stroke, but tPA must be administered within 4 ½ hours from the time the first symptoms appear.

“We have to be able to quickly care for patients suspected of having a stroke because giving the medication is such a time-sensitive issue,” said Keela Barker, director of neuroscience services at Genesis.

“Providing access to specialists 24/7 is great for our patients and our community,” added Barker. “I live here, and if my loved one was having a stroke, I feel better knowing that the doctors at Genesis can give immediate emergency care.”

Every second counts when you or a family member is having a stroke. That’s why Genesis recently joined the OhioHealth Stroke Network to gain access to stroke specialists without always transporting patients to Columbus hospitals.

“If stroke patients have to be transported to Columbus, it could be another hour before they receive treatment,” said Bryan Bjornstad, M.D., neurologist and stroke medical director at Genesis. “The stroke network expedites treatment and enables us to provide expert care here at Genesis.”

Emergency department caregivers at Genesis-Good Samaritan connect live with critical care and stroke specialists in Columbus using telemedicine technology. A telemedicine cart with a video camera enables the specialists in Columbus to review test results and brain scans and see, hear and talk to patients and their family members, if needed. The video capabilities save time and help avoid long-term neurological damage.

“This is an exciting new technology that extends our ability to provide timely care to stroke patients.”

– Bryan Bjornstad, M.D.
What’s New in Heart Care

Cycle 3 Chest Pain Accreditation
The Cycle 3 Chest Pain Accreditation is another example of Genesis Heart & Vascular Services’ advanced care. The distinction is only given to health care systems that meet high standards of care from the time patients are cared for by the emergency medical staff until their arrival home.

Heart Navigators
Genesis provides a new type of care for heart patients. Specially trained heart navigators assist patients with care such as doctors’ appointments, medication dosages or other questions. Sean Denton, R.N., C.C.R.N., M.S.N., is a heart failure nurse navigator and Laura Garrett, R.N., B.S.N., is a stroke/a-fib nurse navigator. The navigators also make follow-up phone calls to check on patients. Recently Denton checked up on a patient with diabetes who was supposed to monitor his blood glucose levels four times a day. At 2 p.m. the patient hadn’t done a finger stick test yet. If Denton hadn’t called the patient, he might have had serious complications.

Heart & Vascular Screenings
Also new in 2012 – We’ll be bringing heart and vascular screenings to you. A screen team with specially trained technicians will provide screenings for aneurysm, carotid artery disease and peripheral arterial disease in the counties we serve.

Heart and Vascular Clinic
The heart and vascular screenings will also be available at a new clinic scheduled to open at Genesis-Good Samaritan in 2012. The clinic will provide wellness and preventive care and initially include care/clinics for anti-coagulation, heart failure and atrial fibrillation.

For more information on Genesis Heart & Vascular Services, go to our website at www.genesishcs.org.

Bobby Jackson was getting ready to have lunch with his granddaughter, Olivia Alexander, for a Veteran’s Day celebration at John Glenn Elementary School when the chest pains started. His wife, Linda, called 911, and Bobby was rushed to Genesis-Good Samaritan where a blocked artery was opened in 64 minutes, exceeding the American Heart Association’s recommendation by 26 minutes.

“I had 90 percent blockage,” said Bobby, a 71-year-old Zanesville man. “If I hadn’t received care that quickly, I wouldn’t be here today.”

Genesis Heart & Vascular Services achieves the optimal door-to-balloon time (the time it takes from the patient’s arrival at the hospital until the blockage is cleared) 95 percent of the time, while the national average is 88 percent.

“This is a very important quality indicator,” said Abdulhay Alibirini, M.D., interventional cardiologist and medical director of the catheterization lab at Genesis. “The faster we get a patient from the door to balloon, the better the chances for survival are.”

The door-to-balloon time is just one example of heart care standards we exceed. Genesis recently became the first hospital in the nation to earn full atrial fibrillation (a-fib) certification from the Society for Chest Pain Centers (SCPC). A-fib is an irregular heart rhythm that can lead to stroke and possible death.

“We have the same level of care and accreditations as larger metro areas, and we have some accreditations and some certifications they don’t have,” said Cheryl Jorge, director of Genesis Heart & Vascular Services.

Genesis was the first in the state to receive heart failure accreditation from the SCPC; there is only one other health care system in Ohio accredited. “Patients can receive care in state-of-the-art facilities here instead of having to travel to Columbus, Wheeling or Cleveland,” Jorge said.

Close to Home
Bobby Jackson is glad he didn’t have to travel far for exceptional heart care. From his billfold, he pulls a letter-size piece of paper filled on both sides with his injuries, illnesses and medications. He has been in six different hospitals and had two open-heart surgeries, two mini strokes, five heart attacks and more than a dozen heart catheterizations.

“In all my experiences, the care has never been as fast and professional as what I had at Genesis,” Bobby said. “From the EMTs to the all the people in the ER and the cath lab … everything was so quick and professional. They saved my life.”

“The faster we get a patient from the door to balloon, the better the chances for survival are.”

– Abdulhay Alibirini, M.D.
Medical Director of Cath Lab

EXCEPTIONAL HEART CARE
Saves Lives

Bobby Jackson, heart patient, carries his medical history with him everywhere.
The day started like any other. The sun was shining and the roads were clear in southeastern Ohio. It was Tuesday, Oct. 25, 2011. “In the morning I remember thinking it was slower than normal, a non-eventful day,” said Misty Kepler, R.N., B.S.N., charge nurse at Genesis-Good Samaritan Emergency Department (ED).

Then the day got eventful. Patients started arriving with chest pains, injuries from a fall and injuries from a car accident. The 25-bed emergency department with two trauma bays was already packed when eight potential trauma victims from three separate car accidents that closed Interstate 70, State Route 16 and State Route 60 began arriving 15 minutes apart. “There were a lot of kids,” Kepler recalled. Within about an hour, there were more than 55 patients in the emergency department.

About 4:30 p.m., Heath Williams, R.N., B.S.N., manager of the emergency department, was on his way home when a Code Yellow was called in the ED. This is a code that’s called when there is a mass influx of patients arriving in a short period of time. Williams returned to help and so did plenty of other health care professionals.

Within minutes, the trained trauma staff went into action. “The organization as a whole came together. It was all hands on deck. Everyone from housekeeping to transport helped out,” Williams said.

All in a Day’s Work

It was all in a day’s work for the Genesis Trauma Center. Genesis received a provisional Level III Trauma designation by the Ohio Department of Health in accordance with the American College of Surgeons’ Committee on Trauma (ACSCOT) in September 2010.

Before Genesis became a trauma center, patients with serious injuries were taken to Columbus hospitals. “Being a trauma center allows patients to be evaluated and treated more quickly and efficiently and allows them to stay in the community,” said Stuart Chow, D.O., trauma medical director at Genesis. Survival rate and recovery dramatically increase when patients with trauma-related injuries are treated at a trauma center as quickly as possible.

Not every hospital has a trauma center, and not every emergency department can treat trauma patients. The trauma team at Genesis includes surgeons with expertise in orthopedics, trauma and neurological surgery in addition to anesthesiologists and highly trained and experienced nursing staff. “We care for 65 to 70 trauma patients a month,” Williams said. “Caring for that many patients helps us get prepared for mass emergencies.”

Genesis has proven itself as a trauma center, recently moving from provisional to verified Level III status. “Ohio is one of the few states that require a provisional status for one year before earning full certification,” said Dr. Chow. During the year, the trauma team is required to gather and analyze data, hold mock drills and have a site visit from the American College of Surgeons.

“We have treated more than 700 trauma patients since we became a provisional Level III in 2010,” said David Davis, R.N., B.A., M.I.S., director of emergency and trauma services at Genesis. “Moving from provisional to verified status means we’re the only verified trauma center in the area from Canton to Marietta and from Wheeling to Columbus. Becoming a Level III is a great accomplishment and a real service to the community.”

For more information on trauma and emergency services at Genesis, go to www.genesishcs.org.
Ben Gibson, M.D.  
Urology  
Ben Gibson, M.D., is a urologist who has joined the Genesis medical staff. Dr. Gibson completed his Doctor of Medicine degree at The University of North Carolina at Chapel Hill School of Medicine in Winston-Salem, N.C., and he completed his urology residency at The Ohio State University Medical Center in Columbus. He has special interests in robotic surgery, minimally invasive management of benign prostatic hyperplasia (BPH) as well as treatment of kidney stones; however, he is eager to see patients with all general urologic complaints. Dr. Gibson’s office is located at 495 Bethesda Drive, Suite 260, Zanesville, and his phone number is (740) 455-4923.

Matthew Pinsky, D.D.S., M.D.  
Oral & Maxillofacial Surgery  
Matthew Pinsky, D.D.S., M.D., is an oral and maxillofacial surgeon who recently joined East Ohio Oral & Maxillofacial Surgery and the Genesis medical staff. Dr. Pinsky earned his doctor of dental surgery degree at the University of Michigan School of Dentistry in Ann Arbor, Mich. He earned his medical degree and completed a surgical internship and residency in oral and maxillofacial surgery at the University of Michigan Medical School in Ann Arbor, Mich. Dr. Pinsky’s office is located at 3735 Cliffhanger Way, Zanesville, and his phone number is (740) 450-2500.

Jinhong Xing, M.D.  
Hospital Medicine  
Jinhong Xing, M.D., is a board-certified hospitalist who recently joined Genesis. Dr. Xing is a graduate of North China Coal Medical College, and he completed his internal medicine residency at James P.IAVA Medical Center, Mount Sinai Medical School in Bronx, N.Y.

Unexpected Gas or Oil Income?  
Use It Wisely
If you’re trying to decide what to do with an unexpected gas or oil income, we can help you explore options that will benefit you and your family.

• Charitable Gift Annuity  
Gives you a fixed income for life with tax savings.

• Charitable Remainder Trust  
Gives you income for life or for a set number of years with tax savings.

• Charitable Lead Trust  
Gives cash or property to your family in the future, avoiding substantial gift or estate tax.

Call us or visit our gift planning website today to learn more about these options and how you can invest in your future – and our community.

(740) 454-5052  
www.giftforgenesis.org
Cancer Support Groups & Classes

Man to Man – Prostate Cancer
Call Shannon White for more information at (740) 454-5014. 6 to 7 p.m. Bethesda Meeting Rooms 4 & 5
Tuesday, Feb. 6
Northside Pharmacy Medicare Updates
Monday, March 5
Colonoscopies and Colon Cancer Awareness Month
Annette Barr, nurse navigator
Monday, April 2
Cancer Registry Facts & Figures

Support Groups & Classes

Support Buddies – Breast Cancer
Call Shannon White for more information at (740) 454-5017. 6 to 7 p.m. Bethesda Meeting Room 4 & 5
Thursday, Feb. 23
Managing the Effects of Illnesses & Treatments
Julie Patton, R.N., clinical coordinator, Genesis Cancer Unit
Thursday, March 29
Managing Cancer-related Fatigue
Carrie Lee, R.N., cancer navigator
Thursday, April 26
Refueling Cancer Pain
Elizabeth Lear, oncology pharmacist

Cancer Support Group

Hope with Type 1 diabetes for 28 years. exercise instructor with her diabetes expertise as a certified group coordinator, Genesis Cancer Unit
July Patton, R.N., clinical coordinator, Genesis Cancer Unit
Feb. 1; March 7 • 1 to 3 p.m.
5-week sessions begin on Feb. 1; Feb. 18 & 25; March 3 & 10; March 17 & 24 8:30 a.m. to 12:30 p.m.
Perry County Classes 5-week evening session begins Feb. 20 • Perry County Rehab and Diagnostic Center, Somerset Childbirth Preparation Refreshers Feb. 4 & 18, March 3 & 17 8:30 a.m. to 12:30 p.m.
Sibling Class March 5 • 6 to 7:30 p.m.
Breastfeeding Preparation Wednesdays, Feb. 8, March 14 & April 13 • 7 to 9 p.m.
Breastfeeding Support for Success Every Monday from 10 a.m. to noon Breastfeeding for Working Moms Feb 1; March 7 • 1 to 3 p.m.
Baby Basics 1 Wednesday, Feb. 15 & March 21 7 to 9 p.m.

Community AHA Classes Held at Zane State College
Genesis and Zane State College have partnered to provide American Heart Association (AHA)-certified CPR, first aid, and bloodborne pathogen training to members of our community.
Beginning in February, AHA CPR, first aid and bloodborne pathogen classes will be held on the campus of Zane State College. Community AHA classes will no longer be held at the Genesis HealthPlex; however, Genesis will remain as the provider of the certifications and is working closely with Zane State College during this transition.
The classes will be held Zane State College Campus Center, Room 7400 (PTA lab). The costs are:
HeartSaver CPR – $45
First Aid – $35
Bloodborne Pathogens – $20
To sign up for CPR, first aid or bloodborne pathogen classes, or if you would like more information, call Zane State College at (740) 588-1288.

Respiratory Support Group

Better Breathing Club
For more information, call the Genesis Lung & Respiratory Health Clinic at (740) 454-4328 or (740) 454-4718.
1:30 to 3 p.m. Tuesday, March 13
For more information, call Lauren Wood at (740) 454-6262. To register, call the Genesis NurseLine at (740) 455-4949 or 800-948-4949, or go to www.genesishs.org; click on “Education & Events.”

Health After Infant Loss Support Group
Feb. 7 • 7 to 8 p.m. Bethesda Meeting Rooms 4 & 5

Childbirth Preparation
5-week sessions begin on Feb. 7; Feb. 20; March 1 • 7 to 9 p.m.
Saturday Classes 2-week sessions held on Feb. 4 & 11; Feb. 18 & 25; March 3 & 10; March 17 & 24 8:30 a.m. to 12:30 p.m.
Perry County Classes 5-week evening session begins Feb. 20 • Perry County Rehab and Diagnostic Center, Somerset Childbirth Preparation Refreshers Feb. 4 & 18, March 3 & 17 8:30 a.m. to 12:30 p.m.
Sibling Class March 5 • 6 to 7:30 p.m.
Breastfeeding Preparation Wednesdays, Feb. 8, March 14 & April 13 • 7 to 9 p.m.
Breastfeeding Support for Success Every Monday from 10 a.m. to noon Breastfeeding for Working Moms Feb 1; March 7 • 1 to 3 p.m.
Baby Basics 1 Wednesday, Feb. 15 & March 21 7 to 9 p.m.

Cancer Support Group

Most of these groups meet at Morrison House and are for adults. For more information on dates and locations, call Genesis Hospice & Palliative Care at (740) 454-3353 or 800-953-7673.
Especially for Men HUGS (Helping Us Grieve Successfully)
Friday Support Group Survivors of Suicide Morgan County Support Group Perry County Support Group Social Gatherings Living Through Loss Individual Counseling – You may meet with a grief counselor to help you with feelings and emotions of grief. Call the phone number above.

Brain Injury Support Group
First Monday of each month • 6 p.m.
Libby Hardwick, RTC/R, facilitator

Pain & Fibromyalgia Management Support Group
Fourth Monday every other month 6 p.m.
Johanna Mokros, RN, facilitator

Diabetes Exercise Program
Cost: $100 for 8-week session, financial aid available
Genesis-Bethesda Physicians Pavilion Cardiac Rehab Gym Mondays & Wednesdays – Call for dates and times
Kay Eicher, R.N., combines her expertise as a certified group exercise instructor with her diabetes knowledge as both a registered nurse and a person who has lived with Type 1 diabetes for 28 years.
For more information, call (740) 454-4560 or (866) 351-6688.

Community AHA Classes Held at Zane State College

Man to Man – Prostate Cancer
Call Shannon White for more information at (740) 454-5014. 6 to 7 p.m. Bethesda Meeting Rooms 4 & 5
Tuesday, Feb. 6
Northside Pharmacy Medicare Updates
Monday, March 5
Colonoscopies and Colon Cancer Awareness Month
Annette Barr, nurse navigator
Monday, April 2
Cancer Registry Facts & Figures

Cancer Support Group

Hope with Type 1 diabetes for 28 years. exercise instructor with her diabetes expertise as a certified group coordinator, Genesis Cancer Unit
July Patton, R.N., clinical coordinator, Genesis Cancer Unit
Feb. 1; March 7 • 1 to 3 p.m.
5-week sessions begin on Feb. 1; Feb. 18 & 25; March 3 & 10; March 17 & 24 8:30 a.m. to 12:30 p.m.
Perry County Classes 5-week evening session begins Feb. 20 • Perry County Rehab and Diagnostic Center, Somerset Childbirth Preparation Refreshers Feb. 4 & 18, March 3 & 17 8:30 a.m. to 12:30 p.m.
Sibling Class March 5 • 6 to 7:30 p.m.
Breastfeeding Preparation Wednesdays, Feb. 8, March 14 & April 13 • 7 to 9 p.m.
Breastfeeding Support for Success Every Monday from 10 a.m. to noon Breastfeeding for Working Moms Feb 1; March 7 • 1 to 3 p.m.
Baby Basics 1 Wednesday, Feb. 15 & March 21 7 to 9 p.m.

Community AHA Classes Held at Zane State College

Genesis and Zane State College have partnered to provide American Heart Association (AHA)-certified CPR, first aid, and bloodborne pathogen training to members of our community.
Beginning in February, AHA CPR, first aid and bloodborne pathogen classes will be held on the campus of Zane State College. Community AHA classes will no longer be held at the Genesis HealthPlex; however, Genesis will remain as the provider of the certifications and is working closely with Zane State College during this transition.
The classes will be held Zane State College Campus Center, Room 7400 (PTA lab). The costs are:
HeartSaver CPR – $45
First Aid – $35
Bloodborne Pathogens – $20
To sign up for CPR, first aid or bloodborne pathogen classes, or if you would like more information, call Zane State College at (740) 588-1288.

Respiratory Support Group

Better Breathing Club
For more information, call the Genesis Lung & Respiratory Health Clinic at (740) 454-4328 or (740) 454-4718.
1:30 to 3 p.m. Tuesday, March 13
For more information, call Lauren Wood at (740) 454-6262. To register, call the Genesis NurseLine at (740) 455-4949 or 800-948-4949, or go to www.genesishs.org; click on “Education & Events.”

Health After Infant Loss Support Group
Feb. 7 • 7 to 8 p.m. Bethesda Meeting Rooms 4 & 5

Childbirth Preparation
5-week sessions begin on Feb. 7; Feb. 20; March 1 • 7 to 9 p.m.
Saturday Classes 2-week sessions held on Feb. 4 & 11; Feb. 18 & 25; March 3 & 10; March 17 & 24 8:30 a.m. to 12:30 p.m.
Perry County Classes 5-week evening session begins Feb. 20 • Perry County Rehab and Diagnostic Center, Somerset Childbirth Preparation Refreshers Feb. 4 & 18, March 3 & 17 8:30 a.m. to 12:30 p.m.
Sibling Class March 5 • 6 to 7:30 p.m.
Breastfeeding Preparation Wednesdays, Feb. 8, March 14 & April 13 • 7 to 9 p.m.
Breastfeeding Support for Success Every Monday from 10 a.m. to noon Breastfeeding for Working Moms Feb 1; March 7 • 1 to 3 p.m.
Baby Basics 1 Wednesday, Feb. 15 & March 21 7 to 9 p.m.

Cancer Support Group

Most of these groups meet at Morrison House and are for adults. For more information on dates and locations, call Genesis Hospice & Palliative Care at (740) 454-3353 or 800-953-7673.
Especially for Men HUGS (Helping Us Grieve Successfully)
Friday Support Group Survivors of Suicide Morgan County Support Group Perry County Support Group Social Gatherings Living Through Loss Individual Counseling – You may meet with a grief counselor to help you with feelings and emotions of grief. Call the phone number above.

Brain Injury Support Group
First Monday of each month • 6 p.m.
Libby Hardwick, RTC/R, facilitator

Pain & Fibromyalgia Management Support Group
Fourth Monday every other month 6 p.m.
Johanna Mokros, RN, facilitator

Diabetes Exercise Program
Cost: $100 for 8-week session, financial aid available
Genesis-Bethesda Physicians Pavilion Cardiac Rehab Gym Mondays & Wednesdays – Call for dates and times
Kay Eicher, R.N., combines her expertise as a certified group exercise instructor with her diabetes knowledge as both a registered nurse and a person who has lived with Type 1 diabetes for 28 years.
For more information, call (740) 454-4560 or (866) 351-6688.
Day of Dance

Saturday, Feb. 25

Largest Heart Health Event in Southeastern Ohio
Bring your friends and family to dance, learn simple ways to stay healthy, enjoy music, participate in screenings and talk with health experts one-on-one.

Time: 8 a.m. to 1 p.m.
Location: Colony Square Mall
Free Event
Free Screenings – Lipid profile and glucose (first 300 people), blood pressure, body mass index, cardiac risk assessment, Peripheral Arterial Disease (PAD) and more. Fasting for 5 hours is required for lipid and glucose screening.

A higher level screening package will be available for a reduced charge. See inside for more details on Day of Dance.