

LiveWell



SPECIAL 25TH ANNIVERSARY SECTION

A GREAT PLACE TO RESTORE
YOUR HEART

IMMUNOTHERAPY EXTENDS
PATIENT'S LIFE

CELEBRATING
25
YEARS



Genesis
HEALTHCARE SYSTEM



TOGETHER

A car wreck. Chest pains. Labor contractions. For a quarter of a century, you have trusted Genesis to be there for some of life's scariest and happiest moments. You counted on our doctors to find a cure, our nurses to care for and comfort you and our clergy to hold hands with you while praying.

We have also counted on you.

It started 25 years ago when community members had the foresight and courage to bring two hospitals together to form Genesis HealthCare System. Your support helped build a new hospital in 2015 designed to meet every aspect of healing, from spacious rooms to the latest technology. It was also designed to provide our dedicated, professional caregivers a state-of-the-art facility to care for you.

This anniversary belongs to the community and is a reason to celebrate. This publication kicks off that celebration, and we hope you understand how appreciative we are of you.

Your neighbors

Jim Hodges loves to golf. Judy Medley wants more time with her family. A heart attack and stage 4 lung cancer diagnosis jeopardized their wishes. Read their stories of hope and healing within this issue.

All My Meds

Almost everyone has experienced "pill panic" at one time or another. That unsettling feeling when you can't remember if you have taken your medicine. To ease your mind and help keep you healthy, we now have new prescription packaging choices for Northside Pharmacies customers.

In addition to traditional pill bottles, we have pill pouches and easy-to-open, color-coded, multi-dose packs. These new options for those who take more than one maintenance medication show if you have taken your medicine. The pill pouches and multi-dose packs are labeled with the time and day to take the medication. You can even have them mailed to your home. Traditional pick-up or delivery is also available. Read more about it in this issue.

You said you needed a 24/7 pharmacy in Zanesville, and we listened. We recently opened a new Northside Pharmacy at 721 Taylor Street. This new pharmacy is the only 24/7 pharmacy in Zanesville and the surrounding counties.

We look forward to improving the health of our community through the newest technology, highly trained physician teams and compassionate care from staff who are your friends and neighbors.

In good health,

Matthew J. Perry
President & CEO

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SPOTLIGHT ON PUNEETPAL S. BAINS, M.D.

Genesis Endocrinology, Diabetes and Metabolism

"An endocrinologist is a detective who looks for clues and asks pertinent questions to solve a case," said Puneetpal S. Bains, M.D., who joined Genesis Endocrinology in March. He was drawn to endocrinology by its complexity. "I have always loved solving problems, and this specialty allows me to investigate complex issues and fix them," Dr. Bains said. "Moreover, endocrinology also presents an intersection between medicine and technology. I find this specialty very rewarding."

Dr. Bains said endocrine disorders are increasing, but the number of endocrinologists is not keeping up with demand. "So, I am happy to bring my expertise to this community," he said. Dr. Bains treats such common disorders as diabetes, thyroid issues and osteoporosis, and also treats gender dysphoria with hormone replacement therapy.

Dr. Bains said he functions as a team member with Genesis staff and a patient's primary care provider. This team has a common goal of helping fix or manage an endocrine issue. "My patients are one of the most important things in my life, along with my family," Dr. Bains said.

Endocrinological technology attracted Dr. Bains to the specialty. "Technology has changed our lives dramatically, and we continue to see its benefits in healthcare." Particularly diabetes, he said. "Years ago, the only way for individuals to check their blood sugar was by poking their fingers four to six times a day or more," he said.

"My patients are one of the most important things in my life, along with my family." – Dr. Bains

Continuous glucose monitors changed that, as have insulin pumps. "Eventually, I think the insulin pumps will do more," Dr. Bains said.

Dr. Bains spends his free time with his wife and two children — an 18-month-old son and a 6-year-old daughter. He also enjoys watching sports. "I am a big Cleveland Browns and OSU Buckeyes fan," he said. "Hopefully, one day, the Browns can make it to the Super Bowl. We can all dream, can't we?"

Dr. Bains' office is located at Genesis Endocrinology, 860 Bethesda Drive, Building 2, in Zanesville. His phone number is 740-586-6690. A physician referral is required.

Doctor of Medicine: Saba University School of Medicine, Netherlands-Antilles

Board-certified: Endocrinology, diabetes, metabolism and internal medicine

Residency in Internal Medicine:
The Jewish Hospital, Cincinnati, Ohio

Fellowship in Endocrinology:
The State University of New York Upstate Medical University, Syracuse, New York

OUR MISSION

We serve our community by helping each person achieve optimal health and well-being by providing compassionate, exceptional, and affordable healthcare services.

OUR VALUES

Compassion

We demonstrate our faith-based roots in how we care for all our patients, and each other, as a whole person with empathy, understanding, respect and a healing touch.

Excellence

We hold ourselves accountable to achieving the highest quality standards for patient experience, operational performance and clinical outcomes for our patients and community, as we assist them along their healthcare journey.

Integrity

We will always be respectful, truthful, and “do right by” each other and all those we serve, while providing exceptional care that meets the unique needs of every person in our community.

Team

We believe in the strength and enjoyment of working together as ONE team to achieve our highest potential for excellence, both collectively and individually.

Innovation

We constantly seek ways to improve by challenging the current state and embracing new ideas, processes, and technology to create higher quality outcomes, a healthier community, and lower total costs of care.



A GREAT PLACE TO RESTORE YOUR HEART

Jim Hodges received four stents in 2005 to ensure proper blood flow to his heart, but several years later, he started having heart issues again. Little did he know, this was only a precursor to bigger heart problems.

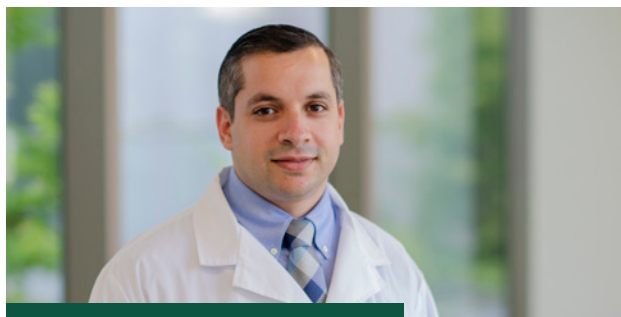
"When Jim came to see me, he was experiencing worsening chest pain. He had unstable angina, meaning his heart wasn't getting enough oxygen and blood," said Alaa Gabi, M.D., Fellowship-trained and Board-certified Interventional Cardiologist at Genesis. "We found a 90% blockage in the back of his heart, so we put in another stent. He did well, and after the procedure, we sent him to cardiac rehabilitation, like we do all our patients who have a cardiac intervention." Jim attended the Genesis Cardiac Rehabilitation Center two or three times a week for several months, building heart strength and stamina under the observation of specially trained healthcare professionals. Everything was going well until he felt lightheaded on his drive to the hospital for rehab one morning.

"I got on the first exercise machine at rehab and did well, but my lightheadedness became stronger when I got on the stationary bike," Jim said. "My legs felt like they were losing energy. I couldn't even push the pedal down. I knew I needed to sit down, and apparently, through the leads hooked to my chest, the rehab team could tell there was a problem."

As Jim stopped exercising, his heart stopped too

"As Jim was in rehab and connected to monitors during exercise, we knew he experienced more than 10 seconds without a heartbeat. The good thing is, after brief resuscitation, his pulse came back," Dr. Gabi said.

During Jim's 10 seconds without a heartbeat, an exercise physiologist and a respiratory therapist at Genesis performed CPR on him. Meanwhile, a code blue alerted an emergency cardiac team within the hospital.



Alaa Gabi, M.D.

Fellowship-trained and Board-certified Interventional Cardiologist at Heart & Vascular Institute

"By the time they got through pumping my chest, my heart was back in rhythm. I was the luckiest guy in the world to be at Genesis when my heart stopped," said Jim.

Right place at the right time

"If this had happened when Jim was not at the rehabilitation center, his care would have been delayed," Dr. Gabi said. "Anytime the brain is not getting enough blood, seconds make a difference. Immediate access to cardiac care helped him. Jim was in the ideal place for this to happen."

Comprehensive cardiac and vascular care

Genesis' nationally accredited cardiac care and life-saving technology provide patients with immediate access to expert physicians who collaborate to give exceptional heart care during emergencies. Jim went from the Cardiac Rehabilitation Center to the Emergency Department for stabilization and then directly to the operating room. He received a pacemaker, a small device implanted in the upper chest to regulate the heartbeat.

"My heart stopped beating during my morning workout, and I had a pacemaker placed by lunchtime," Jim said. "I'm so thankful for everyone at Genesis who helped save my life."

Now that Jim has a pacemaker to assist his heart, he's noticed a tremendous upswing in energy and ability.

"I'm 81 years old, and I feel about 50. I haven't felt this good in a long time," said Jim.

"It's just amazing to me. I've been on medication for the past two years, but now I'm feeling stronger. There's a big difference between before the pacemaker and after," he said.

Jim continues to go to the Genesis Cardiac Rehabilitation Center about three times a week, as it remains available to him even after completing cardiac rehab.

"Jim's case is an example of how we need to increase awareness of heart disease and heart rhythm issues. People often feel dizzy or lightheaded, and there's a good chance that it can be heart-related," Dr. Gabi said. "If someone feels dizzy, fatigued and lightheaded or experiences fainting and vertigo, these can all be related to heart rhythm issues. They're especially alarming for people with other risk factors for heart disease, like high blood pressure, high cholesterol, diabetes, smoking and a family history of heart disease. If you're experiencing these symptoms, please see a doctor."

"I'm 81 years old, and I feel about 50. I haven't felt this good in a long time."

Jim Hodges is back to playing golf after receiving a pacemaker.



Judy Medley is enjoying life after immunotherapy treatment.

IMMUNOTHERAPY EXTENDED JUDY'S LIFE

After mentioning a persistent cough to her primary care doctor, Judy Medley saw a lung specialist every six months. He eventually referred her to Shyamal Bastola, M.D., Fellowship-trained and Board-certified Hematologist Oncologist at the Genesis Cancer Care Center.

"When I went to see Dr. Bastola, I had no idea it was cancer," Judy said. "Dr. Bastola spoke kindly, with truth and honesty. He said I needed to get things squared away for myself. I had stage 4 lung cancer, and without the treatment, I had about six months to live."

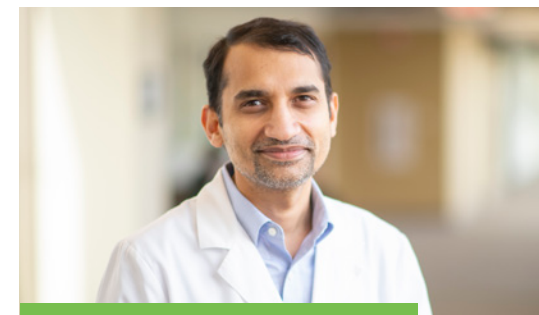
Shock flooded Judy's senses, and tears streamed down her face. She wanted to spend time with her children, grandchildren and new great-grandchildren. She wanted to live.

Dr. Bastola told Judy that chemotherapy might extend her life. So, she went to the Genesis Cancer Care Center multiple times a week for two months. While the chemo drained her energy, she hoped it was also draining the cancer cells that swarmed her lungs and had spread to her liver. At the end of chemo, she went with her family to their favorite place, Myrtle Beach, for a celebration.

"Immunotherapy aims to enhance the immune system to fight cancer cells." – Dr. Bastola

Yet the celebration took place too soon. Upon returning from the beach, Dr. Bastola reviewed the latest scans and shared the bad news that the cancer had not gone away.

"He said, 'Judy, we have something new we can try.' Then he told me about immunotherapy."



Shyamal Bastola, M.D.

Fellowship-trained and Board-certified Hematologist Oncologist at Cancer Care Center

"The immunotherapy approach we chose for Judy was nivolumab, which aims to enhance the immune system to fight cancer cells," said Dr. Bastola.

Judy went to the Genesis Cancer Care Center every other week to have the medication delivered intravenously.

"After three months of treatment, we did a scan, and Dr. Bastola said to me, 'Guess what ... the tumors have shrunk by 50%.' I jumped up and hugged him. I was so happy," Judy said.

Judy continued immunotherapy treatment for another three years. Her tumors continued shrinking, and her body stabilized.

"At first, I went to get scans and see Dr. Bastola every three months, but now we only see each other every six months, and he's talking about extending it to once a year."

Judy has lived seven years longer than she first thought possible, and she's going strong. She plans to continue celebrating life by living each day to its fullest and visiting the beach as often as possible with her eight great-grandchildren, four grandchildren, two children and Jack, her husband of 33 years.

TIPS TO HELP WOMEN STAY HEALTHY

Hey you, it's me – your body.

While I'm feeling pretty good right now, we can't take things for granted. You and I need to get on the same page to make sure things don't start going downhill. Can you help by following these tips? It'll make my job so much easier – and more enjoyable for both of us.

Get regular checkups and screenings

Seeing your family doctor or OB/GYN on a regular basis is vitally important. Your doctor is your partner in keeping you on a healthy path or in managing chronic health conditions like diabetes or high blood pressure. Your doctor will also make sure you get the routine screenings essential for early detection of disease, like mammograms, Pap smears and blood work.

Get at least 30 minutes of daily physical activity

Exercise helps you feel your best – plus, it helps keep your weight in check. It can improve the quality of your sleep and helps prevent bone loss and osteoporosis, too.

Get 7 to 9 hours of sleep

A good night's sleep helps you feel sharper, elevates your mood and can help prevent other health issues.

Eat healthy

Eating healthy and including more fresh fruit and vegetables in your diet can help you maintain a healthy weight, promote strong bones and teeth, and reduce the risks of cancer, diabetes, heart disease and strokes. Plus, it improves your mood and memory.

Reach and maintain a healthy weight

When you're at a healthy weight, you lower the risk of heart disease, stroke, high blood pressure and diabetes, and also help reduce the risk of many different cancers.

Get help to quit smoking

If you quit smoking, nearly everything improves. You'll have healthier blood, heart and lungs. Your bones, muscles and immune system will be stronger, too. Plus, you will have clearer skin and fresher breath.

Limit alcohol to one drink or less

Limiting alcohol to one drink or less per day helps reduce the risk of some cancers, liver disease, heart disease and high blood pressure.

Use drugs only as prescribed

Prescription or illegal drug use and misuse can damage your body and mind. If you think you may have a problem, get help sooner rather than later.

Drive safely

In the U.S., road crashes are the greatest killer of women and men under age 55. Wearing a seatbelt greatly reduces your risk. Also, texting and driving is six times more dangerous than driving while intoxicated. Pull over or wait until you get home.



Blueberries

ARE HEALTHY WINNERS

Blueberries can lower your chance of having a heart attack.

True or false?

True: An 18-year Harvard study of more than 90,000 people found participants had a 34% lower chance of having a heart attack if they consumed three or more servings of blueberries or strawberries per week.

Blueberries provide potassium.

True or false?

True: According to the U.S. Highbush Blueberry Council, blueberries are a source of potassium, magnesium, vitamins C and K and fiber. Even better, all those nutrients only add up to 80 calories per cup.

Blueberries can lower your chance of Type 2 diabetes.

True or false?

True. According to a 2013 study in the BMJ journal, eating blueberries, which contain anthocyanins, three times a week can reduce your risk of becoming diabetic.

Blueberries are good for your mind.

True or false?

True. A 20-year study on women 70 years of age and older from Harvard showed that eating blueberries at least once a week or strawberries at least twice a week may delay cognitive aging by two and a half years.

With all these health benefits, it is time to start gobbling blueberries. To make sure you get the most out of your blueberries, here are a couple of tips. The darker the color means there are more nutrients in the blueberries. Frozen blueberries are just as beneficial as fresh blueberries.



ONE LESS THING TO HAVE TO REMEMBER

We often mindlessly do routine tasks. Do you ever get to work and try to recall if you shut off the coffee pot or closed the garage door? Neither instance impacts your health but trying to remember if you took your medication — and missing a dose — can.

Northside Pharmacies offers a solution with All My Meds, a way to package maintenance medication for chronic illnesses to easily see if you've remembered to take all your meds. Taking medications as prescribed is critical to keeping you well.

Right dose. Right time.

High blood pressure, high cholesterol, COPD, diabetes and similar conditions are better controlled when people take their prescribed medications correctly. Studies show that only 50% of people with chronic conditions take their maintenance medication, and when people don't take their medicines as prescribed, their health suffers.

All My Meds packages prescribed medication by date and the time of day for 28-day cycles in easy-to-open, color-coded multi-dose packs in either tear-away blister packs or pill pouches. The question, "Did I take my medication?" is eliminated.

Who can use All My Meds

Do you take more than one medication or pill multiple times a day? Approximately 62% of adults forget to take their medication regularly. If you take two or more maintenance medications for a chronic condition(s), All My Meds is a visual reminder, so you don't miss a dose.

You choose

- Blister pack or pouches at no additional cost.
- To have your medication mailed, delivered or available for pick-up at the Northside Pharmacy of your choice.

How it works

- The first package includes medication synchronization or getting meds filled at the same time so that all the medications you take are in a 28-day fill.
- After the machine counts the pills and places them in the appropriate time of day slot, a camera captures an image for an automated visual inspection.
- In addition, a Northside pharmacist takes multiple steps to review each package carefully.
- Each month, the pharmacy calls patients before refilling the prescriptions and will contact the prescriber for refills when needed.

Shrimp and Pasta — Salad —

Enjoy this delicious pasta salad that is a good source of protein and rich in antioxidants.

Ingredients:

- 6 ounces cooked whole-wheat penne pasta, kept warm
- 1 cup of cooked corn
- 1 medium tomato, diced
- 1/2 pound medium shrimp (cooked and peeled)
- 1/2 tablespoon white wine vinegar
- 1/2 teaspoon salt
- 1/4 teaspoon pepper
- 1/8 teaspoon red pepper flakes (optional)
- 3 tablespoons olive oil
- 1/2 cup shredded fresh basil leaves

Directions:

Use medium shrimp (about 36 to 40 shrimp per pound), cleaned and deveined. Cook shrimp with one tablespoon of olive oil in a hot skillet. The shrimp is fully cooked when it's pink in color and opaque. This takes approximately four to five minutes, depending on the size. Remove from skillet.

Cook pasta according to directions. Combine pasta, corn, tomato and shrimp in a large salad bowl. Stir vinegar, salt, pepper, basil and red pepper flakes together in a cup. Add the remaining tablespoons of olive oil, pour over the salad and toss gently.

Serves 4

Nutritional information (per 8 oz serving)

- Calories: 240
- Total fat: 8 g
- Carbohydrates: 37 g
- Fiber: 3 g
- Sugar: 1.70 g
- Sodium: 110 mg
- Protein: 19 g
- Cholesterol: 270 mg



CELEBRATING
25
YEARS



Genesis
HEALTHCARE SYSTEM

We are honored to have been your health partner for a quarter of a century. Enjoy the following pages as we share memories and our plans for what is next.





Sharon Parker, Chief Operations Officer, reflects on the past 25 years at Genesis HealthCare System.

GENESIS HEALTHCARE SYSTEM CELEBRATES 25 YEARS OF CARING

It began as two healthcare organizations merged into one, then two hospital buildings merged into one, but the singular purpose within Genesis HealthCare System remains the same: Helping each person achieve optimal health and well-being by providing compassionate, exceptional and affordable healthcare services.

“At Genesis, we help our community obtain optimal health,” said Sharon Parker, Chief Operations Officer (COO) at Genesis. “However, providing treatment is not enough. Over the last 25 years, I’ve been blessed to work with amazing colleagues to evolve our services. My focus is to provide care the way I’d want to be treated if I or a family member were the patient. Every team member at Genesis supports that concept.”

Sharon began her medical career as a patient care technician in Zanesville while attending nursing school nearly 43 years ago. She has played a key role in advancing Genesis services, first as director of the Cancer Care Center and now as COO for all Genesis services. Over the years, she has experienced the care at Genesis through various procedures for herself, her husband and their children.

“I helped start the cancer services program and we designed it with our patients’ perspectives in mind. Patients and families wanted all medical providers working together for the best possible outcomes for each unique individual. We spent a lot of time conducting research and then worked with an architect who could make the vision come to life,” said Sharon.

Genesis Cancer Care Center: Close-to-home care for the entire cancer journey

With cancer diagnoses increasing in the United States, having state-of-the-art cancer care close to home is essential. That’s why, in 2015, Genesis opened a dedicated Cancer Care Center to provide personalized, comprehensive expertise and treatment.

“By bringing in additional physicians, we developed a strong multidisciplinary team that offers cancer patients a convenient, close-to-home place to receive coordinated care. Patients could potentially have imaging, lab work, palliative care, medical oncology and radiation oncology visits all in one day here, saving them valuable time and energy,” Sharon said.

The patient-centered, nationally accredited center also includes nurse navigators, an in-house pharmacy and certified surgeons. Beyond treatment, we also addressed the psychological elements of care. The new center includes private chemotherapy pods that are a calming oasis with floor-to-ceiling views of our nature trail that wildlife often visits.

Having all cancer care services available in one center provides convenience for patients and increases communication between cancer care team members.

“Our patients rave about the coordination of care, and our physicians appreciate the quick access to their colleagues. It’s routine for our physicians to have conversations about treatment plans so they’re all on the same page. The closeness ensures each patient receives an evidence-based plan of care personalized for their situation,” Sharon said.



The Genesis Heart & Vascular Institute

A dedicated place for heart health and healing: The Genesis Heart & Vascular Institute

Modeled after the same comprehensive structure as the Genesis Cancer Care Center, Genesis developed a dedicated heart and vascular center. The Genesis Heart & Vascular Institute opened in 2015 and sits opposite the Genesis Cancer Care Center on the Genesis Hospital campus.

The Genesis Heart & Vascular Institute includes the Congestive Heart Failure Clinic, Vein Center, Anticoagulation Clinic, cardiac rehabilitation gym, cardiac catheterization lab, electrophysiology lab and nutrition services.

“Whether patients need open-heart surgery, cardiac rehabilitation or nutrition counseling, they can get it all here. Plus, patients enjoy that hometown feeling at Genesis and the fact that top-quality healthcare that’s close to home costs less than larger facilities that are farther away,” Sharon said.

The Genesis Heart & Vascular Institute became the first fully accredited chest pain center in Southeastern Ohio in 2009. Known for advanced care, the institute’s fellowship-trained, board-certified physicians perform groundbreaking robotic-assisted and minimally invasive treatments. By using innovative technology and techniques, patients benefit from smaller incisions, less risks and quicker healing.



Chemotherapy calming oasis

Quality and compassion

With its Cancer Care Center and the Heart & Vascular Institute devoted to the best treatment options, it’s no wonder Genesis’ outcomes and patient experience scores rank among the highest in the state and nation.

In addition to providing excellent results, Genesis focuses on providing an excellent healing environment.

“Having dedicated buildings where all physicians and services are available in a close-knit space ensures compassionate, wrap-around care. So, when a patient is diagnosed with a health challenge, we can wrap our arms around them and take care of everything – coordination, communication and quality treatment. They don’t have to worry about anything,” Sharon said.

For the past 25 years, Genesis has served residents in Muskingum, Morgan, Perry, Coshocton, Noble and Guernsey counties with that mission in mind.



Watch the interview

Sharon shares memories and insight from the last 25 years. Simply use the camera on your smartphone to take a picture of the QR code, or visit genesishcs.org.



Ed Romito, Chief Transformation Officer at Genesis HealthCare System, talks about technology advancements.

MAXIMIZING TECHNOLOGY TO MAXIMIZE HEALTH

Why do hospitals invest in the latest and greatest advancements in technology? Is it to increase efficiency? To ensure safety and precision? To reduce pain and improve healing? Well, yes, all of those. But most importantly, the teams at Genesis HealthCare System believe technology enhances compassionate healthcare.

“Some people think that when you start using technology, you lose human touch and human connection, but the opposite is true,” said Ed Romito, Chief Transformation Officer at Genesis HealthCare System. “At Genesis, we aim to maximize human connection and health by utilizing the benefits of technology.”

Ed began his information technology career with the hospital 27 years ago, just before Good Samaritan and Bethesda hospitals merged to form Genesis. Back then, computer networks were in their infancy, and Genesis initially had only 300 personal computers (mostly used for finance). Today, as Genesis celebrates its 25th anniversary, the organization has approximately 4,000 personal computers, and the technology has grown to impact and improve nearly every touchpoint in patient care.

Pairing technology and hospital care: An Epic undertaking

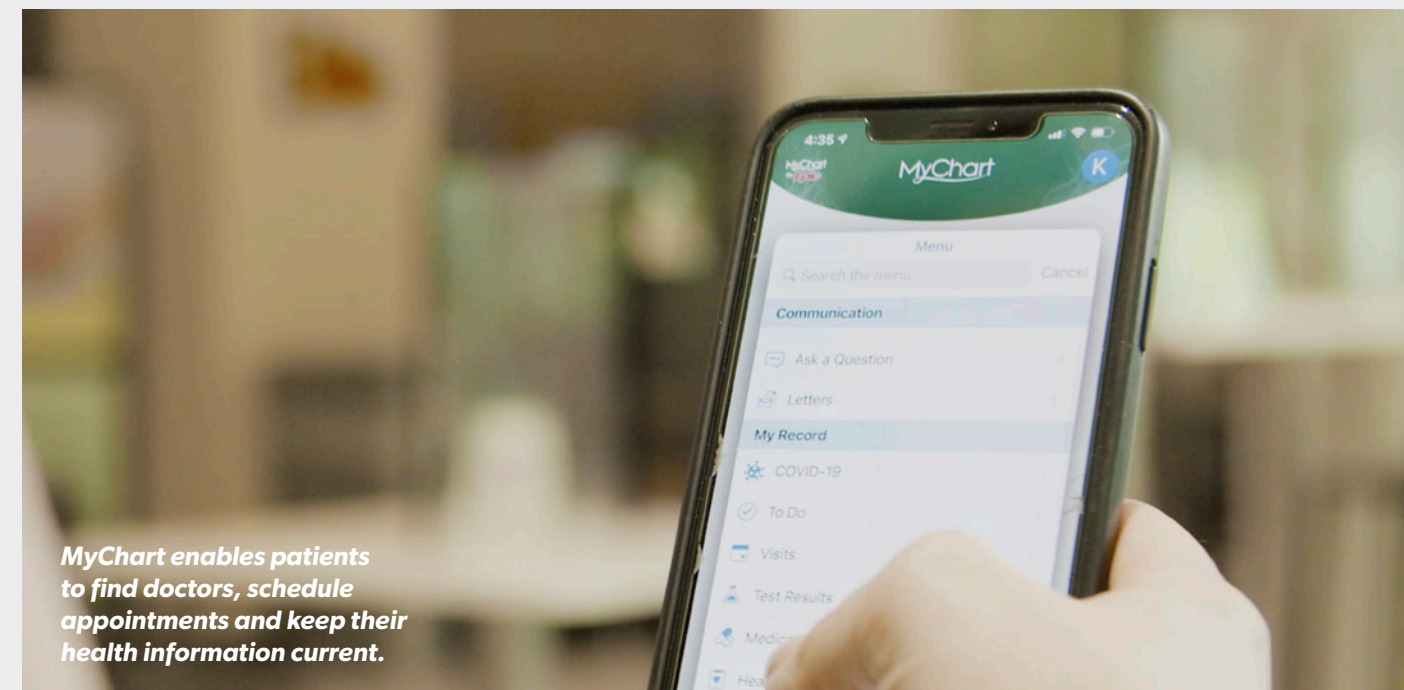
For the past five years, CHIME (the College for Healthcare Information Management Executives) has recognized Genesis as one of the Most Wired Health Systems. Genesis is also listed on the national Top 100 Places to Work in IT by IDG *Computerworld*. Both distinguished designations became possible because of innovative technology advancements made during the past 25 years.

“Genesis is a progressive, innovative organization – never stagnant. We’re always looking to be the most sophisticated community hospital and use technology to enable safer, faster and better healthcare.”

For example, examine our electronic medical system, Epic. It’s the best in the world. When we implemented Epic in 2010, Epic was typically only used in large academic medical centers. Still, Genesis decided to move forward and bring this world-class technology to Southeastern Ohio,” Ed said. “We are continually innovating, using the best technology that is powered by our phenomenal team of IT professionals, the best in the country.”

Our vision is One Patient – One Record. Genesis advanced from paper to electronic medical records to enable a single medical record for each patient allowing quick access to current patient records to every member of the patient’s care team and our patients via MyChart. This provides for more coordinated and efficient care. The “epic” undertaking is just one of many advances.

For example, over a decade ago, Genesis invested in robotic-assisted surgical instruments called the da Vinci Surgical System. Bringing robotic technology into operating rooms expanded possibilities beyond what’s possible with the human eyes and hands. With 3D high-definition, surgeons see crystal-clear views magnified ten times stronger than the natural human eye. Plus, tiny instruments offer greater control and range of motion than human hands, making less invasive, smoother and more precise movements.



MyChart enables patients to find doctors, schedule appointments and keep their health information current.

“The da Vinci Surgical System allows us to deliver safer surgical treatment to our patients, enabling shorter recovery times that allow our patients to get back to their normal lives more quickly. It’s amazing,” Ed said.

Since 2010, Genesis surgeons have completed more than 2,000 surgeries using the da Vinci technology.

Increasing knowledge and health with artificial intelligence

Advancements in technology at Genesis continue moving at a very rapid pace but as the technology increases in capabilities, so does the amount of collected data. To ensure the data is analyzed, organized and used to best help patients, Genesis is enlisting artificial intelligence (AI).

“It’s impossible for a human to fully consume and understand the massive amount of information available. So, we’re using computers to do what computers do best, analyze and present information in a more usable format– and that allows our teams to focus on the human connection in caring for patients,” Ed said.

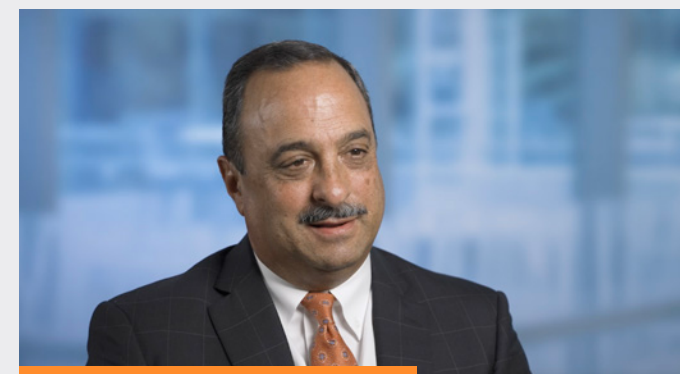
For example, Genesis uses AI to monitor hospitalized patients on more than 80 data points, like vital signs, lab results, medications, etc. When data points identify potential problems in a patient’s health, the AI alerts the medical team so the patient can receive fast, early assistance.

“There’s no way a person could monitor all 250 patients in the hospital on all these points of health. This kind of AI provides warning signs and alerts the care team so they can take action before the situation becomes serious,” Ed said.

The future looks techy and terrific

In the past 25 years, Genesis has made tremendous investments in state-of-the-art technologies at a very rapid pace and will continue to bring new advanced technology to provide safe, innovative, life-saving technology to southeastern Ohio.

“I believe we’ll continue an upward trajectory of healthcare technology. I don’t see it stopping or slowing down, which is exciting. I look forward to seeing what happens at Genesis during the next 25 years.” Ed said.



Watch the interview

Ed discusses the benefits of technology in healthcare. Simply use the camera on your smartphone to take a picture of the QR code, or visit genesishcs.org.



CELEBRATING
25
YEARS

BIG CHANGES

The last 25 years have been busy and so much fun. With your help, we transitioned from the Genesis Good Samaritan and Bethesda Hospitals to a new hospital where even the tiny details are based on research to provide a modern treatment and healing environment to get you back to your life faster.

We also added the Perry County Medical Center, the Orthopedic Center and many other facilities.



Genesis Good Samaritan Hospital.



Genesis Bethesda Hospital.



**Northside
Pharmacy on
Taylor St.**



**Genesis
Orthopedic
Center**



**Genesis Perry
County Medical
Center**





EVOLVING PHYSICIAN CARE

Much has changed in healthcare in the 25 years Genesis has been in existence, including how physicians provide care. Back in the day, most physicians across the nation were in private practice. That meant they not only had to provide medical care, but they also had to worry about the business side of their practice. This was true in our community.

Genesis and other healthcare organizations then began to employ physicians to better support them in caring for patients. Why does this matter? And what does it mean for you?

In a nutshell –when your physician is employed as a member of Genesis Physician Services (GPS), your physician is aligned with the Genesis mission, vision and values to provide you with the highest-quality care possible. GPS physicians are dedicated to you. They can spend more time with you – at the bedside in the hospital and when they see you in their offices – because they don’t have to worry about running a business. They do what’s right for you, because it’s the best medical decision, not because it impacts their bottom line.

“We have created a culture at Genesis with highly motivated, compassionate, kind and mutually respectful providers,” said Scott Wegner, M.D., Chief Medical Officer and President of Genesis Medical Group. “We are in the top 10 percentile in the nation for physician engagement with our organization and our mission, vision and values. This directly correlates with patients being highly satisfied with the care they receive, as shown by our patient satisfaction scores.”

These days, chances are you also have another kind of provider who sees you – advanced practice providers (APPs). The most common APPs at Genesis are nurse practitioners and physician assistants, but there are others, such as certified registered nurse anesthetists who provide anesthesia during surgeries.

“In the last 10 years, Genesis has added many APPs to the medical team. They are an integral part of our team providing high-quality care to our patients,” said Dr. Wegner. “They have dramatically improved access to medical care for our community. In many of our outlying primary care clinics, APPs are the primary provider. They build important relationships with patients to ensure they get the best care possible.”

When Genesis Physician Services first formed in 2008, there were 24 physicians and four APPs. Today, we have 148 physicians and 158 APPs. “We saw an opportunity with GPS to make sure the people in our community get the healthcare they need, regardless of their ability to pay,” said Dr. Wegner. “As physicians, we are grateful to be able to focus on the care we provide to our patients. We give them our all, and that’s as it should be.”

A HISTORY OF DESIGNING AROUND PATIENTS' NEEDS

Private rooms. Warm, inviting, open spaces. Calming colors and plenty of windows allow sunlight to brighten the interior. Nursing stations centrally located on units. These are just a few benefits our patients and visitors noticed the day the new Genesis Hospital opened on Saturday, June 27, 2015.

The day was historic as years of planning and construction came to fruition in a modern facility designed around the needs of patients. "When we began to plan the new hospital, we talked with patients, their families, doctors, nurses and others in the community," said Matt Perry, President & CEO of Genesis HealthCare System. "We wanted to know what they wanted in a hospital – what was important to them. Their input drove how we designed everything, from the main lobby to surgery to every detail of patient rooms and more."

An example of this approach is evident in the Genesis Cancer Care Center. Patients receiving chemotherapy sit in comfortable chairs in an area that overlooks the beautiful Gorsuch Fitness Trail.

Each chair has heated massage options to provide comfort. Instead of having patients make trips around the center to see members of the care team, the care team comes to them in the chemotherapy area.

Even with all these physical improvements, perhaps the most important feature of the new hospital was how our staff redesigned over 400 patient care processes that dramatically improved their ability to provide each patient the very best, highest quality care. After all, our dedicated team of healthcare professionals are Genesis, and we were determined to provide a facility design that enabled them to provide you the very best care.

Building a future in Southeastern Ohio

While Genesis Hospital has been the largest construction project in Genesis' 25 years, it is not the only one by far. Several new facilities have been built, each designed to meet the needs of the people in their community. The Genesis Perry County Medical Center opened as a 24/7 Emergency Department in Somerset in 2018.

All of Genesis' orthopedic providers moved into the new Genesis Orthopedic Center located on Bell Street in Zanesville in December 2021. Patients see their orthopedic specialists, have therapies and even visit the Orthopedic Walk-in Clinic without traveling from building to building.

Genesis is set to open a new facility in Coshocton – the Genesis Coshocton Medical Center – in early 2023. The center will feature a 24/7 Emergency Department; an overnight observation unit, physician specialists such as surgeons; an outpatient surgery center; physical, occupational and speech therapies, a lab draw center and more.

"Healthcare has gone through tremendous changes in the last 25 years. Genesis has evolved through the years to meet the challenges and fulfill our Mission: We serve our community by helping each person achieve optimal health and well-being by providing compassionate, exceptional and affordable healthcare services," said Matt. "The entire team of healthcare professionals at Genesis is committed to caring for you like family to exceed your expectations every day."



GENESIS COSHOCKTON MEDICAL CENTER

OPENING EARLY 2023

Construction of the Genesis Coshockton Medical Center is making significant progress. The new facility at 48439 Genesis Drive, Coshockton, will open in early 2023. The Genesis Coshockton Medical Center will bring together 200+ employees, including the region's best:

- Physicians
- Advanced Practice Providers (Nurse practitioners, physician assistants)
- Nurses
- Technologists
- Support Staff

Comprehensive, high-quality healthcare

Services will include:

- Emergency Department open 24 hours a day, seven days a week
- Outpatient Surgery Center
- Overnight Observation Unit
- Imaging:
 - MRI
 - CT
 - X-ray
 - Mammography
 - Ultrasound
- Laboratory
- Cardiac diagnostics such as echocardiograms, stress tests and vascular ultrasound
- Respiratory Therapy, including pulmonary function tests
- Physical, Occupational and Speech Therapies
- Medical Office Building – Physician Specialists

Current providers and more are on the way

While the Genesis Coshockton Medical Center is a new addition to the area, Genesis has been providing healthcare to the residents of Coshockton and surrounding counties for decades. Below is a look at the physicians currently taking care of patients in Coshockton. Some of these providers will move into the Genesis Coshockton Medical Center when it opens.

- Genesis Heart & Vascular Group (420 Downtowner Plaza, Coshockton)
- Genesis OB/GYN Services (410 Main St., Suite A, Coshockton)
- Genesis Primary Care (410 Main St., Suite A, Coshockton)
- Genesis Urogynecology (420 Downtowner Plaza, Coshockton)

We are also opening another Genesis Primary Care Coshockton office in late summer 2022. This new primary care and internal medicine practice will be in the shopping area near Walmart. Other Genesis services will also be available in this office in the future.

Watch construction as it happens

Want to see the progress of the new Genesis Coshockton Medical Center construction? Check out the camera that captures both a live image of the site and a time-lapse view dating back to the first days of construction. Visit genesishcs.org/coshockton for the camera views and more.



COMMUNITY FOCUSED

Twenty-five years, a breadth of experience and one ambition.

To care for her community.

Tisha Babcock started at Genesis HealthCare System in 1997 as a nursing tech while still in college. Over the past quarter of a century, she held positions at Genesis in critical care, heart and vascular, nursing support services and pulmonary before becoming the Coshockton Facility Administrator for the new Genesis Coshockton Medical Center scheduled to open in early 2023.

"I am honored to be associated with the Genesis Coshockton Medical Center," said Tisha. "My family attends church in the Coshockton community, so I am very connected to the area. By opening the center, we will provide quality medical care for emergencies, therapies, surgeries, testing and access to specialists. Although Genesis Hospital is not far away, being even closer to home makes a huge difference when minutes count in an emergency."

When asked why she remained with Genesis for so long, Tisha said, "There was never a reason to leave. Genesis thrives on relationships that are part of the foundation for small towns. The attitude of caring for each other starts in homes and spreads to neighborhoods and into Genesis. It is a way of life. A patient is always someone's relative or friend. So, there is always a need to provide the best care."

"Due to community support, Genesis has emerged among the nation's leaders in healthcare technology. Our teams have access to the latest equipment. When you combine our technology with our culture, I am where I am supposed to be and where I can make a difference," said Tisha.



ORTHOPEDIC EVENT

LIVE WILD

WITH LESS PAIN

Thursday, Sept. 22 | 5:30 p.m.

RSVP at genesishcs.org/spirit

Spirit of
Women®

Ready to go digital?

We have added a digital version of *LiveWell* magazine for your convenience. Email livewell@genesishcs.org to receive your digital version and you can:

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- Share health tips from each issue
- Watch patient videos

Stay connected, stay healthy

Keep current on Genesis and health information by following us on Facebook, subscribing to our quarterly email and receiving *LiveWell*. We also post additional information at genesishcs.org.

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