

LiveWell

2014 WINTER ISSUE

A GENESIS HEALTHCARE SYSTEM PUBLICATION

DESIGNED JUST FOR CHILDREN

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HEALTHCARE SYSTEM
GENESIS
Where you're treated well

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Designed Just for Children

The new Genesis Pediatric Rehab is a special facility for children. Read how the Morgan children receive rehabilitative therapy in a place designed with them in mind.

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Quick Stroke Care Saves Lives

Every minute counts when stroke symptoms appear. Thankfully Eric Brooks was able to get quick, expert care at Genesis after his stroke, saving his life and preserving precious brain function.

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Hope for the First Time

The Genesis Back Pain Treatment Center helped Carol Elias find the cause of pain, giving her hope for the first time that she wouldn't have to live with it forever.

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Construction Update

See what we're up to now as we build your new medical center.

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For Your Life ... For Your Health

Keep this handy guide to this winter's programs and events.

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The "Your Hospital. Your Health." Campaign

Learn why a new hospital is important for our community and how you can support it.



genesishcs.org

WELCOME TO NEW PHYSICIANS

We are pleased to welcome the following new physicians to the Genesis medical staff.



Dr. Abro received his Doctor of Medicine degree from Saba University School of Medicine in Saba, Dutch Caribbean. He completed his family medicine residency at Robert Wood Johnson University Hospital in New Brunswick, N.J.

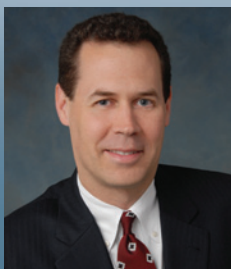


Dr. Arvanitis is board-certified in emergency medicine. She earned her Doctor of Osteopathy degree at Kirksville College of Osteopathic Medicine in Kirksville, Mo. She completed her emergency medicine residency at Metropolitan Hospital in Grand Rapids, Mich. Dr. Arvanitis previously worked in Saginaw, Mich., and was a faculty member of the emergency medicine residency at Central Michigan University-East Campus in Saginaw.





BUILDING TO CARE FOR YOU



It's hard to believe less than a year ago the new Genesis medical center was only blueprints on paper. Now the new hospital is rising from the earth. The patient addition is going up on the south side of Bethesda Hospital, and work on the new Dr. Nick A. and Nancy R. Sarap

Cancer Center has begun on the north side.

It's thrilling to watch the progress, because we know we're closer to having a modern health care facility that matches the high quality care our physicians and staff provide to our community. This issue's Construction Update gives you a glimpse of the construction.

We're continuing to build for your future in other ways, like the new Genesis Pediatric Rehab, which was designed especially for young patients. Inside this issue of LiveWell, you'll see how Allison Morgan's three children are benefiting from this special place.

It's not always about new buildings. Our physicians and staff are continually finding new and innovative ways to care for you and your family. The Genesis Back Pain Treatment Center is an example. With a phone call to the center, we make sure you get to the right place the first time. In this issue, you'll read how the specialists at the Back Pain Treatment Center helped Carol Elias get relief from the pain she'd suffered every day for years.

We have continued building our stroke program to make sure stroke patients get treated quickly, saving lives and brain function. The story of Eric Brooks in this LiveWell is a good example. He was able to receive a life-saving drug quickly to minimize effects of his stroke, thanks to expert care at Genesis.

Whether it's a new medical center, a special place just for children to have therapy, or a Back Pain Treatment Center, we're building so you and your family can have the highest quality of care, right here at home.

Matthew J. Perry

President & CEO

*Parker,
Lucas and
Blake Morgan*

DESIGNED JUST FOR CHILDREN

New Pediatric Rehab Opens

Remember when you were a child and everything seemed so big to you? The furniture in your living room wasn't designed with you in mind – it was meant for grown-ups. Your kitchen countertops were too high for you to reach. Even the bathroom was a challenge for your little hands.

It's the same for children who need rehabilitative therapy – a lot of equipment is intended to help adults. Fortunately, we now have a special place for children to get the therapy they need, right here at home. Everything in the recently opened Genesis Pediatric Rehab facility was designed with youngsters in mind.

What's Best for Children

The new facility is the only one in the area especially for children. From the pint-sized chairs to the colors, everything caters to children. "When we were designing the spaces, we concentrated on what's best for the children," said Lisa Lynn, manager of Genesis Outpatient Rehabilitation Services. "For example, we had to think of children with autism and their heightened sensitivity to stimulation, so the walls are painted in soothing, natural colors."

Allison Morgan's three children need to attend therapy at least twice a week. She is thankful they can get the specialized rehabilitation they need in a place designed just for children. Allison admitted that at first, she was a little concerned about the new place. Two of her children were diagnosed with autism a year ago, and change can be a challenge for them. "Lucas doesn't do well with change, so we weren't sure how he'd react," she said. "But he hasn't had any problems, and now says he's going to the new therapy."

Before Pediatric Rehab opened in July 2013, Allison's children, ages 9, 5 and 2, shared space with adults at Genesis' Center for Occupational & Outpatient Rehabilitation (COOR) for their speech, occupational and physical therapy. "Lucas is a rambunctious 5-year-old. I always worried about him running into an elderly person at COOR," she said. "The new facility is wonderful."

"A whole new world has opened up for the children. The equipment is exciting and welcoming. It's a fun, safe, playful and therapeutic environment."

*— Lisa Lynn
Manager of Genesis Outpatient
Rehabilitation Services*

Allison likes the easy access to the new location near the Genesis HealthPlex on Maple. She also appreciates the comfortable waiting room where she can stay with her three-month-old child. "We have a new baby, so it's nice to have the room to wait for the children to finish therapy," she said.

A Whole New World

Kyle Paladino, a physical therapist specializing in pediatric rehabilitation, finds children, parents and therapists all enjoy the new space. "We have our own space to let the children explore and be curious – safely," he said.

Parents often say the new facility is soothing and helps the children settle in better. "A whole new world has opened up for the children," said Lynn. "The equipment is exciting and welcoming. It's a fun, safe, playful and therapeutic environment."

Along with a gym, there are hammocks and swings, a play area and a climbing wall. The climbing wall enables children to practice more advanced movements and work on elevation. If the children don't like the active areas, there are six private rooms for quieter therapy.

Allison is grateful. "We were impressed we have such good services available in a town the size of Zanesville," Allison said. "If we didn't have Pediatric Rehab here, we'd have to go to Columbus. The kids love it. It's been a lifesaver for our boys."

"We have our own space to let the children explore and be curious – safely."

*— Kyle Paladino
Physical Therapist*



To Learn More » Visit our website at genesishcs.org.



Eric Brooks

QUICK STROKE CARE SAVES LIVES

Eric Brooks' day started like any other. "I felt fine. I woke up and was getting ready for work. All of a sudden it hit me," said the 42-year-old. Eric was sitting at his kitchen table when his right hand and leg went numb.

Eric called a friend who knew something was wrong when Eric could only mumble into the phone. The friend called 911 and Eric was rushed to Genesis-Good Samaritan where he was quickly evaluated by Bryan Bjornstad, M.D., neurologist and stroke medical director.

Eric had suffered a stroke because of a blockage in a vessel that supplies blood to the brain. He was treated in the Genesis Emergency Department with tissue plasminogen activator (tPA), a medication that dissolves the blood clots and minimizes the effects of a stroke. tPA can only be administered within a few hours after the onset of the symptoms.

Genesis has a process to evaluate and treat stroke patients promptly. "We developed a stroke program to treat patients like Eric quickly," said Dr. Bjornstad. "It's a joint effort between the hospital administration, doctors, nurses and medical personnel all working together." A stroke alert is called and the experts go into action.

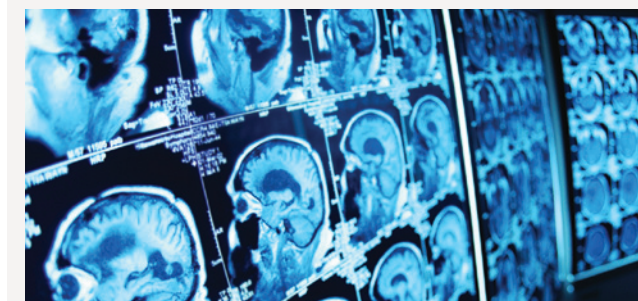
Care starts even before the patient arrives at the hospital. EMS alerts the emergency doctors that a patient showing stroke symptoms is on the way, so trained specialists can be ready when the patient arrives – saving precious time. "Eric's really fortunate he was able to get treatment quickly. If he hadn't, he might have been dealing with difficulties resulting from the stroke for decades," Dr. Bjornstad said.

Learning to Eat and Speak Again

Eric spent several days at Genesis-Good Samaritan, then went to Inpatient Rehab at Genesis-Bethesda where he got therapy to learn to eat, swallow and speak again. "Everyone treated me great. I couldn't have asked for better care," Eric said.

Eric was back to work less than three months after his stroke. "I really appreciate the support the doctors and staff in Inpatient Rehab gave me. I feel they went above and beyond to care for me," Eric said.

Brenda Willett, Eric's mother, came from the Dayton area to stay with Eric in the hospital and at home while he recovered. Brenda was so pleased with the prompt, compassionate care at Genesis that she wrote a letter to Dr. Bjornstad and the health care team. "Thanks for all you did for my son's stroke and health care during and after," Brenda said in the letter. "I am forever grateful to you. I still have my son."



Act FAST

Seconds count if you or someone in your family has signs of a stroke. The longer it takes to be treated, the more potential for brain damage. "Call 911 if you develop any stroke symptoms such as weakness, numbness, trouble speaking or seeing," said Dr. Bjornstad.

Use **FAST** to help you know what to do:

F – Face

Look at the face and ask the person to smile. Is one side crooked or drooping?

A – Arms

Ask the person to raise both arms. Is the person unable to elevate one arm? Does one arm have a tendency to drift downward? Is one arm weak or numb?

S – Speech

Ask the person to speak. Are the words unintelligible or slurred? Does the person have trouble understanding you?

T – Time

Call 911 immediately if the person is experiencing any of these symptoms.

"We developed a stroke program to treat patients like Eric quickly."

– Bryan Bjornstad, M.D.
Neurologist and Stroke Medical Director



To Learn More » Visit our website at genesishcs.org.



Carol Elias

HOPE FOR THE FIRST TIME

Back Pain Treatment Center Helps

Everyone has back or neck pain at some point in their lives. The pain can keep you from enjoying life – and even from getting out of bed in the morning. The symptoms of back pain can vary from leg aches to headaches and can be difficult to diagnose. It takes a specialist to determine the exact cause and the best treatment.

Helping you get the best treatment as soon as possible is the goal of the Back Pain Treatment Center at Genesis. “People suffering from back pain don’t always know where to start,” said Keela Barker, director of Genesis Neurosciences. “The Back Pain Treatment Center helps you get to the right place so you can be treated quicker.”

The center coordinates care between patients, their physicians, specialists in pain management, neurosurgeons and physiatrists (doctors focusing on injuries to the muscles, bones, tissues and nervous system).

It begins with a call to the Back Pain Treatment Center. Tisha Morrow, R.N., nurse navigator, talks with patients and coordinates care with specialists. “The center is designed to help people get to the right physician the first time instead of waiting days, or even weeks, to see another physician,” Morrow said. “We ask questions about their pain to truly understand what’s going on. Patients are happy to have a team dedicated to getting their treatment quicker and more efficiently.” The navigator works closely with patients and the neurosurgeons to determine early in the evaluation if there are conditions that need surgery soon or if other treatments will work.

Coordinated Care Is Key

Carol Elias was one of the first patients to be helped at the Back Pain Treatment Center. She suffered from neck and back pain, and headaches for about 20 years, and the pain was getting worse. It would start in her neck and then develop into a migraine.

Carol had gone to a chiropractor to get relief for the back pain, a massage therapist to reduce the neck pain, and her primary physician for help with the headaches. Nothing seemed to help – and in fact the pain got worse. “I was in misery. I knew I’d have to do something because I was about ready to give up – thinking that I might have to live with this pain for the rest of my life,” Carol said.

That’s when she called the center. The specially trained navigator helped determine what tests were needed and coordinated care between the specialists.

Figuring It Out

“I felt I’d hit the jackpot,” Carol said. “For the first time I had hope that these doctors and nurses were going to figure out how to keep me from being in constant pain.” An X-ray and bone density scan showed she had compressed vertebrae, bone spurs and stenosis (abnormal narrowing of the spinal canal).

The nurse navigator, along with the spine and pain management specialists, developed a plan to help Carol. She received a pain reliever and a cortisone steroid injection so she could undergo physical therapy.

“Everybody has been helpful and extremely knowledgeable,” Carol said. “The caregivers explained how the pain in my neck was connected to my headaches.” Before seeking help from the Back Pain Treatment Center, Carol went to a different physician for each symptom. “I’d go to one doctor for one problem and another doctor for the other problem – when all the injuries were related,” Carol said.

Feeling Better

After undergoing treatments, the constant throbbing pain in the back of her neck lessened, and Carol feels better. If she hadn’t made the first phone call to the center, she’d continue to be in constant pain.

“I’d still be spinning around treating each thing like it was a separate problem – thinking all I needed to do was exercise or take vitamins,” Carol said. “I didn’t understand I had a multifaceted problem that needed addressed. For the first time, I have hope.”



“Patients are happy to have a team dedicated to getting their treatment quicker and more efficiently.”

– **Tisha Morrow, R.N.**

Nurse Navigator, Back Pain Treatment Center

To Learn More » Call the Genesis Back Pain Treatment Center toll free at 855-893-BACK (2225) or (740) 586-6577.

CONSTRUCTION UPDATE



Going Vertical

What had been a giant hole in the ground is no more! Now we're going vertical as the photo above shows. Construction workers are building the next level of the new addition. It's exciting to see the structure of the new building taking shape.

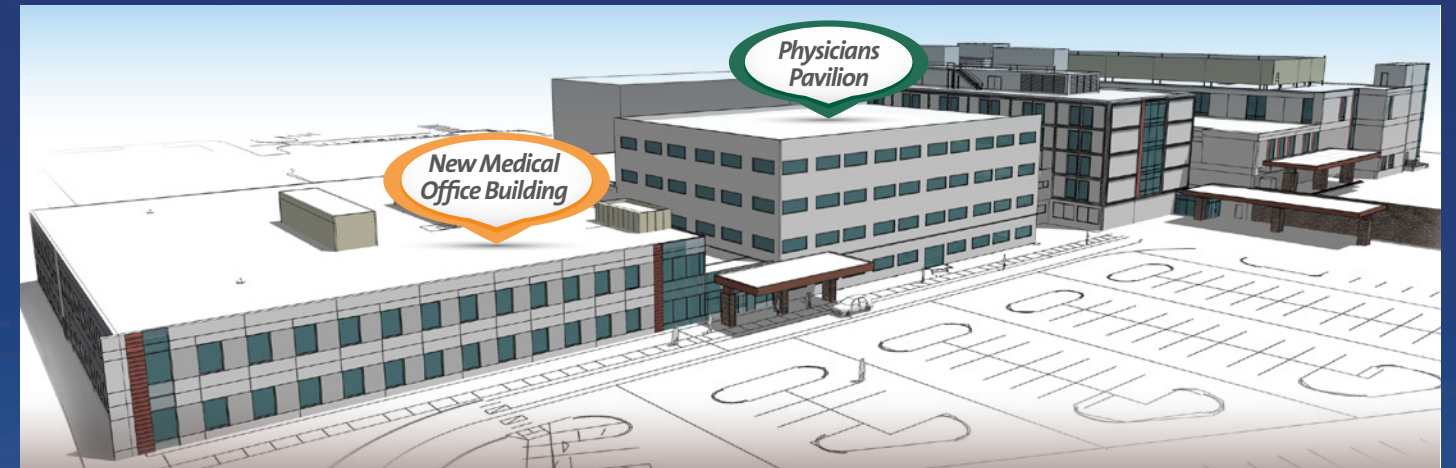
Construction Begins on Sarap Cancer Center

Construction of the Dr. Nick A. and Nancy R. Sarap Cancer Center began in September on the north end of Bethesda. Cancer services currently scattered throughout the community, such as radiation therapy, chemotherapy and medical oncology, will be under one roof when the center opens in the fall of 2014.

The building will be free-standing, yet connected to the main hospital by a walkway on the ground level. The treatment area where patients will receive chemotherapy is being developed by getting feedback from patients, physicians and other staff. Functioning models of the treatment area have been created and are being used for patient care, giving a real-life way to test the design.



**BUILDING
FOR YOUR
HEALTH**



Thanks for Your Patience

If you've been at Bethesda lately, you've no doubt experienced challenges driving around the campus. That's been especially true as the parking lots around the Physicians Pavilion have been affected by construction. As of this printing, the Physicians Pavilion parking lot was scheduled to open on Dec. 22, making it a little easier to access the building. Thank you for being patient with these parking challenges as we build your new medical center.

Medical Office Building

A medical office building, shown on the left in the drawing above, is also part of the new medical center, and construction is set to start in February or March. The two-story, 58,000 sq. ft. building will be built on the west side of the Physicians Pavilion. It will connect to the pavilion and the hospital to make it easy to move between the buildings. The first floor will include outpatient neuroscience and orthopedic services, as well as physician offices. The second floor will be physicians and services for heart and vascular care. The new medical office building will open in 2015.



FOR YOUR LIFE... FOR YOUR HEALTH

2014
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EDUCATIONAL PROGRAMS, SUPPORT GROUPS & EVENTS

Spirit of Women Programs

To register for Spirit of Women programs, go to genesishcs.org, select "Education & Events;" or call the Genesis Event Registration Line at (740) 454-4002 or 800-322-4762, ext. 4002.

Day of Dance

Saturday, Feb. 22 • 8 a.m. to 1 p.m.
Colony Square Mall
Free Event

Registration is only required for higher level heart & vascular screenings.

Celebrate good health! Be part of the biggest dance party for better health in the United States. Bring your family and friends to dance, listen to music, participate in free health screenings, and learn about simple and fun ways to stay healthy.

Free screenings include lipid profile and glucose (first 300 people), blood pressure, body mass index, cardiac risk assessment, peripheral arterial disease (PAD) screenings and more. Fasting for 5 hours is required for lipid and glucose screening. A higher level screening is available for \$99 (savings of \$46) and these include stroke/carotid artery, abdominal aortic aneurysm and atrial fibrillation. Please fast for 5 hours for the higher level screening.

Hand in Hand® Cancer Program

Monday, March 31 • 5:30 to 8 p.m.
Genesis HealthPlex Conference Center

As a couple, you face a lot of things hand in hand, including the birth of a child, watching your children grow, traveling and more, so why should your health be any different? Hand in Hand® is a unique program for couples to join together and participate in education, screenings and early detection of gender-specific cancers. You and your partner will also enjoy some fun at this special Spirit event. Visit the Spirit of Women section on genesishcs.org to find out the latest updates to this program.

Childbirth & Parenting

Classes

Genesis offers childbirth and parenting classes to help you navigate the joys and challenges of being a parent. Whether you're a first-time parent or one with a little more experience, we have a class to fit your needs. For more information, call Lauren Wood at (740) 450-6262; go to genesishcs.org, select "Education & Events;" or call the Genesis Event Registration Line at (740) 454-4002 or 800-322-4762, ext. 4002.

H.A.I.L. (Healing After Infant Loss) Support Group

Feb. 5 • 7 to 8 p.m.
Genesis HealthPlex Conference Room B

Community AHA Classes

Genesis and Zane State College partner to provide American Heart Association (AHA)-certified CPR and first aid training. The classes will be held Zane State College Campus Center, Room T400 (PTA lab). The costs are:

Heartsaver CPR — \$45
Healthcare Provider CPR — \$60
First Aid — \$35

To sign up for classes or for more information, call Zane State College at (740) 588-1288.

Other Events

Walk With a Doc

Saturdays • 8:30 to 9:30 a.m.
Jan. 11 • Genesis HealthPlex
Feb. 8 • Genesis HealthPlex
March 8 • Gorsuch Fitness Trail,
Genesis-Bethesda
Free

Walk your way to the start of a healthy lifestyle. Enjoy some fun, healthy physical activity with a local physician. Walk about a mile with the doctor at your own pace or farther if you choose. Learn fitness tips, get health advice, and ask the doctor general health questions before and during the walk. Call Tara Poorman or Sharon Francis at (740) 454-4336 for more information.



Continued on back >>



For updates on programs or events, go to genesishcs.org.

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Cancer Support Groups

Call Shannon White, Genesis Cancer Services at (740) 454-5017 for more information on cancer support groups.

Young Women Survivors Network

Women age 49 or younger with cancer can learn about the disease and issues that are unique to them, such as fertility and pregnancy, impact of hormones, intimacy and self-esteem, and psychological and social aspects of dealing with cancer.

Man to Man – Prostate Cancer

Meetings are at 6 p.m. at the Genesis Radiation Cancer Care Center, 800 Forest Ave.

Monday, Jan. 6

Topic: Interventional Pain Management Clinic

Speaker: Tisha Morrow, Genesis Nurse Navigator

Monday, Feb. 3

Topic: Heart Health

Monday, March 3

Topic: How to Use MyChart®

Speaker: Jeremy Cale, Genesis Information Technology

Support Buddies – Breast Cancer

Meetings are at 6 p.m. at the Breast Care Center in the Genesis HealthPlex.

Wednesday, Feb. 5

Topic: Genesis Back Pain Treatment Center

Speaker: Tisha Morrow, Genesis Nurse Navigator

Wednesday, March 5

Social Time – Enjoy conversations with other survivors and participate in special ornament-making.

I Can Cope Classes

These classes are for anyone with cancer and their families. Learn about diagnosis, treatments, side effects, ways to communicate with your doctors and nurses, and more. Topics include managing fatigue, relieving pain, nutrition, physical activity and self-esteem. To schedule a personal meeting or a speaker for your group, please call Shannon White (740) 454-5014.

Look Good ... Feel Better

Female cancer patients learn beauty techniques to stay positive and maintain self-esteem through treatments. Each participant receives a free makeup kit worth \$300. Participants are encouraged to bring a support person. Registration is required by calling the American Cancer Society at 1-800-395-LOOK.

Tuesdays, Jan. 21, 5 p.m.; Feb. 18, noon; or March 18, 5 p.m.

Genesis Hematology & Cancer Care Center
1246 Ashland Ave., Suite 205

Respiratory Support Group

Better Breathing Club

Call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328 or (740) 454-4718 for more information or to register.

Thursday, March 13 • 1:30 to 3 p.m.

Genesis HealthPlex Conference Room A

Rehabilitation

Delay the Disease – Parkinson's

Exercise Class

Tuesdays • 10 to 11 a.m.

North Terrace Church of Christ

1420 Brandywine Blvd.

This is a weekly exercise program for managing Parkinson's disease. Cost is \$50 for 10 weeks. You may join any Tuesday. Call (740) 455-5151 for more information.

Support Groups

Genesis Rehabilitation Services also offers a variety of support groups including stroke, brain injuries, and pain and fibromyalgia. Call (740) 454-4324 or 800-225-7957, ext. 4324 for more information.

Diabetes Exercise

Exercise helps you control your blood sugar. Come learn how to exercise safely at this program coordinated by Zach Hartman, exercise physiologist.

Mondays & Wednesdays – 3 to 6 p.m.

Tuesday & Thursdays – 10 a.m. to noon
Genesis Physician Pavilion

Call (740) 454-4336 or 866-351-6688 for dates and times. The cost is \$100 for a 16-class session; reduced fee of \$70 for payment before classes begin. Financial aid is available.

Grief Support

Genesis Hospice Care offers a variety of support groups to help you share, heal and grow during this time in your life. Individual counseling sessions are also available. For more information, call Genesis Hospice at (740) 454-5353 or 800-953-7673, or go to genesishcs.org and select "Education & Events."

Northside Pharmacy Wellness

For information on Northside wellness services, visit Northside's website at northsiderx.com or call (740) 454-5666, ext. 8405.

PAD Screenings

This free screening by Genesis Heart & Vascular Services checks for blockage in the arteries of the legs. The symptoms of peripheral arterial disease (PAD) are numbness or tingling in the legs, loss of hair on toes or feet, cramping in the legs while walking or exercising that is relieved with rest. The risk factors include diabetes, high blood pressure or history of coronary artery disease. Screenings are from 10 a.m. to noon at the following Northside Pharmacy locations:

Wednesday, Feb. 5 • Northside Oxygen & Medical Equipment, 702 Wabash Ave.

Thursday, Feb. 13 • Somerset

Wednesday, Feb. 19 • Maysville

Wednesday, Feb. 26 • Bell Street

Brain Injury Awareness

Genesis Trauma Services will have education on brain injuries ranging in ages from infants to adults. The programs are Tuesdays from 9 to 11 a.m. at the following Northside Pharmacy locations:

March 4 • Northside Oxygen & Medical Equipment, 702 Wabash Ave.

March 11 • Bell Street

March 18 • Maysville

March 25 • Genesis-Good Samaritan

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