

LiveWell

ALSO IN THIS ISSUE ...
Exceptional Heart Care
Saves Lives







"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 timesensitive 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."

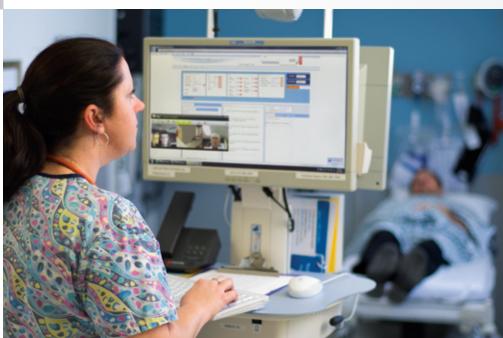
Every second counts when you or a family member is having a stroke. That's why Genesis recently joined the OhioHealth Stroke Network to gain access to stroke specialists without always transporting patients to Columbus hospitals.

"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.



Erin Davis, R.N., Genesis-Good Samaritan emergency department, connects live with stroke specialists in Columbus to make treatment decisions quickly.



Stroke Patient Stays Close to Home Thanks to Telemedicine

Pat Lafollette is thankful she received immediate care close to home after she suffered a stroke on Dec. 17, 2011. "I was getting ready to drink my morning cup of coffee," she said. "When I picked up the coffee cup to put it to my lips, my hand went limp and the cup fell out of my hand."

The 81-year-old woman wakened her son, John Ellis, and her daughter, Diane Gibson, arrived shortly thereafter. Pat was taken to Genesis-Good Samaritan where the telemedicine technology with a video camera enabled her to communicate with a stroke specialist at Riverside Hospital.

"The doctor asked if I wanted to go to a Columbus hospital, and I said 'No, I wanted to stay here with my family.' It was a relief to stay here," said Pat as she choked back the tears.

Pat received tPA, a protein given to lessen the effects of the stroke. She is the first patient to remain at Genesis and be successfully treated with tPA via the Stroke Network.

"If Pat hadn't received treatment quickly, there's a high chance she could have been permanently disabled, paralyzed or lost her ability to speak," said Laura Garrett, R.N., B.S.N., stroke/a-fib navigator at Genesis. After two days in Genesis-Good Samaritan, Pat went to her home in Zanesville, grateful for the expert – and quick – care she received.



"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 catherizations.

"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 Albirini, M.D.Medical Director of Cath Lab

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-yearold 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 Albirini, 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.



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 and Vascular Screenings

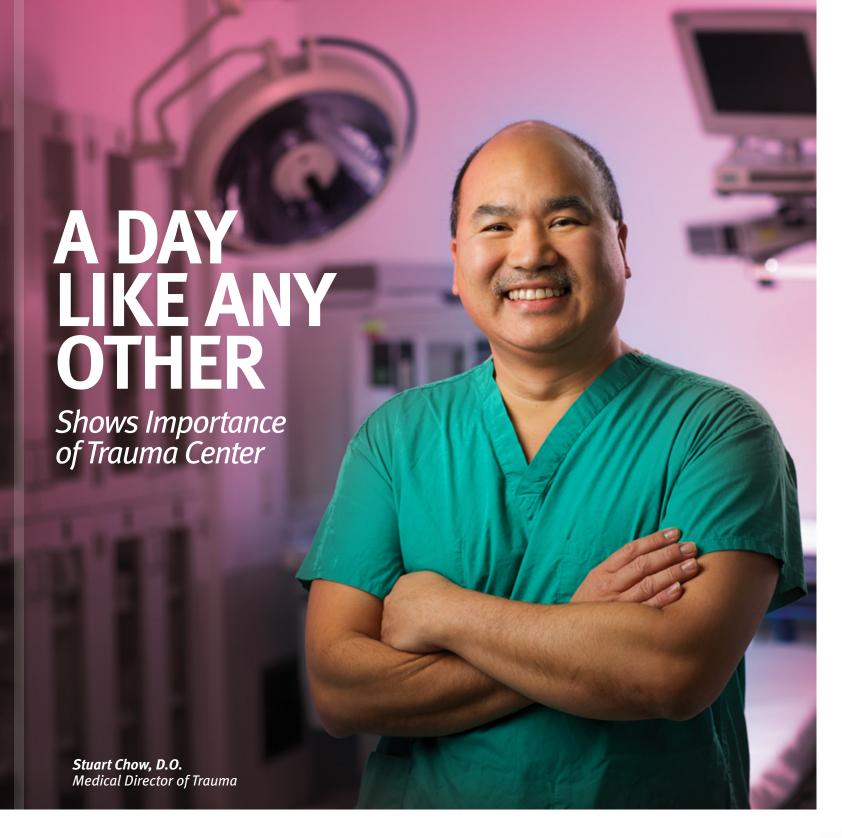
Also new in 2012 – We'll be bringing heart and vascular screenings to you. A screen team with specially trained technicians will provide screenings for aneurysm, carotid artery disease and peripheral arterial disease in the counties we serve.

Heart screenings could save your life because many heart-related diseases don't have any symptoms. For example, the carotid artery screening identifies a narrowing of the artery, which could lead to a stroke. For more information or to schedule heart and vascular screenings, call Genesis Central Scheduling at (740) 454-4242.

Heart & 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.



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.

"Being a trauma center allows patients to be evaluated and treated more quickly and efficiently and allows them to stay in the community."

Stuart Chow, D.O., Medical Director of Trauma

Code Yellow

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.







Dinesh Bhaskaran, M.D. Cardiothoracic Surgery

Dinesh Bhaskaran, M.D., is a cardiothoracic surgeon who has joined Eduardo Jorge, M.D. and Gregory Keagy, D.O, in the Southeastern Ohio Heart, Lung & Vascular Center and the Genesis medical staff. Dr. Bhaskaran earned his

Doctor of Medicine degree from the University of Zambia Medical School in Lusaka, Zambia. He completed his cardiothoracic surgery residency at State University of New York Health Science Center in Brooklyn, N.Y., and a one-year advanced cardiac surgery fellowship at Massachusetts General Hospital in Boston, Mass. Most recently, Dr. Bhaskaran completed an endovascular fellowship at Columbia University Medical Center-New York Presbyterian Hospital in New York, N.Y. His office is located at 751 Forest Ave., Suite 101, Zanesville, and his phone number is (740) 454-4966.



Bradlev Dull. M.D. Emergency Medicine

Bradley Dull, M.D., is an emergency medicine physician who recently joined the Genesis medical staff. Dr. Dull received his Doctor of Medicine degree from Wake Forest University School of Medicine in Winston-Salem, N.C.,

and he completed his emergency medicine residency at William Beaumont Hospital in Royal Oak, Mich.



Aparna Jha, M.D.

Aparna Jha, M.D., is a pediatrician who recently joined Muskingum Pediatrics and the Genesis medical staff. Dr. Jha earned her Doctor of Medicine degree from J.L.N. Medical College, India. She completed her internship and

residency at Texas Tech University Health Sciences Center, El Paso, Texas, where she earned the Resident of the Year award. Dr. Jha's office is located at 3814 James Court, Zanesville, and her phone number is (740) 454-7119.



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 Cincinnati College of Medicine in Cincinnati, 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 945 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 3515 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 Peter VA Medical Center,

Mount Sinai Medical School in Bronx, N.Y.

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For Your Life ... For Your Health

Spirit of Women

Day of Dance

Largest heart health event in Southeastern Ohio Saturday, Feb. 25 • 8 a.m. to 1 p.m. Colony Square Mall, Zanesville • Free Event

Day of Dance brings together women and men of all ages for a day of education, physical activity, community, celebration and fun.

Free screenings: Lipid profile and glucose (first 300 people), blood pressure, body mass index, cardiac risk assessment, peripheral artery disease (PAD) screenings and more. Fasting for 5 hours is required for lipid and glucose screening.

Reduced fee higher level screening package:

Cost – \$100 (savings of \$20). Package includes stroke and carotid artery, abdominal aortic aneurysm, and atrial fibrillation. Registration and payment are required if you are interested in having the higher level screening. Call the Genesis NurseLine at (740) 455-4949 or 800-948-4949 to schedule your screening.

Coal Miner's Health Fair

Tuesday, March 27 • 9 a.m. to Noon Perry County Senior Center 520 First St., New Lexington

This event is geared toward active or retired coal miners and anyone who's ever been exposed to coal dust through employment, but it is open to any adult. Free screenings will be available, and a nurse practitioner will review results with you. The Department of Labor will help fill out applications and answer questions about black lung benefits. Registration is not necessary. For more information, call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328.

Solving Digestive Disorders – All Right Now!

Wednesday, March 28 • 5:30 to 7:30 p.m. **Genesis HealthPlex Conference Center**

Are you one of the 70 million people whose lives are disrupted by a digestive disorder? It's time for a solution. Our clinical expert will present the latest information on gastrointestinal diagnostics and procedures that can make it "All Right Now!" To register, go to www.genesishcs.org or call the Genesis NurseLine at (740) 455-4949 or 800-948-4949.

Walk With a Doc

Bring your family and friends and "Walk with a Doc." It's a chance for you to enjoy some fun, healthy physical activity with a local physician. The event begins with the doctor giving fitness tips and/or health advice, then leading a 30- to 40-minute walk. Doctors will also answer questions. Call Tara Poorman, exercise physiologist, at (740) 454-4336 or Cathy Blair, wellness coordinator, at (740) 586-6880, for more information.

Saturdays • 8:30 a.m. • Free

Feb. 11 • Genesis HealthPlex Abdulhay Albirini, M.D., Interventional Cardiology

March 10 • Genesis-Gorsuch Fitness Trail Kristy Ritchie, M.D., and Christina Loomis, M.D., Obstetrics/Gynecology

April 14 • Genesis-Gorsuch Fitness Trail Andrea Collet, M.D., Pediatrics

Northside Pharmacy Health Events

Leg Health Days

Do you have tired, aching legs, swollen ankles or feet, or large, unsightly or painful varicose veins? If so, you could have chronic vein problems. Learn more about your options for treatment from 10 a.m. to 1 p.m. at the following Northside Pharmacy locations:

Tuesday, Feb. 7 • Maysville Tuesday, Feb. 14 • Bell Street Tuesday, Feb. 21 • Somerset

Free Asthma Screenings

Join allergy specialist Dr. Sridhar Guduri for this spirometric screening for asthma. Spirometry is a breathing test that measures how much air you blow out of your lungs and how guickly you blow it out, which helps in diagnosing asthma. Adults and children are welcome.

Northside Pharmacy-Bell Street Saturday, March 3 • 11 a.m. to 2 p.m.

Problems Sleeping?

Join Roger Balogh, M.D., Genesis Sleep Disorders Center, as he discusses sleep apnea symptoms, potential dangers if left untreated and treatment options.

Northside Oxygen and Medical Equipment 702 Wabash Ave., Zanesville

Wednesday, March 21 • 6 p.m. To register, call (740) 453-0693.

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

Monday, 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

HOPE – Healthy Options for **Promoting Exercise**

Carina Majzun, P.T., D.P.T., women's health physical therapist, leads this exercise class for anyone going through cancer treatment, cancer survivors and family members. Class includes discussion of types of exercise, healthy lifestyle choices and an exercise program. Call (740) 455-5151 to register or for more information.

Second Thursday of every month 5:30 to 6:30 p.m. Genesis Outpatient Rehab (COOR)

Look Good ... Feel Better

This program teaches female cancer patients beauty techniques to help restore appearance and self-image during chemotherapy and radiation treatments. Registration is required by calling the American Cancer Society at 888-227-6446, dial "0."

Tuesday, Feb. 21, March 20 or April 17 • 6 to 8 p.m. Genesis Hematology & Cancer Treatment Center • 1246 Ashland Ave., Suite 205, Zanesville

Support Buddies - Breast Cancer

Call Shannon White for more information at (740) 454-5017.

6 to 8 p.m. Bethesda Meeting Room 3

Wednesday, Feb. 1 Yoga & the Breast Cancer Survivor Carol Kaib, Yoga instructor

Wednesday, March 7 Stress and Relaxation with Complementary Medicine

Wednesday, April 4 Rally for the Race for the Cure

I Can Cope

Call Shannon White for more information at (740) 454-5017.

6 to 7 p.m. Bethesda Meeting Rooms 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 Relieving Cancer Pain Elizabeth Lear, oncology pharmacist

Young Women Living With **Cancer Network**

This group is open to women with cancer who are age 49 or younger. For more information, call Shannon White at (740) 454-5017.

7 to 8 p.m. Genesis HealthPlex Conference Room F

Tuesday, Feb. 28 Nutrition & Weight Management Sarah Brauning, MS, RD, LD, CDE

Tuesday, March 27 Stress & Relaxation with Complementary Medicine

Tuesday, April 24 Bone Health

Respiratory Support Group

Better Breathing Club

For more information, call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328 or (740) 454-4718.

1:30 to 3 p.m. Genesis HealthPlex Conference Rooms A & B

Tuesday, March 13 Tuesday, April 3

Genesis Hospice & Palliative Care Grief Support Groups

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) 454-5353 or 800-953-7673.

Especially for Men **HUGS** (Helping Us Grieve Successfully) Rainbow 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.

Diabetes Exercise Program

Call the phone number above.

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) 454-4568 or (866) 351-6688.

Childbirth & Parenting Programs

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.genesishcs.org; click on "Education & Events."

H.A.I.L. (Healing 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 Refresher 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 I

Wednesday, Feb. 15 & March 21 7 to 9 p.m.

Rehab Support Groups & Programs

Delay the Disease: Exercise to Fight Parkinson's Symptoms

This is a weekly exercise program designed specifically for the management of Parkinson's disease. Cost is \$50 for 10 weeks. You may join any Tuesday. Call outpatient rehab at (740) 455-5151 for more information.

Tuesdays • 10 to 11 a.m. North Terrace Church of Christ, Zanesville

For information on the following rehab support groups including meeting locations, call (740) 454-4324 or 800-225-7957, ext. 4324.

Stroke Support Group

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

Brain Injury Support Group

Third Monday of each month • 6 p.m. Brenda Verhay, LSW, LPCC, facilitator

Pain & Fibromyalgia Management **Support Group**

Fourth Monday every other month 6 p.m. Johanna Mokros, RN, facilitator

Community AHA Classes Held at Zane State College

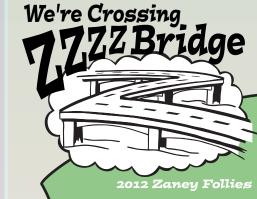
Genesis and Zane State College have partnered to provide American Heart Association (AHA)-certified CPR, first aid, and bloodborne pathogens training to members of our community.

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 T400 (PTA lab). The costs are:

Heartsaver CPR – \$45 *Healthcare Provider CPR* – \$60 *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.



Friday, March 23 Saturday, March 24 7:30 p.m. Secrest Auditorium, Zanesville

There will be a lot of singing, dancing and fun as the show takes you internationally famous "Y" shaped bridge. Go to www.genesishcs.org

All proceeds benefit Genesis Hospice & Palliative Care.



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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.







www.genesishcs.org

Time: 8 a.m. to 1 p.m.

Location: Colony Square Mall

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.

LiveWell is a quarterly publication of Genesis HealthCare System. If you would like to be added or removed from our list of readers receiving this publication, send your request to:

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