

COMPASSIONATE CARE FOR

Carrie Lee, RN
Oncology Nurse Navigator

CANCER PATIENTS

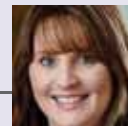
February 2011



LiveWell

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Comprehensive Cancer Care
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HEALTHCARE SYSTEM
GENESIS
Here & Now, Every Day.

www.genesishcs.org



Staff cares for cancer patients in the new Genesis Hematology & Cancer Treatment Center. Shown here are seated (left to right): Bonnie Bolyard, office manager; and Carrie Lee, oncology nurse navigator/research nurse; and standing (left to right): Kindra Neff, MST; Nikki Stotts, MA; Tammy Triplett, transport associate; Scott Wegner, MD; Sharon Dunlap, RN; Megan Schreiber, medical receptionist, and Mary Hague, RN.

Comprehensive Cancer Care — Here & Now, Every Day

Battling cancer causes stress physically, mentally, spiritually, emotionally and financially. A strong support system and top-notch medical care makes the difference. That's why Genesis Cancer Services strives to ease patients' burdens and provide comprehensive, quality care through its ever-updating services. The latest in cancer care available in Zanesville, in addition to the new Genesis Breast Center, includes:

Genesis Hematology & Cancer Treatment Center

The center opened in October 2010 with a focus on all dimensions of cancer patients' needs. The center blends an innovative approach to care with little extras that can make a big impact on a patient battling cancer.

Chairs with heat and massage line the full-service chemotherapy suite, a specialized oncology pharmacist works on-site, and members from medical oncology, genetics, distress management, nutrition services and physical rehabilitation all work together to ensure patients are given compassionate, quality care.

"This is not just a medical oncology office — it's a comforting, supportive home for patients with cancer," said Scott Wegner, M.D., medical director of medical oncology services at the Genesis Hematology & Cancer Treatment Center. "The little things that take extra effort show we're focused on patients, like how our nurse navigators call patients as soon as test results are ready, so patients don't wait longer than necessary."

Nurse Navigators Guide Patients

Nurse navigators help patients through their cancer treatment and reduce some of the stress and hassle that accompanies scheduling appointments, learning where to go for treatment and checking with insurance companies. The navigators answer questions and stay nearby patients from start to finish. Wendy Long, R.N., is the breast nurse navigator, helping patients with breast cancer. Carrie Lee, R.N., is the oncology nurse navigator, and she assists patients who have other kinds of cancer.

"The battle with cancer can feel confusing and stressful, but with our nurse navigators, patients don't have to sort through anything on their own," Dr. Wegner said.

Radiation Oncology Offers Cutting-edge Treatment

A new, state-of-the-art linear accelerator allows for two of the latest cancer treatments: Intensity-modulated radiation therapy (IMRT) and image-guided radiation therapy (IGRT).

IMRT blasts tumors with higher doses of radiation, while sparing surrounding healthy tissue. The technique decreases side effects while increasing positive outcomes.

IGRT involves 3D images directly prior to each cancer treatment, allowing the radiation oncology physicians to see if the tumor is

shrinking or moving, to measure the treatment field with exactness, and to spare normal tissue by changing the treatment field prior to treatment.



Carrie Lee, R.N., Genesis Oncology Nurse Navigator, helps cancer patients throughout treatment.

Recent Accreditations Confirm Quality Care

Genesis Cancer Services recently earned a three-year accreditation with Commendation from the Commission on Cancer (CoC) of the American College of Surgeons; a three-year, full accreditation designation by the National Accreditation Program for Breast Centers (NAPBC); and a three-year accreditation for its radiation oncology program from the American College of Radiation Oncology (ACRO).

"Accreditations prove we are continually improving our quality of care," Sharon Parker, R.N., B.S.N., M.S.H., director of Genesis Cancer Services, said. "It shows our organization takes extra steps to ensure the highest standards of care."

Dr. Wegner agreed. "Our accreditations say to patients,

'You don't have to trade off between convenience and quality.' Patients don't want to drive more than an hour away, fighting traffic and parking, to know they're getting up-to-date cancer care," he said. "These accreditations prove they can get the best care available, right here."

Providing Free Mammograms for Those in Need

Genesis serves three counties with unemployment rates significantly higher than state averages. Thanks to grants from Susan G. Komen for the Cure, National City Bank and the National Breast Cancer Foundation, Genesis offers free mammograms to under- or uninsured women in the community.

"If we couldn't provide these services, many women would not end up being screened on an annual basis," Parker said. "This program saves lives."

More than 1,000 women received free mammograms during the past five years through this program. Qualifying patients also receive free follow-up care for additional testing if necessary.

Committed to Give You the Best

With all of these advancements and more, physicians, nurses and staff at Genesis remain committed to giving you the best care possible, in the same community in which you live.

For more information about Genesis Cancer Services,
visit our website at genesishcs.org.

New Breast Center Brings Care to You

Compassion ... quality
... expertise ... convenience —

these are words a woman wants to hear when she is seeking breast care. The first three have been firmly entrenched at Genesis for years, but convenience has been a little harder to come by.

That's about to change. The new Genesis Breast Center, set to open in 2011 in the Genesis HealthPlex, will be the first step to bring several services together in one convenient location.

Each aspect of breast care available at the center is designed with patients in mind. From the sensitivity and compassion the mammography technicians give to patients during their imaging, to having a nurse navigator by the side of patients who have problems, to education, post mastectomy care and genetics counseling — it all centers on gently providing the best possible care in a single location.

"We're putting our patients first by providing compassionate, complete breast care with a full range of services in one place," explained Teri Mitchell, breast health coordinator. "Our goal is that our breast patients will be in one place, and their treatment team will come directly to them."



Revolving care around the patients reduces the stress and confusion involved with scheduling, traveling and waiting for the next appointment.

A group of clinicians and other professionals, the Breast Program Leadership team, has been leading the effort to provide coordinated, comprehensive care to breast patients and has been instrumental in the development of the breast center. In addition, weekly prospective breast cancer conferences are held with a multidisciplinary team comprised of radiologists, medical and radiation oncologists, surgeons, pathologists, genetics nurse and Breast Nurse Navigator to discuss and create individualized treatment plans.

"We are tailoring our care around our patients. We want a welcoming environment where we can provide timely, efficient multidisciplinary and patient-centered care," said Firas Eladoumikhachi, M.D., a specialist in breast surgery who recently completed a fellowship at Northwestern University/Lynn Sage Comprehensive Breast Center in Chicago.

A team of highly skilled, experienced surgeons perform breast surgery at Genesis, including David Barbara, M.D., Thomas Diehl, M.D., Firas Eladoumikhachi, M.D., and Jan Elston, M.D. The expertise of all involved who specialize in breast care is part of the reason Genesis recently earned a three-year, full accreditation designation by the National Accreditation Program for Breast Centers (NAPBC).

"No matter if breast centers are in a big city or a small town, they undergo the same accreditation process. Genesis provides an excellent level of care — and our new breast center is going to create an even better experience," Dr. Eladoumikhachi said.

For more information about breast health or breast cancer,
*check out the Genesis website at genesishcs.org
and click on "Cancer Care."*

"We're putting our patients first by providing compassionate, complete breast care with a full range of services in one place,"

Teri Mitchell,
Breast Health Coordinator

The Breast Program Leadership team leads the effort to provide coordinated, comprehensive care to breast patients. Included on the team are seated left to right: Teri Mitchell, breast health coordinator; Wendy Long, breast nurse navigator; Bonnie Miller, mammography clinical coordinator; Debra Williams, practice manager of Surgical Associates; and Bonnie Bolyard, office manager, Genesis Hematology & Cancer Treatment Center.

Standing left to right: Cindy Gaylord, manager of special imaging; Roopa Srikantiah, M.D., medical oncologist; Shane Backus, M.D., radiologist; Bruce Merwin, M.D., radiation oncologist; Thomas Diehl, M.D., surgeon; Roger Little, M.D., pathologist; Scott Wegner, M.D., medical oncologist; Firas Eladoumikhachi, M.D., surgeon; Sharon Parker, director of cancer services; and Cheryl Stillberger, director of imaging services.

All This and More

The Genesis Breast Center will offer all this in a warm, welcoming environment:

- Digital mammograms
- Breast ultrasounds and ultrasound-guided biopsies
- Convenient hours and easy scheduling with breast surgeons for consultations
- Breast health information, education and support
- Genetic counseling
- Breast nurse navigator to assist patients throughout diagnosis and treatment
- Post-mastectomy supplies and fittings

Specialized Physician Care

Pain and sickness don't pay attention to the clock. When patients have to be in the hospital, they need a doctor available, no matter if it's day or night, Saturday or Sunday, or holidays. That's why Genesis hospitalists and intensivists began providing 24/7 coverage in September 2010.

"Having inhouse hospitalists and intensivists available at all times is unheard of for a hospital of our size and location," said Kelly Dials, M.S.N., C.N.R.N., NE/BC, director of nursing administration and hospitalists program. "In just the last couple of years, our hospitalists' program has expanded tremendously, and we are able to provide a high level of care for patients in our community."

Hospitalists are physicians who specialize in the care of hospitalized patients and work solely in a hospital setting. They have the same education and training as other physicians, and many have additional training and certifications. All Genesis hospitalists are board-certified in family practice or internal medicine. They coordinate diagnostic testing and consultations with other specialists, and then communicate with patients' primary care physicians to guarantee continuity of care. This communication has been recently enhanced with the implementation of Epic, the electronic health record system, which enables physicians who have Epic in their offices to view patients' medical records quickly and securely.

Intensivists are hospitalists with training and experience to specialize in

treating critically ill patients. At Genesis, many intensivists are also pulmonologists – physicians with specialized lung and respiratory training. Intensivists treat patients suffering from trauma, shock, respiratory failure, heart attacks and other acute medical conditions like COPD, asthma exacerbation and pneumonia.

Genesis' 10 intensivists and 13 hospitalists work together to provide hospital patients with personalized and high quality care, around the clock, every day of the year.



Genesis Inpatient Specialists include: (seated left to right) Max Gill, D.O.; and Emily Brawner, D.O.; (standing left to right) Fred Brandtitz, M.D.; Armand J. Bermudez, M.D.; and James Adamo, M.D.



Other members of Genesis Inpatient Specialists include: (seated left to right) Michael Metry, M.D., medical director of Genesis Inpatient Specialists; James Homsey, M.D.; and Edward Umlauf, D.O.; (standing left to right) Patrick Renaud, M.D.; Armand A. Bermudez, M.D.; Geoffrey Polen, M.D.; Oshana Alahakoon, M.D.; Brenton Riscili, M.D.; and Philip Garber, M.D.

"Many other hospitals have either intensivists or hospitalists, and most programs with 24-hour coverage are based in a university setting. We feel that combining hospitalists and intensivists, and having them on-site during all hours, is the wave of the future," said Michael Metry, M.D., medical director of Genesis Inpatient Specialists. "Our quality of program is extremely rare in the United States among rural hospitals."

This high quality of patient-focused care attracted Patrick Renaud, M.D., a hospitalist who grew up in Zanesville and then created a thriving practice in Kentucky. Dr. Renaud and his family chose to move back to their roots in October 2010, so he could join Genesis' hospitalists team.

"The stand-out feature of Genesis' program is the 24-hour intensivist coverage. I've also been impressed with the genuine friendship and collegiality among the hospitalists and intensivists – which says a lot about how happy the physicians are," Dr. Renaud said. "It's clear that the patients are the center of all we do, and I'm honored to be a part of this team."



Dr. Patrick Renaud

"It's clear that the patients are the center of all we do."



Dr. Michael Metry

"Our quality of program is extremely rare in the United States among rural hospitals."

Genesis is making great strides in its commitment to recruit new physicians.
In 2010, 30 new physicians joined the medical staff. Shown here are the newest physicians.



Patrick Renaud, M.D.
Hospital Medicine

Patrick Renaud, M.D., has joined Genesis as a board-certified hospitalist. Dr. Renaud is a graduate of Wright State University School of Medicine in Dayton, Ohio. He completed a combined internal medicine/pediatrics residency at Case Western Reserve University at MetroHealth Medical Center in Cleveland, Ohio.



Jai Sood, M.D.
Critical Care Medicine/Pulmonology

Jai Sood, M.D., is a board-certified internal medicine and board-eligible pulmonary, critical care and sleep medicine physician who has joined Genesis as intensivist. Dr. Sood received his doctor of medicine degree from Windsor University in Basseterre, St. Kitts. He completed his internal medicine residency at Kettering Medical Center in Kettering, Ohio, and completed his pulmonary/critical care fellowship at Fletcher Allen Healthcare at the University of Vermont in Burlington, Vermont. He is practicing both inpatient and outpatient pulmonology in addition to critical care medicine.

Charitable Gift Annuity
Has Much to Offer

in a Topsy-Turvy World

While stocks may be down and unemployment up, there is one thing that has not changed. It's something that can give you certainty, predictability and security in a topsy-turvy world – a Genesis Charitable Gift Annuity.

Take a look at these sample annuity rates for one beneficiary: <i>(Rates for other ages and two beneficiaries available upon request.)</i>	Age 65 = 5.5%
	Age 75 = 6.4%
	Age 85 = 8.1%

For more information about a Genesis Charitable Gift Annuity or other ways to include Genesis in your estate plans, contact:

GENESIS HEALTHCARE FOUNDATION
(740) 454-5052
www.giftforgenesis.org
e-mail: foundation@genesishcs.org



"The gift annuity is a great option for me,"

said Fred Grant, Zanesville resident. "It allows me to remember my late wife, BeBe, in a special way and support Genesis for the wonderful care provided to her. At the same time, it is a wonderful, tax-friendly investment for which I receive guaranteed life income."

For Your Life ... For Your Health

Programs

For more details about these programs, check out www.genesishcs.org and click on "Events & Classes" or call the Genesis NurseLine at (740) 455-4949 or 800-948-4949.



Day of Dance
Dance, walk, move
– even the smallest steps count.

Saturday, Feb. 26 • 8 a.m. to 1 p.m.
Colony Square Mall • Free Event
Free Screenings – Lipid profile and glucose (first 300 people), blood pressure, body mass index, cardiac risk assessment and more. Fasting for 5 hours is required for lipid and glucose screening.

Day of Dance motivates women to take action to improve your and your family's health with a focus on a health and wellness lifestyle. This event brings together women and men of all ages for a day of education, physical activity, community, celebration and fun. You'll learn about the risk factors, chronic diseases and lifestyle choices that contribute to heart disease and other leading health issues. And you can talk to health experts one-on-one.

To register, call the Genesis NurseLine at (740) 455-4949 or 1-800-948-4949. You can also register online at www.genesishcs.org (click on "Day of Dance").

Spirit of Women –
The Hoopla about Pelvic Health

Thursday, April 21
5:30 to 8 p.m.
Genesis HealthPlex Conference Center
Free

Join our circle of women in the know about complete pelvic health. Learn how these topics affect our confidence and quality of life:

- Effective treatments for urinary incontinence
- Understanding perimenopause and heavy periods; facts on fibroids
- The perils of a weak pelvis
- Pelvic bones and joints – keeping your hips and knees healthy

To register, call the Genesis NurseLine at (740) 455-4949 or 1-800-948-4949. You can also register online at www.genesishcs.org (click on "Events & Classes").



Snacking with Diabetes

Thursday, March 17
5 to 6:30 p.m.
Genesis HealthPlex Conference Center
Presenter: Sarah Brauning MS, RD, LD, CDE

Join us for an informative evening to learn to care for your diabetes and discuss appropriate snacking habits. We'll also help you ask your physician questions on how to better manage your diabetes. The event will wrap up with group discussion and support.

Registration is required; call the Genesis NurseLine at (740) 455-4949, 1-800-948-4949 or register online at www.genesishcs.org, click on "Events & Classes."

Diabetes Exercise Program

Cost: \$100 for the 8-week session, financial aid available
Genesis-Bethesda Physicians Pavilion
Mondays & Wednesdays – Call for dates and times

Kay Eicher, RN, 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. To find out more, including class times and dates, call (740) 454-4568 or toll free at (866) 351-6688.

Support Groups

Better Breathing Club

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

Look Good ... Feel Better



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

Tuesdays, Feb. 15, March 15 or April 19
6 to 8 p.m.
Genesis Hematology & Cancer Treatment Center



Man to Man – Prostate Cancer

Call Shannon White at (740) 454-5014 for more information.

Monday, Feb. 7 • 6 to 7 p.m.
Bethesda Meeting Room 4
Short-term & Long-term Care; Senior Living
Martha Purkey, RN

Monday, March 7 • 6 to 7 p.m.
Bethesda Meeting Room 4
Medical Oncology & Prostate Cancer
Meet Our New Physician, Scott Wegner, MD

Monday, April 4 • 6 to 7 p.m.
Bethesda Meeting Room 4
Myths & Truths About Hospice
Sheila Everette, RN



Young Women Living With Cancer Network

This group is open to women with cancer who are age 49 or younger. Call Michele Hankinson at (740) 454-5973 for more information.

Tuesday, Feb. 22 • 7 p.m.
Genesis HealthPlex Conference Room F
Caring for Your Heart During and After Treatment

Tuesday, March 22 • 7 p.m.
Genesis HealthPlex Conference Room F
Understanding Your Pathology Report

Tuesday, April 26 • 7 p.m.
Genesis HealthPlex Conference Room F
Relaxation and Stress Relief



Support Buddies – Breast Cancer

Call Michele Hankinson at (740) 454-5973 for more information.

Wednesday, Feb. 2 • 6 p.m.
Bethesda Meeting Room 3
Latest Research, Treatment & Survivorship Issues
Presenter: Firas Eladoumikhachi, MD, Surgeon

Wednesday, March 2 • 6 p.m.
Bethesda Meeting Room 3
Colon Cancer: Why Is Early Detection Important?

Wednesday, April 6 • 6 p.m.
Bethesda Meeting Room 3
Rally for the Race for the Cure

Cardiopulmonary Resuscitation

Cardiopulmonary Resuscitation (CPR) classes are held at the Genesis HealthPlex, 2800 Maple Ave., Zanesville. Call the Genesis NurseLine to register at (740) 455-4949 or 1-800-948-4949. You may also register online at www.geneshishcs.org; click on "Events & Classes."

CPR HeartSaver – Adult & Pediatric:
Feb. 15, 3 to 6 p.m.; March 14, 1 to 4 p.m.; or April 19
3 to 6 p.m.
\$35 per person

CPR HeartSaver – Pediatric:
March 16 • 5:30 to 8 p.m. • \$15 per person

CPR HealthCare Provider:
Feb. 18, March 18 or April 13, 8:30 a.m. to 12:30 p.m.; Feb. 22, March 29 or April 25, 12:30 to 4:30 p.m.
\$40 per person

For more details about these programs, check out www.geneshishcs.org and click on "Events & Classes" or call the Genesis NurseLine at (740) 455-4949 or 800-948-4949.

Childbirth & Parenting Programs

For more information on childbirth and parenting programs and their locations, or to register for these programs, call the Genesis NurseLine at (740) 455-4949 or 1-800-948-4949. You can also register online at www.geneshishcs.org; click on "Events & Classes."



Babyland April Memorial Service
Saturday, April 16
11 a.m.
Mount Olive Cemetery
For more information,
call Erin Burris at (740) 450-6262.

H.A.I.L. (Healing After Infant Loss) Support Group
Tuesdays, Feb. 1 & April 5
7 to 8 p.m.

Childbirth Preparation
Saturdays, Feb. 5 & 12; Feb. 19 & 26;
March 5 & 12; March 19 & 26;
and April 2 & 9
8:30 a.m. to 12:30 p.m.
Five-week sessions from 7 to 9 p.m.
on the following dates:
Mondays, Feb. 21-March 21 &
April 4-May 2
Tuesdays, March 1-29 & April 12-May 10
Thursdays, Feb. 17-March 17 &
March 31-April 28

Childbirth Preparation-Perry County
Feb. 21-March 21 & April 4-May 2

Childbirth Preparation Refresher
Saturdays 8:30 a.m. to 12:30 p.m.
Feb. 5 & 19, March 5 & 10, April 2

Sibling Class
Monday, March 14
6 to 7:30 p.m.

Breastfeeding Preparation
Wednesdays, Feb. 9, March 9 & April 13
7 to 9 p.m.

Breastfeeding Support for Success
Every Monday from 10 a.m. to noon

Breastfeeding for Working Moms
Wednesdays, Feb. 2, March 2 & April 6
1 to 3 p.m.

Baby Basics I
Wednesday, March 16
7 to 9 p.m.

Baby Basics II
Wednesdays, Feb. 16 & April 20
7 to 9 p.m.

New Mom's Tea
Wednesdays, Feb. 9, March 9 & April 20
10 a.m. to noon

Change Service Requested



Day of Dance[®]

FOR YOUR HEALTH

February 26, 2011 • dayofdance.com

Bring your friends and family to dance, learn simple ways to stay healthy,
enjoy music, and participate in **FREE** health screenings.

The largest heart health event in Southeastern Ohio!



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

Location: Colony Square Mall • 3375 Maple Ave, Zanesville

Admission Fee: FREE

To Register: (740) 455-4949 or (800) 948-4949

Web: www.geneshcs.org

More Information: Call Corporate Communications at (740) 454-5913

Fasting for five hours is required for lipid and glucose screening.

Heart experts will be available for one-on-one consults.

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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