

NEW HIP & KNEE

Colleen McCann
Joint Replacement Patient

AND I'M PAIN FREE

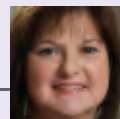
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LiveWell

IN THIS ISSUE ...

Orthopedics Gets Stamp of Approval
No More Limits
Non-Traditional Is the Way to Go



HEALTHCARE SYSTEM
GENESIS
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www.genesishcs.org

ORTHOPEDICS GETS STAMP OF APPROVAL

Genesis Receives Quality Designation



Karl Saunders, M.D.
Orthopaedic Surgeon
Orthopaedic Associates of Zanesville

When you have to have orthopedic surgery, you want to know you are receiving high quality care. And that's exactly what you can expect at Genesis, according to Aetna, a national health insurance leader.

Genesis was recently named an Institute of Quality for total joint replacement (including hip and knee surgery) by Aetna. The only southeastern Ohio hospital earning the certification, we met or exceeded the Institute of Quality's standards for quality, value and access.

"We are pleased to be recognized as an Institute of Quality by Aetna," said Karl Saunders, M.D., orthopaedic surgeon and president of Orthopaedic Associates of Zanesville. "We have state-of-the-art orthopedic facilities at Genesis and a skilled team of staff members working closely with an experienced and dedicated group of seven orthopedic surgeons."

To earn the designation, we proved the quality of our facilities and physicians by meeting specific criteria including clinical outcomes (infection, complications, re-admission and mortality rates) that are better than the national average, experienced orthopedic surgeons, seven-day-a-week specialist physician availability, established patient safety and care processes, and comprehensive patient education and follow-up. The total joint replacement program had to be in place at least a year with at least 200 knee replacement surgeries and 100 hip replacement surgeries performed in a year. Along with a minimum number of surgeries, complication and mortality rates must be less than or equal to established minimums.

We exceeded the minimum performance standards in several areas. During the reporting period in 2010, the knee infection rate was better than the standards from the National Healthcare Safety Network, a voluntary surveillance program managed by the Centers for Disease Control and Prevention. We excelled in another category: At least 50 percent of the orthopedic surgeons had to be board-certified, and all the orthopedic surgeons, who are members of Orthopaedic Associates of Zanesville, are board-certified, except a new surgeon who is eligible for certification.

Along with experience, the orthopedic surgeons were evaluated on patient care and communication. For example, the surgeons were graded on how well they communicated with patients. Patients were asked: Did the doctors listen carefully to you? Did they explain in a way you understand? The orthopedic surgeons at Genesis scored in the 96 percentile for communicating with patients.

Colleen McCann benefitted from a hip and knee replacement at Genesis.

"The designation demonstrates we have the physician expertise in total joint procedures as well as high quality care."

— **Vickie Somers, R.N., B.S.N.**, Director of Orthopedic and Rehab Services

Providing educational materials to patients was another requirement for the quality designation. Genesis provides classes for patients having a total hip or knee replacement. Along with written material, a presentation is done by an orthopedic nurse, a case manager and a therapist. Patients receive information on what to expect following surgery such as activity limitations, pain management and exercise.

A case manager discusses discharge needs such as equipment, medication and physical therapy. The therapist provides instructions on the exercises needed following surgery. Genesis scored in the 93 percentile in helping patients manage pain, according to the Hospital Care Assurance Program (HCAP).

To receive the quality designation, information on the orthopedic program must be reported to the external registries established by the National Surgical Quality Improvement Program or an

equivalent registry. The reports must demonstrate patients are given the correct antibiotic at the right time to help prevent infections and patients are given the right treatment at the right time to help prevent blood clots after surgery. "This helps show the public that our program adheres to national standards and best practice when delivering care to our patients," said Vickie Somers, R.N., B.S.N., Genesis director of orthopedic and rehabilitation services.

"The designation demonstrates we have the physician expertise in total joint procedures as well as high quality care, both before and after surgery," Somers said. "It shows that our program and physicians have met the high standards set by Aetna to be recognized as a high performing program."

For more information on orthopedic services at Genesis, visit the Orthopedic Care section of our website at www.geneshcs.org.

NO MORE LIMITS

Dave Addis' atrial fibrillation affected the quality of his life, and put limits on what he felt he could do. Now, Addis is enjoying fixing and building things in his workshop, and working in general construction.

Six years ago, a doctor told Dave Addis he had an irregular heart beat; atrial fibrillation to be exact. Addis was told he needed a procedure called ablation done to treat the abnormal heart rhythms – or arrhythmias – that he was experiencing.

Back then, Addis was fearful and skeptical of having the procedure, and he didn't want to go to another city for it, so he waited. He continued to experience symptoms that affected the quality of his life, and his cardiologist recently told him he should again consider having the procedure done. The good news was that M. Magdy Migeed, M.D., a cardiac electrophysiologist and medical director of heart rhythm services at Genesis, could do the ablation procedure right here in Zanesville.

"Mr. Addis was having frequent episodes of atrial fibrillation," Dr. Migeed said. "It was affecting his lifestyle – he was having racing heartbeats and trouble breathing at times."

Dr. Migeed said Addis had abnormal electrical signals from the heart. He recommended ablation as the best treatment.

"For the procedure, which is done with local anesthesia, a catheter is threaded through the veins from the groin area to the heart," Dr. Migeed said. "We find the signals that are causing the abnormal rhythms and get rid of them by cauterization. We have new, highly advanced equipment here and well-trained staff. The volume of ablations we do continues to increase."

The thin, flexible wires that are inserted into the vein have electrodes on the tips of them; the electrode sends out radio waves that create heat, and the heat destroys the heart tissue that causes atrial fibrillation. Patients go home the next day.

"I have no skipping heartbeats now – it's amazing," Addis said. "The doctor said it would take about two to three months to completely recuperate – I can only imagine how great I'll feel then."

Addis said it made a big difference to him that he could get the procedure done locally at Genesis.

"I was a candidate six years ago in Columbus – I even had the procedure scheduled," he said. "I was already going through a lot of emotional trauma and didn't want the additional stress of having to go to Columbus. It made a substantial difference that I could have it done here; not just the procedure, but to have a local doctor for follow-up visits, it definitely made the decision to do this easier."

"I limited myself for years because of my condition," he said. "I wish I had done the procedure six years ago so I could have those years back. The daily stressors of life compounded the problem, so I had to be careful. Now, I feel much healthier and stronger. In fact, I decided to retire from my job and devote my time to my passion – working in general construction – something I couldn't have done before."

"I strongly encourage anyone who is concerned about whether or not to have the procedure done, if your physician recommends it – just do it," Addis continued. "People have two of some things, but we only have one heart. It's the engine and if it malfunctions, there's no reserve – there's no back-up. It's important to take care of it. And we have the best physicians and hospital right here, so why go elsewhere?"

For more information on cardiac services at Genesis, visit the Heart Care section of our website at www.genesishcs.org.



M. Magdy Migeed, M.D., Cardiac Electrophysiologist
Medical Director, Genesis Heart Rhythm Services

Genesis Is Beta Test Site for A-Fib Certification

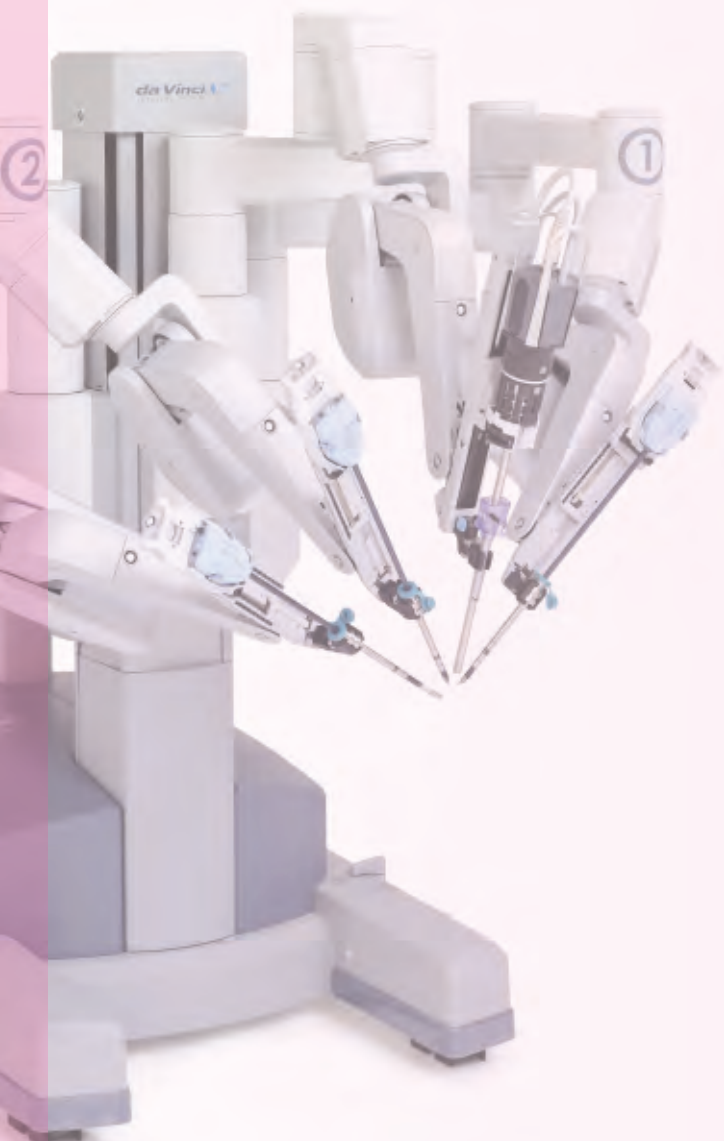
Genesis was one of five hospitals in the nation selected to participate in beta site testing for Atrial Fibrillation Certification from the Society of Chest Pain Centers (SCPC). We were chosen for this honor based on meeting criteria during successful Chest Pain Center and Heart Failure accreditation processes.

The testing involved Genesis heart services staff reviewing proposed criteria. Feedback was then provided to the SCPC for use in developing its atrial fibrillation certification program, which is expected to be launched this summer.

"We were honored to be chosen to participate in beta site testing," said Cathy Huggins, M.S.N., R.N., C.N.L., C.C.R.N., chest pain/heart failure coordinator at Genesis. "To be only one of five hospitals in the nation indicates the level of heart care we provide to our patients. Atrial fibrillation is recognized as a growing cardiac health concern. Genesis aims to be on the forefront of effective treatment and management of a-fib, so we will be applying for the certification when the program is launched."

NON-TRADITIONAL IS THE WAY TO GO

Surgeon Uses Robot for Pelvic Floor Problems



Statistics show one out of every eight women will have surgery to correct pelvic floor problems and restore a woman's delicate reproductive system. A traditional surgery can involve considerable pain, several days in the hospital and a lengthy recovery.

That's why we've gone non-traditional at Genesis.

We're helping some women recuperate from complex pelvic floor surgery quicker with robot-assisted procedures. Mitesh Parekh, M.D., PrimeCare of Southeastern Ohio, Inc., specializes in urogynecology, and he has been using the da Vinci Surgical System® to correct pelvic floor problems at Genesis for a year.

"The biggest advantage is how much quicker patients feel better," Dr. Parekh said. "Generally patients are feeling back to normal within a couple weeks compared to four to six weeks with a traditional open surgery," said the urogynecologist who specializes in treating women with pelvic support problems and other urological disorders. Traditional open surgery to repair pelvic support problems requires a large incision, similar to a Caesarean section. With the da Vinci robot-assisted surgery, the incisions are one to two centimeters. Smaller incisions and a minimally invasive procedure typically translate to less pain and a quicker recovery. The smaller incisions are also a plus cosmetically.

Another advantage of using the da Vinci technology is a shorter hospital stay. "Almost every patient has gone home the next day," Dr. Parekh said. "In a traditional open procedure, the patient is in the hospital for two to four days."

To perform the complex procedure, Dr. Parekh sits at the da Vinci console and controls the robotic arms equipped with miniature instruments. The robotic movements are viewed through binocular lens.

Even after using the robot's 3-D view for some time, the technology's ability to magnify the site still intrigues Dr. Parekh. "The view you get and the detail is quite amazing," he said.

"The biggest advantage is how much quicker patients feel better."

– Dr. Mitesh Parekh



Mitesh Parekh, M.D.,
urogynecologist, uses
the da Vinci Surgical System®
at Genesis, the only hospital in
southeastern Ohio with robot technology.

Genesis is the only hospital in southeastern Ohio using the da Vinci robot. "We are fortunate to have a physician here who specializes in urogynecology and is experienced with the da Vinci," said Melissa Montgomery, R.N., B.S.N., M.H.A., director of women's and children's services. "Now women in our community don't have to drive long distances for their urogynecology needs."

Although women in our community may not need to go elsewhere, women from outside the community are traveling here to take advantage of Dr. Parekh's expertise and the da Vinci Surgical System®. Patients have come from Marietta, Parkersburg, W.Va., and even as far away as Syracuse, N.Y. "Although the patient from New York is not currently a candidate for the da Vinci® procedure, she may be in several months," Dr. Parekh said.

Quality urogynecology surgical services, less time in the hospital and quicker recovery – all are reasons to be non-traditional at Genesis.

For more information on women's services at Genesis, visit the Women's Care section of our website at www.geneshcs.org.

*"Now women in our community
don't have to drive long distances
for their urogynecology needs."*

– Melissa Montgomery
Director of Women's and Children's Services



Welcoming New Physicians

We are pleased to welcome these new physicians to the Genesis Medical Staff.



Nihad Al-Assaad, M.D., Interventional and General Cardiology

Nihad Al-Assaad, M.D., is an interventional and general cardiologist who has joined the Genesis medical staff. Dr. Al-Assaad earned his Doctor of Medicine at Aleppo University in Aleppo, Syria, and completed his residency at Case Western Reserve, Metro Health Medical Center in Cleveland, Ohio. He completed his cardiology and vascular medicine fellowships at Lahey Clinic Medical Center in Burlington, Mass., and his interventional cardiovascular medicine fellowship at the University of Cincinnati in Cincinnati. Dr. Al-Assaad's office is located at 751 Forest Ave., Suite 301; phone number: (740) 454-0804.



Scott Korn, D.O., Emergency Medicine

Scott Korn, D.O., is a board-certified emergency medicine physician who has joined Genesis. Dr. Korn brings more than 20 years of emergency medicine experience, including several years at Good Samaritan and Bethesda in the 90s. He earned his Doctor of Osteopathic Medicine degree from Ohio University College of Osteopathic Medicine in Athens, Ohio, and he completed his internship at Doctors Hospital in Columbus, Ohio.



Theresa D. Maddox, M.D., Hospital Medicine

Theresa D. Maddox, M.D., has joined Genesis as a board-certified hospitalist. Dr. Maddox is a graduate of Case Western Reserve University School of Medicine in Cleveland. She completed her internal medicine residency at Rush University Medical Center in Chicago.

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What happens in the future will impact your loved ones and your estate in countless ways. This is why careful planning is important to ensure your loved ones are well cared for and your estate is not subjected to unnecessary and burdensome taxes.

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GENESIS HEALTHCARE
FOUNDATION

For Your Life ... For Your Health

Programs



The Art of Living: One Breath at a Time

Tuesday, May 24 • 5:30 to 7:30 p.m.
Genesis HealthPlex Conference Center

This Spirit of Women program artfully presents sensitive, accurate information on preventing, diagnosing and managing respiratory diseases such as asthma, emphysema, COPD and Alpha-1 that interfere with quality of life. You'll receive a free screening for Alpha-1 antitrypsin deficiency.

Know the Score – Men's Health Program

Tuesday, June 28 • 5:30 to 7:30 p.m.
Genesis HealthPlex Conference Center

We're cheering on the men of southeastern Ohio to get back in the game when it comes to their health. This program draws inspiration from sports history-makers like basketball coach John Wooden, who said, "Don't let what you cannot do interfere with what you can do." We invite men and women to attend this fun event.

Are You Baffled by Cancer?

Wednesday, July 20 • 5:30 to 7:30 p.m.
Genesis HealthPlex Conference Center

Join us to explore the puzzling disease of cancer. Experts will simplify the most recent research on prevention, diagnosis and management of cancer, the future of biogenetic cancer therapies and much more.

Registration is required for Spirit of Women programs by calling the Genesis NurseLine (740) 455-4949; 800-948-4949, or online at www.genesishcs.org (click on "Events & Classes").

Coal Miner's Health Fair

Wednesday, June 8 • 9 a.m. to Noon
Coshocton Senior Center
201 Browns Lane, Coshocton

This event is for 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 are available, and a nurse practitioner reviews results with you. The Department of Labor assists with applications and answers questions about black lung benefits. Registration is not necessary. Call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328 for more information.

Celebrate Life

National Cancer Survivors Day
Sunday, June 5 • 4 to 6 p.m. • Free
Genesis-Bethesda Shelterhouse
(behind Bethesda Hospital)

Cancer survivors are invited to bring their families and friends to celebrate the joy of life and spirit of hope. Enjoy entertainment by the Blues Brothers and St. Paul AME Hymn of Praises, refreshments, pictures with family or friends, door prizes and more. Registration is not necessary. Seating is limited, so you're encouraged to bring lawn chairs. For more information, (740) 454-5865.

Babysitter's Training

Wednesdays, June 15, June 29 or July 13
8 a.m. to 4 p.m.
Genesis HealthPlex Conference Center
Thursday, July 28 • 8 a.m. to 4 p.m.
Perry County Library, New Lexington

Cost: \$35 includes training book, first aid kit, CPR training, lunch and snacks.

Through hands-on activities, videos, demonstrations, role-play and lively discussion, a team of Genesis registered nurses will teach youth ages 11 to 15 how to make decisions and solve real-life problems when babysitting. Registration is required by calling the Genesis NurseLine (740) 455-4949; 800-948-4949, or online at www.genesishcs.org (click on "Events & Classes").

Screenings Provided by Northside Pharmacy

Bone Density Screenings • Offered in May • Osteoporosis causes your bones to become weak and are more likely to break. Because it is a disease that can be prevented and treated, an early diagnosis can make a difference. There is a \$5 fee, which is donated to the National Osteoporosis Foundation.

Body Composition Screenings • Free in June • Body composition is the relationship between the lean tissue in the body and fat. Being significantly over-fat is a demonstrated risk factor for coronary heart disease and type II diabetes.

Derma View Skin Screenings • Free in July • Skin conditioning (Derma View) uses a non-harmful ultra-violet light to determine the sensitivity, dryness and conditions of your facial skin.

For more information on the dates and locations of these screenings, call Northside Pharmacy Wellness Services at (740) 454-8331, ext. 405.

Support Groups

Programs

<p>Type 1 and 2 Diabetes Support Group</p> <p>To register, call the Genesis NurseLine at (740) 455-4949 or 1-800-948-4949.</p> <p>Thursday May 19 • 5 to 6:30 p.m. Genesis HealthPlex Conference Center</p> <p><i>Diabetes and Vision</i> Speaker: Ross Bloomberg, MD Ophthalmologist</p>	<p>Better Breathing Club</p> <p>Call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328 for more information.</p> <p>Wednesday, May 4 • 1:30 to 3 p.m. Genesis HealthPlex Conference Rooms A & B <i>SPRI Bands Presentation</i> Speaker: Colleen Johnson, PTA Rehabilitation Services</p>	<p>I Can Cope</p> <p>Call Shannon White at (740) 454-5014 for more information.</p> <p>Educational classes for cancer patients and caregivers</p> <p>Thursday, May 5 Noon to 1 p.m. or 5 to 6 p.m. Bethesda Meeting Room 4</p>	<p>Childbirth & Parenting Programs</p> <p>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.genesishcs.org; click on “Events & Classes.”</p> <p><i>H.A.I.L. (Healing After Infant Loss) Support Group</i> Tuesday, June 7 • 7 to 8 p.m. Bethesda Meeting Rooms 4 & 5</p> <p><i>New Mom’s Tea</i> Tuesdays, May 10 or June 14, or Wednesday, July 20 10 a.m. to Noon Genesis HealthPlex Conference Room A</p> <p><i>Childbirth Preparation</i> Saturdays, May 7 & 14; June 4 & 11; June 18 & 25; July 9 & 16; July 23 & 30 • 8:30 a.m. to 12:30 p.m. Five-week sessions from 7 to 9 p.m. on the following dates: Mondays, May 16-June 20 & July 11-Aug. 8 Tuesdays, May 24-June 21 & July 5-Aug. 2 Thursdays, May 12-June 9</p> <p><i>Childbirth Preparation-Perry County</i> May 16-June 20 & July 11-Aug. 8</p> <p><i>Childbirth Preparation Refresher</i> Saturdays 8:30 a.m. to 12:30 p.m. May 7, June 14 or 18, or July 9 or 23</p> <p><i>Sibling Class</i> Mondays, May 9 or July 11 • 6 to 7:30 p.m.</p> <p><i>Breastfeeding Preparation</i> Wednesdays, may 11, June 8 or July 13 • 7 to 9 p.m.</p> <p><i>Breastfeeding Support for Success</i> Every Monday from 10 a.m. to noon</p> <p><i>Breastfeeding for Working Moms</i> Wednesdays, May 4, June 1 or July 6 • 1 to 3 p.m.</p> <p><i>Baby Basics</i> Wednesdays, May 18, June 15 or July 20 • 7 to 9 p.m.</p>	<p>Cardiopulmonary Resuscitation</p> <p>Cardiopulmonary Resuscitation (CPR) classes are held at the Genesis HealthPlex. Call the Genesis NurseLine to register at (740) 455-4949 or 1-800-948-4949. You may also register online at www.genesishcs.org; click on “Events & Classes.”</p> <p><i>CPR HeartSaver – Adult & Pediatric</i> May 9 • 1 to 4 p.m. June 13 • 3 to 6 p.m. or July 12 • 1 to 4 p.m. \$35 per person</p> <p><i>CPR HeartSaver – Pediatric</i> June 15 • 5:30 to 8 p.m. • \$15 per person</p> <p><i>CPR HealthCare Provider</i> May 13, June 17 or July 15, 8:30 a.m. to 12:30 p.m. May 23, June 27 or July 25, 12:30 to 4:30 p.m. \$40 per person</p>
<p>Diabetes Exercise Program</p> <p>Call Kay Eicher, R.N., at (740) 454-4568 or 1-866-351-6688 for more information.</p> <p>\$100 for the 8-week session; financial aid available</p> <p>Genesis-Bethesda Physicians Pavilion Mondays & Wednesdays – Call for dates and times.</p>	<p>Wednesday, June 1 • Noon to 2:30 p.m. Genesis HealthPlex Conference Center <i>Better Breathing Club Picnic Celebration</i> Speakers: Dawn Huth & Kristi Warner, Northside Oxygen & Medical Equipment Bring your favorite picnic covered dish; meat and condiments will be provided. Registration deadline: Wednesday, May 25. Registration is necessary; call (740) 454-4328 or (740) 454-4063.</p> <p>Friday, July 1 • 1:30 to 3 p.m. Genesis HealthPlex Conference Rooms A & B <i>Know Your Numbers</i> Speaker: Sharon Francis, RN, BSN Cardiac Diagnostic & Rehabilitation</p>	<p>Support Buddies – Breast Cancer</p> <p>Call Michele Hankinson at (740) 454-5973 for more information.</p> <p>Wednesday, May 4 • 6 p.m. Bethesda Meeting Room 3 <i>Breast Reconstruction: Understanding Your Options</i> Presenter: Firas Eladoumikdachi, MD Surgeon</p> <p>Wednesday, June 1 • 6 p.m. Bethesda Shelterhouse <i>Breast Cancer Survivors Celebration Picnic</i> Bring a covered dish or dessert; drinks and utensils will be provided.</p>		
<p>Look Good ... Feel Better</p> <p>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 press “0”.</p> <p>Tuesdays, May 17, June 21 or July 19 6 to 8 p.m. Genesis Hematology & Cancer Treatment Center</p>	<p>Man to Man – Prostate Cancer</p> <p>Call Shannon White at (740) 454-5014 for more information.</p> <p>Monday, May 2 • 6 to 7 p.m. Bethesda Meeting Room 4 <i>Cancer Nurse Navigation</i> Carrie Lee, RN, & Wendy Long, RN Nurse Navigators</p> <p>Monday, June 6 • 6 to 7 p.m. Bethesda Shelterhouse <i>Prostate Cancer Survivor Celebration Picnic</i> Bring a covered dish.</p>	<p>Young Women Living With Cancer Network</p> <p>This group is open to women with cancer who are age 49 or younger. Call Michele Hankinson at (740) 454-5973 for more information.</p> <p>Tuesdays, May 24, June 28 and July 26 7 p.m. Genesis HealthPlex</p>		



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This award reflects our commitment to our mission to provide compassionate, quality health care. It is a testament to the quality of care we provide and the caliber of our caregivers. We share this honor with our patients, their families, our entire staff, physicians, board members, and the community we serve.

To learn more about Genesis HealthCare System's commitment to excellence, visit www.genesischs.org.

For more information on the 100 Top Hospitals program, visit 100tophospitals.com.

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