

LiveWell

ALSO IN THIS ISSUE ...

First in Ohio in Heart Failure Accreditation Targeting Tumors With New Treatment



www.genesishcs.org

First in Ohio!



Heart Failure Accreditation Confirms Superior Care at Genesis



We have such high standards of heart failure treatment locally that we surpass many hospitals in the country.

M. Magdy Migeed, M.D.

Our community, patients and staff have reason to celebrate: Genesis-Good Samaritan is the first in Ohio to earn full Heart Failure Accreditation status from the Society of Chest Pain Centers (SCPC). This means our community has access to premier care for heart failure, a growing disease among cardiac patients.



"This is a big deal!" said M. Magdy Migeed, M.D., cardiac electrophysiologist and medical director of Genesis Heart Rhythm Services. "We have such high standards of heart failure treatment locally that we surpass many hospitals in the country."

To receive accreditation, Genesis met or surpassed stringent requirements throughout every step of a heart failure patient's care; starting with ambulance rides through emergency medical services (EMS), and involving the emergency, nursing, cardiac rehabilitation, case management, pharmacy and food and nutrition departments. If a heart failure patient is hospitalized, he or she is then followed after discharge from the hospital by Genesis HomeCare.

"We have a huge heart services program, and all of our services tie together. Being accredited entails communication, best practices and specialized training throughout all aspects of our integrated, heart failure care," said Lori Cody, R.N., B.S.N., chest pain center/ heart failure coordinator.

In 2009, Genesis-Good Samaritan received Chest Pain Center accreditation through the SCPC, which focuses on care surrounding patients with symptoms of a heart attack. Heart failure accreditation is the next logical step in having the best cardiac care available, explained Cody.

"Most patients who survive a heart attack have a damaged heart, and inevitably end up with heart failure. Since we proved we can help patients survive a heart attack, now we're demonstrating we can improve quality and length of life for those who experience heart failure," Cody said.

Heart failure occurs when a weakened heart muscle cannot pump blood out of the heart; the blood then pools and can cause lung congestion, swelling in legs and feet, shortness of breath and tiredness. Treatment for heart failure involves a balance of dietary improvements, medications and sometimes devices to regulate the heart's beat and contractions.

"We're aggressive in treating this chronic disease – and we're successful too," Dr. Migeed said. "For example, when our heart failure patients come to us because their batteries are running out of their devices, we don't just replace the battery; we evaluate them for an upgrade of their system by adding an extra wire that may help in the treatment of heart failure. We want to give our patients the best care."

"We feel so proud of this accreditation," Cody said.

"The reason we did it? Our patients. A lot of people live with heart failure. Now, we want them to know that we can help them live longer and have a better quality of life by managing their heart failure. They can expect the highest level of care, right here at Genesis."

Being the first in Ohio to earn Heart Failure Accreditation from the SCPC proves it.

Targeting Tumors

New Cancer Liver Treatment Available Here



Members of the imaging services team involved in TheraSphere procedure include from left to right: Brandi Saltkield, CNMT, nuclear medicine technologist; Robert Williamson, RN, imaging services clinical coordinator; Terri Taylor, CNMT, nuclear medicine technologist; Thomas Keane, M.D., interventional radiologist; Vicki Jenkins, RT, special procedures coordinator; and Vicky King, RT, special procedures technologist.

Today's cutting-edge cancer treatments can zero-in on tumors and destroy them from the inside out, while sparing surrounding healthy cells.

The impressive techniques are likely the wave of the future,

and they're now available right here at Genesis.

n fact, Genesis recently became only the third hospital system in Ohio to provide TheraSphere, a relatively new procedure that delivers radiation directly into cancerous tumors within the liver.

"TheraSphere can prolong quantity and quality of life in our patients, it has few side effects, and it can treat tumors that couldn't be treated before," said Thomas Keane, M.D., interventional radiologist with Radiology Associates, Inc. and a member of the Genesis medical staff.

How TheraSphere Works

By entering the femoral artery, Genesis' highly-trained medical staff inserts a catheter directly into the patient's liver tumor. Next, Dr. Keane injects the tumor with glass beads tagged with radiation. The beads, or spheres, are smaller than a human hair but make a big impact – they cook away the tumor from the inside out.

"The issue with cancer is targeting. To kill cancerous cells, we must separate them from healthy ones," Dr. Keane said. "The advantage of TheraSphere over external beam radiation and other forms of cancer treatment is that only the tumor is targeted; healthy organs and cells don't receive treatment."

Administration of the treatment only takes about an hour, and the patient returns home the same day. The treatment is designed to keep the disease in check, adding years of quality life.

Who TheraSphere Helps

TheraSphere can treat liver cancer patients with uncomfortable symptoms, like nausea, jaundice, lung infections and weight loss. As TheraSphere shrinks the tumor, the healthy liver tissue experiences less strain, preserving liver function and decreasing negative symptoms. TheraSphere also gives hope to patients with liver tumors originally too large for surgery or transplant.

"For patients with large tumors in the liver, TheraSphere can actually shrink the tumor and 'downstage' the level of cancer, thus allowing patients to become candidates for liver transplant or surgery," said Robert Williamson, R.N., clinical coordinator for Genesis Imaging Services.

What This Means for Our Community

By providing TheraSphere locally, Genesis' patients have access to cutting-edge treatments they used to only be able to get at distant, urban health care institutions.

"Patients can be in familiar surroundings, have family close by, and enjoy the physical and emotional comforts of home, all while having confidence in knowing they're getting the latest and greatest in cancer care," Cheryl Stillberger, B.S., R.T., director of Genesis Imaging Services, said.

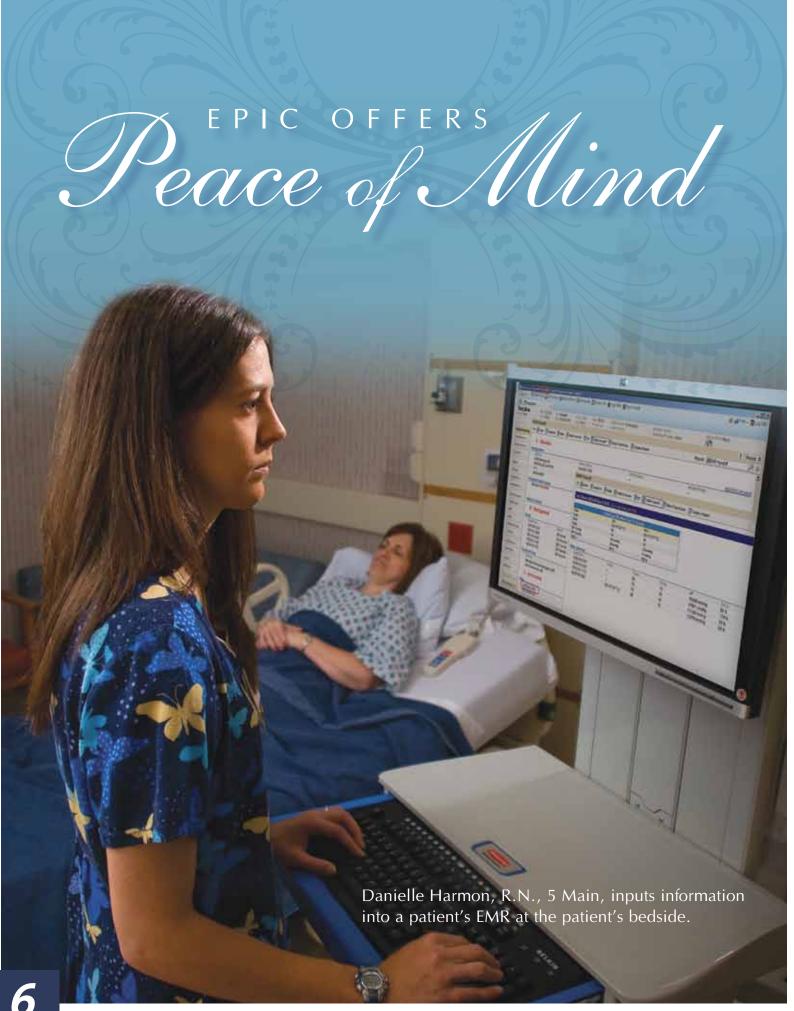
Dr. Keane agrees. Before working with Genesis, he performed TheraSphere treatments at the world-renowned Johns Hopkins Hospital.



TheraSphere can prolong quantity and quality of life in our patients, it has few side effects, and it can treat tumors that couldn't be treated before.

"We had patients come from all over the country and the world to receive this treatment," Dr. Keane said. "So, I'm thrilled that Genesis can offer the same treatment locally, and I've sensed equal enthusiasm from our community and referring physicians."

To find out if you're a candidate for TheraSphere and other cutting-edge cancer treatments offered at Genesis, talk with your doctor or contact Dr. Keane at Genesis-Good Samaritan imaging department, (740) 454-5495.



Genesis Implements Electronic Medical Record System

"Are you allergic to any medications?"

In the past, nursing staff at Genesis repeated that question, and others, to every patient along each stop in the hospital experience. The safety strategy dramatically reduced unnecessary allergic reactions, but by the end of their stay, many patients felt tired of answering the same question... again. That was before Epic.

Epic is the name of a high-tech clinical information system that Genesis recently implemented, and it has changed everything about how a patient's medical care is documented. Now, patients have an electronic medical record (EMR) that instantly follows them wherever they go in the hospital, as well as in their doctor's office in some cases.

Nurses and physicians have access to patients' EMRs at the bedside so they can view X-rays, be alerted of allergies, and review patients' medical histories. Patients in the hospital are also given a personalized, bar-coded wristband to wear during their stay, and the wristband is scanned before medications are administered, tying the patient to his or her medical record – making sure the right dose of the right medication gets to the right patient – every time.

"Epic offers our patients peace of mind," Abby Nguyen, R.N., B.S.N., M.B.A., director of Genesis Medical Services, said. "When providing health care, there are so many behind-thescenes stops and checks to make

sure everything is done correctly. With Epic, if something doesn't match up, the system will alert staff right away and the situation will be immediately rectified. So, in addition to patients, our health care providers have peace of mind, too."

Epic also increases efficiency. For example, physicians and nursing staff now enter orders and notes directly into EMR, versus jotting down notes and charting official documentation at a later time. Not only does Epic eliminate extra steps, it removes potential problems with deciphering handwriting or transposing documentation.

To intertwine efficient access to EMRs with the need for safety, the secured system requires a username, password and even biometric fingerprints when physicians verify orders and staff administers medication.

"It sounds like something you might see at the movies, but this is the future of health care," Nguyen said. "Computers are located at each patient's bedside so our staff and physicians can immediately access the EMRs. We spent countless hours planning and training for Epic, and we were happy to do it, because we know this is taking our health care delivery up another notch for our patients."

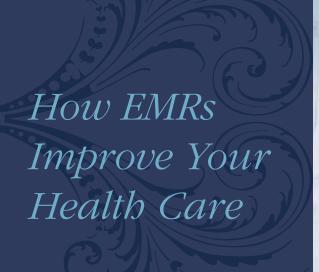
"It sounds like something you might see at the movies, but this is the future of health care."

> Abby Nguyen, R.N., B.S.N., M.B.A. Director of Genesis Medical Services



Thanks to Epic, the entire patient experience is transformed. From hospital admittance, to laboratory tests, to imaging procedures and medical treatment, to follow-up appointments at a physician's office – Epic provides safety, efficiency and seamless accessibility to accurate and up-to-date information, every step of the way.

"This makes Genesis a leading health care delivery system in the country," said Ed Romito, vice president and chief information officer. "We are among 1.6 percent of hospitals in the U.S. that are at the same stage of adopting EMRs. We're proud to be able to offer such a high level of clinical, safety and service excellence to our patients and our community."





Genesis' EMR Improves the Sharing of Information Between Patients' Caregivers.

- Every member of your health care team can simultaneously view your records in a secure process that provides them with full knowledge of your current condition and medical history.
- With paper records, communications between members of your care team can be slow and the records may not contain the most recent information.
 With an EMR, each provider – your physician, nurse, laboratory tech, radiologist, etc. – will be up-to-date on your condition when they review your medical record.
- ► As lab results or test reports are added by one provider, your physician can view the results right away, getting your course of treatment in place much quicker than with paper reporting.
- With electronic charting done right at your bedside, your nursing staff can spend more time with you, answering your questions and providing quality, compassionate care.
- After you are discharged from the hospital, you'll probably have a follow-up visit to your physician's office. Your doctor will be able to see everything that occurred during your hospital stay, ensuring that he or she has all the information needed to continue your care.

Genesis' EMR Enhances Patient Care.

■ The EMR system used at Genesis (Epic) is built around "best practice" clinical guidelines, which means it aids nurses and physicians in making patient care decisions that match up with the best of the best hospitals in the country.

Genesis' EMR Makes Patient Care Safer.

- Every Genesis health care provider you see will know your history, allergies, current condition, treatment plan and medications without having to ask you for the same information over and over again. Once your medical history is in the system, it stays there and you don't have to worry about omitting any important pieces of information from one encounter to the next.
- The EMR has special safeguards built in to compare the medication ordered with the specifics of your condition as well as with each dose that's provided. If there is any problem with a dose or medication, the system will alert the provider to stop and review the issue. The EMR system will not allow the caregiver to proceed without signing off on the verification, significantly reducing any chance of a medication error.
- ► If you have an allergy, the EMR will provide a clear alert to everyone responsible for your medical care.

The EMR Is Very Secure.

■ The system can only be accessed by those who are authorized to do so because they are providing your care. Anyone accessing the system must enter their unique password, and each entry to view your EMR is recorded. Your physicians sign off on all treatment and medication orders.

The EMR is a Good Value.

■ The EMR is expensive to install, but in the long run it will make the delivery of health care not only more economical, but safer and more efficient. Genesis has made a commitment to taking on the expense in order to further improve our abilities to deliver clinical and service excellence to our communities without added cost to you.

GENESIS WELCOME TO NEW PHYSICIANS

Genesis is making great strides in its commitment to recruit new physicians.

In 2010, 30 new physicians have joined the medical staff. Shown here are the newest physicians.



Abdul Alkeylani, M.D.Interventional Cardiology

Abdul Alkeylani, M.D., is an interventional cardiologist who has joined Cardiology Associates of Southeastern Ohio, Inc. He earned his Doctor of Medicine at Aleppo University in Aleppo, Syria. Dr. Alkeylani completed his internship at the Medical College of Pennsylvania in

Philadelphia, Pa. He then went on to the University of Connecticut School of Medicine/Hartford Hospital in Farmington and Hartford Conn., where he did his residency in internal medicine as well as general cardiology and interventional cardiology fellowships. He is board-eligible in interventional cardiology and certified in internal medicine, cardiology, nuclear cardiology transthoracic echo, transesophageal echo, NASPE (North American Society of Pacing and Electrophysiology) and level II SCCT/AHA/ACC in cardiac CTA. His office is located at 751 Forest Ave., Suite 301, Zanesville, and his phone number is (740) 454-0804.



Sam Finck, D.O.Orthopedic Surgery & Sports Medicine

Sam Finck, D.O., joined Orthopaedic Associates of Zanesville in August 2010 after completing a fellowship in Orthopedic Sports Medicine at the University of Cincinnati and an orthopedic surgery residency at Doctor' West Hospital in Columbus. As a recent sports medicine

fellowship graduate, Dr. Finck has trained with the team physicians for the Columbus Blue Jackets, the Cincinnati Bengals and the Cincinnati Bearcats. He has also covered numerous area high school football games in Cincinnati and Columbus.

In joining Orthopaedic Associates of Zanesville, Dr. Finck brings great expertise in orthopedic surgery and sports medicine to the practice. His knowledge of how the sports practice affects the body will be an invaluable asset to Orthopaedic Associates of Zanesville's patients. His office is located at 2854 Bell St., Zanesville, and his phone number is (740) 454-3273.



Max Gill, D.O.
Critical Care Medicine/Pulmonology

Max Gill, D.O., is a board-certified internal medicine physician and pulmonologist, and board-eligible critical care physician, who has joined Genesis as an intensivist. Dr. Gill received his Doctor of Osteopathic Medicine degree from Des Moines University in Des Moines, Iowa.

He completed his internal medicine residency at University Hospital in Columbia, Miss., and completed his pulmonary/critical care fellowship at Doctor's Hospital in Columbus, Ohio. He will be practicing both inpatient and outpatient pulmonology in addition to critical care medicine. His outpatient office is in the Genesis Pulmonary Center, MAB II, 751 Forest Ave., Suite 400, and his phone number is (740) 586-6888.



Ryan G. King, M.D. Emergency Medicine

Ryan G. King, M.D., is an emergency medicine physician who has joined Genesis. Dr. King earned his Doctor of Medicine degree from Columbia University College of Physicians & Surgeons in New York, N.Y. He completed his emergency medicine residency at The Ohio State University Medical Center in Columbus.



Michael T. McGrath, M.D. Emergency Medicine

Michael T. McGrath, M.D., is an emergency medicine physician who has joined Genesis. Dr. McGrath earned his Doctor of Medicine degree from the University of Rochester School of Medicine in Rochester, N.Y. He completed his emergency medicine residency at the University of Pittsburgh in Pittsburgh, Pa.



Amy Pope, D.O. Emergency Medicine

Amy Pope, D.O., is an emergency medicine physician who has joined Genesis. Dr. Pope earned her Doctor of Osteopathic Medicine degree from Lake Erie College of Osteopathic Medicine in Erie, Pa. She completed her emergency medicine residency at Saint Vincent Health Center in Erie, Pa.



Brenton P. Riscili, M.D.Critical Care Medicine/Pulmonology

Brenton P. Riscili, M.D., a board-certified internal medicine and pulmonary physician and board-eligible critical care physician, has joined Genesis as an intensivist. Dr. Riscili earned his Doctor of Medicine degree from the University of Buffalo School of Medicine and Biomedical Sciences

in Buffalo, N.Y. and completed both his internal medicine residency and pulmonary/critical care fellowship at The Ohio State University Medical Center in Columbus. He will be practicing both inpatient and outpatient pulmonology in addition to critical care medicine. His office is located at 800 Forest Ave., Zanesville, and his phone number is 454-5398.



Frank Susser, D.O., F.A.C.C. Non-invasive Cardiology

Frank Susser, D.O., F.A.C.C., has joined Cardiology Consultants of Zanesville and the Genesis Medical Staff as a non-invasive cardiologist. He is board-certified in cardiology with special expertise in echocardiography and nuclear cardiology. Dr. Susser is a graduate of the New York

College of Osteopathic Medicine. He completed his internship at Peninsula Hospital in Far Rockaway, N.Y., and his internal medicine residency at St. Joseph's Mercy Hospital in Ann Arbor, Mich. Dr. Susser then completed his cardiology fellowship at Wayne State University/Detroit Medical Center in Detroit, Mich. Prior to joining Cardiology Consultants of Zanesville, Dr. Susser was a practicing cardiologist and director of non-invasive cardiology at Doctor's Hospital in Columbus, Ohio. His office is located at 1246 Ashland Ave., Suite 107, Zanesville, and his phone is 454-7725.



Scott Wegner, M.D.Hematology/Oncology

Medical Director, Medical Oncology Services

Scott Wegner, M.D., is a board-certified hematologist and oncologist who joined the Genesis medical staff and will also serve as medical director of medical oncology services.

Dr. Wegner received his Doctor of Medicine degree from the Uniformed Services University of the Health Sciences in Bethesda, Md., and completed his internal medicine residency at Wilford Hall USAF Medical Center at Lackland A.F.B., Texas. He completed his hematology and oncology fellowship at Harvard's Brigham and Women's Hospital in Boston, Mass., and retired from the U.S. Air Force in 2009.

Dr. Wegner is located with the Genesis Hematology & Cancer Treatment Center in Medical Arts Building I, 1246 Ashland Ave., Suite 205, Zanesville, and his phone number is (740) 454-5271.

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.

Don't Live with Varicose Veins!



A Spirit of Women Program

Wednesday, Dec. 8

5:30 to 6 p.m. • Presentation by Thomas Keane, M.D., Interventional Radiologist

6 to 7:30 p.m. • Free Consult Screening with Dr. Keane for varicose and spider veins, along with other free health screenings

It's the holiday season – a time when you'll be standing on your legs a lot, and if you suffer with varicose veins, it can be a painful time. Stop suffering! Come to our free program and find out what can be done to treat your condition and receive a free consult screening with Dr. Keane.

Varicose and spider veins can be an unsightly and often painful medical condition that affects millions of women and men. Treatment for varicose and spider veins is covered by most health insurance plans.

We will have other health screenings and refreshments. Men are welcome.

To register, please call the Genesis NurseLine at (740) 455-4949 or (800) 948-4949.



Babysitter's **Training**

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

Genesis HealthPlex Conference Center 8 a.m. to 4 p.m. Wednesday, Dec. 29

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 reallife problems when babysitting. Space is limited: call today to reserve a seat.

Registration: Genesis NurseLine (740) 455-4949; 800-948-4949; or online at www.genesishcs.org; click on "Events & Classes."

Support Groups

Better Breathing Club

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

Friday, Dec. 3 • Noon to 2:30 p.m. Genesis HealthPlex Conference Center Speaker: Linda Bishop, Genesis Community Education, will discuss Medicare Part D. Christmas Potluck & Awards Program – Bring your favorite holiday dish to share. Meat, table service and beverages will be provided. Register by Nov. 29 by calling (740) 454-4328 or (740) 454-4063 and leave a message.

Look Good ... Feel Better

Registration is required by calling the American Cancer Society at 888-227-6446 and dial "0".

Man to Man - Prostate Cancer

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

Monday, Dec. 6 • 6 to 7 p.m. Genesis-Good Samaritan Meeting Rooms 3 & 4 Holiday Dinner Celebration: Cost - \$8

Monday, Jan. 3 • 6 to 7 p.m. Genesis-Good Samaritan Radiation Oncology Topic: What Is an Electronic Medical Record?

Support Buddies - Breast Cancer Survivors

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

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.

Rehabilitation

Call (740) 454-4324 or (800) 225-7957, ext. 4324, for more information on dates, times and locations of these support groups.

- Autism Support Group
- Stroke (CVA) Support Group
- Brain Injury
- Pain/Fibromyalgia

Support Groups

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.

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

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

Holiday Bulb Decorating Event Tuesday, Dec. 7 • 7 p.m. Genesis-Bethesda Meeting Rooms 4 & 5

Childbirth Preparation

Classes held on Mondays, Tuesdays, Thursdays & Saturdays • 7 to 9 p.m.

Childbirth Preparation Refresher Saturdays, Dec. 4, Jan. 8 & Jan. 22 8:30 a.m. to 12:30 p.m.

Breastfeeding Preparation Wednesdays, Dec. 8 & Jan. 12 7 to 9 p.m.

Breastfeeding for Working Moms Wednesdays, Dec. 1 & Jan. 5 1 to 3 p.m.

Breastfeeding Support for Success (Weight Check)

Held every Monday from 10 a.m. to noon

Spirit of Women New Mom's Tea Wednesdays, Nov. 17 & Dec. 8 10 a.m. to noon Genesis HealthPlex Conference Room A

Baby Basics I and II

Wednesdays, Nov. 17, Dec. 15 & Jan. 19 7 to 9 p.m.

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

CPR HeartSaver - Adult & Pediatric:

Dec. 13 or Jan. 10 • 1 to 4 p.m. • \$35 per person

CPR HeartSaver - Pediatric: Dec. 15 • 5:30 to 8 p.m. • \$15 per person

CPR HealthCare Provider:

Nov. 19, Dec. 17 or Jan. 14 • 8:30 to 12:30 p.m.; or Nov. 22, Dec. 20 or Jan. 24 • 12:30 to 4:30 p.m. – \$40 per person

For those with a current American Heart Association HealthCare Provider CPR card, there is an e-learning option to renew. For information on using this option including online and manikin skills check off requirements, please call Greg Heclo at (740) 586-6541.

Hospice Grief Support Groups

Most groups meet at Morrison House. For more information, call Genesis Hospice & Palliative Care at (740) 454-5353 or (800) 953-7673.

Especially for Men

4th Tuesday every month • 6:30 to 8 p.m.

HUGS - Helping Us Grieve Successfully 5-session grief support and education series for children 5 to 12

Various times during the year

Rainbow Group

4th Monday every month • 6 to 7:30 p.m.

Survivors of Suicide

1st Tuesday every month • 6:30 to 8 p.m.

Morgan County Support Group 4th Thursday every month • 4 to 5:30 p.m. Kate Love Simpson Library, Main Street, McConnelsville

Perry County Support Group

4th Tuesday every month • 5:30 to 7 p.m. First United Methodist Church, High Street, **New Lexington**

Registration for programs and support groups is not necessary unless otherwise indicated.







www.genesishcs.org

2529 Maple Ave. Zanesville, OH 43701

Change Service Requested





SPECIALIZED ORTHOPEDIC SERVICES.

Genesis is about personalized patient relationships that begin with trust, and extend through caring for generations of families. We're happy getting to know our community, but we're happiest knowing we're helping our community members get back on their feet to an everyday active life. We are proud of the variety of musculoskeletal orthopedic services we provide, here and now, generation after generation.



www.genesishcs.org

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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