

Spoonful of Service Helps the Medicine Go Down

Healthcare Industry Turns to Virtual Contact Centers for Customer Service Cure



By Chad Lyne

Healthcare in the United States is one of the most serious social and economic problems facing our country today. While the accessibility of medical care is a complex problem, providing quality service to those that seek medical care is seeing a ray of hope. A proven model for delivering premium customer care is being adopted by health care organizations across the country with exciting results. Virtual contact centers and their work-from-home agents are helping healthcare organizations lower costs, improve operational efficiency and raise their quality of service.

POOR CUSTOMER SERVICE UNDERMINES

QUALITY CARE

Multiple research papers and independent studies have found that patients who feel they are getting good clinical care, but bad customer service, still tend to rate their overall satisfaction as low. Specifically:

- Lack of empathy may cause patients to not pay attention to important follow-up instructions or avoid coming back.
- Not resolving issues on the first call may result in frustration and patients not complying with critical components of their care or medication.
- Long on-hold or wait times may cause delayed treatment or other adverse outcomes.

Health services companies are beginning to understand that high-quality customer service is a critical element in providing medical care and retaining patients.

VIRTUAL CALL CENTERS PROVIDE SERVICE REMEDY

To improve their level of service, many healthcare organizations are looking to outside partners for help. In fact, 20% of agent positions in the healthcare industry are currently outsourced. The vast majority of healthcare companies are partnering with U.S. based outsourcers and, more specifically, those that use home-based agents to handle patient needs. According to Frost & Sullivan, a market research firm, healthcare organizations are the biggest proponents of using home-based agents, with 52% indicating they would increase the use of home agents in the next two years. These work-from-home representatives are handling a wide range of patients needs, from typical customer service and account inquiries, to over-the-phone triage and medication help lines.

The virtual customer care model is an ideal fit for the healthcare sector because it provides three primary benefits not found in other outsourced alternatives: security, flexibility, and experienced talent.

1. Security & HIPAA Compliance

Maintaining patient confidentiality is critical for healthcare and related service

providers. Fortunately, many domestic contact centers are already experienced at protecting sensitive data and operating within secure networks, through PCI compliance and security requirements imposed by other industries such as credit cards and banking. In addition, reputable home-based outsourcers are now compliant with the administrative, technical, and security guidelines imposed by HIPAA and HITECH, allowing them to safeguard PHI in a virtual environment. With policies and procedures in place to protect patient privacy and reduce the risk of security breaches, these home-based companies provide healthcare organizations with peace-of-mind knowing their patient information is secure.

2. Flexibility & Scalability

Health services companies can experience large variations in call volumes. For example, managed care organizations experience their highest call volumes during open enrollment periods, while switchboards at pharmaceutical companies can be overloaded during drug recalls. Historically, healthcare organizations have had to put sufficient infrastructure to handle peak call volumes, resulting in excess capacity and unnecessary costs during the “off season”. In contrast, virtual call centers, with no brick-and-mortar investments, can cost-effectively scale resources up and down to handle call volume fluctuations. Also, with no commutes for their employees, home-based providers can adjust intra-day staffing levels in real-time, ensuring an optimal service experience for patients while lowering operating costs for clients.

3. Experienced Talent

Work-from-home agents have an average of 15 more years of work/life knowledge than those in traditional brick-and-mortar centers and 80% are college-educated. This more mature and educated workforce is better positioned to handle the complex healthcare interactions while offering empathy and understanding to patients based on first-hand experience. Additionally, the ability to hire from across the nation allows virtual call centers to employ agents with specific qualifications and skill sets such as specific insurance licenses or state board requirements.

Customer satisfaction for health insurance companies and hospitals declined last year and remains one of the lowest scores of any industry, according to the American Customer Satisfaction Index. Improving patients’ call center experiences can help increase these scores and elevate the level of overall care. Virtual call centers make it possible to offer secure, high-quality service at a price that is often 25-30% lower than domestic brick-and-mortar operations. Just as patients turn to doctors for medical expertise, today’s health care companies can turn to virtual contact centers for service expertise. †

Chad Lyne is Director of Strategy for Alpine Access, Inc., the leading provider of employee-based virtual contact center solutions and services. Recently named the best contact center and CRM outsourcer for client satisfaction by Datamonitor’s Black Book of Outsourcing, Alpine Access’ clients include ten of the Fortune 100 companies in the financial services, communications, technology, retail, travel, hospitality and healthcare sectors. www.alpineaccess.com.

Technology Offers New Protection for Seniors

By Frank Graff

What if there’s a fall and nobody’s there to help?

It’s a question millions of American families with aging loved ones ask every day. Seniors prefer to live at home where it’s safe, comfortable and affordable – but someone with the ability to help needs to be close by, just in case. Falls can be caused by everything from uneven floors or throw rugs, to mobility and stability issues, medical conditions and even reactions to medicines.

Falls are the leading cause of fatal and nonfatal injuries to older adults.

- One out of three seniors falls each year.
- 40% of all seniors or 12 million people will fall this year.
- In 2007, 18,000 older Americans died from fall related injuries.

(Source: US Centers for Disease Control and Prevention (CDC))

Additional CDC statistics reveal the longer term dangers of a senior falling and remaining on the ground without help.

- If a senior falls and remains on the floor more than four to five hours, he/she could spend up to 18 days in a hospital or rehab facility.
- If a senior remains on the floor overnight after a fall, he/she could spend up to 30 days in a hospital or rehab facility.

(Source: US Centers for Disease Control and Prevention (CDC))

For years, families have turned to Personal Emergency Response Systems, so-called medical alarms, for help. These pendant devices provide what everyone calls a

“panic button” that a senior can press if an accident occurs. Remember, “I’ve fallen and I can’t get up!”? However research now shows in four out of five fall incidents the senior doesn’t push the button, either because they are too stunned or physically unable.

Medical alarm companies are developing new technologies that will detect falls automatically.

“Health care providers, caregivers and family members need to assess older patients for their fall risk factors, modify their living arrangements and if needed, utilize a medical alert system with automatic fall detection technology,” says Chris Otto, President and CEO of Halo Monitoring.

Otto’s company makes the myHalo alarm system, one of the first of a new generation of alarm systems to utilize motion sensors to identify a fall and automatically call for help without the need to push a button.

Robin Sanders bought a myHalo medical alarm system for her 77 year old mother-in-law Elizabeth Madison who lives in Roseville, MN.

“After Elizabeth fell in the basement and almost hit her head we agreed we needed a monitoring device,” said Sanders. “About one month later she again fell in the basement and her husband was upstairs but didn’t know what happened. The medical personnel staffing the call center saw the alert and called the house as well as notified me. We all feel better knowing the system is there.”

“I felt so alone when I fell, it was a real wakeup knowing what can happen,” adds Madison. “I don’t have that fear of falling anymore. Now I feel secure, and while I know the system is supposed to detect a fall, I also know there is a panic button if there is an emergency.”

Besides Halo Monitoring’s myHalo device, which can

be worn on a belt clip or around the chest under clothing with a chest strap, monitors with fall detection technology have also been developed by Phillips, maker of Lifeline. The new AutoAlert option is still a pendant-style system but it automatically calls for help.

Wellcore has also unveiled an alert system featuring automatic fall detection and a text-to-speech messaging system. The Wellcore system is worn on a belt clip.

Medical alarm systems are also making the jump to the internet, allowing families and caregivers to remotely monitor a senior’s health and physical activity.

“While families do all they can to protect their elderly loved ones, the new technology in monitoring systems provides families with additional peace of mind knowing help will be called even if elderly loved ones aren’t able to do it,” adds Otto.

For more information about automatic fall detection, contact Halo Monitoring, 1-888-971-4256 or visit www.halomonitoring.com. †



Chris Otto

Making it Easier to Swallow: Help for Sensory Issues and Picky Eaters

By Tara Deringor and Julie Hudak



Pittsburgh pediatrician, Dr. Todd Wolynn, and his wife Jacqui knew something wasn't right when their young son wouldn't eat anything beyond simple carbohydrates. With two other young children in the home, mealtimes were becoming a constant battle over what to prepare to make everyone happy.

"He literally ate nothing but peanut butter and jelly sandwiches for a few years. His only vegetable was pizza

sauce," remembers his father. "I would tell other parents you think you have a picky eater you should meet my kid. As a pediatrician, this was a very humbling experience."

The biggest difference between a "picky eater" and a child with a feeding disorder is that the child with the feeding disorder's development, and the families lifestyle is being affected by their limited diet and refusal of foods. A child with a feeding disorder does not have a varied diet and has completely ruled out many of the food groups from their intake, which are essential for promoting adequate physical and mental health.

Often children with feeding disorders also have Sensory Processing Disorders (SPD). SPD is a condition that exists when sensory input does not get organized into appropriate responses. Individuals with SPD may experience difficulties with transitions, everyday activities and routines. This

often can lead to behavioral problems, depression and anxiety when not addressed. Children with SPD have exaggerated or understated reactions to all types of stimuli.

The Wolynn's tried both conventional and intensive therapy. What they found is what a handful of clinics across the United States are advocating, that holistic, intensive, short duration therapy yields faster results. While this is a relatively new treatment protocol, it is quickly gaining acceptance with specialists like pediatricians and gastroenterologists who refer parents to Thrive Place.

There is quite a bit of agreement that the role of timing and intensity of therapy, both for feeding and sensory integration disorders, is critical. However, until recently, there were few quantitative publications demonstrating the prolonged benefits of intensive, time bound therapy.

One such study was done by a team at Carnegie Mellon lead by Marcel A Just1. The research looked at changes in brain activation among 5th grade poor readers, specifically the impact that intensive remedial instruction had on cortical activation. Participants of the study and a control set of 5th grade good readers were tested prior to remediation, after 100 hours of intensive instruction, and 1 year after completion of instruction. Research findings show that initially the poor readers had significantly less activation bilaterally in the parietal cortex than good readers. Immediately following intensive instruction, poor readers made substantial gains in reading ability, and demonstrated significantly increased activation in the left angular gyrus and the left superior parietal lobule. Activation in these regions continued to increase among poor readers 1 year post-remediation, resulting in a normalization of the activation. In addition, areas of over activation were also found among poor readers in the medial frontal cortex.

Children with integration or praxis disorder, a phenotype of SPD, express difficulty with skill refinement, sense of touch, spatial recognition, temperament, attention, and problem solving. These abilities occur in the parietal and frontal lobes, the areas targeted in the Carnegie Mellon University study. This study is significant because it further confirms two observations: that intensity and short duration therapy can promote positive impact and that this impact can be sustained long term.

In addition to the timing and intensity, evaluating and linking sensory integration, feeding and nutrition therapies are essential to a holistic treatment regimen. By employing this holistic approach, the child is less defensive to textures and touch, enabling the child to become more responsive to feeding intervention. Therapists work diligently with the children to encourage and explain as they introduce touch sensations to them in a safe and non-threatening way.

In the Wolynn's case, intensive, short duration, integrated therapy changed their son's eating habits and their family's quality of life in a few short months. Their son continues to enjoy a wide variety of culinary delights. †

Study reference:

Modifying the brain activation of poor readers during sentence comprehension with extended remedial instruction: A longitudinal study of neuroplasticity

A. Meyler, T. A. Keller, V. L. Cherkassky, J. D. E. Gabrieli, M. A. Just, Neuropsychologia 46 (2008) 2580-2592

Julie Hudak and Tara Deringor are the founders and owners of Thrive Place Child Development Center located at 4070 Beechwood Blvd. in Greenfield. For a free consultation, or to learn about Thrive Place's personalized Eat Right Plan™ and Good Sense Plan™ please visit www.thriveplace.com, or phone (412)521-1067.

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Nationally Recognized Home Health Care—a Three-Peat

Winning an award for excellence can be difficult in any industry. Winning the same award, three years in a row in the increasingly competitive environment of home health care service is remarkable. Just ask Anova Home Health Care Services staff and President, Nainesh Desai. Anova received the HomeCare Elite™ Award for 2008, 2009 and, most recently, for 2010.

The HomeCare Elite™ Award is a compilation of the most successful home health care providers in the United States. This market-leading review, performed by OCS HomeCare, names the top 25 percent of agencies considering three factors: quality of care, quality improvement and financial performance. The 2010 HomeCare Elite is the only performance recognition of its kind in the home health industry. This is the fifth anniversary of the award.

Amanda Twiss, CEO of OCS HomeCare, congratulated Anova and all of the winners on being the top home care agencies in the country. In addition, she saluted all forward-thinking providers, like Anova Home Health Care Services. Marci Heydt, executive editor of DecisionHealth's *Home Health Line*, added "On the fifth anniversary of HomeCare Elite, DecisionHealth would like to congratulate all of the winners who have achieved excellent clinical and financial outcomes, especially during times of such drastic regulatory changes."

Anova started its operation in 2004, 4 years after President and former management consultant, Nainesh Desai's mother died from cancer. During his mother's illness, Mr. Desai saw that there was a need to care for patients needing homecare and hospice and became increasingly passionate about

it as he investigated starting his business. He identified the need for locally owned, compassionate world-class home health care services and opened Anova. The company's services now include three business lines: skilled home healthcare, home hospice care and in-home non-skilled care. One-hundred and sixty employees care for patients over a 7 county area of Western Pennsylvania.

So how has Anova been able to capture the company president's passion for compassionate care and transfer it, consistently, to every employee? Mr. Desai believes treating the staff as compassionately and respectfully as the staff is expected to care for their patients is part of the strategy. The staff are constantly reminded of the company's 4 core values: compassion, integrity, teamwork and excellence.

As posted on Anova's values document, "Our values inspire us and add meaning to our daily activities. They explain what we will stand for, what culture we will share and what will guide our decisions - all are needed to provide stability to the company."

Maintaining a consistently caring staff is only one part of the equation to Anova's success and winning the HomeCare Elite™ Award. Another key component to being eligible for the award is the company's fiscal performance. The ability to provide world-class patient care within the environment of increased costs and regulations can be challenging as most health care administrators realize.

Mr. Desai also discussed Anova's approach to health care. Anova's objectives are to meet customers' (patient, physicians, facilities, hospitals,

employees, medicare and other payors) requirements, and to continuously look for opportunities to reengineer their business processes and create conditions for long-term success.

Anova uses a three prong approach to meet these objectives:

1. Reduce or Eliminate Non-Value Added Activities
2. Continuously Redesign Core Processes
3. Build Internal Capabilities

Reducing or eliminating non-valued added activities includes constantly reviewing ways to reduce costs, continuously improve the quality of care and constantly looking for ways to improve organizational efficiency while maintaining a very high level of care.

In reviewing objective number two, Mr. Desai says Anova is continuously looking to decrease cycle time, increase the company's flexibility and improve the patient's and customer's satisfaction all while including patient outcomes.

Finally, defining "Build Internal Capabilities" means, to the Anova staff, constantly working to sustain Home Care Elite status, assuring excellent employee morale and sustaining their competitive edge within such a competitive market space.

Certainly winning this award for a third time is a proud moment; however, Mr. Desai knows that Anova cannot rest on its success. As he says, "The continuous improvement journey is never ending. The farther you go on this journey, the greener the scenery becomes."

For more information on service lines, careers and general information regard Anova Health System, go to www.Anovahomehealth.com. ↑

For Infertility Treatment, Patients Benefit from Local Options



By Dr. Teresa Erb

For the more than 6.1 million women and men in the US affected by infertility, the options for treatment have never been better. This is also true for couples seeking fertility treatment in Western Pennsylvania. On one hand, large healthcare systems have the resources to make significant contributions to science and research. And on the other hand, smaller, independent centers are able to focus on holistic care and individualized treatment. Each have their benefits, but it can still be difficult to know which is best for your patients. I've been fortunate to work on both sides of

this spectrum.

Previously in my career, I acted as a Clinical Instructor at Magee-Womens Hospital of UPMC in the Department of Obstetrics and Gynecology, Gynecologic Subspecialties Division and spent several years conducting research in human embryonic stem cell development.

Through my experiences with a leading research facility, I developed a deep respect for large healthcare systems on the cutting edge of relevant reproductive healthcare issues. Working there allowed me to translate advances in oncofertility (fertility preservation in cancer patients) into clinical care at the experimental level. Furthermore, it's given me the experience to counsel patients on their fertility preservation options.

However, when I made the decision to shift from research and population-based healthcare concerns to individualized, patient-focused healthcare, I was pleased to find that option in our region at Reproductive Health Specialists (RHS). Independent practices have the flexibility to provide highly personalized care and services that fall outside of traditional infertility treatments. For instance, the RHS "Balance Within" philosophy, employs a complementary approach to the many challenges associated with infertility.

Holistic approaches – such as Balance Within at RHS – assist patients strug-

gling with infertility by integrating the mind, body and spirit into a treatment plan. Research has shown that the physical and emotional stress of infertility can actually mimic the stresses of a cancer diagnosis. For that reason, practices like RHS foster a holistic environment for fertility care by encouraging patients to participate in relaxation techniques, acupuncture, yoga and overall healthy living. Other assistance services, including financial advisors and cost-sharing programs, help reduce the considerable financial stresses that can accompany infertility treatment.

My professional career has benefitted tremendously by having worked for both a large healthcare system and a smaller, independent practice in the Pittsburgh area. One afforded me the opportunity to impact fertility through research while the other allows me to make a difference on an individual, patient-by-patient basis.

When it's time to counsel patients on fertility options, the first thing you can assure couples is that they have access to some of the best care right here in our region. For many patients, having the peace of mind that they don't need to travel far for assistance is the first step to reaching their goals. In the end, a referral should be based on each patient's individual needs, preferences and circumstances. And we should all be grateful to have so many highly-qualified infertility treatment options available in Western Pennsylvania. ↑

Dr. Erb is a member of the American Society of Reproductive Medicine (ASRM) and the American College of Obstetrics and Gynecology (ACOG). She holds current board certification in OB/GYN. A native of Pittsburgh and the mother of two young daughters, Dr. Erb and her husband reside on Mt. Washington in the City of Pittsburgh.

Reproductive Health Specialists, Inc. (RHS) is the region's only independent, women-owned and operated reproductive endocrinology and fertility center and is focused on one goal: helping every patient to have a baby. The practice is located in two locations: a newly expanded facility in Penn Hills and an office in Wexford. For more information, visit RHS online at www.ivfpittsburgh.com.

Patient Rooms: A Changing Scene of Healing

By Doug Bazuin

Change affects all areas of healthcare organizations, and none more so than the patient room. It is there that the issues faced by the major players in healing environments – administrator, caregiver, family member, and the patient – all come into sharp focus. And as hospitals continue to build new or renovate existing facilities, it is imperative that patient rooms be designed to adapt as well as enrich the healthcare environment for all involved in the continuum of care.

USING DESIGN TO DETER INFECTION

Administrators have the same goal as the other key participants in a hospital setting: returning a patient to good health. A key part of that goal is hospital-acquired infection (HAI) prevention.

Germs causing infections can live on surfaces for months, and can be spread easily. While in theory it might take 30 to 60 minutes to thoroughly clean a patient room, the staff might have only eight minutes to clean it before a new patient arrives. One way to compensate for this is to install furnishings designed for easy cleaning, i.e. surfaces without crevices.

Hand washing is one of the best ways to prevent infections; unfortunately even healthcare professionals who know the importance of doing it don't always make time for it: one study reports that 60 percent don't. Here, too, design matters. Deep, splash-free sinks should be located near the door and at least three feet away from the patient.

PROTECTING PATIENTS AND THEIR CAREGIVERS

Research points to a real link between hospital environments and patient outcomes. A review of the research literature on evidence-based healthcare design (EBD) – simply “basing decisions about the built environment on credible research to achieve the best possible outcomes,” according to the Center for Health Design.

As awareness of EBD advances, more hospitals are using it. EBD features most frequently incorporated in patient rooms include single-bed patient rooms, highly visible hand-wash sinks, surfaces and finishes to reduce falls, and rooms with designated zones for patients, families, and clinicians.

This design methodology has been used to increase nurse efficiency. Examples include:

- Providing surface space close to the bed for supplies, equipment, or charts
 - Placing furniture and equipment so there is always room to work next to the bed and close to the patient reducing frustration
 - Keeping supplies close at hand and clearly labeled because consistent organization and placement of supplies allow caregivers to locate materials easily
- Improving caregiver efficiency is good for patients because it leads to better and lower cost of care.

While nurses need an environment that increases their efficiency and allows them to deliver high-quality care, patients need a safe environment to heal. There are factors beyond medical practices that contribute to healing, including:

- Access to daylight assists in reducing pain, depression and length of stay as well as improves patient and staff satisfaction
- Views of nature have been linked to reduced pain, stress, and length of stay
- Decreasing noise levels improves patient sleep and satisfaction, and decreases stress for patient and staff alike



Caregiver Wall

FAMILY MATTERS

The role of family members has changed from concerned by-stander to member of the care team. Family members are now expected to be fully involved in the healing process and are often found in patients' rooms around the clock.

Studies show that family involvement in patient care results in better and faster healing. Family zones in the patient room result in fewer patient falls, reduced patient stress and depression.

The design of patient rooms is starting to reflect that change of heart. More consideration is given to the comfort and support of family members. Hospitals are providing not only a comfortable place for family members to sleep, but also lockable family storage space and Wi-Fi.

DOCTOR'S ORDERS: THOUGHTFUL DESIGN

Thoughtful design of patient rooms can make a caregiver's job easier, more rewarding and the work environment more appealing. For family members, design can help encourage participation in recovery, rather than be an obstacle to it. And for hospital administrators, good design lays the groundwork for accommodating change – whatever it may be.

There's not much that's for certain in healthcare today. But there is one thing you can count on: the perfect patient room today, if there even is one, will not be the perfect patient room of tomorrow. †

Doug Bazuin is a senior healthcare researcher for Herman Miller Healthcare who has studied all aspects of healthcare organizations. He also possesses ten years of new product development experience and has been involved with several new product launches.

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Angels, Miracle Workers and Unsung Heroes

The month of May is an exciting time. Children can see the end of the school year on the horizon, tree and plant life are coming into full bloom and summer is finally around the corner. We also have other reasons to celebrate in May... from Cinco de Mayo, to Mother's Day, to Memorial Day. Not to mention some more obscure observances this month, including Tuba Day, National Barbecue Month, Salad Month and even Cookie Monster's birthday!

But the observance that touches nearly everyone in a unique way is May's recognition of nurses. They have been referred to as angels, miracle workers, and unsung heroes. At Family Hospice and Palliative Care, our nurses deliver our mission of quality, compassionate care on a regular basis. And before you think this is accomplished just by bedside visits and the administering of medications, think again.

Allow me to share some special stories that really shine the light on our nursing staff:

Traci, a Family Hospice pediatric nurse, can still feel the small body in her arms. He was only two and was suffering from inoperable cancer. Nothing more could be done but to make the child comfortable and support his young parents and sister. "He was special. I can still see his large brown eyes looking into mine. They revealed such innocence. I will always remember him," she says.



Jim is an RN at Family Hospice's Center for Compassionate Care. Here, he spends time with a patient who was a fellow Veteran.

Carrie is a nurse assigned to one of our skilled nursing facility partners. No matter what her day holds, Carrie is known for taking extra time. She is never in a patient's room solely to "check on them" – rather, she is happy to sit with patients, talking, listening, holding their hands and often tending to needs that go beyond traditional nursing services.

Jim is an RN at our Inpatient Unit, The Center for Compassionate Care. A Veteran himself, Jim has connected on a personal level with many of the Veteran patients for which we have cared at The Center. He recognizes the unique bond brought about by shared experiences as members of the Armed Forces.

There's Cynthia, a nurse who visits one of our patients enrolled in the Transitions program – our initiative designed to improve hospice access for the African-

Making the Most of Life

American population of Pittsburgh's Greater North Side. When Cynthia arrives at the patient's home – she's like one of the family. Offering a warm "Hi, Bill", as she walks through the door, she picks up right where she left off at the last visit, sitting with the patient and his wife, discussing not only his condition, but the latest family news.

And who could forget the massive snowstorm of February 2010? Our nurses were determined not to let Mother Nature hold them back.

Melissa, a Family Hospice RN, could not get to a family at a critical time due to road conditions. So, she pulled her vehicle over, jumped a guard rail and hiked to the patient's home in over a foot of snow.

In the wake of that same storm, Deb, a nurse who resides in Greenfield, walked nearly 20 miles one day to see three families. "When I saw there was no other way to go down my hill, I put my stethoscope in my backpack and headed out. I came home tired and sore, but it was worth it. I had a young patient who was showing improvement, and I didn't want her to have a setback."

Keep in mind that the hospice movement was founded by a remarkable woman, Dame Cicely Saunders, who herself was a nurse turned physician. It was in that spirit of nursing that Saunders set out to ensure those with life limiting illness would receive compassionate care, comfort and dignity at life's end.

Our hospice nurses continue that mission today – and we are all the better for it. So, after you help Cookie Monster blow out his candles, take a moment to thank a nurse for the light they bring to so many lives. †

Rafael J. Sciallo, MA, LCSW, MS, is President and CEO of Family Hospice and Palliative Care and Past Chairperson of the National Hospice and Palliative Care Organization. He may be reached at rsciallo@familyhospice.com or (412) 572-8800. Family Hospice and Palliative Care serves nine counties in Western Pennsylvania. Its web-site is www.familyhospice.com.



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Pennsylvania Health Care Providers Streamline EMR Transitions with Information Management Outsourcing



By Scott Byers

At my latest annual physical exam, the doctor arrived carrying his laptop rather than a medical chart. He explained that his office was in the process of transitioning to electronic medical records (EMRs). By making the move to EMRs now and embracing the latest technological challenge facing the health care industry, this Pennsylvania practice is the exception rather than the rule.

Since the Health Information Technology for Economic and Clinical Health (HITECH) Act was passed in 2009, media have extensively reported the benefits and detriments of EMRs. Despite the buzz, most Americans still have their medical information stored on paper records. Less than 10 percent of U.S. adults use EMRs according to a 2010 Harris Interactive/Health Day poll. Experts agree that there are many benefits of EMR implementation, but the day-to-day reality is that most doctors are still dealing with lots of paper.

Although the reasons most practices have not yet embraced EMRs vary, a common consensus among health care providers is a fear for productivity during the conversion process. A Medical Group Management Association poll of 120,000 U.S. physicians released in April 2011 reported that among medical practices using paper records, more than 78 percent anticipated a "significant" to "very significant" loss of productivity during EMR implementation.

Transitioning to EMRs is a daunting task for health care providers, but it seems much scarier for those that lack the tools and capacity to do it efficiently. For providers without dedicated IT personnel, outsourcing a project of this scope to a professional information management company is an attractive option. Document management companies can take all records – paper, film and electronic – and move them to a single platform or source that integrates with an EMR system, eliminating the need for expensive new equipment and software purchases, temporary hires and substantial training time for in-house staff.

One of the biggest concerns around EMR transitions is that confidential patient information could be compromised either during or after the process. Health care organizations considering an EMR transition should know there are stringent software and compliance ordinances that must be followed to keep this information

private and secure. Before enlisting the help of any organization to aid with the EMR transition process, make sure they understand the latest information protection requirements and have the proper safeguards in place. Health care reform legislation and the regulatory landscape continue to evolve, but qualified information management partners are well-equipped to navigate the latest regulations – and they can explain how their processes comply.

While there are certainly benefits to converting all paper to electronic records at once, that may not be feasible for all providers. Health care providers should know that the cost of converting to EMRs can be spread out over time. The most current data can be converted first, and then the remaining records can be transitioned as needed. This prevents disruption to business as usual and the need to make a large investment up front. If a patient who hasn't been seen for some time suddenly needs an appointment two years from now, his or her record can be converted while it is handy.

Health care providers should also know that the transition process doesn't end with conversion to an electronic record. As privacy legislation expands, proper document destruction protocols are increasingly important. Information management organizations certified by the National Association of Information Destruction (NAID) provide destruction services that significantly reduce the risk of disclosure of personally identifiable, HIPAA-protected information. Paper records can be picked up and transported off site for destruction.

There are clear advantages to working with a specialized partner when converting to EMRs. Information intake, integration, processing and destruction are technical and time-consuming tasks. Finding a trusted partner to lead the transition to EMRs makes the process easier, more efficient, less costly, and provides the highest level of security for patient information. Most importantly though, outsourcing the cumbersome burden of transitioning EMRs allows health care providers to focus on what they do best – taking care of patients. †

This article is provided by Scott Byers, chief executive officer of Diversified Information Technologies, a Pennsylvania-based information management and business process outsourcing company that works with organizations in the health care, insurance and other industries to provide end-to-end document management solutions. For additional information, email scott_byers@divintech.com or call (570) 207-2170.

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ALL INFORMATION MANAGEMENT COMPANIES ARE NOT CREATED EQUAL. WHEN INVESTIGATING ASSISTANCE WITH EMR TRANSITIONS, CONSIDER THESE TIPS:

1. First, the partner should be able to handle the complete lifecycle of the documents, from intake to destruction.
2. Second, review the proposed process and eliminate all unnecessary and non-value steps.
3. Third, ensure the partner offers the option of converting documents in phases to spread the expense over time if necessary.
4. Finally, information management companies should offer processes, people and facilities that are fully certified and compliant with federal and industry regulations including HIPAA, Sarbox, NARA 36 CFR, ISO 9001 and SAS 70 Type II.

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Producing Medical Isotopes in the U.S.: A Worthy Goal for the Biotech Industry

By Robert E. Schenter

Much of nuclear medicine depends on a steady supply of an isotope called molybdenum-99—"Mo-99" for short. A byproduct of nuclear fission, Mo-99 is used to produce another radioactive substance, technetium-99m, which is employed in more than 16 million nuclear imaging procedures every year in the US alone. These include everything from sentinel node biopsies in cancer surgery to bone scans and cardiac stress tests.

Unfortunately, the supply of Mo-99 and other radioisotopes has been unreliable at best. All of the Mo-99 used in the US is imported, with the main source being the National Research Universal (NRU) reactor at Chalk River, Ontario. A shutdown for repairs in May 2009 contributed to a global radioisotopes shortage; while the reactor has been back in operation since August 2010, it is scheduled for closure in 2015.

The shortage showcases a critical gap in the supply chain. Although the US has many domestic reactors that could produce the radioisotopes, they do not have the necessary processing facilities nor the capacity to take time away from other projects to produce Mo-99. As a result, new production strategies are desperately needed. For some procedures, there's simply no alternative, and without a reliable domestic supply of isotopes, nuclear medicine would severely limit doctors' ability to diagnose and treat many diseases.

Already, some clinicians have switched to using thallium-201, which is still commonly produced and used in heart stress studies. Additionally, physicians

are finding it harder to get their hands on iodine-131, another radioisotope that is used to treat thyroid cancer, Graves' disease and hyperthyroidism. Alternatives exist for many procedures, including CT and PET scanning, using radioisotopes not made in nuclear reactors, but these have drawbacks ranging from increased cost and greater radiation burden to lower image quality.

In response to this ongoing crisis, strategies are being formulated to increase radioisotope production in the US; these include plans to develop a way to produce Mo-99 and other radioisotopes not with a nuclear reactor but rather with newly designed compact systems. Currently these strategies are in the planning stages, including at Kennewick, WA-based Advanced Medical Isotope Corporation (AMIC). Should such plans work out, it may be possible to produce a wider variety of radioisotopes in addition to Mo-99, each with its own medical application.

One such radioisotope worth producing in the US is actinium-225, whose daughter bismuth-213 is used for advanced research in therapy of leukemia and other cancers, and also holds promise for treating HIV. Additionally useful in cancer diagnosis and staging is carbon-11, which has been employed as a radiotracer in PET scans to study brain functions related to various drug addictions. It is also used to evaluate diseases such as Alzheimer's. This past February, researchers reported the use of carbon-11 PET scans to detect in vivo fibrillar beta amyloid in older adults.

Further tools in the radioisotope toolbox include

cobalt-57, which is used for gamma camera calibration, as a radiotracer in research, and as a source for x-ray fluorescence spectroscopy; and copper-64, which has been employed in PET scanning, planar imaging, and SPECT imaging. It is also used in stem cell research and cancer treatments.

Fluorine-18 is the primary PET imaging isotope, and is used for cancer detection, heart imaging and brain imaging. Last year, in a clinical trial, a PET agent built around fluorine-18 readily distinguished the brains of Alzheimer's disease patients from those of healthy volunteers. The study authors concluded that their agent could lead to better ways to distinguish Alzheimer's from other types of dementia, track disease progression, and develop new therapeutics to fight the disease.

Many other useful examples could be given; this abbreviated list barely does justice to the variety of potentially useful isotopes.

Some argue that we have a moral imperative to provide an adequate supply of life-saving medical isotopes here on American soil. Doing so will save tens of millions of dollars for the healthcare market, which already spends about \$128 billion per year on cancer. The lives that might be saved will make this a worthy endeavor indeed. †

Robert E. Schooner, PhD, is CSO of Kennewick, WA-based Advanced Medical Isotope Corp. (www.isotope-world.com), a company engaged in the production and distribution of medical isotopes. He can be reached at info@isotopeworld.com



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Meyersdale High School Students Team Up to Help Others

Meyersdale Area High School students took to the dodge ball court recently for a competitive game to benefit trauma patients through the Conemaugh Health Foundation.

"I developed the dodge ball tournament as a way to raise financial assistance for local families in need," said Ron Kaufmann, a physical education teacher at Meyersdale Area School District. The students pay a \$2 registration fee to participate and the teachers make a donation to dress down. Superintendent Tracey Karlie and Kaufman met prior to the event and decided that the Conemaugh Health Foundation should receive this year's dodge ball donation.

"It's comforting to know that we have Conemaugh Memorial Medical Center's Level One Trauma Center nearby to serve us when we need it," said Kaufman. "We're glad to give a gift to trauma services knowing it's going to help out our neighbors, friends, and family members."

According to Kaufman the student's enthusiasm for the dodge ball tournament grows each year. "The students love this event because it isn't focused on just athletes. Anyone can play this game and have a great time."


Later this spring, Meyersdale Area High School students will be working with the Conemaugh Health Foundation again when they host a Spring Wellness fair. The event is part of a larger wellness initiative sponsored through a grant from The Edwards Life-sciences Fund. The \$25,000 grant will be used for the Diabetes and Cardiovascular Disease Prevention Program which will kick off at Meyersdale High School on April 30. The

New & Notable



Aleighta Beal, Gabe Yoder, Brittania Oakes, Kayla Shaffer, Kyle Monroe, Amanda Aldridge, Adam LaRue, Cheyenne Kennell. Second row: Chris Schrock, Brendon Woullard, Drew Holler, Andrew Lenhart, Tyler Mayhugh, Tony Yachere, Matt Bitner, Tyler Hetz. Third row: Aaron Thomas, Ron Kaufman, Deborah Price

program will focus on area high school students and their families, encouraging healthy behavior through physical activity at four strategic screening sites including Meyersdale.

For more information, visit www.conemaugh.org. 

P.J. Dick Incorporated to Build Veterans' Research Office Building

The Department of Veterans Affairs (VA) has selected P.J. Dick Incorporated, headquartered in West Mifflin, Pa., to build a research office building at VA Pittsburgh Healthcare System's University Drive Division in Oakland, Pa.

Construction on the \$27.3 million building is scheduled to begin in late spring with an estimated completion date of October 2013. Pittsburgh-based Astorino designed this facility with direct input from Veterans and staff.


The contract calls for construction of a three-story, 100,000 square foot building that includes office, laboratory and support spaces. A rooftop helipad will play a cru-

cial role in delivering patient care, allowing VA Pittsburgh to accept transplant patients from other medical centers. The design also includes a third-story bridge to the main building to facilitate the movement of transported patients into the health care system.

The project will require the demolition of four existing buildings at the site. A Fisher House will be built next to the research building. A Fisher House provides a home away from home that allows family members to be close to loved ones while they are hospitalized.

The research office building is part of a revolutionary multi-million dollar major construction project to

enhance both behavioral health and ambulatory care services and to achieve efficiency through consolidation of a three-division health care system into two divisions. As part of this project, P.J. Dick Incorporated has also built residential living villas and an environmentally-responsible administration building at VA Pittsburgh's Heinz Division near Aspinwall as well as a 1,500-space parking garage at the University Drive Division. In addition, P.J. Dick Incorporated is in the final stages of constructing a \$75.8 million consolidation building at the University Drive Division.

For more information, visit www.pittsburgh.va.gov. 

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Family Hospice



Jerri Slade of Bethel Park, with Julie Leach, RN, and Andrew Eppich of Family Hospice and Palliative Care, at Family Hospice's Center for Compassionate Care on April 6, 2011. Slade presented the staff with six handmade quilts to be used by patients and families - and a promise to deliver more in the future. "It is my hope that the quilts will be a source of comfort and strength during difficult times; a tangible keepsake, and treasured reminder of special times and loved ones," said Slade. Slade's husband James was a Family Hospice patient who passed away last year.

Family Hospice and Palliative Care held its annual volunteer recognition luncheon April 14 at The Center for Compassionate Care in Mt. Lebanon. Family Hospice CEO Rafael Sciuolo (far right) congratulates "Heart of Hospice" award-winning volunteers Margaret Ponte, Toni McGrath and David Scott. Family Hospice is served by over 400 volunteers.



da Vinci System Brings Next Generation Robotic-Assisted Surgery to St. Clair Hospital

Surgeons at St. Clair Hospital in Mt. Lebanon have started using the latest technology, the da Vinci Si, to provide the benefits of robotic-assisted, minimally invasive surgery to prostate cancer patients.

St. Clair urological surgeons Arthur D. Thomas, M.D. and Kevin P. Bordeau, M.D. both of whom have years of experience with the da Vinci System completed the Hospital's first robotic-assisted surgeries in April, performing radical prostatectomies (removal of part or all of the prostate gland) on area patients suffering from prostate cancer. With the da Vinci System, the patients had less pain and blood loss, a shorter hospital stay, and quicker recovery and return to everyday life, compared to traditional "open" surgery.

The da Vinci Si System manufactured by Intuitive Surgical, Inc. uses the most advanced technology to enable surgeons to perform delicate and complex operations through a few tiny incisions with increased vision, precision, dexterity and control.

The da Vinci System consists of four interactive robotic arms that are controlled by a surgeon who is positioned at a console in the operating room. Three of the arms are for tools, such as a scalpel and scissors, the fourth holds an endoscopic camera with two lenses that gives the surgeon a 3-D image at 10 times magnification of the patient during the procedure. The system seamlessly translates the surgeon's hand, wrist and finger movements into precise, real-time movements of surgical instruments. Every surgical maneuver is under the direct control of the surgeon.

The da Vinci is currently being used at St. Clair for patients who require prostatectomies or other urological procedures, but the system is also designed for gynecology, cardiothoracic, head and neck and general surgery procedures. Other surgeons at St. Clair are expected to begin using the new system in the near future.

Approximately 75 percent of prostate cancer surgeries in the United States are performed using robotic-assisted surgery. In the last two years, robotic-assisted prostatectomies have become the treatment choice for localized prostate cancer, supplanting open surgery and various radiation options.



Overall, St. Clair performs more than 11,000 surgical procedures annually. Sharp growth in recent years necessitated the construction of three new operating rooms at the Hospital's main campus in Mt. Lebanon. The rooms were specifically designed to accommodate advanced surgical equipment, such as the da Vinci Si.

For more information, please visit www.stclair.org.

A New Clinic for Women Veterans

VA Pittsburgh Healthcare System recently celebrated the opening of its new Healthy Women's Center at the University Drive Division in Oakland.

This \$1.6 million clinical space, opened on April 19, was designed to increase privacy, comfort and satisfaction for female Veterans. The 1,730-square-foot center's special features include a separate and private waiting area, a women's wellness resource center, a lactation area, large examination rooms, a children's play area and a sound system to play soothing music in exam rooms.

The center provides a comprehensive array of services, including:

- primary health care (acute, chronic and gender-specific)
- treatment and support for menopause
- cervical cancer screenings
- bone density studies
- contraception
- on-site mammography screenings
- behavioral health care
- spiritual services
- urogynecology (incontinence) treatment
- pre- and post-op care for gynecology surgery

Visitors to the center also can enjoy a large display case at its entrance, which will showcase women Veterans' contributions to our country. For the opening ceremony in March, the display featured pictures of VAPHS female employees who honorably served.

For more information, visit www.va.gov.



The new Healthy Women's Center at the VA Pittsburgh Healthcare System

New & Notable

Visual Field Screening Goes Mobile

Leading optometric physicians from around the world who convened at the SECO 2011 International Conference March 2-6, 2011 got an exclusive sneak peek of NovaVision's newest HMPTM (Head Mounted Perimetry) innovation – a portable, wireless, ADA-compliant device that aids in the professional assessment and early detection of Glaucoma, Amblyopia, and visual field deficits.

Vycor Medical, Inc., subsidiary NovaVision, Inc. (www.NovaVision.com) offers these Quick Facts about NovaVision's HMP (Head Mounted Perimetry) Visual Field Screener:

- Commercial instrument intended for on-site diagnostic optometric, medical and therapeutic trade use
- Rugged device is well-suited for Military use or missionary work
- Portable and ADA-compliant: use at satellite offices, hospitals, physicians' offices, rehabilitation centers, nursing homes, any exam room, and even missionaries
- Safely and effectively screens early detection of Visual Field Deficits
- Features include an intuitive touch screen user interface, 2 speed settings, and diamond shaped screening grid
- Uses a suprathreshold 3-zone strategy to produce a 60° x 44° field (horizontally and vertically, respectfully), which produces a report allowing physicians to evaluate whether patients have any suspect areas requiring further evaluation. Qualifies for CPT 92082
- Measures the visual field in increments of 4° as opposed to 6°, which allows physicians to detect disease states earlier than current market screening tools. (124 vs. 55076 points tested)
- User friendly - patients place the "goggles" over their eyes and hold a response button. They simply click the button whenever they see the fixation point change or when they see a stimuli appear anywhere in the field while remaining visually fixated on the central point
- Convenient for physicians, particularly those with multiple offices and/or seek to provide visual field testing from anywhere, at any time: from a patient's bedside, at the hospital, or on a missionary trip

Learn more by viewing related trade videos online at www.tinyurl.com/HMP-NV1 and www.tinyurl.com/HMP-NV2. For more information on NovaVision, visit www.NovaVision.com or call 888.205.0800.



HMPTM (Head Mounted Perimetry)

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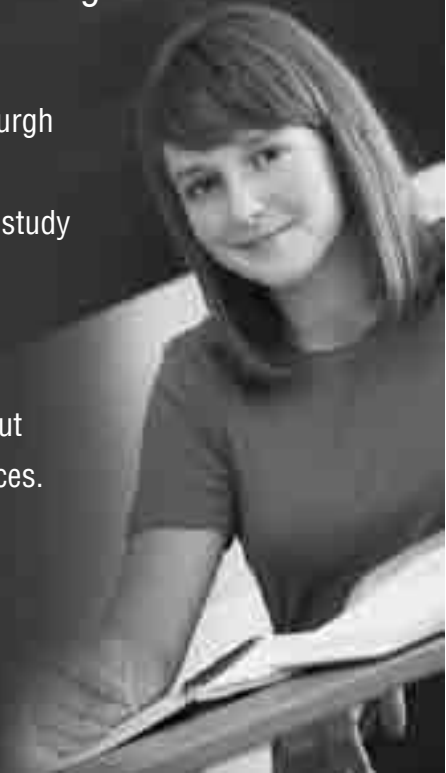
Has your child lost interest in things they used to enjoy?

Researchers at the University of Pittsburgh are looking for children and teens with depression to participate in a research study of social and emotional development. Participation involves computer tasks, an MRI scan to measure brain activity, and questionnaires and interviews about behaviors, feelings, and daily experiences. Compensation is provided.



University of Pittsburgh

For more information, and to see if your child qualifies to participate in this research study, call 412-383-5428.



New & Notable

Broader Focus Unveiled for the 2011 Fine Awards for Teamwork Excellence in Health Care

Applications are now being accepted for the 2011 Fine Awards for Teamwork Excellence in Health Care, which honor dramatic breakthroughs in patient safety and care by healthcare teams in western Pennsylvania. This year's awards, sponsored by The Fine Foundation, Jewish Healthcare Foundation (JHF) and Pittsburgh Regional Health Initiative (PRHI), will have a broader focus than past years.

"When we initially created these awards, we had a strong focus on hospitals. However, over the years we started to receive note-worthy applications from other types of healthcare institutions, said Milton Fine, president and CEO of The Fine Foundation. "After meeting with a group of past Fine Award winners, we decided to broaden our focus in an effort to better highlight the world-class healthcare teams working in our region."

This year, one award will specifically recognize a team from a Federally Qualified Health Center (FQHC), long-term care facility or physician practice. In addition, one award will honor a team whose project has demonstrated sustained excellence over three years.

"Achieving a breakthrough in quality, safety and efficiency is the first step in improving patient care and quality," said Karen Wolk Feinstein, president and CEO of JHF and PRHI. "Sustaining that breakthrough takes quality improvement to a powerful new level. That's when you really see the needle move towards higher quality and improved patient outcomes."

A distinguished national selection committee of thought leaders in healthcare quality will evaluate nominees on the basis of measurable and sustainable breakthroughs in patient care and safety from January 2010 to December 2010. Four awards — Platinum, Gold, Silver and Bronze — will be awarded and distributed as follows:

Platinum: \$25,000 divided equally and presented to team members

\$5,000 awarded to corresponding facility

Gold: \$15,000 divided equally and presented to team members

\$5,000 awarded to corresponding facility

Silver: \$10,000 divided equally and presented to team members

\$5,000 awarded to corresponding facility

Bronze: \$7,500 divided equally and presented to team members

\$5,000 awarded to corresponding facility

Eligible candidates must be a part of a team of four or more members. Team members must be full-time or part-time employees of an acute care organization, FQHC, long-term care facility or physician practice. No more than four teams can be nominated on behalf of each institution.

Some examples of achievements that teams may want to enter include eliminating hospital-acquired infections; eliminating errors and unsafe conditions; achieving outstanding clinical outcomes; and removing waste, inefficiency and inaccuracies. Short videos detailing the projects of past Fine Award winners can be viewed by visiting the Teachable Moments section of the PRHI Web site (http://www.prhi.org/ppc_teachablemoments.php).

"The recognition from this award has encouraged and inspired everyone to want to go above and beyond and make sure that the right care is being given every time to every patient. This award lets our patients know that Jefferson Regional Medical Center is a quality institution," said Jewell Coulter, whose team won the 2010 Gold Award for eliminating ventilator associated pneumonia in the ICU. "There is so much negative press surrounding hospitals these days. I think the positive success stories from all of the applicants, proves that there is also much to celebrate in health care."

Healthcare teams interested in applying can visit www.prhi.org to download a PDF application form and learn more about the submission process. Applications are due no later than June 9, 2011. Anyone with questions can also contact Carla Barricella at barricella@jhf.org or 412-594-2568. ↑

Healthcare Professionals in the News

Family Hospice and Palliative Care Announces New Hire



Erin O'Donnell

18-21.

O'Donnell earned her undergraduate degree at Westminster College and her Master's in Professional Counseling from Carlow University. She resides in Pittsburgh.

For more information, visit www.familyhospice.com. ↑

Erin O'Donnell, LPC, NCC, has joined Family Hospice and Palliative Care as a full-time Bereavement Specialist. In her role, O'Donnell conducts individual and group bereavement support sessions for those coping with the loss of a loved one; and facilitates anticipatory grief support to children and families of those under Family Hospice care.

She is active in the planning and presentation of Camp Healing Hearts, an annual one-day summer bereavement camp for kids 6-12, and is instrumental in Family Hospice's memorial services, held several times each year for families and friends of those who have passed away.

Prior to Family Hospice, O'Donnell was employed as a Mental Health Therapist/Case Manager with Three Rivers Youth's Hub Outreach Center, serving homeless youth aged

Ohio Valley General Hospital Appoints New Podiatrist at the Wound Healing Institute

Ohio Valley General Hospital (OVGH) has appointed **Christopher J. Hajnosz, DPM, AACFAS**, Podiatrist at The Wound Healing Institute. At the Wound Healing Institute Hajnosz will contribute as a member of the Wound Panel.

Hajnosz graduated from Washington and Jefferson College in Washington, Pennsylvania and received a Bachelor of Arts in Biology in 2001. He continued his professional education at Ohio College of Podiatric Medicine with a doctoral degree in Podiatric Medicine in 2005. Hajnosz received the American College of Foot and Ankle Orthopedics and Medicine Timothy Holbrook Memorial Award of Excellence also in 2005. In 2008 Dr. Hajnosz completed a three-year reconstructive foot and ankle surgical residency at the Cleveland Clinic Foundation.

Hajnosz is Board Qualified in forefoot and rearfoot reconstructive surgery as well as certified in HBO therapy, and is an Associate of the American College of Foot and Ankle Surgeons. His special interests include foot trauma cases, sports injuries, wound care, reconstructive forefoot and rearfoot surgery and general podiatric care.

Dr. Hajnosz is a native of Pittsburgh and is an avid fly fisherman who enjoys spending his free time with his family.

For information, visit www.ohiovalleyhospital.org. ↑



Christopher J. Hajnosz

VA Butler Healthcare Hires New Chief of Staff



Dr. Timothy Burke

Dr. Timothy Burke was appointed VA Butler Healthcare's Chief of Staff effective April 24. Dr. Burke came to Butler from the VA Pittsburgh Healthcare System where he served as the Vice President of the Primary Care Service Line.

Dr. Burke's foremost goal in his new role is to continue to provide high-quality care to our Veterans in Butler and its surrounding counties. He is also dedicated to the implementation of PACT.

Dr. Burke comes to Butler with ample knowledge and experience. He received his medicine degree from the University of Pittsburgh School Of Medicine in 1996 and completed primary care internal medicine residency training at Brigham and Women's Hospital in 1999. He has represented VA Pittsburgh Healthcare System and VISN 4 nationally on the National Utilization Management Advisory Committee (NUMAC). He is also an assistant professor of medicine at University of Pittsburgh School of Medicine.

For more information, visit www.butler.va.gov. ↑

THANK YOU!

St. Clair Hospital would like to wish every member of our nursing team a happy Nurses Week! We're honored for this opportunity to acknowledge the caring and compassion that makes you and all nurses such an essential part of life. Thank you for everything you do!



www.stclair.org

All qualified applicants will receive consideration for employment without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.



J.C. Blair Welcomes New Ob/Gyn

J.C. Blair Memorial Hospital's Board of Directors recently announced the appointment of obstetrician/gynecologist Patrick Fiero, M.D., F.A.C.O.G., F.A.C.S. to its medical staff.

Dr. Fiero has over 25 years of experience, serving as an obstetrician/gynecologist in private and group practices in Pennsylvania and New York. He is board certified by the American Board of Obstetrics/Gynecology and a fellow of both the American College of Obstetrics/Gynecology and the American College of Surgeons.

He earned his medical degree from New York Medical College, State University of New York and attended the University of the Northeast School of Medicine, Tampico, Mexico. He completed an obstetric/gynecology residency at Saint Vincent's Medical Center in Staten Island, NY, and a post graduate surgical residency at Jewish Hospital of Brooklyn, Brooklyn, NY. He also served as an assistant clinical professor at New York Medical College for several years.

For more information, visit www.jcblair.org. ↑

Distinguished Breast Surgeon Joins St. Clair Hospital Staff

St. Clair Hospital announced today that breast and general surgeon **Raye J. Budway, M.D.** has joined its staff.

Dr. Budway, who is board certified in Surgical Critical Care and General Surgery, most recently served as Director of the Surgical Breast Disease Program and Surgical Intensive Care at the Western Pennsylvania Hospital in Pittsburgh. Prior to that, she served as Site Program Director for the Allegheny General Hospital General Surgery Residency Program in Pittsburgh and Site Surgical Clerkship Program Director for Temple University Medical School in Philadelphia.

Dr. Budway earned her medical degree at Hahnemann University in Philadelphia. She completed her residency training in General Surgery at The Western Pennsylvania Hospital and her additional training in Surgical Critical Care at the University of Pittsburgh Medical Center.

Dr. Budway is a fellow of the American College of Surgeons and serves on the fellowship's Commission on Cancer. The Mt. Lebanon resident was recently rated one of Pittsburgh Magazine's "Top Doctors."

For more information, please visit www.stclair.org. ↑



Raye J. Budway

Surgical Services Nurse Retires with 45 Years of Service

Shirley "Shortie" Ickes McNeel, a registered nurse in the Surgical Services department at Altoona Regional Health System, recently retired with 45 years of service.

McNeel was hired at Altoona Hospital as a registered nurse on March 7, 1966. In her 45 years of service, McNeel worked in the intensive care unit, medical-surgical units and recovery.

She lives in Imbler. ↑

Healthcare Professionals in the News

MED3000 Announces a New President for its CPU Division

MED3000 announced Rich Goldberg has joined its team, as President of the CPU division. In this role Mr. Goldberg will be responsible for overall strategy and management of CPU, as well as enhancing relationships with new and existing clients.

Goldberg has over 30 years of experience in leadership roles in successful Health Information Technology (HIT) companies including Elcomp Systems, Medic Computers, Misys Healthcare, and Teletracking Technologies.

Throughout his career Goldberg has specialized in solutions for the physician's office. He began as a partner in Elcomp Systems in 1982, responsible for sales and marketing of software and service. After joining Medic Computer Systems in 1994 he launched a new division selling product and services to existing physician customers. While at Misys Healthcare (now Allscripts) he held executive positions in marketing and business development for all venues of care including physician's offices, hospitals, long-term care facilities, and patient's homes.

His functional areas of expertise include sales, marketing, product management, strategic planning, mergers and acquisitions, and strategic alliances and partnerships.

He holds a BA from Yale University and an MBA from the Tepper School at Carnegie Mellon University.

For more information visit www.MED3000.com. ↑



Rich Goldberg



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Allegheny Valley Hospital Welcomes the Physicians of West Penn Medical Associates

Allegheny Valley Hospital (AVH) recently welcomed the physicians of West Penn Medical Associates to the hospital's medical staff.

Offering two office locations, **Andrew Adams, MD; Michael Gluhanick, MD; Brian Johnson, MD** and **Christina Sabeh, MD** specialize in Internal Medicine and are seeing patients at their Oakmont office at 333 Allegheny Avenue. They can be reached for an appointment by calling 412.826.9229.

Donald Wilfong, MD also specializes in Internal Medicine with West Penn Medical Associates. He is accepting new patients at his Cheswick office location at 105 Hill

Healthcare Professionals in the News

Avenue. He can be reached by calling 724.274.8812.

The physicians of West Penn Medical Associates have staffing privileges at Allegheny Valley Hospital and are dedicated to providing quality primary care medical services.

For more information, visit www.wpahs.org. ↑



Andrew Adams



Michael Gluhanick



Brian Johnson



Christina Sabeh



Donald Wilfong

Altoona Regional Medical Staff Elects New Officers



Dr. Jack D. Schocker

Altoona Regional Health System's medical staff has elected new officers: **Dr. Jack D. Schocker**, president; Dr. Howard M. Black, vice president/chair of medical staff executive committee, and Dr. Jeffrey M. Rosch, secretary-treasurer. Dr. Anthony J. Maniglia, immediate past president, continues as a voting member of the executive committee.

Dr. Schocker graduated from Hahnemann Medical College in Philadelphia. He completed his internship and residency at Hahnemann University Hospital. He is a board certified therapeutic radiologist in the department of Radiation Oncology and has been in practice since 1982.

Dr. Black graduated from Tufts University School of Medicine in Massachusetts. He completed his internship at Thomas Jefferson University Hospital in Philadelphia and his residency at Muhlenberg Regional Medical Center in New Jersey. Dr. Black is board certified by the American Board of Surgery and has been in practice since 1987.

Dr. Rosch graduated from Jefferson Medical College in Philadelphia. He completed his internship and residency at Children's Hospital of Pittsburgh. Dr. Rosch is board certified in allergy and immunology.

In addition to serving as a voting member of the medical executive committee, Dr. Maniglia will chair the medical staff nominating committee. He was medical staff vice president from 2002-05 and president from 2006-10.

For more information, visit www.altoonaregional.com. ↑

Dr. Teresa Erb Joins Reproductive Health Specialists

Reproductive Health Specialists (RHS), the region's only independent, women-owned and operated reproductive endocrinology and fertility center located in Western Pennsylvania, announced expansion of its staff by welcoming **Teresa M. Erb, M.D.** as its third board certified physician, joining RHS founders Dr. Judith Albert and Dr. Carolyn Kubik.

Dr. Erb comes to RHS from Magee Women's Hospital, UPMC, where she most recently conducted research in human embryonic stem cell development (for which she holds two provisional patents) and served as Co-Chair of the Fertility Preservation Options in Oncology Patients Committee. Previously, she acted as a Clinical Instructor at Magee in the Department of Obstetrics and Gynecology, Gynecologic Subspecialties Division. After receiving her medical degree from the University of Pittsburgh School of Medicine, Dr. Erb completed both her residency training in OB/GYN and her fellowship training in REI (Reproductive Endocrinology and Infertility) at Magee Women's Hospital, UPMC.

During her tenure at Magee, Dr. Erb's contributions included writing two Institutional Review Board (IRB) proposals for ovarian and testicular tissue cryopreservation in oncology patients and in bone marrow transplantation patients. She has served as a guest speaker at Shadyside Hospital Cancer Centers, Children's Hospital of Pittsburgh, Magee Women's Hospital and the 3rd Annual Hereditary Cancer Conference.

Dr. Erb is a member of the American Society of Reproductive Medicine (ASRM) and the American College of Obstetrics and Gynecology (ACOG). She holds current board certification in OB/GYN. A native of Pittsburgh and the mother of two young daughters, Dr. Erb and her husband reside on Mt. Washington in the City of Pittsburgh.

For more information, visit RHS online at www.ivfpittsburgh.com. ↑



Dr. Teresa Erb

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Deborah A. Desjardins Joins the Children's Institute of Pittsburgh as Development Director

Deborah Desjardins has recently joined the The Children's Institute of Pittsburgh's Institutional Advancement team as development director. Desjardins will oversee development and fundraising activities, including the identification, cultivation and stewardship of private philanthropic gifts to the organization.

Desjardins comes to The Children's Institute with extensive fundraising experience in higher education. Most recently, she served as major gifts officer for the University of Pittsburgh School of Medicine. Prior to this, she held development positions with Duke University and Oklahoma State University.

Desjardins earned a Bachelor of Arts in English from St. Michael's College in Colchester, Vermont, a Master of Education from the University of Vermont and a certificate in non-profit management from Duke University.

She resides with her husband and two children in Edgewood.

For more information, visit www.the-institute.org. ↑

AGH Pre-Hospital Director Takes Helm at Nation's Leading Air Medical Association

P.S. Martin, MD, Director of Pre-Hospital Services at Allegheny General Hospital and Medical Director of West Penn Allegheny Health System's LifeFlight program, has been named president of the Air Medical Physicians Association (AMPA), a group offering opportunities for education, research and networking so that patients may receive the best care possible in the safest transport environment.

AMPA represents many of the 200-plus Air Medical Programs in the United States and many more internationally. In the United States alone, more than 400,000 patients are transported by Air Medical Programs annually.

AGH's Pre-Hospital Services Program provides medical direction and education to emergency medical services providers throughout the tri-state area, allowing them ample latitude to effectively treat patients and directly influence outcomes.

LifeFlight, the first hospital-based aeromedical transportation program in the northeastern United States, has completed more than 60,000 missions working side-by-side with EMS providers and community hospitals in a four state area. It now operates six helicopters at AGH and selected regional sites, serving critically ill and injured patients 24 hours a day, seven days a week.

Dr. Martin will serve a two-year term as president of AMPA. A 1997 graduate of West Virginia University School of Medicine, Dr. Martin completed his Emergency

Healthcare Professionals in the News

Medicine Residency at AGH and joined the hospital as an attending physician. He became LifeFlight medical director in 2003 and Director of Pre-Hospital Services in 2007.

The Air Medical Physician Association is the largest professional organization of physicians dedicated to rotor wing (helicopter), fixed wing (airplane) and critical care ground transport. With over 400 members nationally and internationally the Association represents extensive expertise in the field of medical transport. AMPA seeks to attract all physicians (attending, fellows and residents) with an interest in critical care air or ground transport.

For more information, visit www.wpahs.org. ↑



P.S. Martin

Sharon Regional Receives Healthy Hospital Award

Sharon Regional Health System has received the Healthy Hospital Award from Ascent, a division of Stryker Corporation, for a second time. The 'healthy hospital' designation is reserved for hospitals that demonstrate outstanding efforts to reduce their environmental footprint on healthcare delivery.

In 2010, Sharon Regional Health System reduced supply costs by \$68,441, savings that have been redirected to improving patient care. At the same time, using remanufactured and reprocessed medical devices has reduced the hospital's medical waste by 1,757 pounds. Moreover, the Health System is helping to care for the environment by diverting its medical waste from local landfills through participation in the reprocessing program.

Sharon Regional joins hospitals across the nation also pursuing initiatives to reduce their environmental footprint on healthcare delivery. Reprocessing and remanufacturing single-use medical devices stand out as effective practices to radically reduce medical waste. At the same time these practices save the Health System significant dollars that can instead be used to expand current or develop new patient care services at Sharon Regional.

For more information, visit www.sharonregional.com. ↑



Pictured Accepting the Healthy Hospital Award: Front from left, Cynthia Byers, Purchasing Manager; Mark Milo, Account Manager with Ascent; and Michelle Aurin, Director of Surgical Services. Back from left: Kevin Washington, O.R. Storeroom Clerk; Mark Skrypski, Surgical Buyer and Pathways Materials Management System Administrator; and Todd Lewis, Clinical Nurse Manager

HONOR ROLL

Valenty Scholarship Presented to Conemaugh School of Nursing Student

Christopher Donoughe, a Conemaugh School of Nursing senior and Ebensburg native has been recognized with the 2nd annual Salvatore J. and Sara A. Valenty Nursing Memorial Fund Scholarship.

The scholarship was created through the Conemaugh Health Foundation by Cambria County Commissioner Sam Valenty, a long time Conemaugh Miners Medical Center board member in honor of his late wife, Sara.

The Northern Cambria resident lost his beloved wife in March of 2009 and wanted to turn his grief into giving. Each year, on the anniversary of Sara's passing, \$1,000 is given as a scholarship to a Northern Cambria resident attending the Conemaugh School of Nursing. In any given year, if there is no eligible student from the Northern Cambria area, the \$1,000 will be used for education for the nursing staff at Conemaugh Miners Medical Center.

This year's scholarship was a surprise presentation to Donoughe in front of his classmates at the Conemaugh School of Nursing.

For more information, visit www.conemaugh.org. ↑



L-R Salvatore J. Valenty, Christopher Donoughe, Susan Mann, President, Conemaugh Health Foundation

Conemaugh School of Nursing Student presented with Nightingale Award



Jodi Marie Zahurak

The Conemaugh School of Nursing announced that **Jodi Marie Zahurak** of Johnstown, a senior nursing student, has been awarded a \$2,000.00 scholarship from the Nightingale Awards of Pennsylvania.

The Nightingale committee received over 172 applications for six categories of scholarship awards. This is a prestigious honor granted to highest achieving nursing students in Pennsylvania.

Nightingale Awards of Pennsylvania is a statewide, non-profit foundation created to help recruit and retain nursing professionals. It is governed by a board of Trustees who are leaders in nursing, business, industry and other health care fields. Zahurak will be honored at a recognition gala this fall in Camp Hill, Pennsylvania.

For more information, visit www.conemaugh.org. †

LECOM Provost Receives National Award for Contributions to Osteopathic Medical Education

Silvia Ferretti, D.O., Lake Erie College of Osteopathic Medicine Provost, Senior Vice President and Dean of Academic Affairs, has been recognized by the American Association of Colleges of Osteopathic Medicine (AACOM) for her work in developing and promoting osteopathic medical education. Dr. Ferretti received the 2010 AACOM Dale Dodson Leadership Award at the annual AACOM awards banquet April 15 in Baltimore.

The distinction is presented by the Assembly of Presidents to a college administrator who has made a significant contribution to the advancement and support of osteopathic medical education. Dr. Ferretti was lauded for guiding LECOM through two decades of unprecedented growth and for her innovative educational ideas in the training of osteopathic medical students.

LECOM also received five AACOM Excellence in Communications Awards. These awards recognize outstanding marketing, media relations, public education, writing and design projects.

For more information, visit www.lecom.edu. †



LECOM Provost Silvia Ferretti, D.O., receives the 2010 Dale Dodson Award from Anthony Salvagni, President of the AACOM Board of Deans during the April 15 awards ceremony in Baltimore.

HONOR ROLL

Regional Heart Network Marks 10th Year

Northwestern Pennsylvania and western New York hospitals have shared technology, training and medical expertise for a decade through the Regional Heart Network in order to ensure the highest standards of heart care are delivered to every patient. †



Pictured (Left to right) Orthopedic surgeon Anthony J. Ferretti, D.O. and cardiologist William A. Esper, D.O. of Millcreek Community Hospital along with cardiologist Sam Ward, M.D., and Pat Mayer, R.N., of Saint Vincent Health Center mark the anniversary in the network's newest cardiac catheterization lab equipment installed at Millcreek Community Hospital. Regional Heart Network hospital members include: Corry Memorial Hospital, Millcreek Community Hospital, Saint Vincent Health Center, Titusville Area Hospital and Westfield Memorial Hospital.

Physician Earns Teacher of the Year Recognition

Jeanne Spencer, MD, Program Director of the Conemaugh Family Medicine Residency Program has been recognized with the 2010 Penn State College of Medicine Annual Affiliate Site *Teacher of the Year* award.

Each year, clerkship directors identify one faculty member from each of the core clinical clerkships to receive the award in recognition of excellence and commitment to the education of medical students.

Dr. Spencer serves as Director of the Family Medicine Residency Program and Chair of the Department of Family Medicine at Conemaugh Memorial Medical Center. She graduated from the University of Rochester and earned her medical degree from the University of Rochester School of Medicine and Dentistry. She is board-certified in Family Medicine and has published *Children's Health*, a volume in the American Academy of Family Medicine Academy Collection. In addition, she has published multiple articles in *American Family Physician*.

The Family Medicine Residency Program at Memorial was established in 1971, it was one of the first family medicine residencies in the country. Since then, more than 200 family physicians have graduated from the program.

For more information, visit www.conemaugh.org. †



Jeanne Spencer


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Monongahela Valley Hospital's Focus On The Future

In its continuing mission to enhance the health of those in the community, the leaders at Monongahela Valley Hospital recognizes its responsibility to keep its facilities viable, efficient and progressive. After two years of planning and research, MVH unveiled a master facility plan for construction and renovation that will enrich the health care experience and services at Monongahela Valley Hospital.

Not since the construction of the original Sweeney- Melenzyer Regional Cancer Center in 1985 has MVH taken on an expansion project of this magnitude. The two projects will involve both construction and infrastructure enhancements that will roll out in phases over a period of three and a half years. Of the major construction projects, there will be three areas of concentration:

- 1) An expansion of the Hyperbaric Oxygen Treatment and the Center for Wound Management program within the first floor of the Sweeney-Melenzyer Pavilion;
- 2) The addition of new Image Guided Radiation Therapy (IGRT) equipment within the Sweeney-Melenzyer Pavilion which will require thicker housing;



Taking part in the groundbreaking were (left to right): Washington County Commissioners J. Bracken Burns, Larry Maggi and Dianna Irey Vaughan; R.G. Krishnan, M.D., president of the MVH Medical Staff; U.S. Rep. Tim Murphy, R-Upper St. Clair; Louis J. Panza, Jr., president and CEO of Monongahela Valley Hospital, R. Carlyn Belczyk, vice chairman, and Jeff Kotula, secretary, of the hospital's Board of Trustees; and Carroll Township Supervisors Gary Lenzi, Thomas Rapp and James D. Harrison.

Around the Region

3) And an expansion of the Hospital's first floor to add four new operating rooms at 600 square feet each. As a part of the first floor expansion, the Hospital's ground floor will also gain a renovated employee dining area and much needed storage.

Speaking to more than 150 people at a reception prior to the traditional groundbreaking ceremonies, Louis J. Panza, Jr., president and chief executive officer of the health system said, "These two projects, I firmly believe, reinforces the continuing efforts of Monongahela Valley Hospital and the services it provides to be a resource that is more accessible and convenient to our patients and their families and the community at large. That has been our goal throughout our history.

"The two major projects we break ground for today is in keeping with that history of progress. It also symbolizes our goal to have not only an impact on the health of the communities we serve but an economic impact as well," he said. "These renovations represent a community need for new and better care and MVH is poised and ready to respond."

In celebration of the twenty-fifth anniversary of Monongahela Valley Hospital's Sweeney Melenzyer Regional Cancer Center and the more than 12,000 survivors that have received treatment, rehabilitation, education and support over the years, MVH announced the expansion of its radiation therapy program. A new three million dollar linear accelerator, along with the structural facility to support it, will allow its team of physicians and nurses to provide an even higher level of care.

Andrew J. Zahalsky, M.D., Chairman of the MVH Oncology Committee said, "The expansion of the radiation oncology service line will enable us to provide better care for oncology patients as a whole. The treatment for cancer patients is often a multidisciplinary approach that synthesizes surgical approaches, medical oncology of chemotherapy or hormone therapy approaches and radiation therapy. To be able to provide a better form of radiation therapy and a better treatment plan improves the care of the patients as a whole and thereby improves the oncology department as a whole."

As a part of the master facility expansion plan, Monongahela Valley Hospital is prepared to add four additional 600 square foot operating rooms to our existing operations. The new operating rooms, more than twice the size of the existing operating rooms, will be large enough to comfortably contain the equipment needed for the hospital's growing specialty surgeries.

Each operating suite will include a boom system for technology and anesthetic needs, a nursing integration system, recessed cabinetry and multiple high definition monitors – making the operating rooms at Monongahela Valley Hospital medically viable for years to come. In all, the proposed expansion will increase the size of the Hospital by nearly 16,000 square feet.

For more information, visit www.monvalleyhospital.com.

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Highmark Inc. Beginning Patient-Centered Medical Home Pilot Program Designed to Improve Coordination of Care



Mary Goessler

Highmark Inc. is working with 13 physician practices throughout Western and Central Pennsylvania and West Virginia on a pilot program that establishes patient-centered medical homes (PCMH) in which physicians take greater accountability for coordinating care for their patients. The program begins June 1. The 13 practices will include 29 different locations, 160 physicians and will include about 45,000 members.

“The PCMH concept is one where a practice-based care team led by the primary care physician (PCP) coordinates all the care for the patient. This approach means working with the patients and their families across care settings to support their care decision making and to assist in coordinating the

care experience,” said Robert Nielsen, M.D., a primary care physician with Annville Family Practice. The practice is located in Lebanon County, Pa., and is participating in the pilot project.

Under Highmark’s new approach to care, PCP reimbursement will be modified to provide compensation to help fund the practice’s transformation to a patient centered medical home. Fundamental to the model is the implementation of care coordination, patient information transfer and clinical outcomes-based reporting.

“We are confident that these practices will improve patient care for Highmark members,” said **Mary Goessler, M.D.**, medical director of quality management at Highmark. “We believe by significantly improving communications and patient information exchange between primary care physicians, specialists and hospitals, coupled with working more closely with patients in coordinating care and establishing self management goals, we will realize a sustained improvement in care quality and patient outcomes. Over time, our goal is to slow the growth of care costs.”

When a patient is transitioned from one care setting to the next, communication breakdowns can result in medication errors, duplicate tests and services and lack of proper patient follow up. Through better management and coordination of care, Highmark anticipates fewer hospital readmissions and reduced emergency room visits – a costly place to receive care.

“One of the key elements of the PCMH is that information technology is used appropriately and in a meaningful way to support optimal patient care, patient education and enhanced communication,” said Dr. Goessler. “This approach will enable physicians to communicate more efficiently with the many caregivers who they speak with on behalf of patients. It will be easier to track records, maintain various registries and check compliance.”

Highmark anticipates this new delivery model will help to improve and sustain optimal clinical outcomes and begin to positively impact health care cost trends. It will be considered for broader implementation throughout the Highmark primary care network, once data of the two-year pilot is assessed.

For more information, visit www.highmark.com. ↑

Good Samaritan Hospice and Heritage Valley Health System Form Partnership

Good Samaritan Hospice (GSH), a mission of Concordia Lutheran Ministries, and Heritage Valley Health System announced a partnership between the two organizations that will establish a stronger presence and serve more individuals in need of hospice care in the southwestern Pennsylvania region.

The agreement includes Heritage Valley Health System’s partial share in Good Samaritan Hospice, which includes the Good Samaritan House in Wexford, PA and the Good Samaritan Cabot Unit in Cabot, PA. Both locations provide quality, end-of-life care in a comfortable inpatient facility.

As part of the agreement, two new board members from Heritage Valley will serve on the GSH Board of Directors: Norman F. Mitry, president and CEO, and Bryan J. Randall, vice president and CFO.

Heritage Valley Health System’s range of healthcare delivery services through hospitals, community satellite locations and physician practices complements Concordia Lutheran Ministries’ focus on care for the elderly.

For more information on Good Samaritan Hospice, visit www.good-samaritan-hospice.org. Additional information about Heritage Valley Health System is available online at www.heritagevalley.org. ↑

Around the Region

Jameson Health System Celebrates Largest Expansion Project in History

On May 6, a groundbreaking ceremony commenced construction of the new Emergency and Surgical Departments Building of Jameson Hospital, an estimated \$16 million project scheduled for completion within 16 to 20 months.

Jameson Health System has embarked on a plan to significantly expand and improve medical care available to the region we serve. Jameson will construct a new three-story Emergency (ER) and Surgical Department Building on the south side of the current Jameson Hospital North Campus. This 66,000 square-foot facility will make a marked difference in the quality and level of service available from the ER and Surgical Departments.

The new construction will be connected to Jameson Hospital with a glass-enclosed walkway and include a rooftop helipad, 30 patient emergency rooms, six operating rooms and two endoscopy suites. The building project including internal furnishings and equipment is projected to cost \$16 million. The new building will have a number of advantages over the current facility. First, the new ER and Surgical Departments Building will mean an improvement in the quality and level of care. Second, it will minimize the need for patients to travel to large metropolitan centers for treatment. Third, it will enhance physician recruitment attracting a larger number of physicians to build practices in surrounding communities. Fourth, it will strengthen the economic impact that Jameson already has by increasing payroll and benefits beyond the \$75 million that the Health System circulates back into the local economy.



Artist's Rendering of the new Emergency and Surgical Departments

Jameson’s current ER Department has capacity for 28,000 patients a year and is currently treating over 40,000. It is not uncommon to have an average of 28 patients in need of emergency care with only 19 semi-private patient treatment areas available. The new facility will increase the ER’s current capacity by 63% including 30 private patient rooms, speed-up admissions, provide more space for the waiting area, enhance privacy and create a more comfortable patient environment. Patients will receive higher and more efficient levels of life-saving care from triage to treatment.

With the increased demand for ER services comes the need for Surgical Care that is able to incorporate rapidly-evolving medical science and procedures. In order to remain on the cutting edge of surgical specialties, Jameson must upgrade its current surgical facility. Award-winning low infection rates and innovative quality techniques characterize the collaborative physician-staff team at Jameson. As an example of that teamwork, Jameson Hospital was recognized in 2010 as a Blue Distinction Center for Knee and Hip Replacement by Highmark QualityBLUE. Jameson’s new Surgical Department will provide dedicated, state-of-the-art orthopedic and endoscopy operating rooms.

Jameson Health System President and CEO, Doug Danko, commented, “The uncertain times of healthcare reform are upon us. Government and managed care reimbursements are both tightening and diminishing as the healthcare marketplace becomes increasingly competitive. In order to remain independent and free to meet the needs of the communities we serve and to provide employment for over 1,300 local families, Jameson must be strongly positioned for this future. The new ER and Surgical Departments are pivotal factors in our continued growth, fiscal stability and sustained independence.”

For more information, visit www.jamesonhealth.org. ↑



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For more information, please contact Joan Mitchell for independent living; Michele Bruschi for Nursing Admissions; or Lisa Powell for Assisted Living at 412-341-1030. Visit our website at www.asburyheights.org.

BAPTIST HOMES SOCIETY

Baptist Homes Society, a not-for-profit organization operating two continuing care retirement communities in Pittsburgh's South Hills region, has served older adults of all faiths for more than 100 years. Baptist Homes, nestled on a quiet hillside in Mt. Lebanon, serves nearly 300 seniors.

Providence Point, a beautiful 32-acre site in Scott Township, has the capacity to serve more than 500 older adults. Each campus has a unique identity and environment yet both provide a full continuum of care, including independent living, personal care, memory support, rehabilitation therapies, skilled nursing, and hospice care. Baptist Homes Society is Medicare and Medicaid certified.

Within our two communities, you'll find a the lifestyle and level of care to meet your senior living needs.

To arrange a personal tour at either campus, contact: Sue Lauer, Community Liaison, 412-572-8308 or email slauer@baptisthomes.org.

Or visit us at Baptist Homes

489 Castle Shannon Blvd., Mt. Lebanon.

(www.baptisthomes.org).

Providence Point:

500 Providence Point Blvd., Scott Twp

(www.providencepoint.org)

KANE REGIONAL CENTERS

Allegheny County's four Kane Regional Centers provide residential skilled nursing care and rehabilitation for short-term and long-term needs. The centers -- located in Glen Hazel, McKeesport, Ross Township and Scott Township -- offer 24-hour skilled nursing care, hospice and respite care, Alzheimer's memory care, recreational therapy and social services. Visit www.kanecare.com or call 412.422.6800.

OAKLEAF PERSONAL CARE HOME

"It's great to be home!"

Nestled in a country setting in a residential area of Baldwin Borough, Oakleaf Personal Care Home provides quality, compassionate care to adults who need assistance with activities of daily living. As we strive to enhance the quality of life of our residents, our staff constantly assesses their strengths and needs as we help them strike that fine balance between dependence and independence. Oakleaf offers private and shared rooms, all located on one floor. Our home includes a spacious, sky-lighted dining room, library, television lounges, sitting areas and an activity room. Our fenced-in courtyard, which features a gazebo, provides our residents with a quiet place to enjoy the outdoors, socialize with family and friends, and participate in planned activities. Upon admission, the warmth of our surroundings and the caring attitude of our staff combine to make Oakleaf a place residents quickly call "home". Please call for additional information, stop by for a tour or visit us on our website. www.oakleafpersonalcarehome.com.

3800 Oakleaf Road, Pittsburgh, PA 15227

Phone 412-881-8194, Fax 412-884-8298

Equal Housing Opportunity

PRESBYTERIAN SENIORCARE

A regional network of living and care options for older adults throughout southwestern Pennsylvania. Services and facilities include skilled and intermediate nursing care, rehabilitation, personal care, specialty Alzheimer's care, adult day care, home health care, senior condominiums, low-income and supportive rental housing. For more information:

Presbyterian SeniorCare - Oakmont

1215 Hulton Road, Oakmont, PA 15139

412-828-5600

Presbyterian SeniorCare - Washington

825 South Main Street, Washington, PA 15301

724-222-4300

ST. BARNABAS HEALTH SYSTEM

Regardless of what lifestyle option a senior needs, St. Barnabas Health System has a variety of choices to fulfill that need. Independent living options include The Village at St. Barnabas apartments, The Woodlands at St. Barnabas and White Tail Ridge carriage homes, and The Washington Place at St. Barnabas efficiency apartments. Assisted living is available at The Arbors at St. Barnabas in Gibsonsia and Valencia. Twenty-four hour skilled care is provided at St. Barnabas Nursing Home and Valencia Woods at St. Barnabas. St. Barnabas Medical Center is an outpatient facility that includes physicians, chiropractors, dentists, rehabilitation therapists, home care and hospice. The system's charitable arm, St. Barnabas Charities, conducts extensive fundraising activities, including operating the Kean Theatre and Rudolph Auto Repair. St. Barnabas' campuses are located in Gibsonsia, Allegheny County, and Valencia, Butler County. For more information, call 724-443-0700 or visit www.stbarnabashealthsystem.com.

WESTMORELAND MANOR

Westmoreland Manor with its 150 year tradition of compassionate care, provides skilled nursing and rehabilitation services under the jurisdiction of the Westmoreland County Board of Commissioners. A dynamic program of short term rehabilitation services strives to return the person to their home while an emphasis on restorative nursing assures that each person attains their highest level of functioning while receiving long term nursing care. Westmoreland Manor is Medicare and Medicaid certified and participates in most other private insurance plans and HMO's. We also accept private pay.

Eagle Tree Apartments are also offered on the Westmoreland Manor campus. These efficiency apartments offer independent living in a protective environment.

Carla M. Kish, Director of Admissions

2480 S. Grande Blvd., Greensburg, PA 15601

724-830-4022

HOME HEALTH/HOME CARE/ HOSPICE

ANOVA HOME HEALTH AND HOSPICE

Anova Healthcare Services is a Medicare-certified agency that has specialized care in home health, hospice & palliative care, and private duty. Anova concentrates their care within seven counties in South Western PA. Through Anova's team approach, they have developed a patient-first focus that truly separates their service from other agencies in the area. Home Health care is short term acute care given by nurses and therapists in the home. Private duty offers care such as companionship, medication management and transportation services. Hospice is available for people facing life limiting conditions. With these three types of care, Anova is able to offer a continuum of care that allows a patient to find help with every condition or treatment that they may need. Anova's goal is to provide care to enable loved ones to remain independent wherever they call home. Anova Knows healthcare ... Get to know Anova!

1229 Silver Lane, Suite 201

Pittsburgh, PA 15136

1580 Broad Avenue Ext., Suite 2

Belle Vernon, PA 15012

1-877-266-8232

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Bayada Nurses has been meeting the highest standards of clinical excellence in home health care for more than 30 years. Every client in our care is supervised by an experienced RN and both clients and staff have access to 24-hour on-call support, seven days a week. With homemaking, personal care, and skilled nursing care that extends to the high-tech level, our Pittsburgh location provides quality in-home care to pediatric, adult and geriatric clients. The office is certified by Medicare and Medicaid and accepts a wide variety of insurance programs and private pay. All staff are screened rigorously and fully insured.

www.bayada.com

Adult Office

Phone 877-412-8950

300 Oxford Drive, Suite 415, Monroeville, PA 15146

Pediatric Office

877-374-5331

300 Oxford Drive, Suite 410, Monroeville, PA 15146

CELTIC HEALTHCARE

Delivering innovative healthcare at home. Home healthcare, hospice, virtual care, care transitions and disease management. Learn more at www.celtichealthcare.com

EKIDZCARE

eKidzCare is a Pediatric focused (ages birth through 21 years) Home Health Agency that is licensed and Medicare/Medicaid certified to provide care throughout Western PA. Allegheny, Armstrong, Beaver, Butler, Crawford, Erie, Fayette, Lawrence, Mercer, Venango, Warren, Washington, and Westmoreland Counties are serviced currently. Range of services from home health aide level of care to high-tech skilled nursing (trach/vent care) visits and/or shift nursing. We accept Medicaid and all major insurances, including Highmark, Health America, and UPMC. We employ RN's with extensive experience in Pediatric care who evaluate and supervise our Kids and families special care. We provide the highest quality of care to even the slightest of patients.

1108 Ohio River Blvd., Ste. 803, Sewickley, PA 15143

412-324-1121/412-324-0091 fax

<http://www.ekidzcare.com>

GATEWAY HOSPICE

Gateway's hospice services remains unique as a locally owned and operated service emphasizing dignity and quality clinical care to meet the needs of those with life limiting illness. Quality nursing and home health aide visits exceed most other agencies. Our commitment to increased communication and responsiveness to those we serve is our priority. Medicare certified and benevolent care available. Gateway serves patients in Allegheny and ALL surrounding counties. Care is provided by partnering with facilities and hospitals in addition to wherever the patient "calls home". For more information call 1-877-878-2244.

HEARTLAND

At Heartland, we provide Home Care, Hospice or IV Care. We have a special understanding of the health care challenges of our patients, as well as their families and loved ones may be experiencing. Through our passion for excellence, we are committed to enhancing their quality of life through our compassionate and supportive care. Most of the care Heartland provides is covered under Medicare, Medicaid or many health care plans including HMOs, PPOs and private insurance.

Our team can provide more information about Heartland's services and philosophy of care at anytime. Please feel free to contact us at 800-497-0575.

INTERIM HEALTHCARE HOME CARE AND HOSPICE

Interim HealthCare is a national comprehensive provider of health care personnel and services. Interim HealthCare has provided home nursing care to patients since 1966 and has grown to over 300 locations throughout America. Interim HealthCare of Pittsburgh began operations in 1972 to meet the home health needs of patients and families throughout southwestern Pennsylvania and northern West Virginia and now has offices in Pittsburgh, Johnstown, Somerset, Altoona, Erie, Meadville, Uniontown and Morgantown and Bridgeport WV. IHC of Pittsburgh has been a certified Medicare and Medicaid home health agency since 1982 and a certified Hospice since 2009. We provide a broad range of home health services to meet the individual patient's needs - from simple companionship to specialty IV care and ventilator dependent care to hospice care - from a single home visit to 24 hour a day care. IHC has extensive experience in working with facility discharge planners and health insurance case managers to effect the safe and successful discharge and maintenance of patients in their home.

For more information or patient referral, call

800-447-2030 Fax 412 436-2215

1789 S. Braddock, Pittsburgh, PA 15218

www.interimhealthcare.com



LIKEN HOME CARE, INC.
Established in 1974, is the city's oldest and most reputable provider of medical and non-medical care in private homes, hospitals, nursing homes, and assisted living facilities. Services include assistance with personal care and activities of daily living, medication management, escorts to appointments, ambulation and exercise, meal preparation, and light housekeeping. Hourly or live-in services are available at the Companion, Nurse Aide, LPN and RN levels. Potential employees must meet stringent requirements; screening and testing process, credentials, references and backgrounds are checked to ensure qualifications, licensing, certification and experience. Criminal and child abuse background checks are done before hire. Liken employees are fully insured for general and professional liabilities and workers' compensation. Serving Allegheny and surrounding counties. Free Assessment of needs available.
For more information write to Private Duty Services, 400 Penn Center Blvd., Suite 100, Pittsburgh, PA 15235, visit our website www.likenservices.com, e-mail info@likenservices.com or call 412-816-0113 - 7 days a week, 24 hours per day.

LOVING CARE AGENCY OF PITTSBURGH
Loving Care Agency is a national provider of extended hour home health services with 31 offices in 7 states. The Pittsburgh office cares for medically fragile children and adults with a variety of diagnoses. Specializing in the most complex care, including mechanical ventilation, the staff of Loving Care Agency of Pittsburgh includes experienced RNs, LPNs and home health aides. Services are available 24 hours per day, 7 days per week in Allegheny, Armstrong, Beaver, Butler, Washington and Westmoreland Counties. Backgrounds and experience of all staff are verified. Loving Care Agency is licensed by the PA Department of Health.
Contact information:
Loving Care Agency of Pittsburgh
875 Greentree Road, Building 3 Suite 325,
Pittsburgh, PA 15220
Phone: 412-922-3435, 800-999-5178/
Fax: 412-920-2740
www.lovingcareagency.com

PSA HEALTHCARE
At PSA Healthcare, we believe children are the best cared for in a nurturing environment, where they can be surrounded by loving family members. We are passionate about working with families and caregivers to facilitate keeping medically fragile children in their homes to receive care. PSA Healthcare is managed by the most experienced clinicians, nurses who put caring before all else. Our nurses are dedicated to treating each patient with the same care they would want their own loved ones to receive. PSA is a CHAP accredited, Medicare certified home health care agency providing pediatric private duty (RN/LPN) and skilled nursing visits in Pittsburgh and 10 surrounding counties. The Pittsburgh location has been providing trusted care since 1996, for more information call 412-322-4140 or email scoleman@psakids.com.

VITAS INNOVATIVE HOSPICE CARE® OF GREATER PITTSBURGH
VITAS Innovative Hospice Care is the nation's largest and one of the nation's oldest hospice providers. When medical treatments cannot cure a disease, VITAS' interdisciplinary team of hospice professionals can do a great deal to control pain, reduce anxiety and provide medical, spiritual and emotional comfort to patients and their families. We provide care for adult and pediatric patients with a wide range of life-limiting illnesses, including but not limited to cancer, heart disease, stroke, lung, liver and kidney disease, multiple sclerosis, ALS, Alzheimer's and AIDS. When someone becomes seriously ill, it can be difficult to know what type of care is best ... or where to turn for help. VITAS can help. Call 412-799-2101 or 800-620-8482 seven days a week, 24 hours a day.

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danielcasciato.com](mailto:writer@danielcasciato.com)**

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PUBLIC HEALTH SERVICES
ALLEGHENY COUNTY HEALTH DEPARTMENT
The Allegheny County Health Department serves the 1.3 million residents of Allegheny County and is dedicated to promoting individual and community wellness; preventing injury, illness, disability and premature death; and protecting the public from the harmful effects of biological, chemical and physical hazards within the environment. Services are available through the following programs: Air Quality, Childhood Lead Poisoning Prevention; Chronic Disease Prevention; Environmental Toxins/Pollution Prevention; Food Safety; Housing/Community Environment; Infectious Disease Control; Injury Prevention; Maternal and Child Health; Women, Infants and Children (WIC) Nutrition; Plumbing; Public Drinking Water; Recycling; Sexually Transmitted Diseases/AIDS/HIV; Three Rivers Wet Weather Demonstration Project; Tobacco Free Allegheny; Traffic Safety; Tuberculosis; and Waste Management. Bruce W. Dixon, MD, Director.
333 Forbes Avenue, Pittsburgh, PA 15213
Phone 412-687-ACHD • Fax: 412-578-8325
www.achd.net

REHABILITATION
THE CHILDREN'S INSTITUTE
The Hospital at the Children's Institute, located in Squirrel Hill, provides inpatient and outpatient rehabilitation services for children and young adults. Outpatient services are also provided through satellite facilities in Bridgeville, Irwin and Wexford. In addition, The Day School at The Children's Institute offers educational services to children, ages 2-21, who are challenged by autism, cerebral palsy or neurological impairment. Project STAR at The Children's Institute, a social services component, coordinates adoptions, foster care and intensive family support for children with special needs.
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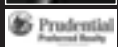
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150 Cherry Valley Road:

**Offered for
\$149,900**



This adorable 3 bedroom home has a large fenced yard, two car garage, beautiful hardwood floors, first floor den, c/a, sunny updated kitchen and bath, situated on a desirable tree lined street. Just minutes to Parkway, Oakland, Hospitals and Universities. Less than rent. See mls#856329 for additional photos.



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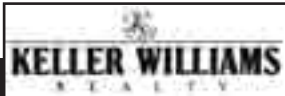
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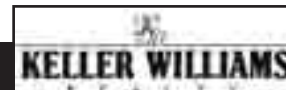
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From Murrysburg: Rt.22E to R on Trafford Rd., L at Y onto Pleasant Valley Rd., follow 5 miles, L Rt. 130E, Stonegate on L.



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Health Care Event & Meeting Guide

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June 8-9

Register online at www.himss.org

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Pittsburgh Marriott City Center

June 8-11

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Allegheny Country Club

June 13

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Government Health IT Conference & Exhibition

Renaissance, Washington DC Hotel

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<http://www.healthiestemployers.com/events/western-pennsylvania>;
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Environmental Toxicity and Neurodevelopmental Disorders Conference

Power Center Ballroom, Duquesne University

June 24

Call 412.833.4360 or visit www.envirototoxicityandkids.com for more information.

Altoona Regional Foundation for Life Golf Classic

Scotch Valley Country Club, Hollidaysburg

June 27

Contact Shirley Hoyne at 814-889-7673.

Southwestern Pennsylvania Organization of Nurse Leaders

32nd Annual Educational Conference

Nemacolin Woodlands Resort, Farmington, PA

September 1-2, 2011

Register online at www.lite.org or email info@lite.org

AHIMA Convention & Exhibit 2011

Salt Lake City, Utah

October 1-6

Exhibit Dates October 2-5

Register online at www.ahima.org

Sustainable Healthcare and Hospital Development Conference

Marriott Renaissance Schaumburg Convention Center Hotel, Chicago, IL

October 26-28

Visit www.healthcaredevelopmentconference.com for more information

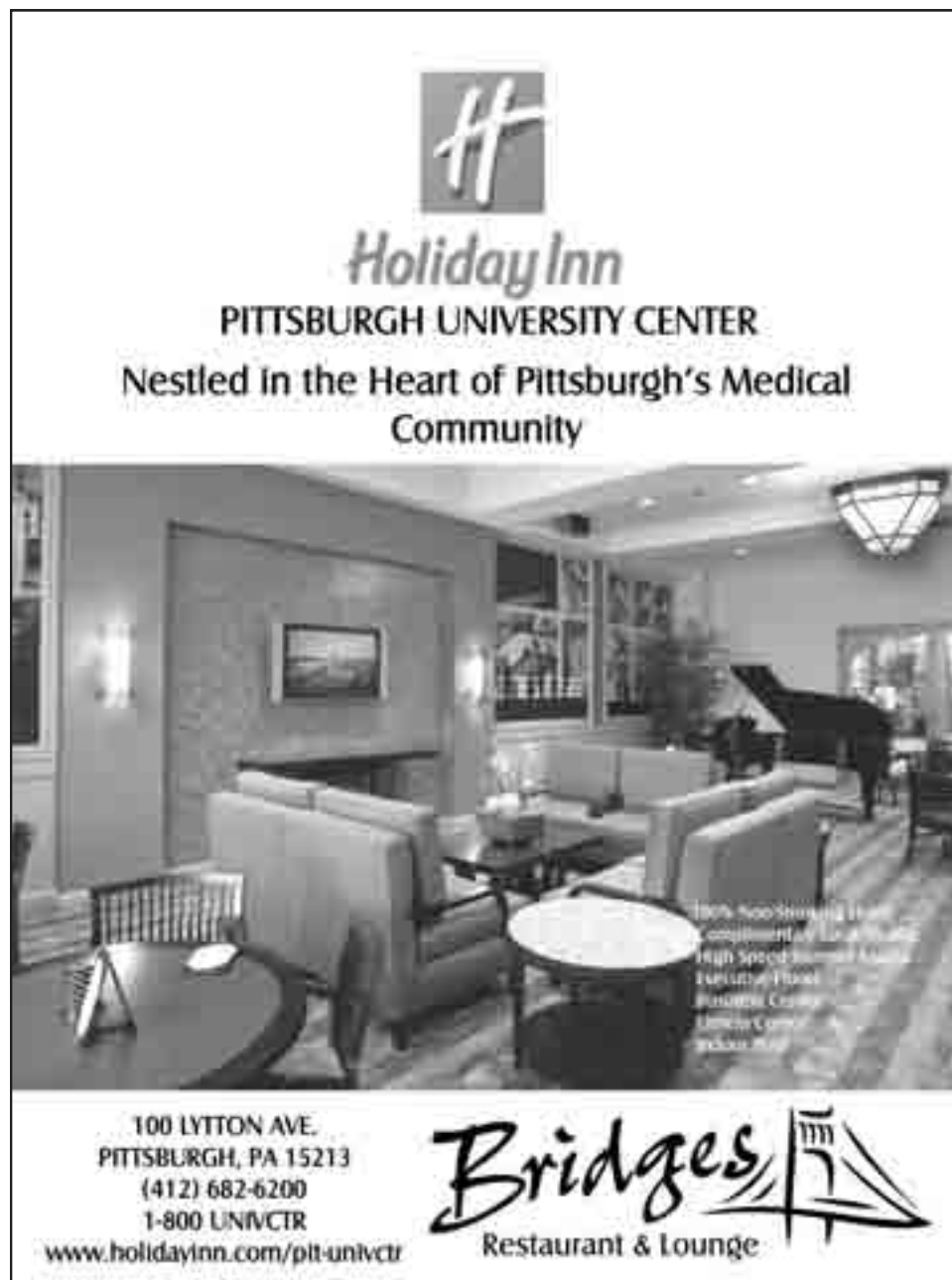
PFCC VisionQuest Workshop

November 4

Herberman Conference Center

UPMC Shadyside, Pittsburgh, PA

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