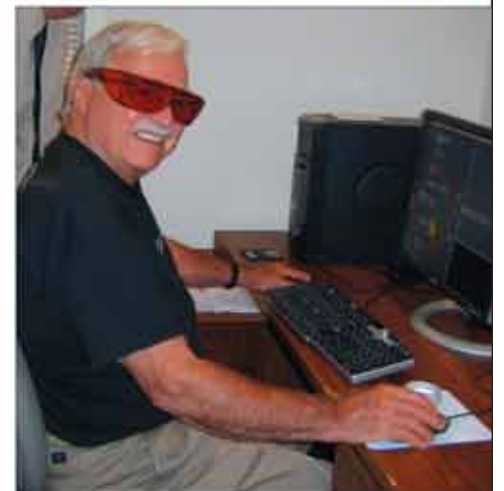


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With recent changes in the marketplace, Amerinet would like to invite health care providers seeking to improve their financial performance through total spend management strategies to take a closer look at Amerinet.

Health care trends continue to reveal a dynamic set of challenges as leaders seek to address the margin pressures of increasing costs and declining reimbursements in parallel with objectives in quality of care, physician relations, capital expansion and pay for performance to name just a few.

The new year marks a new era for Amerinet in providing health care facilities with comprehensive total spend management solutions to address these strategic priorities.

Portfolio: Amerinet's group purchasing contract portfolio provides a comprehensive, competitive and innovative foundation from which to address cost savings strategies across all clinical service and operational program areas. This includes the ability to provide custom contracting and other sourcing strategies to meet the unique needs of a facility.

Performance: Beyond access to savings through contracts, Amerinet provides data tools and a team of field representatives, clinical specialists and supply chain consultants to support you in analyzing non-labor spending and to target high leverage opportunities for improved financial performance. This includes contract maximization, clinical collaboration, product standardization and other implementable pathways to savings and performance.

Clinical Collaboration: Almost half of the supply spend in health care is in physician preference products including implants and devices in orthopedic, cardiology and neurology service lines. Amerinet's total spend management capabilities provide you with performance dashboards, analysis, and clinical and supply chain experts to support you and your clinical leadership. Together, we will build a road map to savings, establish priorities and work through implementation to achieve those savings.

Accountability: Leadership means knowing the issues your customers face and sharing in the accountability for the issues, along with delivering viable solutions and the intended results. Amerinet is such a leader and is resolved to carry out its mission so that you can carry out yours. Amerinet is determined to impact the affordability challenges facing you and our nation's health care providers.

We know you share in our commitment to keep high quality health care affordable, and we invite you to take a new look at Amerinet. Call our Customer Service Center at 877-711-5600 or visit www.amerinet-gpo.com to learn more about health care's margin improvement innovator.

Sincerely,

Victor E. Samolovitch
CEO, Amerinet

Physician Practice Assessment: The Foundation for Strategic Planning

Strategic planning for physician practice groups is key to ensuring that the practice meets established goals and objectives and also functions efficiently in terms of the cost and quality of care.

Recognizing the need for a strategic plan, no matter the size or scope of services of the group, is the first step for success; however, creating and implementing a strategic plan that makes sense for the practice can be a challenge. Corazon believes many considerations should be examined when approaching the strategic planning process: Are the timelines realistic? Are resources and financial support available? Will the plan be supported and endorsed by the entire physician group?

Creating the Vision

Overall, the strategy set-forth should coincide with vision and mission statements, which form the foundation for long-term success. All group members should play a part in the development of these statements, as they can affect strategic decision making, impact hiring decisions, and dictate the overall communication process. The vision, designed to unite people towards a common goal creates a shared purpose and provides



BY LORRAINE BUCK

guidelines that determine behavior, whereas the mission defines what the practice is 'in business' to do. Together, these statements help drive the planning and implementation of change...But, how should a practice go about bridging the vision and mission statements with a strategic plan?

Understanding the Market Opportunity

Corazon recommends beginning with a simplified strategic planning process that outlines the top issues that impact the practice. Have a good understanding of the external market, along with internal elements, such as clinical, financial, and operational processes. Assuring that the practice functions efficiently and effectively will create a solid foundation for taking on new endeavors (expanding services, purchasing new equipment, or growing the patient base) in order to thrive.

Performing an external market assessment assists in understanding the practice service area, and provides population demographics, which can assist in projecting future growth opportunities for patient care needs and the services required to meet these needs. County-specific mortality rates compared to state and national statistics can identify areas

that may be underserved due to various factors such as education, socio-economic class, access to care, and improper nutritional habits.

Sound information technology can provide internal market data regarding patient visits, procedure volumes, referrals, and consults, including hospital-based and/or practice-based patient visits. Paying close attention to any variances or year-to-year trends will highlight changes in the market regarding physician practices and/or changes in the insurance industry, consumer patterns, or hospital operations that could be significant. No doubt, information is power. The ability to harness this power through optimal information technology will be a key part of positioning for growth and rapid response to changes in healthcare.

Evaluating Practice Operations

Corazon also recommends an internal assessment of practice operations, clinically as well as financially. With nationwide shortages of clinicians, achieving the right skill mix of employees has become a major challenge. Resource availability, regulatory environments, practice culture, cost containment, quality initiatives, or technological innovations can all affect day-to-day operations of a physician practice staff. Prior to adjusting skill mix, a thorough evaluation should be done in order to assess needs. For instance, consider enhancing skill among a particular group of staff, substituting between different groups, or delegating up or down a clinical ladder. The ultimate goal is to have the staff functioning at its highest level, which not only provides job satisfaction, but also the opportunity to enhance overall service and quality patient care of the practice.

Financial performance is, and will continue to be, one of the top concerns for any medical practice group. The ability to cover the ever-increasing overhead expenses of the practice, coupled with meeting physician incomes, is a constant challenge as physician reimbursement continues to be ratcheted-down by third-party payors. Placing tight management controls on the entire revenue cycle will work to enhance overall collections and thus increase revenues for the practice.

Corazon believes that the management of this revenue cycle begins at the time of patient registration. Gathering accurate information prior to the patient's initial visit into the office will allow staff to address out-

standing balances and verify insurance coverage, eligibility, and benefits. At this time, patients should be reminded of their responsibility regarding co-payments and deductibles. Proactively addressing these issues will save time, effort, and money on the back-end of the process.

The practice assessment is designed to focus on the development of recommendations that enhance and improve practice efficiency and assure effective operations and to capitalize on future market initiatives. Efforts to streamline work flow, achieve a cost-effective skill mix, evaluate the business case for related ancillary service, aggressively manage the revenue cycle, and assess practice overhead will be essential components of ongoing practice evaluation and management.

When working with physician practice groups across the country to improve operations, Corazon specifically advocates evaluating the current patient management system in terms of whether it enables print-outs of itemized, detailed bills, and/or any patient balances on the superbill/encounter form. Another important element to evaluating overall practice profitability is to evaluate the fee schedule—an important indicator of financial performance. Established fee schedules should be reviewed annually and re-negotiated as necessary.

Defining Strategic Initiatives

Once the practice foundation is assessed, leaders can work to identify new market opportunities through:

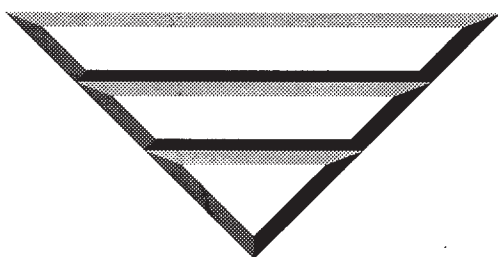
- Outreach
- Establishment of new office locations
- Addition of new services
- Partnerships/relationships with hospitals and/or other providers
- Recruitment of new physicians or extenders to deliver services

Practice growth must be planned and balanced to take advantage of existing operating infrastructure and should parallel strategies of the physician partners for optimal success. In summary, the strategic planning process overall should be structured to yield agreement among the physicians regarding current priorities and objectives. Setting a clear plan is indeed the first step to achieving goals!

Lorraine Buck is a Senior Consultant at Corazon, a national leader in specialized consulting and recruitment services for CV program development. You can reach Lorraine at 412-364-8200 or visit www.corazoninc.com.

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The Role of Nurses in the Health of our Communities

Historically, some of the greatest advances in health care have resulted from population based initiatives that are innate to the community such as public sanitation, safety, control of infectious disease, and population based preventative programs like cessations in tobacco use. These types of initiatives have had a profound effect on the health and well being of our communities and nursing has been at the forefront of this type of health care delivery.

The U.S. Public Health Service (USPHS) estimated in 2000 that only 3.4% of all national health expenditures support the population focused public health functions. The USPHS looks at benefits in terms of preventable early death and estimates that medical treatment can prevent 10% of all early deaths and that population based public services have the potential to prevent 70% of early deaths in the U.S. With the focus on health promotion and disease prevention, Healthy People 2010 lists the top ten health indicators as: Physical Activity, Overweight and Obesity, Tobacco Use, Substance Abuse, Responsible Sexual Behavior, Mental Health, Injury and Violence, Environmental Quality, Immunization and Access to Health Care. With objectives to address these issues, Healthy People 2010 provides guidelines for public health initiatives that have the potential to affect profound improvements in the health of the U.S. population.

With the shifts in our health care system moving more patient care from acute care institutions to community based



BY LYNN GEORGE, PH.D., R.N.

care, a well prepared workforce is increasingly essential but limited. With an estimated 59% of nurses working in acute care settings and nursing shortages a persistent problem, less nurses and advanced care nurses are available for work in the community setting. With salary typically less in community settings and funding diminishing for programs, additional barriers to attracting a limited workforce include monetary concerns.

However, there is also good news. With health care increasingly dependent on a population that is informed and actively involved in their own health care, there is increased interest in health promotion activities. Now more than ever before

there is opportunity and a ready audience. Also, the work of nurses in the community is more autonomous and that empowerment can be related to better outcomes for our population. Nurses are clearly capable with the ability to focus on assessment, health promotion, disease and injury prevention and public education.

Educating the next generation of nurses must include increased opportunity for experiences in community settings. All baccalaureate programs in nursing include some experiences in community health settings. However, most educational experiences for nursing students still take place in acute care centers. Porter O'Grady and others note that nursing care is moving away from fixed institutions, such as hospitals, to varied settings in the community and nursing education must include this knowledge within their curricula. However, the degree to which nursing education is responding is still quite variable.

At Robert Morris University, we provide our nursing students with community experiences in clinical courses both local and global. In pediatrics and medical surgical courses, a substantial portion of clinical work takes place in the community. As part of their community experiences, our students also have the option of completing some of their clinical hours in Nicaragua.

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what our students and faculty can learn about community health in a country like Nicaragua. The answer is that the nurses there do a remarkable job in their communities: running clinics, visiting families and addressing issues like sanitation and nutrition with very little resources. I have personally witnessed them make remarkable changes in the health of their communities. This is an example that is not lost on our students. Our students learn from their experiences with these nurses and nurses from our communities here in the U. S., and they are better prepared for the roles they will assume in the future as part of an ever changing health care system that is increasingly community based.

Lynn George, Ph.D., R.N., is an associate professor of nursing and associate dean of the School of Nursing at Robert Morris University. She can be reached at george@rmu.edu.

Good Health Perspective

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Investors' Lab

What Global Economic Trends Mean to Your Investments

Global economic growth has been strong for several years, but let's dig a little deeper and see what's driving this growth and more importantly, how we might think about portfolio structure given the current state of the global economy.

The U.S. bond market has been the foundation of global economic growth. While politicians and the press have said much about the size of the U.S. deficit and the dramatic growth in foreign ownership of U.S. Treasuries, you should understand that without this phenomenon, growth might not have been as robust.

There has been and continues to be high demand for U.S. Treasuries. This demand has helped to keep long-term interest rates low.

Said differently, the United States has not had to raise long-term rates to attract capital. These low interest rates, in turn, provided enormous stimulus to the housing market. The robust housing market both created jobs and provided ready cash to the U.S. consumer.

The U.S. consumer, flush with cash, purchased finished goods from the low-cost manufacturing economies of China, India and emerging Asia. These manufacturing economies needed factories and raw materials to produce those goods. Machine tool economies like those of Japan and Germany built the factories while commodity-based economies like those of Brazil, Canada and Russia provided the raw materials.

What happened to all of the dollars spent in this global economic network? Ultimately, large portions of those dollars came back to the United States in the form of foreign investment in U.S. treasuries. The cycle completes itself! All the while, global stock and bond markets have flourished and the U. S. Government used the foreign inflows to manage our budget deficit without having to raise your taxes.

As global economies expanded, so have corporate profits and global stock indices. Since its market bottom in October 2002, the S&P 500 advanced 97.1% with dividends reinvested. At the October '02 market low, the P/E ratio of the S&P 500 was 23.6%, significantly above its long-term average of 15.5%.

Due to significant productivity gains and attention to costs, earnings have grown dramatically faster than the price of stocks. U.S. large companies have become healthy again. Today, the S&P 500's P/E ratio is just 15.4%, indicating that U.S. large company stocks may finally be fairly valued.

It has been said that prudent investors should sell what others are buying and buy what others are selling. Perhaps its time to revisit your asset allocation and consider the quality trade of large company U.S. stocks and U.S. high quality bonds.



BY PAUL BRAHIM, CFP® AIFA®

Interestingly, as U.S. large companies continue to become more attractive due to strong economic growth, U.S. investors have been on a selling spree. JP Morgan and Lipper Analytical report that U.S. investors have generated \$94 billion of net outflows from U.S. large company funds while pouring \$277 billion in foreign equities over the last 2 years.

How does global economic growth, fueled by the U.S. housing and bond markets, influence portfolio structure given valuations and fund flows?

Some common sense should apply. The U.S. economy is still the largest in the world and better able to absorb imbalances and shocks than other lesser economies.

Should the U.S. consumer slow as is evidenced by the housing and retail markets, global economies will feel it first. It is conceivable that, after an initial global correction of stock indices there will be a "flight to quality". Investors globally will seek out the safest, best-valued and most liquid markets. The trend toward international investment could reverse creating great demand for U.S. large company stocks and U.S. government bonds.

It has been said that prudent investors should sell what others are buying and buy what others are selling. Perhaps its time to revisit your asset allocation and consider the quality trade of large company U.S. stocks and U.S. high quality bonds.

Paul Brahim, CFP® AIFA®,
Managing Director, BPU Investment
Management, Inc., can be reached at
pbrahim@bpuinvestments.com.

THE JOURNEY TO IMPROVE HOSPICE CARE IN AMERICA A RECIPE FOR GOOD HEALTH – VOLUNTEERING

*You make a living by what you get,
but you make a life by what you give.*

– Winston Churchill

With National Volunteer Week approaching in April we are reminded of the remarkable and essential contributions that volunteers make to individual organizations and to communities as a whole. As we think about the generosity of time, friendship and skills that so many volunteers share, we reflect on the impact on the volunteer. Research shows that volunteering is part of the newest recipe for health and longevity. Since hospice started in 1980, hospice volunteers have known that they not only improve the lives of hospice patients and their loved ones but they also improve their own lives. “I’ve gotten much more back than I have ever given,” says Nancy Gannon, a Family Hospice and Palliative Care volunteer who won the Community Champion Jefferson Award.

Volunteering can also improve self-esteem, social support and confidence. Research shows that volunteering is also good for your health. For example, one study indicates that volunteering can have actual physiological changes such as boosting the immune system and stimulating the release of endorphins into the blood stream.

Volunteerism is and has always been the backbone of hospice with over 400,000 volunteers working in hospices throughout the United States. The hospice movement grew out of the commitment and devotion of volunteers over time. For years many hospice programs were run solely by volunteers – all donating their time to care for patients with life-limiting illnesses and their loved ones. Even as hospice has grown and reimbursement has become available, volunteers have remained an essential component to all hospice organizations. At Family Hospice and Palliative Care there are over 280 volunteers who help in various ways such as visiting, talking, and reading with patients. Volunteers provide companionship to patients and caregivers. Often they provide respite care for the caregiver or help support those who are bereaved. Many volunteers choose to help with fundraising and office duties.



BY RAFAEL J. SCIULLO,
MA, LCSW, MS

Each volunteer story is filled with compassion, kindness, and remarkable generosity. Many volunteers have gone to extraordinary means to make a person's last months more enjoyable, rewarding and peaceful. The hospice volunteer who arranged for a professional cellist to perform at the home of his patient who was a music enthusiast. The volunteer who corresponds with a patient's out-of-town brother so he can keep up with the details of his sister's life. Some of our volunteers have taken the time to pick up visiting family members from the airport. Many volunteers bring their hobbies and life skills to a patient's side. One volunteer, a gardener, planted a flower garden outside the window of a patient's home so that the patient, who was unable to go outside, could enjoy the coming of spring from the comfort of his couch.

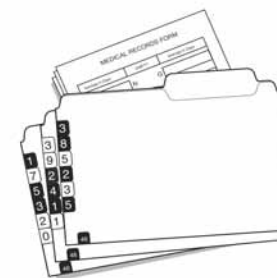
Consider touching people's lives like Family Hospice and Palliative Care's devoted and much missed volunteer, Pat Opferman. Her recent passing has been a great loss for our hospice. For over 15 years, Pat faithfully visited with patients, supported caregivers, and held the hand of dying patients. She embodied the incredible commitment, generosity and caring that is typical of hospice volunteers. In her memory and in turn for all the caring she gave to our neighbors, friends, and family, let us set aside time in the coming month to recognize those individuals who have offered so freely of their time and self to enhance the lives of others.

Rafael J. Sciallo, MA, LCSW, MS, is President and CEO of Family Hospice and Palliative Care. He may be reached at rsziallo@familyhospice.com or at (412) 572-8800.

*Rafael J. Sciallo, MA, LCSW, MS, is President and
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MAKING ROUNDS

PHYSICIAN ANNOUNCEMENTS, APPOINTMENTS AND AWARDS

Mercy Hospital Announces Appointment of Plastic and Reconstructive Surgery Specialist

The Division of Plastic Surgery, Department of Surgery at The Mercy Hospital of Pittsburgh, is proud to announce the addition of Kodi K. Azari, M.D., F.A.C.S., as Chief, Division of Hand Surgery.

Dr. Azari is currently an Assistant Professor of Surgery at the University of Pittsburgh School of Medicine where he is also the director of the Hand Surgery Fellowship Program in the Division of Plastic Surgery and is the Associate Director of the Plastic Surgery Residency Program.



Dr. Kodi K. Azari

New Chief Medical Officer Named to Excelsa Health

Excelsa Health is pleased to announce the appointment of Ralph A. Capone, MD, FACP, as its new Chief Medical Officer. Prior to accepting this position, Dr. Capone served as Associate Chief Medical Officer and Chief Quality Officer since 2005.

Not unknown to Excelsa Health, Dr. Capone was a member of Westmoreland Hospital's courtesy staff since 1982. After attending medical school at the University of Pittsburgh, Dr. Capone completed an internship in internal medicine at Indiana University, Indianapolis, IN, and an internal medicine residency at Mercy Hospital of Pittsburgh. A member of the Alpha Omega Alpha National Medical Honor Society, Dr. Capone also holds a deep interest in quality and medical ethics. He also has served as director, clinical ethics teaching program, at Mercy Hospital of Pittsburgh, where he was also chairman, institutional ethics committee.



Dr. Ralph A. Capone

Dr. Leo McCafferty Elected Treasurer and Member of Allegheny County Medical Society Board of Directors

Dr. Leo R. McCafferty, a Pittsburgh plastic surgeon and member of the board of directors of the American Society for Aesthetic Plastic Surgery (ASAPS), has been elected to the board of directors and to the position of treasurer of the Allegheny County Medical Society.

Active in the Society for the past 17 years, Dr. McCafferty has served as chair of the Communications Committee for the last five years. An official spokesperson for ASAPS, he also chairs the national group's Bylaws Committee, is vice chair of the Administrative Commission and a member of the Legislative Committee, New Members Committee, and 2006-2007 Program Committee. Dr. McCafferty previously served as the chair of ASAPS' Public Education Committee and vice chair of the Communications Commission.

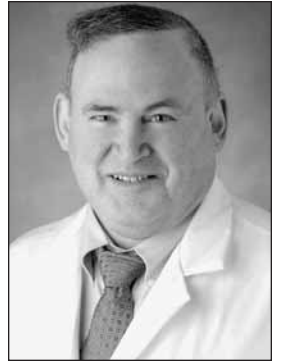


Dr. Leo R. McCafferty

John D. Paulson, M.D., Joins Altoona Regional Medical Staff

John D. Paulson, M.D., has joined the Altoona Regional Health System medical staff in the Obstetrics & Gynecology department. He is affiliated with Blair Medical Associates in Altoona. Dr. Paulson is board certified by the American Board of Obstetrics & Gynecology.

He graduated from medical school at the University of Virginia, Charlottesville. He did his residency training at Barnes Jewish Hospital, St. Louis, Mo., and his fellowship training there in reproductive endocrinology. He has been head of urogynecology and chief of reproduction at various universities and programs.



Dr. John D. Paulson

Fetal Interventionist Joins Magee-Womens Hospital of UPMC

Stephen Emery, M.D., has joined the staff of Magee-Womens Hospital of UPMC as clinical director of the hospital's new Center for Fetal Medicine and co-director of the Fetal Diagnosis and Treatment Center at Magee in partnership with Children's Hospital of Pittsburgh. A specialist in fetal intervention, Dr. Emery also has been named assistant professor of obstetrics, gynecology and reproductive sciences at the University of Pittsburgh School of Medicine. He formerly served as co-founder and co-director of the Fetal Care Center at the Cleveland Clinic Foundation and assistant professor at the Cleveland Clinic Lerner College of Medicine at Case Western Reserve University.

Dr. Emery earned a bachelor of arts degree from the College of the Atlantic in Bar Harbor, Maine. He completed his medical degree at the University of Alabama School of Medicine in Birmingham.



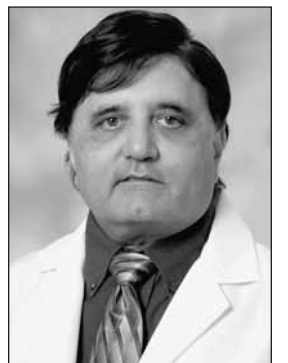
Dr. Stephen Emery

Anesthesiologist Brings More Than 25 Years Experience to Memorial Medical Center

"Using medical techniques that are created in the war zone and applying them in civilian clinical life is an area of interest for me and here at Memorial I'm able to explore some of these techniques," says Ashok V. Padhiar, M.D., the newest addition to Memorial Medical Center's Anesthesiology Department.

Dr. Padhiar, a board-certified Anesthesiologist, is talking about acute pain anesthesia techniques such as the peripheral nerve block technology used at Memorial through a collaboration with the Walter Reed Army Medical Center.

Originally from Kenya, Dr. Padhiar received a medical doctorate from the University of Nairobi in 1979. He completed a residency in anesthesiology at Lincoln Medical and Mental Health Center, a New York Medical College affiliated hospital located in New York City.



Dr. Ashok V. Padhiar

UPMC Recruits Highly Acclaimed Northwestern University Cardiothoracic Surgeon, Thomas G. Gleason, M.D.

Thomas G. Gleason, M.D., a highly acclaimed cardiac surgeon has been named director of the new Center for Thoracic Aortic Disease of the UPMC Heart, Lung, and Esophageal Surgery Institute and appointed associate professor of cardiac surgery at the University of Pittsburgh School of Medicine.

Prior to joining UPMC, Dr. Gleason was a cardiovascular surgeon at Northwestern University Feinberg School of Medicine in Chicago, where he was director of the Thoracic Aortic Surgery Program in the Bluhm Cardiovascular Institute.

He is a member of numerous professional societies, including the Society of Thoracic Surgeons (STS), the International Society of Heart and Lung Transplantation, the American College of Chest Physicians, and the American College of Cardiology. Dr. Gleason also chairs the Taskforce on Guidelines for Thoracic Aortic Surgery for the Society of Thoracic Surgeons and is a member of the STS Endovascular Taskforce and the STS Workforce on Evidence-Based Medicine.



Dr. Thomas G. Gleason

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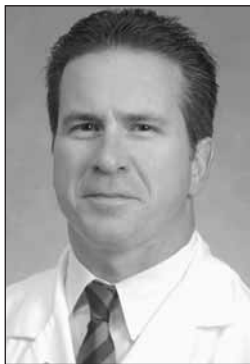
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MAKING ROUNDS

WVU Doctors Featured in *ESPN The Magazine*

Julian E. Bailes, M.D., and Michael W. Parsons, Ph.D., from West Virginia University are featured in the January 15th edition of *ESPN The Magazine*. The article, titled, "Brainball," examines the way in which an athlete's brain functions amidst action-packed sporting events.



Dr. Julian E. Bailes



Dr. Michael W. Parsons

Jameson Hospital Names Medical Director of Emergency Department

Jameson Hospital announced that Dr. David Anderson will assume the position of Medical Director of the Emergency Department replacing Dr. Rick Wadas.

For the past two years, Dr. Anderson has served as emergency physician at Jameson.

Prior to his arrival at Jameson, Dr. Anderson was an emergency physician at Northside Hospital in Youngstown, OH.



Dr. David Anderson

Memorial Medical Center Physician Now Board Certified in Family Medicine

Louie A. Anquilo, M.D., has been certified as a diplomate of the American Board of Family Medicine, Inc. until 2013. Since graduating in June 2006 from Memorial Medical Center's Family Medicine Residency Program, Dr. Anquilo has been working as an emergency medicine physician in Memorial's Fast Track. Prior to enrolling in Memorial's Internship and Residency programs, Dr. Anquilo held positions as a Research Coordinator at The Long Island College Hospital in Brooklyn, NY, and as a Physician Volunteer at Medical Mission, Inc., in Manila, Philippines.



Dr. Louie A. Anquilo

Dr. Douglas Kondziolka Installed as President of the Congress of Neurological Surgeons

Douglas Kondziolka, M.D., vice chairman of neurological surgery and professor of radiation oncology at the School of Medicine, was recently installed as president of the Congress of Neurological Surgeons, an international organization dedicated to promoting public welfare through the advancement of neurosurgery, by a commitment to excellence in education, and by dedication to research and scientific knowledge. He will hold the position through September 2007.



Dr. Douglas Kondziolka

Dr. Dennis Brunskill Receives Certification in Hospice and Palliative Care

Family Hospice and Palliative Care is proud to announce that Dennis Brunskill, M.D., has received his certification in hospice and palliative care from the American Board of Hospice and Palliative Medicine. This certification sets a standard of specialty practice for physicians in hospice and palliative medicine. It also helps to establish and measure the level of knowledge, attitudes, and skills of the physician seeking certification. Since 1977, Dr. Brunskill has served as one of the medical directors at Family Hospice and Palliative Care. Over the years, his compassion, expertise, and sense of humor have helped to direct and educate the hospice team. Dr. Brunskill is the fifth medical director at Family Hospice and Palliative Care to receive this important certification.

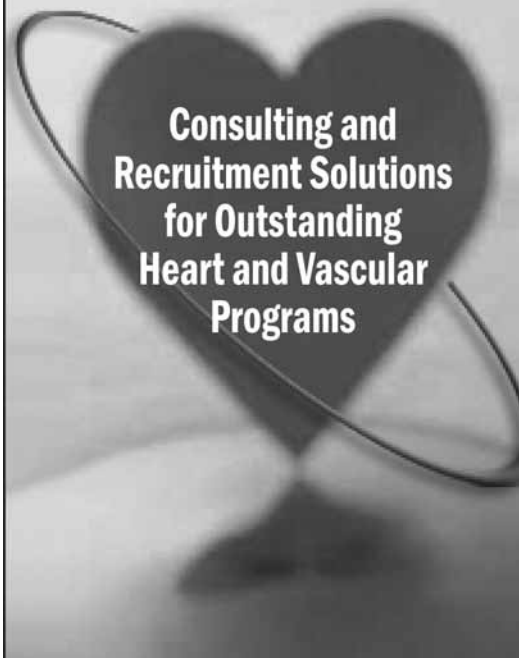


Dr. Dennis Brunskill

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Around the Region



Providence Pharmacy Hires New Pharmacist

Providence Pharmacy recently hired a new staff pharmacist at their Cabot location in the Lund Care Center of Concordia Lutheran Ministries.

Todd Douglas McCurdy has been in the Pharmaceutical industry since graduating from the University of Pittsburgh School of Pharmacy in 1998. His credentials include being a staff pharmacist, assistant pharmacy manager, and pharmacy manager at several western PA pharmacies.



Todd Douglas McCurdy

The Commons at Squirrel Hill Announces New Marketing Director

The Commons at Squirrel Hill recently announced that Suzanne Machek, R.N., has joined their team as Marketing Director. Suzanne has served in various marketing and sales positions before receiving her RN from Sewickley Valley Hospital School of Nursing. She combines her marketing background with Nursing experience in oncology and geriatrics. This gives Suzanne unique perspective and special sensitivity when developing programs and events for the residents and community.



Suzanne Machek

West Penn Names Gina Donnelly Vice President for Business Development, Physician Recruitment

Gina Donnelly has been appointed Vice President for Business Development and Physician Recruitment for The Western Pennsylvania Hospital.

Donnelly, of Allison Park, holds a bachelor of arts and science degree from Duquesne University. She previously led the Pittsburgh Mercy Health System's physician relations initiatives. For the past six months she has worked as an independent contractor providing physician recruitment and physician practice management services to West Penn Allegheny Health System.



Gina Donnelly

Children's Hospital of Pittsburgh of UPMC Appoints New Director of Critical Care Services

Margaret Hardt DiCuccio, RN, MSN, has been appointed director of Critical Care Services at Children's Hospital of Pittsburgh of UPMC.

DiCuccio, who has more than 20 years of nursing experience, most recently had been an assistant professor in the School of Nursing and Allied Health at Robert Morris University. She also has served as senior nursing director at Allegheny General Hospital, vice president and chief nursing officer at Butler Health System, and president, chief executive officer and chief nursing officer at Suburban General Hospital. After earning her undergraduate degree in nursing from Indiana University of Pennsylvania, DiCuccio received her master's of science in nursing from LaRoche College. She is pursuing her doctorate in nursing from Duquesne University.



Margaret Hardt DiCuccio

Gateway Rehab Board of Directors Names Three New Members

Gateway Rehabilitation Center recently announced the addition of Bruce Crocker, David J. Urban, and Joseph A. Massaro, III to its Board of Directors.

Crocker, a wealth management consultant, was educated at the University of Oregon, Lewis & Clark Law School in Portland, OR, and New York University School of Law. After serving four years as a trial attorney with the Department of Justice, Crocker, joined the Washington, D.C. law firm of Steptoe & Johnson, where he became a partner in 1985. From 1987 to 2004, Crocker served as vice president of taxes for the Hillman Company, for whom he continues to consult.

Massaro received his undergraduate degree from Boston College in 1985 and his J.D. degree from the Columbus School of Law at the Catholic University of America in 1988. Upon graduation, he worked as an associate at Foley, Hoag & Eliot, specializing in real estate and corporate law.

In 1989, Massaro joined his family business, Massaro Corporation, serving three years as both general manager and general counsel in the Louisville, Kentucky, and Pittsburgh regional offices. Massaro then joined the law firm of Holland & Knight as an associate in their Construction Practice Group, remaining there until 1995 when he rejoined Massaro Corporation as a project manager. In 1998, Massaro was named manager of operations and, in 2000, was promoted to executive vice president of the corporation. In 2002, Massaro became president and chief operating officer.

Urban earned a Bachelor of Science degree from the United States Military Academy at West Point, a Master of Government Administration degree from the University of Pennsylvania, and a Juris Doctor from the Temple University School of Law.

Urban joined the American Continental Group (ACG) as a managing director in 2002. Immediately before joining ACG, Urban served for nearly five years as the chief of staff for United States Senator Arlen Specter (R-PA). From 1994 through 1997, Urban was an attorney in private practice.



Bruce Crocker



David J. Urban



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Around the Region



Diane Oettinger



Nick Petti



Diane Sabol

New Appointments and Promotions at Family Hospice and Palliative Care

Diane Oettinger, R.N., has assumed the position of Infection Control RN in the Performance Improvement Department at Family Hospice and Palliative Care. For the previous six years, Oettinger provided direct nursing care for Family Hospice patients and their families.

Family Hospice and Palliative Care is also pleased to announce that Nick Petti has accepted the position of Manger of Volunteer Services. Previous to this appointment, Petti was a social worker with Family Hospice. Petti will supervise the 300 volunteers who provide patient companionship, caregiver respite, and assistance in the office.

Diane Sabol has accepted the position of Chief Financial Officer. She will be responsibly for administrative oversight for both financial services and information technology systems.

Dave Fiumara has been promoted from the Director of Information Technology and Facilities to the Director of Administrative Services.

After working at Family Hospice and Palliative Care for two years, Justin McBride has been promoted to Manager of Information Technology.

Laura Palaastro has also joined the staff as a Senior Accountant.

After joining Family Hospice and Palliative Care a year ago, Sue Tompkins, RN has been promoted to a Clinical Supervisor position. Tompkins oversees one of Family Hospice and Palliative Care's clinical care teams serving the Beaver and Butler area.



Dave Fiumara



Justin McBride

MED3000 Appoints Robert C. Gallo II as Executive VP and General Counsel

MED3000, Inc. recently appointed Robert C. Gallo, II to the position of Executive Vice President and General Counsel. Gallo has provided outside legal counsel to MED3000 over the past seven years and will now represent the company's legal affairs in-house.

Gallo has a considerable background in corporate legal work. While practicing at a large firm in Pittsburgh he focused on corporate finance transactions, public and private company mergers and acquisitions, private equity transactions, venture capital finances, private placements of equity securities, federal and state securities law compliance, and equity incentive arrangements.



Robert C. Gallo, II

Jerry Hogenmiller, Esquire, Selected to Board of Trustees for National Multiple Sclerosis Society

Jerry R. Hogenmiller, Esq., a shareholder with the law firm of Thomson, Rhodes & Cowie, P.C., was recently selected to be a member of the Board of Trustees for the National Multiple Sclerosis Society, Allegheny District Chapter. Hogenmiller is a long-time volunteer, fund raiser, and an activist for the Society, MS patients, and their families.

E-mail Your Press Releases To:
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HealthSouth Rehabilitation Hospital of Sewickley Names New CEO

HealthSouth Rehabilitation Hospital of Sewickley has named Marlene Hughes as its new chief executive officer.

Hughes, with more than 12 years of healthcare experience, has worked with HealthSouth since 2001. Her initial position was the Director of Business Development for HealthSouth Harmarville Rehabilitation Hospital. In 2003, she was promoted to the Area Director of Business Development for HealthSouth Pittsburgh Hospitals (Harmarville, Greater Pittsburgh, and Sewickley). She is returning to the Sewickley facility from HealthSouth Rehabilitation Hospital of Petersburg, VA, where she was chief executive officer of a new hospital construction project.



Marlene Hughes

West Penn Hospital Names B.J. Leber Vice President of Hospital, President of West Penn Hospital Foundation

B.J. Leber has been named Vice President of The Western Pennsylvania Hospital and President of The Western Pennsylvania Hospital Foundation.

As Chief of Staff for Pittsburgh Mayor Bob O'Connor, Leber was responsible for the day-to-day operation of city departments, services and authorities. Prior to joining O'Connor's team, Leber was senior vice president and station manager of WQED Multimedia. She led WQED-TV, and WQED and WQEI-FM's strategic planning, membership development and government operations.



B.J. Leber

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Accolades



(l-r) Thomas White, Mark Brest, and James Grinnen

Jameson Hospital Presents Joining Together Award

Thomas White, President/CEO, Jameson Hospital, recently awarded the 5th Jameson Joining Together Award to Mark Brest and James Grinnen. Mark and Jim are boilermen in the Engineering Department who devised an innovative solution to the annoying noise of water hammering by constructing a flash tank.

In their presentation they explained how steam leaves the boiler as vapor and turns to condensate (hot water with a little pressure behind it). Mark and Jim's goal was to have the condensate return to the de-aeration tank where steam heats the condensate helping to remove oxygen from the water. This would reduce the cost of making treated boiler water and be less corrosive to the boilers.

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VA Pittsburgh Healthcare System Employee Honored for Dedication to Revolutionizing Charitable Campaign

David E. Cowgill, VA Pittsburgh Healthcare System (VAPHS) Public and Community Relations Coordinator, was named as 2006 Combined Federal Campaign (CFC) Local and Regional Hero. He was also nominated for the prestigious 2006 CFC National Hero, which will be announced in mid-March. Heroes are identified as individuals who went above and beyond dedicating their time to the CFC. VAPHS was also chosen for the 2006 CFC Excellence Award, as the sector, or federal agency, that best maintained/increased participation and overall campaign performance.

The CFC at VAPHS historically received approximately 15-20 percent employee participation but declined drastically in the 2005 campaign to less than nine percent.

Cowgill was appointed as the VAPHS CFC Chairperson and given the task of dramatically revitalizing the 2006 Combined Federal Campaign at VAPHS. Cowgill was not given any formal goal or guidance. He was simply given the objective of turning the campaign around and increasing both employee participation and amount contributed.

Through an impressive fundraising and marketing campaign, VAPHS achieved the most successful Combined Federal Campaign in its history. \$178,282.94 in donations were collected for local, national, and international charities (a 145.3% increase from the 2005 campaign); 1,155 pledges were received (a 332.6% increase from 2005); and 38% of VAPHS employees contributed (only 8.8% contributed in 2005). More money was collected in the 2006 campaign than in 2005 and 2004 combined.



David E. Cowgill

Conaway Receives Don Marsh Scholarship

Danielle Conaway, a journalism graduate student at West Virginia University, is the 2007 recipient of the Don Marsh Scholarship in Health Care Writing. Conaway has received a six-hour tuition waiver and a paid internship at the Communications Division of Health Sciences Center where she is currently responsible for various journalistic projects.

Conaway received her B.A. in English from WVU and worked as a copy editor for The Daily Athenaeum during her senior year. Recently, she was employed as a freelance writer for The Dominion Post and a graduate assistant for the Perley Isaac Reed School of Journalism at WVU. Conaway will begin her thesis work this semester and intends to explore the effects of blogs on print journalism.



Danielle Conaway

Altoona Regional Occupational Therapist Achieves Certification

Nancy Forshey, OTR/L, CHT, a member of Altoona Regional Health System's Physical Medicine and Rehabilitation department, has achieved certification as a hand therapist by the Hand Therapy Certification Commission of Sacramento, CA. Nancy is one of three certified hand therapists in Altoona and 221 in the Commonwealth of Pennsylvania.

This credential offers assurance to the public that the therapist has achieved the highest level of competency in the profession and stays up-to-date with the practice within the field. A certified hand therapist is an occupational therapist or physical therapist who has a minimum of five years of clinical experience, including 4,000 hours or more in direct practice in hand therapy.



Nancy Forshey

Susan Hunt Receives Certification in Hospice and Palliative Care Medicine

Family Hospice and Palliative Care is pleased to announce that Susan Hunt, MD, FACP, has received her certification in hospice and palliative care medicine from The American Board of Hospice and Palliative Medicine. This certification sets a standard of specialty practice for physicians in hospice and palliative medicine as well as helps to establish and measure the level of knowledge, attitudes, and skill of the physician seeking certification. Dr. Hunt recently became one of Family Hospice and Palliative Care's medical directors. Dr. Hunt is a General Internist who was the founder of the University of Pittsburgh's HIV Center, and who has maintained an Internal Medicine Practice throughout her career. She is a clinician-educator who is well known for excellence in HIV-related care and in Internal Medicine. She is now devotes more time to clinical work and teaching in the section of Palliative Care at the University of Pittsburgh.



Dr. Susan Hunt

Technology Teams with Home Healthcare for a Winning Combination

In 21st century America, two things are for certain: technology is becoming more and more a part of everyday life, and people are living longer and better than ever before. The impact of the aging population with baby boomers reaching retirement age is significant and will continue to increase exponentially in the next 15 years.

Since he shares a passion for both healthcare and technology, Celtic Healthcare's CEO, Arnie Burchianti, developed a winning combination of the two to earn Celtic Healthcare the acclaim of being named the 5th Fastest Growing Company in Pittsburgh, and the 3rd Fastest in the Life Sciences Field by this year's Pittsburgh Business Times Top 100 List published in August, 2006.

How did he do it?

When Burchianti began his career in 1994 as a physical therapist providing homecare, he always felt that the industry software left something to be desired. When he formed Celtic Healthcare and began doing market research and receiving feedback from his team of homecare providers in the field, he found that current software in the industry didn't meet the needs of the marketplace.

"We decided as a company to make the investment in research and development of new information systems and technology," states Burchianti. "We accomplished this with great buy-in from the providers as they were around the table during the software development phases. The Celtic Integrated Business System (CIBS) was designed 'by

providers for providers' to solve both business and healthcare problems. It enables therapists and nurses to go into the home with laptops and wireless internet access. As a result, their face time with patients is significantly higher. Studies have shown, unfortunately, that nearly 75 percent of homecare providers' time is spent on paperwork. CIBS enables our providers to spend the majority of their time with their patients, not on paperwork. The software is truly a workflow system and sustained competitive advantage for Celtic Healthcare."

Celtic's Information System Department, lead by Greg Teamann, works closely with every discipline of Celtic Healthcare's providers on a daily basis to learn and integrate their ever-changing needs into the system and continually improve workflow and job ease and satisfaction. "Working alongside someone like Arnie, who has a persistent commitment to systems and technology in leading a homecare organization, presents a unique opportunity in this industry," states Teamann. "His sustained investments in equipment and proprietary systems allow Celtic to quickly react to industrial and business process changes so Celtic can be a fluid organization and easily scale its operations."

Rege Shively, a Celtic Physical Therapist, was leery of the "high-techiness" of Celtic when he started, but he is now a raving fan of the CIBS and related software that makes every day on his job easier and allows him to spend more time doing what he loves –

working with patients. He particularly raves about the CPA (Celtic Personal Assistant) program that Teamann and his team developed.

"It is truly a wonderful organizer," says Shively. "You don't have to carry anything else with you but your laptop. It has so many facets right at your fingertips. It helps us schedule visits in light of the patient's needs and also allows us to know other team members' schedules. It helps us to manage our time identifying meetings and other appointments that may be personal or required by team leaders or managers. Besides being a help with organizing, scheduling and time management, it has a painless way of reminding us of documentation needs. CPA even calculates our mileage if we enter each patient's address. It truly is a professional assistant. I use to say I need a secretary, but can't afford one. Well the CPA is like that secretary, and it hasn't cost me a penny!"

With Celtic's complete continuum of care service line, which includes every service needed from the onset of a life-altering illness or disease or during the normal aging process through the end of life – geriatric care managers, companion/caregivers, medical/surgical/mental health nurses, physical and occupational therapists, speech-language pathologists, dietitians, medical social workers, home health aides, palliative and hospice nurses – technology greatly contributes to alleviating the burden on the patient or their loved one to seek proper and necessary care. Electronic medical



Arnie Burchianti

records are maintained and easily, but securely, transferred between disciplines and departments, so patients can avoid the painstaking agony of going through the myriad of paperwork often involved in communicating their care between disciplines.

"There is a concerted push by Congress, state and local governments to push community-based care and help patients get better in the comfort of their own homes. In other words, homecare is a major part of the future of healthcare," comments Burchianti. There is no doubt that teaming technology with healthcare will allow Celtic to continue on its course for success and allow Celtic to ultimately achieve its true mission, which is to provide the absolute best, high-quality, low-cost care to the clients they serve.

For more information on Celtic Healthcare, call (800) 355-8894 or visit www.celtichealthcare.com.

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Heritage Valley Core Lab Receives Advanced Patient Testing Equipment

Over 3,000 specimens are delivered to the Heritage Valley Core Laboratory at Heritage Valley Beaver daily to undergo a battery of tests that are a vital tool for physicians to diagnose and determine patient treatments.

The lab is currently implementing new equipment that will significantly improve the turn around time for results and the safety of laboratory processes. The equipment will automate the entire testing process. Skilled technologists will closely monitor the equipment function and review results for accuracy. Heritage Valley is one of the first health systems in the tri-state area to have a fully automated clinical laboratory.

"Many people are unaware that 60-80% of the data in a patient's clinical record is related to laboratory testing" said Director of Laboratory Services Shelly Lewis. "This technology will provide a safer environment for our staff, speed up the testing process, virtually eliminate the potential for errors and improve laboratory efficiency."

Alle-Kiski Medical Center Adds 20 Beds to Meet Increased Patient Demand

Alle-Kiski Medical Center (AKMC) recently announced it began a renovation project to convert its recently closed obstetric unit to a medical/surgical inpatient unit at the Allegheny Valley Hospital campus.

"Converting this space to a medical/surgical unit better serves the medical needs of our patients and the community. With the upcoming heavy census months of January through April it is important that we have more beds available," said Cindy K. Schamp, president and CEO, AKMC. The additional medical/surgical beds will improve patient flow, increase patient privacy, provide flexibility to adjust for volumes and meet the growing needs of the community, Schamp said.

The renovation will make available an additional 12 private and 4 semi-private rooms for inpatient admissions. Construction plans include running oxygen lines overhead and aesthetic upgrades to the rooms.

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Mrs. Elizabeth Edwards, wife of Senator John Edwards and breast cancer survivor

Joyce Murtha Breast Care Center Celebrates 5th Anniversary

Ceremonies were recently held to commemorate a 5th anniversary and a new beginning for the Joyce Murtha Breast Care Center. Special guests included Mrs. Joyce Murtha, the center's namesake, her husband, the Honorable John P. Murtha (D-PA), Mrs. Elizabeth Edwards, wife of Senator John Edwards and breast cancer survivor.

Mrs. Murtha announced the new focus of the Joyce Murtha Breast Care Center, a new dimension of care that is highly personalized, predictive, and proactive. This new dimension or "model" is a result of the collaboration with the Windber Research Institute, and is the first system that creates truly personalized medicine by bridging the chasm between clinical practice and scientific research.

Mrs. Edwards, diagnosed with breast cancer in 2004, shared her story of breast cancer survival and toured the Joyce Murtha Breast Care Center and Windber Research Institute.

Congressman Murtha announced the successful accomplishment of several initiatives including the fusion of the Space & Missile Defense Command algorithms with the 4D Ultrasound and Digital Mammography technology with the hope of reducing the number of undetected tumors typical in either.



Honorable John P. Murtha

Southwest Regional Medical Center Adds Outpatient Behavioral Health Program

Southwest Regional Medical Center is now accepting referrals for individuals in need of outpatient mental health services. The New Directions Behavioral Health program has been designed for those needing services more than once weekly, without requiring admission to the inpatient program. Those who may require services include those suffering from depression, loneliness, grieving the loss of a loved one or chronic mental illness.

The Structured Outpatient Program is under the medical direction of Dr. Ravindra K. Mehta, board certified in psychiatry and geriatric psychiatry. Others coordinating services within the program include Jonathan Johnson, Licensed Clinical Social Worker and Lu Popielarchek, Outreach Coordinator. "The purpose of the program is to create an environment of support and education, while maximizing the opportunities of healing and growth for individuals suffering from mental health disorders," shared Johnson.



Chris Sorensen

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Southwest Regional Cardiology Department Expands

Southwest Regional Medical Center has announced two new additions to the Cardiology Department.

The first addition is a new echocardiography machine. The GE Vivid 7 Echo-vascular Ultrasound machine provides state-of-the-art, fully digitized 3D images of the heart. The system will allow doctors to read results off site, providing more efficient and timely care.

Also new to Southwest Regional Medical Center is Dr. Vivek Kumar. Dr. Kumar is an interventional cardiologist with a sub-specialization in interventional peripheral vascular procedures.

Dr. Kumar is a graduate of the Lake Erie College of Osteopathic Medicine. He completed a Cardiology Fellowship at University of Pittsburgh Medical Center and an Interventional Cardiology Fellowship at West Penn Hospital. He was previously the director of Mercy Hospitals' catheterization lab.



Dr. Vivek Kumar

ALS Clinic Being Developed at John P. Murtha Neuroscience and Pain Institute

People in West Central Pennsylvania with Amyotrophic Lateral Sclerosis (ALS or "Lou Gehrig's Disease") will soon be able to receive complete care closer to home. The John P. Murtha Neuroscience and Pain Institute, a member of the Conemaugh Health System, is developing an ALS Clinic, made possible with Department of Defense grant funding.*

The team of the ALS clinic will be led by Zachary Simmons, M.D., Professor of Neurology at Penn State Milton S. Hershey Medical Center, and Medical Director of the Medical Center ALS Clinic. The team will also include dedicated physical and occupational therapists, speech therapists, behavioral medicine providers, nutritionists and respiratory therapists with extensive experience in ALS breathing techniques and technology.

Pittsburgh-based Insight Imaging Introduces 4D Ultrashare

Insight Imaging, Inc., a Pittsburgh-based, 3D/4D elective ultrasound imaging center, is introducing a new, state-of-the-art service that enables a secure, remote video transmission of an ultrasound scan in Pittsburgh to a husband's, relative's or friend's computer anywhere in the world.

This service, known as 4D Ultrashare, has been installed at Insight Imaging's center on Old William Penn Highway in Monroeville. The center – which provides elective ultrasound imaging services to parents-to-be from Pennsylvania, West Virginia, Ohio, New York and Maryland – was the first center of its kind in Western Pennsylvania and the only one to offer long-distance transmittal of moving, full-color ultrasound images.

Nursing School Lands Grant for Sustainability

The Duquesne University School of Nursing recently received a \$150,000 grant from The Ryan Memorial Foundation that will be used to help its RN+WIN program, which recruits retired nurses to volunteer in senior citizen complexes and senior center sites in Pittsburgh.

Thanks to the grant, the RN+WIN (Retired Nurses Working in Neighborhoods) program will become self-sustaining because it will be able to create a recruitment, orientation and staffing system for its program volunteers.

RN+WIN volunteers commit to work at least four hours per month with the School of Nursing's Nurse Managed Wellness Center (NMWC), which has operated community health and wellness clinics at senior citizen apartment complexes and neighborhood senior center sites throughout Pittsburgh since 1994.

Miners Medical Center Opens New Sleep Disorders Center

Miners Medical Center (MiMC) recently opened a satellite of Memorial Medical Center's Sleep Disorders Center.

"We noticed that many of our patients were having to travel for evaluations and treatment in regards to sleep disorders," says Bill Crowe, President, Miners Medical Center. "Through our affiliation with Memorial, instead of our patients having to make a trip to receive care, we're able to bring this specialized care to them."

The Sleep Disorders Center at Miners has two newly renovated rooms designed to resemble a home setting, with a queen-size bed and private bathroom.



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SNAPSHOTS



Lutheran SeniorLife Receives Grant from Equitable Resources Foundation

A generous \$25,000 grant from Equitable Resources Foundation to Lutheran SeniorLife will ensure that future residents at St. John Specialty Care Center can enjoy expanded dining choices and a more pleasant environment. The money will be used to create a direct dining program through a country kitchen that will be constructed within the new Alzheimer's Care Center at St. John.

(l-r) Jeffrey Mitchell, of Equitable Resources, shakes hands with Ron Coombs, Chairman of Lutheran SeniorLife Foundation's Board of Directors, as he presents a \$25,000 check from the Equitable Resources Foundation to Bob Graham, Chairman for Lutheran SeniorLife's Embracing Abundant Life Campaign.



Pittsburgh's Ohio Valley General Hospital Dedicates \$30 Million Surgery and Maternity Center

In a ribbon-cutting ceremony attended by elected and appointed representatives and staff from federal, state, county and municipal offices, Pittsburgh's Ohio Valley General Hospital (Ohio Valley) officially opened its new Surgery and Maternity Center.

The new surgical floor has six operating rooms with two that accommodate orthopedic procedures and a seventh that is dedicated to urological procedures. The maternity floor has ten private in-patient rooms, four labor-delivery-recovery rooms, a specially-equipped room for C-sections, nursery and state-of-the-art security system. Construction of the addition began in March 2005 and represents Ohio Valley's largest capital outlay since adding the Hospital's fourth floor in 1993. Pittsburgh-based Burt Hill designed the structure, and Burchick Construction Company served as general contractor.

The ribbon-cutting ceremony included (l-r) David Scott, Chief Operating Officer; William Provenzano, Hospital President; Edward Nicholson, PhD., Hospital Board Chairman; David Catalane, M.D., President, Medical Staff; Patrick Christy, M.D.; The Honorable Michael Finnerty; The Honorable Nick Kotik.

Children's Therapy Center Receives \$11,000 Grant for Playground Equipment



Pennsylvania Senator

John Pippy is pleased to announce that The Washington Hospital's Children's Therapy Center has received an \$11,000 grant from the Pennsylvania Department of Community and Economic Development. The grant funds will be used to purchase equipment for the Center's adaptive playground.

The Children's Therapy Center's adaptive playground has the appearance of a wooden pirate ship and features equipment that is both fun and therapeutic, including a wheelchair swing, sensory toys and a surfboard for balancing skills.

Pictured: Senator John Pippy (right) with Gary Weinstein, Executive VP of the Washington Hospital, and Sue Hough, director of the Children's Therapy Center.

Mercy Announces the Opening of The Mercy Hearing & Balance Center



The Mercy Hospital of Pittsburgh announces the opening of the Mercy Hearing & Balance Center.

The center offers newborns through seniors comprehensive, state-of-the-art testing and treatment for ear diseases, hearing loss, facial nerve and balance disorders, tinnitus (ringing of the ears), vertigo, dizziness, ear fullness, lightheadedness, and complex hearing disorders. Pictured is Dr. Moises Arriaga, medical director, evaluating a patient at the Mercy Hearing & Balance Center.

New CT Simulator Enhances Cancer Treatment Planning at AKMC



The new addition of CT Simulation to the radiation oncology program at Alle-Kiski Medical Center (AKMC) promises to take cancer care in the Valley to a higher level, according to cancer specialists at the hospital.

CT Simulation is the latest technology in radiation treatment planning for cancer patients, said Youssef Arshoun, M.D., radiation oncologist, AKMC. More accurately targeting and precise treatment of the tumors can provide patients with a significantly better treatment outcome, he said.

CT Simulation localizes and 3-dimensionally reconstructs a patient's tumor in the exact treatment position with the highest degree of accuracy. The process allows oncologists to more accurately map the tumor's margins and identify surrounding normal tissue. CT simulation is now the standard of care in the field of radiation oncology, Dr. Arshoun said.

DATEBOOK:

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April 20

Annual Harlequin Ball

The St. Clair Hospital Auxiliary will host its 53rd Harlequin Ball The Tradition Continues, on Friday, April 20 at Valley Brook Country Club. All proceeds from the event will benefit the purchase of an MRI Breast Biopsy System for the Medical Imaging Department. Reservations are due by April 1. For more information, call (412) 942-4000 ext. 1025 or visit www.stclair.org.

May 19

Walk for a Healthy Community Presented by Highmark Blue Cross Blue Shield

The fifth annual Walk for a Healthy Community presented by Highmark Blue Cross Blue Shield will take place on Saturday, May 19 at Heinz Field, Pittsburgh, PA.

The proceeds generated from the Walk for a Healthy Community will directly benefit 33 local nonprofit organizations. The walk is underwritten by Highmark so that 100 percent of the profits raised can be directed to the participating health and human service organizations.

Walkers can register for the event by requesting a registration brochure from 866-620-WALK or by visiting www.walk-for-a-healthy-community.org.

May 20

Three Rivers Liver Walk

The American Liver Foundation 4th Annual Three Rivers Liver Walk will take place on May 20. This annual fundraising walk will begin at the Millvale Riverfront Park in Pittsburgh, PA. Registration begins at 8:30 a.m.

For more information, contact Suzanna Masartis at SMasartis@liverfoundation.org or (412) 434-7044 or visit www.liverfoundation.org/westernpa.

May 23-25

Society of Hospital Medicine to Hold Tenth Annual Meeting in Dallas

More than 1,100 hospitalists and healthcare providers from around the country will gather in Dallas May 23-25, 2007 for the tenth annual meeting of the Society of Hospital Medicine (SHM).

This year's meeting, to be held at the Gaylord Texan Resort and Convention Center, will mark SHM's first decade as an organization, and will celebrate the many achievements of hospitalists over the last ten years. The meeting will offer seven educational tracks and 35 educational sessions, allowing hospitalists the opportunity to attend workshops in the areas of Recent Advances in Hospital Medicine, What You Did Not Learn in

Medical School, Quality and Patient Safety, Management, Academic, Palliative Care and Pediatrics. Other highlights of the meeting include the presentation of SHM's 2007 National Awards of Excellence. For more information, visit www.hospitalmedicine.org/hospitalmedicine2007.

June 7

8 Over 80 Event

The Jewish Association on Aging will be holding its 7th annual 8 over 80 event on Thursday June 7 at 6:00 p.m. on the grounds of Weinberg Village, 200 JHF Drive, Pittsburgh. This annual event celebrates the lives and accomplishments of 8 Pittsburgh Jewish Leaders who are 80 years of age and older. For more information, contact Susan Fenster at (412) 521-8986 or sfenster@jaapgh.org.

June 11-13

What's Right in Health Care 2007

Studer Group presents its annual conference: What's Right in Health Care 2007 on June 11-13, 2007 at the Orlando World Center Marriott Hotel. What's Right in Health Care is aimed at bringing individuals together—a series of peer-to-peer learning sessions designed to provide proven tools, tips and techniques you can use to achieve quick wins so critical to making a difference. The sessions

focus on ways to help you move service and operational excellence to the next level in every area of your organization. Is a conference focused on providing prescriptive, immediately applicable solutions to address the issues and challenges leaders face today. This conference is for anyone in health care—administrators and caregivers at every level—who is always searching for ways to improve performance. For more information, contact Judy Harrison at judy@studer-group.com or Susan Eagan at susan.eagan@studer-group.com, call (850) 934-1099 or visit www.studer-group.com.

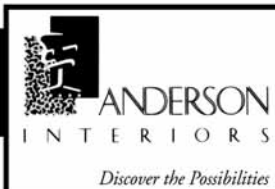
October 2-4

Healthcare Facilities Symposium & Expo

The Healthcare Facilities Symposium & Expo is returning to the Windy City, Chicago, IL, for its 20th anniversary event! Don't miss the longest-running conference and exhibition focused on master planning, design & construction, evidence based design, sustainability, technology, guest services and operations in healthcare facilities. For more information, visit www.hcarefacilities.com or call (203) 371-6322.

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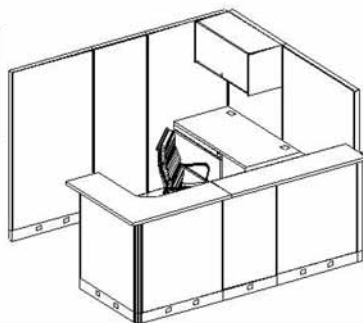


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Baldwin Health and Rehabilitation Center is located in a secluded, picturesque, but readily accessible, area of the South Hills, and provides care and services to meet the needs of each individual resident. As a fully equipped nursing home, Baldwin Health Center offers more than skilled nursing care and a broad range of rehabilitative/restorative services. We provide a clean, safe, comfortable, pleasant, supportive environment for our residents and their families. Care is tailored to meet the specific needs of the individual and administered in a competent and compassionate manner, 24 hours a day, seven days a week. Our excellent rehabilitation/ restorative care staff, directed by a board certified physiatrist, works cooperatively with the entire healthcare team, within the capabilities or limitations, of the resident to enhance their physical and emotional quality of life to the fullest extent possible.

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Concordia Lutheran Ministries, founded in 1881 is a continuing care retirement community that consists of three retirement apartment dwellings offering 328 one and two bedroom dwellings and two skilled nursing facilities. Oertel and Lund Care Centers on the Marwood Road campus numbering 196 beds with 24-hour nursing care; three assisted living facilities – Concordia at Ridgewood Place in Plum Borough; Concordia at The Orchard in Butler and Concordia at Rebecca Residence in Allison Park also providing skilled nursing; rehabilitation services, visiting nurses, Tele-CareGivers (a free service for people who are homebound), HomeHelp (affiliated with Presbyterian SeniorCare), Adult Day Services including Dementia Care, on-site child care, and the newest addition, Good Samaritan Hospice.

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825 South Main Street, Washington, PA 15301
724-222-4300

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Hospice of Greater Pittsburgh Comfort Care is now a part of VITAS Innovative Hospice Care, 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. For Pittsburgh, call 412.799.2101 or 800.620.8482; for Butler, call 724.282.2624 or 866.284.2045.

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

The Children's Institute (CI), located in Squirrel Hill, provides inpatient and outpatient rehabilitation services for children and young adults. Outpatient services are also provided through satellite facilities in Green Tree, Monroeville and Wexford. In addition, The Children's Institute offers educational services at The Day School to children, ages 2-21, who are challenged by autism, cerebral palsy or neurological impairment. Project STAR, CI's social services component, coordinates adoptions, foster care and intensive family support for children with special needs.

For more information, please call 412-420-2400.

The Children's Institute,
1405 Shady Avenue, Pittsburgh, PA 15217-1350
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Deborah Flowers Chief Clinical Officer
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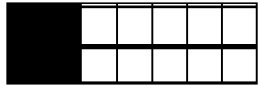
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Richland Township \$247,500

Situated on an exclusive cul-de-sac location, this spacious colonial offers endless opportunities. A bright, two-story entry leads to an open floor plan. Large, light windows highlight the comfortable den and the traditional dining room. Generous kitchen adjoins to the relaxed family room. Settle into the 4 bedrooms that complete the upper level. Master bedroom has space to spare and the full master bath boasts a pocket door to the walk-in closet. Lower level has wonderful, finished game room and rear deck looks over large, level backyard!! #656345



Pine Township \$288,500

Warm and welcoming colonial in Treesdale Golf Community! Hardwood floors extend from entry to kitchen and crown moldings highlight kitchen, dining and living rooms. Functional kitchen boasts maple cabinets and walk-out to rear deck. Family room has neutral decor, beautiful fireplace and another walk-out to the rear deck. Second floor is versatile and well-situated with 4 bedrooms and 2 full baths. Master bedroom includes neutral carpeting, walk-in closet and access to a relaxing master bathroom. This is truly the home you've been looking for, in a neighborhood you'll love! #657782



Pine Township \$300,000

Treesdale Golf Community: Take advantage of the community pool, tennis & more! This light bright & open colonial offers a hardwood entry, a connected living/dining room with French doors, island kitchen & family room with brick fireplace. The neutral décor continues to the finished game room with bar area. The master bedroom boasts a double tray ceiling & the master bathroom includes a whirlpool. Enjoy the seasons from the spacious two tiered rear deck. #642707



Franklin Park \$399,900

Special rates offered by PA Preferred Mortgage Co., call for details! Lots of light year round! The open & flowing floor plan is bright & inviting with 55 windows, soaring ceilings & lots of updates! The recently updated kit & remodeled game room are perfect for entertaining. The 2nd floor offers a cathedral master BR & relaxing vaulted master BA w/skylight. Don't miss the rear patio & deck overlooking the large level private backyard! Fresh exterior paint! Blue Ribbon Schools! #635391



McCandless Township \$480,000

Quality amenities & space galore! This spacious 3 story colonial offers beautiful cherry hardwood floors, new ceramic floors, newly remodeled granite island kitchen & finished walk-out lower level. Relax in the remodeled master bathroom with whirlpool & cherry cabinets. A complete finished 3rd floor offers a great space for an in-law or student suite! Enjoy the 5 bedrooms, 5.5 bathrooms & private lot backing to North Park! #626695



Marshall Township \$459,000

Designed for distinction! This home offers extensive architectural detailing. Dramatic 2 story foyer, 4 bedrooms, 3.5 bathrooms and den with custom bookshelves. Living room has impressive columns leading into sunken family room with walk-out to the patio. The oversized kitchen boasts island, separate breakfast bay area and large pantry. Unwind in the huge master bedroom with tray ceiling and luxurious master bathroom suite. Master bath offers whirlpool, custom tile shower and 2 walk-in closets which are entered through French doors. Laundry is located on the 2nd floor and 3 car attached garage has 8 foot doors! #651463



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\$149,900

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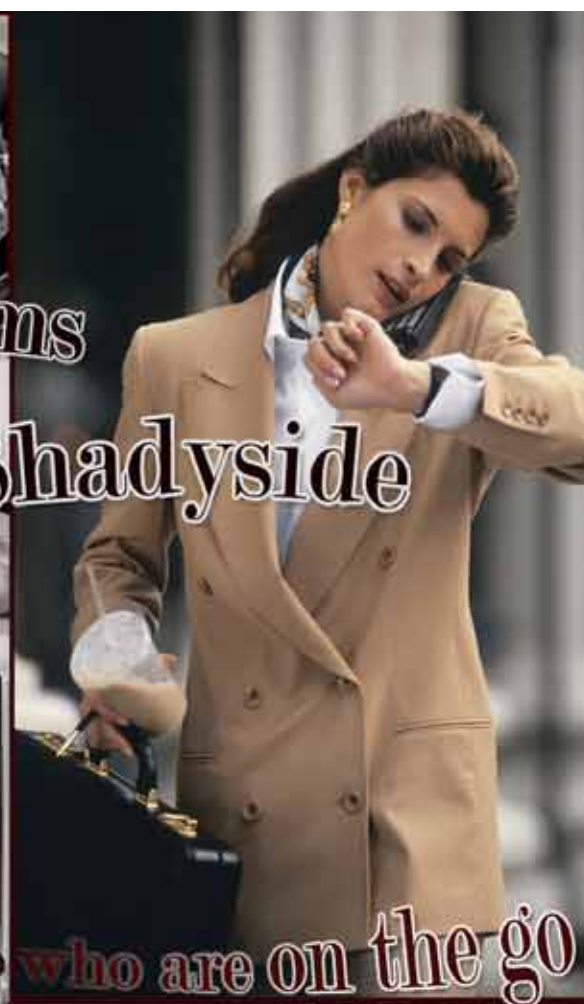


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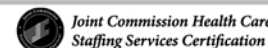


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