

## Inside ...

### Introducing Western Pennsylvania Healthcare News

Western PA Hospital News, the only publication in the western Pennsylvania region exclusively covering the business of healthcare, announced its new name this month, Western Pennsylvania Healthcare News. The new name more accurately reflects our leadership position in the healthcare sector in the region.

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### There's No Place Like Home: The Patient-Centered Medical Home Model

By Christy Lederer and  
Rick Bargo

Fear ... Anxiety ... Stress.

Most patients experience a multitude of emotions when going to the hospital or even their local doctor's office. In addition to the physical illness, fear, anxiety, and stress are three emotions that often play a large role in the overall patient experience. As facility directors, healthcare designers, and caregivers, one of our goals is to make the patient feel as comfortable and relaxed as possible at a time that may be very stressful. This is the number one goal of a "Patient-Centered Medical Home Model of Providing Care" or PCMH.

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## Hurley Associates Providing Education Along with Financial, Insurance Services

By Kathleen Ganster

Carol Hurley may be in the financial planning and insurance industry, but she does a great deal of education.

Hurley, who owns Hurley Associates with her husband, Neal, said that education is one of the key components of Hurley Associates.

"We want to work with our clients to help them make the best decisions financially," she said, "We went them to understand their options and let them know we can be the resource for whatever they need financially."

Hurley Associates was founded by the Hurleys in 1988 and has two distinct companies – one that provides financial services and one that is a property and casualty insurance agency.

According to Hurley, while providing financial planning for their clients, many of those clients were asking Hurley Associates to provide the insurance that they needed.

"It seemed like we were sending them to others that may not be serving them as best as we believed our clients could be served,

so in 2009, we added our property and casualty insurance company," she said.

The added services proved to be a smart move, because many clients – many who are busy doctors and other health care professionals – appreciated the "one-stop services" for their financial needs.

To take the convenience factor one step further, 10 years ago, Hurley Associates relocated their offices from downtown Pittsburgh



Carol Hurley

See **HURLEY** On **Page 7**

## Supreme Court Cracks Down on "Unfair Surprises" from Department of Labor

By Jane Lewis Volk

For decades, the pharmaceutical industry has sent sales representatives to hospitals and physicians' offices to tout the benefits of their company's prescription drugs and persuade doctors to prescribe the drugs to their patients.

And for decades, those sales representatives often have worked more than 40 hours a week without getting paid for overtime.

And until 2009, nobody said anything about it.

That's when some pharmaceutical representatives sued their employer for a failure to provide overtime pay. Under the Fair Labor Standards Act (FLSA), most employees who work more

than 40 hours in a given week must be paid overtime compensation equal to one and a half times the employee's normal hourly wages.

There are exceptions within the FLSA, however, including a provision that workers employed as "outside salesmen" are not entitled to overtime pay. The pharmaceutical company in this case contended that, as is standard in the industry, it considered its representatives to be "outside salesmen" and therefore did not have to pay them overtime.

The lower court agreed with the employer and the case would have been dismissed if it hadn't been for a brief filed in 2009 by the Department of Labor indicating a change in its interpretation of the definition of "outside salesman." The Department of Labor attempted to clarify the meaning of a "salesman" to be a person who actually transfers the title of some tangible property, a departure from its earlier interpretation that an employee had to

See **SUPREME COURT** On **Page 7**



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# Western PA Hospital News Changes Name to Western Pennsylvania Healthcare News

You may have noticed our new masthead.

Not only do we have a new design, but we now have a new name. After 26 years, *Western Pennsylvania Hospital News*, the only publication in the western Pennsylvania region exclusively covering the business of healthcare, has changed its name to *Western Pennsylvania Healthcare News*. Reaching more than 40,000 healthcare professionals throughout the tri-state area in print, 15,000+ monthly website visitors, and another 9,000 through social media, we believe that this new name more accurately reflects our leadership position in the healthcare sector in the region.

As a healthcare business publication, we cover and cherish our relationship with the entire healthcare industry including administrators, nurses, physicians, physical therapists, pharmacists, and more. We cover a broad spectrum from hospitals to medical offices to outpatient services to eye surgery centers to university settings. We focus on rehabilitation, nursing homes, home care, hospice as well as men's health, women's health, and pediatrics.

In fact, I recently read an article in *Becker's Hospital Review*, that discussed how the very phrase itself—hospital—is becoming antiquated. The author of this piece wrote that hospitals “connotes a sense of limitation and constraint in today's healthcare environment, in which successful systems are expected to include surgery centers, physician groups, home health agencies, rehabilitation facilities and sometimes even health plans.”

In addition to these changes, we have also revised our website to create a better overall experience for our readers and our advertisers. Some of the new features include:

- Faster loading time.
- Site main elements better reorganized.
- Integrating an improved RSS feed, so you can automatically stay updated with our recent news via email or the RSS feed of your choosing.
- Related content posted after each article so you can browse other great pieces written by our writers and expert authors.
- A subtle color change to make it more visually appealing.

The unveiling of our new name, logo, and website marks a significant milestone for our publication. The *Hospital News* name no longer adequately represented our publication, our business, our marketing partners, and most importantly, our readers. *Western Pennsylvania Healthcare News* better embodies who we are as a brand as well as our commitment to continue to be the voice for the thousands of people who work in healthcare throughout the region.

## Publisher's Note

What has not changed is that we will continue to provide you with relevant articles on a full range of issues in the healthcare arena. In every monthly print issue and on a daily basis through our website and social media, we will feature fresh, in-depth, and relevant information for our audience.

In addition to *Western Pennsylvania Healthcare News*, we continue to have much success with our other brands of publications: *Pittsburgh Healthcare Report*, *Pittsburgh Better Times*, and *Lake Oconee Boomers*. *Pittsburgh Healthcare Report* ([www.pghcare.com](http://www.pghcare.com)) is the first and only digital consumer publication in the Pittsburgh region dedicated to covering healthcare exclusively. Through this vehicle, our goal is to inform and educate the general public on health and wellness issues.

*Pittsburgh Better Times* ([www.PittsburghBetterTimes.com](http://www.PittsburghBetterTimes.com)) is our lifestyle digital publication serving the nearly one half-million individuals in Pittsburgh and surrounding counties who are divorced, separated, or widowed.

It's a place where you can go and focus on moving forward. *Pittsburgh Better Times* features educational and informative articles, as well as enriching and empowering stories about life, love, and leaps of faith.

Finally, *Lake Oconee Boomers* ([LakeOconeeBoomers.com](http://LakeOconeeBoomers.com)) is our newest lifestyle digital publication targeted to the active baby boomers who work, live, and play in the Lake Oconee area of Georgia. As a result of several visits to this area, I wanted to create a publication for the Baby Boomers who live in this magnificent stretch of Georgia.

I would love to hear your thoughts on our changes as well as our sister publications. You can email me at [hdkart@aol.com](mailto:hdkart@aol.com) or you can call me anytime at 412.475.9063. 📞



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## Twitter Unveils New Look

By Daniel Casciato



Twitter continues to change its look to keep up with the design and layout alterations of its social media counterparts, LinkedIn and Facebook. In September, the platform announced design changes to your Profile page as well as a new update to its mobile and iPad apps.

On your page, you can soon add a large header photo on the right hand side. Twitter is slowly rolling out this new feature. In fact, some users may have already noticed the option to upload the new header photo when they log into their account. If you don't want to wait,

you can upload your header photo by visiting [twitter.com/settings/design](https://twitter.com/settings/design). Keep in mind that the minimum dimensions of the new header photo are 1200 x 600 pixels with a maximum file size of 5 MB.

Additionally, your avatar in the left hand corner will now be front and center on top of the Header Photo and that would be the image that would accompany



each of your tweets. According to Twitter product manager, Sachin Agarwal, the new profiles also help you get to know people better through their pictures. Agarwal posted on the Twitter blog that photo streams now appear below anyone's most recent Tweets on iPhone, Android and iPad. Swipe through the stream to see the photos other users have shared or tap any thumbnail to view their photos in fullscreen.

"While the header photo keeps your profile simple and consistent on iPhone, iPad and Android, you will also still have an additional photo – a background photo – on [twitter.com](https://twitter.com)," he wrote. "Upload a background image to complement your header and profile photos."

One other change Twitter announced is that it changed its Application Programming Interface (API) and closed off how third-party apps communicate with Twitter. So that means you will be unable to use apps such as TweetBot and Twitpic. The change was made so Twitter could have more control over what information apps can access on their platform and how they can access it. These design changes follows just a couple months after Twitter revealed its Expanded Tweets feature. When you expand Tweets containing links to partner websites, you can now see content previews, view images, play videos and more.

Let us know what you think of these recent changes. Email me at [writer@danielcasciato.com](mailto:writer@danielcasciato.com) and we'll share your comments in an upcoming column. 📧

*Daniel Casciato is a full-time freelance writer from Pittsburgh, PA. In addition to writing for Western Pennsylvania Healthcare News and Pittsburgh Healthcare Report, he's also a social media coach. For more information, visit [www.danielcasciato.com](http://www.danielcasciato.com), follow him on Twitter @danielcasciato, or friend him on Facebook ([facebook.com/danielcasciato](https://facebook.com/danielcasciato)).*

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# DeLaTorre Orthotics and Prosthetics: Taking the Right Steps to Serve their Customers

by Elizabeth Pagel-Hogan

Take a look at the DeLaTorre Orthotics & Prosthetics website and you will discover a wealth of information from biographies on the entire team to an extensive glossary and detailed Frequently Asked Questions.

“We’re serving a different kind of patient than 20 years ago,” explained Joyce Perrone, the Director of Business Development. “Everyone’s online doing their homework. We want the patient to ask questions and to contact us. When someone fills out a contact form, we’re getting back to them via email or phone in less than 24 hours.”

Perrone, who has been with the company for over 18 years, has seen a large increase in pediatric patients and patients who come in armed with more information.

“Our patient volume has really increased,” she says. “And with pediatric patients, parents are doing their homework. So we’ve increased the information we make available to everyone, patients and physicians alike. We always want to hear the voice of the customer—and that could be the physical therapist, the doctor, or the patient. We may then adjust what we do to what they have to say if it is clinically proper and will get more compliance and a better outcome.”

Listening to customers and answering questions is just one way DeLaTorre works to serve their patients.

“We handle a large volume of patients in this city and have very few complaints. Virtually none of those complaints are about the device or clinical outcome,” she said. “The main complaint is about the invoice because many people still are confused about co-pays, high deductibles and coinsurance. So we’re not just focused on a clinical outcome but also making sure all the ‘i’s’ are dotted and ‘t’s’ crossed in terms of coverage.”

“Our motto is ‘we work with you.’ We’ll work with our patients, their physicians and physical therapists and coordinate the whole process,” added Perrone.

DeLaTorre started 50 years ago in Pittsburgh by providing braces or orthotics for physicians. The company now offers an array of products and orthotic, prosthetic, pedorthic and pediatric solutions and serves all of Southwestern Pennsylvania. The firm grew from filling physicians’ requests to serving children, patients in nursing homes, and patients in the hospital and now follows a practice integration model to secure the best outcomes for their patients.

“Practice integration often starts at the hospital level after a patient’s surgical procedure,” said Libby Johnston, Clinical Relations Representative. “They might be admitted after trauma so our first visit is seeing them in a hospital setting. Then they may be admitted to a rehab setting afterward and we would follow them from hospital to rehab, working with a second set of PT/nurses. During the healing process we’re educating the patient and staff and getting them ready for a prosthesis.”

“You don’t want to rush,” cautioned Perrone.

DeLaTorre has a history of quick response for in-patient needs.

“We have a full-time person dedicated to just taking hospital calls,” said Johnston. “Our company was originally built on trauma needs so we handle trauma very efficiently. How fast things are done depends on where patients are.”

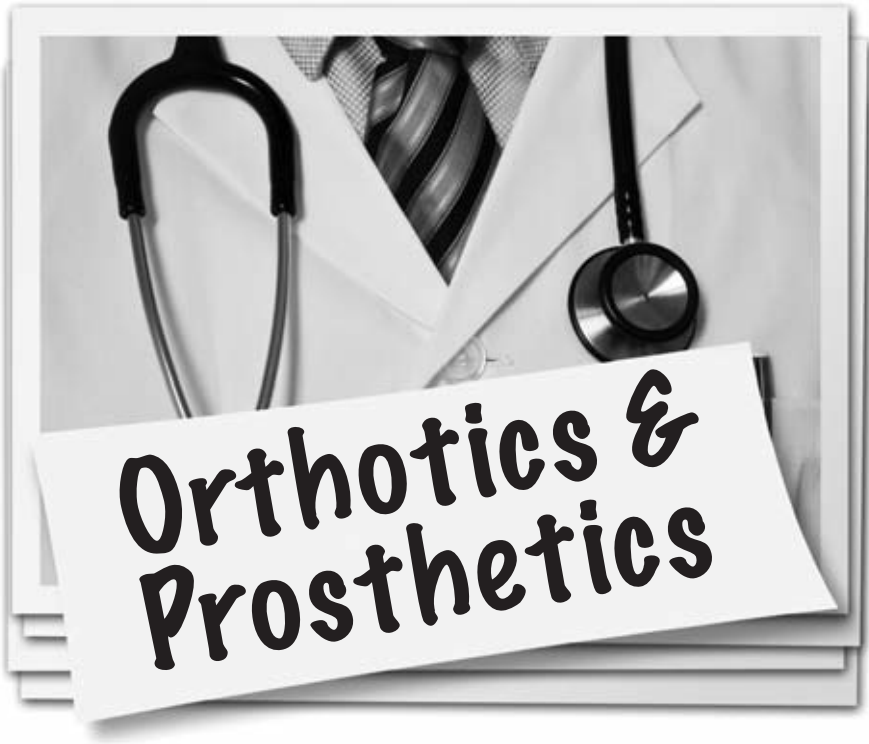
For instance, when someone is in a hospital, they work to help the physician get the patient ready and out of the hospital.

“If a patient is in nursing home, that’s a sliding scale,” she says. “Sometimes they need something urgent, and sometimes we need more time to work with the patient.”

Unique in this industry, DeLaTorre also conducts in-home visits for their prosthetics patients—another example of their comprehensive approach.

“We do things that other prosthetic companies do not do,” Perrone said. “We see the patient in their home, we see where they are using their arm or leg, and we work with them in their home. We want to pull all the information together and partner with patients on determining realistic goals and get those goals achieved.”

“Our clinician is working with the patient, physical therapists, hospital staff, as well as doctors,” Johnston added. “And we’re feeding that information back to our company through billing and manufacturing, so that when we get to the part where we’re making the prosthesis, we’ve already discussed the big questions such as, ‘are we ready, is it covered, does the patient know, does the family know.’”



Perrone described the staff as “Pittsburghers taking care of Pittsburghers.”

“Look at our clinical staff on our website,” she urged. “We have an incredibly robust staff of people here and there’s also a lot of longevity. What sets us apart is our incredible team of people—we’re not just bottom-line driven. We’re so fully integrated.”

In fact, DeLaTorre’s billing team and orthotic team meet monthly; their prosthetics meets every Monday morning for a huddle; and they have company meetings where they share information as to what is going on in healthcare, how the company is affected, and how they are responding to whatever slings and arrows may hit them.

“Keeping employees in the dark grinding away is archaic,” said Perrone. “Today’s employee is just like today’s patient. They want information, they want to be part of a full team approach to have a successful result at the end of the day.”

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## Awards Established to Reward Orthotic and Prosthetic Research from Students and Residents

The American Orthotic & Prosthetic Association (AOPA) is proud to announce the 2011 National Assembly at the Mirage in Las Vegas will feature the inaugural presentation of two new awards that recognize research from current orthotic and prosthetic (O&P) students and residents.

Students and residents within the O&P field are encouraged to present research abstracts in the form of poster presentations. An independent committee will evaluate the poster presentations and choose one abstract as the winner of the award for orthotic presentations and one abstract as the winner of the prosthetic presentations.

Generous contributions from Becker Orthopedic

and WillowWood have established these awards and enabled them to be an annual feature of the AOPA National Assembly alongside the Thranhardt Lecture Series and the Sam E. Hamontree Business Education Award.

The Otto and Lucille Becker Award, endowed through a gift from Becker Orthopedic, will be presented to the best orthotic abstract submitted for a poster presentation and the Edwin and Kathryn Arbogast Award, endowed through a gift from WillowWood, will be presented to the best prosthetic abstract submitted for a poster presentation.

Announcing the establishment of these two awards AOPA President Tom DiBello, CO, FAAOP, explained,

“AOPA is honored that Becker Orthopedic and WillowWood have selected the National Assembly as a forum in which the legacies of two iconic families in the O&P community will be remembered and celebrated through the acknowledgement of new and emerging research talent in our profession.”

He continued, “Otto and Lucille Becker and Edwin and Kathryn Arbogast are remembered fondly for their contributions to the technological advancement of the field, and it is apt that the next generation of research will be inspired and rewarded in their memory.”

*If you would like more information about submitting abstracts contact Tina Moran at [tmoran@AOPAnet.org](mailto:tmoran@AOPAnet.org) or call (571) 431-0808.* ↑

## Center for Military Medicine Research Established at University of Pittsburgh

Promoting research to advance medicine for the military is the focus of a newly established center at the University of Pittsburgh Schools of the Health Sciences, and McGowan Institute for Regenerative Medicine associate director Rocky Tuan, PhD, the Arthur J. Rooney Sr. Chair in Sports Medicine and the executive vice chair for research and director of the Center for Cellular and Molecular Engineering, Department of Orthopaedic Surgery, is its founding director with support from McGowan Institute for Regenerative Medicine affiliated faculty member Peter Strick, PhD, distinguished professor, Department of Neurobiology.

“I am delighted to have this opportunity to marshal our considerable research talents across multiple disciplines to improve the health and function of our injured soldiers,” Dr. Tuan said.

The Center for Military Medicine Research, Health Sciences, will explore applications of regenerative medicine, reconstructive medicine, transplantation immunology, and neuroscience, including traumatic brain injury and neuroprosthetics,

with the aim of getting innovative therapies to wounded warriors, said Arthur S. Levine, M.D., senior vice chancellor for the health sciences and dean, School of Medicine.

“The center represents a formal mechanism through which the challenges and opportunities of casualty care and wound healing can be examined at an advanced research level,” he said. “It will identify a network of successful partnerships and collaborations between scientists, clinicians, industry, and the U.S. departments of Defense and Veterans Affairs to foster the most promising research technologies and therapeutic strategies.”

A 2004 recipient of the Marshall Urist Award for Excellence in Tissue Regeneration Research of the Orthopaedic Research Society, Dr. Tuan is internationally known for his research in stem cell biology and musculoskeletal tissue engineering and regenerative medicine, and for his leadership role in biomedical education. He is editor of the developmental biology journal *BDRC: Embryo Today* and the founding editor-in-chief of *Stem Cell Research and Therapy*; a member of the board of councilors of the American Society for Matrix Biology and Tissue Engineering and the Regenerative Medicine International Society-Americas; and a scientific advisory council member of the Regenerative Medicine Foundation.

Before joining Pitt in 2009, Dr. Tuan was chief of the Cartilage Biology and Orthopaedics Branch at the National Institute of Arthritis, and Musculoskeletal and Skin Diseases, part of the National Institutes of Health. He received his undergraduate education at Swarthmore College and Berea College, his doctorate in 1977 from Rockefeller University and postdoctoral training at Harvard Medical School.

Dr. Strick will work closely with Dr. Tuan to establish the center. He also holds the Endowed Chair in Systems Neuroscience, and is senior research career scientist at the Pittsburgh VA Healthcare System, co-director of the Center for the Neural Basis of Cognition, and director of the Systems Neuroscience Institute. Dr. Strick, whose research efforts focus on understanding the neural circuits that govern voluntary movement, was recently elected to the National Academy of Sciences.

Retired Col. Ronald Poropatich, MD, MS, will serve as the center’s executive director and Ann Gleeson, formerly of the Pittsburgh Tissue Engineering Initiative, will be its managing director. ↑

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**HURLEY** From Page 1

to Fifth Avenue in Oakland, a location directly across the street from UPMC-Presbyterian Hospital.

"They literally cross the street to meet with us, or we go to them," she said.

Hurley Associates also provide workshops to the residents and fellows at UPMC.

"Through these educational programs, we tell them to look at their own financial planning and insurance needs and to plan for the future," she said.

It is hard for many of the young doctors to know all the ins-and-outs of financial planning, said Hurley, so they provide them with information and resources so they know how to "ask the right questions."

"Of course, it is hard to make them financial savvy in one workshop, but we let them know we are there to help them, to try to give them a perspective of what they should be thinking about," she said.

Hurley said they help the residents plan for the future, so they don't make the common mistake of purchasing over-their heads when they begin making a larger salary.

"We don't want them buying new, big houses without thinking of their loans or other needs," she said. "When they finish their residencies, they need to take everything into account."

According to Hurley, they help the new doctors "keep their feet on the ground," as they adjust to their new lives.

They can also assist clients all over the country.

"We have clients all over the U.S. Once we work with the residents and fellows, as they move to set up their practices, we can maintain those relationships and work with them as they grow financially," she said.

Hurley Associates educates all of their clients, she said, helping them to see the overall picture.

"It may seem like they can save money on an insurance policy, but then the coverage and protection may not be what they need. The extra savings isn't going to mean much if they don't have the proper coverage – that could be catastrophic," said Hurley.

Hurley said they enjoy their relationship with the University of Pittsburgh and UPMC and have become a trusted source for them.

"We can help them help their doctors and staff," she said.

Because of their longevity with the medical field, Hurley said doctors like working with them.

"We 'get' them. We don't try to oversell them services, we know their needs and work with them through every stage of their careers," she said.

*Hurley Associates is located at 3508 Fifth Avenue, Pittsburgh and may be reached at 412-682-3299 or [www.hurley2.com](http://www.hurley2.com).*

**SUPREME COURT** From Page 1

make sales "in some sense."

Because pharmaceutical representatives can't actually sell medications but can only promote the drugs and receive "nonbinding commitments from physicians to prescribe certain drugs," the Department of Labor stated that it would not technically consider them "outside salesmen." Without classification as outside salesmen, all pharmaceutical representatives would be entitled to overtime pay under the FLSA, creating a huge and unexpected liability for pharmaceutical companies.

The case went to the Supreme Court, and in June the Court held that pharmaceutical representatives are, indeed, outside salesmen under the FLSA. The Court said that the Department of Labor's new interpretation did not follow sound reasoning, and would result in massive liability for conduct that had been ongoing for a very long period of time. The Department had never before given any indication that pharmaceutical representatives were not outside salesmen, and therefore the new interpretation would be an unfair surprise to pharmaceutical companies.

The case was a sharp slap on the wrists for the Department of Labor, and all employers should take note that the Department may continue to be unable to enforce "unfair surprises" that change long-held practices that had become an accepted part of the industry involved. In the words of the Supreme Court, "while it may be possible for an entire industry to be in violation of the FLSA for a long time without the Labor Department noticing, the more plausible hypothesis is that the Department did not think the industry's practice was unlawful."

Health care employers should take care to adhere to all appropriate wage and labor laws, and the case illustrates the need to keep up-to-date with changes in the law. But employers can also breathe a sigh of relief that, at least under the current Supreme Court, the Department of Labor must give fair warning of any changes to its interpretations and its enforcement policies. So for prudent health care employers that keep an eye on the labor laws, there should be no unfair surprises. †

*Jane Lewis Volk is an employment attorney at Pittsburgh-based law firm Meyer, Unkovic & Scott and can be reached at [jlvm@muslaw.com](mailto:jlvm@muslaw.com).*

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# Can Stress Make You Fat?



**By Michael A. Smith, M.D.**

Could the stress in your life actually impact your waistline? Now, before some of you start thinking that we're just finding another excuse for failing to eat right and exercise, let's explore the possible physiologic connection between stress, cortisol, and body fat.

## CORTISOL KEEPS YOU ALIVE

We all have a built-in stress response. It's a complicated set of physiological reactions that ultimately keep you alive during a dangerous situation. Here's how it's supposed to work:

1. You experience an acute stressor. Thousands of years ago, this could have been a tiger trying to eat you. Today, maybe it's a child running in front of your car.
2. In response to the stressor, the adrenal glands release cortisol into your bloodstream. Cortisol is the stress hormone that initiates several lifesaving metabolic changes in your body. One of them is an increase in blood sugar.
3. This extra load of blood sugar is used by your brain, heart, and skeletal muscles for immediate energy so that you can fight or run or slam on your car brakes.
4. Once the stressor is dealt with, cortisol quickly leaves your system and things return to their normal metabolic state.

But unfortunately, in today's world, many of us are constantly stressed out. Instead of a stress response system that's finely-tuned for acute events, many of us have systems that are always on. This causes significant derangements in metabolism.

## CHRONIC STRESS KEEPS CORTISOL CHRONICALLY HIGH

From the time we wake-up in the morning to the time we finally get to bed at night, the average person has dealt with hundreds of low-grade stressful events. Maybe it's the rush hour traffic or too many projects with impossible deadlines or kids or spouses or pets or... you get the picture.

We're swimming in a constant stream of low- to moderate-grade stress. How is this affecting our stress response system, which is really there for quick, major stressors?

It's chronically elevating cortisol levels, which means blood sugar is constantly being mobilized for energy. And when you don't burn the sugar, it gets stored as —

drum roll please — body fat! And this is just one of the metabolic derangements caused by too much cortisol. There are many other problems caused by chronic stress that pack on the fat.

So what can we do about this aside from stress reduction — which, by the way, we know is almost impossible in our 24-hour culture?

## ADAPTOGENIC HERBS LIKE RHODIOLA CAN LOWER CORTISOL

Adaptogenic herbs have long been used for their mood balancing and stress-reducing effects. First, let's talk about Rhodiola. A number of clinical trials demonstrate that repeated administration of Rhodiola extract exerts energizing effects that increase mental focus. Encouraging results exist for the use of Rhodiola in mild to moderate depression and generalized anxiety.

Several mechanisms of action have been identified for Rhodiola extracts. The big one, published in 2010 in *Phytomedicine*, is its cortisol reducing properties, which could mean less sugar mobilization and less body fat in the long run. The only potential downside is the stimulating effect it has on some people. If that worries you, consider the next adaptogen we're about to discuss: Ashwagandha.

## ASHWAGANDHA IMPROVES ENERGY, SLEEP AND WELL-BEING

Ashwagandha, also known as Indian ginseng, is a plant of the nightshade family — plants that actually turn toward the sun throughout the day. It also has cortisol lowering effects but it's not stimulating, making it a good alternative for those who don't like Rhodiola.

A large clinical trial, conducted by NutraGenesis, showed that Ashwagandha reduced levels of the hormone cortisol by up to 26% while maintaining already normal blood sugar levels and lipid profiles. Subjects who took the standardized Ashwagandha extract reported improvements in energy, sleep and well-being, as well as diminished fatigue.

## SO LESS CORTISOL MEANS LESS BODY?

Is it really that simple: Cortisol to sugar to fat? Well, yes and no. The development and growth of fat cells is a complex process and can't be attributed to just one hormone. But too much cortisol can have a negative impact on fat cells and it's certainly something to think about. †

*Michael A. Smith, M.D. is a staff doctor, senior health sciences specialist and community relations liaison with Life Extension® (www.LifeExtension.com) of Fort Lauderdale, Fla., a pioneer in funding and reporting the latest anti-aging research and integrative health therapies, as well as offering superior-quality dietary supplements. Dr. Smith can be seen on the new Suzanne Somers Show this fall on the Lifetime Network.*



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## Pittsburgh Seniors “Walk” to Los Angeles

The elderly need to move around to keep healthy. *But walk to Los Angeles?!?*

Over the past four months, 44 men and women, most of them over 70 years old, figuratively did just that. In fact, the seniors combined to walk a total of 3,646 miles, sometimes using walkers and canes for help. The trip took an entire year to complete.

And being Pittsburghers, in the City of Champions, they did it in a competitive environment. Residents of six senior high rises pitched against each other to see which group could be the first to walk to Los Angeles, or 2,500 miles.

The program, called “Moovin’ and Groovin’,” was designed by LIFE Pittsburgh’s Lisa Jenkins as a way to get the message out that elderly folks need to keep moving to keep healthy.

The event was sponsored by LIFE Pittsburgh – a non-profit company that provides comprehensive medical care, adult day and home care for Pittsburgh’s elderly.

Danielle Bodnar, and Enrollment Specialist from LIFE Pittsburgh, worked with the residents for a year to complete it.

On the first day, Danielle gave each resident a pedometer and a tracking sheet. The object was to use the pedometer to count the number of steps walking around their high-rise or in the community and record them on a tracking sheet.

A destination was set and they mapped out a route from Pittsburgh, Pennsylvania to Los Angeles, California with planned stops in ten cities along the way including Cleveland, Chicago, Louisville, Nashville, Memphis, San Antonio, Santa Fe, Phoenix and Las Vegas.

At the end, a party was to be held for the team that would be the first to reach Los Angeles.

The residents met with Danielle once a month to turn in their tracking sheets. Their progress, in miles, was then marked on a map.

For each stop, Danielle brought along facts, information and memorabilia about that city. The participants also brought their treasures and shared with everyone their stories and memories of their experiences in the different cities.

The residents, who hailed from Lynn Williams, Lloyd McBride, Sweetbriar, Parkside Manor, IW Abel and The Commons at Stonebrook, repeatedly stated they enjoyed being a part of the program and that it was fun to see how many miles they actually walked each month.

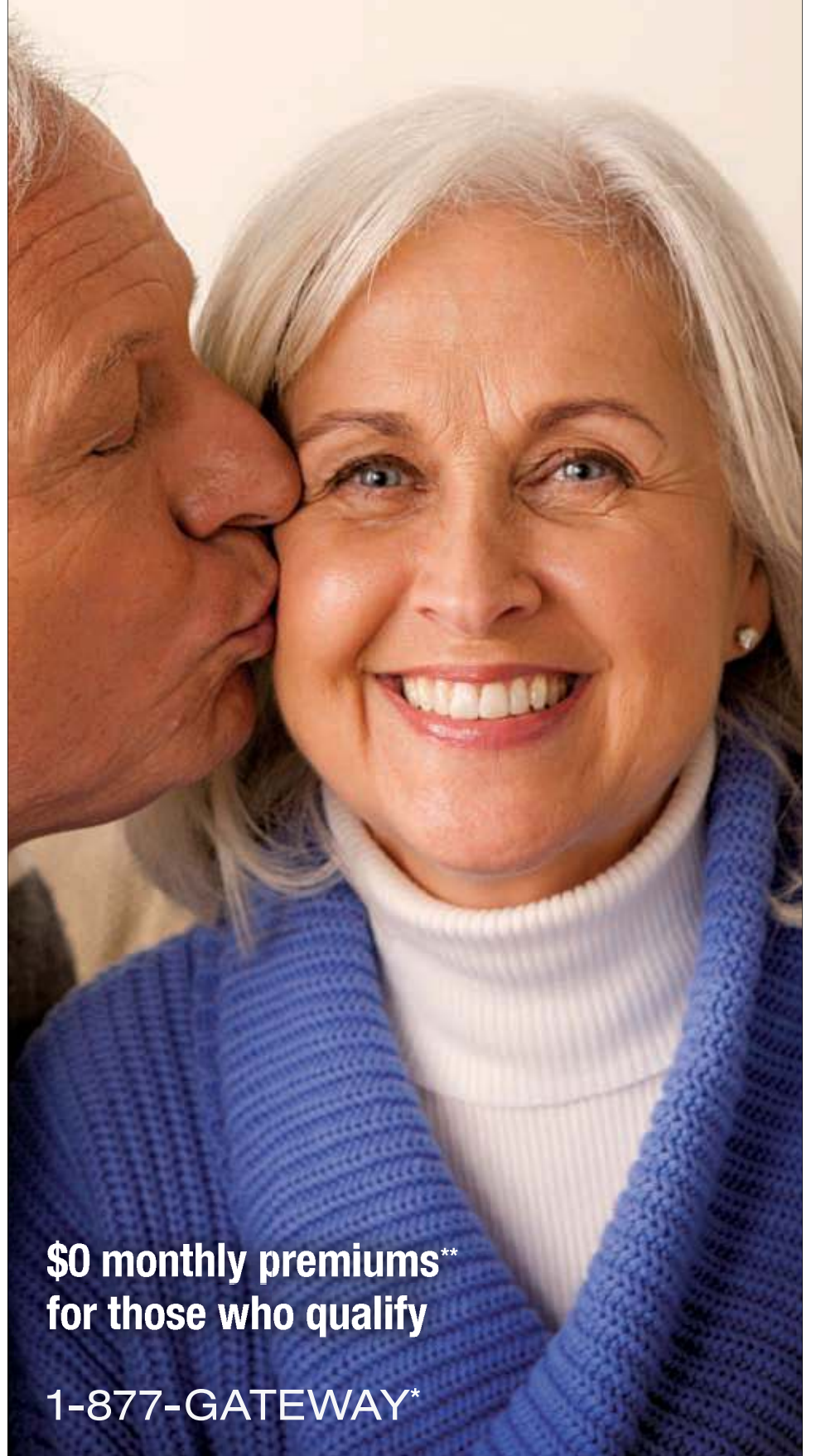
While all the participants “won” by engaging in a fun competition which gave them extra exercise, the participants from Lynn Williams Apartments were the first to walk a combined 2,500 miles. LIFE Pittsburgh held a party in their honor. There, Danielle presented them with a team trophy and each one received a medal and a certificate of completion.

*LIFE Pittsburgh provides all-inclusive medical care, adult day care and home care at no cost to qualified adults age 55 and older who wish to remain independent in their own homes. Older adults can receive a coordinated plan of care that enables them to maintain their independence and enjoy a safe and active life in the community.* †



Movin’ and Groovin’ winners Gerrie Albert, Catherine Giovengo, Jo Ann Ladesic, Grace King, Darlene Luff, Mimi Perez, Mike Keally and Catharine Blackburn display their medals, certificates and the map that shows their travels across the U.S. Pat McGuire and Patricia Poremski also participated.

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# The Top Ten Most Important Facts to Understanding ADHD

A Conversation with Susan Lieber, Certified Professional Organizer,  
Certified Organizer Coach and Specialist working with adults with ADD/ADHD

By Rochelle Sufrin

## INTRODUCTION: ADHD

### THE INVISIBLE DISABILITY

During the nineteenth century “bad” or uncontrollable behavior in children was seen as a moral failing and often the parents or the children or both were to be held responsible, stated ADD/ADHD experts Edward M. Hallowell, MD and John Ratey, MD in *The Evolution Of A Disorder*. They go on to declare these

perceptions as an undiagnosed behavior. “The usual treatment” for these children was physical punishment and special publications were written to teach parents how to properly administer effective physical punishment.

The study of ADHD/ADD has come along way and here’s how one expert explains the 10 most important questions and answers, among others, discussed during the free informational programs sponsored by Leave it to Lieber and CHADD during National

*“Help comes in the form of treatment or interventions that can improve ... performance at home, school or work and ... relationships”.*

ADD/ADHD Awareness Week, October 14-20. For more information visit the schedule of free evening programs at [www.leaveittolieber.com](http://www.leaveittolieber.com)

**SRS: What are the most important points folks should learn after attending the ADHD informational programs?**

**SJL:** First ADHD is a neurobiological (brain based) condition that has a strong hereditary component and is known to impact performance in academic, occupational, social and emotional domains of an individual’s life. ADHD is an invisible disability that varies between persons and even within the same person. Fifteen years ago the scientific and medical communities discovered that approximately 60% of those children diagnosed carried symptoms into adult life. In addition there are number of adults who struggle with ADHD symptoms who were not diagnosed as a child.

**SRS: What is the second most important point folks should remember?**

**SJL:** Due to the complexities of ADHD a multimodal approach is optimal for its management. This is the reason that there are a variety of professions represented by the panelists.

**SRS: So can we say that ADHD is caused by a chemical imbalance?**

**SJL:** We don’t fully understand the cause of ADHD but yes, there is enough evidence that neurochemical systems are altered in people with ADD and that medication can help with the person’s ability to inhibit their responses or “put on the brakes” and focus. That said, research has also revealed structural differences in the brains of those with ADHD and that many of ADHD related struggles are the result of executive functioning weakness.

**SRS: Can you explain executive function weakness?**

**SJL:** Executive functions are our highest level brain processes that work together in various combinations. Thomas Brown PhD breaks executive functions into six different clusters or related cognitive abilities: activation, focus, effort, emotion, memory and action. He goes on further to clarify that the functions are not skills to be learned or aspects of willpower to be exercised, but natural activities of complex neural networks of the brain. Thus, the executive func-

# ADD/ADHD

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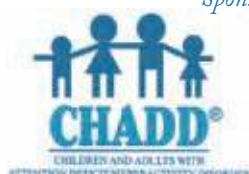
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tions impact a person's performance of daily tasks, which is susceptible to self-scrutiny, and the judgment of others.

**SRS: How does ADHD present in adults?**

**SJL:** Through extensive research, Russell Barkley PhD has identified a select group of everyday activities that most accurately identified adult ADHD. For example: easily distracted by extraneous stimuli or irrelevant thoughts; impulsively makes decisions; difficulty organizing tasks and activities and difficulty stopping activities or behaviors when you should do so. At one time or another most of us has had one of these experiences however for someone with ADHD the experiences have been chronic challenges.

**SRS: What do you find is the biggest fear to an adult living with ADHD?**

**SJL:** Client's biggest fear of being diagnosed is the social stigma associated with having a mental health condition. This is where learning about ADHD and *their* ADHD becomes of great importance not only for the individual who has been diagnosed but also for family members and significant others. Accurate knowledge can reduce the frequency of unfair judgments.

**SRS: What do you find as the most enlightening moment after diagnosis?**

**SJL:** Clients have reported a sense of relief when they learn there is an explanation for what has been the source of their struggles, disappointments and shame. Conversely, they also express frustration that if they'd known earlier their past could have been different. Lastly, that there is help available and hope for a better future. Help comes in the form of treatment or interventions that can improve, but not cure, their performance at home, school or work and their relationships. In addition, adults will find support is available by attending the local adult CHADD group <http://www.chadd.net/template.cfm?affid=477&p=ab>

out where they can share their experiences with others and listen to educational presentations.

**SRS: Can you explain how coaching can improve major elements of daily living for those living with ADHD?**

**SJL:** ADHD coaching is a collaborative and goal oriented process that helps an individual develop the structures, systems and routines that maximize their talents and bolster weak executive functions through compensatory strategies. Unlike a sports coach that tells who gives instruction, I help my clients discover strategies that work for them and build on their successes.

*"Accurate knowledge can reduce the frequency of unfair judgments"*

**SRS: So once a person learns to do something differently then is it reasonable to expect they will always do the task the new way?**

**SJL:** Unfortunately that is not the case. One of the hallmarks of ADHD is consistently inconsistent behavior. For example, a person may be able to attend to a task one day and see it to completion and then another day struggle with the exact same task. There are many conditions that can amplify ADHD traits such as poor sleep, stress, and mood so the outcome/performance may vary. Therefore, a reasonable goal is to strive to increase the consistency of the desired behavior.

**SRS: Final words of wisdom to the world of adults living with ADD/ADHD?**

**SJL:** If you suspect you may have some of the symptoms resist the temptation to self-diagnoses. Rather, seek out a professional trained in ADD/ADHD like a physician, social worker, psychiatrist or psychologist to obtain a thorough evaluation. If you have been

diagnosed, first spend the time getting educated about ADHD and learn how it shows up in your world. Secondly be an active participant in your treatment and the management of your ADHD. The more you know and understand the better you are able to advocate for yourself and lead *life on your terms*.

We ended the interview after I asked Ms. Lieber if she knew of any successful, high profile individuals who serve as role models and who are successfully leading their lives with ADHD on their terms. There were many, she said, some of which include:

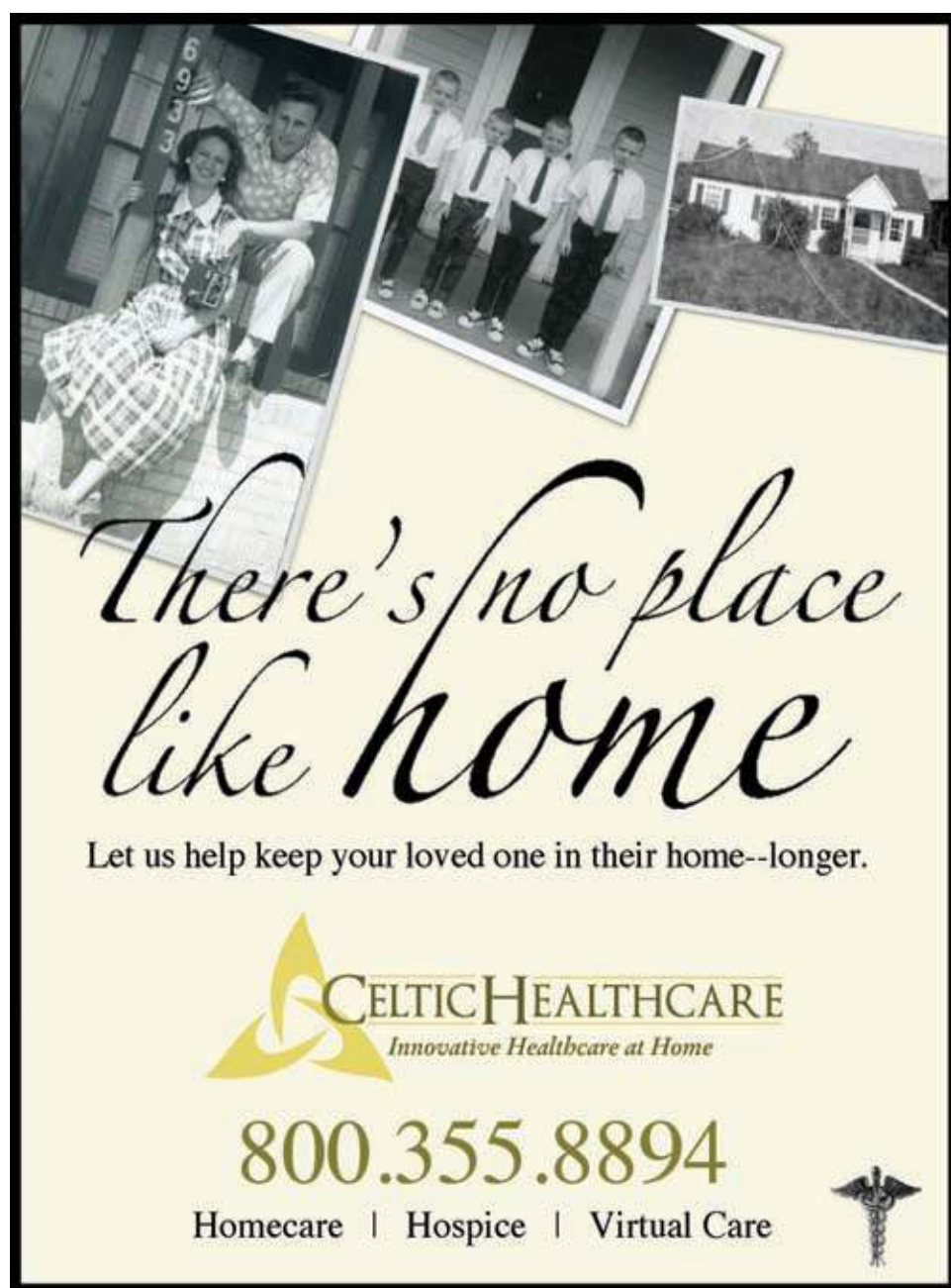
Actor and recording artist Justin Timberlake; Chef Jamie Oliver; Peter Knight, CEO Checkfree; Kinkos' founder Paul Orfalea; Charles Schwab, founder and chairman, Charles Schwab & Co; actor Will Smith; the most successful former Steelers' quarterback, Terry Bradshaw; founder of Jet Blue Airlines and CEO David Neeleman; and Ty Pennington of Home Makeover fame.

She reminds us that it starts with a diagnosis and encourages anyone who identifies with the symptoms to seek out answers to their questions about ADHD/ADD. †

*Ms. Sufrin is a writer, publicist, strategic planner, program specialist and advocate whose work has been published in local and national publications. She can be reached at [rrsuf@aol.com](mailto:rrsuf@aol.com).*

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## New Comprehensive Breast Care Center Opens at Forbes Regional Hospital

Forbes Regional Hospital recently opened a new state-of-the-art Breast Care Center that will offer women living in the eastern suburbs of Pittsburgh access to breast cancer services.

The Forbes Breast Care Center provides women with the complete spectrum of advanced breast diagnostic procedures, including digital mammography, breast ultrasound and direct digital stereotactic breast biopsy services - a non-surgical method of performing biopsies on breast abnormalities. Same-day results will also be the norm for women undergoing screening mammography at the Center.

William Poller, MD, Director of Breast Imaging for WPAHS, surgical oncologist Donald Keenan, MD, and breast imaging radiologist Maureen Bidula, MD, all nationally respected in their fields, will lead the Forbes Breast Care Center along with a dedicated nurse navigator and a team of experienced nurses, registered mammography technologists and support personnel.

Area primary care physicians and surgeons will also actively participate in the Center.

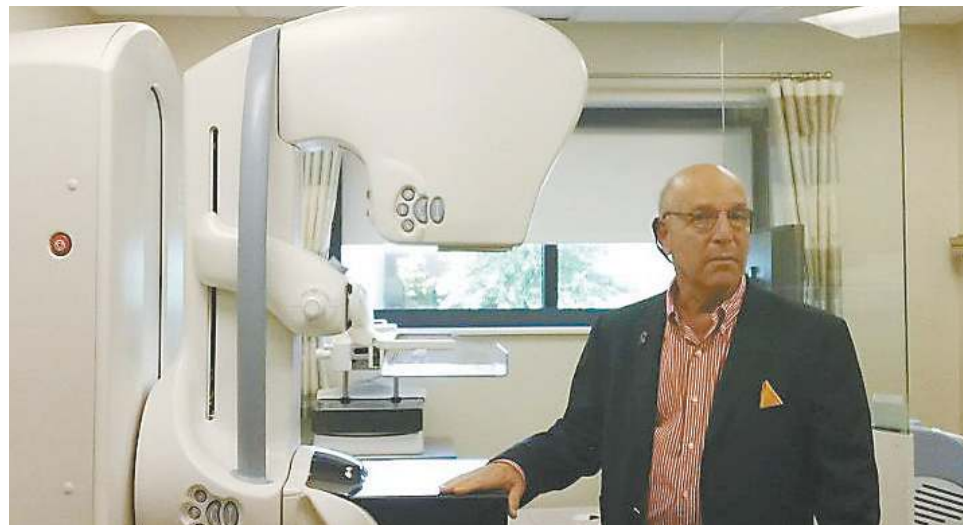
“Our program offers patients everything they need for their diagnosis and treatment in one convenient location, saving them the stress and inconvenience of a trip into the city,” Dr. Poller said. “Complementing the Center’s state-of-the-art technological capabilities, the facility was specially designed to emphasize patient comfort, allowing our team to provide compassionate, personalized care in a serene, spa-like atmosphere.”

The Breast Care Center also offers women the convenience of evening and weekend appointments, as well as free parking. Its innovative Nurse Navigator program helps guide, educate and support women step-by-step through their breast cancer journey.

“Forbes Regional is committed to a level of comprehensive, personalized breast care that is unsurpassed in the community,” Dr. Keenan said. “From diagnosis through treatment and recovery, our goal is to ease the burden of our patients’ experience as much as possible and to quickly return them to a healthy and productive life.”

For those diagnosed with breast cancer, the new Breast Care Center is a conduit to Forbes Regional’s specialized cancer services. Patients at Forbes also have unique access to new breast cancer therapies being investigated in clinical trials organized by the National Surgical Adjuvant Breast and Bowel Project (NSABP), a National Cancer Institute funded international study group headquartered on the Allegheny General Hospital (AGH) campus. Both AGH and Forbes Regional are members of WPAHS.

“We are very happy that our patients from the eastern suburbs can now receive a full range of outstanding breast cancer care services closer to home,” said Thomas B. Julian, MD, Director of the WPAHS Division of Breast Surgical Oncology, and Associate Director of the Allegheny Breast Care Center. “West Penn Allegheny’s



William Poller, MD, and the new stereotactic breast biopsy unit.

nationally recognized expertise in the management of breast disease and its leading role with the NSABP enables our physicians and patients to choose the most appropriate and advanced course of treatment that will provide the best chance of a positive outcome.”

The new Breast Care Center was developed as part of a \$20 million investment in Forbes Regional by Highmark intended to modernize and reconstruct the hospital to better meet the needs of the community and improve the patient experience. Highmark and WPAHS have entered into an affiliation agreement that, pending regulatory approvals, will significantly strengthen the health system and position it as the centerpiece of a new and innovative integrated healthcare delivery system for the region.

“This wonderful facility is another great example of Forbes Regional’s exciting transformation under the direction of West Penn Allegheny and Highmark. The Breast Care Center will serve our patients and the local medical community well by working closely and collaboratively with area primary care physicians, Premier Medical Associates and East Suburban Obstetrical and Gynecological Associates,” said Peter Naman, MD, President-Elect of the Forbes Regional Medical Staff, and Vice Chair of its Department of Surgery.

For more information, visit [www.wpahs.org](http://www.wpahs.org). ↑

## Pitt Study Finds Plant-Based Compound Slows Breast Cancer in a Mouse Model

The natural plant compound phenethyl isothiocyanate (PEITC) hinders the development of mammary tumors in a mouse model with similarities to human breast cancer progression, according to a study published August 2 in the *Journal of the National Cancer Institute*.

Edible plants are gaining ground as chemopreventative agents. PEITC has shown to be effective as a chemopreventative agent in mice for colon, intestinal, and prostate cancer, by inducing apoptosis.

In order to determine the efficacy of PEITC in mammary tumors in mice, Shrivendra V. Singh, Ph.D., of the University of Pittsburgh Cancer Institute and colleagues, placed mice on two diets: a control diet, and a diet supplemented with PEITC for 29 weeks. The researchers performed histopathological assessments, and measured the incidence and size of the mammary tumors, along with cell proliferation, apoptosis, and neoangiogenesis, which were determined in tumor sections.

The researchers found that administering PEITC for 29 weeks was linked with a 56.3% reduction in mammary carcinoma lesions greater than 2mm. “Although PEITC administration does not confer complete protection against mammary carcinogenesis, mice placed on the PEITC-supplemented diet, compared with mice placed on the control diet, clearly exhibited suppression of carcinoma progression,” the authors write. PEITC was also well-tolerated. Since chemoprevention trials are both expensive and time-consuming and necessitate years of follow-up, the authors feel that, “The discovery of biomarker(s) associated with exposure and activity is critical for clinical development of promising cancer chemopreventative agents.” This study was able to identify certain biomarkers that may be useful in future clinical investigations.

The authors also point out certain limitations of their study, namely that the results may be different in humans than in mice; also both the relevance of other altered proteins from PEITC and the mechanism by which PEITC causes apoptosis are unclear. ↑

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## Breast Cancer Patients with High Density Mammograms Do Not Have Increased Risk of Death

High mammographic breast density, which is a marker of increased risk of developing breast cancer, does not seem to increase the risk of death among breast cancer patients, according to a study led by Gretchen L. Gierach, Ph.D., of the National Cancer Institute (NCI), part of the National Institutes of Health. The research was conducted in collaboration with investigators from the NCI-sponsored Breast Cancer Surveillance Consortium (BCSC).

In the study of over 9,000 women with a confirmed diagnosis of breast cancer, high mammographic density was not associated with the risk of death from breast cancer or death from all causes combined. The study appeared Aug. 20, 2012, in the Journal of the National Cancer Institute.

Mammographic breast density reflects the tissue composition of the breast as seen on a mammogram. High mammographic density appears as extensive white areas on an X-ray. Glandular and connective tissue, together known as fibroglandular tissue, block the passage of X-rays to a greater extent than fatty tissue. Breasts with a greater proportion of fibroglandular tissue are said, therefore, to be mammographically denser. For most women, mammographic breast density decreases as they get older, reflecting gradual replacement of fibroglandular tissue by fatty tissue during the normal aging process.

Although high mammographic breast density is a well-established risk factor for developing breast cancer, it was unclear prior to this study whether breast density is also associated with the risk of death among women diagnosed with breast cancer. To address this question the scientists analyzed data from the BCSC, a population-based registry of breast imaging facilities in the United States. The scientists restricted their analysis to five BCSC registries that consistently collect data on body mass index (BMI). BMI is a poor prognostic factor for breast cancer that is inversely related to breast density and therefore might potentially affect associations between density and breast cancer death.

Patients included in the study were 30 years or older at breast cancer diagnosis, which occurred primarily between January 1996 and December 2005. The patients were followed, on average, for 6.6 years, at which time 1,795 deaths were reported, including 889 from breast cancer and 810 from other causes. To analyze breast density, the scientists used the most widely available measure of breast density currently in clinical use, a score known as the Breast Imaging-Reporting and Data System score, which is given by a radiologist based on visual review of a mammogram. Data on tumor characteristics and other personal and health factors were also analyzed.

The analysis of mammographic density showed that breast cancer patients with high-density breasts did not have a higher risk of death from breast cancer than patients with lower density breasts, after adjusting for other health factors and tumor characteristics. The lack of an association between mammographic breast density and breast cancer death is consistent with findings from an earlier, smaller study that examined this association.

This study also found an increase in risk of breast cancer death associated with lower breast density among specific subgroups, particularly breast cancer patients who are obese. The authors speculate that one possible explanation for the increased risk associated with low breast density among some subgroups is that breasts with a higher percentage of fat may provide a tumor microenvironment that facilitates cancer growth and progression.

“Overall, it was reassuring to find that high mammographic breast density, one of the strongest risk factors for breast cancer, was not related to risk of death from breast cancer or death from any cause among breast cancer patients,” said Gierach. “Given that we identified subsets of women with breast cancer for whom low density was associated with poor prognoses, our findings underscore the need for an improved understanding of the biological components that are responsible for breast density.” ↑

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## Waynesburg University Offers New Degree Plan for Doctor of Nursing Practice Program

Waynesburg University's fully accredited Doctor of Nursing Practice (DNP) Program now offers two degree plans implemented to better accommodate the needs of the working professional.

The University's DNP Program, offering a terminal professional degree that focuses on the clinical aspects of nursing rather than academic research, can now be completed through a three-year or a four-year track.

"The four-year degree plan for the DNP Program was created because we really listen to the feedback that our students give us," said Dave Mariner, dean of Graduate Studies at Waynesburg University. "Our DNP students are juggling family, demanding careers and school. The four-year option allows students to have a little more time to manage their priorities."

In addition to a new degree plan, the DNP Program recently named Dr. Kimberly Stephens and Dr. Kimberly Whiteman co-directors of the Program.

"I strive to make our program high-quality and to honor the Christian mission of the University," Dr. Whiteman said. "I want to help students acquire the knowledge and skills they need to lead in the complex health care environment."

Dr. Stephens and Dr. Whiteman have been with Waynesburg University since 2008 and 2009, respectively. Prior to transitioning into their current roles, they served as assistant professors of nursing in the University's Graduate and Professional Studies Program. Both are also graduates of the program which they now oversee.

"As nurse leaders, we have a professional imperative to understand systems, system change and how to inspire and lead teams through what will be a pivotal time in transforming health care," Dr. Stephens said. "I believe we can't miss this opportunity to demonstrate what a DNP-prepared nurse can contribute to our changing health care landscape. I strive to inspire and challenge every DNP student to a life of leadership and purpose for the glory of God."

Waynesburg University established its DNP Program in 2007 as one of the first 25 DNP programs in the United States.

From 2004 to 2006, Dr. Nancy Mosser, professor of nursing and chair of the Department of Nursing at Waynesburg University, served as a committee member of the American Association of Colleges of Nursing DNP Roadmap Task Force. The

## Education Update

committee was charged with examining DNP program development, master's-to-doctoral transition programs, regulations, licensure, reimbursement for advanced practice and other issues.

The Roadmap Task Force worked closely with the DNP Essentials Task Force, whose goal was to develop curricular and content requirements for DNP programs. Dr. Mosser and other committee members from both task forces attended regional meetings across the country to obtain input related to DNP program development from a number of constituencies.

"The exploration and development of the DNP Program at Waynesburg is consistent with the guidelines developed by both committees," Dr. Mosser said.

Waynesburg's DNP Programs differs from Doctor of Philosophy (Ph.D.) programs because the focus is on evidence-based practice and systems leadership that has an immediate impact on the quality of health care delivery, rather than on developing programs of original research as traditional Ph.D. program graduates do. According to Dr. Mosser, Waynesburg's DNP Program serves as a natural extension to the University's Master of Science in Nursing degree program with a concentration in administration, but also is appropriate for those with education, informatics and advanced practice backgrounds.

"In this program, students enhance their understanding of principles of leadership and are ready to assume an active role in promoting the highest quality health care delivery from a values-based perspective," Dr. Mosser said.

Among the students in the University's DNP Program are administrators, educators, executive leaders, certified registered nurse practitioners, clinical nurse specialists and certified registered nurse anesthetists from all over the country.

With their dedication to leading a quality program and personal experience within the program itself, both Dr. Stephens and Dr. Whiteman are assets to the DNP Program.

"We use a leadership team to manage the operations of the DNP Program," Mariner said. "Both Dr. Stephens and Dr. Whiteman work extremely well together and have provided great leadership to our faculty and students."

Before joining Waynesburg, Dr. Stephens served as a professor of nursing at the Community College of Allegheny County and an education and staff development specialist for the West Penn Allegheny Health System. She also worked in a variety of clinical settings including rehabilitation, oncology and home care at major hospitals throughout the Pittsburgh area.

In addition to a DNP degree from Waynesburg University, Dr. Stephens holds a Master of Science in Nursing and a Bachelor of Science in Nursing, both from Duquesne University.

Dr. Whiteman served as an adjunct faculty member at the University of Pittsburgh Graduate School of Nursing and a nurse educator with UPMC Presbyterian prior to joining Waynesburg. She also served in various roles within the Liver Transplantation Intensive Care Unit at UPMC and as a staff nurse at Hershey Medical Center and UPMC.

Dr. Whiteman received a DNP degree from Waynesburg University, a Master of Science in Nursing from the University of Pittsburgh and a Bachelor of Science in Nursing from Pennsylvania State University.

For more information, visit [www.waynesburg.edu](http://www.waynesburg.edu).

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# Education Update

## Gannon University, LECOM School of Dental Medicine Sign Early Acceptance Agreement

Gannon University and the Lake Erie College of Osteopathic Medicine (LECOM) have augmented their Early Acceptance Program (EAP) to allow Gannon students to continue their studies at LECOM School of Dental Medicine.

Previously, the collaborative partnership between Gannon and LECOM led to the formation of the pre-med and pre-pharmacy programs that encourage freshmen who are enrolling at Gannon to pursue those health professions. Citing the mutual benefits to students and to the institutions, Gannon and LECOM have elected to include pre-dental students in the agreement.

Students who meet the requirements for the programs in high school are conditionally accepted into both Gannon and LECOM’s program simultaneously. Additionally, these students may earn their doctoral degrees years faster than their peers at other institutions. The Early Acceptance Program allows Gannon students to complete LECOM entrance requirements either in three or four years for medicine, four years for dental and as little as two years for pharmacy.

In its 20-year history, LECOM has accepted more than 200 Gannon graduates who have gone on to earn the Doctor of Osteopathic Medicine or Doctor of Pharmacy Degree. Another 87 Gannon Graduates are currently enrolled in those programs. Of those 19 were early acceptance students. Gannon has accepted nearly 29 EAP students who are expected to start at LECOM in the next few years.

Students can apply to the program as high school seniors. Phase I of the program is four years of study at Gannon, during which time students will be encouraged to pursue bachelor’s degrees in biology. Students must maintain an overall grade point average of 3.4 or higher, and at least 3.2 in all science- and mathematics-related courses. Phase II of the program is four years of study at LECOM’s School of Dental Medicine.

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## Scholarship Recipients Explore Family Medicine at Excelsa Health

Four medical students gained experience in family medicine at Excelsa Health Latrobe Hospital this summer as recipients of the Andrew D. Bagby Family Medicine Scholarship. Kaitlin McGrogan, Philadelphia College of Osteopathic Medicine; Katelyn Shaffer and Douglas Opie, Lake Erie College of Osteopathic Medicine; and Margaret Florendo, Seton Hill University Post-Baccalaureate-Pre-Med, participated in a month-long program, training alongside doctors completing Excelsa Health's Family Medicine Residency Program.



Kaitlin McGrogan

The Bagby Scholarship was established by family and friends in memory of first-year resident Dr. Andrew Bagby, who died tragically in November 2001. The scholarship fund has increased substantially in the 10 years the scholarship has been awarded. It is supported by the Bagby family, as well as private donors, to give opportunities to aspiring family medicine physicians. The scholarship is administered by the Latrobe Area Hospital Charitable Foundation.

Kaitlin McGrogan spent most of her adolescent years in Latrobe preparing to become an anesthesiologist, but when she chose to attend an osteopathic school and learned more about primary care, her mind started to change. She joined different clubs and explored specialties outside of anesthesia. She heard many speakers tell stories of their work and relationships with patients; "As I listened to the pediatric, family practice and internal medicine residents talk about their day-to-day activities, I realized I wanted what they had - that constant familiarity with their patients, knowing that they aren't just taking care of one person, but in some cases an entire family."



Katelyn Shaffer

She decided to reconsider her path and weighed her options. "Despite every positive aspect anesthesia brings to the table, I still find myself wanting more. I want to be a constant figure in my patients' lives. I want to see their children and grandchildren grow up."

In the end, McGrogan chose to pursue family medicine. As the first in her immediate family to become a doctor, she aspires to "Be a significant part of every stage in my patients' lives." The 23-year-old McGrogan graduated from Greater Latrobe Senior High School. During her senior year, she volunteered at Excelsa Latrobe Hospital and received a scholarship from the Latrobe Area Hospital Aid Society for logging more than 250 volunteer hours. She also participated in the Allied Health Internship Program at Eastern Westmoreland Career and Technology Center during that year.

McGrogan completed her undergraduate studies at Allegheny College. She is the newly elected National Liaison for PCOM's Robert Berger, DO Pediatrics Society. She learned of the Bagby scholarship at a "hospital day" hosted by PCOM where students are able to learn more about hospitals interested in PCOM students. McGrogan visited the Latrobe Hospital booth where the residents told her of the scholarship and handed her an application. "I can't imagine how horrible of an experience that had to be for the Bagbys, but it says so much about them that they were able to take such a terrible experience and turn it into something so beneficial for second-year medical students like me."



Douglas Opie



Margaret Florendo

When she was young, doctors diagnosed 23-year-old Katelyn Shaffer with three difficult medical conditions. She expected clear answers and cures; instead the doctors gave her confusing information and complicated treatments. "I laugh at this mindset now, but I remember thinking to myself, 'this is it? This is all they can



do?" Several years later, while working at a free health clinic, Shaffer experienced the same "I can't believe this is all that can be done" phenomenon as she was forced to turn away patients when the clinic could not treat anymore people. This experience, combined with the challenges of her own diagnoses, led her to pursue a career in medicine.

Shaffer, a first-year LECOM student, decided to practice osteopathic medicine after shadowing a physician who "kept a photograph of every patient in the back of the chart, so she could immediately recall the individual before stepping into the room." Shaffer recognized attending to patients' whole bodies and all aspects of their lives allowed for more insightful treatments with better physician-patient relationships. After witnessing a family practitioner shortage in her hometown of Somerset, and the shortage of physicians while working at the clinic, she aspires to contribute to these areas and serve communities affected by these issues.

The Somerset Area High School graduate received her undergraduate degree from the University of Pittsburgh. Shaffer and her sister, a registered nurse, are part of the first generation in her family to attend college. Shaffer learned of the Bagby scholarship through an e-mail from LECOM regarding the program. "His story has such a sad ending; I am glad the Bagby scholarship is helping to write a happier ending and continue his legacy."

Fellow LECOM student Douglas Opie began a career singing and performing before deciding to attend medical school. At the conclusion of his studies, he will be the first fully licensed doctor in his family, but not the first health care provider. Opie's father and grandfather are both chiropractors along with "an aunt, a couple of uncles, and some cousins." Opie spent many hours working in the office as an assistant for his father and grandfather. "I decided to become a doctor because I wanted to be a fully licensed physician who can help people with a much broader class of health issues and be more integrated in their care."

Opie grew up in Mesa, Ariz., where he graduated from Mountain View High School. After high school, he spent two years in Spain as a missionary. Returning to the United States, Opie graduated from the University of Arizona with an undergraduate degree in vocal performance. He worked as a semi-professional singer for four years before deciding to pursue a Master's in Business Administration at Grand Canyon University. During this time, he served as an assistant in his father and grandfather's office, and held many customer service and sales jobs. "The satisfaction that I received as I educated patients on proper care and nutrition is what prompted me to leave my previous career and pursue being a family doctor." The 31-year-old is the father of four children.

Opie learned of the Bagby scholarship through LECOM, and is "most excited about the training opportunities provided by the program. The four-week program exposing me to all aspects of family medicine genuinely fills me with excitement, and I cannot think of a better use of my summer."

Margaret Florendo also went down a different career path before choosing to pursue medicine. The 25-year-old studied "Media Arts: Television Production" at Robert Morris University and worked in the field after she graduated. Through her studies she aspired to "expand on my creative intellect" and developed "an ability to connect with different personalities." Florendo believes "the skills learned within my diverse fields of study will complement each other when approaching patients to care for them and not just treat their symptoms." She recently completed the Seton Hill Post-Baccalaureate Program receiving a certificate in Pre-Med.

Florendo is a graduate of Greater Latrobe Senior High School. Growing up in Latrobe, she experienced "an environment where service is a way of life and where giving back to the community was a key factor in my upbringing." She is the youngest daughter of Latrobe pediatrician Christine C. Florendo, MD. "Having a doctor in the family helped me to realize not only what it takes in hard work and education, but also the power you obtain to really impact people and empower them to take care of their own health and well being."

Like McGrogan, she also participated in the Allied Health Internship Program out of the Eastern Westmoreland Career and Technology Center. "The internship program allowed us to shadow different departments of the hospitals as well as other practices."

Florendo learned of the Bagby scholarship from Mike Semelka, DO, residency program director, after approaching him "for career and personal advice about how to approach my transition into the educational and professional field of medicine from my not-so-scientific background in art." She looks forward to the "deeper, hands-on approach to the field of medicine" the scholarship will provide her, and hopes that the "experience gained will be the foundation of how I care for and treat families and patients in the future."

For more information, visit [www.excelsahealth.org](http://www.excelsahealth.org). ↑





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## Watch Your Step

By William McCloskey

It's hard enough taking care of yourself and making smart health choices now that so many decisions have been thrown back on the consumer for health insurance, prescription plans and a tangled array of other needs that can directly impact one's healthiness, solvency and longevity.

What makes it worse are the staggering waves of deals and gimmicks that arrive daily via dodgy telephone solicitations, direct mail, Robert Wagner and Pat Boone TV commercials, and the internet.

Things like reverse mortgages, pharmacy discount cards and the like may have merit in some cases. But so much of what passes for "maintaining your independence" and "not burdening your loved ones" amount to useless schemes and sometimes outright fraud.

These are marketing, not medical, problems. Oftentimes trouble results from the very best of intentions as people swimming against the tide of advertising exploitation and trickery try to take care of themselves.

Some of these situations prey particularly heavily on older individuals. Eager to demonstrate independence and to not bother loved ones, seniors may try internet approaches and smart phone applications with which they're not truly familiar.

Then, pressing the wrong key can cause problems of wrong-purchases and identity compromise at the speed of light. Worse, once done, such mistakes are entirely more difficult to un-do.

Marketers have learned to confuse consumers with brands and to induce people to buy things they never intended.

For example, what looks like a renewal notice for your auto club might — if

you're not careful — enroll you in an expensive travel-death program, which also is offered by your auto club. What looks like a routine survey from your senior organization might put you on the list for an expensive step-in bathtub or stair glide.

You might, for example, have joined a senior organization to take advantage of discounts at popular restaurants, but you'll find yourself assaulted by seemingly endless pitches for car insurance, cellular phones, investments, travel and what have you.

It's not that the senior groups, necessarily, are dishonest. Some of their deals might very well be good ones. But it's beyond doubt that these organizations have conditioned people to trust the brand name and be receptive to all kinds of offers bearing that sacred brand.

The picture gets more complicated, too, by the sneaky use of those little "check here" boxes for opt-in or opt-out clauses in direct mail. It's been known to happen, too, that when you chat on the phone with a seemingly friendly sales solicitor and your responses are recorded "for quality purposes," your recorded responses might be manipulated to have you saying things you didn't intend.

Health and lifestyle tricks and scams work on three basic strategies — making you scared, making you embarrassed and making you feel guilty:

- Scared, that some medical disaster is creeping up on you and you're unprepared
- Embarrassed, that you're not as swift as you used to be
- Guilty, that you might be burdening those closest to you

These are powerful motivators, especially for older, more traditional-minded individuals who may be lonely and have time on their hands to pursue contemplative, ruminative mental activities.

Another marketer's gimmick is that many of these deals do, in fact, "cost you little or nothing out of your pocket." That's correct — it gets billed to Medicare at full retail price. That's not good for Medicare or for the nation's overall health.

And it may not be good for you. Consider whether some of these deals and devices actually are beneficial for you in the first place, regardless of cost. Is it necessarily a good thing to give up stair-climbing for the ease of a stair glide? Or to give up walking to ride in a scooter — if you don't really need to? †

*William McCloskey is a Pittsburgh-based writer and editor specializing in health-care subjects. Contact him at [wmpgh@msn.com](mailto:wmpgh@msn.com) or 412-371-8570.*



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## "Be Good" by Randy Cohen

About the Book: c.2012, Chronicle Books;

\$24.95 / \$28.95 Canada; 319 pages

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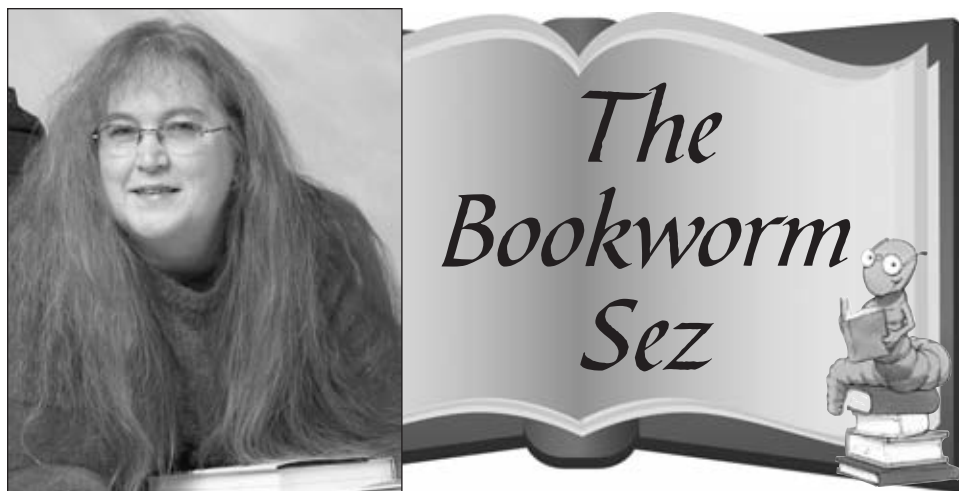
So how do you get out of such situations with your principles intact? In the new book "Be Good: How to Navigate the Ethics of Everything" by Randy Cohen, you'll tackle the ins and outs of right and wrong.

As a twelve-year veteran columnist on ethics for the *New York Times Magazine*, Randy Cohen has been asked a lot of unique questions. Much like his heroine, Ann Landers, he's dispensed advice, settled disputes, and soothed matters of conscience. This book – including situational updates – is the result.

Let's take your place of business, for starters. If it has an elevator and you're on the ground floor, is it ethical to refuse to pay an elevator fee? What about posting a sign that says you're protected by a security system, if you're not? Nobody's hurt by these things... are they?

What do ethics have to do with government bail-outs? The guy down the street was given a break on his mortgage, while you've conscientiously paid yours. It's irritating, yes, but is it unethical? Or are there other "actors in this drama" who've behaved even worse?

Then there's hiring. These days, you have to be extremely careful in taking applications, interviewing, and beyond. Is it okay to Google prospective employees – or employers? Is it necessary to bring your personal life to the table? Is it per-



missible to use a first initial to skew the call-back process? And on the subject of salaries, Cohen weighs in on transparency and permission to peek at documents carelessly left out.

Should you allow anonymous posting of comments on your website? Cohen says yes, and it's okay to ask an intern to run for coffee. What about a pregnant employee? Should she come clean about her ambivalence toward work after maternity leave? Should you put a stop to texting during meetings? And what should you do if you accidentally find porn on the boss's computer?

So you're faced with an iffy step at work. What next? It's hard to decide sometimes, but you'll find a useful voice of reason inside "Be Good."

Taking on everything in the workplace and out, author Randy Cohen's advice is thoughtful and well-considered with a twist of humor and occasional sarcasm. Readers who've disagreed with his counsel are also featured here, and Cohen seems to invite further discourse. That lends a certain vitality to this book, breathing life into a subject that sometimes seems lackluster.

While there's plenty of common-sense inside this book, there's also lots to ponder about right and wrong. Overall, I think that if such issues land on your desk daily, "Be Good" could keep your feet out of the fire.

*The Bookworm is Terri Schlichenmeyer. Terri has been reading since she was 3 years old and she never goes anywhere without a book. She lives on a hill in Wisconsin with two dogs and 12,000 books.* 📖

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# Evaluating Treatment for the Eating Disordered Patient: A Case for Greater Access to Residential Care



**Susan Ice, MD**

It's estimated that as many as 10 million females and one million males in the United States are fighting a life and death battle with an eating disorder. Affecting both physical and mental health, eating disorders are complex illnesses with biological, genetic, psychological, social and developmental roots. Lifelong recovery is possible; however, the eating disordered patient requires proper professional evaluation, diagnosis and treatment.

Treatment for eating disorders is delivered in a variety of settings such as hospitals, residential treatment facilities and private offices. For the medically and psychiatrically unstable patient, a first critical step is often inpatient treatment. While psychiatric hospitals with a specialty in eating disorders and residential facilities offer inpatient programs, referring healthcare professionals often do not recognize the distinctions in these treatment programs and their approach to recovery. Though both treatment options can provide stabilization of the patient's symptoms through weight gain and nutrition education, most residential treatment facilities provide additional benefits in terms of a specialized team of experts for each patient, richness in psychotherapeutic services and a support community of like-minded peers that is needed to sustain recovery.

One of the most valuable assets in residential treatment can be the patient's access to a dedicated treatment team that oversees all aspects of recovery. At The Renfrew Center, this treatment team—which consists of physicians, psychiatrists, therapists, dietitians and 24-hour nursing—will be involved in medical stabilization, helping the patient reestablish physical and nutritional health, as well as assist in exploring the underlying emotional and psychological factors contributing to their behavior. From day one, the patient is able to develop relationships with professionals who concentrate on all aspects of the individual's health and feel confident that each team member is working collaboratively to ensure progression.

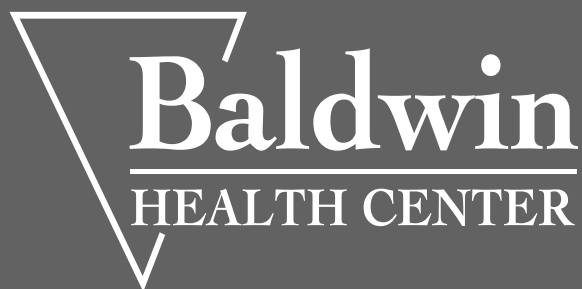
Some residential eating disorder facilities also provide a full range of treatment modalities from traditional psychotherapies like cognitive behavioral and psychodynamic therapy to experiential therapies, such as art, dance and psychodrama. The richness of programming helps the patient delve into the emotional, addressing and

making significant changes to their eating disordered thoughts and behaviors. As the patient progresses, residential facilities can also help patients to identify and prepare for everyday situations that may be challenging later in treatment and after discharge. For instance, The Renfrew Center offers patients an opportunity to relearn and practice daily activities such as grocery shopping in order to develop new skills and adapt strategies to manage stressors. Often, residential facilities also boast the strength of offering multidisciplinary treatment. Such facilities are able to customize treatment so that the patient receives support for their eating disorder as well as co-existing concerns such as drug or alcohol dependency, emotional eating, cultural influence or trauma. As residential facilities also tend to carry longer lengths of stay than hospitals, patients are able to fully develop life skills to deal with issues such as self-esteem, anxiety and stress.

Recovery from an eating disorder cannot be accomplished without support and some residential facilities can offer patients a sense of community unlike any other treatment setting. The interaction of like-minded individuals throughout the treatment process offers patients a sense of belonging, a safe haven for sharing thoughts and fears, and a sympathetic network that becomes invaluable in and out of treatment. In comparison to a psychiatric facility, where patients may feel intimidated and frightened by interaction with non-eating disordered cohabitants, residential patients are able to benefit and learn from the experiences, successes and failures of peers as they progress through levels of treatment. In addition, some residential facilities also offer a great opportunity for the family support system to be involved. Through family therapy, workshop sessions and celebratory weekend events, the family members of the patient gain further insight into the disorder and become more educated on treatment and recovery.

Determining the best setting for recovery is an individualized process that often can feel overwhelming. Of utmost importance is for the patient and their healthcare team to understand the value offered in each setting and where the patient will thrive. Unlike hospital or private offices, the right residential treatment can offer an individual a richer experience, where the individual accesses specialized experts dedicated to the treatment of the whole individual in a supportive community environment. †

*Susan Ice is Vice President of Clinical Services at The Renfrew Center and Medical Director of The Renfrew Center of Philadelphia – the nation's first residential eating disorder treatment facility that has helped more than 60,000 women with eating disorders and other behavioral health issues. For more information, please visit [www.renfrewcenter.com](http://www.renfrewcenter.com) or call 1-800-RENFREW.*



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**By Christy Lederer and Rick Bargo**

Fear... Anxiety... Stress

Most patients experience a multitude of emotions when going to the hospital or even their local doctor's office. In addition to the physical illness, fear, anxiety, and stress are three emotions that often play a large role in the overall patient experience. As facility directors, healthcare designers, and caregivers, one of our goals is to make the patient feel as comfortable and relaxed as possible at a time that may be very stressful. This is the number one goal of a "Patient-Centered Medical Home Model of Providing Care" or PCMH.

This current evidence-based design concept enables patients to receive diagnosis and treatments without actually going to the hospital. Blood draw, imaging procedures including: MRI, CT Scan, or X-Ray, meeting with primary care physicians, specialists, and even out-patient surgery. A "one stop shop" with the goal of keeping patients healthy, and out of the hospital, captured in a "spa-like" environment that promotes a positive patient experience. This new design model has been proven successful right here in Western Pennsylvania at locations like Excelsa Square at Norwin, in Westmoreland County.



According to Thomas C. Rosenthal, MD, of the Department of Family Medicine at the University of Buffalo, "A medical home is a patient-centered, multifaceted source of personal primary health care. It is based on a relationship between the patient and physician, formed to improve the patient's health across a continuum of referrals and services." The patient should feel that they are the main focus, a guest, as soon as they arrive.

With rigorous attention to scheduling, an example of PCMH being effectively utilized is the substantially shortened wait a patient experiences. Upon arrival, patients are greeted by a receptionist and directed to an Exam Room, the message and direction prompted on a monitor. Shortening the time spent in a large Waiting Room transforms the patient experience from feeling "like a number" to being a customer who is respected by the service provider. The patient waits calmly in the privacy of their Exam Room. They can view nature scenes or educational videos while they wait. At a time when minutes add up quickly this streamlined approach allows more face-to-face time between the physician and patient promoting a greater level of comfort for both. With the proper utilization of technology; patient information input, retrieval, and printed scripts can be created or accessed, in real time, during the exam process.

The PCMH team approach incorporates owner, planner, architect, interior designer, art consultant, electrical, mechanical, plumbing, and fire protection engineers, information technology, contractor, and maintenance staff. All disciplines work collaboratively to make the vision a reality.

Aesthetically, the idea of a "spa-like" environment plays a major role. A goal of a PCMH is to reinforce this feeling. A level of tranquility can be achieved through the selection of natural looking materials on both the walls and the floor. Chiseled stack stone, the mixing of rich wood tones in cherry and maple accents, as well as the natural stone look of the luxury vinyl tiles may be considered. The finish palette should incorporate tones that promote health and well-being. Neutral tans with accents of sages and blues and a surprise element of faux painted accent walls rein-

force the commitment to a "home away from home" setting.

Artwork that compliments the finishes with tranquil outdoor scenes, vibrant hues and contemporary aluminum frames should be considered. The addition of theme-coordinated signage by the signage consultant, ambient music, and indirect lighting that creates a soft atmosphere, much less institutional, more associated with family practices may be consistent with the goal. Decorative wall sconces, accent lighting, and other elegant features all play a major role in final design. The result is a comfortable, upscale, sophisticated yet timeless environment.

The Patient-Centered Medical Home Model of Providing Care has many facets that should be explored by the owner, planners, and designers. Core features include:

- Personal Physician Care
- Physician Directed Medical Practice
- Whole Person Orientation
- Coordinated and/or Integrated Care
- Quality and Safety
- Enhanced Access
- Payment Reform

The commitment of creating environments that are in the best interest of the patient should be a concept that is implemented in all healthcare projects. A Patient-Centered Medical Home model of providing care (PCMH) is a current evidence-based design method of successfully achieving that goal. ↑

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# BI Consulting Helps Medical Practices Integrate Technology

By Kathleen Ganster

It may take a little bit of time and effort to save a lot of time and effort in the long run.

That is the issue that faces many medical providers when they begin to utilize electronic medical records programs, said James Troup, chief executive of BI Consulting, a subsidiary of Pediatric Alliance.

According to Troup, BI Consulting was formed to assist other medical practices with IT expertise in utilizing NextGen products.

"As Pediatric Alliance used the NextGen EHR/EPM System and really became experts in the application – we thought, 'Why not offer our expertise to others?'" he said.

BI Consulting works with medical practices and facilities to assist with full cycle implementation and support, project management, workflow analysis and support. It is the change-over process that can be a bit overwhelming and time consuming at first for medical practices.

"That is where we can come in to provide IT assistance and resources to fully take advantage of the NextGen products," Troup said.

As often the case, any change requires some training and time to transfer old systems over, but once staff is trained, the end result is worth the time said Troup.

"The change can be very disruptive to the established workflow – we may have to help adjust the training or the products to meet the needs of the practice, he explained, "but the time and training is the only way to achieve the end results."

Another benefit of those initial efforts?

Financial savings plus increased quality of patient care.

He continued, "The goals are to increase the quality of care, improve care and to reduce costs."

Since the products for electronic medical records are designed by software en-



gineers, they may need adapted for the doctors and their staff who enter and utilize the data.

"We listen to the doctors and look for solutions from the physician's perspective – we look at how the programs interface with them (the health care providers) and modify the products, not vice-versa," said Troup, "We can adopt templates, provide staff training, monitor and upgrade usage, etc."

Troup said BI Consulting can visit actual medical providers' sites, provide online assistance, remote access and webinars to assist medical health care providers and their staff.

While the time that it takes for practices to adopt and implement the electronic medical records programs varies according to staff skill sets and experience, the time is worth it, said Troup.

In addition to saving time and money with electronic medical record programs, there is another incentive to utilize the systems.

"The government will provide stimulus money for those who make meaningful use of the compliance over a five-year period. So we can help ensure that practices are making 'meaningful use' of the programs," he said.

Troup referred to the Health Information Technology for Economic and Clinical Health Act (HITECH) to promote implementation and meaningful use of health information technology.

But while a medical practice may use technology, it may not fit the criteria of "meaningful use," said Troup.

"We can help identify the meaningful use criteria and help adopt electronic triggers that indicate meaningful use," he said.

BI Consulting assists the medical healthcare provides to aligning themselves with the quality measures that are being instituted by the government.

"And that, will allow them to benefit from the stimulus money," said Troup.

For more information, visit [www.biconsultingpa.com](http://www.biconsultingpa.com). ↑



James Troup

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# On-Premise Laundry ("OPL") Strategic and Financial Analysis



**By David J. Pieton**

Historically, conventional wisdom among most health-care administrators was that operating an On-Premise Laundry ("OPL") was more economical and ensured a ready supply of textile items when needed. However, in recent years, that belief has begun to be challenged. The emerging trend is to outsource linen services for financial, operational and environmental reasons.

Having the recent opportunity to lend assistance in this area, I'd like to shed some light on this subject and lend some thoughts as to decision points.

Healthcare facilities typically find themselves following into one of the following four linen/laundry models:

- On-Premise Laundry ("OPL"): the healthcare facility manages and performs complete linen and laundry services.
- Customer Owned Goods ("COG"): the facility contracts with independent launderer to service the linens owned by the healthcare facility.
- Rental Service: the facility contracts for rental of linens as well as laundry services.
- Cooperative: several healthcare facilities jointly own and operate a commercial laundry service.

According to Modern Healthcare<sup>1</sup> magazine, laundry services are now the number one most outsourced service in healthcare facilities. There are several trends that are leading hospitals, nursing homes, surgical centers and other medical facilities to outsource:

- Rising costs of operating and upgrading a laundry facility.
  - Risks associated with hazardous objects (syringes, hand instruments, etc.) encountered by launderers.
  - Environmental and infectious concerns and increasing regulatory oversight.
- Conversely, the benefits of outsourcing include:
1. Upfront cash infusion from selling equipment and linens.
  2. Reduced on-going costs, both operational and capital expenditures.
  3. Converting the OPL space (square footage) from overhead to potential revenue generating – switching "expense" space into "revenue" space.
  4. Improved linen utilization, thus further reducing costs.

As with many financial decisions, converting fixed costs to variable costs com-

bined with outsourcing non-core competencies to specialized service providers often is a win/win in today's cost reduction regime. To further elaborate on this concept, I offer the following:

- Item 1 – The upfront cash infusion, a healthcare facility can experience an immediate cash infusion from selling the laundry equipment on the open market as well as selling the linens to the service provider and then leasing these back.

- Item 2 – The reduced cost, a specialized and focused outsourced launderer is typically structured to offer lower per pound pricing on laundry services as well as facilitating the ebbs and flows of any cyclical and/or seasonal demands, hence, the utilization of a variable cost structure. Furthermore, the demands of patient and employee safety, coupled by the ever-increasing regulatory and environmental mandates, will require facilities to continually modernize their equipment and laundry operations.

- Item 3 – The conversion of expense space into revenue space, this may be the most-compelling reason to consider an outsourcing arrangement.

- Item 4 – Linen utilization, certain of these specialized outsourced launderers also offer training and customized monitoring to further assist in controlling the costs of linen usage and laundry.

To facilitate a decision as to whether to outsource or not I suggest the following steps from a financial perspective:

- Competitive Analysis

Benchmark your OPL's financial parameters, including cost per laundered pound to industry peers and available market data.

- Divestiture Feasibility Study

Investigate the outsourcing incentives offered by commercial launderers; identify potential equipment acquirers and estimate a strategic value range for the sale of the assets, linens and the cost savings from outsourcing.

- Alternative Space Utilization

Determine the alternative usage of the freed-up laundry space and convert this into either net cash flow or cost reduction arising from the conversion. ↑

*David J. Pieton, CPA, ASA is with KFMR. For more information on how KFMR can help your business, please visit [www.kfmr.com/healthcare](http://www.kfmr.com/healthcare) or call 412.471.0200.*

<sup>1</sup> <http://www.trsa.org/archives/2011-09>

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## New Law for Recycling Electronic Devices

What is the Covered Device Recycling Act and what does it mean for your business? The Pennsylvania Department of Environmental Protection (DEP) states “covered” electronic devices include: desktop computers, laptop computers, computer monitors, computer peripherals, and televisions.

The Covered Device Recycling Act (House Bill 708), Act 108 of 2010 will take effect on January 24, 2013. From this point forward, no business may dispose of a covered device, or any of its components, with their municipal solid waste. These devices and their components must be properly recycled and may not be taken to, or accepted by landfills or other solid waste disposal facilities for disposal.

For the first violation of any requirement of the Covered Device Recycling Act, there is a penalty up to \$1000, and up to \$2000 for any subsequent violations. According to the Pennsylvania Department of Environmental Protection, the severity

of the violation (i.e. the penalty charged) takes into account the number of devices wrongfully discarded. Each device does not count as a violation, rather each episode of a wrongful disposal (regardless of the number of items disposed) counts as a violation.

To prepare for the new recycling law, businesses need to carefully consider their recycling options. When selecting a recycling facility, they must have a general permit #WMGR081 from the DEP. This is the minimum certification that a recycler must have to conduct proper and legal recycling in the State of Pennsylvania.

It is recommended that businesses work with recyclers who have received higher levels of certification, such as R2 Certification, to properly handle and process e-waste. R2 Certification means that a company has met very specific and strict standards set by the Environmental Protection Agency (EPA) to safely recycle and manage electronics.

Commonwealth Computer Recycling (CCR) passed months of rigorous testing to be named the first certified electronics recycling facility in South Western Pennsylvania with the R2 Approval, and one of only 225 companies worldwide to receive the award. CCR is proud to be a nationally recognized, socially responsible, and environmentally sustainable company.

The company provides safe and secure data privacy protection while helping companies reduce their e-waste footprint. The CCR team has over seven years of experience in the IT industry, giving them the ability to serve the needs of small and mid-sized businesses. CCR is an industry leader adhering to the latest technology and regulations surrounding data destruction and computer recycling to ensure the highest level of service. More information about CCR can be found at [www.ccr-cyber.com](http://www.ccr-cyber.com) or by calling (866) 925-2354. ↑



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## Planting the Seeds of Compassion

By Rafael J. Sciuillo, MA, LCSW, MS

It was a particularly warm and bright Sunday in July. The rays of the sun made the plants and flowers look robust and vibrant. The perfect day to host visitors.

Hundreds of people visited that day. Despite the heat, they happily toured the outdoors admiring the plants and flowers. "Beautiful." "Peaceful." "An ideal setting." These were among the comments we heard.

Family Hospice and Palliative Care was proud to be a featured stop on the 2012 Mt. Lebanon Public Library Garden Tour. The garden courtyard and colorful plant life at our Center for Compassionate Care (inpatient center and administrative offices) were in full bloom. More than 300 visitors came by that day.

The Garden Tour is an annual event where gardeners open their spaces to the public in support of the Mt. Lebanon Public Library. At Family Hospice, we are privileged to offer our gardens for the enjoyment and peaceful meditation of our patients, their loved ones and our staff.



Guests visit the garden courtyard at The Center for Compassionate Care during the Mt. Lebanon Garden Tour.

Think about the places where you find peace and quiet. For some, it's lying on a beach with your eyes closed, listening to the waves. For others, a walk in the park. For many of us, it is the beauty and tranquility of a favorite garden. Colorful flowers, lush greens and a gentle breeze provide just the right atmosphere for meditation and relaxation.

A couple walked into the garden during the tour and approached one of our volunteers, saying: "We lived out of town for a number of years and just moved back a few months ago. Our friend was here at The Center for Compassionate Care. His wife told us it was beautiful — but we had no idea how lovely your gardens were until we saw them for ourselves."

The volunteer proceeded to talk about the various plants, potted flowers and water fountain that serves as the center point of the courtyard. Then the couple took a seat on one of the benches, reflecting on their friend's experience at The Center for Compassionate Care.

Many others took photographs as they strolled through the gardens. We appreci-

ated the kind words, questions and compliments. The garden tour allowed Family Hospice to share our message of Compassionate Care with many people who realized the importance of planning ahead when it comes to their health care wishes.

Just recently our office received a call from a family whose mother resides in a Washington County long term care facility. The family is inquiring about hospice services. When asked why they called Family Hospice, the patient's daughter explained: "We attended the garden tour in July and were so impressed with The Center for Compassionate Care. We know Family Hospice is the right choice for mom."

All of this speaks to the experience provided at our inpatient centers in Mt. Lebanon and Lawrenceville. Our Centers for Compassionate Care provide a home-like environment, private bedrooms, and spaces for families to gather. We invite you to experience our inpatient centers via the virtual tours on our website, at [www.FamilyHospice.com](http://www.FamilyHospice.com).

"Is it all right if I sit here awhile and just enjoy the scenery?" one Garden Tour visitor asked. "This courtyard is the perfect oasis."

"Absolutely," a Family Hospice staff member answered. "We're glad to know you like it."

And, we're glad to know our gardens have purpose for so many patients and their loved ones. 🌿

*Rafael J. Sciuillo, 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 [rsciuillo@familyhospice.com](mailto:rsciuillo@familyhospice.com) or (412) 572-8800. Family Hospice and Palliative Care serves nine counties in Western Pennsylvania. More information at [www.familyhospice.com](http://www.familyhospice.com) and [www.facebook.com/familyhospicepa](http://www.facebook.com/familyhospicepa).*



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# We're All Crows or Bluejays!

**By Thomas Prickett**

Have you ever noticed how social and interactive crows and bluejays are?

Crows actually have "scouts" that survey an area, and bluejays are never reluctant to critique or criticize other birds and animals. In a way we too are social animals that now more than ever use the social media.

How does the Social Media affect your career and work life?

I think that we all realize that LinkedIn, Twitter, Facebook are here to stay, perhaps not in their current form but ever-evolving. Consequently, one needs to be ready to position their facility or organization or themselves so that they present well on LinkedIn and possibly on Facebook. Nowadays country clubs, social organizations and even physician practices oftentimes have a Facebook website. You need to interact with your patient/client base and make certain that they are aware of your programs, services, and personnel. Days when free flu shots are offered, health fairs, community health assessment days, and the like are all events that can be publicized by Facebook, Twitter, and even LinkedIn.

These are a few examples of social media improving our lives and the lives of our patients.

But where has technology caused us to be weary and uneasy? Google maintains a history of all the sites you surf. We have all heard and/or experienced cases of reprimands and/or terminations due to unauthorized access of information. It can be as simple as accessing a friend's records who is not your patient. Or it can be looking at pornographic material during work time. Neither are practices to be condoned in today's workplace.

A simple good intentioned sharing of information with a co-worker or someone outside the workplace can now result in a HIPAA violation that may prove to result in corrective action or even termination. A simple email with such sanctioned information enclosed can result in horrendous consequences.

But let's look beyond the use of good judgment and common sense while at work throughout the week. Let's look at the now profound effect of social media on one's career and career advancement.

Potential employers now sometimes request access of your LinkedIn or Facebook profiles. Is there anything embarrassing or politically sensitive at your website? If so, editing may be in order.

Facebook reveals trends and trip visits in your life to others. Without a telephone call from someone or without even seeing them, you know from Face-

book where they ate dinner last night and where they may be this weekend. If you recently had a successful interview trip for a new position but mistakenly posted the visit to your LinkedIn travels, you may wish to edit this too. In fact, there's just no privacy these days.

Make what you post on Facebook and on LinkedIn as personal and as professional as possible. Create a profile that makes people want to reach out and connect with you. Get on-line recommendations that make your profile on LinkedIn stand out. Past and current co-workers can describe your achievements and accomplishments.

LinkedIn shares recent trips, educational sessions, and changes in career with all connections. Your connections' connections and with Facebook your friends' friends can look at your information and data. Depending on how much you post on Facebook, people have a good idea of what you do in your "downtime", who your family and friends are, and for burglars in the area when you are away from your house for vacation!

Not only can one use search engines to look at job postings, but LinkedIn allows you to search by job title to learn of people in positions that you'd like to have as well as open positions. You can also follow companies that are of interest to you.

With all these technologies there is a pervasiveness in our work and in our private lives that was never before there.

But what can we do about this?

First of all use common sense about what you share in emails, records, and the like. Don't type anything that you would be embarrassed to have read by others.

Be particularly careful about the font's and bolded print that you use as well as in the tone and volume of your voice in recorded material. I know and you know that you're just trying to get a point across or to stress a particular point, but all too often this is misunderstood when emailed. If you send an email that could be misconstrued or one that is particularly sensitive, then make certain that you provide recipients a "head's up" by telephone of what is coming to them.

Make certain that you are up-to-date on HIPAA legislation as it pertains to what you can and cannot share and with whom!

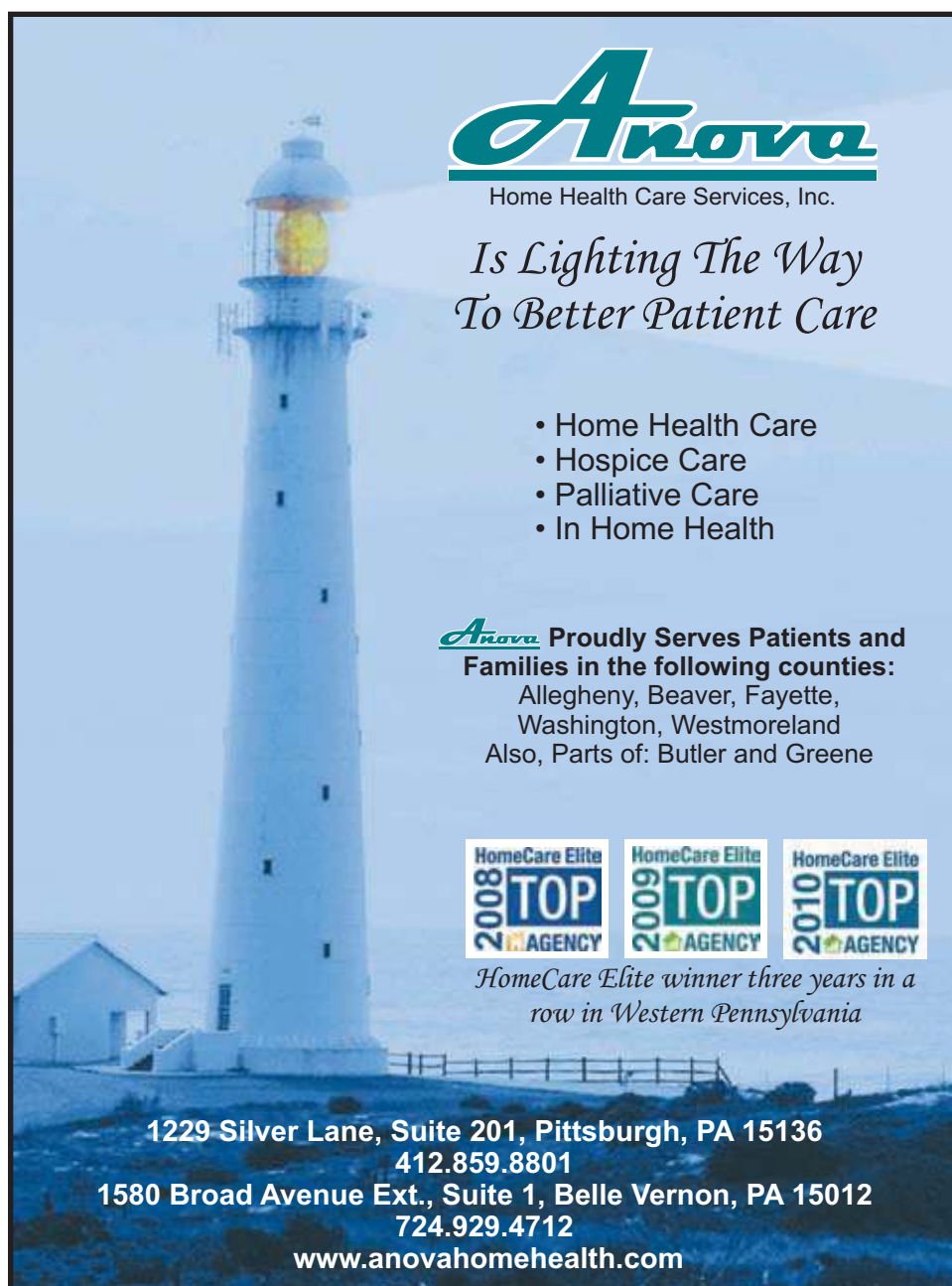
Join in the LinkedIn groups that are of interest to you. Find out what your competitors are doing. Get involved by posting comments and answering questions. Networking is not just for when you need something!

Finally, one has to make a conscious decision about what you share with others and what is kept to yourself. If it is information regarding a patient's progress it probably is perfectly fine to record. If it is an opinion or your perspective on a matter you probably want to keep the matter to yourself.

The work world has gone far beyond just saying what you should and how you should say it. It now requires forethought and some wordsmith when entering any data into a formal record or social media device.

In short if it is not right, do not do it. If it is not true, do not say it. Whoever is careless about the truth in small matters cannot be trusted with important matters. Your knowledge and use of the social media can literally make or break a career. You cannot take back the words that you said, typed, or emailed. †

*Thomas Prickett is a Pittsburgh health care administrator and a graduate of Washington & Jefferson College as well as having a Master's Degree in Health-care Administration from The George Washington University.*



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# Marion Jackson—Living a Beautiful Life Dedicated to Faith, Family, and Healing



by Christopher Cussat

Marion Jackson likes to think of herself as a very spiritually-driven woman. She believes that the spiritual essence permeating her person has helped her be successful not only in her healthcare profession of nursing, but also in her artistic aspirations as an actress and model.

Growing up in the small town of Midway (which is located about 20 miles southwest of Pittsburgh), Jackson was the oldest of three children. Her mother, who was a homemaker, and her father, who worked in construction, instilled many life lessons and positive living values in her throughout the years.

Jackson recalls, “Specifically, my mother was my earliest memory of greatest influence to me, and she instilled at a very young age the importance of eating healthy and exercise.” She adds that some of her fondest childhood memories involved the times her mother spent with them. “We routinely took long walks together—she did cartwheels and played hopscotch, badminton, and jump-rope—just always keeping her children very active.” Jackson notes that her family’s diet was also generally health-conscious—consisting of homegrown fruits, vegetables, and venison which her father, brother, and mother hunted.



Marion Jackson

as well as from being the neighborhood babysitter. She decided to go back to school when her boys were in their teens and now she is a Licensed Practical Nurse (LPN). Prior to this is when Jackson had done some advertising and modeling work. “My desire to learn about the beauty world started in high school, and I followed that route for awhile by taking up cosmetology in my sophomore year,” she notes.

She stumbled upon working as an extra in movies accidentally when an agency

One of the other important forces in Jackson’s life has been her faith. She explains, “It is very important for me to portray, to the best of my ability, a Godly woman in all that I do.” In fact, she feels that this is the largest responsibility in her life, especially because she is a mother of two sons. “I want to set an example for my children, family, and the watching world.”

Looking back, Jackson thinks that her gift of nursing was inspired very early in life partially due to being the big sister looking after her siblings,



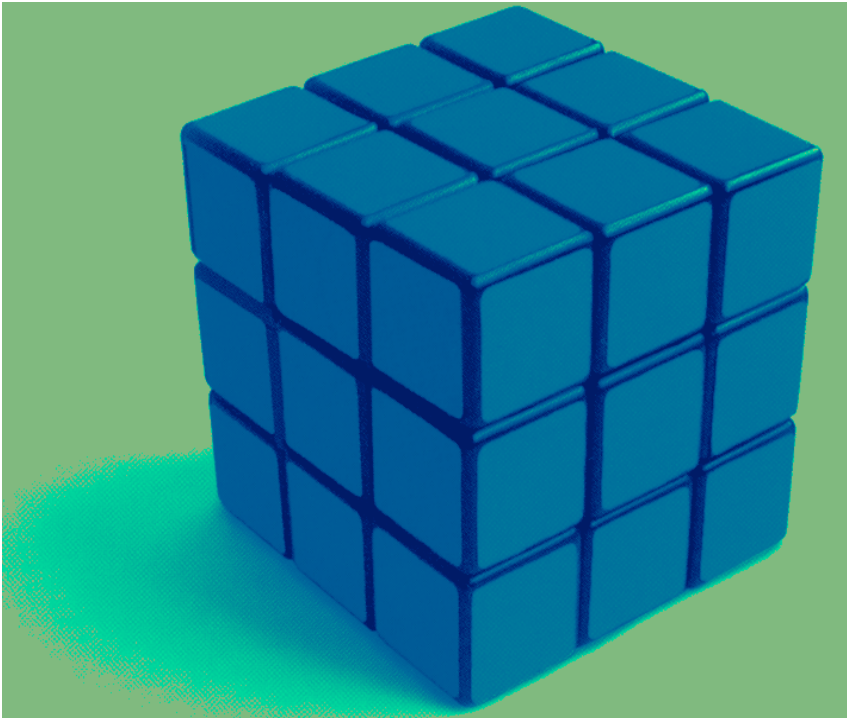
she was affiliated with asked if she would do so. “I did, and I found it to be very fun and exciting.” She continues, “I met a lot of people, was pampered by a make-up artist and beautician, ate very well, and got to dress up! I saw that it wasn’t all that different from doing a modeling gig and I thought, ‘I can do this!’”

Jackson has found that by doing acting and modeling, it is in a sense, a great occasional escape from the high pressure and demands of nursing. “In addition, it gave me the opportunity to role-play many different characters—and I loved this,” she says.

Through her real role as a nurse, Jackson has worked at the Veteran’s Hospital on the skilled, dementia, and hospice units. She adds, “I also have experience in home healthcare, but my newest endeavor and passion though, is focusing on nurse advocacy.”

Jackson concludes that it is important in life to try and maintain a healthy balance in everything that we do—so as to not ever lose ourselves or put too much emphasis or self-worth in our jobs. “Basically, we are not defined by what we do, but instead we are defined by who we are,” she explains. “In life, I think it is easy sometimes to feel like unless we make a certain amount of money, attain a certain rank, or hold a certain title, that we are not always worthy somehow as a person—I try not to define my self-worth through these things, but instead through who I am, and how I treat people.”

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# The Brain Fix: Addressing Eating Disorder Symptom



**By Ralph E. Carson, RD, PhD**

Food is medicine and for the eating disorder patient eating is not an option. Standard nutritional practices for eating disorders adequately address refeeding syndrome, caloric and weight restoration, protein considerations as well as appropriate supplementation of iron, magnesium, folate and calcium. Adding a multiple vitamin and mineral supplement is a conservative approach. Often there are subtle deficiencies that necessitate assessments when particular neurological symptoms or bone densities are not improving despite what would be considered optimal nutritional support.

Women with low vitamin K levels have are at higher risk of hip fractures despite high vitamin D levels Bone loss is a serious complication and especially in anorexia nervosa Japanese researchers reported that vitamin K2 (absorbed better than K1) supplementation can help reduce such losses Vitamin K is part of a protein manufactured by bone producing cells (osteoclast). Vitamin K has also has been shown to inhibit the death of osteoclast. The deficiency of vitamin K-dependent clotting factors has been associated with hemorrhage in bulimia nervosa patients Vitamin K is found in dark leafy greens and fermented products. A dosage of 1 – 5 mg per day would approximate the levels of the study

It is estimated that one in five children in the U. S. are deficient in vitamin D Low levels have been attributed to drinking less vitamin D fortified milk, eating less fish, watching excessive TV and spending too much time at the computer time instead of being outside exposed to the sun's rays (minimum of 15 minute per day) Despite poor nutritional habits, young women with anorexia nervosa have normal vitamin D status and similar bioavailability compared to healthy weight controls In a separate study, vitamin D deficiency was actually less common in the anorectic group This may be a result of the anorectic's compliance with supplementation. Nonetheless, vitamin D requirements are higher than the average adolescence owing to the risk of osteoporosis. Additionally health care professionals must address that vitamin D is significantly involved in neuroprotection and brain development. Therefore adequate amounts must be made available to halt the possibility of psychiatric illness. The current recommended dose for vitamin D is 600 IU per day which can be met by consuming fortified milk, fish, vitamin supplements or catching the sun's rays

In childhood and adolescent onset of anorexia, zinc deficiencies are a common consequence of starvation. Zinc has ties with hormones that simulate eating (Neuropeptide-Y or NPY). Manifestations of a zinc deficiency include decreased appetite, smell and taste which are often symptoms in bulimia and anorexia. Low levels of zinc can also significantly affect neurotransmitters (gamma-amino-benzoic acid; GABA) that process emotions and as a result produce symptoms of anxiety or depression. Deficiencies are rapidly restored with supplementation. Supplementing with 50 mg per day of elemental zinc were followed by an elevation of mood, weight increase, return of menses and reduced body distortion. Zinc rich foods include red meats, seafood, cheese and nuts. The daily recommended intake is 9 mg per day for children and adolescents and 8 – 11 mg for adults to maintain a healthy immune system.

Thiamin (vitamin B1) deficiencies resemble a host of neuropsychiatric symptoms that are similar to those reported in patients with anorexia nervosa: diminished appetite, weight loss, mood disorders, anxiety, night terrors, insomnia, restlessness and mental confusion. Though the prevalence of vitamin B1 deficiency in anorexia has not been reported, the restriction of food and resulting malnutrition (particularly grains and meat) are thought to be the major cause of the dysfunctional brain behaviors. Thiamin is essential for nerve stimulation and communication through its release of acetylcholine. Since B1 is not stored, continuous and sufficient supplies are necessary to regulate clear thinking. Additionally, vitamin B1 normalizes stress hormones (cortisol) and allows the brain to utilize glucose for the purpose of brain energy. Chronic thiamin deficiency has been reported in several cases of self-imposed nutritional deprivation (anorexia) that have led to Wernicke-Korsakoff Syndrome. Often this encephalopathy which causes poor memory, delusions, paranoia and confabulations (making up answers) is associated with alcoholism. Alcohol interferes with the intestinal absorption of thiamin and nutritional intake is compromised by poor dietary practices. The comorbidity of both eating disorders and substance disorders has emerged as a significant problem for women. Wernicke-Korsakoff Syndrome needs to be treated aggressively with 250 – 750 mg /day of thiamin administered IV. Most grain products such as flour, breads, cereals and flour are fortified with the vitamin and the RDI (1-2 mg/d) can usually be maintained through proper diet. †

*Ralph Carson, RD, PhD, has been involved in the clinical treatment of addictions, obesity, and eating disorders for more than thirty years using a neuropsychobiological approach. He has written The Brain Fix, consults with Pine Grove Treatment Center and board member of the International Association of Eating Disorder Professionals. For more information, visit [www.pinegrove-treatment.com](http://www.pinegrove-treatment.com).*

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## New Nursing Dean Named at Duquesne University



Dr. Mary Ellen Glasgow

Duquesne University President Dr. Charles J. Dougherty has named **Dr. Mary Ellen Glasgow** as dean of the School of Nursing. She will succeed Nursing Dean Dr. Eileen Zungolo, who is retiring after serving in her role for 10 years.

Glasgow is professor and associate dean for nursing and undergraduate health professions and continuing nursing education at Drexel University. There, she is responsible for curricular and faculty development, institutional and accrediting body quality assessment, and fiscal planning. In addition, Glasgow developed Drexel's BSN Co-op Nursing, BSN Accelerated Career Entry and RN-BSN Online as well as the Health Sciences Pathways to Health Professions programs.

Glasgow's research interests focus on bone marrow donation in minorities and leadership development in nursing education and practice. She is a certified clinical specialist in adult health nursing and, in 2009, was selected as a prestigious Robert Wood Johnson Foundation Executive Nurse Fellow. Glasgow has taught courses in acute care nursing, implications of chronic illness, and global health and policy issues, among others. She has written two textbooks, one a 2011 AJN Book of the Year, and her work has appeared in *Advance for Nursing*, the *Journal of Professional Nursing* and *The International Journal of Nursing Studies*. Glasgow served as the associate editor from 2008-2012 for *Oncology Nursing Forum*, for which she is an editorial board member.

An award-winning educator, Glasgow received the 2010 College of Nursing Alumni Medallion for Distinguished Contribution to Nursing Education from Villanova University and has been honored by Hahnemann University Hospital with the Excellence in Clinical Practice Award. In addition to chairing and serving on numerous academic and administrative committees at Drexel University, she is a trustee of the Princeton HealthCare System and is a board member of the Hahnemann University Hospital Nurse Executive Council.

Glasgow has a Ph.D. in nursing from Duquesne, a Master of Science Degree in Nursing from Villanova and a Bachelor of Science Degree in Nursing from Gwynedd-Mercy College.

For more information, visit [www.duq.edu](http://www.duq.edu). ↑

## Family Medicine Physician and Clinical Psychologist Join Conemaugh Physician Group



Darius Pierko

**Dr. Darius Pierko**, Conemaugh Physician Group – Primary Care, has joined the Somerset practice of Dr. Ann Smith.

Dr. Pierko, who was born in Poland, is a graduate of The University of Maine and the University of New England College of Osteopathic Medicine in Biddeford, Maine. He completed Fellowship training in Neuromuscular Medicine/Osteopathic Manipulate Medicine at Eastern Maine Medical Center, where he also completed a Family Medicine Residency Program. Dr. Pierko is board certified in Family Medicine and Neuromuscular Medicine.

Dr. Pierko comes to the Somerset region after working most recently at Mercer Primary Care in Mercer, Pennsylvania.

In addition, Conemaugh Physician Group welcomed **Theresa Kovacs, Psy.D.**, clinical psychologist, to Conemaugh Memorial Medical Center's behavioral health team.

Dr. Kovacs is a graduate of the Philadelphia College of Osteopathic Medicine where she earned a Master of Science and Doctorate in Clinical Psychology. She comes to Johnstown from the Wilkes-Barre region of Pennsylvania where she ran a private psychotherapy practice for patients of all ages. Dr. Kovacs also worked at Clarks Summit State Hospital where, in addition to treating patients, she served as Psychology Internship Training Director and Program Director for Cognitive Remediation – a therapy that helps improve attention, concentration and memory.

Dr. Kovacs completed her Doctoral Internship at Wilkes-Barre Veterans Administration Medical Center and her Doctoral Practicum at John Heinz Institute of Rehabilitation Medicine/Neurocognitive Services. She also served as an Autism Behavioral Specialist Consultant and as a Crisis Specialist.

Dr. Kovacs and her husband reside in Westmont with their two children.

For more information, visit [www.conemaugh.org](http://www.conemaugh.org). ↑



Theresa Kovacs

## Healthcare Professionals in the News

### UPMC's Harner Becomes President of National Sports-Medicine Organization

**Christopher D. Harner, MD**, one of the founding doctors for the UPMC Center for Sports Medicine, was recently installed as the 41st president of the American Orthopaedic Society of Sports Medicine.

Dr. Freddie Fu served as AOSSM president in 2008-09, meaning UPMC and the University of Pittsburgh have accounted for two of the past four presidencies of this national organization encompassing 3,000 members – orthopaedic surgeons, physicians and allied health professionals.

Dr. Harner is the UPMC Center for Sports Medicine medical director and the Blue Cross of Western Pennsylvania Professor of Orthopaedic Surgery at the Pitt School of Medicine. He also holds a secondary appointment as professor of Physical Therapy, Health and Physical Activity. Stressing education, Dr. Harner oversees the academic elements at Sports Medicine and serves as program director for its Fellowship Program. Amid his hectic schedule, he continues to see and surgically repair patients who are athletes and non-athletes alike.

For more information, visit [www.upmc.com](http://www.upmc.com). ↑

### Grove City Medical Center Welcomes Dr. Michael Paronish

Grove City Medical Center recently welcomed family practice physician, **Dr. Michael D. Paronish** to its medical staff. Dr. Paronish has joined Family Healthcare Partners, and will be seeing patients at 25 Linden Street, Stoneboro.

A graduate of Pennsylvania State University's Milton S. Hershey Medical Center, Dr. Paronish completed his Family Practice Residency at The Washington Hospital, Washington, Pa.

For more information, visit [www.gcmcpa.org](http://www.gcmcpa.org).



Dr. Michael D. Paronish

### Center for Organ Recovery & Education (CORE) Appoints Shante Wells as Director of Professional Services

The Center for Organ Recovery & Education (CORE), a federally designated not-for-profit organ procurement organization (OPO) serving Pennsylvania, West Virginia and parts of New York, is pleased to announce the appointment of **Shante Wells** as director of professional services at CORE. In this role, Wells oversees professional hospital development, which includes implementing and evaluating goals to enhance organ, tissue and cornea donation awareness at hospitals across CORE's service area.

Wells previously served as senior coordinator of hospital/quality services at TOSA where she oversaw hospital development coordinators and developed strategies to increase organ donation performance at 123 hospitals in central Texas. Prior to this, Wells was a donor recruitment account manager at the American Red Cross, and has served more than nine years in the United States Army Reserves. Wells holds a master's degree in health administration from the University of Phoenix and a Bachelor of Science in health science from Armstrong Atlantic State University in Savannah, GA.

For more information about CORE, visit [www.core.org](http://www.core.org). ↑



Shante Wells



## New Physicians Join Altoona Regional Health System



Debra Pike

**Debra Pike, M.D.**, recently joined the medical staff at Altoona Family Physicians (AFP), 501 Howard Ave., Suite F-2. She is employed at AFP in the department of OB-GYN.

Dr. Pike is board certified by, and a fellow of, the American College of Obstetrics and Gynecology. She received her medical degree from the University of Pittsburgh School of Medicine and completed her residency at Western Pennsylvania Hospital.

**Amy E. Swindell, D.O.**, has joined the medical staff at Altoona Regional Health System. She is employed at Altoona Family Physi-



Amy E. Swindell

cians in the department of Family Medicine. Dr. Swindell is board certified in Family Medicine by the American Board of Family Medicine and in Hospice and Palliative Care Medicine. She received her medical degree from Lake Erie College of Osteopathic Medicine, Erie, and completed her residency at Altoona Family Physicians.

**Dr. Matthew Bouchard**, chairman of Altoona Regional's Emergency Medicine department,

has appointed Dr. Shaun M. Sheehan the new director of emergency medical services. He will be a physician liaison between the health system and area EMS providers. Dr. Sheehan joined the Altoona Regional Medical Staff in 2011 as a part-time Emergency department physician as he completed his specialized studies. He recently finished a residency in Emergency Medicine and a fellowship in EMS services at Albert Einstein Medical Center, Philadelphia, with a concurrent Master of Science in Disaster Medicine from Philadelphia University. Dr. Sheehan received his medical degree at the Philadelphia College of Osteopathic Medicine in 2007 and a Bachelor of Science degree in 2002 from Arcadia University in Glenside, PA.



Shaun M. Sheehan

In addition to his duties at Altoona Regional, Dr. Sheehan is providing lectures and field training to local paramedics as medical director for Altoona-Logan Township Mobile Medical Emergency Department (AMED) Authority.

**Matthew B. Maserati, M.D.**, has joined the Altoona Regional Health System Medical Staff. He is affiliated with Allegheny Brain and Spine Associates, 501 Howard Ave., Suite E-1, where he is practicing with James Burke, M.D., Ph.D., and Carroll P. Osgood Jr., M.D. Dr. Maserati completed his neurological surgery residency at the University of Pittsburgh. During his residency, Dr. Maserati completed fellowship training in brain and spine surgery with a focus in minimally invasive spine surgery, spinal deformity, degenerative spine and spine trauma. He also completed his general surgery internship at the University of Pittsburgh. He received his medical degree from Columbia University College of Physicians and Surgeons, New York. He graduated summa cum laude with high honors in Biophysical Chemistry from Dartmouth College, Hanover, N.H.

For more information, visit [www.altoonaregional.org](http://www.altoonaregional.org). ↑

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## Healthcare Professionals in the News

### Blind & Vision Rehabilitation Services Appoints New Development Director & Announces New Members of its Board of Directors

Blind and Vision Rehabilitation Services of Pittsburgh (BVRS) has named **Leslie Montgomery** director of development and public relations. Montgomery brings to BVRS extensive experience in development and public relations from her previous positions with Extra Mile Education Foundation, Ronald McDonald House Charities of Pittsburgh, West Virginia Rivers Coalition and Big Brothers Big Sisters of Greater Pittsburgh.

BVRS' former director of development and public relations, Connie Schwartz-Bedo, retired at the end of June following 15 years with the agency.

BVRS also recently welcomed to its Board of Directors: Amanda Cavill, assistant vice president and project manager for Acquired Loan Accounting - Finance at PNC Financial Services, Inc., and David J. McAllister, a partner in the Labor & Employment Law Practice Group of Reed Smith's Litigation Department. McAllister was a member of the Board of Directors of Pittsburgh Vision Services (the former name of BVRS) from 2002 to 2005.

In addition, the Board of Directors has named new officers: Chairman Dennis J. Farkos, Carnegie Mellon University; Vice Chairman Dr. Louis A. Lobes, Jr., Retina Vitreous Consultants; Treasurer John A. Lemmex, Bayer Material Science; and Secretary Bonnie Anton, UPMC St. Margaret Hospital.

For more information, visit [www.pghvis.org](http://www.pghvis.org).

### Dr. Bruce MacLeod Takes Leadership of Emergency Department at West Penn Hospital

**Bruce MacLeod, MD, FACEP**, formerly Chair of Emergency Medicine at UPMC-Mercy Hospital of Pittsburgh, has joined West Penn Allegheny Health System as Vice Chair of Emergency Medicine, West Penn Hospital, leading the continuing rebirth and growth of the West Penn Hospital Emergency Department.

As medical director of Emergency Medicine at West Penn Hospital, Dr. MacLeod will take charge of a completely renovated, state-of-the-art emergency department with 23 beds, a fast-track patient triage system and numerous technological innovations including a 128-slice CT scanner. The improvements are part of a much broader plan to revitalize and modernize West Penn Hospital so that it is poised to play a central role in meeting the region's health care needs for years to come.

In addition to Dr. MacLeod, four new physicians will join the West Penn Hospital staff over the next few months. They are Camilo Andres Caceres, MD; Stacie E. Byers, DO, FACEP; Melani S. Cheers, MD, and Alexander Palma, MD.

Dr. MacLeod is a graduate of the University of Dayton and University of Cincinnati School of Medicine, and came to Pittsburgh in 1987 for a University of Pittsburgh-affiliated residency in Emergency Medicine at the Center for Emergency Medicine of Western Pennsylvania. He serves as clinical associate professor of emergency medicine at the University of Pittsburgh School of Medicine and adjunct clinical associate professor at Lake Erie College of Osteopathic Medicine. Dr. MacLeod is a fellow of the American College of Emergency Physicians and Diplomate of the American Board of Emergency Medicine.

The new doctors joining Dr. MacLeod at West Penn bring experience in emergency medicine and community EMS work.

Dr. Cheers has worked with the City of Pittsburgh Medical Command and as Emergency Medicine Events Czar provided advanced medical care at large city events such as Steelers football games and concerts. She is a graduate of Mount Holyoke College and Washington University School of Medicine.

Dr. Caceres served as Assistant EMS Medical Director for Penn Hills EMS from 2009 to June 2012. He is a graduate of Duke University and Marshall University School of Medicine, and completed his emergency medicine residency at Allegheny General Hospital.

Dr. Byers comes to West Penn from the APEX Emergency Group of St. Anthony Hospital in Denver, Col., where she was an attending physician. She is a graduate of Indiana University of Pennsylvania and Philadelphia College of Osteopathic Medicine.

Dr. Palma has been an EMS command physician at Allegheny General Hospital and assistant medical director of the Robinson EMS. He is a graduate of the University of Miami and Ross University School of Medicine, and is board-certified in both internal and emergency medicine.

Learn more at [www.wpahs.org](http://www.wpahs.org). ↑



## CORE's President and CEO to Serve as President of the Association of Organ Procurement Organizations



Susan Stuart

The Center for Organ Recovery & Education (CORE), a federally designated not-for-profit organ procurement organization (OPO) serving Pennsylvania, West Virginia, and parts of New York, is proud to announce that Susan Stuart, president and CEO, has recently been appointed as the president of the Association of Organ Procurement Organizations (AOPO). AOPO is the national organization representing more than 50 federally-designated OPOs across the country. Stuart will be inducted at the 2012 Annual Meeting this month, and will serve as president elect from 2012-2013, and then president from 2013-2014. She will remain a member of the executive committee as immediate past president from 2014-2015.

Stuart is a Pittsburgh-area resident and a native of Beaver County.

Nationally, more than 114,000 people are awaiting an organ transplant. At least 18 will die each day without receiving one, including two from CORE's service area. For every person who donates their organs, tissues and corneas, up to 50 lives can be saved or dramatically improved.

AOPO, headquartered in Washington, D.C., is dedicated to the special concerns of OPOs, providing education, information sharing, research and technical assistance and collaboration with other healthcare organizations and federal agencies. The organization serves more than 300 million Americans.

For more information about CORE, visit [www.core.org](http://www.core.org). ↑

## Healthcare Professionals in the News

### Cole Foundation Names Executive Director

The Board of Directors of the newly formed Cole Foundation has announced the appointment of **Patrice Levavasseur** as its first Executive Director.

Instrumental in the creation of the Cole Foundation in May 2012, Patrice was recognized by the Board as the perfect candidate citing her enthusiasm, motivation and community spirit in her recent role as the Executive Director of Patient and Community Relations.

Levavasseur holds a B.S. in Health Education and has served in various roles during her 27 year career at the hospital. For the past 14 years, she has been a member of the Senior Leadership team overseeing communications, outreach, patient relations, volunteer services, Cole Care and the Cole Memorial Wellness Centers.

In her new position with the Cole Foundation, Patrice will be responsible for all aspects of fundraising. This includes identifying and procuring grants from private and public sources, creating giving programs for various projects and priorities, working with donors considering a gift to the hospital during their estate planning. She will also oversee the auxiliary, gift shop and carry out operational and strategic plans for the Cole Foundation.

For more information, visit [www.charlescoleshospital.com](http://www.charlescoleshospital.com). ↑

## Jameson Health System Welcomes New Physicians



Bassem Srour

Jameson Hospital expanded its Pulmonary and Critical Care team with the addition of Board Certified Internal Medicine, Pulmonary and Critical Care Specialist, **Bassem Srour, M.D., FCCP**.

In the inpatient hospital setting, Dr. Srour treats critically ill patients at Jameson Hospital, including those in the Intensive Care Unit performing expert consultative, diagnostic and therapeutic procedures for patients suffering from respiratory illness and critical disease processes. Dr. Srour is a valuable new addition to clinical care teams at various JHS outpatient service facilities, including: Jameson Pulmonary Rehabilitation conducting patient evaluations, Respiratory Services at Jameson Hospital assessing diagnostic tests as well as the Operating Room Surgical Suites where he performs leading edge pulmonary procedures.

dures.

Dr. Srour is specialized to treat conditions such as Chronic Obstructive Pulmonary Disease (COPD), asthma, lung cancer, emphysema, acute & chronic respiratory failure, pulmonary hypertension, sleep apnea/disorders and various diagnoses of critically ill patients. He received a full medical scholarship for distinguished scholar achievements for his medical school training at BAU University Medical School in Beirut, Lebanon where he graduated with honors.

Dr. Srour is triple Board Certified in Internal Medicine, Pulmonary Care and Critical Care with Surgical residency training at the American University of Beirut Medical Center

in Beirut, Lebanon. His research was completed at the Cardiovascular Medicine Research Department at Henry Ford Hospital and Medical Center in Detroit, Michigan. Dr. Srour then completed his Internal Medicine residency at Staten Island University Hospital in New York, NY. The doctor is Fellowship trained in the Division of Pulmonary, Critical Care and Sleep Medicine from John H. Stroger Jr. Hospital of Cook County in Chicago.

Jameson Health System also expand its orthopedics team with the addition of board certified and fellowship trained orthopedic surgeon, **Kenneth G. Molinero Jr., D.O.**

The doctor is seeing patients for all general orthopedic needs including fractures and dislocations, bone infections, upper and lower extremity joint pain and arthritic complaints, sports medicine related conditions and injuries, carpal tunnel syndrome as well as other nerve compression disorders of the extremities. Dr. Molinero brings a unique set of subspecialized orthopedic surgical skills to our region with fellowships in Orthopedic Trauma and Limb Reconstruction.

Dr. Molinero was born and raised in Pittsburgh. He attended medical school at the Lake Erie College of Osteopathic Medicine in Erie, PA and completed his Orthopedic Internship at Millcreek Community Hospital in Erie, PA. Dr. Molinero completed his Orthopedic Surgical Residency at Millcreek Community Hospital, UPMC Hamot Hospital and Shriners' Hospital in Erie, PA and UPMC Mercy Hospital in Pittsburgh, PA. He then completed an Orthopedic Trauma Fellowship at Allegheny General Hospital in Pittsburgh, PA and went on to complete a Limb Reconstruction and Computer Assisted Fellowship at Monash University Medical Centre at the Melbourne Centre for Limb Reconstruction in Melbourne, Australia. Dr. Molinero is Board Certified by the American Osteopathic Board of Orthopaedic Surgery.

For more information, visit [www.jamesonhealth.org](http://www.jamesonhealth.org). ↑



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## Cowden Associates, Inc. Announces New Hires

Pittsburgh-based Cowden Associates, Inc., an independent actuarial, compensation and employee benefits consulting firm in the tri-state region, has hired **Aaron Bartone** as Senior Consultant, **Lori Kacin** as Analyst in their Health and Benefits practice and **Dan DiNinno** as Analyst in their Retirement practice. Cowden also recognizes David Weaver for achievement of attainment of Fellowship in the Society of Actuaries.

Bartone's primary focus involves technical and account management related responsibilities as well as new business development for the organization, with a primary focus on growth in Health and Benefits.

Aaron joined Cowden in 2012 after spending the last 19 years working in the health and benefits industry. Aaron has experience as a sales reporting administrator, an account service manager, working with Taft-Hartley and Intermediate Unit education business and product marketing.

He attended the George Meaney National Labor College for collective bargaining training and graduated from the University of Pittsburgh with a Bachelor of Arts in Economics. He also has a Post-Baccalaureate Degree in Health Management from Robert Morris University. Aaron has attained the designation of Professional from the Academy for Healthcare Management.

Kacin is primarily responsible for supporting consultants who manage client accounts by requesting and analyzing data from various carriers/vendors, researching compliance issues and evaluating benefit plans and programs.

Lori graduated from the University of Pittsburgh with a Bachelor of Arts in Communications. Before coming to Cowden Associates, Inc., Lori previously worked with a third-party administrator where she was an account manager for client health and benefit services.

She is pursuing currently a Life, Health and Accident designation.

DiNinno's responsibilities include working on actuarial valuations, benefit calculations, client projects and provide actuarial assistance to our team of actuaries.

Prior to joining Cowden, Dan worked as an Actuarial Analyst where he focused on the pricing of the Homeowners and Workers' Compensation products.

Dan graduated from Grove City College with a bachelor's degree in mathematics and is currently pursuing his actuarial credentials including continuation of the series of actuarial exams.

Weaver, Consultant and Actuary at Cowden Associates, Inc. attained Fellowship in the Society of Actuaries. Fellowship is granted to actuaries who have successfully completed examination and project requirements demonstrating both general technical and practical practice-specific knowledge. David's practice-specific completion is in the Society's retirement track.

For more information, visit [www.cowdenassociates.com](http://www.cowdenassociates.com). ↑

## Heritage Valley Health System Welcomes New Physician



Frank N. Grisafi

Heritage Valley Health System welcomed orthopedic surgeon **Frank N. Grisafi, M.D.** to its Heritage Valley Beaver Medical Staff. Dr. Grisafi is employed by The Association of Specialty Physicians (ASP), Inc. Orthopedic Surgery and Sports Medicine Group.

Dr. Grisafi obtained a Bachelor of Science degree in Biology and a Bachelor of Arts degree in Philosophy from Scranton University and his medical degree from Thomas Jefferson University Medical College. He completed his Orthopedic Surgery Residency at West Virginia University and completed The Bohlman Spine Fellowship through the Case Western Reserve University School of Medicine. He is the author of numerous publications and is a member of the American Academy of Orthopedic Surgeons, AO Spine North America and North American Spine Society.

For more information, visit [www.heritagevalley.org](http://www.heritagevalley.org). ↑

**Each of us is a vital thread  
in another person's tapestry.**

~ Author unknown



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## Healthcare Professionals in the News

### UPMC Names Scott Baker as Vice President, Government Affairs



K. Scott Baker

**K. Scott Baker** will join the senior staff of UPMC as vice president and chief government affairs officer on Sept. 1, 2012. Currently, Mr. Baker works in government relations for Buchanan Ingersoll & Rooney, where he represents clients primarily in the health care, energy, technology and non-profit sectors.

Baker brings more than 25 years of government relations experience to UPMC. He recently served on Governor Tom Corbett's transition team as a member of the Budget, Pensions and Revenue, and the Energy and Environment committees, and currently serves on the board of the Pennsylvania Housing Finance Agency.

Prior to his position with Buchanan, Baker was vice president of public affairs for the Pittsburgh Regional Alliance, working on local, state and federal economic and

community development issues with member organizations.

Baker and his wife, Leslie Gromis-Baker, also a prominent government affairs advisor, live in Mt. Lebanon, Pennsylvania.

For more information, visit [www.upmc.com](http://www.upmc.com). ↑

### VA Pittsburgh Healthcare System Plans to Expand Mental Health Staff

Secretary of Veterans Affairs Eric K. Shinseki recently announced the department would add approximately 1,600 mental health clinicians as well as nearly 300 support staff to its existing workforce. VA estimates that 35 clinicians and 7 support personnel will be hired to support mental health operations at VA Pittsburgh Healthcare System (VAPHS). Funding has now been distributed to VAPHS and recruitment is underway.

VA has an existing national workforce of 20,696 mental health staff that includes nurses, psychiatrists, psychologists, and social workers. Currently, more than 240 mental health clinicians and support staff work locally supporting Pittsburgh-area Veterans.

With each additional mental health care provider, a facility could potentially reach hundreds more Veterans battling mental illness. New providers will join a team that is already actively treating Veterans through individualized care, readjustment counseling, and immediate crisis services. Additional staff members also afford opportunities to look long-term and expand into cutting edge Post-Traumatic Stress Disorder (PTSD) research and to explore alternative therapies.

VA anticipates the majority of mental health clinicians and support staff will be hired locally within approximately six months and the most hard-to-fill positions filled by the end of the second quarter of fiscal year 2013. To speed the hiring process, VA developed the Mental Health Hiring Initiative to improve marketing, recruitment, and hiring efforts for mental health professionals so that the new 1,600 mental health providers can be hired as quickly as possible. The initiative is an aggressive, multi-faceted, sustained national marketing and outreach campaign that includes targeted recruitment of mental health providers willing to take positions in rural and highly rural markets, as well as throughout the Nation to serve all VA medical centers and community clinics.

Interested mental health care providers can find additional information about VA careers online at [www.va.careers.va.gov](http://www.va.careers.va.gov). ↑

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## Behavioral Health Student Assistance Program Awarded Distinguished Team Award

The Hillcrest Intermediate School, Norwin School District, has been awarded the Distinguished SAP Team Award by the Pennsylvania Association of Student Assistance Professionals (PASAP). Behavioral Health therapist Joan Saluga, Excelsa Health's SAP Liaison for Hillcrest, will join her team February 27 at the 2012 PASAP Conference at Penn State University to receive the award.

The Distinguished SAP Team Award honors one SAP team in Pennsylvania each year for exceptional service. This is the first time the Distinguished Team Award will be given to an elementary team.

The PA Department of Education requires each school district in Pennsylvania to establish an SAP team. The teams provide assessment, intervention and/or referral assistance to students, teachers and families in need. For nearly 20 years, Excelsa Health Behavioral Health has been a leader in school-based behavioral health services, currently providing SAP services in 12 school districts throughout Westmoreland County.

Excelsa also operates comprehensive outpatient services in the Derry, Latrobe and Mount Pleasant school districts, providing individual, group and family therapy, and medication management. In addition to direct services, our professionals consult with teachers and school officials on behavioral health issues affecting the learning process and work together with them toward effective action.

For more information, visit [www.excelsahealth.org](http://www.excelsahealth.org). ↑

## Center for Organ Recovery & Education Honors Organ Donors with Annual A Special Place Memorial Ceremony

The Center for Organ Recovery & Education (CORE), a federally designated not-for-profit organ procurement organization (OPO) serving Pennsylvania, West Virginia, and parts of New York, honored the families of all organ, tissue and cornea donors who have saved or improved the lives of transplant recipients in 2011 during its annual memorial ceremony, *A Special Place*. Relatives and friends of those organ donors gathered for the event at CORE's Pittsburgh headquarters in RIDC Park last month.

Those in attendance heard stirring stories from people such as Lynda Zendek of New Kensington. Four years ago, her husband Steven died suddenly, and his choice to become a donor has helped several other people live better lives. Jim Corbett, a heart transplant recipient from Pittsburgh, shared his compelling story of survival after a successful transplant surgery in 2010 that has given him a new lease on life. Antonela Kasic, a North Catholic High School sophomore, recently received the gift of a new intestine and talked about her second chance at life.

The ceremony also included a dove and balloon release, along with a re-dedication of the *Special Place* wall, a granted wall surrounding a park-like setting specifically earmarked to commemorate donors. The wall features leaves that signify the donors from CORE's service areas that have provided the gift of life to someone else.

Susan Stuart, president and CEO of CORE applauded the recently announced partnership between Facebook and Donate Life America, the national organization dedicated to increasing the number of registered organ, eye and tissue donors who save and heal lives. Beginning this month, Facebook users can add an entry to their timeline that indicates they are a registered organ donor. The entry includes a link to Donate Life America's National Registration Page where people can sign up to be a donor. In the six days following the Facebook change, donor designations rose tenfold.

"The recent Facebook change is a powerful way to spread the message about the importance of organ, tissue and cornea donation," Stuart said. "We hope for the day when everyone who needs a transplant can receive one."

Nationally, more than 113,000 people are awaiting an organ transplant. At least 18 will die each day without receiving one, including two from CORE's service area. For every person who donates their organs, tissues and corneas, up to 50 lives can be saved or dramatically improved.

For more information about CORE, visit [www.core.org](http://www.core.org) or call 1-800-DONORS-7. ↑



Lynda Zendek, donor family; Karen Anderson, donor family; Susan Stuart, president and CEO of CORE; Edward Weisgerber, director, CORE Board of Directors; Antonela Kasic, small bowel recipient/transplant candidate; Jim Corbett, heart recipient.

# HONOR ROLL

## Monongahela Valley Hospital Honors Dedicated Employees

Monongahela Valley Hospital honored its employees, medical staff and board during the organization's 40th Annual Service Awards Dinner on May 7, at the Mon-Vale Health-PLEX's Willow Room in Rostraver.

"Making Miracles Happen" is the theme of this year's National Hospital Week – May 6-12 – and was the ideal time to honor the men and women at MVH who dedicate their lives to serving the residents of the mid-Mon Valley.

With nearly 300 in attendance, the hospital honored those individuals who served five, 10, 15, 20, and 25 years. During the event, MVH leaders also honored 12 recent retirees and remembered 21 members of the hospital family who passed away in the last year.

Employees as well as members of the medical staff and board who received the Diamond Award for 25 years of service were Laurie M. Chester; Adrienne Demczyk; Mary E. Ducato, D.P.M.; Janet Duche; Debra A. Frantz; Priscilla Green; Alan R. Guttman; Vickie L. Harkins; Cindy L. Hetherington; Rebecca A. Joseph; Diane Joyce; Jules Kalan; Gina Kogler; Vasu N. Malepati, M.D.; Sharnette Manes; Timothy J. Mayernik; Joseph T. Michael, M.D.; Raymond F. Nino, M.D.; Nawaf I. Nseir, M.D.; Diane I. Palm; Cherly L. Parquette; Ronald D. Petitto; Barbara A. Petrosky; Karen L. Polcawich; Andrew H. Popelas; Pamela K. Rohrer; Valarie L. Sabolek; Naomi Sambol; Susan A. Smith; Theodore B. Stem Jr., M.D.; Amy Stofan; Denise Thorn; Jean M. Voelkel; and Linda Zidek. ↑

## 2012 Loving Heart Award Presented to Erin Colvin

Erin Colvin, Clinical Director for The Children's Home of Pittsburgh & Lemieux Family Center, has been selected as the 2012 recipient of the Loving Heart Award, presented by the Pennsylvania Chapter of The Children's Heart Foundation, for supporting a family during their son's heart transplant and recovery at Children's Hospital of Pittsburgh of UPMC.

The Children's Heart Foundation, a non-profit organization of volunteers committed to funding research on congenital heart defects, presents two awards annually to outstanding individuals in Pennsylvania who make a difference in the lives of children affected by congenital heart defects.

Erin's nomination came from the McKain family, whose son, Jameson Patrik McKain was born on September 27, 2010 with Hypoplastic Left Heart Syndrome (HLHS). Before Jameson was three months old, he had undergone four open heart surgeries at Children's Hospital of Pittsburgh of UPMC. After several months of testing and procedures it was decided that Jameson would need to be placed on the organ transplant list for a heart.

Jameson's mother, Danielle, writes in her nomination: "Erin is the one I looked for daily during rounds to make me feel better, to hold me and tell me that Jameson was going to be just fine. She was the one who would sit with me and talk about events going on inside and outside of the hospital to try to keep me smiling. Words will never describe the friendship her and I had as I battled the hardest days of my life. Her job is to care for my son, but it seemed to go so much further than that. I nominate her not only for the care she took of my son Jameson but to the care she took of me, a heart mom."

The Children's Home & Lemieux Family Center also recognizes Erin for her dedication to patient and family care and is excited to celebrate this great honor. The Children's Home's CEO, Pamela Schanwald said, "We are so proud of Erin for achieving one of most outstanding awards in the state, recognizing her dedication to children and families. The criteria for this award is to exemplify outstanding characteristics in making a difference in the lives of young patients affected by congenital heart defects. I'm pleased to see these characteristics on a daily basis with every patient she serves."

Erin has been a pediatric nurse practitioner for over seven years and has expertise in caring for pediatric cardiothoracic surgery patients and families. She now serves as the Clinical Director at The Children's Home & Lemieux Family Center, overseeing the Pediatric Specialty Hospital and Child's Way®. She resides in Bethel Park with husband, Sean and two sons, Carson and Ronin.

For more information, please call 412-441-4884 or visit [www.children-shomepgh.org](http://www.children-shomepgh.org). ↑



Erin Colvin with The Children's Home's CEO, Pam Schanwald



## Conemaugh Memorial Volunteer Honored for 32,000 Hours

Conemaugh Memorial Medical Center's Board of Directors recently honored Ronald Vogel of Johnstown for reaching 32,283 volunteer hours—the most hours ever achieved by a volunteer of the organization. Frank Quitoni, Chairman, Board of Directors, and Steve Tucker, President, Conemaugh Memorial Medical Center, presented Ron with an award and gift certificate to recognize his outstanding achievement of service.

Vogel, celebrated his 29th anniversary of volunteering on September 1, was one of 27 Conemaugh volunteers honored this year with the President of the United States Call to Service Award, the President's highest honor, for achieving 4,000 volunteer hours in a lifetime—and one of 11 Conemaugh volunteers honored for 25 years of service or more.

For information, contact Volunteer Services at 814-534-9129, or visit [www.conemaugh.org](http://www.conemaugh.org). ↑



From left: Frank Quitoni, Chairman, Board of Directors, Ronald Vogel, Steve Tucker, President, Conemaugh Memorial Medical Center

# HONOR ROLL

## Practice Greenhealth Presents Global Links with National Award for Environmental Excellence

Global Links was honored with a Champion for Change Award by Practice Greenhealth, a national membership organization for health care facilities committed to environmentally responsible operations. The award is one of the organization's Environmental Excellence Awards given each year to honor outstanding environmental achievements in the health care sector.

The 2012 "Champion for Change" Award was presented to Global Links for outstanding contributions to environmentally responsible health care. The Champion for Change Award recognizes businesses and organizations that demonstrate successful accomplishments in "greening" their own organization and have assisted their associated health care facility clients/members/customers in improving their environmental performance.

Global Links were among those top performers honored at the Environmental Excellence Awards, held May 2, in Denver, Colorado, in conjunction with CleanMed, the premier Global Conference on environmentally sustainable health care.

Since its founding 23 years ago, Global Links has recovered and redirected over \$176 million worth of medical aid to those in need. In 2011, Global Links extended its outreach to over 40 health facilities, including hospitals, clinics and surgery centers. Global Links recovered and redirected 260 tons of still-usable medical materials from these facilities last year, including furnishings (exam tables, beds), unused consumable supplies (suture, gloves, gauze) and equipment (nebulizers, microscopes, etc.), reducing the solid waste disposal of its healthcare partners and meeting the needs of hospitals in resource-poor countries.

For more information, visit [www.globallinks.org](http://www.globallinks.org). ↑

## Jefferson Regional Hosts Community Recognition Night

Members of Jefferson Regional Community Health Council were honored for their service at the 31st annual Community Recognition Night on Wednesday, Aug. 22 in the Bibro Pavilion on the Jefferson Regional Medical Center campus in Jefferson Hills.

John Dempster, president and CEO, thanked the council for being the ambassadors for Jefferson Regional's healthcare programs and services. "You are supporters of our promise to provide high-quality, cost-effective, community-based care," he said. "You are our partners for the future and we value that partnership."

Mr. Dempster also shared details of Jefferson Regional's strategic partnership with Highmark at the program and dinner attended by 100 local community and hospital leaders. He said the community will benefit from many new services and programs as a result of the partnership.

Also speaking about the Highmark-Jefferson affiliation was Highmark spokesman Dan Onorato, who said that Jefferson Regional Medical Center will be the southern hub of Highmark's integrated delivery system.

"Our partnership will ensure that the medical center continues to provide high-quality healthcare, greater care coordination through innovative technologies and more healthcare services to provide a satisfying care experience for your patients," Mr. Onorato said. "Specifically, we will provide financial assistance that will ensure the sustainability of the high-quality medical care that has become synonymous with Jefferson."

Both Congressman Tim Murphy and State Rep. Rick Saccone praised members of Community Health Council for their volunteer efforts on behalf of Jefferson Regional. Also offering comments were Marv Levin, president, Community Health Council, and Charles Modispacher, chairperson, board of directors. Entertainment was by comedian David Kaye.

For more information, visit [www.jeffersonregional.com](http://www.jeffersonregional.com). ↑

## Mary Lou Murt Receives Monongahela Valley Hospital's 2012 Protin Award

Mary Lou Murt, of Rostraver Township, received the 2012 Edward J. Protin Memorial Award from Monongahela Valley Hospital.

Murt, the senior vice president of Nursing, received the honor May 7 at the hospital's 40th annual Service Awards Dinner at the Mon-Vale HealthPLEX's Willow Room in Rostraver. Julie Trinkala, last year's Protin Award recipient, made the presentation to Mrs. Murt in front of nearly 300 of their hospital peers.

Murt, whose career at Monongahela Valley Hospital spans more than 30 years, received a standing ovation from the audience.



Mary Lou Murt

The Protin Award, which is one of the hospital's most prestigious honors, was established in 1981 to perpetuate the memory of the late Edward J. Protin of Charleroi, former president of the hospital's Board of Trustees and a longtime community leader in the mid-Monongahela Valley. Those eligible for the Protin Award have served the hospital for at least 10 years, exhibited significant contributions to the health care system over and above what is required, and demonstrated the qualities of leadership, loyalty, compassion and empathy.

Murt joined Monongahela Valley Hospital in 1970 and has worked as a staff nurse in intensive care; as an in-service instructor; as the assistant director of Nursing Education and of Nursing; and as assistant vice president and vice president of Nursing.

She graduated from the Lillian S. Kaufmann School of Nursing at UPMC Montefiore and earned a bachelor's degree from California University of Pennsylvania.

For more information, visit [www.monvalleyhospital.com](http://www.monvalleyhospital.com). ↑



## Children's Hospital Expands Outpatient Services in North Hills

Children's Hospital of Pittsburgh of UPMC expanded its outpatient services offered in the North Hills with the opening of the expanded Children's Pine Center.

Children's Pine Center, located on Perry Highway in Wexford, offers a wide range of outpatient services with a focus on neurodevelopment. The center also is home to Children's newly established Center for Independence, a program featuring occupational therapy, physical therapy and speech-language pathology services offered in a group setting.

The program is designed for children of all ages with multidisciplinary needs who are working to apply newly learned skills in a social and cooperative environment, and is led by Abigail Schlesinger, M.D., Children's Hospital child psychiatrist and medical director of the center. Programs offered through the center include a gross motor group, a chatterbox group to help children with autism learn communication and social interaction skills, feeding groups, self-care, and more.

Other outpatient services offered at Children's Pine Center are:

- Adolescent Medicine
- Behavioral Health
- Child and Family Counseling Center
- Child Development
- Child Neurology
- Pediatric Dermatology
- Electroencephalography (EEG) testing
- Electromyography (EMG) testing
- Pediatric Ophthalmology (with optics store to fill prescriptions for eyeglasses and contacts)
- Pediatric Rehabilitation
- Primary Care

In addition to Children's Pine Center, Children's North, also located in Wexford, is a surgery center and offers other outpatient services. Children's South (Bethel Park) and Children's East (Monroeville) also offer outpatient services. Children's East will offer expanded outpatient services, including asthma and allergy/immunology, audiology, cardiology, communication disorders, diabetes/endocrinology, echocardiography/EKG, neurology, occupational therapy, orthopaedics, otolaryngology, pediatric general surgery, physical therapy, pulmonary medicine and urology.

For more information, visit [www.chp.edu/CHP](http://www.chp.edu/CHP). ↑

## Good Grief Center Offers Conference on Grief, Bereavement Skills, Strategies

The Good Grief Center for Bereavement Support (GGC), a new division of Ursuline Senior Services, is offering a one-day conference, "Business of Bereavement: Insights on Grief," from 7:30 a.m. to 3:30 p.m., Tuesday, Oct. 23, 2012, at the Twentieth Century Club, 4201 Bigelow Boulevard in Pittsburgh's Oakland section.

"This conference will help professionals and others build skills and gain a better understanding of grief and loss so they can have more meaningful conversations, provide greater support and a compassionate response to the needs of the dying and grieving among their patients, clients, employees, families and communities," said Executive Director Anthony Turo. "It will help to promote the special awareness, needs and communications of the grieving and bereaved."

The Good Grief Center has attracted a stellar roster of speakers and facilitators who will help attendees explore numerous facets of grief. Emceed by WTAE-TV news anchor and honorary GGC council member Sally Wiggin, the conference's roster of speakers includes:

City Councilman Corey O'Connor, a native Pittsburgher and life-long resident of the 5th Council District. In 2006, he earned his bachelor's degree in elementary education from Duquesne University, with a minor in political science. Upon graduation from Duquesne, Mr. O'Connor began his career working for U.S. Representative Mike Doyle in his Pittsburgh District Office. In the Pittsburgh City Council race of 2011, Mr. O'Connor won over 75 percent of the General Election vote. He is the third child of Pittsburgh's late Mayor Bob O'Connor and Judy O'Connor.

Judith Johnson and Laurie Schwartz, cofounders of Having It Your Way, a creative collaboration designed to educate and motivate individuals and organizations to live and evolve from a place of profound authenticity. The dynamic educational programs and individual and organizational coaching empower clients to live with conscious purpose rooted in a deep sense of self. Their keynote address is titled, *Transforming Our Culture of Death: From Anxiety to Compassion*.

Lee Gutkind, author of "At the End of Life: True stories about how we die" and founder and editor of the literary magazine *Creative Nonfiction*. Mr. Gutkind has written and edited books about baseball, health care, travel and technology. He is currently Distinguished Writer in Residence at the Consortium for Science, Policy and Outcomes and Professor in the Hugh Downs School of Human Communication, both at Arizona State University. Mr. Gutkind will share the process of writing and editing this poignant picture of how we face death and be available to sign copies of his book.

A complete list of presentations, workshops, speakers and facilitators and registration information are available at [www.goodgriefcenter.com](http://www.goodgriefcenter.com). ↑

## New & Notable

### Business Records Management Acquires The Paper Exchange

Business Records Management LLC (BRM), a leader in information management has acquired the records and information storage business, including document destruction, and the related assets of The Paper Exchange.

This acquisition enhances BRM's position as a regional leader in the information management industry by complimenting its long history of providing compliant information management solutions and outstanding customer service.

The acquisition of Underground Archives in April 2012 and now The Paper Exchange is part of a larger strategy to improve and expand BRM's business in the Information Management Industry.

For more information, visit [www.businessrecords.com](http://www.businessrecords.com). ↑

### Landau Building Company: Contracts Awarded and Completed

Landau Building Company was the low bidder on the West Virginia University Law School additions and renovations project. The company was also recently awarded the Hazel Ruby McQuain Birthing Center project at Mon General Hospital in Morgantown, West Virginia. Projects recently completed at this facility include a Catheterization Laboratory, Oncology Department, and renovations of the Infusion, Endoscopy and Orthopedic Surgery departments.

Landau Building Company will be building an addition and renovating St. Ursula Church in Hampton Township. Work begins in September. In addition, it is constructing a Physicians Practice and Diagnostic Center in Robinson Township for Heritage Valley Health Systems.

Finally, UPMC Presbyterian and UPMC Horizon contracted Landau Building Company to replace MRIs at their facilities.

For more information, visit [www.landau-bldg.com](http://www.landau-bldg.com). ↑

## Around the Region

### Windber Medical Center and Local Red Cross Pack Personal Care Items for Area Veterans

Windber Medical Center and the American Red Cross Keystone Chapter teamed up in the *Totes of Hope* initiative, collecting personal care items to assist homeless and underserved veterans in the local community.

On Wednesday, Aug. 8th, the local Red Cross joined Windber Medical Center's VeteranCare Committee as they packaged the collected items into totes for distribution to local veterans in need.

Over the past few weeks, the two organizations have collected enough items to put together over 50 totes. The totes were packed with various personal care items including: small notebook/pen, blanket, rain poncho, first aid kit, water bottle, flashlight with batteries, toothbrush/toothpaste, hand sanitizer, socks, underwear, T-shirts, shampoo/conditioner, body wash, dental floss, sewing kit, deck of cards, deodorant, disposable razors, shaving cream, anti-bacterial ointment, nail clippers and combs/brushes.

For more information, visit [www.windbercare.org](http://www.windbercare.org). ↑



Pictured L-R: Colleen Sherman, Executive Director American Red Cross Keystone Chapter; Congressman Mark Critz; Barbara Cliff, President/CEO Windber Medical Center.



## New & Notable

### Highmark Launching Program to Improve Quality and Reduce Costs Associated with Physical and Occupational Therapy and Chiropractic Care

Highmark Inc. will be instituting a new physical medicine program designed to promote appropriate utilization of services and address growing customer concerns over unwarranted variations in the delivery of care that contributes to rising health care costs. Beginning Sept. 1, health care providers will be required to get prior authorization before performing services in physical therapy, occupational therapy and manipulation services. This initiative is designed to improve the quality and appropriateness of care for members seeking services in these areas.

Inappropriate utilization associated with physical medicine services represents a significant cost to Highmark group customers and members. Because of these utilization trends, more employer groups are requesting outpatient prior authorization programs for their members as a means to help control costs.

Highmark has contracted with Healthways on this initiative. Healthways has a great deal of experience in this area working with other insurers, including Blue Cross Blue Shield of Massachusetts.

This program applies to Highmark members in insured groups in Pennsylvania and West Virginia. It also applies to Highmark individual members and Medicare Advantage members in those states. Groups that are self-insured may also participate. Members will not need to take any special steps as a result of this program. Providers will work directly with the vendor (Healthways) to obtain authorizations.

For more information, visit [www.highmark.com](http://www.highmark.com). ↑

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## Around the Region

### MedCare Equipment Company Welcomes St. Clair Hospital as Latest Partner

St. Clair Hospital in Pittsburgh's South Hills is the newest partner in MedCare Equipment Company, LLC, which offers respiratory and home medical equipment to patients and care providers in western Pennsylvania. St. Clair Hospital joins Excelsa Health, Conemaugh Health System, Heritage Valley Health System, Butler Memorial Hospital and The Washington Hospital in this growing enterprise August 1.

MedCare was formed in 2008 with the coming together of two former companies MedCare Equipment Company, part of Excelsa Health, and Conemaugh Home Medical Equipment, Johnstown. Heritage Valley joined the company in September 2009, Butler in February 2010, and Washington in February 2011. MedCare provides a wide range of medical equipment, supplies, and respiratory care products for use in the home, nursing home, physician offices, and other health-related organizations as well as through retail outlets.

John Sphon, chief executive officer of MedCare, noted the benefits of this latest collaboration.

"MedCare's focus is on patients and how best to assist them in transitioning from the hospital to home in the most effective and caring manner possible," Sphon said. "We have been serving patients, physicians, hospitals, and extended care facilities throughout western Pennsylvania for many years. Working with care providers, MedCare has become a valuable part of the care continuum, helping to impact readmission rates and length of stay through effective clinical and customer service. We are pleased to partner with St. Clair Hospital, its physicians and clinicians in offering these valuable patient care tools as we broaden our care network."

"Part of our strategic vision is to expand external relationships and develop partnerships where it makes sense," explained G. Alan Yeasted, Chief Medical Officer, St. Clair Hospital. "Ultimately, the beneficiary of such a partnership is and must be our patients."

For more information, visit [www.medcareequipment.com](http://www.medcareequipment.com). ↑

### Champion Orthopedics Team Focuses on Sports Injuries

Over 60 coaches, athletic directors and physical education instructors from local schools in Pennsylvania and New York's southern tier learned about sports injury prevention and awareness at the first Coaches' Clinic provided by the physicians and athletic trainers of Champion Orthopedics and Sports Medicine at Charles Cole Memorial Hospital this past summer.

"The goal of this event is to educate coaches and staff on the prevention and reduction of injuries in student athletes that may have a lifelong impact," said Dennis Geitner, executive director of Surgical Services and Rehabilitation Services at Charles Cole Memorial. "Champion's seven providers and medical professionals provide sports medicine services at several high school and college athletic programs in the twin tier region and they have noticed that the number of sports injuries are in the rise."

Andrew Gottschalk, MD specializes in sports medicine and reviewed "Post-Concussion

Care for an Athlete". He emphasized the fact that each year, U.S. emergency rooms treat over 173 thousand sports and recreation-related concussions among children and adolescents.

The topic of "Recognizing Symptoms of Sudden Cardiac



Arrest" was presented by Terrance Foust, DO and Bradley Giannotti, MD, FACS, FAAOS, reviewed the subjects of ACL knee injuries as well as the prevention of Methicillin-resistant Staphylococcus Aureus (MRSA) infections during sports.

Kevin George, PA-C discussed the awareness and treatment of shoulder dislocations while Certified Athletic Trainers Melissa O'Brien and Andriane Biancuzzo addressed muscle cramping and ankle sprains respectively.

The program closed with an "Ask the Pro" question and answer period.

For more information, visit [www.charlescoleshospital.com](http://www.charlescoleshospital.com). ↑



## MVH's New Primary Care Resource Center Opens

Program officials, medical staff and dignitaries recently toured the new onsite Primary Care Resource Center (PCRC) at Monongahela Valley Hospital. The PCRC is the non-profit hospital's latest effort to better serve patients by reducing readmissions. The center also helps physicians who manage the care of patients with chronic diseases.

MVH nurse care managers and a pharmacist will interact with and counsel patients with conditions such as chronic obstructive pulmonary disease (COPD), congestive heart failure (CHF) and coronary artery disease (CAD), beginning at the time of the patients' admission to the hospital.

The new center was created in conjunction with the Pittsburgh Regional Health Initiative (PRHI)'s Pittsburgh Accountable Care Network (PACN) project and is a pilot program that will grow to include other western Pennsylvania hospitals, which will be named at a later date.

The goal is to reduce 30-day readmissions for those with chronic conditions such as COPD, CHF and CAD, and to serve as an extension of primary care physicians' practices.

Under the direction of PRHI's Chief Medical Officer Keith T. Kanel, M.D., this readmission-reduction project at MVH builds on a PRHI-led hospital-physician project that achieved a 44 percent reduction in readmissions for COPD patients. Medicare will soon begin to impose penalties on hospitals with high readmission rates for selected chronic diseases.

Dr. Kanel said the PCRC engages patients as soon as they come to the hospital, providing additional counseling on all aspects of their plan of care, including medications, diet and nutrition, diabetes education and even smoking cessation. Normally, instructions are given only at the time of discharge.

"The PCRC will be a valuable resource for primary care physicians whose patients struggle with chronic illnesses," said Donna Ramusivich, senior vice president at Monongahela Valley Hospital who oversees the initiative. "This hands-on, personal and proactive approach will benefit our patients and their doctors."

In mid-June, the staff at the new center began seeing patients. The staff are Cara Anderson, PharmD; Nurse Care Managers Deborah Holman, RN; Sharon Nash, BSN, and Lead Care Manager Susan Campus, BSN, MS.

They work with primary care physicians to ensure that COPD, CHF and/or CAD patients are knowledgeable about their disease and understand their treatment plans. They send progress reports to patients' primary care physicians after every PCRC visit and will conduct a post-discharge home visit with patients to follow-up on a patient's and caregivers' understanding of their plan of care. If additional visits are needed, appointments will be made for further follow-up with patients and their caregivers visiting the PCRC offices. MVH's Primary Care Physicians may also refer patients to the PCRC from their offices if they see a learning need that may require increased counseling or additional care coordination.

## Around the Region



Medical Staff President Walter R. Cox, M.D., listens as Nurse Care Managers Deborah Holman, RN, and Sharon Nash, BSN, review an unnamed 50-year old patient's history of hospital visits, which ultimately cost \$179,000 over a six-month period. Many of the visits had been related to issues with chronic obstructive pulmonary disease (COPD), one of the chronic conditions that Monongahela Valley Hospital's new Primary Care Resource Center addresses.

Dr. Kanel and Ms. Ramusivich both said they would like to see the program become "part of the fabric of the health care community."

In addition to Dr. Kanel, Karen Wolk Feinstein, Ph.D., president and CEO of the Pittsburgh Regional Health Initiative, and Louis J. Panza Jr., president and CEO of MVH, addressed guests at the open house event.

The Pittsburgh Regional Health Initiative develops and manages programs, research, training and grantmaking to perfect patient care, focusing on new models of care, such as the Primary Care Resource Center program at MVH. PRHI received a Highmark Blue Cross/Blue Shield grant that will fund the Primary Care Resource Center project for three years.

Learn more at [www.prhi.org](http://www.prhi.org).

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## On-site Job Fairs: An Effective and Efficient Hiring Tool for Baptist Homes Society

What if you could fill vacancies in your workplace just by opening your door to the public for a few hours? Imagine the perfect candidate walking through the door and, after a brief interview, you shake hands and say, “When can you start?” Well, it isn’t quite that simple, but Baptist Homes Society, with two senior living communities in the Pittsburgh area, is working hard to simplify the hiring process and finding that its new on-site job fairs are an effective and efficient hiring tool. It can reduce the hiring process—which typically takes several weeks—down to one day.

Baptist Homes Society, with more than 550 employees, provides a full continuum of care, (independent living, personal care, skilled nursing, rehabilitation) for seniors at Providence Point and Baptist Homes, and now hires nurses, nurses’ aides, dining staff, cooks, and other positions on the spot.

Kristina Beatty, the Human Resources Coordinator at Providence Point explains, “Some of the positions we hire for have relatively high turnover rates. Nurses’ Aides and dining services staff, for instance, tend to be high school or college students.” We often attend job fairs outside our facility, but they don’t give us the opportunity to hire on the spot. We end up playing ‘phone tag’ or reaching the person for a follow-up phone interview at inconvenient times.”

So the Baptist Homes Society Human Resources Department created a job fair system where they can hire on the spot. The event is usually held in hours that span the afternoon and evening, making it accessible to students and those who may already have a daytime or evening job. It is set up in an open area with tables. Applicants are greeted, invited to ask questions about the position for which they are applying, and then given space to complete paperwork and talk with staff. After the completed application is reviewed, the applicant meets, interviews and, in some instances, even tours the facility with the hiring supervisor. The individual, if suited for an open position, is offered the job at that time, contingent on background and reference checks, health screenings, and other position requirements.

Job fairs have been held at both senior living communities and been primarily focused on dining services and healthcare positions. The planning for the events has been worth the time. Every fair that has been held has resulted in at least four hires.

HR Director Eric Conti noted, however, “Hiring the candidate is just one part of the challenge. We are always looking for qualified candidates with solid ethical standards who understand the unique value of every individual in our care. We value our staff, residents and volunteers and offer benefits that encourage retention and advancement.”

## Around the Region

In addition to benefits like its 403(b) plan and a variety of health coverage plans, Baptist Homes Society offers tuition reimbursement, wellness programs, insurance and other benefits.

The in-house job fair does not replace other recruitment efforts but is definitely a worthwhile tool for the human resources professional who wants to stay ahead of the competition.

For more information on Baptist Homes Society, visit [www.baptisthomes.org](http://www.baptisthomes.org). ↑



HR Director Eric Conti and Baptist Homes HR Coordinator Stefanie Sells are on hand to greet walk-in candidates at a recent in-house job fair.

## Family House Launches CNG Shuttle

Thanks to a generous grant award from the EQT Foundation, Family House is launching a natural gas vehicle (NGV) shuttle for convenient, environmentally friendly transport of its guests. A scheduled press conference and blue ribbon cutting will present the NGV shuttle to the community.

All equipment related to the shuttle was purchased locally. The cab, a Ford E-450 was bought at Kenny Ross Chevrolet and converted to a compressed natural gas engine and passenger shuttle at the Monroeville site of Zoresco Equipment. The addition of this NGV shuttle will enable Family House to transport Family House guests to and from local hospitals that are currently without transportation.

With the addition of the NGV shuttle, Family House will have the capacity to reach out to many more families who are in desperate need of supportive and affordable lodging. Family House guests will also be able to utilize the shuttle to get to local stores and other destinations as needed. The generous gift from the EQT Foundation will allow Family House to serve up to an additional 1,200 to 1,500 families per year in an environmentally friendly way.

Christie Knott, Executive Director of Family House says, “Family House is honored to have received this wonderful grant from the EQT Foundation. This shuttle will help so many more receive the care and support they need during a critical time of their lives. The generosity shown by our partners at EQT will result in the greater good for families and our environment.”

This shuttle is exactly like a standard gasoline-powered vehicle except that it runs on compressed natural gas (CNG). Natural gas vehicles get about the same miles-per-gallon as using a gasoline, but the fuel cost is typically half the price.

Currently, natural gas costs \$1.76 per gallon compared to an average \$3.59 per gallon for petroleum-based gasoline. CNG also burns much cleaner than gasoline, reducing carbon monoxide emissions by 90 percent and greenhouse gas emissions by 29 percent.

“EQT is committed to meeting the growing demand for clean energy while enriching the lives of families in our surrounding communities,” said Natalie Cox, Corporate Director, Communications for EQT Corporation. “Converting vehicles to run on natural gas not only lessens environmental impact, but keeps the cost of transportation down. We’re proud to support Family House as it fulfills a critical need of patients and their families by providing a way to increase the number of lives it touches.”

For more information, visit [www.EQT.com](http://www.EQT.com). ↑



Christie Knott inside the CNG Shuttle

## Conemaugh Physician Group Cardiology opens new Patient Center at Greater Johnstown Tech Park

There are new weapons in the region’s fight against heart disease - the number one killer of men and women.

Conemaugh Physician Group opened a new practice location at the Greater Johnstown Tech Park in downtown Johnstown this past summer. The new site was needed to help accommodate the growth of Conemaugh Physician Group - Cardiology which is now the largest cardiology practice between Pittsburgh and Harrisburg.

“Over the past year we have worked hard to bring together an experienced team of cardiology specialists to make sure patients in our region have quick, convenient access to quality heart care,” says Dr. Samir Hadeed, Conemaugh Physician Group – Cardiology, Chief of the Division of Cardiology and Medical Director of Cardiovascular Services at Conemaugh Memorial Medical Center.

“By next month we will have nine physicians on board offering patients a variety of heart related specialties including medical, diagnostic and interventional cardiology,” adds Dr. Hadeed. “We are also in the process of adding a new, state-of-the-art Electrophysiology Lab, so patients don’t have to leave the area for treatment of heart rhythm disorders.”

The Tech Park location offers patients many benefits including: spacious, new treatment, testing and waiting areas; the latest state-of-the-art diagnostic testing equipment and convenient, free parking.

For more information, visit [www.conemaugh.org](http://www.conemaugh.org). ↑



From L-R:  
Representative Frank Burns,  
Senator John Wozniak,  
Dr. Jude Mugerwa,  
Dr. Krishna Bhat,  
Dr. William Smeal,  
Dr. Samir Hadeed



## Medical Facilities Sending Large Data Files Via Fiber-Optic Networks a Growing Trend



By Ted Zobb

A technician performs an MRI on the right knee of an injured patient at a medical facility in Peters Township. Moments after the scan has been completed, an orthopedic surgeon from within the same hospital system makes a few computer clicks from his North Side office and can view the test results almost instantly. The surgeon can immediately begin the process of creating a treatment plan for that patient.

Geographically, the technician and the doctor are nearly 20 miles apart. Yet the MRI results – an enormous piece of electronic data – are viewable in real-time, so it's almost as if they were in the same room. Few stop to think about exactly how this data can be viewed so rapidly. After all, transmitting medical imaging results across mountains and rivers is just a bit different than sending an email.

For many hospital systems and medical facilities, the answer is the use of a fiber-optic network. Fiber-optic networking companies use growing systems of fiber-optic cables to physically connect multiple locations. Fiber-optic cables can transmit data exponentially faster than traditional copper wires, used by many telecommunications companies.

Within the medical community, the use of fiber-optic data technology is a rapidly growing trend. For example, Pittsburgh-based DQE Communications now has more than 75 Western Pennsylvania medical facility locations on its network, up from 10 facilities just three years ago.

"I have definitely noticed an increase in the amount of hospitals, nursing homes and other medical facilities taking an interest in fiber-optic technology," said Lisa Williams, Manager of Marketing and Wholesale Services for DQE Communications. "This technology makes perfect sense for organizations looking to quickly transfer large data files, such as MRIs, X-rays,

CT scans and other medical images."

Data size and delivery speed are two primary concerns many medical facilities frequently have when considering fiber-optic networking. Given the premium placed on patient confidentiality, security is also a major priority.

Many medical facilities take advantage of fiber-optic providers to ensure private, secure networks and off-site storage and backup services. It is possible for some fiber-optic firms to provide services that ensure data is transmitted and stored completely outside of other network traffic. This technology, coupled with advanced security settings, make it virtually impossible for an intruder to detect, divert or decode any information on a hospital system's fiber network.

Additionally, some network providers even offer technology that, in the event of a network failure, automatically detects and redirects data across the fiber network to maintain continuous service. The interruption is ultimately unnoticed by the customer.

"When you're dealing with information as sensitive and crucial as medical records, working with technology that provides off-site storage and backup services is crucial," said Williams. "Medical records are far more unique than most data files. Protecting these files is an important part of protecting an individual's health." †

*Ted Zobb, SVP of Business Development and Strategic Planning and Manager of Day to Day Operations, joined DQE Communications in September 2011. Zobb has 16 years of experience in managing telecommunications sales, business development and operations functions. Holding a consistent record of exceeding sales goals, he demonstrates success in profitably building and growing organizations. Zobb can be reached at tzobb@dqe.com or 412-393-1038.*

## The Children's Institute of Pittsburgh Selects Dymun + Company as Agency of Record

The Children's Institute of Pittsburgh, an independent, nonprofit organization serving children and youth with special health care needs, has named Dymun + Company, a Pittsburgh-based strategic and creative communications firm, as its agency-of-record.

The Children's Institute selected Dymun + Company through a competitive agency review process that included several local and national agencies. The long-term strategic partnership with Dymun + Company encompasses traditional marketing communications and digital/social media initiatives that will elevate awareness of, and engagement with The Children's Institute's current services, as well as introduce new programs and services.

"Dymun + Company understands our goal for The Children's Institute to become better known and understood as a truly unique place for children with special health care needs, said Helene Conway-Long, vice president for Institutional Advancement at The Children's Institute. "The agency's healthcare, community and nonprofit experience, combined with a deep appreciation for what we do has enabled us to take this very important step. We're excited to move forward together."

"We're honored and eager to partner with The Children's Institute," said John Dymun, chairman and president, Dymun + Company. "We believe that The Children's Institute is a vital asset, not only for the young people and families it serves, but also for our region. It is truly a unique center of excellence for children and youth with special health care needs."

For more information visit: <http://www.amazingkids.org>. †



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# Health Care Event & Meeting Guide

**National ADHD/ADD Awareness Week**  
Hear now professionals diagnose, treat and collaborate with adults living with ADHD to create happier, more productive lives. Gain new perspectives on personal challenges and options to manage symptoms. Meet and speak with area experts practicing traditional and new approaches to living with ADD/ADHD. Attend a free panel discussion in observance of National ADHD Awareness Week, October 14-20, 2012. For more information, visit [www.leaveittolieber.com](http://www.leaveittolieber.com)  
Free Lectures

**Cranberry Public Library**  
Monday, October 15  
7:00 p.m.  
2525 Rochester Rd.  
(724) 776-9100

**Oakland Rodef Shalom Congregation**  
Tuesday, October 16  
7:00 p.m.  
4907 Fifth Ave.  
(412) 621-6566

**Mt. Lebanon Public Library**  
Wednesday, October 17  
5:30 p.m.  
16 Castle Shannon Blvd  
(412) 531-0596

**Cooper-Siegel Community Library of Fox Chapel**  
Thursday, October 18  
6:30 p.m.  
403 Fox Chapel Rd  
(412) 828-9520

**Baptist Homes Society Series of Continuing Education Classes**  
Workplace Bullying  
Baptist Homes  
Oct. 17  
Call 412-572-8058 or email [slauer@baptisthomes.org](mailto:slauer@baptisthomes.org)

**Baptist Homes Society Series of Continuing Education Classes**  
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Nov. 8  
Call 412-572-8058 or email [slauer@baptisthomes.org](mailto:slauer@baptisthomes.org)

An advertisement in Western Pennsylvania Healthcare News reaches more than 40,000 health care professionals in western PA.

For more information contact  
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Western Pennsylvania Healthcare News welcomes story ideas, etc.  
Call Daniel Casciato at 412.607.9808 or email [writer@danielcasciato.com](mailto:writer@danielcasciato.com).

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## Resource Directory

**Contact Harvey Kart to find out how your organization or business can be featured in the Western Pennsylvania Healthcare News Resource Directory. Call 412.475.9063, email [hdkart@aol.com](mailto:hdkart@aol.com) or visit [wphealthcarenews.com](http://www.wphealthcarenews.com).**

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RNs, LPNs, Home Care Companions, Personal Care, Attendants, Hospice Aides, Dietary Aides. St. Barnabas Health System frequently has job openings at its three retirement communities, three living assistance facilities, two nursing homes, and an outpatient medical center that includes general medicine, rehab therapy, a dental practice, home care and hospice. Campuses are located in Gibsonsia, Allegheny County, and Valencia, Butler County. Enjoy great pay and benefits in the fantastic suburban setting. Both campuses are a convenient drive from the Pennsylvania Turnpike, Routes 8, 19 and 228, and Interstates 79 and 279. Contact Margaret Horton, Executive Director of Human Resources, St. Barnabas Health System, 5830 Meridian Road, Gibsonsia, PA 15044. 724-444-JOBS; [mhorton@stbarnabashealthsystem.com](mailto:mhorton@stbarnabashealthsystem.com), [www.stbarnabashealthsystem.com](http://www.stbarnabashealthsystem.com).

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#### 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](mailto:slauer@baptisthomes.org).

Or visit us at Baptist Homes

489 Castle Shannon Blvd., Mt. Lebanon.  
([www.baptisthomes.org](http://www.baptisthomes.org)).

Providence Point:

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Presbyterian SeniorCare is the region's largest provider of living and care options for seniors (Pittsburgh Business Times, 2012), serving approximately 6,000 older adults annually. Established in 1928, the non-profit, faith-based organization is accredited by CARF-CCAC as an Aging Services Network. In addition, Presbyterian SeniorCare was awarded five-year accreditation in 2011 as "Person-Centered Long-Term Care Communities" for all of its nursing communities. Providing a continuum of options in 56 communities across 10 western Pennsylvania counties, Presbyterian SeniorCare offers independent and supportive apartments, personal care, world-renowned Alzheimer's care, rehabilitation services, skilled nursing care and home- and community-based services. For more information please call 1-877-PSC-6500 or visit [www.SrCare.org](http://www.SrCare.org).

### 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. Living assistance 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, general medicine, rehab therapy, a dental practice, home care, memory 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.st-barnabashealthsystem.com](http://www.st-barnabashealthsystem.com).

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## 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!

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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.

### 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](http://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](http://www.likenservices.com), e-mail [info@likenservices.com](mailto:info@likenservices.com) or call 412-816-0113 - 7 days a week, 24 hours per day.

### MEDI HOME HEALTH AND HOSPICE

Medi Home Health and Hospice, a division of Medical Services of America, Inc., has a unique concept “total home health care.” We provide a full-service healthcare solution to ensure the best patient care possible. Every area of service is managed and staffed by qualified professionals, trained and experienced in their respective fields. Surrounded by family, friends and things that turn a house into a home is what home care is all about. Our home health care manages numerous aspects of our patients' medical needs. Our Hospice care is about helping individuals and their families’ share the best days possible as they deal with a life-limiting illness. Most benefits pay for hospice care with no cost to you or your family. Caring for people. Caring for you. For more information or for patient referral please call 1-866-273-6334.

### 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](mailto:scoleman@psakids.com).

### PEDIATRIC SPECIALTY HOSPITAL

### THE CHILDREN’S HOME OF PITTSBURGH & LEMIEUX FAMILY CENTER

24-bed, licensed pediatric specialty hospital serving infants and children up to age 21. Helps infants, children and their families transition from a referring hospital to the next step in their care; does not lengthen hospital stay. Teaches parents to provide complicated treatment regimens. Hospice care also provided. A state-of-the-art facility with the comforts of home. Family living area for overnight stays: private bedrooms, kitchen and living/dining rooms, and Austin’s Playroom for siblings. Staff includes pediatricians, neonatologists, a variety of physician consultants/specialists, and R.N./C.R.N.P. staff with NICU and PICU experience. To refer call: Monday to Friday daytime: 412-441-4884. After hours/weekends: 412-596-2568. For more information, contact: Erin Colvin, RN, MSN, CRNP, Clinical Director, Pediatric Specialty Hospital, 412-441-4884 ext. 1039. The Children’s Home of Pittsburgh & Lemieux Family Center 5324 Penn Avenue Pittsburgh, PA 15224. [www.childrenshomepgh.org](http://www.childrenshomepgh.org) email: [info@chomepgh.org](mailto:info@chomepgh.org)

### 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. For more information, please call 412-420-2400 The Children’s Institute 1405 Shady Avenue, Pittsburgh, PA 15217-1350 [www.amazingkids.org](http://www.amazingkids.org)

### 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. Ronald E. Voorhees, MD, MPH, Acting Director. 333 Forbes Avenue, Pittsburgh, PA 15213 Phone 412-687-ACHD Fax: 412-578-8325 [www.achd.net](http://www.achd.net)

### RADIOLOGY

### FOUNDATION RADIOLOGY GROUP

As one of the country’s largest radiology practice, Pittsburgh based Foundation Radiology Group was founded to revolutionize the practice of radiology in the community healthcare setting. Joint Commission certified, our innovative ability to blend talent, workflow, quality and technology is designed to deliver world class imaging services to patients across the region. For more information, visit [www.foundationradiologygroup.com](http://www.foundationradiologygroup.com).

### REAL ESTATE SERVICES

### GRUBB & ELLIS

Let our team focus on your real estate needs so that your team can focus on providing superior health care services at your facilities. The local Grubb & Ellis office can provide your health system with comprehensive management services as well as innovative transaction strategies. We offer experienced professionals in the field of management services, which would include facility management, lease administration, financial reporting, engineering, maintenance, purchasing and construction oversight. Our national purchasing agreements can help to lower the cost of your materials and supplies. Property, plant and equipment assessments can be can be performed by our service specialists, and recommendations made related to preventive and predictive maintenance. The transaction team would assist you by creating a highest and best use analysis for your existing properties, making acquisition and dispositions recommendations, handling tenant and lessee/lessor relations, providing standardized lease templates and by being available for strategic consulting sessions. Collectively we offer an experienced and trusted group of real estate advisors who would be committed to the success of your health system as well as maximizing the value of your existing assets and lowering your operating costs. Please contact me to learn a little more about Grubb & Ellis and the potential benefits that can be offered if our teams are given a chance to work together. For more information contact: Bartley J. Rahuba 600 Six PPG Place Pittsburgh, Pa. 15222 412-281-0100 [Bartley.rahuba@grubb-ellis.com](mailto:Bartley.rahuba@grubb-ellis.com)



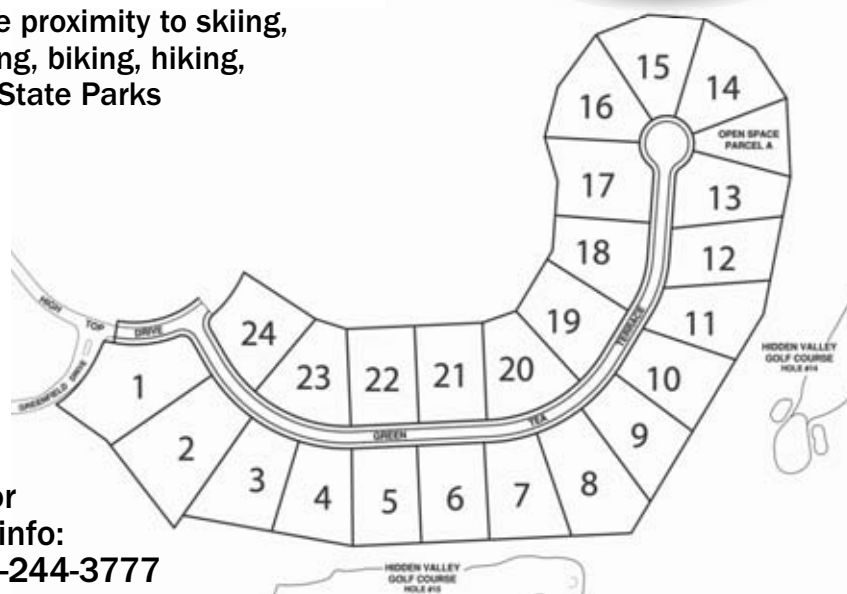


# Prudential

## Preferred Realty

### Hidden Valley's Green Tee Community

- Located in the area surrounded by the 14th and 15th holes of the golf course
- Lot prices begin at \$75,000, some with golf course views
- Close proximity to skiing, golfing, biking, hiking, and State Parks



Call for  
more info:  
**1-800-244-3777**

DIRECTIONS: From the West, take PA Turnpike exit 91 (Donegal) and turn left onto Route 31 to the entrance of the resort (8 miles). From the East, take PA Turnpike exit 110 (Somerset) and follow Route 31 West (11 miles) to the resort's entrance.

## Preferred NEW CONSTRUCTION

### The Armory IN LIGONIER

*A small town for everybody.*

#### Single Family Homes -

Built with first floor masters, wide front porches and convenient garages

#### Townhomes -

Semi-private courtyards and loads of available upgrades

#### Luxury Condos -

Single floor luxury living with park views and attached garages

*Call today!*

Don Kramer  
Jacqui McGregor  
**724.238.7600**



### North Summit Condominiums

- Hidden Valley Resort living at its finest
- Conveniently located in the beautiful Summit Community between the North Summit ski slopes and The Golf Club at Hidden Valley
- Community entrance welcomes you with trees, a stone bridge, tiered ponds and a waterfall
- Space for relaxation and amenities to make you feel at home any time of the year
- Hidden Valley Resort's first new residential development by Buncher Resort Development Group, LLC



Call for more information **1-800-244-3777**

DIRECTIONS: From the West, take PA Turnpike exit 91 (Donegal) and turn left onto Route 31 to the entrance of the resort (8 miles). From the East, take PA Turnpike exit 110 (Somerset) and follow Route 31 West (11 miles) to the resort's entrance.

## Palmer Place



Palmer Place is a premier gated and fenced community located in Unity Township, Greater Latrobe Schools, with beautiful homesites from 3/4 acre. Single Family Homes Starting from \$650,000.

For More Information visit **www.PalmerPlace.info** or call:

Marilyn Davis **724-838-3660 x640** or **412-889-6939**

Andrea Nease **724-838-3660 x687** or **724-875-4959**



# EXECUTIVE

## Living

**616 Saint James St.**

This stately Victorian has it all. All the convenient, luxurious amenities without sacrificing all the turn of the century detail and charm! Meticulously renovated from top to bottom, boasting a large gourmet kitchen that opens to an adjacent 2 story great room, finished lower level, 3 car integral garage, dramatic master suite with his and her walk-in closets, and 6 spacious bedrooms and 4 full and 2 half baths! Experience Shadyside living in its finest representation! Best of all, you're only 2 blocks from all the desirable shopping and dining found on Walnut Street. \$1,750,000.



**Cindy Ingram and Ken Clever**

Coldwell Banker  
412-363-4000  
www.ingrampattersonclever.com



**BEAUTIFUL 4 BEDROOM  
Unity Twp. • \$355,000**

You'll love the open floor plan of this spacious 4 BR with 2 full and 2 half Baths! Features include high ceilings, large windows, a Family Room with a gas fireplace and an island Kitchen with a sunny Breakfast Room. There's a luxurious Master Suite with walk-in and jet tub, a finished lower level Game Room and a 3-car Garage, too. The deck overlooks a park-like back yard and wooded view. To take a visual tour on-line, go to [www.prudentialpreferred.com](http://www.prudentialpreferred.com) and key in 920218.





**Marilyn Davis • Prudential Preferred Realty**

724-838-3660 x 640  
marilyndavis@prudentialpreferredrealty.com



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Open Sat & Sun 12-5,  
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Exceptional Home Sites - Packages Start at \$600,000

Directions: Route 22E to Tarr Hollow, R North Hills Road, L Windover, Windover becomes Hills Church Road, R Sinan Farm into Siena Ridge.  
[www.SienaRidge.HowardHanna.com](http://www.SienaRidge.HowardHanna.com)

**Prudential  
Preferred Realty**

*Linda Honeywill*



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Name In  
Real Estate!**



**CRANBERRY TWP** **\$259,900**



- Blue Ridge Estates
- Cul-de-sac location, super patio!
- Hardwood floors in LR, DR & FR!
- 4 BR 2/1 baths

Virtual Tours at [www.HoneywillTeam.com](http://www.HoneywillTeam.com)

**MCCANDLESS TWP** **\$318,500**



- Contemporary home in Ingomar!
- Full length deck overlooks woods
- Stone FP, New kitchen, 2nd fl laundry
- 4 Br 2/1 baths

Virtual Tours at [www.HoneywillTeam.com](http://www.HoneywillTeam.com)

**PINE TWP** **\$794,000**



- North Park Manor
- Gorgeous brick home, paneled den
- 3 fireplaces, granite/cherry kit
- Gameroom/Custom Bar, 4 Br 4/1 baths

Virtual Tours at [www.HoneywillTeam.com](http://www.HoneywillTeam.com)

**412-367-8000 ext. 237 • Toll Free: 1-800-245-6482 • Email: [Linda@HoneywillTeam.com](mailto:Linda@HoneywillTeam.com) • [www.HoneywillTeam.com](http://www.HoneywillTeam.com)**



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care professionals every month.*  
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more information.**



# EXECUTIVE

## Living



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*Reach more than  
 40,000 health care  
 professionals every month.*

**Call 412.475.9063 for  
 more information.**

### Johnstown PA — \$399,000



Prestigious & spacious 4BR / 3.5 BA Tudor w/ newer cherry kitchen w/quartz solid surface counters, center island, updated baths, hardwood & marble floors through-out & newer windows. First Floor library w/french doors & built-ins, finished lower level family room and recreation room situated on beautifully landscaped 2/3 acre lot w/in-ground swimming pool, lge. deck & patio area & 3 car garage. Call or click today to see the attention that was paid to detail in this beautiful home!



**Prestige Realty**

**Marty Torledsky**  
 Coldwell Banker Prestige Realty  
 2305 Bedford Street, Johnstown, PA 15904  
 Desk/Office: 814-269-4411  
 Cell: 814-242-5153 • Fax: 814-269-4155  
 Email: MartyT@coldwellbanker.com  
 Website: www.martytorledsky.com



### North Strabane \$272,900

Located on a prime cul-de-sac in the ever popular Meadowbrook Plan of homes! A community built for it's home owners with club house, pool and sports facilities. This home boasts hardwood floors, fireplace in the Family Room, cathedral raised ceiling in Master and convenient second floor Laundry. Neutral décor with an open floor plan. Finished Game Room features wet bar and cabinets. Rear block wall with perennial gardens plus level rear yard with patio. Strategically situated with minutes of major arteries! MLS #931725



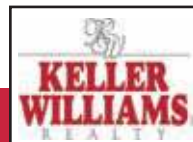
### Peters Township \$454,000

Perfect residence in a popular neighborhood! Spacious upgraded elements welcome you to this warm inviting home. Lovely finishes with great entertaining areas. Nine foot ceilings, 2-story Foyer, Cherry center island Kitchen open to Family Room, light bright decor, expansive Bedrooms with 3 ceramic tile Baths & convenient 2nd floor Laundry. Expanded awning covered deck with views & lighted double stair case. Great fenced yard & aggregate patio. Ready to move into. Flexible occupancy. Fabulous home for the price! MLS# 925251



### Somerset Township \$550,000

This well thought out home was constructed and is nestled on a hill top where views of Pittsburgh and surrounding areas can be enjoyed from the upper deck and is located in historical Scenery Hill. The maple tree lined drive invites you. Features include raised ceilings, hardwoods, walls of windows, gourmet Kitchen, three-story Foyer, cathedral Family Room with stone fireplace and Loft with deck on 3rd floor. Finished Game Room includes Full Bath. Pond and outbuilding. All situated on 17.4 acres with additional acreage available! MLS #930173



**Karen Marshall • Keller Williams • 412-831-3800 ext. 126 • karenmarshall@realtor.com • www.TheKarenMarshallGroup.com**

**Karen Marshall**



**MarleneSausman.com**

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 homes ... like yours!*



**724.316.7212  
 724.776.3686**

### CAPTIVATING CONTEMPORARY!



**\$449,900 • JACKSON TWP.**

Nestled on a wooded 1.08 acre lot! Great room has brick fireplace and is open to the kitchen and dining area, with fabulous views! Granite counters, center island kitchen. Main level MBR. Finished walkout lower level. Attached 3-car garage.

### SOPHISTICATED ELEGANCE!



**\$542,500 • CRANBERRY TWP.**

Detailed brickwork with quoined corners adorn this 4BR, 4.5 Bath home; stately columns are found inside, plus updated lighting, stainless appliances. Vaulted Fam Rm, Two Staircases, Master and Junior Suites, Bonus Rm, Game Room.

### AFFORDABLE AND ADORABLE!



**\$118,500 • BELLEVUE**

2BR, 1.5BA brick ranch offers driveway parking & 1-car integral garage! Well-kept hardwood floors. Updates include kitchen with ceramic, stainless appliances, bath, carpeting, HVAC. Game Rm, Screen Porch on lower level.

### COUNTRY LIVING!



**\$295,000 • MIDDLESEX TWP.**

Enjoy the wooded and open spaces offered by this 6.63 acre property! 4BR, 2.5 bath features a 2-car garage, updated laminate flooring, granite kitchen counter, low-maintenance front and rear decks and fabulous level backyard with panoramic views!

### SOARING SPACES!



**\$152,500 • CRANBERRY TWP.**

Enjoy a carefree lifestyle in this updated 3BR, 3 bath condo which features an open floor plan, Corian counters in the kitchen, and two master suites. Fireplace warms the living room. Balcony overlooks open space. Relax at community pool. Neutral, move-in.

### SIMPLY SPECTACULAR!



**\$649,900 • PINE TWP.**

Soaring family room with 2nd staircase in this 4BR, 4.5 bath home on a 1+ acre lot. Granite counters, stainless appliances. Brazilian cherry floor in office, din rm. master suite with butler's pantry. Walkout game room, full bath, media room w/bar/kitchen.



# EXECUTIVE

## Living



### MEDICAL & LAB SPACE DOWNTOWN

- Plumbed Medical and Lab Space
- Centrally located on bus line
- Steps from Market Square

Contact Lisa M. Fiumara  
lfiumara@evbco.com  
**412-235-6025**  
www.evbco.com







### Premier Gated Community Moon Twp. \$774,900

Cherrington Manor is the setting for this fabulous Robt. Loebig masterpiece loaded with amenities. Fabulous 2 story wall of windows bathe Great Room in sunshine, just steps from 31 ft. gourmet stainless and granite kitchen. Sensational entertainment area features 1 of homes 5 stone fireplaces, full wet bar, with walk out to covered patios. Unbelievable owner's suite w/sitting area, judges paneled 1st fl. office, distinctive Teak flooring and all just minutes from Pgh. Intl. Airport & downtown.



### Home of Distinction Center Twp. \$474,000

Grand 2 story entrance welcomes friends and family to this custom built, 4 bdrm. brick Provincial in Center Twp's premier neighborhood. Offering elegance & style in over 4500 total sf, entertaining is a breeze with 20 ft. sunken Fam. Rm aside granite kit w/ wet bar. French doors lead to private 1st fl office and located on a beautifully landscaped level site. Escape Allegheny taxes in Beaver Co.!



### Professional Offices Beaver Co. \$339,900

High visibility and traffic count location provides great opportunity for medical or professional endeavors. Well designed floor plan offers great flexibility with over 4000 sq.ft. Parking isn't a problem with private parking lot and all just blocks off Rt. 376 and minutes to Pgh Intl. Airport. Call Keith DeVries today.



**RE/MAX Renaissance Realty West**  
**Keith DeVries,**  
**Owner - CRS, GRI**  
412 269-1400 Office  
724 777-3456 Mobile  
keithd@remax.net

**UNITY TWP \$400,000**  
Ray Snoznick  
Built! 3 year old gorgeous Ranch. Open floor plan, vaulted ceilings in family room with hardwood floors and fireplace, granite kitchen with exceptional counter space, high-end stainless appliances, covered front porch and patio, private setting, 1st floor laundry and den with french doors and built-in bookshelves. Perfect master suite, huge lower level with 2 bedrooms, full bath, game room, storage space and exercise room! Fantastic home!



**UNITY TWP \$549,800**  
Super Pellis built, Country French style home, four bedrooms 3.5 bath two story. Private, Park-like yard. Huge kitchen with granite tops & cathedral ceiling, built ins, island area provides great work space. First floor master with tray ceiling and marble bath and walk out to patio. Beautiful family room with cathedral ceiling. Entertain in the lower level game room. The den can also double as a 5th bedroom. This is not your basic 2 story - it is a home with style & character.





**UNITY TWP \$439,900**  
Complete Perfection!  
Stone 3 bedroom ranch with stone fireplace, large granite kitchen with stainless Travertine appliances, warm hard wood flooring, tons of recessed lighting and 10ft ceiling and extra large doorways. gorgeous master suite, with incredible master spa and sunken tub for relaxing. Covered porches with exposed aggregate, Huge WO basement with finished walls and rough-ins for full bath. Large level lot.



**Scott Ludwick**  
**108 Old Rt 30**  
**Greensburg Pa 15601**  
**724-838-3660 ext 648**  
**www.scott@scottludwick.com**








### EXTRAORDINARY ADDRESS IN JEFFERSON HILLS!!

**Stunning Residence!** This magnificent four bedroom, six full baths, all brick residence offers a blend of quality, spaciousness, and an abundance of state-of-the-art amenities. The residence boasts a striking combination of open spaces for formal and informal entertaining. Principle main level rooms include: Formal living and dining rooms, a gourmet kitchen, a morning/breakfast room, a great room/family room and a private study. There are four spacious bedrooms on the upper level which includes a gorgeous master suite with sitting room and luxurious bath. The lower level highlights: neutral carpeted flooring, a gourmet kitchen, a bedroom/study, a full bath and storage rooms. Architectural delights include: exquisite designer moldings throughout, a gas burning fireplace, palladium windows, stained glass windows, french doors, pillars & columns, custom painted architectural ceilings, tray ceilings, granite, hardwood, ceramic and carpeted flooring. The impressive governors driveway and three car garage with its large turnaround area, will provide ample parking for all the family and guests vehicles. **Sellers are open to options. For more information or a private showing, please contact Maria Gillot Werner at 412-583-0909 or mariawerner21@yahoo.com.**


**Maria Gillot Werner, Coldwell Banker Real Estate**  
**#1 agent in the Pleasant Hills Coldwell Banker Office 2007, 2008, 2009, 2010 and 2011**  
**cell: 2-583-0909 • office: 412-655-0400 x222 • fax: 412-655-0420**  
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### Hampton Township



**\$2,350,000**



Enchanting 5+ Acre Estate for those seeking privacy and elegance only 30 minutes from Downtown Pittsburgh. Designed for sophisticated living and entertaining, this magnificent 7 Bedroom 9.5 Bath luxury residence features gently rolling lawns, lush gardens, water feature, Covered Deck, Patio with Fireplace, Heated 5 Car Attached Garage with Workshop, Heated Circular Governor's Driveway, 5 Fireplaces, 1st Floor Master Suite, 2nd Main Level Guest Bedroom En Suite, In-Law Suite with Full Bath, Breakfast Area & Roughed in for a 3rd Kitchen and Laundry. Located just minutes from shopping, Hampton Community Center & Park, Hartwood Acres, PA 176, Route 910, 3000+ Acre North Park with Lake and Upscale Ross Park Mall Shopping with easy access to PA 179 and Greater Pittsburgh Airport, in Top-Rated Hampton Schools.

**Kevin Mihm, North Hills Office | Office: 412-366-1600 x294 | Cellular: 412-260-5854 | www.PittsburghNorthHomes.com**





## Jane and Rick

Jane and Rick were new grandparents and avid walkers. Jane suffered extensive injuries when she was hit by a car. After several surgeries, she transferred to HCR ManorCare where she received intensive medical and rehabilitation services to help regain her ability to care for herself and learn to walk again.

Jane is now back home and along with Rick enjoys taking the grand kids to the park for the afternoon.

### YOUR CHOICE FOR:

- Rehabilitation services
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- Skilled nursing
- Long-term Care
- Alzheimer's Care
- Hospice Services

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ManorCare – Greentree  
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ManorCare – Peters Township  
**724.941.3080**

ManorCare – Monroeville  
**412.856.7071**

ManorCare – North Hills  
**412.369.9955**

Heartland – Pittsburgh  
**412.665.2400**

Shadyside Nursing & Rehab Center  
**412.362.3500**

Sky Vue Terrace  
**412.323.0420**

ManorCare – Whitehall Borough  
**412.884.3500**

[www.hcr-manorcare.com](http://www.hcr-manorcare.com)

**HCR ManorCare** 