

Health Connection



A PUBLICATION OF HERITAGE MEDICAL CENTER

Committed to your satisfaction!



Dan Buckner
Chief Executive Officer

In July, Heritage Medical Center celebrated our first anniversary of providing medical care in our new hospital. It's been an impressive year of patient-care and customer-service accomplishments, bringing aboard new specialized physicians and offering cardiac and pulmonary rehabilitation facilities.

For the first quarter of 2009, we received very positive HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) and Core Measures reports, which the Federal Government uses to "grade" hospitals. Heritage Medical Center takes every opportunity to further excel, and we recognize those report cards as valuable measures of our overall quality efforts.

ED PATIENT SATISFACTION

When a patient is seen in an emergency department (ED), he or she is experiencing an event that's often associated with fear or pain. The graphs below speak volumes about the care, compassion and quality of services provided by our ED team.

CORE MEASURES

Core Measures are Medicare recommendations for providing quality inpatient and outpatient care to patients. "As always, our goal at Heritage Medical Center is to provide our patients with advanced care," says Traci Roberts, R.N., M.S.N., Chief Quality Officer. "We use Core Measures scores as our report card. They're evidence that we're compliant in providing patient care that's driven by recommendations to improve outcomes."

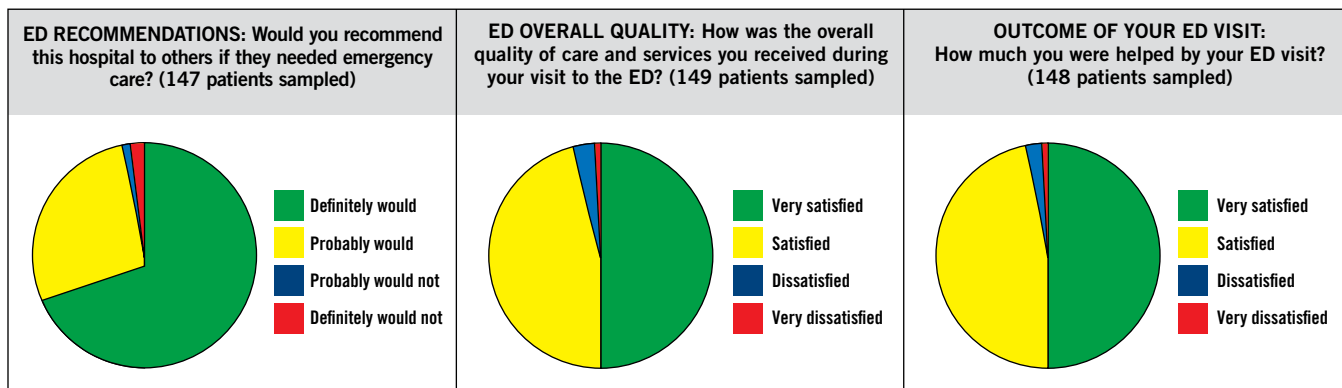
At Heritage Medical Center, we value consumer knowledge about the quality of care we provide. We're committed to meeting and exceeding our patients' expectations.



Traci Roberts, R.N., M.S.N.
Chief Quality Officer

Regards,

DAN BUCKNER
Chief Executive Officer
Heritage Medical Center





Do you really need a primary care physician?

Sure, most health plans require a primary care physician (PCP) for specialist referrals. But that's just one reason it's a good idea to have one dedicated clinician to oversee all your health concerns.

THE KEY TO SUPERIOR CARE

Developing an ongoing relationship with one physician who knows you and your medical history leads to a better overall outcome and lower costs. The reason? Your PCP can counsel you on healthy lifestyle choices, such as exercise options, an eating plan and other prudent lifestyle adjustments and modifications. Plus, seeing your PCP regularly makes him or her better at evaluating your symptoms than practitioners who don't know you. Additionally, a PCP provides routine health screenings, which can find diseases early—when they're easier to treat (see “Screenings your PCP may provide”). This, in turn, translates into less invasive and less expensive treatments.

A GUIDING LIGHT

If you've ever wished you could go to one place for all your health concerns or worried whether you're approaching the right physician for a particular ailment, you're in luck. A PCP can be your primary contact to address most personal healthcare needs.

The healthcare system can be intimidating—especially when you're faced with a frightening symptom. A PCP can evaluate the problem and either manage it him- or herself or arrange for the appropriate referrals. And if you need specialist care, your PCP can guide you and coordinate all aspects of your care. Plus, he or she can sort through and help explain the advice of other physicians.

Who's who in the PCP world

When picking a PCP, you can choose from many different types of healthcare professionals:

- **Family practitioners.** Physicians who care for children and adults of all ages. They may also practice obstetrics and minor surgery.
- **General practitioners.** Physicians who provide basic care for all ages.
- **Internists.** Physicians who care for adults of all ages and can treat many different medical problems.
- **Obstetricians/gynecologists.** Physicians who specialize in reproductive health. They often serve as a PCP for women, especially those of childbearing age.
- **Hospitalists.** Physicians who care for people who are hospitalized. Most hospitalists are trained in internal medicine and work with a hospitalized patient's PCP to provide the best care.
- **Nurse practitioners and physician assistants.** Nonphysician providers of primary healthcare. Often referred to as “physician extenders,” they consult with physicians. They may see children, adults or women only and can prescribe medications and other treatments.
- **Pediatricians.** Physicians who treat newborns, infants, children and adolescents.

Screenings your PCP may provide

- | | | |
|--|--|--|
| <input type="checkbox"/> blood pressure | <input type="checkbox"/> cholesterol | <input type="checkbox"/> diabetes |
| <input type="checkbox"/> breast cancer | <input type="checkbox"/> colorectal cancer | <input type="checkbox"/> obesity |
| <input type="checkbox"/> cervical cancer | <input type="checkbox"/> depression | <input type="checkbox"/> prostate cancer |
| <input type="checkbox"/> chlamydia | | |

Strength-train your brain

The mental benefits of exercise

Exercise has long been touted for its physical health benefits, such as improving metabolism, lowering blood pressure and reducing your risk of heart disease, stroke and cancer. But working up a sweat is also good for your head. Here's how:

BEATS THE BLUES

In a review of 80 studies on exercise and depression, researchers concluded that getting physical can act like an antidepressant. The analysis found that exercise decreased depression more than relaxation training (such as meditation or breathing) or engaging in enjoyable activities did. Working out may boost levels of feel-good endorphins, natural painkillers that promote a heightened sense of well-being.

TAMES TENSION

Physical activity releases muscle tension, reduces levels of the stress hormone cortisol and raises body temperature, which may have calming effects. Additionally, it can shift your attention away from anxious thoughts to something more pleasant, like your surroundings or the music that gets you moving.

AMPS UP ENERGY

Often feel drained? Inactivity is the likely culprit. Yes, working out may make you tired in the short term, but it helps increase stamina and energy in the long run. And, according to the Centers for Disease Control and Prevention, staying active may improve sleep quality, which translates into more next-day pep.

CRANKS UP CONFIDENCE

If you're nervous, working up a sweat gives you a confidence boost. How does getting sweaty raise self-worth? The effect is thought to be brought about by the sense of accomplishment that comes from meeting fitness goals or challenges.

BOOSTS BRAIN POWER

Regular physical activity can help keep your thinking, learning and judgment skills sharp as you age. In one study of 62- to 70-year-olds, those who were still working and retirees who exercised sustained their levels of cerebral blood flow and performed better on cognition tests than inactive retirees. What's more, in a few studies of subjects older than age 65, those who worked out for at least 15 to 30 minutes three times a week were less likely to develop Alzheimer's disease.



How much is enough?

If you have a physical disability, talk with your physician before exercising. Once you get his or her OK, do the following activities to reap the mental and physical benefits:

- A minimum of 150 minutes of moderate-intensity aerobic activity (like brisk walking) each week. If you're just getting started, break your workout into three brisk 10-minute walks a day, five days a week. Not into walking? Do water aerobics, go for a bike ride, play doubles tennis or mow the lawn—anything that gets you moving.
- Muscle-strengthening activities that target all major muscle groups on two or more days a week. Try heavy gardening (digging, shoveling), yoga, lifting weights or other weight-bearing moves like push-ups or sit-ups. Aim for eight to 12 repetitions per activity.

Low-risk treatment for injury



Philip Elizondo, M.D.
Orthopaedic Surgeon

Philip Elizondo, M.D., orthopaedic surgeon at Heritage Medical Center, offers a new treatment option to patients who suffer from sports injuries, especially those of the ligaments and tendons. Dr. Elizondo, Daniel Enroth, APRN, and the Heritage Medical Center surgery team recently performed the first platelet-rich plasma (PRP) injections in the

state of Tennessee. The team offered the minimally invasive option to a patient who had been told there was no surgical choice for a painful slow-healing fracture.

“We performed this treatment routinely in Dallas,” says Dr. Elizondo. “It results in an 80-percent success rate and is an effective, minimally invasive treatment option that may offer an alternative to invasive surgery.”

HOW IT WORKS

Before this simple procedure, blood and bone marrow are easily taken from the patient while under anesthesia. The bone marrow and blood are then combined by the Magellan Autologous Platelet Separator. The result is a high concentration of platelets, which contain growth factors that speed healing, and the patient’s own stem

About Dr. Elizondo

Philip Elizondo, M.D., board certified in orthopaedic surgery, has more than 30 years of experience and specializes in arthroscopic surgery, joint replacement and trauma cases. Dr. Elizondo received his undergraduate training at the University of Houston in Texas. He completed his medical school and internships in community medicine and family practice at Baylor College of Medicine in Houston. He completed orthopaedic surgery residencies at John Peter Smith Hospital in Fort Worth and Wilford Hall Medical Center in San Antonio. Dr. Elizondo has served in the military and as a former team physician for Texas A&M University. Family brought him to Tennessee, where he’s been on the Heritage Medical Center medical staff since March.

cells, which are crucial for bone formation and healing. PRP injections help the body regenerate by harnessing these growth factors and ensuring that they target the part that needs to be repaired.



▲ The Heritage Medical Center team discusses a new option for patients who suffer from sports injuries. Platelet-rich plasma injections offer an option for patients who have slow-healing wounds.



▲ Platelet-rich plasma injections result in an 80-percent success rate and are an effective alternative to invasive surgery.

! Get back on your feet!

We can help you get back to activities. The practice of Philip Elizondo, M.D., Shelbyville Orthopaedics and Sports Medicine, is located in Suite 100 of the Heritage Medical Plaza on the hospital campus. To schedule an appointment with Dr. Elizondo, call (931) 685-8770.

We keep you moving

Heritage Medical Center is growing to accommodate the community's expanding surgical needs. An experienced surgery team helps ensure patients receive advanced care before, during and after their procedure. Vickie Vaughn, R.N., Operating Room (OR) Director since May 2008, leads this team.

Joining the Heritage Medical Center team just weeks before Patient Move Day (when patients were transferred to our new hospital) on July 12, 2008, Vaughn was instrumental in setting up the new surgery suites, making sure the OR equipment was ready and ensuring her team was up-to-date on equipment and comfortable in their new surroundings. Vaughn and her team proved their readiness as they performed three surgeries that first day.

MEET VICKIE VAUGHN

Born and raised in Manchester, Vaughn attended Baroness Erlanger Hospital School of Nursing in Chattanooga while working at Memorial Hospital as a surgical technician and staff nurse. In 1983, Vaughn became one of the first

CNORs (certified nurse, operating room) in Chattanooga. That same year, she began working with a general surgeon until his retirement. In 1999, Vaughn joined Grandview Medical Center (GMC) in Jasper as OR Director and later became Chief Nursing Officer (CNO). In 2003, she moved back home to Manchester and became CNO in Woodbury and DeKalb County until joining Heritage Medical Center.

Vaughn has been integral in making sure the surgical services at Heritage Medical Center excel.



Vickie Vaughn, R.N.
Operating Room Director

! Do you need surgery?

If you need surgery, turn to Heritage Medical Center. For more information, visit www.heritagemedicalcenter.com.

Clear the air!

With the addition of pulmonologist Frederic D. Seifer, M.D., FCCP, to the medical staff at Heritage Medical Center, pulmonary medicine and new technologies supporting pulmonary disease treatment are available for patients who have conditions associated with lung disease.

YOUR LUNG CLEARANCE

Respiratory health depends on consistent clearance of airway secretions, which is accomplished by two important mechanisms: the mucociliary clearance (MCC) system and the ability to cough. Impaired MCC is linked to poor lung function in a broad range of diseases and disabilities, including cystic fibrosis, bronchiectasis, asthma and chronic obstructive pulmonary disease.

Because at-risk individuals are prone to recurrent episodes of respiratory inflammation, infection and eventually irreversible lung damage, improvement of MCC is a vital treatment goal.

NEW OPTION

Dr. Seifer offers airway clearance therapy through the VEST System to effectively clear pulmonary secretions.



Frederic D. Seifer, M.D., FCCP, pulmonologist, offers a new treatment for pulmonary disease.

VEST delivers high-frequency chest wall variations that gently compress and release the chest wall up to 25 times a second. These compressions create mini-coughs that dislodge mucus from the bronchial walls and move it toward central airways, where it can be easily removed by coughing or suctioning.

! Breathe easy!

Airway clearance therapy is an option for children and adults. To learn more about VEST, call the office of Frederic D. Seifer, M.D., FCCP, at (931) 685-8725.

HEALTHWISE QUIZ

How much do you know about breast cancer?

Take this quiz to find out.

- 1** Your risk of developing breast cancer is increased by which of the following?
 - a. radiation exposure to the chest as a child or a young adult
 - b. first pregnancy after age 30
 - c. use of estrogen and progesterone to treat menopausal symptoms for four or more years
 - d. all of the above
- 2** Which is not a risk factor for developing breast cancer?
 - a. having a family history of the disease
 - b. being overweight
 - c. antiperspirant use
 - d. excessive drinking
- 3** Symptoms of breast cancer typically don't include:
 - a. changes in the size or contour of the breast
 - b. breast pain
 - c. an indentation of the nipple
 - d. a clear or bloody discharge from the nipple
- 4** Which of the following is not true about male breast cancer?
 - a. One in five men with breast cancer has a close male or female relative with breast cancer.
 - b. The average male is 60 to 70 years old at diagnosis.
 - c. Being overweight doesn't increase breast cancer risk.
 - d. Health conditions that affect the testicles may increase risk.
- 5** An annual mammogram once you turn 40 is important because:
 - a. your chance of being diagnosed with breast cancer increases with age
 - b. you may have a small cancer that won't show up until your next annual screening
 - c. the sooner you're diagnosed with breast cancer, the easier it is to treat
 - d. all of the above

ANSWERS: 1. (D), 2. (C), 3. (B), 4. (C), 5. (D)



Living with heart disease

Being diagnosed with heart disease can be scary. You may wonder: Will I still be able to do the things I love? By making a few adjustments, you can control your condition and enjoy life to its fullest. Here's how:

Master your medications. If your physician prescribes cholesterol- or blood pressure-lowering pills, tape a note to your mirror, set an alarm—whatever's necessary—to ensure you take them as directed every day.

Learn food math. Don't worry: You can still eat delicious meals. But you'll have to learn to read labels and keep tabs on your daily intake of certain foods. The basics:

- Keep total fat to less than 35 percent of your calories (saturated fat should equal just 7 percent).
- Limit cholesterol to 200 mg a day.
- Restrict sodium to 2,400 mg or less a day.
- Eat just enough calories to maintain or achieve a healthy weight.

Move more. Joining a gym is great (if you'll go), but it's not a requirement. Cleaning your house, walking your dog briskly and biking to the store are all examples of valid activity. Just 30 minutes a day will help protect your heart—even if you do only 10 minutes at a time. Of course, always check with your physician before beginning any exercise program.

If you follow these recommendations, you'll drop any extra pounds slowly, which means your weight loss is more likely to stick. The great news: Losing even 5 to 10 percent of your current weight can reduce your risk of heart attack and improve your overall health.

Keeping little athletes safe



Kids love sports, and we love watching them play. But each year, more than 3.5 million children under age 15 are treated for sports-related injuries, according to the American Academy of Pediatrics (AAP). That number is on the rise. One reason: Many kids now play the same sport year-round, resulting in overuse injuries such as chronic muscle strains, stress fractures and tendonitis. Plus, some sports have gone more extreme. Cheer-leading alone injured almost 70,000 children in 2007. So how can you keep your child out of the ER?

- **Don't start too soon.** Don't let your child join a team until he or she is at least 6 years old, says the AAP.
- **Get a pre-season checkup.** Visit your pediatrician to make sure your son or daughter is indeed sports-ready.
- **Gear up correctly.** Make sure your child doesn't compete without the right sporting shoes, helmet and safety equipment.

- **Teach the wisdom of warming up and cooling down.** Insist that young athletes exercise lightly for at least three minutes, then stretch the muscles to be used for at least 30 seconds each before practice or a game.
- **Fill 'er up.** Make sure your child carries a water bottle and knows the importance of drinking frequently, even if he or she isn't thirsty. Dehydration can cause fatigue and sickness.
- **Watch carefully.** Discourage participation in just one sport. If your child shows sign of strain or injury, insist he or she stop playing immediately—then see your pediatrician.

Healthy eating on the run

You're out and about when hunger pangs hit. Stopping at the nearest fast-food joint, you order a cheeseburger, fries and a soda and quickly wolf it all down in your car. Minutes later you feel sluggish, bloated—and guilty.

The good news: Your healthy diet doesn't have to suffer just because you're racing from one obligation to the next, spending the day running errands or hitting the road for a family vacation. Be prepared with these smart-snacking tips:

- **Always take water with you.** If it's too

bland, add a slice of fruit or a splash of juice.

- **For an on-the-run breakfast,** grab low-fat string cheese and a piece of fruit.
- **Fill an insulated lunch box with fresh fruit,** carrots, celery sticks, walnuts, yogurt or peanut butter on 100 percent whole-wheat bread for snacks during the day. Keep protein bars or snack bags of almonds or raisins in your purse, glove compartment or tote bag for hunger attacks.
- **If you must hit the drive-through,** opt for a kid-sized meal with fresh fruit or a side salad (with low-fat dressing) instead of fries, and a grilled chicken sandwich instead of one that's breaded and fried. Skip the mayo and other fatty spreads.
- **Need a coffee break?** Order the low-fat, sugar-free version of your favorite frozen coffee or latte and skip the whipped cream and caramel drizzle.



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The information contained in this publication is not intended as a substitute for professional medical advice. If you have medical concerns, please consult your healthcare provider.

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www.heritagemedicalcenter.com

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PHYSICIAN SPOTLIGHT

The dedicated, experienced medical staff members of Heritage Medical Center can help keep you healthy. We'd like to introduce one of them to you.



TINA C. GRESHAM, M.D.
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The practice of Tina C. Gresham, M.D., cardiologist, focuses on Interventional Cardiology and offers wellness learning, diagnostic, invasive, preventive and rehabilitative care. She examines patient lifestyle choices, initiates pharmaceutical plans, and educates patients about natural supplements that can help reduce risk factors for heart disease. Dr. Gresham encourages patients to exercise daily. "Little things really matter—taking the stairs, parking farther away—to get them feeling better and wanting to do more," she says.

Growing up in East Meadow, N.Y., she knew she wanted to be a nurse by age 7. Her father was her biggest inspiration. "He encouraged me," she says. "When I said, 'I want to be a nurse,' he would say, 'Why not be a doctor?'"

After graduating with a nursing degree from Howard University (HU), she became a registered nurse as a clinical specialist in oncology and critical care nursing before pursuing a medical degree. "What I loved about nursing was the patient care aspect, and I realized advancement in nursing would mean fewer patient-care responsibilities and more administrative duties," says Dr. Gresham.

During medical school at HU, Dr. Gresham combined a full-time nursing position on weekends with classes. Dr. Gresham's professors encouraged her to specialize in internal medicine, but her real inclination was cardiology. "My family had a history of hypertension, which led to my focus on preventive cardiology," she says.

After graduation, Dr. Gresham completed her internship, residency and fellowship in cardiology at Duke University in Durham, N.C. It was then she was recruited by Page-Campbell Cardiology Group, where she began practicing in Murfreesboro at Middle Tennessee Medical Center. During her tenure with Page-Campbell, she helped develop and implement the diagnostic cardiac cath lab, served as the Director of CCU, Cardiac Cath Lab and Cardiac Rehab Program. After 10 years with Page-Campbell, she started her own practice in Murfreesboro with emphasis on prevention and rehab, and she now brings her expertise to Heritage Medical Center.

To find a list of physicians by specialty, visit www.heritagemedicalcenter.com.