



Community Connection

Licking Memorial Health Systems

(740) 348-4000 (phone) • www.LMHealth.org

Volume 3, Issue 10



October 2006

Halloween Safety

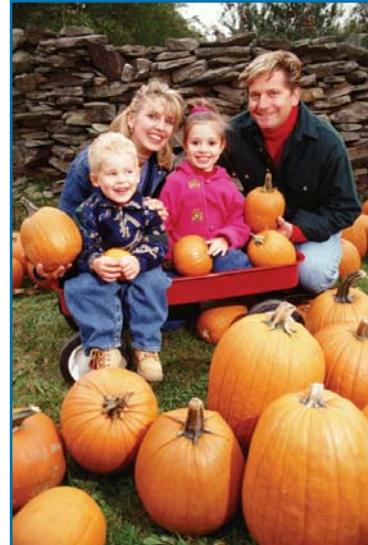
It's that time again when children enjoy dressing up and roaming the neighborhoods in search of some of their favorite candy. Below are some things we can do to help make this Halloween safer for everyone.

Lighting: Make sure the pathway to your home is well lit. If you are using candles to light the way, make sure they are a safe distance from the sidewalk or driveway. Some children wear items made of paper or carry paper bags. If you are going to use the "dark" effect, make sure there are no tripping hazards in the way.

Clothing: Clothing or costumes should be able to be seen from a safe distance. Avoid using paper costumes as more and more people are lighting their pathways with small candles, which could cause the costumes to catch on fire.

Candy: Encourage your children not to eat treats before they get home. You should inspect the candy, and discard any with wrappers that look like they may have been tampered with. It's best to err on the safe side.

Halloween Safety
(continued on page 2)



The safety of children is important to remember while Trick-or-Treating.

Join LMHS at the 2006 Safe Trick-or-Treat Night

Tuesday, October 31

5:00 to 6:30 p.m.

Courthouse Square, Downtown Newark

Are you looking for a safe place to take your kids trick-or-treating this year? Then Courthouse Square in downtown Newark is the place to be on Tuesday, October 31. Local merchants and community organizations will gather together to pass out treats, coupons and other items. Many community mascots will be there – including Licking Memorial Health Systems' (LMHS) very own Scrubs, the Hospital Hound. For the safety of those involved, the Square will be closed to traffic for the duration of this event.

The LMHS booth will be located by the gazebo. We will pass out candy and have a fishpond game. There will also be seasonal props set up for you to take a picture of your kids in costume. Be sure to bring your camera!

Licking County Chamber of Commerce Downtown Committee, the City of Newark Parks and Recreation, Park National Bank and LMHS sponsor Safe Trick-or-Treat Night.

See Pages 8, 9 and 10 for the Community Report Card Featuring Cancer Care.

October Is National Breast Cancer Awareness Month



It is important for women of all ages to learn about breast cancer – the risks, prevention, symptoms and treatment options.

October is nationally recognized as Breast Cancer Awareness Month, and the third Friday of the month, October 20, is National Mammography Day. In observance, Licking Memorial Health Systems (LMHS) has scheduled the following program:

Breast Cancer Education Program and Screening

A woman's risk of breast cancer increases as she ages, and the risk may be greater if close relatives were diagnosed before age 40. Early detection of breast cancer is the key to successful treatment. Licking Memorial Health Systems is offering a program that will teach women

October Is National Breast Cancer Awareness Month
(continued on page 2)

Halloween Safety (continued from front)

Alternative Treats

Instead of candy, offer the following treats:

- Halloween stickers, pencils or erasers
- Sugar-free gum
- Plastic rings or other fun jewelry for children
- Small toys, such as mini footballs or squeeze foam balls
- Temporary tattoos
- Miniature boxes of raisins
- Fast food coupons
- Boxes of fruit juice
- Gel pens
- Key chains

Groups: Make sure your child walks or rides around with others whom you trust, not alone. Children should be told that under no circumstance should they go up to any vehicle during the evening. You may want to be creative and provide a night of great entertainment for your children without them needing to go out.

October Is National Breast Cancer Awareness Month (continued from front)

what they can do to decrease their risk for getting breast cancer. Larry Pasley, M.D., F.A.C.S., will speak during the program, which is scheduled to begin at **6:00 p.m.** on **Monday, October 16**, in **Conference Rooms A & B** at Licking Memorial Hospital following the program.

Dr. Pasley will be available for free breast exams for the first 30 registrants. Registration is required; call (740) 348-1434. There is no charge for the program or the screening.



Check us out at www.LMHealth.org

You will be amazed at all we have to offer!

- Health Information
- Send a Patient Greeting
- Find a Physician
- Maps and Directions
- Virtual Tours



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All TWIGS Holiday Festival

The holiday season is fast approaching – a time for family, friends, shopping, parties and gifts. The All TWIGS Holiday Festival is an event where you and some friends can get together and enjoy a little shopping. The festival will take place on Saturday, October 28, at Teheran Grotto Hall, 124 Waterworks Road, Newark, from 9:00 a.m. to 4:00 p.m.

Crafts, holiday items, jewelry, glassware, woven pieces and bathing accessories will be available. Admission is \$2 per person. “There will be something for everyone at this festival – so many beautiful and creative items will be available,” said Carol Barnes, Director of Volunteers, TWIGS and Events at Licking Memorial.

Proceeds from all LMH TWIGS (Togetherness, Willingness, Imagination, Giving and Sharing) projects benefit the Hospital. Founded in 1950, the LMH TWIGS organization has contributed more than \$4.5 million to the Hospital for equipment needs and capital purchases. For more information about LMH TWIGS sales and events, please call the Volunteer Services office at (740) 348-4044.



Join the Licking Memorial TWIGS at their many events that benefit Licking Memorial Hospital.

LMH Cardiac Rehabilitation Program Earns Certification

The Licking Memorial Hospital (LMH) Cardiac Rehabilitation program has earned national certification from the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR).

The three-year certification signifies that the rehab program has met strict standards for promoting the health of its patients. Founded in 1985, AACVPR has the mission of reducing morbidity, mortality and disability from cardiovascular and pulmonary diseases through education, prevention, rehabilitation, research and aggressive disease management.

“We are elated by this accomplishment, because we are extremely proud of our Cardiac Rehab program,” LMH Director of Cardiac Services Patty Merrick, C.N.P., said. Cardiac Rehab is designed to help individuals who have had heart problems develop a healthy lifestyle – including regular exercise, heart-healthy meal planning, stress management and other good health habits. “Cardiac rehab can help speed patients’ recovery and reduce their chances of future heart problems,” Patty said. “It is such an important part of the recovery process and can save lives.”

The Cardiac Rehab program is conducted in the LMH Cardiac Rehabilitation Center, located in the Cardiology Department on the first floor of the Hospital, at 1320 West Main Street in Newark.



Nurses Nancy Snow, R.N., (far left) and Ingrid Pitcher, R.N., (far right), monitor patient Marilyn Sikora's vital signs while she exercises as part of the Licking Memorial Hospital (LMH) Cardiac Rehabilitation program.

Program participants exercise using a treadmill, bike, rowing machine or by walking or jogging, and they are monitored by a nurse or another health care professional for a change in symptoms. Participants start exercising slowly, following a safe exercise program that gradually helps them to become stronger, gradually moving into a more intensive program that lets them work longer and harder. Strength training may be started if the patient’s doctor approves, and participant’s heart rate, blood pressure and electrocardiogram (ECG) will be monitored. (An ECG is non-invasive and measures the electrical activity of the heart as the

patient exercises.) “We encourage our program participants and graduates to make the lifestyle changes they’ve developed in the LMH Cardiac Rehabilitation program part of their everyday lives,” Patty said.

In addition to having a certified Cardiac Rehabilitation program, LMH boasts certification of its Echocardiography Lab by the Intersocietal Commission for the Accreditation of Echocardiography Laboratories and accreditation as a Chest Pain Center by the Society of Chest Pain.

“Licking Memorial Hospital offers high-quality heart-care services to our community,” Patty said. “These national certifications of our programs confirm our dedication to the people we serve.”

Health Literacy Month

Embarrassment keeps millions of Americans from admitting they do not clearly understand doctors' orders and other patient information. Health Literacy Month – observed annually in October – aims to promote the importance of providing understandable health information. Licking Memorial Health Systems (LMHS) views such focus as a highly significant year-round responsibility.

"If our patients aren't given easy-to-understand diagnoses, test results and other pertinent health information, we are doing them a great disservice," said Licking Memorial Hospital (LMH) Vice President of Patient Care Services Debbie Young.

According to LMH Director of Process Improvement Debbie Murphy, employees at Licking Memorial are trained to pay attention to potential literacy roadblocks. "When we first assess the patient, we also determine if they have any special learning needs – for example, if they are blind, mentally challenged or cannot read," she said.

Since barriers often are not obvious, patients should communicate their level of literacy. "Patients need to be sure to let us know their preferences when they first come into contact with us," Debbie Murphy said, explaining, "We have a great system set up to accommodate all different types of learning. If they prefer that we read everything to them, or involve the spouse, or have the nurse explain the procedure twice instead of once, we need to know."

Additionally, she said a pharmacist can review patients' medications with them – including what a given medication does, how the patients' prescriptions interact with other medications and foods, and how to properly take each medication. Also, a dietitian can help patients better learn the importance of eating properly. "One of our dietitians can spend time one-on-one with patients and help them see how daily eating habits affect their health," Debbie Murphy said.

As part of their orientation, nurses joining LMHS view an educational video titled "You Can't Tell by Looking." Focused on low health literacy, the brief training video emphasizes the fact that millions of adult Americans have limited reading abilities and are ashamed to acknowledge their limitations. "The video stresses the importance of creating a shame-free environment in which patients are more willing to ask questions about their health care," said Bonnie Fyffe, R.N., an LMH clinical educator.



Heather Burkhart, R.N. (at right), a nurse at Licking Memorial Hospital, reviews discharge instructions with a patient.

Other examples of how LMHS focuses on health literacy every day include:

- A new electronic medical record in the LMH Emergency Department – IBEX PulseCheck – is intertwined with the Hospital's integrated, computerized record-keeping system – Medical Information Technology (MEDITECH). IBEX PulseCheck involves use of computerized templates for charting, which allows for quicker access of patient information and aids in obtaining reimbursements. It also will allow the Emergency Department to be a virtually paperless environment.

- Care Grams are educational handouts on such subjects as radiology, sleep lab, cardiology and more. These handouts are available through LMHS health care providers as well as online at www.LMHealth.org under the Health Information tab.

- Licking Memorial Health Professionals (LMHP) physicians use an electronic medical record (EMR) to record patient data. If a patient is referred to an LMHP specialist, that doctor can access the individual's pertinent health records from the patient's LMHP family practice physician or internal medicine specialist's office.

"Having patient health information stored electronically is highly beneficial – both for our patients and our physicians," said LMHP Vice President of Physician Practices Christine McGee, R.N., B.B.A. "When there is a medication recall, recommended change in treatment or occurrence that requires contacting affected patients, the EMR makes it so simple. Since less time is spent on figuring out whom to contact, more time can be focused on presenting the information and answering questions."

- The Health Systems Web site – www.LMHealth.org – includes a link to A.D.A.M. Health Illustrated Encyclopedia. The online encyclopedia provides detailed information about diseases, conditions, nutrition, symptoms and other health-related subjects.
- LMHS provides interpreters for patients who are deaf or who have limited English proficiency, at no cost to the patient.

If you have any concerns regarding health literacy at LMHS, please call our Process Improvement Hotline at (740) 348-4641.

Development Spotlight: Greg Dawson



Greg Dawson

Licking Memorial Health Systems' (LMHS) strong commitment to serving the community influenced Greg Dawson's decision to join the Licking Memorial Hospital (LMH) Development Council. "Over its 108 years, Licking Memorial has given so much to generations of Licking County residents," he said. "I am passionate about giving my time and talents back to

LMHS to help further their mission of improving the health of the community."

The Newark resident joined the Development Council this past summer. "I have always been impressed with LMHS' continued success in expanding facilities, equipment and services," Greg said. "The forward-thinking of LMHS inspires me to do what I can to make the community even more aware of the outstanding services LMHS offers our community."

He cited the following as examples of why he thinks Licking County is fortunate to have LMHS in our community:

- LMHS invested more than \$4.5 million in state-of-the-art diagnostic equipment in 2004.
- Construction is under way for a 90,000-square-foot Critical Care Pavilion.
- LMH has the 11th accredited chest pain center in Ohio and the 82nd in the nation.

"One does not have to wonder why LMH was named one of the 100 Top Hospitals in the medium-hospital-size category for seven years," Greg said.

Greg is employed in the leadership development area of learning and development with State Farm Insurance Company in Newark and is a certified coaching facilitator and certified crucial conversations mastery facilitator with the company.

"As a member of the LMH Development Council, I plan to focus my efforts toward increasing the charitable giving to LMHS and promoting meaningful community relations for the Hospital," Greg said. "I am fortunate to have been exposed to so many great community and leadership development experiences in my current position with State Farm. I look forward to leveraging these experiences to further the LMHS mission of improving the health of our community."

Prior to joining State Farm, Greg worked for five years for the Department of Defense in electronics and advanced-level computer work. He has a background in information systems, networking and general computer software applications. He has instructed Windows

operating systems and MS-Office applications at Central Ohio Technical College (COTC) as part-time faculty.

The Newark High School graduate earned a Bachelor of Science degree in Business Management from Franklin University in Columbus, Ohio, and an Associate of Science degree in Electrical Engineering from COTC in Newark.

He coaches youth basketball, softball and volleyball and is chairman of the Heath Sertoma Youth Athletic Association Fundraising Committee and a member of that association's Board of Directors.

Greg volunteers at Licking County YMCA, Newark Catholic High School and St. Francis de Sales School, and is an active member of St. Francis de Sales Catholic Church. He also has served as a Past President of St. Francis de Sales School Board, member of the Licking County chapter of the American Cancer Society, chairman of a local Relay for Life event and member of the Camp O'Bannon ROPES Course Committee.

He and his wife of 18 years, Shellie, are the parents of two children: 14-year-old Matthew, who attends Newark Catholic High School, and 11-year-old Hailey, who

Development Spotlight: Greg Dawson (continued on page 6)

Donors

CAPITAL IMPROVEMENT

TWIGS 8

CENTENNIAL FUND

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attends Francis de Sales School.

Greg enjoys spending time with his family and focusing on community-minded projects. "I have a passion for contributing to organizations that strive to educate and provide services to the community, and I thoroughly

enjoy helping youth develop both athletic and life skills," he said. "There are distinct similarities between leadership skills in business, playing/coaching sports and community service. I enjoy the inherent challenge in making a positive influence in all three facets of these to make a meaningful, long-lasting and positive impact."

Wellness Appreciation Event

The Licking Memorial Wellness Center held an Appreciation Day on Thursday, July 27, for more than 100 guests, all who attend the Wellness Center. The Appreciation Day activities included a health fair, door prizes, a healthy dinner, and bingo. "This event was organized to offer the people who attend the Wellness Center an opportunity to learn more about their health and a chance to socialize," said Darcy Nethers, Fitness Coordinator at the Licking Memorial Wellness Center.

At the health fair, guests visited different displays and obtained health-related information.

Wellness Center

The Licking Memorial Wellness Center promotes a healthy lifestyle for the mature adult with or without a chronic disease process. Wellness is not a fitness gym. This program is monitored by Licking Memorial Community Case Management team members. The Wellness Center offers treadmills, stationary bicycles and arm bicycles, as well as an opportunity to have blood pressure, weight and blood sugar checked before and after exercise. All exercise programs are monitored. The



Walt Miller and Ron Miller are not related but became friends while attending Wellness Center. Together, they enjoyed a healthy dinner at the Licking Memorial Wellness Appreciation Day.

Wellness Exercise Program is offered in a class setting three times per week.

In order to join the Wellness Exercise Program, the following criteria must be met:

- A referral from your primary care physician must be obtained.
- You must have at least one of the following: age above 60, chronic health concern, or a severe weight problem with a Body Mass Index of greater than or equal to 31.1 if you are a man or greater than or equal to 32 if you are a woman.

Note: Weight cannot exceed 300 pounds.

- You must be medically stable. For example, you must have completed phase 2 of Cardiac Rehab, if applicable.
- You must be able to function independently in a class setting.

For more information or to make an appointment, call (740) 348-4957.

Outpatient Clinic Spotlight: Licking Memorial Chemotherapy Clinic

The Cancer Care Program at Licking Memorial Hospital (LMH) provides comprehensive cancer care including the following:

- Prevention and early detection
- Diagnosis, pre-treatment evaluation, and staging
- Optimal treatment, rehabilitation and surveillance for recurrent disease and multiple primary tumors

- Psychosocial support, and care at the end of life.

The cancer program has been approved by the Commission on Cancer (COC) of the American College of Surgeons since 1999. The COC accreditation is recognized by other national health care organizations as establishing performance measures for high-quality cancer care.

LMH is affiliated with the Columbus Community

Outpatient Clinic Spotlight: Licking Memorial Chemotherapy Clinic (continued from page 6)

Clinical Oncology Program (CCOP), which is a program established by the National Cancer Institute to bring the latest cancer treatment and prevention to patients at a community level. In addition, we offer the American Cancer Society's Patient Navigator Program which offers assistance to patients and their families or caregivers dealing with a cancer diagnosis. This program is provided free of charge to those who want assistance.

The Outpatient Oncology Unit is located on the fifth floor at LMH. The Licking Memorial Oncology/Hematology practice of Jacqueline Jones, M.D., and Kaye Linke, M.D., is located beside the outpatient oncology unit where chemotherapy is administered. This oncology unit is staffed with specially trained nurses who have completed courses in chemotherapy infusion. Along with chemotherapy, the staff also administers blood transfusions, antibiotics and other related injections. The hours of operation are Monday through Friday, 7:00 a.m. to 7:00 p.m., and weekend and holiday mornings as needed.

For more information visit, the "Explore Licking Memorial Hospital Services" tab of the Licking Memorial Web site at www.LMHealth.org.



Phyllis McCoy is receiving treatment from Rose Kelly, R.N., at the Licking Memorial Chemotherapy Clinic.

Physician Spotlight: Owen Lee, M.D.



Owen Lee, M.D.

Radiologist Owen Lee, M.D., has been with Licking Memorial for 22 years. As a radiologist, Dr. Lee is dedicated to providing the highest level of clinical imaging. "The Hospital is excellent and the people at the Hospital and in the community are great," said Dr. Lee, who stumbled across Licking County while driving to Maryland. "The community and the Hospital has been a large part of my life – two of my children were born

at LMH and they all grew up here and my mother even relocated here and volunteers at the Hospital."

Dr. Lee received his Medical Degree from the University of Maryland School of Medicine in Baltimore, Maryland. He received his residency training at the Indiana University Medical Center in Indianapolis, Indiana, and

completed fellowship training in abdominal imaging. Dr. Lee received a Bachelor of Science in Biochemistry from the University of Maryland in College Park, Maryland. While attending college, Dr. Lee served in the U.S. Army Reserve and currently is a full colonel in the Army Medical Corp. He is currently involved in various organizations and committees including Vice Chief of Radiology and Radiation Safety Officer at Licking Memorial, and a member of the Newark City Board of Health.

Dr. Lee and his wife, Elizabeth, have three children. His wife is also employed at Licking Memorial as a physical therapist in the Home Health Department. In his free time, he enjoys reading military history, running, martial arts, traveling and photography.

Ask a Doc

Question: What is Nuclear Medicine?

Answer: Nuclear medicine specialists use safe, painless and cost-effective techniques to image the body and treat disease. Nuclear medicine imaging is unique because it provides physicians with information about both structure and function of a patient's body. Nuclear medicine imaging procedures often identify abnormalities very early in the progress of a disease – long before many medical problems are apparent with other diagnostic tests.

Nuclear medicine uses very small amounts of radioactive materials (also referred to as radiopharmaceuticals) to diagnose and treat diseases. In imaging, the radiopharmaceuticals are detected by special types of cameras that work with computers to provide very precise pictures of the area of the body being imaged. In treatment, the radiopharmaceuticals go directly to the organ being treated. The amount of radiation in a typical nuclear imaging procedure is comparable with that received during a diagnostic X-ray, and the amount received in a typical treatment procedure is kept within safe limits.

Ask a Doc (continued on page 11)



Community Report Card

Licking Memorial Health Systems

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Cancer Care ... A Community Report on Patient Care Quality

Health Facts

While we do not know the exact cause of most cases of colorectal cancer, there are certain known risk factors. A risk factor is something that increases a person's chance of getting a disease. Some risk factors, like smoking, can be controlled. Others, such as a person's age, can't be changed. Researchers have found several risk factors that increase a person's chance of getting colorectal cancer.

Risk Factors for Colorectal Cancer

- Age. Your chance of having colorectal cancer goes up after age 50.
- Having had colorectal cancer before. Even if a colorectal cancer has been completely removed, new cancers could start in other areas of your colon and rectum.
- Having a history of polyps.
- Having a history of bowel disease (ulcerative colitis or Crohn's disease).
- Family history of colorectal cancer.
- Diet high in fat, especially fat from animal sources, can increase the risk of colorectal cancer.
- Lack of exercise.
- Being overweight.
- Smoking.
- Consuming alcohol.

Patient Feature: James McCullough



James
McCullough

It was Father's Day weekend, and James McCullough was helping his daughter move. After a long day of moving, James woke up in the middle of the night not feeling well. He realized there was a problem when he noticed blood in his stool. "Typically, early colon cancer does not have symptoms. Warning signs, such as rectal bleeding, blood in the stool, change in bowel habits or cramping in the lower abdomen, occur with more advanced stages of the disease," said Jacqueline Jones, M.D., a Licking Memorial Health Professionals oncologist.

"On Monday, I immediately called my doctor and made an appointment," said James. He then had a colonoscopy done that showed blockage in his colon. A colonoscopy is an internal examination of the colon (large intestine), using an instrument called a colonoscope. It was then that James was diagnosed with colon cancer. Colorectal cancer develops in the colon or rectum, which are parts of the digestive tract. It typically starts with a polyp – a small growth on the lining of the colon or rectum. Over time, these polyps can turn into cancerous tumors. Since this usually takes a long period to develop, there is usual-

ly time to find the growths and remove them before they become cancerous if screening is done.

James then had surgery to remove the blockage. Immediately following surgery, James began seeing Dr. Jones for chemotherapy treatments. He received chemotherapy for more than six months. "At first I was really sick from the chemo, but Dr. Jones worked with me to adjust my medication so I wasn't so sick," said James.

"Dr. Jones and the staff are excellent – and then some. They have a tough job, but the staff always have a smile and offer encouragement," said James.

It has been more than three years since James was diagnosed with colon cancer. "At my last check-up with Dr. Jones in June, I was cancer-free," said James. He is back to enjoying time with his family. James and his wife, Kelly, have three children and five grandchildren.

Cancer Care – How Do We Compare?

At Licking Memorial Hospital (LMH), we take pride in the care we provide. To monitor the quality of that care, we track specific quality measures and compare them to benchmark measures. Then, we publish them so you can draw your own conclusions regarding your health care choices.

1 If you have a mammogram, you want to be confident that it is interpreted accurately. Specificity is a measure of the accuracy of mammography interpretation related to normal (negative) results. Sensitivity is a measure of the accuracy of mammography interpretation related to abnormal (positive) results.

	LMH 2003	LMH 2004	LMH 2005	Goal ⁽¹⁾
Specificity	98%	99%	98%	greater than 90%
Sensitivity	97%	95%	96%	greater than 85%

2 Sometimes a radiologist will recommend a biopsy after a mammogram is read. To be accredited for mammography, health care organizations are required to look at the number of cases recommended for biopsy that result in cancer diagnosis – called the positive predictive value. This helps monitor the accuracy of the radiology interpretations.

	LMH 2003	LMH 2004	LMH 2005	Goal ⁽¹⁾
Positive predictive value	28%	30%	35%	25% – 40%

3 LMH follows a rigorous five-step safety procedure to prevent chemotherapy medication errors. LMH administers approximately 3,700 doses of chemotherapy each year.

	LMH 2004	LMH 2005	LMH 1/06-6/06	Goal
# Chemotherapy medication errors	0	0	0	0

4 When a person is either diagnosed with or treated for cancer, the person is entered into the Cancer Registry. It is then the responsibility of the accredited organization to follow up with the person for the rest of his/her life on an annual basis to encourage appropriate care. The staff in the Cancer Registry may contact the primary care physician or the patient to do this.

	LMH 2004	LMH 2005	LMH 1/06-6/06	Goal
% Cancer patient follow-up	88%	92%	95%	greater than 90%

5 Another requirement for cancer care program accreditation is that a hospital has a minimum percentage of its newly diagnosed and/or treated cancer patients entered in clinical trials.

	LMH 2004	LMH 2005	LMH 1/06-6/06	Goal
% of newly diagnosed and/or treated patients in clinical trials	3.5%	4.9%	3.9%	greater than 2%

6 In an effort to prevent and promote early detection and treatment of cancer, the physician offices of Licking Memorial Health Professionals (LMHP) measure and track results of cancer screening tests for colon cancer, prostate cancer, breast cancer and cervical cancer for all active patients. An active patient is considered any patient who appears for an office visit in a three-year period. National benchmarks were researched for each cancer measure and goals were established to compare our statistics to others across the country.

	LMHP 2006 ⁽²⁾	Goal ⁽³⁾
Colon Cancer	50%	greater than 40%
Breast Cancer	77%	greater than 75%
Cervical Cancer	69%	greater than 80%
Prostate Cancer	69%	greater than 54%

Through technology, the above figures should improve since patient-specific information regarding each cancer screening is now available to the physicians in their practice settings. Having patient-specific information available allows the physician to focus on offering preventive services, including cancer screening, which can significantly improve the health status of our community population.

**Cancer Care – How Do We Compare?
(continued on page 10)**

Data Footnotes:

1. *Quality Determinates of Mammography, Clinical Practice Guide #13, AHCPR Publication No. 95-0632.*
2. *Data reflects all active patients as of July 1, 2006.*
3. *USPSTF – United States Preventative Services Task Force , NQF – National Quality Forum Ambulatory Care Guidelines, ACOG , American Cancer Society.*

Preventing Colorectal Cancer

By: James DeSapri, D.O., Licking Memorial Family Practice



James DeSapri,
D.O.

Colorectal cancer is the nation's second leading cancer killer for both men and women, yet it is one of the most preventable cancers. Thousands of Americans die needlessly from this disease each year. Despite the fact that it is highly preventable, it is estimated that more than 145,000 new cases of colorectal cancer were diagnosed last year and more than 56,000 people died from the disease.

Colorectal cancer is one of the few cancers in which a screening test cannot only detect the disease early, it can actually prevent the disease. Approximately 90 percent of colorectal cancers and deaths are thought to be preventable.

Many people say they don't screen because they don't have any bowel problems. Colon cancers develop from polyps which take years to change into cancer. By the time you experience symptoms such as blockage or obvious bleeding, the cancer may be too far along to cure. Many people also say that no one in their family

has had colon cancer. However, most people who get colon cancer have no family history. The disease can be present without you knowing. The keys with this cancer are early detection and prevention.

Colonoscopy is considered to be the "gold standard" for colorectal cancer evaluation. There are several advantages colonoscopy has over other screening tests. A negative finding means that no further studies would have to be performed for approximately 5 to 10 years. Also, if an abnormality is found, a biopsy could be obtained or polyps could be removed during the procedure.

The risk of developing colorectal cancer increases with age. Since most colon cancers occur in men and women who are 50 or older, it is recommended those in that age category be screened for colorectal cancer.

You owe it to yourself and the people who love you to take care of yourself. If you are 50 or older and you have not been screened for colorectal cancer, see your doctor. Colorectal cancer is preventable, treatable and beatable!

Seven-year-old Tends to Cancer Patients

Since the beginning of 2006, 7-year-old Tiffany Nelson has joined her father, David, in accompanying her mother, Ruth, to regular visits to the Oncology Department at Licking Memorial Hospital (LMH). Ruth was diagnosed with breast cancer in December 2005 and the Nelsons have made it a priority to fight the disease as a team.

One day as Tiffany was quietly waiting for Ruth's infusion treatment, she noticed that some of the other patients did not have someone there to offer moral support to them. She talked to David about her concerns, and together they devised a plan to have Tiffany offer the patients a teddy bear to help cheer



As Tiffany Nelson (center) passed out colorful teddy bears to LMH oncology patients, she also gave a bear to her mother, Ruth (left) and Jacqueline Jones, M.D., a Licking Memorial Health Professional Oncologist (right).

them through their difficult time. "At first she wanted to give them flowers, but I didn't think that would be good. So we thought of a teddy bear for each person," David recalled. However, finances are limited for the Nelsons who do not have medical insurance coverage. "Tiffany had been looking forward all summer to going to Kings Island for a weekend," David said. "I told her we wouldn't be able to do both; she had to choose between Kings Island and the teddy bears. She chose the teddy bears."

"She's got a big heart," Ruth said. "At first I didn't know about her plan. My husband asked me how many patients there were in the infusion room. I asked him why he

Seven-year-old Tends to Cancer Patients (continued on page 11)

Seven-year-old Tends to Cancer Patients (continued from page 10)

wanted to know and he told me that Tiffany decided to buy the bears instead of going to Kings Island. She's got a big heart – she's stood by me during all my treatments."

A second grader at Thornville Elementary School, Tiffany is short on words about her project but was obviously flattered by the reaction she received from the recipients. "They asked me if I could think of a name for the bears. One of them even used my name for the bear," she said. "I thought the bears might help them feel happy."

Volunteer Spotlight: Lillian Sanislo



Lillian Sanislo

Lillian Sanislo began volunteering for Licking Memorial Hospital in 1981. "I love to volunteer because it keeps me active. And, the people – they are great to be around," said Lillian. She volunteers in messenger service, where she runs various errands for the Hospital – including transporting specimens to the lab and delivering flowers and cards to patients. She also puts the finishing touches on stuffed bears, which are distributed to the children and oncology patients. Lillian has volunteered more than 3,611 hours of service. "Lillian is a member of our 90s Club – a small group of volunteers who are still actively volunteering at the Hospital and are 90 years or older," said Carol Barnes, Director of Volunteers, TWIGS and Events at Licking Memorial Hospital. During one of the celebrations for the 90s Club, Lillian was talking to Bill Andrews, President of Licking Memorial Health Systems, when they realized that they were both from the same town in the Cleveland area. "I told Bill to make our hometown proud!" said Lillian.

Lillian was born in Budapest, Hungary, but moved to the United States as a child. Her family settled in Cleveland, Ohio. Lillian retired from Ohio Bell Phone Company after 28 years of service. "I have been retired for 32 years – that is more years than I even worked!" said Lillian. When Lillian is not volunteering, she is very active in her

"She's quite an impressive young lady," LMH Oncology Department Manager Patty Banks-Chester complimented. "She gave a bear to everyone in an infusion chair. Everyone left with a bear and a smile. That kind of thoughtfulness can really make a difference in how a patient is feeling that day."

Tiffany's generosity did not end with presents for the patients. She even had bears to give to nurses and to her mother's physician, Jacqueline Jones, M.D., a Licking Memorial Health Professionals oncologist.

Volunteer Spotlight: Lillian Sanislo

church, loves to crochet and complete word puzzles. "One of my passions is history – I have put together four large books of history information, news and artifacts," said Lillian.

Lillian enjoys spending as much time as possible with her family. "I have one wonderful daughter, Noreen Pinkerton, who helps me out so much," said Lillian. Noreen resides in Granville and is a first grade teacher. Lillian is also very proud of her two grandsons: Luke and Mark. Luke and his wife live in Michigan. They have one son, Wil, and are expecting another child. Mark and his wife reside in Hawaii. "I am very proud of my family – they have all been so wonderful to me," said Lillian.

Licking Memorial Hospital's commitment to quality care is well known in the community and across the state. This recognition would be more difficult to achieve without the unwavering support and dedication of the outstanding volunteers.

If you are interested in volunteering your time and talents, call Carol Barnes, Director of Volunteers, TWIGS and Events at (740) 348-4079.

Ask a Doc (continued from page 7)

The week of October 1 to 7 is Nuclear Medicine Week. This recognition week allows physicians, technologists, scientists and others involved in nuclear medicine and molecular imaging to take a proactive role in the advancement of the field. From advances in cancer diagnosis and treatment to recent breakthroughs in Alzheimer's and dementia research, nuclear medicine is improving lives and helping to educate others on these major health care innovations.

Today, nuclear medicine offers procedures that are essential in many medical specialties, from pediatrics to cardiology to psychiatry. New and innovative nuclear medicine treatments that target and pinpoint molecular levels within the body are revolutionizing our understanding of and approach to a range of diseases and conditions.

Retiree Spotlight: Mary Jo Pettit



Mary Jo Pettit

A temporary job at Licking Memorial Hospital (LMH) turned into a rewarding, long-time career for Newark resident Mary Jo Pettit. "One day after my 34th birthday, I started working at LMH as a temporary employee," she said. "I was there until I reached 60 and decided to retire. It was just a wonderful, wonderful experience. I worked with a great group of caring people and made many lifelong friends."

Mary Jo retired in June 1996 as an administrative assistant in the Licking Memorial Hospital (LMH) Human Resources Department. She joined the organization in January 1969 to fill in temporarily as an admitting clerk in the LMH Emergency Department and returned in January 1970 as a full-time secretary in the Personnel Department. "I loved every day of it, especially the people I came in contact with," she said. "We issued paychecks, so I got to know everybody and their families. That was special."

Working during the blizzard of 1978 was one of her fondest memories of her years at LMH. "That was a challenge!" Mary Jo said. "A Red Cross truck came to my house to pick me up so that I could pass out paychecks."

Mary Jo is proud to have served in 1987 as the Hospital's first Chairman of the Providing Resources in Dedicated Employees (PRIDE) campaign. Members of PRIDE return a portion of each paycheck to LMH for special projects at the Hospital. Serving as PRIDE Chairman earned Mary Jo a trip to Aspen, Colorado, to learn about employee-giving programs. "We had a wonderful, very

successful campaign," she said. "That was a real pleasure and a real challenge."

Mary Jo recalls a humorous incident from her time at LMH. "We hired a nice young high school student to work in our Food Service Department. About 20 years later, he walked into Personnel seeking employment," she said. "He took one look at me and said, 'Golly, are you still here? I thought you would be dead by now.' Guess what? There was no position available!"

While employed at LMH, Mary Jo also liked helping to create Hospital floats for the annual United Way parade. After retiring, she returned to Licking Memorial on an on-call basis with the organization's Community Health Plan of Ohio, as well as to assist in the LMH Medical Staff office.

Mary Jo now keeps busy as a member of the Newark Garden Club and with quilting. She took up quilting four years ago and has already completed more than 24 quilts. She is the mother of five children; three sons are deceased. Mary Jo's family also includes husband, James; five step-children, including a son in Iowa and a daughter in New York City; 11 grandchildren and two great-grandchildren. "Really, our family is our life," she said.

Mary Jo gets together with former co-workers from time to time and always encourages anyone who asks about working at or receiving care from Licking Memorial Health Systems to trust in the local health care organization. "The main thing I tell people is Licking Memorial is wonderful," she said.

Legg Becomes LMH Director of Registration



Mary Legg,
B.B.A., M.B.A.

Licking Memorial Hospital (LMH) is pleased to announce the addition of Mary Legg, B.B.A., M.B.A., to the position of Director of Registration.

Mary was born in Pomeroy, Ohio, and grew up in West Virginia near the Ohio River. She received a Bachelor of Business Administration degree and a Master of Business Administration degree, both at Marshall University in Huntington, West Virginia.

Previously, Mary worked at Holzer Medical Center and Holzer Clinic, both in Gallipolis, Ohio; Charleston Area Medical Center in Charleston, West Virginia; and Presbyterian HealthCare in Concord, North Carolina.

Mary has a son, Josh Kropka, and lives in Newark. She has been a strong supporter of the American Cancer Society's Relay for Life for several years. She enjoys reading, bicycling, attending church, playing piano, exercising and spending time with her family.

Crothers-Hurst New LMH Quality Manager



Linda Crothers-Hurst, R.N.

Linda Crothers-Hurst, R.N., has been promoted to a quality manager position in the Process Improvement Center at Licking Memorial Hospital.

Linda is a 1973 graduate of Newark High School and earned an Associate's degree in Nursing at Central Ohio Technical College in Newark. She has been a Licking Memorial employee for 30 years.

Linda and her husband, Bob, live in Newark and have three daughters, 12-year-old Mollie, 23-year-old Katie, and 24-year-old Lorrie. Linda is a member of Central Christian Church and is a self-described soccer mom.

Dollison Becomes Company Care Manager



Colette Dollison, B.S., M.B.A.

Licking Memorial Health Systems is pleased to announce that Colette Dollison, B.S., M.B.A., has been named physician center manager of Company Care.

Colette, a Cleveland native, earned a Bachelor's degree in Health Care Administration at Ohio University in Athens, Ohio. She then earned a Master's of Business degree online from

University of Phoenix and is currently taking classes toward becoming a registered nurse.

She enjoys hiking, bicycling, skiing, running and traveling to the Caribbean Islands or New York City. She resides in Blacklick, Ohio, with her husband, Scott.

Company Care has been providing occupational health services to Licking County employers since 1985. The physicians specialize in occupational medicine and provide care for the workers in more than 250 area workplaces.

Boyd New Environmental Supervisor at LMH



Dale Boyd

Licking Memorial Hospital is pleased to announce that Newark resident Dale Boyd has been named supervisor of the Environmental Department's second shift.

A native of Presque Isle, Maine, Dale previously worked as a diesel mechanic and earned an Associate degree in Mechanical Engineering from Virginia Vocational College. He retired from the U.S. Navy after 20 years of service.

He is an active member of VFW Post 1060 and the American Legion. He enjoys hunting, fishing and spending time with his family.

Dale and his wife, Maria, have a daughter, Kasie.

LMH Names Holland Food Service Supervisor



Mary Holland

Licking Memorial Hospital is pleased to announce that Mary Holland has been named food service supervisor.

Mary graduated from Zanesville (Ohio) High School. She then attended Central State University and Columbus State University in Columbus, Ohio, where she became certified in nutrition and sanitation.

Mary and her husband, Stan, have two children: 10-year-old Kristen, and 8-year-old Charlie. She is a member of the Singspiration choir in Zanesville.

Miller LMH Food Service Supervisor



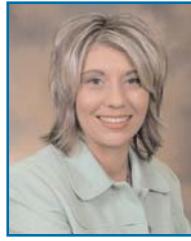
Desiree Miller

Licking Memorial Hospital is pleased to announce that Newark resident Desiree Miller has been promoted to food service supervisor.

Born in Akron, Ohio, Desiree graduated from Firestone High School in Akron and attended the University of Akron.

Desiree is married to husband, Brandon, and has two sons: Jason and Darren. She is an active member of Marne United Methodist Church.

Administrative Spotlight: Rhonda Maddern



Rhonda Maddern,
R.N.

Licking Memorial Health Systems (LMHS) Director of Case Management and Home Care Rhonda Maddern, R.N., lists “promoting patient safety through our work on preventing falls” as her greatest accomplishment at LMHS.

“I chair the Falls Team Committee,” she said. “We developed a comprehensive falls prevention program which includes the use of bed alarms, chair alarms, orange blankets and wrist bands to assist staff and visitors in identifying those at high risk falls. Our fall rate has continued to decrease and currently the LMHS fall rate is well below the national average for hospital falls.”

Rhonda joined Licking Memorial as Director of Medical/Surgical Nursing in December 2001. In 2004, her role was expanded to include management of the critical care units (ICU and CCU) as Director of Acute Care Services. She assumed her current position in June of this year.

“Currently, I have three main career goals at LMHS: Continue to support our mission of improving the health of the community; increase the number of health-related fairs and education classes offered to our community; and eliminate unnecessary delays in the patient discharge process,” Rhonda said.

The Newark native was previously employed by Licking Memorial Hospital from 1987 through 1989 as a staff registered nurse and has nursing experience in intensive care, coronary care, acute care and general medicine in various hospital settings. In 1989, Rhonda and her husband, Edward, relocated to Cape Coral, Florida, where Rhonda was employed at Cape Coral Hospital and worked as a staff nurse in the ICU. In 1992, they moved to Houston, Texas, where Rhonda was employed by Memorial Hermann Hospital Southeast as a staff nurse in the ICU and case management, and later as manager of the quality management department.

“In December 2000, we decided to come home to Newark,” Rhonda said. “My husband and I felt it was important for our children to be closer to our families.

When choosing an employer, it was important for me to support the Newark community.”

Rhonda earned a Bachelor’s Degree in Management from Bellevue University in Bellevue, Nebraska, and an Associate’s Degree in Science and Nursing from Central Ohio Technical College in Newark. She is a Newark High School graduate and is a member of the American Organization of Nurse Executives, the American Association of Critical Care Nurses and the Society of Critical Care Medicine.

Rhonda and Edward are the parents of two daughters, Emily and Elizabeth. The family enjoys spending time with each other and supporting local sports teams.

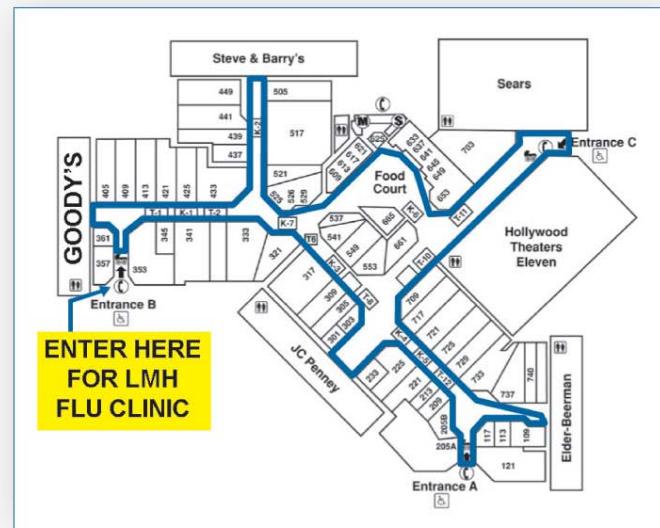
2006 FLU CLINIC

The LMH Flu Clinic is for Licking County residents age 18 years and older. Parents of children needing flu vaccines should contact their pediatrician.

The Licking Memorial Hospital Flu Clinic will be open Tuesdays, Thursdays and Fridays – October 10 through November – at Indian Mound Mall in Heath. Hours will be 8:00 a.m. to 4:00 p.m. The clinic will be closed Thursday, November 23, for Thanksgiving.

The cost is \$20, or present a Licking Memorial Health Plan, Medicare or Medicaid insurance card.

Call (740) 348-1899 for a recorded message providing more information about the LMH Flu Clinic.



Licking Memorial Hospital

(740) 348-4000 • www.LMHealth.org



Licking Memorial
Health Systems

Upcoming Dates

For more information about any LMHS event, please call (740) 348-1572, or visit www.LMHealth.org

Breast Cancer Screening

Monday, October 16
6:00 p.m.
Conference Rooms A&B (first floor) of the Hospital.

Following the program, the first 30 registrants will receive a free breast cancer screening. Registration is required; call (740) 348-1434.

First Impressions – Maternal Child Classes

Childbirth Education Classes
Stork Tours
Infant and Child CPR
Parenting Class
Maternity Tour
Breast-feeding Class
Sibling Preparation Class

Diabetes Self-Management Classes

Tuesday Class
9:00 to 11:00 a.m.
Licking Memorial Health Systems, 1865 Tamarack Road, Newark

Wednesday Classes
1:00 to 3:00 p.m. or 7:00 to 9:00 p.m.
Licking Memorial Health Systems, 1865 Tamarack Road, Newark

Diabetes Self-Management Training is a series of four classes providing information on all aspects of diabetes. Instructors include registered nurses, dietitians and a pharmacist who have received extensive training in diabetes management.

Registration and physician referral required. To register for the class, call (740) 348-4722. For information regarding course fees, call (740) 348-4910. Fees vary depending upon insurance coverage.



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Visit us at www.LMHealth.org

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