



## Licking Memorial Health Systems

1320 West Main Street  
Newark, Ohio 43055

Please take a few minutes to read this month's report on **Respiratory Care**.

You'll soon discover why Licking Memorial Hospital is measurably different ... for your health!

Visit us at [www.LMHealth.org](http://www.LMHealth.org).

The Quality Report Card is a publication of the LMHS Public Relations Department.

Please contact the Public Relations Department at (740) 348-1572 to receive future mailings.

The articles contained in this publication should not be considered specific medical advice as each individual circumstance is different. Should you need medical advice, consult your physician. Entire publication copyrighted 2010 Licking Memorial Health Systems. All rights reserved.



# Quality Report Card

## Licking Memorial Health Systems

(740) 348-4000 (phone) • [www.LMHealth.org](http://www.LMHealth.org)



Volume 11, Issue 5

May 2010

## Benefits of Smoking Cessation

Here are some encouraging facts from the American Lung Association that illustrate how much and how quickly a person can benefit from giving up smoking:

- 20 minutes after quitting – The blood's carbon monoxide level drops to normal.
- 2 weeks to 3 months after quitting – The risk of heart attack begins to drop. Lung function improves.
- 1 to 9 months after quitting – Coughing and shortness of breath begin to decrease.
- 1 year after quitting – The added risk of coronary heart disease reduces to one-half of a smoker's added risk.
- 5 to 15 years after quitting – The risk of having a stroke reduces to the same level as a non-smoker. The risk of cancer of the mouth, throat, or esophagus is one-half of a smoker's risk.
- 10 years after quitting – The risk of dying from lung cancer is approximately one-half of a smoker's risk. The risk of bladder cancer is one-half of a smoker's risk. The risk decreases for developing cancer of the cervix, larynx, kidney or pancreas.
- 15 years after quitting – The risk of coronary heart disease decreases to the same level as a non-smoker.

# Respiratory Care – How do we compare?

Check out  
our Quality  
Report Cards online  
at [www.LMHealth.org](http://www.LMHealth.org).

At Licking Memorial Health Systems (LMHS), 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** In addition to causing cancer and many respiratory problems, tobacco smoking has been shown to increase the risk of complications for patients who have other serious illnesses. Licking Memorial Hospital (LMH) counsels inpatients who smoke, to quit smoking and refers them to Quit for Your Health, LMH’s free tobacco cessation program. As part of the Hospital’s internal referral process, LMH’s Respiratory Department staff spoke about smoking cessation with more than 2,500 patients who smoke in 2009. This volume was increased slightly from 2008, when there were approximately 2,480 referrals conducted for the year.

Smoking cessation education provided to:	LMH 2007	LMH 2008	LMH 2009	National <sup>(1)</sup>
AMI patients	92%	90%	100%	90%
Pneumonia patients	88%	75%	99%	89%
Heart failure patients	100%	82%	100%	91%
Stroke patients	85%	82%	100%	greater than 90%

**2** Smokers who receive advice from their physicians to quit smoking are more likely to give up smoking than those who do not, according to the National Committee for Quality Assurance (NCQA). Licking Memorial Health Professionals (LMHP) Pulmonology assesses the smoking status of all LMHP Pulmonology patients during office visits and counsels those who are actively smoking to quit. The patients are offered referral to Quit for Your Health.

	LMHP Pulmonology 2007	LMHP Pulmonology 2008	LMHP Pulmonology 2009	National <sup>(2)</sup>	Goal
Smoking cessation for LMHP Pulmonology patients who smoke	100%	99%	99%	77%	greater than 95%

**3** Asthma medications help reduce underlying airway inflammation and relieve or prevent airway narrowing. Many asthma-related emergency room visits or hospitalizations can be avoided as well as missed work days or school days, if the appropriate primary therapy for long-term control of asthma is prescribed.

LMHP Pulmonology assesses each visiting asthma patient to ensure that they are being treated with the appropriate long-acting corticosteroid.

	LMHP Pulmonology 2007	LMHP Pulmonology 2008	LMHP Pulmonology 2009	National <sup>(2)</sup>	Goal
Asthma patients assessed for appropriate inhaled corticosteroid	100%	100%	100%	92%	greater than 95%

**4** Seriously ill patients in the Hospital may be placed on a ventilator. Use of a ventilator can lead to serious side effects, including the development of pneumonia, ventilator dependency, stomach ulcers and blood clots. The risk for these complications can be reduced by consistently following simple steps for all patients who are on a ventilator. These steps are referred to as “ventilator bundles,” and they include elevating the head of the bed, providing medications to prevent stomach ulcers and blood clots, and daily attempts to “wean” the patient off the ventilator.

	LMH 2007	LMH 2008	LMH 2009	Goal
Complete ventilator bundle used for patients on ventilators	88%	96%	95%	greater than 90%

Data footnotes: (1) Hospitalcompare.hhs.gov national benchmarks. (2) National Committee for Quality Assurance 2008 commercial average.

# Patient Story – Newark Couple Kicks Habit Together

Newark newlyweds Teri and Anthony Erman wanted to start a family, but they wanted everything in their lives to be in order beforehand. First on Teri's to-do list was to quit smoking. "I was determined that I was not going to smoke while I was pregnant – not just for my health, but also for my baby's health," Teri said.

At the age of 22 years, Teri consulted with her family physician, Patty Whisman, M.D., of Licking Memorial Family Practice, about giving up cigarettes. Dr. Whisman referred her to the new Quit for Your Health tobacco cessation program at Licking Memorial Hospital (LMH). Counselor Steve Gifford, M.Ed., P.C., LICDC, CTTS, provided education, counseling, nicotine patches and nicotine gum to help ease her through the nicotine withdrawal.

"I had been smoking up to one-half pack of cigarettes a day," Teri said. "I used both nicotine patches and gum as I cut back, and it was pretty gradual."

At the same time, Anthony decided it was time to quit smoking, too. "Teri had been talking to me about quitting, and I knew she was right, so I asked her to put me in touch with the Quit for Your Health program at the Hospital. I had used different forms of tobacco, but mainly I smoked cigarettes. I was going through two to three packs a week," he explained.

Anthony, a California native, and Teri, born at LMH, each began smoking cigarettes when they were 18 years old. They both said they were strongly influenced by their friends. Anthony recalled, "All my friends were doing it, so I just joined them."

Teri and Anthony were married in March 2009, and soon began making plans to have a baby. Anthony had tried to quit smoking "cold turkey" on his own in January 2009, but gave up after just three days. "It was really tough without a cigarette. I had lots of urges to go out and buy a pack, and it really put me 'on edge.' Cigarettes were just too addictive for me to give them up without some help."

"I never seriously tried to quit before," Teri said. "I always made up excuses or thought that I would do it 'tomorrow.' But we wanted to have a baby, and there were no more excuses. So I buckled down and talked to my doctor about quitting. I refused to smoke while I was pregnant because I want my baby to be healthy."

After gradually decreasing his cigarette consumption with the help of the Quit for Your Health program, Anthony smoked his last cigarette on New Year's Eve. Teri also gradually decreased her consumption. She smoked her last cigarette on January 11, and found out on January 17 that she was expecting.



Newlyweds Anthony and Teri Erman both stopped smoking through the Quit for Your Health program at Licking Memorial Hospital.

"I was so glad that I had already quit smoking when I learned I was pregnant," Teri said. "I felt like everything was falling into place, and I am proud that I was able to do this for our baby."

Anthony and Teri both admit they still get cravings for cigarettes sometimes. "If I am under a lot of stress, or if my friends step outside to smoke, I start wishing I had one. I am learning to talk myself through the cravings, and I do not go outside with my friends when they take a smoking break," Anthony said.

Teri agreed that she still fights the cravings at times. "During really stressful situations, I want a cigarette, but I tell myself that I have not had one in several months, and I am not going to ruin that accomplishment by having one now." Teri works as a manager at a fast-food restaurant in Newark,

where most of her coworkers smoke. She explained, "Out of 35 employees, there are only about eight of us who do not smoke even though smoking is not permitted inside the restaurant. Employees who smoke must go outside in all kinds of weather to have a cigarette. A few of my coworkers have asked me for the phone number of the Quit for Your Health program because they have seen how well it has worked for me."

Anthony has also recommended the tobacco cessation program to many people. "I tell them I can actually breathe now," he said. At the young age of 24 years, he had been having breathing problems during exercise. He explained, "After jogging or exercising a short time, I would have to stop because I was wheezing and trying to get some oxygen. Now I have much more endurance."

"What I liked about LMH's Quit for Your Health program was that the counselors really know what you are going through," Teri added. "They used to smoke, themselves, so they can really identify with how you feel, and they do not judge you. You have to be motivated to quit smoking. The nicotine patch helps, but it is not a 'miracle patch.'"

Anthony is counting on Teri to stay motivated about smoking cessation for the sake of her health and their baby's health, even though he will not be home to provide his encouragement. He is slated to deploy with the U.S. Marines 3/25<sup>th</sup> Company to Afghanistan. "I hope she can keep it up – I know I am going to try to stay away from cigarettes while I am over there," he said.

The free Quit for Your Health program at LMH is open to Licking County residents who want to discontinue using any form of tobacco. The program is located in the Cardiology Department on the main floor of the Hospital. For more information or to schedule an appointment with a counselor, call (740) 348-QUIT (7848).

# Quit for Your Health Program at LMH Improves Tobacco Cessation Rates

On average, more than one out of every five Licking County residents smoke cigarettes, according to a study released by the Licking County Health Department in 2008. Tobacco use has been associated with many serious health problems, not only for the smoker, but also for those who breathe the smoke secondhand. “Cigarettes are among the leading cause of death in the U.S. and contribute to the development of heart disease, lung cancer, emphysema and strokes,” stated Addiction Medicine Physician Richard N. Whitney, M.D., of Licking Memorial Health Systems (LMHS). “Between one-third and one-half of all smokers will die of tobacco-related illnesses. Smoking accounts for 400,000 to 475,000 deaths per year in the U.S., and 20 percent of all deaths in the U.S. are smoking related.”

LMHS seeks to improve the community’s health by lowering the number of tobacco users in Licking County, which will likewise lower the incidence of tobacco-related disease and illness. To set an example, LMHS has designated its entire campus as “smoke free.” All LMHS buildings, including Licking Memorial Hospital (LMH), Shepherd Hill, Pataskala Health Campus, and the Licking Memorial Health Professionals physician offices, prohibit smoking.

In addition, LMH offers free tobacco-cessation services to patients who use any form of tobacco products. Two certified tobacco treatment specialists staff the Hospital’s Quit for Your Health program, combining provider intervention, counseling and nicotine replacement therapy, such as nicotine patches or gum. Dr. Whitney oversees the program, and Steve Gifford, M.Ed., P.C., LICDC, CTTS, and Shirley Read, B.S.S., LCDCII, CTTS, provide thorough patient assessment, individualized smoking cessation plans, personal counseling and follow-up visits. Most patients meet with their counselor for 30 to 60 minutes during weekly or biweekly appointments for up to six months, depending on the severity of their cases.

In 2006, LMH began offering a smoking cessation program with the cooperation of a statewide tobacco prevention association. In 2009, funding for many programs statewide, including the LMH program, was eliminated. LMH decided to underwrite the entire cost of a new tobacco cessation program to respond to the community’s overwhelming need. “Even though our outside funding was no longer available, we felt it was important to keep this program available for our community,” stated Rob Montagnese, LMHS President & CEO. “In order to do so, LMH decided to cover the entire cost of Quit for Your Health, which would allow patients to continue their journey to improved health with no out-of-pocket expense. Although this program carries a large financial cost to the Health Systems, we feel



Tobacco cessation counselors Shirley Read and Steve Gifford and Addiction Medicine Physician Richard N. Whitney, M.D., offer Quit for Your Health services at Licking Memorial Hospital to patients who use any form of tobacco.

very strongly that it is the right thing to do for our community.”

Without assistance from a tobacco cessation program, many smokers fail their attempts to quit the habit. Studies have shown that tobacco cessation programs give patients a tremendous boost toward success. Dr. Whitney explained, “Nicotine is a potently addictive drug, and is the primary component in the addictive nature of tobacco. It produces a sensation of pleasure and enhanced mental performance. It can also contribute to weight reduction, which accounts for much of the desired effect in female smokers.

Withdrawal from nicotine can produce negative mood states, problems with concentration, sleep disturbance and increased weight. At least 70 percent of all smokers want to stop, but the majority of patients who are dependent upon tobacco are unsuccessful in maintaining abstinence from tobacco without assistance.”

Dr. Whitney said that patients cite many reasons, in addition to improved personal health, for wanting to give up smoking. “Their reasons can include decreased societal acceptance of tobacco use, pressure from friends and family members, realization that passive smoke inhalation is detrimental to their family’s health, as well as the simplest of factors, including the desire to be rid of the odor of smoke on their clothing or the risk of burning holes in their favorite garments,” Dr. Whitney said.

LMH’s Quit for Your Health program is open to residents of the Licking County community who want to discontinue tobacco use to improve their health. Quit for Your Health is located in the Cardiology Department on the main floor of the Hospital. For more information or to schedule an appointment, please call (740) 348-QUIT (7848).