



measurably different for your health!

Licking Memorial Hospital Opens Wound Care Clinic

Licking Memorial Hospital (LMH) is pleased to announce the opening of a Wound Care Clinic. The clinic is staffed by two local podiatrists – Ralph Napolitano, DPM, and Kathy Chiodo, DPM – and general surgeon Paul Taiganides, MD, FACS.

All three doctors are members of the LMH Active Medical Staff. Additionally, Dr. Taiganides is a Licking Memorial Health Professional physician with Licking Memorial Surgical Services and is a board-certified surgeon. Both Dr. Napolitano and Dr. Chiodo are certified wound specialists.

The purpose of the Clinic is to serve patients in the community who require care for chronic/complicated wounds. The Clinic provides comprehensive service and instruction for specific wound treatment(s), assesses each patient for possible complications related to chronic/complicated wounds, and provides comprehensive and ongoing education to patients and family members about wound management.

This is an outpatient service and is under the guidance of the above-named physicians and the Director of Outpatient Services and is staffed by registered nurses specially trained in wound care.

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Urban Mission Assistance

Jamie Hartman, a nurse who works at Licking Memorial Pediatrics, participated in the Journeys of Service Helping Upper Appalachia (JOSHUA) in August. The Urban Missions project assists residents living in the Steubenville, Ohio, area with deteriorating housing conditions.

Jamie, along with 19 other members from Second Presbyterian Church, joined hands with two other churches to complete major repairs to homes in the Steubenville area.

The 43 members of this JOSHUA Mission Team donated more than 1,720 hours of service. This work team came to Steubenville from as far away as New York, Wisconsin and Ohio.

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A JOSHUA Mission Team members paints a house this summer in the Steubenville area.

LMH Marks Special Anniversary



LMH Nursing Administration Project Coordinator Kim Frick shares cookies with staff nurse Heather Burkhart, RN, in celebration of the Hospital's one-year anniversary of hospital-wide implementation of an automated medication dispensing system.

On July 16, 2004, the nurses at Licking Memorial Hospital (LMH) were treated to cookies and a special thank-you that were delivered by Nursing Administration to each of the units. This date marked the one-year anniversary of the hospital-wide implementation of Pyxis Veri5, an automated medication dispensing system that promotes patient safety.

"We wanted to let the nurses know how much we appreciated their efforts to make the Veri5 project a success," said Debbie Young, Vice President of Patient Care Services.

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Community Flu Clinics

Fight the flu this season by coming to the Licking Memorial Health Systems (LMHS) 2004 Flu Clinic at 88 McMillen in Newark. Cost is \$20, or present a Medicare, Medicaid or Licking Memorial Health Plan card. The adult flu clinic is open Tuesdays and Thursdays from Oct. 12, through Dec. 9 (excluding Thanksgiving Day). Hours are 8 a.m. to 4 p.m.

The LMHS Flu Clinic is for adults ages 18 and older. Parents of children needing flu vaccines should contact their pediatrician or family practitioner to get them vaccinated.

Influenza (commonly called the flu) is a contagious respiratory illness caused by influenza viruses. Infection with influenza viruses can result in illness ranging from mild to severe and life-threatening complications. Each year, an estimated 10 to 20 percent of U.S. residents get the flu, an average of 114,000 people are hospitalized for flu-related complications, and 36,000 Americans die from complications of flu.

The flu vaccine is especially recommended for people categorized by the Center for Disease Control (CDC) as being at high risk for developing complications from the flu. They include: anyone age 65 or older; people ages 2 or older with one or more chronic health condition – including heart disease, diabetes, kidney disease, asthma, cancer and HIV/AIDS; pregnant women who will be in their second or third trimester during flu season; health care workers; children ages 6 months to 23 months; and children 6 months to 18 years who are receiving long-term aspirin therapy.

Children younger than 6 months old can also get very sick from the flu. Since they are too young to be vaccinated from the flu, the best way to protect them is to make sure their family members and caregivers are vaccinated.

You may not be able to receive the flu vaccine if you are allergic to eggs, are very ill with a high fever, or have had a severe reaction to the flu vaccine in the past.

Since 2001, nearly 9,000 people have received the flu vaccine through the LMHS Flu Clinic, according to LMHS Director of Occupational Health and Physical Rehabilitation Services Maureen Eliseo. "The flu clinic provides essential health care services for our community and offers a convenient location," she said. "The vaccination service provided

through LMHS maximizes the number of people who are protected against the flu, which means a healthier community for all."

LMHS also will provide companies with on-site flu clinic services. In 2003, LMHS visited 75 job sites to administer the flu vaccine to employees. To be eligible, a company must show that a minimum of 10 employees plan to attend. Please call 740-348-4961 or send an e-mail to ccare@LMHealth.org to schedule a clinic.

A recent study revealed that influenza vaccination of healthy adults resulted in 43 percent less sick time, 44 percent fewer visits to physicians and an average of \$47 per person in health care savings specifically related to respiratory illness, the CDC reports.

For more information about the LMHS Flu Clinic, please call 740-348-4963.

Pataskala Flu Clinic

Aaron Clark, DO, and Colleen Shaffer, MD, of Licking Memorial Family Practice – Pataskala, will host a one-day flu clinic for adults and children at Pataskala Health Campus, One Healthy Place, Pataskala, from 8 a.m. to 12 noon Saturday, November 6. Cost is \$20, or present a Medicare, Medicaid or Licking Memorial Health Plan card. The flu clinic is open to the public. Light refreshments will be served. The Pataskala Health Campus which opened in spring 2004, is a 20,000-square-foot medical facility that is owned by LMHS. Dr. Clark and Dr. Shaffer have offices at the facility and offer a wide spectrum of services to patients of all ages. Both physicians are now accepting new patients and will meet those in attendance at the flu clinic.

For more information, please call any of these numbers: 740-348-1900, 740-348-1915, 740-964-3400 or 740-964-3415.

Johnstown Flu Clinic

Kenneth Szekely, MD, of Licking Memorial Family Practice – Johnstown, 151 Woodgate Drive, Johnstown, will host a one-day flu clinic for adults and children from 8 a.m. to 12 noon Saturday, November 13. Cost is \$20, or present a Medicare, Medicaid or Licking Memorial Health Plan card. The flu clinic is open to the public. Light refreshments will be served. Dr. Szekely – who is accepting new patients – will meet those in attendance at the flu clinic. For more information, call 740-348-1810 or 740-966-5050.

Wound Clinic ...

The Wound Care Clinic is located on the sixth floor of LMH. Hours are 7:30 a.m. to 3:30 p.m. Wednesdays and Fridays and by appointment on Tuesdays. Alternate appointments may be scheduled with the registered nurse as necessary.

Approaches to wound management vary, and numerous new and innovative dressings and treatments for chronic/complicated wounds are available. We are pleased to offer various options to patients to help them return to a healthy and productive life as soon as possible.

A written referral or order may be phoned in to 740-348-1993 or can be faxed to 740-348-4238. Wound Clinic patients must continue to receive periodic medical follow-up by the primary care or referring physician.

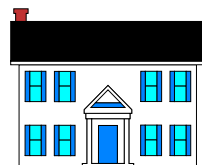
Urban Mission ...

Licking Memorial Health Systems helped with the mission trip by donating a first aid kit in case there were minor injuries needed treatment at the site.

"It was a very rewarding experience," Jamie said. Steubenville ranks sixth in the United States in regards to its poverty level. "Seventy-five percent of the school children living there qualify for free lunches. The work we did was hard but well worth it. It instilled a sense of pride back to their community and gave hope to individuals, knowing that people care about them. It was just an awesome experience."

The group thanked Licking Memorial Health Systems for the first aid kit. It came in handy several times during the week.

Mark your calendar for the TWIGS 14
Tour of Homes – November 17



For more information, call 740-348-4079.

Frazeysburg Family Appreciates Hospital Staff

Richard Conwell of Frazeysburg is 16 years old and has been a Black Belt since he was 14 years old. He was never seriously injured in any of the Karate tournaments. It was a few jumps on a backyard trampoline that brought Richard to Licking Memorial Hospital Surgical Services. Because of playing on the trampoline in the backyard, Richard will not be participating in any Karate tournaments for the next year.

"Please don't buy a trampoline for your children, and don't let your children play on trampolines either," said Sylvia Durham, Richard's grandmother and legal guardian. "They're just too dangerous. If you have a trampoline, get rid of it." Richard had two surgeries over the past few months because of his injuries and now receives outpatient physical therapy three times per week. He suffered a ligament tear in his left knee, which required reconstruction with a bone auto graft.

The American Academy of Pediatrics (AAP) recommends that trampolines should not be used either indoors or outdoors. The AAP further states in the May 1999 issue of Pediatrics, a peer-reviewed, scientific journal, that the trampoline has no place in outdoor playgrounds and should never be regarded as play equipment.

Sylvia wants every parent to know that people are lured into a false sense of safety for their children if they put a net around the edge of a trampoline. She added, "Some of the most severe soft tissue injuries occur when landing in the middle of the trampoline."

Sylvia was very complimentary of Licking Memorial Hospital (LMH) for the care of her grandson. "I was very pleased with the care that Richard received. The staff was flexible and compassionate with our



Richard Conwell is pleased with the care he has received from Licking Memorial Hospital Surgical Services. Although the Black Belt has never been seriously injured in a Karate tournament, jumping on a backyard trampoline led him to the Hospital.

situation. They let me stay overnight and made sure I was comfortable," said Sylvia. "It seemed like every time Richard turned during the night, a nurse was there to help him."

Richard is happy that school has started. He is studying Law Enforcement at Coshocton County Career Center, from where he will graduate next spring. He is thankful that the instructor is working with him since he can't participate in the marching exercises due to his injuries. Richard said about the LMH nurses, "I wish I wasn't so sedated while I was in the hospital. Those nurses were pretty!" His grandmother smiled and reminded him that the most important thing to remember is the wonderful care he received at the Hospital.

Anniversary ...

LMH was the first in the country to implement hospital-wide use of Pyxis Corporation's fully automated system of dispensing and verifying medication. Final implementation was completed on July 16, 2003.

The Pyxis Veri5 – a handheld scanner – allows nursing staff members to verify proper medication administration electronically. Technology developed by the San Diego-based Pyxis Corporation is used to read bar coding on patients' wristbands, nurses' identification badges and medication labels.

LMH Director of Pharmacy Jeff Smith, RPh, explained that "Veri5" refers to a five-part verification process.

"Veri5 verifies that the nurse has the right patient, the right drug, the right dose, the right route and the right time," Smith said. "Over the past year, we reduced reported medication errors from a pre-installation rate of up to 35 errors per month down to a post-installation rate of only four errors."

On September 26, 2003, LMH was named the "Most Innovative Facility that Uses Technology to Reduce Medical Errors" by The Emerging Technologies & Healthcare Innovations Congress (TETHIC) at their annual conference in Washington, DC.

TETHIC presents awards to hospitals and other members of the health care industry that provide the best in emerging technologies and innovative solutions in health care.

"The nurses are the ones that made the Veri5 implementation an accomplishment by working together as a team," Young said. "I was pleased to see how willingly they worked at learning a new technology to implement a new system at the Hospital."

Ask-A-Doc: Gregory Boone, MD

Licking Memorial Health Professional Surgeon

Q: I recently was diagnosed with breast cancer, and I am afraid that I may lose a breast. How do I know if breast reconstructive surgery is right for me?

A: Removal or deformity of a woman's breast following cancer treatment may severely impact one's body image and self-esteem.

The removal of any body part, male or female, can evoke a sense of loss. Breast reconstruction can be a great benefit in overcoming the emotional and physical consequences of a mastectomy or breast deformity.

Decisions about reconstructive surgery will depend on many personal factors such as:

- Your overall health
- Stage of your breast cancer

- Size of your natural breast
- Amount of tissue available (for example, very thin women may not have the excess body tissue to make flap grafts possible)
- Your desire to match the appearance of the opposite breast
- Your desire for bilateral reconstructive surgery and your insurance coverage for the unaffected breast and related costs
- Type of procedure
- Size of implant or reconstructed breast

There are two general techniques of breast reconstruction. One technique uses a breast implant filled with saline (salt water). The second uses the patient's own skin, fat and muscle to recreate the breast mound (flap reconstruction).

The breast implant technique is a simpler

procedure with lower overall risks than the flap reconstruction. It usually requires placement of a balloon-like expander which is placed at the time of mastectomy. Over time, this is gradually inflated with saline and then replaced with a permanent implant.

Flap reconstruction is a bigger operation with greater risks. Not all patients are candidates for this type of reconstruction, and hospital stay is usually increased if you choose this procedure. Still, this operation tends to give a better overall cosmetic result with a breast that looks and feels more natural.

If you have chosen or require mastectomy to treat your breast cancer, you should discuss the possibility of immediate breast reconstruction with your surgeon. For many women, reconstruction is a great first step forward in their return to normal health.

Physician Spotlight: Gregory Boone, MD

General surgeon Gregory M. Boone, MD, joined Licking Memorial Health Systems (LMHS) in June 2003 as a physician with Licking Memorial Surgical Services – which is part of Licking Memorial Health Professionals, a group of more than 70 health care professionals dedicated to improving the health of the community.

Dr. Boone earned his doctorate of medicine degree from Wright State University in Dayton and completed his general surgery residency at Mount Carmel Medical Center in Columbus. He also holds a bachelor of science degree in zoology from Ohio University in Athens.

Prior to joining LMHS, the board-certified surgeon and licensed medical examiner was most recently affiliated with Metropolitan Surgery, Inc., in Columbus. He is a member of the Ohio State Medical Association, the Academy of Medicine of Columbus and Franklin County, and the Columbus Surgical Society. Dr. Boone is a fellow in the American College of Surgeons and the American Society of Breast Surgeons and has served as Clinical Assistant Professor of Surgery at The Ohio State University School of Medicine, Surgery Physician Facilitator at Mount Carmel Medical Center, and Assistant Program Director of the Surgical Residency Program of Mount Carmel Hospital.

"It's been a great move for me and my family," Dr. Boone said of coming to Licking County. "I really enjoy the community, and my colleagues here have been very supportive."



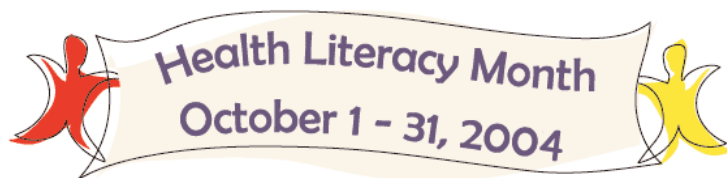
Dr. Boone

During his first year with Licking Memorial, he has initiated patient-focused improvements to breast cancer care – including regularly performing stereotactic breast biopsies and sentinel lymph node biopsies. "This is an accurate, minimally invasive and quick way to test for breast cancer," Dr. Boone said of a stereotactic breast biopsy. "Discomfort is less; scarring is minimal, and we are able to avoid the need for major anesthesia. It's just a win-win method." With a sentinel lymph node biopsy, the risk of arm swelling is reduced, he added.

As a further service to patients, Dr. Boone teams with Active Medical Staff plastic surgeon Walter Bemacki, MD, to offer immediate breast reconstruction options to mastectomy patients. "This can provide great psychological relief to some patients," Dr. Boone said, referring specifically to a patient who had a breast removed and a flap reconstruction. "She said that when people have asked her what it was like to lose a breast, she says, 'I don't know; when I woke up from surgery, I still had two breasts.' "

Dr. Boone is proud of his work thus far at Licking Memorial, and he looks forward to continuing to help patients receive high quality surgical care locally. "It's been really fun to offer use of some newer medical technologies to the community," he said.

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LMHS Strives to Improve Patients' Health Literacy

Licking Memorial Health Systems (LMHS) currently has Care-Grams – easy-to-read patient education handouts for patients and their caregivers – to assist with the understanding of certain diseases and procedures.



“Communication is essential for the effective delivery of health care, as it is imperative for a clinician to present information to patients in a clear and concise manner, regardless of education level,” said Education Department Manager Roanne Gottschalk.

The American Medical Association reports that, unfortunately, there is often a mismatch between a clinician's level of communication and a patient's level of comprehension. In fact, evidence shows that patients often misinterpret or do not understand medical information given to them by clinicians. This lack of understanding can lead to medication errors, missed appointments, and even adverse medical outcomes.

There are many reasons why patients do not understand what clinicians tell them. Key among them is inadequate health literacy – an individual's ability to read, understand, and use health care information to make effective health care decisions and follow instructions for treatment. Clinicians can readily improve their patients' understanding of health care information by adopting a more patient-friendly communication style.

LMHS recently employed Esther Grimes, BSN, a nurse who will review current Care-Grams and work with other clinicians to develop additional easy-to-read handouts for patients, Gottschalk added. The American Hospital Association has designated October 2004

as Health Literacy Month. Information is being provided to employees via department meeting discussions and an employee newsletter to emphasize the importance of having patients understand information that is presented. “The need for today's patients to be health literate is greater than ever, because medical care has grown increasingly complex. We treat our patients with an ever-increasing array of medications, and we ask them to undertake more and more complicated self-care regimens,” Gottschalk said.

For example, in the past, patients with congestive heart failure were prescribed medications and were asked to decrease their physical activity, but now, they weigh themselves daily, report weight gain to their clinicians, eat low-sodium and often low-fat diets, and participate in structured exercise regimens.

Health literacy is the ability to read, understand and use health information to make appropriate health care decisions and follow instructions for treatment. Although, general literacy (ability to read, write and understand written material) is the major factor contributing to health literacy, other factors include the individual's amount of experience in the health care system, the complexity of the information being presented, cultural factors that may influence decision-making, and how the material is communicated.

According to Gottschalk, “Sometimes engineers have problems understanding health information as this information is not familiar to them and the words are not those they commonly use.” The patient's literacy and the clinician's communication skills are both important factors in health literacy. A patient has been quoted as saying, “A good doctor tells you things in plain English and breaks them down into what's really important.”

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Volunteer Spotlight: Florence Heinerman

Florence “Flo” Heinerman has been a volunteer at Licking Memorial Hospital (LMH) for 28 years. Flo has helped in a variety of departments throughout the Hospital and has donated more than 9,266 hours of service.

“I like to meet people and be active,” she said. “I enjoy volunteering at the Hospital. I really like all of the other volunteers, and I've made many friends while volunteering.” Currently, Flo works in the company store and acts as a courier for various departments when they need items delivered. She also prepares birthday cards for the volunteers and telecare clients and welcome-aboard

cards for new LMHS volunteers.

Flo moved to Newark more than 50 years ago and recalls numerous changes that the Hospital has gone through. “The expansion of the Hospital has provided volunteers the opportunity to serve the visitors and patients in many ways,” she said. “My favorite part of volunteering at the Hospital is the employees. They are so friendly and appreciative of what



Heinerman

we do for them. That really means a lot to me because I know what I'm doing is making a difference.”

“Licking Memorial Health Systems is proud of the volunteers,” said Carol Barnes, Director of TWIGS, Volunteers and Events. “We appreciate their many hours of service and honor them with an annual Volunteer dinner. There are other celebrations throughout the year. We want them to know that their dedication to LMHS is recognized.” Please contact Carol at 740-348-4079 for more information about volunteer opportunities at LMHS.

Managerial Appointments

Licking Memorial Health Systems (LMHS) is proud to announce the appointments of several key individuals to its management staff.

Beth Anderson

Beth Anderson has been promoted as the Director of Food Service. Beth has an Associate Degree from Central Ohio Technical College and is a member of the Ohio Society of Health Executive Assistants. Beth has worked at LMHS for 18 years. She resides in Newark with her son, Mitchell.



Anderson

Cindy Davis

Cindy Davis has been promoted as the Director of Environmental Services. Cindy has worked at LMHS for 25 years and recently served as the co-chair of the 2004 employee PRIDE campaign. Cindy and her husband, Terry, reside in Newark and they have one daughter, Andi.



Davis

Keith Harris

Keith Harris recently started at LMHS as

a Manager in the Information Systems Department. Keith has a bachelor's degree in computer science and business administration from Mount Vernon Nazarene University. He is currently working on a master's degree in business administration from Indiana Wesleyan University. Keith lives in Mount Vernon with his wife, Jill, and three young children: Zach, Luke and Sydney.



Harris

Rob Thompson

Rob Thompson has been promoted as a Manager in the Information Systems Department where he has worked since 1998. He has been employed at LMH since 1989. Rob is a Dell Certified Systems Expert (DCSE) and holds certifications from Licking County Joint Vocational School and Central Ohio Technical College. Rob is a Newark native, and he and his fiancé reside in Newark. He has three children, and the oldest will attend The Ohio State University in the fall. His two younger children attend Newark City Schools.



Thompson

Physician ...

"I've enjoyed being on the ground floor and seeing it happen. Of course, this couldn't take place without tremendous support from the Hospital, community and my medical colleagues."

Since breast cancer treatment is of special interest to Dr. Boone, he hopes to increase public awareness of the importance of proper breast care – including having an annual breast exam by a physician, yearly mammograms, and conducting monthly breast self-exams.

Early detection of breast cancer aids in treatment. "I want local residents to know that state-of-the-art care is available right here in their own back yard," Dr. Boone said. "Licking Memorial now has the same level of breast cancer care as any major medical center anywhere in the country."

Dr. Boone and his wife of 24 years, Kim, are the parents of two sons, 20-year-old Brian and 17-year-old Sean. He loves baseball – especially watching his sons play, collects first edition modern books, and enjoys music.

Dr. Boone is currently accepting new patients. His office is located at Licking Memorial Surgical Services, Moundbuilders Doctors' Park, 1272 West Main Street, Building 3, in Newark. To schedule an appointment, please call 740-348-1880.

Health Literacy ...

Listed below are five main categories of information with questions that a patient should be able to understand and have the ability to answer following each health care visit:

- What health problems do I have, and what should I do about them?
- Where do I go for tests, medicine and appointments?
- How should I take my medicine?
 - When do I take it?
 - What will it do?
 - When will it start working?
 - How do I know if it is working?
 - Whom do I call if I have questions?
- Other instructions
 - What to do?
 - How to do it?
 - When to do it?
- Next steps

- When do I need to be seen again?
- Do I have another appointment? If so, what are the date and time of the appointment?
- Are there phone numbers to call?

LMHS is in the process of updating its Web Site, and a detailed listing of health information will be available there in October to explain almost all diseases and procedures. That information is easy-to-read and understand by those who are not familiar with medical terminology. Some of the information will be available in video or animation format.

The Web Site also has safety information available to assist patients with visits to physicians or the hospital. Patients must understand the information being presented to them by clinicians to ensure good communication with their physician and others involved with their health care. For more information, refer to the LMHS Web Site at www.LMHealth.org.

Vice President Spotlight:

Lyndon J. Christman, BS, MHA & Robert A. Montagnese, BA, MHA, CPA

Lyndon J. Christman

Lyndon J. Christman is Senior Vice President of Operations at Licking Memorial Hospital (LMH) where he started his employment in November 2003. In his role, Lyndon has oversight responsibility for various departments, including Patient Care Services, Engineering, Support Services, Quality/Process Improvement, Shepherd Hill (Drug and Alcohol Services and Mental Health issues), Safety & Security and Human Resources.



Christman

Lyndon comes to Newark from Galion, Ohio, where he was President and Chief Executive Officer of Galion Community Hospital. His previous experience includes serving as Vice President of Genesis/Bethesda Health Care System in Zanesville, Ohio, Affiliate Operations Assistant of Care One Health System in Zanesville, and Health Care Consultant with Ernst & Whinney in Columbus. Christman earned a bachelor of science degree in business administration and a master's degree in health administration, both from The Ohio State University in Columbus.

"I am impressed with the quality of people working at LMH. We offer high quality services to improve the health of the community, and the technology found at LMH is hard to find in a community hospital," Christman said. "Our hospital is on the leading edge of technology for the medication dispensing system, information technology that allows health care providers to access information quickly, and full-scale diagnostic capabilities, to name a few," he explained.

He is an active member of several community and professional organizations, including the Newark Rotary Club, and is a member of the American College of Healthcare Executives.

Lyndon and his wife, Marianne, reside in Granville and are the parents of six children.

Robert A. Montagnese

Robert "Rob" Montagnese has served as Senior Vice President of Financial Services at Licking Memorial Health Systems (LMHS) since 1998. His responsibilities include the directing of the organization's financial goals, objectives and budgets. He oversees the investment of funds and manages associated risks, supervises cash management activities and executes strategies to support expansion of programs to improve the health of the community. In addition to Fiscal Services, Rob has overall responsibility for the Purchasing, Information Systems, and Health Information Departments.



Montagnese

Rob graduated from Licking Valley High School and worked for LMHS as a file clerk in Patient Accounting during the summer and holidays while attending college from 1988 to 1992. Rob started his full-time employment at LMHS in 1993 as the Controller and Accounting Manager. Rob earned a bachelor of arts degree in business administration with a concentration in accounting from Wittenberg University and a master of healthcare administration from The Ohio State University. Additionally, he is a certified public accountant (CPA) and a member of the Ohio Society of CPAs and the Healthcare Financial Management Association.

"I came back to Newark to start my career because I wanted to make an impact on the community that means so much to me. I always enjoyed my employment at Licking Memorial as a front line employee and knew that I wanted to be a part of the visionary leadership," said Montagnese. He added that he enjoyed growing up in the area and wanted to raise his children in the same small town atmosphere.

Currently, Montagnese serves as President of the Big Brothers /Big Sisters Board of Directors and the Salvation Army Advisory Board. He and his wife, Lauren, reside in Pataskala and have two children, Ashley, 5, and Robby, 2.

National Breast Cancer Awareness Month

October 2004 marks the 20th anniversary of National Breast Cancer Awareness Month, and the third Friday of the month (Oct. 15) is National Mammography Day. In observance, Licking Memorial Health Systems (LMHS) has scheduled these programs:

Breast Cancer Education 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. LMHS is offering a program that will teach women what they can do to decrease their risk for getting breast cancer. Gregory M. Boone, MD, FACS, will speak during the program, which is scheduled to begin at 6 p.m. on Tuesday, October 19, in Conference Rooms

A&B at Licking Memorial Hospital (LMH). Free breast exams by a physician will be offered following the program. Registration is required; call 740-348-1434. There is no charge for the program or the screening.

National Mammography Day

LMHS will offer a total of 65 free mammograms at the hospital and at Licking Memorial Women's Health, 15 Messimer Drive, on Oct. 15. To be eligible for the free mammograms, patients must be older than 50, be considered low income, not have health insurance and have a physician's order. "Patients are selected on a first-come, first-served basis after being referred by their physician for this program," said Misty Bashore, RT(R) (M) (QM), Mammography Team Leader in the LMH Radiology Department.

Additions to the LMH Active Medical Staff

Licking Memorial Hospital welcomes the addition of the following physicians to its Active Medical Staff.

John Y. Robertson, DO

Licking Memorial Hospital is pleased to announce that family practice physician John Y. Robertson, DO, has joined its Active Medical Staff.



Dr. Robertson

Dr. Robertson earned his medical degree from Ohio University College of Osteopathic Medicine in Athens, Ohio, and holds a bachelor's degree in psychology from Ohio University. He completed both his internship and residency with the Mount Carmel Medical Center Family Practice Program in Columbus. Prior to coming to Newark, Dr. Robertson most recently practiced with Prospect Family Medicine, Inc., in Prospect, Ohio.

He has certifications in Basic and Advanced Cardiac Life Support, Pediatric Advanced Life Support, and Advanced Life Support in Obstetrics.

Phillip Savage, DO

Licking Memorial Health Professionals announces the addition of Phillip Savage, DO, to its staff at Licking Memorial Inpatient Medicine Specialists, which is located in Licking Memorial Hospital, 1320 West Main Street, in Newark.



Dr. Savage

Dr. Savage earned his medical degree from Pikeville College of Osteopathic Medicine in Pikeville, Kentucky, and has a bachelor's degree in medical terminology from Benedum School of Medical Technology in Pittsburgh, Pennsylvania, and a bachelor's degree in biology and chemistry from University of Rio Grande, in Rio Grande, Ohio. He completed his residency in internal medicine at Riverside Methodist Hospital in Columbus.

Dr. Savage is certified in Basic and Advanced Cardiac Life Support. He is a member of the American Society of Internal Medicine/ American College of Physicians and the American Osteopathic Association.

Katrina Verde, MD

Licking Memorial Health Professionals announces the addition of board-certified family practice physician Katrina Verde, MD, to its staff at Licking Memorial Family Practice – McMillen Drive, in Newark.



Dr. Verde

Dr. Verde earned her medical degree from Wright State University School of Medicine in Dayton after completing a bachelor's degree in biological sciences from Ohio University in Athens. She completed her family practice residency through the Carolinas Medical Center Rural Program in Charlotte/Monroe, North Carolina.

Most recently, she was in practice with Medical Group of Waxhaw in Waxhaw, North Carolina, an independent family practice.

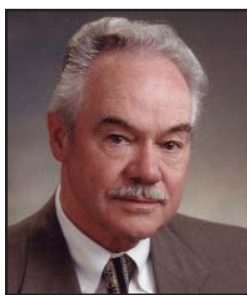
Dr. Verde is certified in Advanced Cardiac Life Support and Advanced Life Support in Obstetrics. She is a member of the American Academy of Family Physicians and North Carolina Academy of Family Physicians.

Board of Directors Spotlight: Walter C. Gemmell

Walter C. Gemmell has served on the Licking Memorial Hospital (LMH) Board of Directors since 1999. He has served as Vice Chairman since 2003.

Mr. Gemmell was born in Brownsville, Pennsylvania, and moved to Licking County in 1960. He was Chairman and Chief Executive Officer of W. A. Wallace Company, which he sold to Dawson, Coleman & Wallace Insurance Agency, Inc. He is now retired and has served on two regional advisory boards and on one national advisory board of major insurance companies. He is a member of the Independent Insurance Agents Association of Ohio and Licking County. Mr. Gemmell had 32 years of combined active and reserve service to the United States Army Air Corp., United States Air Force. He has a bachelor of science degree in education from University of Virginia.

"One of my personal goals is to improve the public perception of the Hospital by spreading the word about LMH's excellent



Gemmell

patient safety record and use of technology," Gemmell said. "The Hospital is known nationally for their Community Report Cards and how that data is reported to the community." The Community Report Card is a monthly publication measuring Health Systems data against national and state benchmarks. Nearly 30,000 individuals receive these Community Report Cards. If you are interested in being added to the LMHS mailing list, please contact Public Relations at 740- 348-1572.

"I wish the community knew all the good things that are done for them through their local community hospital," Gemmell said. "I am proud to be working with an organization that gives so much back to the community." Among its numerous examples of community support, LMH sponsors many community events, donated a van to the Licking County American Red Cross, medical supplies to US soldiers in Iraq and thermal imaging cameras to various fire departments.

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LMHS Stresses Prostate Cancer Awareness

Prostate cancer is the most common type of cancer found in American men, other than skin cancer. The American Cancer Society estimates that there will be about 230,900 new cases of prostate cancer in the United States in 2004. About 29,900 men will die of this disease. Prostate cancer is the second leading cause of cancer death in men, exceeded only by lung cancer.

While one man in six will get prostate cancer during his lifetime, only one man in 32 will die of this disease. The death rate for prostate cancer is going down, and the disease is being found earlier as well.

Prostate cancer can often be found early by testing the amount of prostate-specific antigen (PSA) in your blood. Another way prostate cancer is found early is when the doctor performs a rectal exam. Because the prostate gland lies just in front of the rectum, the doctor can feel if there are any bumps or hard places in the prostate. These often indicate a cancer. If you have had routine yearly exams and either one of these test results becomes abnormal, your cancer has probably been found at an early stage.

The American Cancer Society believes that doctors should offer the PSA blood test and digital rectal exam yearly, beginning at age 50 to men who do not have any serious medical problems and can be expected to live at least 10 more years. Men at high risk (African Americans and men who have a close family member with prostate cancer at an early age) should begin testing at age 45.

Licking Memorial Health Systems recently hosted a program and screening to promote prostate cancer awareness. If you have any questions about prostate health, please contact your family physician, or call Licking Memorial Urology at 740- 348-1750 to schedule an appointment with James Nelson, MD.

Licking Memorial Health Foundation Donor List

Following is the list of donors who in August pledged support to the Licking Memorial Health Foundation. We thank these donors – some of whom are Licking Memorial Health Systems employees – for their commitment to the success of our Health Systems.

Community

Cornerstone Club:

Geraldine D. Marston

Memorial Gift:

Helen and Charles A. Heller, Jr., for William Phillips

Ann Howard for Dorothy Wright

Margaret A. Johnson for William Phillips

Dorothy Renner for William Phillips

PRIDE

Cornerstone Bronze:

Patricia L. Love

Patricia S. Stillion

Jacqueline Chesterson

PRIDE

Cornerstone Silver:

Janice K. Bair

Renee Spring-Ives

The Kids' Place

The Corey Smith Foundation

Board of Directors ...

Mr. Gemmell is an advocate of serving his community and country. He feels that serving on the LMH Board of Directors fulfills his passion.

"I've always believed citizens are here to serve and should do what they can to improve the community and the world around them. What better way can you do that in Licking County than to serve on the board of such an outstanding organization like LMH." Gemmell said. "The Hospital provides many benefits to the quality of life in Licking County, many

of which go unrecognized by some of the people in the community. I wish people would learn to utilize the services of the Hospital as they have an excellent facility close to home."

Mr. Gemmell has been active in various community, civic and service organizations in past years, including: Heath Civil Service Commission – Chairman, Language Experience Center (LEC) Board of Directors, Licking County Republican Central Committee, Licking County Republican Executive Committee,

Beyond 2000 Task Force – Heath City Schools, and was a founder of the LEC Board. Currently, Gemmell also serves on the Licking County American Red Cross Board of Directors in addition to the LMH Board of Directors, and he is a lifetime member of the Heath Sertoma Club.

Gemmell and his wife, Marjorie, reside in Heath. He is the father of five grown children: Joanne, Richard, Gordon, Chuck and Ken. He has 13 grandchildren and six great-grandchildren.

Development Council Spotlight: Stuart Parsons

Established in 1987, the Development Council exists to increase charitable giving to Licking Memorial Hospital (LMH) and to enhance and promote meaningful community relations for the Hospital. When the Development Council was reorganized in January 2004, it was decided that it would maintain a three-committee structure – Education and Membership, Annual Support and Community Relations.



Parsons

Stuart “Stu” Parsons has been active with Licking Memorial Hospital Development Council since its inception in 1987. Currently Chairman of the Lifetime Achievement Selection Committee, Mr. Parsons previously served as Chairman of the Annual Support Committee.

The Senior Vice President of Park National Bank is actively involved in the Licking County community as a member of Newark Rotary, Mary E. Babcock Foundation, John and Mary Alford Foundation, and the Licking County Board of Mental Retardation and Developmental Disabilities.

A lifelong resident of Licking County, Parsons is a graduate of Johnstown-Monroe High School and The Ohio State University, from where he earned bachelor's and

master's degrees in business administration. Stu and his wife, Marcia, are the parents of two adult children: Jay and Greg.

As a community-minded individual, Parsons is proud to be living in a city with a six-time winner of the national Top 100 Hospitals Award. "Licking Memorial Hospital supplies Licking County with the best medical care that can be provided for a community hospital of its size," Parsons said. "If I need medical attention, I'm assured that Licking Memorial Hospital will be there to provide that tremendous community resource."

However, the Newark resident is concerned that negative public perception of the Hospital is unfair. "There is a misconception that the Hospital is being run for its own benefit," Parsons said. "That is not at all the case. We are simply trying to put together a structure that will survive the revolution going on within the health care industry. There are pressures from traditionalists, and it's impossible to satisfy everyone. The mission of Licking Memorial Hospital is to improve the health of the community, and that is what Hospital employees and supporters, including me, strive to do."

Development Council 2004 Golf Gala

The Licking Memorial Hospital (LMH) Development Council sponsored the 2004 Golf Gala on Monday, August 30, at Moundbuilders Country Club. Co-Chairs Al and Barb Kanuch thank the event committee members – Ed Bohren, Karen Burger, Pat Jeffries and Bonnie Manning – for their work.

"The event was a huge success and we are pleased with the support that we received from various sponsors and golfers," said Al said. There were 88 golfers who gathered to play 18 holes of golf and enjoy prizes and food. "The weather was perfect for the golfers," Barb said.

The funds raised will be used toward the construction of the new Critical Care Pavilion. Plans are being developed and include the expansion of the LMH Emergency Department.

The hole-in-one prizes were a brand new 2004 Honda Accord provided by John Hinderer and a seven-day Hawaii Vacation for Two to be donated by Hill-Rom; unfortunately no one hit the mark. The event also included various prizes and contests. Cherry Valley Lodge sponsored the first place team; team members included:



Licking Memorial Hospital Development Council 2004 Golf Gala participants enjoy hors d'oeuvres following the event.

Pat Jeffries, Dave Froehlich, Jim Hudgens, and Doug Williams. Other Development Council members and companies donated many door prizes. The golfers were treated to hors d'oeuvres on the patio following the event with a brief program where the awards and door prize drawings were held.

The Development Council wishes to thank everyone who participated:

Red Sponsors \$1,000 – Bank One; Cardinal Health; Fukuda Denshi; National

City Bank; Park National Bank; and Trinity Health Group

White Sponsors \$500 – Baker & Hostetler, LLP; Capital Wholesale Drug Company; Dawson, Coleman & Wallace Insurance Company; Hill-Rom; John Hinderer Honda; IDX; The Jerry McClain Company; MedBen; Newark Healthcare Centre; Our Town, Community Newspaper;

Continued on Page 11

Providing Care for Everyone

Licking Memorial Health Systems (LMHS) is proud to offer high quality health care services to all members of the community – regardless of an individual's ability to pay for the care they receive.

"Although reimbursement for services rendered is critical to the operation and stability of the Health Systems, we understand that some members of our community cannot afford to pay for essential medical care," said LMHS Senior Vice President of Financial Services Rob Montagnese. "We will not turn away anyone because of inability to pay. Doing so would not only go against our not-for-profit business model but would also contradict our mission of improving the health of the community."

During 2003, America's hospitals provided \$22.3 billion in uncompensated care – the care a hospital provides without receiving payment. Uncompensated care includes both services to those unable to pay (charity care) and those unwilling to pay (bad debt).

LMHS provided nearly \$15 million in uncompensated care during 2003 as follows:

- Licking Memorial Hospital (LMH) recorded an uncompensated care total of more than \$10 million, including

\$7.9 million in bad debt and \$2.3 million in charitable care.

- Licking Memorial Health Professionals (LMHP) – the LMHS-owned multi-specialty physician corporation – wrote off charges of nearly \$5 million in uncompensated care, including more than \$541,000 in charitable care and \$4.4 million in bad debt.

According to the American Hospital Association, Ohio hospitals provided \$894 million in uncompensated care in 2001, the most recent year for which statewide data is available. The number of Ohio residents who are uninsured or otherwise unable to pay for health care services continues to rise.

Licking Memorial Health Systems does not want members of the community to live in fear of losing access to high quality, local health care because of current or potential inability to pay.

Many Licking County families who are eligible for charitable care or Medicaid benefits go without adequate medical attention because they have been unable to find a primary care physician who will accept Medicaid or indigent patients,

Montagnese said. "By going to Licking Memorial Health Professional physicians, these families gain access to health care professionals who will consistently provide them with high quality primary health care services," he said. "This year, an estimated 60+ percent of LMHP pediatric services will be provided to Medicaid and indigent patients. Licking Memorial Women's Health physicians will serve an indigent population totaling more than 40 percent of their total caseload."

In addition to providing uncompensated care, LMHS sponsors health wellness programs, community education events and classes geared toward specific populations – including those at increased risk for certain diseases or illnesses. The majority of these services are provided free of charge.

The Health Systems also makes numerous charitable donations of medical supplies and equipment to improve the health of the community – in Licking County and beyond.

For more information about charity care disability, please call Patient Accounting at 740-348-4000, ext. 3733, or 740-348-4733. For a primary care physician referral, please call 740-348-4011.

Golf Gala ...

Reese, Pyle, Drake & Meyer; Reminger & Reminger Co. LPA; Siemens Medical Solutions; State Farm Insurance; and Xerox – Document Solutions.

Blue Sponsors \$250 – Aon Consulting; Bricker & Eckler; Central Business Group; Ernst & Young; Fifth Third Bank; Leader Printing; Pataskala Oaks Care Center; and Mr. and Mrs. Orville Varasso.

Golf Teams – The Advocate; American Electric Power; Baker & Hostetler, LLP; Craig Baldwin; Bank One/Fifth Third/Montagnese; Burger & Rector Real Estate; Cherry Valley Lodge; Dawson, Coleman & Wallace; Jeff Davis; Emergency Room Physicians; The Energy Cooperative; Ernst & Young; Fifth Third; First Federal Savings and Loan; Jeff Frenton; Hendrickson Auxiliary Axle Systems; Steve Hoover; Charlie Johnston & Dr. Harold Kelch; Key Bank; Bill Kuhlwein; Elliott Gerber; Al Kanuch & Barry Riley; Licking County Family YMCA; Manning Team; Debra Matesich Team; MedBen Team; Park National Bank; Southgate Corporation; State Farm Insurance; and Scott Ryan.

Door Prizes

Development Council Donors – Glenn Abel; Julie Barrett; Jack Crockford; Eschol Curl; Cindy Davis; John Gard; Dr. Thomas Hall; Ann Howard; Carol Hutchison; Shirley Johnson; Erin Kennedy; Veronica Link; Bonnie Manning; Mary Jane McDonald; Bob McGaughy; Tom Mullady; Robert O'Neill; Diane Paetz; Stu Parsons; John Row; Dave Shull; Tom Slater; Russ Suskind; Orville Varasso; Chuck Walker; and Cindy Webster

Company Donors – Buckeye Linen Services; Cherry Valley Lodge; Data-Talk; Doug's Far Side Deli; Dynacraft; Dynamic Designers; The Energy Cooperative; Representative David R. Evans; Forever Flowers; The Goodie Schopp; Granville Golf Course; Legends Golf Course; Licking County Family YMCA; Licking Memorial Health Systems; Links at Echo Springs; The Longaberger Company; Moundbuilders Country Club; MedBen; National City Bank; Red Vette Printing Company; Stryker Medical; Texas Roadhouse; and Wilson's Garden Center.

Hartford Fair

An estimated 2,000 visitors registered for door prizes at the Licking Memorial Health Systems (LMHS) booth at the Hartford Fair in August. Visitors received health information and giveaways. Various LMHS experts were available at different times during the week-long fair. They shared information about diabetes, advanced care planning, home care, heart care, cancer care, nutrition, women's health, sleep disorders and more. To cap off the week's activities, LMHS purchased the Reserve Champion Market Steer at the livestock auction with a bid of \$3,500. The steer was purchased from Chase Moore of Johnstown. Processed meat from the steer will be donated to the Salvation Army.



NOVEMBER 2004

Licking Memorial Health Systems

For more information about any LMHS event, please call 740-348-4000, or visit www.lmhealth.org.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-----------|---|---|---|---|--|---|
| | 1 | Diabetes Class 1-3 pm at LMH 2 | Diabetes Class 1-3 & 7-9 pm at LMH 3 | American Red Cross Blood Drive 7 am-1 pm at LMH 4 | Childbirth Education (two-day session) 9 am-12 noon at LMH 5 | Childbirth Ed. (two-day session) 9 am-12 noon at LMH Ask The Doc 9-10 am at Shepherd Hill 6 |
| 7 | 8 | Diabetes Class 1-3 pm at LMH 9 Don't Make Me Choke on Your Secondhand Smoke 6 pm at LMH | Diabetes Class 1-3 & 7-9 pm at LMH Breast-feeding Class 7-8:30 pm at LMH 10 | Childbirth Education (two-day session) 6-9 pm at LMH 11 | 12 | Ask The Doc 9-10 am at Shepherd Hill Sibling Prep Class 10 am-12 noon at LMH 13 |
| 14 | 15 | Diabetes Class 1-3 pm at LMH 16 Parenting Class 6-9 pm at LMH | Diabetes Class 1-3 & 7-9 pm at LMH 17 | Childbirth Education (two-day session) 6-9 pm at LMH 18 | 19 | Ask The Doc 9-10 am at Shepherd Hill 20 |
| 21 | Childbirth Education (two-day session) 6-9 pm at LMH 22 | Diabetes Class 1-3 pm at LMH 23 Stork Tour 6:30 pm at LMH | Diabetes Class 1-3 & 7-9 pm at LMH 24 | 25 | 26 | Ask The Doc 9-10 am at Shepherd Hill 27 |
| 28 | Childbirth Education (two-day session) 6-9 pm at LMH 29 | Breast-feeding Class 7-8:30 pm at LMH 30 | | | | |



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Please take a few minutes to read this month's *Community Connection*.

You'll once again see why Licking Memorial Health Systems is measurably different for your health!

Visit us at www.LMHealth.org

A publication of the LMHS Public Relations Department at 740-348-1572. Please contact the Public Relations Department to receive future mailings.



for a sixth consecutive year!

Mark your calendar for the TWIGS 14 Tour of Homes – November 17