Award for Patient Satisfaction · Q&A with the Cancer Center Team · Fresh Playroom for Pediatric Patients

THE CHESTER COUNTY HOSPITAL AND HEALTH SYSTEM MAGAZINE

exploring the HIDDEN RISKS of heart disease

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2010: VOL 1

Take our FREE online Cardiac Risk Assessment and see what your results reveal 🕨

Screenings

- BLOOD PRESSURE-weekly
- ORAL CANCER-April 20
- CARDIOVASCULAR HEALTH-May 5
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HOSPITAL PROGRAMS & SUPPORT : Throughout the year, The Chester County Hospital offers various types of programs, courses, support groups and fundraising events. Here are a few of the many opportunities that will be taking place in the forthcoming months.

hcoming

Living on the Edge : A Cardiometabolic Risk Reduction Program – April 20

Here's to Your Health : A Woman's Guide to Wellness After 40 – April 28

NEW PROGRAM! Weight Matters – April 29

May Festival Gala* – May 8

What to Know about AFIB – May 10

Supermarket Tour – May 12

May Festival* – May 14-16

Cancer Survivors' Day – May 19

Challenge for Cancer Bike Tour* – May 23

The Arm: Put Your Hands Up (Physical Therapy Program) – May 27

The Yin and Yang of Menopause – June 8



FORE Health Invitational with PGA Pro Sean O'Hair* – June 7

Polo Cup* – June 13

Chester County Day* – October 2

Dilworthtown Inn Wine Festival* – October 10

Diabetes Day – November 6

SHINE* – November 6

* FUNDRAISERS



FREE eight-week programs to prepare you and help you to quit smoking.

START DATES RSVP 610.738.2300 Apr 7: Wednesdays @ Fern Hill Medical Campus Apr 19: Mondays @ Kennett Area YMCA May 6: Thursdays @ Fern Hill Medical Campus





Contents





It's a frequent comment that "no one likes change;" however, in the world of healthcare, we welcome change.

Technology changes, protocols change, programs change here – all for the goal of better health services. We are constantly looking to innovate, challenge ourselves and improve what we do to ensure that we are delivering the highest quality care for every one of our patients, every day.

In our main story (p. 3), we are sharing information that we hope may inspire change in your own life. Heart disease is a major health problem in this country, and it presents itself to men and women in different ways. But, knowing the symptoms and working with your healthcare provider are the first steps to making positive life adjustments for your improved longterm health. To help, we've created an online risk assessment (p. 8), which only takes minutes to complete, but could have lifelong impact as a result.

And finally, speaking of change ... if you have been a long-time recipient of *Synapse*, you will notice that the magazine has a new look. I am proud of our community health publication, which has a history that dates back to 1981, and I think its evolution over the years reflects our modern approach to healthcare while complementing the Hospital's caring reputation.

Stay well,

H.L. Perry Pepper President

cover story

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Heart disease is no longer considered a "man's disease." Women can suffer the same devastating effects of heart disease as men, but may experience signs and symptoms of a heart attack that vary from those of a man's.

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A free heart risk assessment has been provided online by The Chester County Hospital to help you identify personal risk factors that could lead to cardiovascular disease. It will help you learn: your cardiovascular risk factors; where to go for help to reduce your risk; and if you qualify for a free in-person screening.

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16... Charitable giving: pediatric playroom is painted, polished and perfected

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synapse

(NOUN - *sin-aps*) THE SITE OF COMMUNICATION BETWEEN NERVE CELLS

Synapse is the award-winning publication produced by The Chester County Hospital's Corporate Marketing Department. The articles provided in this magazine are solely for informational purposes. It should not be relied on or used in placement of a physician's medical advice or assessment. Always consult a physician in matters of your personal health.

William W. Wylie, Jr. Chairman, Board of Directors H.L. Perry Pepper President and CEO Colleen Leonard Leyden Editor-in-Chief Lisa M. Huffman Managing Editor The Bing Group Design & Photography

Feedback Welcome Email synapse@cchosp.com to let us know what you think, to make suggestions about future topics or to change your mailing information.

Patient Satisfaction PHYSICIANS RECEIVE COVETED NATIONAL AWARD

The Chester County Hospital is proud to share that Press Ganey Associates has named **Professional Providers, Inc.,** a physician practice management subsidiary of The Chester County Hospital, a **2009 Summit Award Winner.** The Press Ganey Summit Award is the healthcare satisfaction industry's most coveted symbol of achievement bestowed annually,



PICTURED (FROM LEFT): KATHY GORMAN, VICE PRESIDENT OF PPI OPERATIONS, AND PPI PRACTICE MANAGERS DEANNA DIMASCIO AND DIANE DAMIANO.

and Professional Providers, Inc. (PPI) is just one of the nation's four medical practice groups to receive this prestigious honor in 2009.

The healthcare providers within PPI that received this award include Angela Davis Brown, MD and Trish Bankes, CRNP of Kennett Care Medical Associates; Antonette Brigidi, MD and Rashna Staid, MD of Whiteland Medical Associates for Progressive Health; and Martin LeBoutillier, MD, Chris Aylsworth, PA -C, Jen Dempsey, PA -C and Jen Law, CRNP, RNFA, FA of Chester County Cardiovascular Surgical Associates.

The support teams of each of these practices are an integral part of the continued patient satisfaction. We acknowledge

the hard work of the following team members: Medical Assistants Emy Vargas, Joanne Sahagian, Christina Tacchi of Kennett Care Medical Associates; Medical Assistants Dana Graziano, and Carol Tillman of Whiteland Medical Associates; and Devon Hayes of Cardiovascular Surgical Associates.

Press Ganey currently partners with more than 10,000 healthcare facilities – including more than 40% of U.S. hospitals – to measure and improve the quality of their care. The company's databases are the largest in the industry, and allow facilities nationwide to benchmark their results against peer organizations. The Summit Award recognizes top performing facilities that sustain the highest level of customer satisfaction for three or more consecutive years.

H.L. Perry Pepper, President and CEO of The Chester County Hospital and Health System, notes, *"It is gratifying to see that our Hospital's many efforts to create a culture of safety and patient satisfaction have resulted in superior Press Ganey scores from our patients. These positive patient experiences and accolades are a direct result of the hard work and professionalism of our healthcare team and leadership."*

Richard B. Siegrist, Jr., President and CEO of Press Ganey, noted, **"We are proud to partner with PPI. Their physician's practices continue to maintain a high level of patient satisfaction over the past three years. Their efforts directly benefit Chester County and lead to improved delivery of healthcare."**

For more than 20 years, Press Ganey has provided insight that allows healthcare organizations to improve the quality of care they provide while improving their bottom-line results. The company offers the largest comparative customer feedback databases, actionable data, solution resources, and unparalleled consulting and customer service. Press Ganey partners with healthcare facilities to measure and improve the quality of their care.



nis & hers

In 2004, the American Heart Association launched its Go Red for Women campaign to raise awareness of heart disease as a woman's health problem. Still, many people tend to associate heart disease and heart attacks with middle-aged men. The consequences of this bias can be dire: in fact, research shows that women often fare worse than men after a heart attack. Other important differences are emerging in how heart disease affects women versus men—differences that deserve our attention.

HEASE

Heart disease, also known as coronary heart disease or coronary artery disease, occurs when the vessels that feed blood to the heart begin narrowing due to the buildup of fatty deposits called plaque. A heart attack happens when the plaque ruptures and cuts off blood supply to the heart. Without proper treatment given promptly, heart muscle dies and permanent damage sets in.

Heart disease and other forms of cardiovascular disease—the general term for conditions affecting the heart and blood vessels—are the leading cause of death for both American men and women, with more women now dying than men every year. Recent American Heart Association (AHA) surveys have found that women and their healthcare providers are not aware of this fact. In 2005, only 8 percent of primary care physicians and 13 percent of obstetrician/gynecologists surveyed knew that more women die of heart disease each year than men do. In a 2006 survey, 43 percent of women were unaware that heart disease is their leading cause of death. Cardiovascular diseases kill more women than the next five causes of death combined, including all forms of cancer.

Joseph Lewis, MD, an interventional cardiologist at Chester County Cardiology Associates in West Chester, points to another AHA statistic he finds alarming: Between 1979 and 2005, men's death rate from cardiovascular disease declined by more than 17 percent, women's only 2.5 percent. "What's interesting is that when you look at the beginning point of the data, you see there were more cardiovascular deaths in American men than women," he observes. "But over the next 25 years, you can watch the death rate for men drop, but in women remain relatively flat—so today you have more women dying than men. It's definitely an eye-opener and it supports the notion that there are gender differences when it comes to heart disease."

So what can be done? One answer is to make sure that women are participating in clinical research on heart disease at the same rates as men. And treatments don't necessarily work the same way in women as they do in men, notes cardiologist Donna Reed, DO, also a partner at Chester County Cardiology Associates and the director of the new Women's Heart Health Program at The Chester County Hospital.

"For years we've been using therapies that were primarily designed for men because men participated in the majority of clinical trials," says Dr. Reed. "So we simply extrapolated them for use in women. In the past few years, we've realized we need to look at this more critically."

In the meantime, education is key. Women and their healthcare providers need to be aware of the differences in how heart disease affects women versus men.

THE CHESTER COUNTY HOSPITAL

This impacts women in two ways, notes Dr. Reed. First, when they experience symptoms of cardiovascular, women may attribute them to other health problems. Second, as women present later

in life with other health problems, they are at increased risk of complications from invasive treatments such as cardiac catheterization and bypass surgery. Cardiac catheterization involves



threading a slender balloon-tipped tube, or catheter, through an artery in the groin to open up the blocked vessel and sometimes implant a stent to keep it open. Bypass surgery reroutes the blood flow around clogged arteries, restoring the supply of blood and oxygen to the heart. "Just the fact of developing heart disease a decade later puts women at additional risk," says Dr. Reed. "It's more complicated because they're more likely to have other age-related illnesses."

DIACNOSTIC TEST



DIAGNOSTIC TESTING

Cardiologists can use stress tests to determine whether there is a blockage in one of the coronary arteries. They're called "stress tests" because they are done while the patient is walking on a treadmill to get the heart rate up, although in some cases

medication is given to elevate the heart

JOSEPH LEWIS, MD

rate. During a stress EKG (short for electrocardiogram), patches with wires are attached to the body to measure electrical impulses given off by the heart. The impulses are recorded as waves on a monitor or



printed on paper. Stress echocardiograms and stress nuclear tests are imaging tests that use different kinds of technology to create pictures of the heart as it is pumping.

Dr. Lewis points out that, for reasons not yet fully understood, the results of stress EKGs are not as accurate in women as they are in men. Adding one of the imaging tests often increases the accuracy of the diagnosis, but it also increases cost. Women should be aware of these other options and discuss them with their doctors.

OUTCOMES

Once women experience heart disease symptoms, they tend to have worse outcomes than men do. For example, a 2008 AHA-funded study of 78,000 patients found that women are twice as likely as men to die if they are hospitalized for a more severe type of heart attack called STEMI (ST-segment elevated myocardial infarction), marked by a prolonged blockage of blood supply affecting a large area of heart muscle.

Women's treatment delays and older age at onset offer some explanation as to why this may be the case. Dr. Lewis points to another possible factor: women tend to have smaller blood vessels than men, but the devices used to open blocked arteries were designed for use *continued*, page 6

SYMPTOMS

Symptoms occur when a vessel is blocked and the heart muscle does not get enough blood and oxygen. Although chest pain is the

most common symptom in both men and women, women tend to experience other warning signs that they and their physicians do not automatically associate with a cardiac event.



"Women are more likely to present with atypical symptoms: profound fatigue, sleep disturbance, shortness of breath," says Dr. Reed. "Women also are more likely to have back pain, arm pain, arm weak-



DONNA REED, DO

ness, or even jaw discomfort, rather than the classic chest pain. When they have chest discomfort, they often describe it differently than men do, calling it indigestion or muscular pain."

Dr. Reed and Dr. Lewis agree that atypical symptoms can lead to delays in treatment.

"There is no doubt that cases are missed," Dr. Lewis says. "Since symptoms are not always typical, women tend to ignore them and not seek medical attention. When they do seek help, doctors may not think 'heart attack' as early on as they would with men."

"The bias goes both ways—it is both a physician issue and patient issue, and more education is needed," Dr. Reed adds.

AGE OF ONSET

The female hormone a woman against heart menopause in her early to generally tend to develop heart full 10 to 15 years later. Because they are older, they are also more likely to be dealing with other health issues, ranging from arthritis and joint problems to gastrointestinal problems to kidney disease, lung disease, and cancer.

CARES ABOUT YOUR HEART

Employees, volunteers, physicians and friends at The Chester County Hospital donned their red apparel in observance of Wear Red Day during American Heart Month.

NEW FOR 2010 : The Women's Health Heart Program

If you are a woman concerned about heart health, consider taking advantage of The Chester County Hospital's new Women's Heart Health Program, an education and prevention program directed by cardiologist Donna Reed, DO. You can attend a lecture series and work with a patient navigator to make any necessary appointments for diagnostic testing and follow-up with cardiologists at Chester County Cardiology Associates or West Chester Cardiology. For more information, contact The CardioVascular Center at The Chester County Hospital at **1.866.DRHEART**.



Gloria & Dick Power

Married for more than 50 years, Dick and Gloria share a diagnosis of heart disease—his in 1993 and hers in 2009. **To read the Powers' story, visit the Testimonial section of chestercountyhospital.org.**

"We've received exceptional care at The Chester County Hospital and would never go anywhere else."

continued from page 4

in larger vessels. Dr. Reed adds that there is still a lingering tendency to treat women less aggressively than men for heart disease—a finding that came through in the 2008 AHA study, in which women experiencing heart attacks were less likely to receive appropriate treatments such as medications and cardiac catheterization within the recommended amount of time.

If you or a woman you care for experience any of the symptoms discussed earlier, see a doctor promptly or dial 911. Resist the tendency to assume that the symptoms are not heart-related. You have the power to advocate for yourself, and others, to make sure you get the right diagnosis and the proper care.

"You don't want to let these symptoms go without a good workup," says Dr. Reed. "Get a second opinion if necessary. If it is heart disease, early intervention often translates to better recovery and, ultimately, a better quality of life."

The good news for both women and men is that heart disease is a largely preventable illness. She notes that the most important risk factors for heart disease include:

- Smoking
- High cholesterol
- High blood pressure
- Diabetes
- Family history of heart disease
- Sedentary lifestyle (little or no physical activity most days of the week)
- Obesity

"Know your risk factors, discuss them with your doctor, work on a plan for controlling the risks you can control," urges Dr. Reed. by Kristine M. Conner

taking **CHARGE** of your heart health



The news isn't all bad when it comes to women and heart disease, says Mian Jan, MD, a cardiologist at West Chester Cardiology and Chairman of the Department of Medicine at The Chester County Hospital. "The fact that women develop heart disease 10 to 15 years later than men gives them a window of opportunity,"

MIAN JAN, MD

he says—an opportunity they can seize by taking charge of their heart health. In addition to controlling risk factors such as diet, exercise, and smoking, Dr. Jan recommends that women and men "know their numbers" related to heart health and keep them within the following general guidelines:

- HDL or "good" cholesterol (helps prevent deposits from building up in the arteries): over 50 mg/dl in women and 40 in men.
- LDL or "bad" cholesterol: less than 100 mg/dl (milligrams per deciliter) "or below 80 if one has multiple risk factors," says Dr. Jan, who is now involved in a clinical trial to look at whether reducing LDL to 70 or lower offers even greater protection.
- Triglycerides (fatty acids in the blood that can increase risk): less than 150 mg/dl.
- Waist circumference: less than 35 inches in women, 40 in men.
- Blood pressure: less than 130/85 mm/Hg, ideally less than 120/80. (mm/Hg = a unit of pressure)
- Fasting glucose (a measure of blood sugar, an indicator of diabetes risk): less than 100 mg/dl.

Dr. Jan adds that having any three of these measures out of healthy range suggests the presence of metabolic syndrome, the name given to a cluster of conditions that increase heart disease risk.

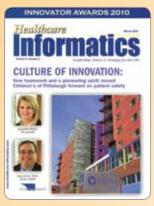
So how do you know if you need to consult with a cardiologist and perhaps undergo stress testing for heart disease? Dr. Jan recommends using the Framingham Risk Assessment Tool, which takes information about your age, cholesterol level, blood pressure, and other risk factors to figure out whether the risk of developing or dying from heart disease in the next 10 years is low (less than 10 percent), intermediate (10 to 20 percent), or high (greater than 20 percent).

The Chester County Hospital offers an online Cardiac Risk Assessment Tool, based on the Framingham model, at www.chestercountyhospital.org. To read more about the online tool, turn to page 8.

 For matters of the heart, call
1.866.DRHEART or visit chestercountyhospital.org.

POINTS OF PRIDE

A 2010 Innovator Award Winner



The Chester County Hospital has received one of three 2010 Innovator Awards from *Healthcare Informatics*, a national publication specializing in issues of

system selection, project management, enterprise integration and change management. The award recognizes the Hospital's ability to harness the power of Information Technology to improve patient care by minimizing infection rates and to help financial performance.

The Hospital distinguished itself from a quality and safety perspective by automating the infection control process and improving patient outcomes through use of the Siemens Soarian enterprise Electronic Medical Records (EMR).

The new workflow helps to avoid the spread of infection by automatically triggering processes that identify and manage patients with a positive history of contagious infections at admission. The system sends automated alerts through a variety of communication methods to different areas of the Hospital simultaneously.

Leveraging its EMR product, the Hospital manages the infection control process from beginning to end with consistency and accuracy. By performing key tasks and interacting with clinicians to decrease the manual processes, the automation resulted in reducing clinical workloads as well as improving patient outcomes. As a result, the Hospital has seen a 60% drop in hospital-acquired MRSA cases over the last four years.

This is the result of a collaborative effort between Information Technology, Nursing, Admissions and Infection Control. With proven success of this process, the Hospital is working to streamline dozens more.



Highest **"Three Star"** Rating for our Cardiac Surgery Program

TOP 10% IN THE COUNTRY. That is where The Society of Thoracic Surgeons National Adult Cardiac Surgery Database



has ranked the Cardiac Surgery program at The Chester County Hospital. The program has also received a "three star" rating – the highest possible rating – for cardiac surgery by the Society of Thoracic Surgeons (STS). According to Martin LeBoutillier, III, MD, Thoracic and Cardiovascular Surgeon, The CardioVascular Center at The Chester County Hospital, "In the current analysis of national data covering close to 900 hospitals in the period from July 1, 2008 through June 30, 2009, the Cardiac Surgery performance at The Chester County Hospital was found to lie in the highest quality tier."

Infection Education : The HAI Bus Stops Here

With Kimberly-Clark's resources, The Chester County Hospital established an opportunity for its clinical team members to continue their education about healthcare-associated infections (HAI), Last October, Kimberly-Clark's nationally touring HAI Education Bus made a day-long stop to the Hospital to create a unique mobile classroom for nurses, surgical technologists and other staff who have patient contact. Education is just one of the critical keys to preventing HAIs and the arrival of the HAI Bus complemented the Hospital's mission to be successful at reducing the risks. The HAI Bus is crisscrossing the nation, and The Chester County Hospital was proud to be the only stop in the region to provide its clinical team with the latest education in healthcare topics to further their professional knowledge.



The Chester County Hospital has been included in four out of five Top Picks! lists in ADVANCE for Nurses. The 2009 AD-VANCE Readers' Choice survey asked its nursing subscribers to rank their respective hospitals on a scale of 1-5 based on five elements that would make a difference to them. The five categories were: (1) Quality of Care, (2) Organizational Culture, (3) Communication, (4) Professional Development, and (5) Retention Efforts. The Chester County Hospital was recognized for Quality of Care, Organizational Culture, Communication and Retention Efforts.

Nurses from 65 hospitals participated in the ADVANCE survey. ADVANCE then calculated the results and published the top 15 hospitals that received the highest scores in each of the five categories. The

> Chester County Hospital and Health System employs about 760 nurses.

To see our other Points of Pride, visit chestercountyhospital.org.



THE CARDIAC REPORT CARD 2010

do you **"make the grade"** <u>against heart disease?</u>

You've heard about the person who seems to be in perfect health and suffers a life-threatening heart attack. The truth is there are many people who do not realize they are walking around with risk factors that significantly increase their chances of having a heart attack. Moreover, they don't know they could be doing things to lower their risk.

Cardiologists and other specialists of The Chester County Hospital have joined forces to create an online risk calculator called the "Heart Tracks® Cardiac Risk Assessment" to help you quickly and easily identify your current and future risk for heart disease. Available at www.chestercountyhospital.org, the process takes only a few minutes and can save your life.



GREGG NEITHARDT, MD

"What we've created is a simple, non-threatening way for people to identify their own personal risk for heart disease," said Cardiologist Gregg Neithardt, MD, of Chester County

Cardiology Associates. "But that isn't the end of it. Those who are found to be at risk are then given measures they can take to reduce that risk. If appropriate, they can even receive our help to get the medical attention necessary that will keep their chance of future heart disease as low as possible."

The Heart Tracks Cardiac Risk Assessment asks several questions about your lifestyle and health to determine your risk for heart disease. Your answers are scored – or "graded" – in relation to specific scientific data and statistics. You receive risk scores based on things like your age, gender, weight, cholesterol levels, blood pressure, as well as your family history, activity level, and other lifestyle issues.

However, as valuable as the Heart Tracks Cardiac Risk Assessment is, the tool is not intended to replace a visit to your doctor. Rashna Staid, MD, who specializes in Internal Medicine at Whiteland Medical Associates, has worked with the team to help develop the online tool.



"I think this risk assessment will be helpful especially for patients to start an open dialogue with their primary care physician regarding their heart health based on objec-

RASHNA STAID, MD

tive data. It will allow physicians to systematically review and prioritize concerns found in the assessment of the patient."

Dr. Neithardt agreed. "Findings will allow your doctor to better pinpoint how different aspects of your lifestyle

find out •

and medical history may be affecting your overall risk for heart disease," he says. "It draws attention to factors that may become an issue down the road."

Heart disease is the leading cause of death for men

and women in the United States, but studies show that men and women often experience different heart attack symptoms. For men, the most common sign of a heart attack is pain or pressure in the chest, while many women experience other symptoms, including shortness of breath, nausea and/or vomiting, as well as back or jaw pain.

Even though the symptoms of a heart attack can



JULIE FUNK

differ for men and women, they share most of the same risks factors. While some risk factors cannot be controlled, like age and family history, the good news is that many can be

reduced – or even eliminated – by making some lifestyle changes or with medication. Controllable risk factors include high cholesterol, high blood pressure, smoking, inactivity, weight, and diabetes.

Heart Tracks The Chester County Hospital This free heart risk assessment has been at is your gender? provided to help identify risk factors in your heatt O Female O Male profile that could lead to cardiovascular disease and will take roughly eight minutes to complete. What is your zip code? it is confidential and will result in a printed report low old are you? years old that you may consider sharing with your physician. It will help you lea What is your height? Your cardiovascular risk factors Feet 1 inches Where to go for help to reduce your risk Athat is your weight in pounds? · If you qualify for a free in-person screening -This assessment is not a substitute for a sional medical consults O Next Don't let hidden risks take you by surprise. 40 T.M.

> Staid says, "Depending on the results of the assessment tool, doctors will be able to counsel patients with

To assess your personal risk, visit chestercountyhospital.org

minor risks on improving lifestyle choices to optimize heart health habits. In patients found to be at moderate or high risk, doctors will be able to refer them on for further cardiac testing, treatment and/or consultation."

The more risk factors someone has, the more likely they will develop heart disease and suffer a heart attack. According to Julie Funk, Wellness Director for The Chester County Hospital, prevention is the key. "The more that people understand how their choices impact their risk of heart disease, the better they are able to lower their risk today and in the future," Funk explains. "Prevention is a choice. The online Heart Tracks Cardiac Risk Assessment helps people choose a healthier path."

by Beth Eburn



Putting the spotlight on some of the extraordinary work being done by our Medical Staff.

Doctors Selected for Gene Therapy Research Trial

Ophthalmologists **Michael J. Ward, MD** (left) and **Bruce R. Saran, MD,** both of whom are attending physicians at The Chester County Hospital, have been selected from among the top retina specialists in the country to serve on the Advisory Board for the upcoming research trial on Gene Therapy for Macular Degenerative Diseases. The trial will utilize



cutting-edge gene replacement therapy for blinding retinal diseases that occur in young children and juveniles that have been untreatable and date. Macular Degeneration is a medical condition that results in a loss of vision in the macula (center of the visual field) because of damage to the retina.



Honored by Fellowship

M. Anjum Irfan, MD, an attending physician of psychiatry at The Chester County Hospital, has been elected as a Fellow of the American Psychiatric Association (APA). Being a Fellow is an honorary designation created by the APA Membership Committee and Board of Trustees to recognize members who have demonstrated allegiance to their profession and a commitment to the on-going work of the APA. Fellows are recognized by their colleagues in the Association as a member of a very select group.

Kennett Primary Care Scores Well on Quality

Kennett Primary Care, a medical practice owned and operated by The Chester County Hospital, scored in the 95th percentile on quality performance measures set forth by both Independence Blue Cross and Keystone Mercy. Quality Performance Measures assess preventative care delivery as well as specific assessments associated with common disease processes.

Cardiologist to Present at National Conference

Interventional Cardiologist Timothy Boyek, MD, Medical Director of the Cardiac Diagnostic Interventional Catheterization Laboratories at The Chester County Hospital, has had an abstract titled "Decreasing D2B Time with Utilization of Hospital Based EMS/ EMT Staff in the Catheterization Laboratory" accepted by the Society for Cardiovascular Angiography and Interventions (SCAI). He will present at the SCAI Annual Scientific Session in San Diego on May 5.

This project hypothesized that the cross-training of hospital-based services, such as paramedics, in the catheterization lab arena would expedite care for patients experiencing an acute heart attack and decrease the time it takes to open the blocked coronary artery. This timeframe, from arriving at the Hospital to the



Family Practitioners **Pedro Solanet, MD** (left) and **Sandra Mancilla, MD,** along with their dedicated team, worked diligently to achieve this high rate of compliance and demonstrated their ongoing commitment to the health and wellness of the people they care for in the community.



intervention of the blocked artery, is known as "door to balloon time" or D2B.

A true team effort, with representatives from Paramedics, Emergency Department, and the Cardiac Catheterization Lab, contributed to this successful project. The data resulted in a decrease in the average D2B time by 18 minutes after paramedic catheterization lab involvement along with several other time-saving initiatives were implemented. According to the American Heart Association, the national guideline is for hospitals to obtain a D2B time under 90 minutes. The Chester County Hospital's average D2B time is currently 63.8 minutes.

To see more, visit Physician News at chestercountyhospital.org.

o synapse

ATTENDING STAFF

Guri Bronner, MD, for Attending Staff, Department of Surgery, Section of Ophthalmology.

Dr. Bronner graduated from Robert Wood Johnson Medical College in New Jersey, completed an internship at Greenwich Hospital in Connecticut, a residency at The University Hospital in Newark, New Jersey and a fellowship at Vanderbilt University in Nashville. Dr. Bronner is Board Certified in Ophthalmology and has joined Levin and Luminais Eye Associates.

.....



Amy Chang, MD, for Attending Staff, Department of Medicine, Section of Infectious Diseases.

Dr. Chang graduated from Temple University School of Medicine and completed an internship, residency and fellowship at Thomas Jefferson University Hospital. Dr. Chang is Board

Veda Maany, MD, for Attending Staff, Department of Emergency Medicine.

Certified in Infectious Diseases and has

joined Dr. Nasrin Golshan.

Dr. Maany graduated from Drexel University College of Medicine and completed a residency at St. Luke's – Roosevelt Hospital Center in New York. Dr. Maany is Board Certified in Emergency Medicine and has joined Emergency Care Specialists, the Hospital's Emergency Medicine providers.

COURTESY STAFF

Doris Cascino, MD, for Courtesy Staff, Department of Pediatrics.

Dr. Cascino graduated from SUNY Upstate Medical University in New York and completed an internship and residency at Children's Hospital of the King's Daughters in Norfolk, Virginia. Dr. Cascino is Board Certified in Pediatrics and has joined CHOP Pediatric Care at The Chester County Hospital.

Alexander Lin, MD, for Courtesy Staff, Department of Radiology, Section of Radiation Oncology.

Dr. Lin graduated from the University of Michigan Medical School where he also completed an internship and residency. Dr. Lin is Board Certified in Radiation Oncology and is part of the Penn Radiation Oncology service at The Chester County Hospital. Kathryn Maschhoff, MD, for Courtesy Staff, Department of Pediatrics, Section of <u>Neonatology.</u>

Dr. Maschhoff graduated from the University of Texas Southwestern Medical School at Dallas and completed an internship and residency at Children's Hospital Medical Center in Ohio and a fellowship at the University of California, San Francisco. Dr. Maschhoff is Board Certified in Pediatrics and Neonatal-Perinatal Medicine and has joined CHOP Newborn Care at The Chester County Hospital.

Roschanak Mossabed, MD, for Courtesy Staff, Department of Pediatrics, Section of Neonatology.

Dr. Mossabed graduated from the University of Vienna Medical College in Austria, and completed an internship and residency at Bridgeport Hospital in Connecticut and a fellowship at the Children's



Timothy Downey, MD, for Attending Staff, Department of Surgery, Section of Otolaryngology.



Dr. Downey graduated from Creighton University School of Medicine in Omaha, completed an internship at William Beaumont Army Medical Center in El Paso, and a residency at Madigan Army

Medical Center in the state of Washington. Dr. Downey is Board Certified in Otolaryngology and has joined Chester County Otolaryngology and Allergy Associates.

Eric Fynn-Thompson, MD, for Attending Staff, Department of Surgery, Section of Plastic and Reconstructive Surgery.

Dr. Fynn-Thompson graduated from Harvard Medical School, completed an internship and residency at Rhode Island Hospital in Providence and a fellowship at the University of Cincinnati Hospital. Dr. Fynn-Thompson has joined Plastic and



Reconstructive Surgery of Chester County.

Joshua Levin, MD, for Attending Staff, Department of Surgery, Colon and Rectal Surgery.

Dr. Levin graduated from Boston University School of Medicine, completed an internship at Rhode Island Hospital in Providence, a residency at Louisiana State University Health Sciences Center and a fellowship at Stony Brook University Health Sciences Center in New York



and the University of Texas Affiliated Hospitals. Dr. Levin is Board Certified in General Surgery and Surgical Critical Care and has joined Colon & Rectal Surgery, Ltd.

Proddutur Raghuveer Reddy, MD,

for Attending Staff, Department of Medicine, Section of Cardiology.

Dr. Reddy graduated from the University of Oklahoma College of Medicine in Oklahoma City, completed an internship and residency at the University of Illinois College of Medicine at Chicago and a fellowship at Loyola University Medical Center in Illinois. Dr. Reddy is Board Certified in Internal Medicine and Cardiovascular Disease and has joined West Chester Cardiology.

Hospital of Philadelphia. Dr. Mossabed is Board Certified in Pediatrics and has joined CHOP Newborn Care at The Chester County Hospital.

Drew Chronister, MD, for Courtesy Staff, Department of Surgery, Section of Ophthalmology.

Dr. Chronister graduated from the University of Pittsburgh School of Medicine where he also completed an internship. He completed a residency at the University Health Center of Pittsburgh, and has joined Levin and Luminais Eye Associates.

COURTESY STAFF FOR COVERAGE ONLY

Salimi Wirjosemito, MD, for Courtesy Staff for Coverage Only, Department of Surgery (Wound Care).

Dr. Wirjosemito graduated from Gajah Mada University Faculty of Medicine in Indonesia. He completed an internship and residency at Memorial Hospital of Burlington in New Jersey and a fellowship at Hahnemann University and the United States Air Force School of Aerospace Medicine. Dr. Wirjosemito is Board Certified in General Surgery and has joined The Chester County Hospital's Wound Care and Hyperbaric Medicine Center.

AFFILIATE STAFF

Daniel Duran, MD, for Affiliate Staff, Department of Family Medicine.

Dr. Duran graduated from Thomas Jefferson Medical College and completed a residency at Christiana Care Health System in Delaware. Dr. Duran is Board Certified in Family Medicine and has an office in West Grove.

Richard Haug, MD, for Affiliate Staff, Department of Family Medicine.

Dr. Haug graduated from Temple School of Medicine, and completed an internship and residency at Thomas Jefferson University Hospital. Dr. Haug is Board Certified in Family Medicine and has joined Southern Chester County Family Practice Associates in West Grove.

These physicians hold Medical Staff privileges at The Chester County Hospital but they are not necessarily employees of The Chester County Hospital and Health System.

► To find a Doctor, call 610.738.2300, do an online search at chestercountyhospital.org or email us directly for a Medical Staff Directory at marketing@cchosp.com. Q & A

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With a disease like cancer, where the course of medical care can span months, if not years, the **relationship between the patient and the doctor** can play a critical role. Of course, the most advanced cancer care is given, but what cannot be calculated is the **trust and personal connection** that develops. We recently posed a few questions to some of our medical oncologists to find out their candid thoughts about their patients, their profession and what originally attracted them and continues to draw them to the field of hematology-oncology.



William Luginbuhl, MD 17 years in profession, 17 years with practice

What is your personal philosophy toward cancer care?

I want to provide our patients the most advanced cancer care in an environment that is still warm, caring and convenient for them.

Why did you choose to become a Hematologist-Oncologist?

I enjoy interacting with my patients; they are very appreciative of our

involvement in their care. Hematologyoncology is a highly evolving field with many new treatments, and it is exciting to be involved with these advancements.

Bernard Greenberg, MD 40 years in profession, 9 years with practice

What makes your medical practice unique from the competition?

Our physicians and nurse practitioners work as a team, consulting one another if there are diagnostic or therapeutic issues. This ensures that our patients receive state-of-the-art care. Our nursing staff is knowledgeable, efficient and experienced, representing an integral part of our team. Together with our clinical studies and social service coordinators, nutritionist and office staff, we are able to meet all the needs of our patients including emotional, nutritional and financial ones.

Why did you choose to become a Hematologist-Oncologist?

When I was 14, my favorite aunt was diagnosed with breast cancer. That was 55 years ago, and they didn't have many tools to help her, so she died shortly thereafter. I was attending engineering high school at the time, but her untimely death made me consider a career in medicine directed toward cancer treatment. A rotation in hematology and oncology during medical school solidified my desire to pursue this specialty, and I've never regretted it.

Dennis Berman, MD Medical Director 33 years in profession, 28 years with practice

What challenges in cancer care today affect your patients?

We offer many new treatments, which were previously not available. They are, for the most part, expensive. Obstacles in co-pay expenses and insurance company coverage limitations have proven to be such a challenge that to face this head on, we chose to employ a full-time social worker to assist the physicians and nurses to help us get patients the medications and services they require. Even though insurance can be challenging, we are taking proactive steps to meet our patients' needs.

Why did you choose to become a Hematologist-Oncologist?

In our field, patients are highly motivated to work in a close, collaborative fashion with their doctor. I value the close bonds of respect and caring; they have deep meaning for me.

Cheryl Johnson, MD 13 YEARS IN PROFESSION, 13 YEARS WITH PRACTICE What impact do your nurses have on patient care?

The nurses are our right hands. We couldn't do one job without their skills, insight and compassion. The nurses are an invaluable extension of the medical, emotional and social support we provide to our patients.

Why did you choose to become a Hematologist-Oncologist?

I chose oncology because it has been and continues to be an exciting, rapidly changing discipline. The field deals with all organ systems and is not limited to a specific site in the body. Also, I enjoy the close personal relationships I have with my patients and their families.

James Patterson, MD 10 years in profession, 10 years with practice

What makes a good patient?

There are no intrinsically "good" or "bad" patients. I recognize similar behaviors among our patients that are the most content. They educate themselves about their disease and they seek to become a partner in maintaining their own health. Involved and active patients invariably have improved outcomes and a better perception of their quality of life. This does not mean just researching the latest experimental treatments – traditional or alternative – but involving themselves in everyday life, including improving their nutrition, fitness and emotional health.

Why did you choose to become a Hematologist-Oncologist?

I chose hematology-oncology as a medical sub-specialty because it allowed me to combine the aspects of medicine I enjoy the most. First, hematology-oncology allows for long-term relationships with patients in contrast to many other medical sub-specialties. Second, I could become expert in the management of a defined number of serious and life-threatening diseases.

Calvin Lu, MD 27 years in profession, 12 years with practice

What have you learned from your patients?

I've learned that the courage needed to face and fight cancer comes in all shapes, all sizes, all ages and all back-



The Cancer Center of Chester County

Our patients have the benefit of treatment by an experienced team of cancer experts close to home. The Chester County Hospital is a member of the University of Pennsylvania Cancer Network, which provides an ideal complement to assure that all patients receive the best care that uniquely focuses on the individual.

JOIN US ON MAY 19 FOR OUR Cancer Survivors' Day Celebration RSVP : 610.738.2300

grounds. Sometimes those who are the most courageous are those you least expected to be brave. And, sometimes those who are brave are able to accept a tough battle – even one that they may not win – without ever losing their courage or dignity.

Why did you choose to become a Hematologist-Oncologist?

There were few effective treatments for cancer when I started medical school. At the time, I was drawn to the specialty because of that desire to provide the opportunity to offer new and better treatments to people. Today, I'm still drawn to this field, inspired by the determination of my patients.

> If you have a cancer concern, please call the Cancer Center of Chester County at 610.738.2500.

Chester County Day House Tour

Despite heavy rains that week, the sun and more than 3,000 participants came out to celebrate the 69th Annual Chester County Day House Tour on October 3. Always the first Saturday in October, "The Day" features exquisite architecture, beautiful interior design, incredible landscaping, private collections of art and antiques and historic renovations. In addition to highlighting the best of Chester County living, the event raised \$117,000 for the Hospital. Save the Date : October 2, 2010

The Chester County Hospital Celebrates National Diabetes Month with Local Celebrity Chef

The Diabetes Self-Management Program teamed up with local celebrity chef and registered dietitian, Katie Cavuto-Boyle at the 15th annual Diabetes Day this past November. This year's event, titled "Exploring Diabetes," provided participants with the education and skills necessary to lead healthy lifestyles. Ms. Cavuto-Boyle is owner of Healthy Bites, a Philadelphia-based company that provides nutrition ideas, catering, meal delivery and personal chef services. She has recently appeared on the *Rachel Ray Show*, the *NBC 10 Show*, *Good Day Philadelphia*, in *Philadelphia Magazine* and many other local and national publications and media. At Diabetes Day, she provided a cooking demo and nutritional guidance to inspire participants to create simple, healthy and delicious meals. Save the Date : November 6, 2010

Pictured: Cavuto-Boyle (left) with Michele Francis, Diabetes & Nutrition Coordinator

newsmakers

Determined Women Auxiliary Donates \$2 million

In a little over three-year's time, the members of the Women's Auxiliary to The Chester County Hospital fulfilled two pledges of \$1,000,000 each to the Hospital's Capital Campaign. This second million-dollar gift comes just 18 months after the first.

The women raise money for the Hospital through annual fundraising events like The Chester County Day House Tour, Polo Cup, Dilworthtown Inn Wine Festival, FORE Health Invitational, and from proceeds of the Encore Shop and Women's Auxiliary Gift Shop, and its festive Santa's Workshop. The volunteers from the 11 different branches of the Auxiliary are already hard at work on their next commitment - the purchase of cutting edge cancer treatment software that will complement the world class care available at The Cancer Program of The Chester County Hospital, a member of the University of Pennsylvania Cancer network.

Pictured: The Board of The Women's Auxiliary to The Chester County Hospital presents H.L. Perry Pepper, Hospital President and CEO, with a check for \$2,000,000.

synapse

SHINE Gala Directly Benefits Local Cancer Patient Care

Every year, the SHINE committee dedicates itself to helping patients with cancer, as it has been since the year of its founding in 1998. The goal of the annual fall fundraising event is to provide support to individuals with cancer so their strength, courage and hearts will continue to SHINE.

Made possible through generous sponsorship of local companies, individual donations and through proceeds of its annual dinner dance at Winterthur Country Estate, the Committee specifically funds three important initiatives – Cancer Care Coordination, a Short-term Medication Subsidy Fund, and Transportation Assistance – that complement the excellence of The Cancer Program of The Chester County Hospital. SHINE is pleased to provide for these services so that the heart of its mission statement – to lessen the burden of this disease – is realized. Save the Date : November 6, 2010

Pictured (from left): Kathryn McMullin-Young, Joe and Christine Bendinelli, Anthony Young, Eleanor and Jerry Parsons.

Dilworthtown Inn Wine Festival

The pristine grounds of The Dilworthtown Inn created the perfect backdrop on October 11 for friends and supporters to toast The Cancer Program of The Chester County Hospital and Neighborhood Hospice at the 18th Annual Wine Festival. This autumn favorite featured fine wines, sumptuous fare, shopping opportunities, live music, a silent auction and a luxury car show. Hosted by the Brandywine and Greystone Branches of the Women's Auxiliary, the event raised \$36,000.

Save the Date : October 10, 2010

PEDIATRIC PLAYROOM

Painted. Polis

The children who make the Pediatric Unit their temporary home received a wonderful gift from two generous and humble local organizations. It's the gift of play; the result of a refurbished pediatric playroom, courtesy of Little Smiles and the Chester County Mothers of Multiples Club (CCMOMC).

Little Smiles helps children who are in hospitals, hospices and shelters. If there is a want, Little Smiles works directly with pediatric nurses, who know the day-to-day needs of the children receiving care on the unit. The request could be a personal item for the child or a general necessity from which more than one child could benefit.



LITTLE SMILES CELEBRATES THE NEW PLAYROOM. (Seated, from left) KATHY URBINE, RN; LOULOU MARSHALL AND LORI PLANS, RN. (Standing) PAUL GOUGE, JOHN MINER, MATT AND KATE PATTERSON.

"For several years, Little Smiles has graciously supplied the unit and its young patients with many things, such as toys, swings, wagon, laptops, tickets to events, and supplies of diapers," says Fran Doyle, Director of Maternal Child Services at the Hospital.

Paul Gouge of Little Smiles says, "The pediatric nurses informed us how important the playroom is to the children, as free

play is vital both in the recovery process and for observation. So, we offered to make the room more inviting and lively for the kids."

Little Smiles had the playroom gutted, painted and refitted with desks, chairs, toys and gadgets for children of all ages. The highlight of the room, however, is a custom mural painted by LouLou's Whimsicals that evokes a child's imagination. The artwork depicts a kitchen scene and incorporates 150 tiles children painted at the Hospital's annual May Festival.



MURALIST LOULOU MARSHALL OF LITTLE SMILES CREATES A MASTERPIECE IN THE PEDIATRIC PLAYROOM.

CCMOMC has organized the May Festival children's activity area for the past three years. At the Festival, it provides the always-popular inflatable games and orchestrates craft items for the children, but the club really wanted to find a way for the children at the Festival to help other kids. Having children paint tiles for the playroom was just that occasion.

Kathy Rhein of CCMOMC says, "As a club, we are always looking to find opportunities in the community to not only support our 200 members, but to help parents and children throughout the County." Offering the children at May Festival the chance to create individual works of art for the pediatric playroom gave them a "permanent" way to share their talent, kindness and well wishes for children in the Hospital. The tiles were painted over the course of the past two Festivals.

The Chester County Hospital's administration and pediatric staff are grateful to both organizations for the gift they provided and for their continued support over the past few years. Their involvement makes a difference to the Hospital's youngest patients.

"The old playroom was really just a room where toys were housed," says Doyle. "The new playroom will bring smiles to the children and their families as soon as they enter the room. It is bright, colorful and fresh. I see it as a place where children can be themselves and have fun. It is a wonderful gift the Pediatric Unit received."

In fact, Little Smiles has now embarked on a new effort to refresh the pediatric hallway, a treatment room and several patient rooms –

all in the name of a happy and healing environment.

by Lisa M. Huffman

To learn more about the best way you can support The Chester County Hospital, call 610.431.5108.

NEW OUTPATIENT SERVICES offered in Kennett, Exton and West Grove

Enhanced outpatient services were introduced to The Chester County Hospital's satellite locations to better meet the needs of patients throughout the County.



Kennett Medical Campus 400-404 McFarlan road, kennett square, pa 19348

Kennett Square Radiology added Magnetic Resonance Imaging (MRI) to its menu of services. This is the only MRI service offered in Kennett Square.

for radiology information : 610.444.2665

Exton Medical and Diagnostic Center



700 WEST LINCOLN HIGHWAY, EXTON, PA 19341

In addition to current locations in Kennett Square, West Grove, and at the Fern Hill Medical Campus, Outpatient Laboratory Services are now offered in the Exton Medical and Diagnostic Center at the Commons at Oaklands.

for laboratory information : 610.269.2629



Jenners Village Professional Building

105 VINEYARD WAY, WEST GROVE, PA 19390

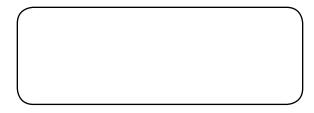
The West Grove Outpatient Laboratory has moved into an expanded space on the first floor of the Jenners Village Professional Building. Associates for Women's Medicine, as well as surgical services have new offices at this location.

for laboratory information : 610.345.0207

For other medical service information, visit chestercountyhospital.org.

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CHOSEN BY THEIR PEERS. TRUSTED BY THEIR PATIENTS.

The Chester County Hospital congratulates our Top Docs and thanks them for being so committed to the well-being of our community.

Cardiology

Joseph Lewis, MD Gregg Neithardt, MD Nicholas Vaganos, MD William Clay Warnick, MD

Colon/Rectal Samir Parikh, MD

Dermatology Michael Damiano, MD Scott Gottlieb, MD Drew McCausland, MD Scott Schafrank, MD

Family Medicine Steven Dickter, MD Mary Lisa Gunning, MD David Rooney, MD Gabriel Ruggiero, DO L. Peter Soraruf, MD George Spyropoulos, DO Earl R. Trievel, MD Gastroenterology Reina Bender, MD David Bobman, MD Alex Kuryan, MD Fred A. Meyers, MD David Neiblum, MD

General Surgery Susan Chang, MD Steven Fukuchi, MD Ronald Mattson, MD Philip Pearson, MD Pamela Scott, MD George Trajtenberg, MD Kenneth Witterholt, MD

Internal Medicine Douglas Atlas, MD Stephanie Ciccarelli, MD Christine Meyer, MD William Simon, DO Thomas Sinclair, MD Andrew Sitkoff, DO Kevin Sowti, MD Jane Sunoo, MD John R. Walsh, DO Ronald Werrin, MD Karl Zimmerman, MD

Neurology Seth Haplea, MD Heidar Jahromi, MD Brian Kelly, MD Fred Weinblatt, MD

Obstetrics/Gynecology Alan Askinas, MD William Atkins, MD William Brazerol, MD Helen Kuroki, MD Richard Mansfield, MD Lydia Slavish, MD Hematology/Oncology Maureen Hewitt, MD Calvin Lu, MD William Luginbuhl, MD Molly Stumacher, MD Michele Tedeschi, MD

Ophthalmology John DeStafeno, MD Ignatius Hneleski, MD Robert Liss, MD A. Vijay Mudgil, MD Bruce Saran, MD Rebecca Ward, MD

Orthopedics John Benner, MD Robert Huxster, MD Todd Michener, MD Cheston Simmons, MD Adrienne Towsen, MD Richard Ziegler, MD

Radiation Oncology Neha Vapiwala, MD

Radiology

Edward Carter, MD Steven Greenberg, MD Asha M. Kovalovich, MD Patricia Laffey, MD David Malamed, MD Thomas Quinn, MD Jonathan Rubin, MD

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Donald Andersen, MD Kenneth Collins, MD Kenneth Fitzpatrick, MD Deborah A. Kulp-Hugues, MD William Merriam, MD Jeffrey Lee Rosenblum, MD Gregory Thompson, MD