The Need for Telemetry • TrueBeam™ Technology • Re-engineered Emergency Department

Syna Ose

THE CHESTER COUNTY HOSPITAL AND HEALTH SYSTEM MAGAZINE

Framing Our Future



Exciting Growth for Chester County







CALENDAR

▼ ONGOING

Screenings

BLOOD PRESSURE

CANCER RISK EVALUATION PROGRAM - 610.423,4556

CANCER SCREENINGS – BREAST AND LUNG



CARDIAC CALCIUM SCORING - 610.431.5131

HEART TRACKS™ CARDIO-VASCULAR RISK ASSESSMENT

FALL RISK - 610.431.1852

HYDRATION - 610.431.1852

PERIPHERAL VASCULAR DISEASE (PVD) – 610.738.2771

STROKE

URGENT MAMMOGRAMS - 610.738.2611

Support groups

DEKEAVEME

CANCE

CARDIAC DISEASE

CHRONIC LUNG DISEASE

CROHNS AND COLITIS

ICD (DEFIBRILLATOR)

DIABETES

HEALTH & WELLNESS COACHING

LACTATION COUNSELING

MACULAR DEGENERATION

NUTRITION COUNSELING

PARKINSON'S DISEASE

Education

CARDIOVASCULAR PROGRAMS

CHILDBIRTH EDUCATION

DIABETES SELF-MANAGEMENT

NUTRITION AND WEIGHT MANAGEMENT

ORTHOPEDIC EDUCATION

SENIOR OUTREACH

SMOKING CESSATION

TRAVEL MEDICINE

WOMEN'S HEALTH PROGRAMS

HOSPITAL PROGRAMS & SUPPORT: The Chester County Hospital and Health System 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 upcoming months.

Wellness Events

Turn Your Health Around – April 23

Bones & Joints – April 25

Colon Cancer: Preventable, Treatable and Beatable – April 30

Total Woman: Women's Night Out and Open House – May 1

Arthritis Workshop – May 8

FREE eight-week programs to prepare you and help

you to quit smoking.

April 25 · May 8 · June 4

Living with Type 2 Diabetes – May 15

Reversing Pre-Diabetes – May 22

Hands-Only CPR Training – May 23

Senior Supper Club: Medicare 101 – June 6

Polo Cup* – June 9

Chester County Challenge for Cancer Bike Tours* – June 16

Reversing Pre-Diabetes – June 17

Living with Type 2 Diabetes – June 17

Turn Your Health Around – June 20

Chester County Day House Tour* – October 5

Dilworthtown Inn Wine Festival* – October 13

*FOR SPECIAL EVENTS INFORMATION CALL 610.431.5329

Registration

Register online or call 610.738.2300, except where noted.

Please note: Some programs have a fee. Pre-registration is required for these programs. Because enrollment is ongoing, these events could potentially be filled. *Dates are subject to change*.

www.chestercountyhospital.org/synapse



Contents

▼ DEAR NEIGHBORS



By the time you receive this edition of *Synapse*, our Health System will be entering into a whole new era of its 121-year lifespan.

This spring, our budding relationship with Penn Medicine will be more clearly defined. Our Tower expansion will be just a few short months from welcoming its first patients this summer. Our Emergency Department, with the support of several gracious donors, will be implementing a new model of care. And, our presence in southern Chester County will be more firmly established, as construction begins on a 72,000-square-foot medical campus that will open in early 2014.

Between partnership planning, extensive building projects and ongoing process improvements, the past few months have been remarkable and hectic, to say the least. Being a 24-7–365 business, we have mastered the art of handling "busy." I couldn't be more proud of the men and women who work here that have never wavered in their commitment to providing excellent health care, all while helping us navigate the many new and exciting corporate ventures quickly approaching on the horizon. Over the next few weeks and months, you will learn more about the details of our plans. And stay tuned for the opening of the fourth floor of the new Tower when we add 24 private rooms this July, with additional private rooms planned for late 2013.

Warm regards,

Michael J. Duncan
President and CEO

cover story

3.... EXTENDING OUR REACH

We are on the 'grow,' and expanding our services in the region. Our next big move is to southern Chester County. In 2014, we will become an anchor tenant in a new medical campus, which will become the hub of health care for our neighbors along the Route 1 corridor.

features

6.... STABLE RHYTHMS

A bed in Telemetry is one the most coveted in hospitals nationwide. It is a place where hearts are constantly and closely monitored. In anticipation of this summer's 24 new Telemetry private rooms, we are detailing why this unit is so critical to the health of Chester County residents.

12... BRINGING TRUEBEAM™ TO THE COMMUNITY

This summer, the Cancer Program will introduce leading-edge technology to our Radiation Oncology patients. The TrueBeam™ Linear Accelerator – equipment for targeted radiation – offers new levels of precision, shorter treatment times and smarter tracking of a patient's natural motion.

16... CHARITABLE GIVING: EMERGENCY DEPARTMENT RE-IMAGINED

With strategic re-engineering ideas from Penn State Hershey Medical Center experts, our ED's objective is to get its 40,000+ patients treated more quickly, then admitted or discharged more efficiently. Because of the generosity of several friends, we are well on our way.

departments

2....ANNOUNCEMENT

The Chester County Hospital and Health System pursues partnership with Penn Medicine.

9....VITAL SIGNS

Recent achievements of our doctors.

10...OURNEW PHYSICIANS

The biographies of our newest physicians on staff.

15... POINTS OF PRIDE

Accomplishments from around the Health System.

17... AFFILIATED PRACTICES

There are several providers in the fields of cancer, obstetrics/gynecology and primary care affiliated with the Health System.







synapse

SYNAPSE MAGAZINE SINCE 1981

Synapse is the award-winning publication produced by The Chester County Hospital and Health System'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 Michael J. Duncan President and CEO Colleen Leonard Leyden Editor-in-Chief Lisa M. Huffman Managing Editor Coastal Design Team Design

▶ ▶ 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.



THE CHESTER COUNTY HOSPITAL AND HEALTH SYSTEM

Signs Letter of Intent WITH PENN MEDICINE Signs Letter of Intent Signs Lette

THE CHESTER COUNTY HOSPITAL AND HEALTH SYSTEM ANNOUNCED ON JANUARY 11 THE SIGNING OF A NON-BINDING LETTER OF INTENT TO JOIN THE UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM (UPHS). In August 2012, The Chester County Hospital and Health System (TCCHHS) announced its intention to seek a strategic

corporate partner for its West Chesterbased system. The confidential Letter of Intent provides for a period of due diligence during which time UPHS will review additional information regarding TCCHHS. TCCHHS already has existing relationships with Penn in the areas of cancer, radiology, radiation oncology and maternal fetal medicine.

William W. Wylie, Jr., Chairman of The Chester County Hospital and Health System, commented, "Throughout this process we spoke with many excellent organizations, but it quickly became clear to our Strategic Planning Commit-

tee and our Board of Directors that the potential to join the University of Pennsylvania Health System was the best decision for our community and our Health System."

Ralph W. Muller, CEO of the University of Pennsylvania Health System, noted that TCCHHS "is an outstanding organization, and its incorporation into our Health System would bring significant benefit to both institutions and the communities we serve. We look forward to working collaboratively with the excellent physician and administrative staff to reach a definitive agreement."

The Chester County Hospital was founded in 1892 as the first hospital in Chester County. Today, the Hospital staffs

220 beds and is building a new patient tower that will open in the summer of 2013 with the capacity for 72 private patient rooms; future plans call for a new Women and Babies Wing. In addition, the project includes the installation of a state-of-the-art Varian TrueBeam linear accelerator to offer

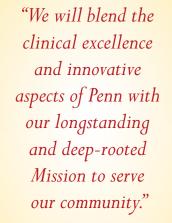
> the most advanced radiation therapy for cancer patients.

Kevin Holleran, Esq., Chairman of The Chester County Hospital Foundation, stated, "The University of Pennsylvania Health System is a world renowned leader in patient care, education and research. We are excited about bringing these resources, knowledge and expertise to our community and accelerating our Vision to be the leading provider of care in our region and a national model for quality, service excellence and fiscal stewardship."

"We value our existing relationships with Penn in the areas of cancer, radiology,

radiation oncology and maternal fetal medicine," stated Michael J. Duncan, President and CEO of TCCHHS, "and fully believe that they will make the best partner for our Health System. We will blend the clinical excellence and innovative aspects of Penn with our longstanding and deep-rooted Mission to serve our community."

After the announcement, the two organizations began working on due diligence, final agreements and started the legal and regulatory review process in the hopes of completing the transaction in the spring of 2013.



MICHAEL J. DUNCAN





HEALTH SYSTEM DEEPENS ITS ROOTS IN SOUTHERN CHESTER COUNT'

"THIS NEW BUILDING WILL

ALLOW US TO COME

TOGETHER UNDER ONE ROOF,

SO THAT WE CAN SERVE ALL

OUR PATIENTS MORE EFFI-

CIENTLY AND CONVENIENTLY.

IT WILL MAKE IT EASIER FOR

THEM TO MANAGE

THEIR HEALTH."

DR. DAVID ROONEY

EXTENDING FROM AVONDALE TO OXFORD, SOUTHERN CHESTER COUNTY HAS EXPERIENCED SIGNIFICANT GROWTH DURING THE PAST DECADE.

The Delaware Valley Regional Planning Commission projects that the area population will expand 27% between 2010 and 2030. This will create a significant need for additional physicians, including primary care and specialists.

The Chester County Hospital and Health System's satellite locations in Fern Hill, Exton, Kennett Square, and recently, West Grove/Jennersville provide residents of these communities easy access to medical specialists and diagnostic services right where they live. And in 2014, The Chester County Hospital and Health System will be a primary tenant in a new 72,000-square-foot medical office building in Jennersville. Conveniently situated at Routes 1 and 796 in south-

ern Chester County, this building is a project of Anchor Health Properties of Wilmington and is designed to provide a comfortable, innovative and integrated health care destination for residents along the Route 1 corridor.

"In the outpatient arena," says Anchor Health Properties

CEO Paula Crowley, "it is imperative that consumers be able to access health care with a lot of ease. I don't think there is a better location for access, visibility and

> familiarity than the one chosen for this building project."

Currently, half of all southern Chester County residents who require hospitalization leave the area to seek medical treatment. This building project serves as a natural extension of the many health care services The Chester County Hospital and Health System currently offers to this area.

David Rooney, MD, of Southern Chester County Family Practice Associates, says, "The Health System has been committed to its neighbors in southern Chester County for many years. There are numerous practices and specialties already established in this area. This new building will allow us to

come together under one roof, so that we can serve all our patients more efficiently and conveniently. It will make it easier for them to manage their health."

In addition to being a trusted provider of health care, The Chester County Hospital and Health System is

continued...

Extending our Reach... continued

also committed to being a good neighbor.

"What we try to do with all our buildings is create a patient-focused design that provides 'one-stop shopping' for health care. We strive to create a calming and reassuring environment within a building design that is easy to maneuver," says Crowley.

Inside the building, guests will be greeted by a concierge who can assist them with questions and help them navigate the building. The lobby will have a seating area and a café for refreshments and light meals for purchase. Well-located community rooms will become a entral location for wellness programs, physician outreach events and health fairs. This space will also be available

to community groups to use as a gathering place for independent events.

Outside, the large property will complement the natural landscape and beauty of southern Chester County. It will include high-quality, natural materials with warm color tones and a lot of natural light, much like the fields, farms and forests that are so indicative of the area.

Anchor doesn't build cookie-cutter buildings, but rather it seeks inspiration from the location itself.

The concepts for the plant materials and stone work have been inspired by the historic national landmarks that characterize the area. The property will maintain much of its greenery and wooded features, and a





Jenners Village Medical Campus

- > PRIMARY CARE, INTERNAL MEDICINE AND FAMILY PRACTICE PHYSICIANS
- > SPECIALTY PHYSICIAN OFFICES
- > AFTER-HOURS FAMILY PRACTICE CARE AND X-RAY FOR URGENT MEDICAL SITUATIONS
- > DIAGNOSTIC SERVICES, SUCH AS RADIOLOGY* AND LABORATORY
- > PHYSICAL THERAPY
- > AMBULATORY SURGERY CENTER FOR OUTPATIENT PROCEDURES
- > AMENITIES, SUCH AS CONCIERGE, CAFÉ, AND COMMUNITY CONFERENCE SPACE
- * The state-of-the-art Radiology suite will include MRI, CT, X-ray, Digital Mammography, DEXA, and Ultrasound—with room to expand.



wellness path will be added to allow members of the community to enjoy the land as they achieve their own fitness milestones.

"We understand the culture of The Chester County Hospital and Health System," says Crowley, "And that personality will be reflected in the character of this project."

So, much like the main Hospital facility in West Chester, the new Medical Office Building will strike the balance between providing patients a high-tech environment within a warm and friendly work of architecture. The Hospital's 93,000-square-foot Tower Project, too, has been designed to

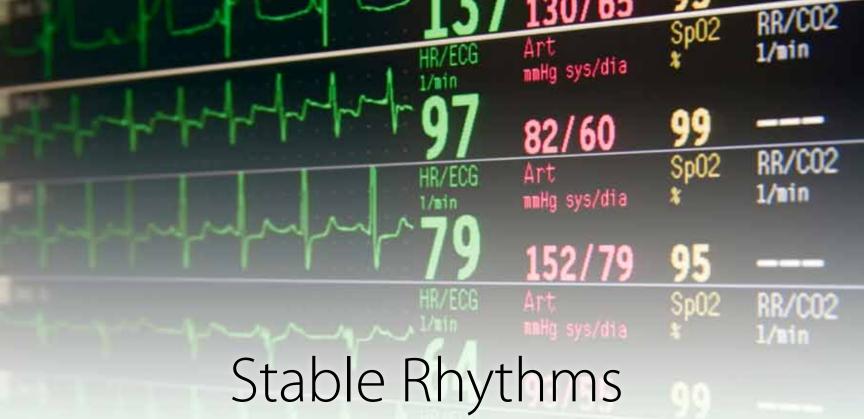
THE JENNERS VILLE
PROPERTY WILL MAINTAIN
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ADDED TO ALLOW MEMBERS
OF THE COMMUNITY TO
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ACHIEVE THEIR OWN
FITNESS MILESTONES.

complement the Italianate style that is unique to the Hospital, while providing state-of-the art medical care within those new walls.

A developing new partnership with the University of Pennsylvania Health System will blend the clinical excellence and innovations of both institutions for the benefit of everyone. Although there have been many changes through the years, one thing remains the same: The Chester County Hospital and Health System is grounded in the community from which it grew. And it always will be. The future has never held so much promise.

By Lisa M. Huffman and Lauren A. Speakman

►► LEARN MORE AT
www.chestercountyhospital.org/synapse



ADDITIONAL TELEMETRY ROOMS WILL EXPAND HEART MONITORING CAPACITY

IF YOU SAW THE LAST ISSUE OF SYNAPSE, YOU LEARNED ABOUT THE NEW PATIENT TOWER AND ALL OF ITS PATIENT-CENTERED FEATURES—FROM PRIVATE ROOMS FILLED WITH NATURAL LIGHT, TO MORE SPACE FOR VISITORS, TO BATHROOMS WITH FALL-PREVENTION FEATURES. (If you missed the issue, visit chestercountyhospital.org/synapse.)

Now we want to tell you more about the first unit that will open on the top floor this summer: Telemetry. In addition to being patient-centered, the unit is intentionally designed to meet the needs of clinical staff, whose input was critical to the project.

Over the past decade or so, many healthcare services have shifted from inpatient to outpatient settings, allowing more patients to have surgery and other treatments without entering a hospital. As a result, patients admitted to hospitals tend to be more critically ill than ever before. They also are older and often dealing with chronic conditions such as cardiovascular disease and diabetes. Many of them need more careful monitoring—not at the level given by an Intensive Care Unit, but more than the typical Medical/ Surgical Unit provides.

In line with this trend, The Chester County Hospital has experienced increasing demand for the beds in its current Telemetry Unit, where patients' electrical heart rhythms and other vital signs are continuously tracked and transmitted to a central monitoring station. There, two trained technicians watch the rhythms and report any unusual changes to the patient's nurse, who is also specially trained to interpret heart rhythms. Right away, these nurses can know what is

happening with their patients without being at the bedside. Such close monitoring, along with a 4-to-1 patient-nurse ratio, ensures that these patients get any necessary intervention quickly for heart-related issues.

"It used to be that just those with heart problems or rhythm problems required telemetry, but now we have more patients who require this type of monitoring," says Jeffrey Wahl, M.D., Medical Director of the Telemetry Unit and a cardiologist with Cardiology Consultants of Philadelphia –Chester County Cardiology Associates. "Patients are sicker and the demand has escalated."

"Cardiovascular conditions do remain our leading cause of death and disability, and when patients have a known problem, we must watch their heart rhythms so we can manage the treatment," says Tina Maher, RN, BSN, NE-BC, Director of Telemetry, Post-Interventional Unit, and Critical Care Support. "If we can intervene early at the first sign of a problem, we can prevent a lot of complications, and get our patients home and on their way to recovery.

"There are other patients who are acutely ill with other conditions that could threaten cardiac stability, so they need to be monitored as well," she says.

Heather lademarco, RN, BSN, MS, a nurse on the Telemetry Unit for six years, cites a range of conditions that she has seen in her own patients, which makes the unit the safest place for them to be.

"There are many conditions that can cause heart rhythms >

to go awry: Lyme disease, low magnesium or potassium levels, alcohol withdrawal and even the flu in some people, as we've seen with the early winter outbreak," she says. "If a patient is starting a new blood pressure medicine or a beta blocker, they may need to be monitored. In this and many other situations, it's best practice to have them on telemetry because the system is watching them even when I'm not at the bedside, and it can document what is going on with the

heart 24/7. We can go back and look at what happened throughout the day or overnight, and share it with the physician."

In 2004, the Hospital also added remote telemetry capability, which enables us to equip patients on any unit with a transmitter that sends their heart rhythms to the central monitoring station near the Telemetry Unit. This allows technicians to keep a watchful eye on up to 38 additional lower-risk patients.

This is why the Medical Staff and clinical team are excited that an additional Telemetry Unit will be the first area to open in the Patient Tower in just a few months. The unit will feature 24 private

rooms with two nurses' stations, along with "touchdown" areas between rooms for clinicians to collaborate. Each room is large enough to accommodate family members and other visitors, and it includes a sofa that converts to a bed for a

loved one who wishes to stay overnight.

"Our care delivery model is based on the relationships we have with our patients, their family and visitors," says Tina Maher. "The design of the room really reflects that."

Maher and several staff members from the current Telemetry Unit played a key role in planning the new spaces to best meet the needs not only of patients and families, but also of nurses, physicians, and other clinical staff. A couple of years

ago, the Hospital assembled a committee that included telemetry nurses, nursing assistants, a unit secretary, the charge nurse and clinical manager to work with the architectural firm Ballinger to design the new unit.

"We met with the architects frequently and went over every nuance of the new space," Maher says. "What makes sense in terms of the overall flow and design? How can we best accommodate the patient and caregiver? Throughout the planning process, we would pull in staff from different disciplines—information technology, environmental services, and so on—to get their input on what would work best."

Nichole Coleman, RN, BSN, PCCN, the

day shift charge nurse on the Telemetry Unit, participated on the committee and appreciated what she calls the ongoing "back and forth" between the group and Ballinger. Especially helpful was a mockup room that Ballinger set up across the

WITH INCREASING DEMAND
FOR MONITORED BEDS, THE
CURRENT TELEMETRY UNIT
IS ALWAYS AN ACTIVE AND
DYNAMIC DEPARTMENT. THIS
JULY TO ACCOMMODATE THE
COMMUNITY'S NEED,
THEY WILL WELCOME 24 NEW
PRIVATE ROOMS AS PART OF
THE TOWER PROJECT.



Stable Rhythms... continued

street from the main Hospital, where Coleman and her colleagues could go to try out different configurations and other ideas. Coleman was also part of a core group that traveled to Hill-Rom's headquarters in Indiana to look at beds and other medical equipment.

"Working with Ballinger was a great experience,"
Coleman says. "We know the clinical side of things—this
is what we do every day—and they have the architectural
and design expertise. This was a chance to take what we
know and create a space that would foster a better
experience for the patients and make our workflow easier.
We got the best possible outcome, and I know patients
are going to love and also benefit from the private rooms."





MONITOR SURVEILLANCE TECHNICIAN MARY ALFANO-BROWN (pictured above) AND JOANNE HIGGINS (pictured on page 1) HAVE BEEN WITH THE HOSPITAL SINCE THE INCEPTION OF THE HEART MONITORING PROGRAM. MONITOR TECHS ARE RESPONSIBLE FOR WATCHING THE HEART RHYTHMS OF THE PATIENTS FROM TELEMETRY, THE POST-INTERVENTIONAL UNIT (PINU) AND VARIOUS BEDS THROUGHOUT THE HOSPITAL.

OUR GENEROUS COMMUNITY

The vision for the Tower Project was made a reality in part by the support of many donors. Recently, The Chester County Hospital Foundation received a generous pledge of \$5 million from Oscar and Vivian Lasko to fit out the two remaining floors of the Hospital's new Patient Tower. Their gift will also support the renovation of the Emergency Department (see p. 16). With their extraordinary support, our Hospital will be transformed into an even more patient-centered facility, which will further improve patient care and the overall experience at the Hospital.

Dr. Wahl points out that the entire Telemetry Unit also has been designed for the future, which relies heavily on information technology.

"It is very busy in a Telemetry Unit and everyone needs access to a computer," he says. "Everything is done electronically: ordering, review, making notes, preparing the discharge plan. Traditional units weren't built with workspaces large enough for this way of doing medicine, but this new Telemetry Unit is. Clinicians will be able to function much more efficiently." In addition, each room features a bed-side computer for clinicians' use.

The Chester County Hospital is now immersed in the process of orchestrating how the two Telemetry Units will work together in terms of staffing and coordination of care. By the time the new unit opens on the fourth floor of the Patient Tower this summer, all of these details will be in place. More importantly, the Hospital will be able to better accommodate area residents who come through our Emergency Department and need continuous cardiac monitoring as part of their care. This new unit will give the clinical team the ability to stabilize them in the Emergency Department and then get them into a bed quickly, starting them on the path to healing.

By Kristine M. Conner Photos by Rick Davis

►► LEARN MORE AT www.chestercountyhospital.org/synapse



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

Case Management Physician Advisor

Internal Medicine Hospitalist **Dr. Stephanie Ciccarelli,** a member of the Medical Staff since July 2007, has been named Physician Advisor for Case Management and Clinical Documentation Improvement at



The Chester County Hospital. For much of her time with the Hospital, she has also been a member of the Medical Staff Case Management Committee, providing valuable contributions in a number of critical areas, especially coding and documentation and observation-admission criteria. Dr. Ciccarelli's primary role as Physician Advisor will be to serve as a consultant to all members of the Hospital's multidisciplinary team in regard to appropriate utilization of hospital acute care resources, clinical documentation and interactions with Medical Directors at third-party payor organizations.

Vice Chair Represents Allergists Nationwide

Asthma, Allergy and Clinical Immunology of Chester County is pleased to announce that **Dr. Andrew Murphy** has been elected Vice Chair of the Federation of Regional, State and Local Allergy, Asthma and Immunology Societies (RSLAAIS) representing allergists in the United States. The RSLAAIS consists of nearly 70 regional, state and local societies that advocate for allergists/immunologists at a grassroots level in providing optimal delivery of quality patient care. "I am very humbled to be elected by my peers to represent them and our allergy patients," says Dr. Murphy. "The practice of medicine is rapidly changing, and I look forward to the challenges this position will entail."

Educator for Physician Peers

Dr. Robert P. Liss was the Senior Instructor for the American Academy of Ophthalmology (AAO) lab course entitled Advanced Refractive Cataract



Surgery and Anterior Segment Reconstruction. This course was offered to ophthalmologists from around the world at the AAO's annual meeting held November 2012 in Chicago. Dr. Liss also served as instructor of three other 2012 AAO courses. The meeting was the fourth Joint Meeting with the Asia-Pacific Academy of Ophthalmology. As an educator to his peers, Dr. Liss is a leader in the advancement for cataract and glaucoma treatments.

Medical Oncologist wins Award of Hope



Dr. Maureen Hewitt, Hematology Oncology, received the Norma E. Ciccarone Award of Hope from Cuddle My Kids. Dr. Hewitt was honored due to her significant and enduring contributions to the cancer community, including the

time she spends educating Cuddle My Kids volunteers during their orientation. Cuddle My Kids provides inhome support, wellness support, a community support group, educational resources, and a drop-off program for children of cancer patients in our community.

Published Author of Research Study

Dr. Sunil Saroha, Hematology Oncology, was cited as one of the authors of a research study titled "Lymphopenia is an Independent Predictor of Inferior Outcome in Clear



Cell Renal Carcinoma." The study was published in the *Journal of Urology* in February 2013.

Guy Bernstein, MD

Department of Surgery, Section of Urology. Dr. Bernstein graduated from
Columbia University College of Physicians
and Surgeons in New York, completed an
internship at Cornell University Medical
College in New York and a residency at
Brigham & Women's Hospital in Massachusetts. Dr. Bernstein is Board Certified
in Urology and is in practice with Urology
Health Specialists, LLC.



James
Hays, MD

Department of
Medicine, Section of Endocri-

nology. Dr. Hays graduated from the University of Kansas School of Medicine, completed an internship and residency at the University of Kansas Medical Center and a fellowship at the National Naval Medical Center in Bethesda, Maryland.

Deanna Brasile, DO



Department of OB/GYN, Section of Reproductive Endocrinology. Dr. Brasile graduated from Philadelphia College of Osteopathic Medicine, completed an internship at Philadelphia College of Osteopathic

Medicine and a residency at Cooper University Medical Center. Dr. Brasile is Board Certified in OB/GYN and has joined Main Line Fertility.

Sophia Francis-Stewart, MD

Department of Medicine, Section of Telepsychiatry. Dr. Francis-Stewart graduated from UMDNJ – Robert Wood Johnson Medical School, and completed a residency and fellowship at Zucker Hillside Hospital in New York. Dr. Francis-Stewart is Board Certified in Psychiatry and is in practice with Center for Family Guidance, PC.

Richard Highbloom, MD

Department of Surgery, Section of Cardiac Surgery. Dr. Highbloom graduated from Temple University School of Medicine, completed an internship and residency at Albert Einstein Medical Center and a residency at The Hospital of the Good Samaritan in California. Dr. Highbloom is Board Certified in Thoracic and Cardiac Surgery.

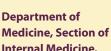
Benjamin Denenberg, DPM

Department of Surgery, Section of Podiatry. Dr. Denenberg graduated from
The Ohio College of Podiatric Medicine,
completed a residency at Chestnut Hill
Hospital and has joined
Foot and Ankle Associates.

Joseph Graversen, MD

Department of Surgery, Section of Urology. Dr. Graversen graduated from Louisiana State University School of Medicine, completed an internship at Ochsner Clinic Foundation in Louisiana, a residency at Louisiana State University and a fellowship at Columbia University College of Physicians and Surgeons and the University of California. Dr. Graversen is in practice with Urology Health Specialists, LLC.

Den



Ke Hong, MD

Internal Medicine.

Dr. Hong graduated

from Shanghai Medical University in China, completed an internship and residency at The First Affiliate Hospital of Anhui Medical University in China and Montgomery Hospital. Dr. Hong is Board Certified in Family Medicine and has joined Medical Inpatient Care Associates (MICA).

Aneesha Dhargalkar, MD

Department of
Emergency Medicine. Dr. Dhargalkar
graduated from
Jefferson Medical
College and completed a residency
at Temple University
Hospital. Dr. Dhargalkar is Board Certified in Emergency
Medicine and has
joined Emergency
Care Specialists.



Lorraine Dugoff, MD

Department of OB/GYN, Section of Maternal Fetal Medicine. Dr. Dugoff graduated from Georgetown University School of Medicine, and completed her post graduate and fellowship training in OB/GYN, Clinical Genetics and Maternal Fetal Medicine at Pennsylvania Hospital and the University of Colors

nia Hospital and the University of Colorado School of Medicine. Dr. Dugoff is Board Certified in all three disciplines and has joined the Maternal Fetal Medicine Services of the University of Pennsylvania.

Jeffrey Hurley, MD



Department of Medicine, Section of Dermatology. Dr. Hurley graduated from Boston University School of Medicine, completed an internship

at Framingham Union Hospital in Massachusetts, a residency at Henry Ford Memorial Hospital in Michigan and a fellowship at Scripps Clinic and Research Foundation/Naval Hospital in California. Dr. Hurley is Board Certified in Dermatology and has an office in West Chester.

Zainal Hussain, MD

Department of Medicine, Section of Cardiology. Dr.

Hussain graduated from Gandhi Medical College in India, completed an internship at the University of Illinois at Urbana, and a residency and fellowship at St. Louis University Hospital. Dr. Hussain is Board Certified in Cardiology and has joined West Chester Cardiology.



Department of Radiology. Dr. Nasrallah graduated from the University of Pennsylvania School of Medicine, and completed an internship, residency and fellowship at the Hospital of the University of Pennsylvania. Dr. Nasrallah is Board Certified in Radiology and is part of the Penn Radiology service at The Chester County Hospital.

Thomas Lanchoney, MD

Department of Surgery, Section of Urology. Dr. Lanchoney graduated from the University of Pennsylvania School of Medicine, and completed an internship and residency at the Hospital of the University of Pennsylvania. Dr. Lanchoney is Board Certified in Urology and is in practice with Urology Health Specialists, LLC.

David Mankoff, MD

Department of Radiology. Dr. Mankoff graduated from the University of Pennsylvania School of Medicine, and completed a residency at the University of Washington School of Medicine. Dr. Mankoff is Board Certified in Radiology/Nuclear Medicine and is part of the Penn Radiology service at The Chester County Hospital.

Maggie Solimeo, DPM

Department of Surgery, Section of Podiatry. Dr. Solimeo graduated from

Temple University School of Podiatric Medicine, and completed a residency at Frankford Hospital in Philadelphia and Good Samaritan Hospital in New York. Dr. Solimeo is in practice with Bryn Mawr Foot & Ankle Center.

Sheela Moorthy, MD

Department of Pediatrics, Section of Neonatology. Dr. Moorthy graduated from the University Islam



Sumatra Utara in Indonesia, completed a residency at Richmond University Medical Center and a fellowship at the University of Maryland Medical System. Dr. Moorthy is Board Certified in Pediatrics and is part of CHOP Newborn Care at The Chester County Hospital.

Mark Tantorski, DO

Department of Surgery, Section of Orthopedics. Dr. Tantorski graduated from the University of New England College of Medicine, completed an internship and residency at Philadelphia College of Osteopathic Medicine and a fellowship at New England Baptist Hospital. Dr. Tantorski has joined Premier Orthopaedics

– Chester County Orthopaedics.

TO FIND A DOCTOR, CALL
610.738.2300, OR SEARCH ONLINE AT
www.chestercountyhospital.org/synapse

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.

NEW TELERADIOLOGY PHYSICIANS

The following physicians are Board Certified in Radiology and are part of the Penn Radiology service at The Chester County Hospital.

Jacob Abraham, MD graduated from Wayne State University School of Medicine in Michigan, completed an internship at St. John Hospital and Medical Center in Michigan, a residency at the Medical University of South Carolina Medical Center and a fellowship at Henry Ford Hospital in Michigan.

Jose Arjona, MD graduated from Universidad Central del Caribe School of Medicine in Puerto Rico, completed an internship at Miami Children's Hospital and a residency at Brook Army Medical Center in Texas.

Francis Ferraro, MD graduated from New York University School of Medicine, and completed a residency at Cedars-Sinai Medical Center in California and a fellowship at Brigham and Women's Hospital in Massachusetts.

Pejman Firouztale, MD graduated from Keck School of Medicine and University of Southern California, completed an internship at Loma Linda University Medical Center in California, a residency at Saint Louis University Hospital and a fellowship at the University of Southern California.

Henry Jones, MD graduated from the University of Kentucky College of Medicine, and completed a residency and fellowship at Indiana University Medical Center.

Gautham Mallampati, MD graduated from Temple University School of Medicine, completed an internship at Abington Memorial Hospital, a residency at Temple University Hospital and a fellowship at the Hospital of the University of Pennsylvania.

Ashford McAllister, MD graduated from New York University School of Medicine, completed an internship at St. Vincent's Hospital and Medical Center in York, a residency at New York University Medical Center and a fellowship at the Hospital of the University of Pennsylvania

Andrew McDonnell, MD graduated from Albany Medical College, completed an internship at Stony Brook University Medical Center in New York, a residency at St. Vincent's Medical Center of Richmond and a fellowship at Albany Medical Center.

Jana Sulzer, MD graduated from Vanderbilt University School of Medicine in Tennessee, and completed a residency at Yale University – New Haven in Connecticut and Case Western Reserve School of Medicine in Ohio.

Bringing True Beam to the community...

Leading-edge technology of the future

THE SCENE LOOKS FUTURISTIC, LIKE SOMETHING BORN
IN THE IMAGINATION OF A SCIENCE-FICTION WRITER. A cancer
patient lies still on a radiation treatment couch, as what
looks like space-age machinery starts circling around
them to deliver precise radiation treatment with a remarkable level of control and synchronization. The couch also
moves to reposition the patient as needed. Called TrueBeam™, this advanced cancer treatment technology represents a quantum leap forward in the speed, accuracy and
safety of radiation therapy.

The TrueBeam system makes it possible to aggressively, accurately and safely attack tumors in the lung, breast, prostate, reproductive organs, head, neck, brain and elsewhere with greater precision and in far less time than earlier generations of radiation delivery systems. Previous and many current models rely much more on human intervention and manual control, whereas the TrueBeam has built-in capabilities that enable it to automatically and specifically target and destroy tumors with maximum doses of radiation while protecting surrounding healthy tissue.

The Chester County Hospital and Health System recently purchased a new TrueBeam linear accelerator for its Radiation Oncology program, bringing the highest level of cancer care to the community. The TrueBeam can deliver various forms of radiation therapy; including image-guided radiotherapy (IGRT), intensity-modulated radiotherapy (IMRT) and Volumetric Modulated-beam Therapy (VMAT) like RapidArc® radiotherapy. The TrueBeam at Chester County will additionally feature a fast Gated RapidArc® – allowing it to deliver sophisticated and complex treatments accounting for patient respiratory movements.

According to Medical Physicist Andre Kalend, PhD, the TrueBeam far surpasses its predecessors with its onboard digital ability to synchronize all the different components involved in radiation therapy – including imaging,

treatment delivery as well as patient positioning, and breathing and motion detection.

"TrueBeam is much more than cutting-edge technology; it is the leading edge of radiation therapy. It goes beyond what is considered state-of-the-art today. Having the TrueBeam means we have secured the state-of-the-art radiotherapy technology of the future," said Dr. Kalend. "Radiation Oncology is complex technology-driven medicine. With this purchase, The Chester County Hospital is poised to stay ahead of the innovation curve of radiation oncology in the region."

Indeed, the level of precision with which the TrueBeam delivers radiation treatment is unprecedented. The system is able to target cancers with sub-millimeter exactness as it continually monitors more than 100,000 points of patient live images and data. Another key to the system's pinpoint accuracy is that it includes sophisticated user-friendly imaging tools that physicians and therapists can use to generate various anatomical views 60% faster than previous accelerators. These advances also reduce overall imaging radiation exposure by 25% and offer greater patient comfort by shortening their treatment duration on the delivery couch. Typical irradiation duration that took 10 to 15 minutes takes a mere 1 to 2 minutes on TrueBeam.

According to Radiation Oncologist Ann Marie Siegal, MD, the increased precision of the TrueBeam has significantly fine-tuned an often-challenging treatment delivery process. Many tumors are located in places that are affected by the

body's slightest movement. With the TrueBeam, radiation fields can be tailored tightly, directly targeting the cancer or area at risk.

"When we are treating some of the more challenging cancers – where tumors are in areas exposed to lots of organs and healthy tissues – we have to be very careful. Movement is inherent to the human body and can't be avoided, so precision is absolutely paramount when targeting a tumor. The slightest shift in the patient's position or movement in the body, even the lungs as they expand during breathing, can throw off radiation targeting," explains Dr. Siegal, who is also a Clinical Assistant Professor at the University of Pennsylvania Health System.

She adds, "The TrueBeam can detect the smallest movements during a treatment session. It has the ability to automatically adjust where the delivery beam is directed; allowing radiation to hit its intended target, protecting healthy organs and tissues."

As the patient breathes and the lungs inflate and deflate, tumors are pushed in different directions, becoming both moving and shape-changing targets. TrueBeam contains a respiratory-motion management feature that is specifically designed to track movement of tumors as the patient breathes. The system ensures that radiation is only delivered when the tumor is within the beam's line of sight. It even recognizes unplanned disruptions in the patient's breathing cycle, such as coughing or sneezing.

The added safety of the TrueBeam does not end with precision when targeting the tumor. The TrueBeam also has an internal collision protection and avoidance component that protects the entire patient while the linear accelerator's gantry (the head of the machine) moves around their body, which means safeguarding patient positioning does not solely rest on the professionals operating the equipment. The system itself continually monitors where the patient is located throughout treatment, using special sensors to

continued...

RADIATION ONCOLOGY TEAM Back row, from left: ROBERT E. KRISCH, MD, PHD, RADIATION ONCOLOGIST;

KATHLEEN DEVLIN, RT(T), RADIATION THERAPIST; EILEEN MCDEVITT, RT(T), CMD, DOSIMETRIST; AMY FERRIS, RT(R)(T), SUPERVISOR; RAMAH

WILLIAMS, RT(R), STUDENT THERAPIST; ANDRE KALEND, PHD, PHYSICIST. *Front, from left:* ANN MARIE SIEGAL, MD, RADIATION ONCOLOGIST; MONICA SEKELA, RN, BSN; LYNNE DAVIS, RT(R)(T), RADIATION THERAPIST; SUSAN NICHOLS, UNIT SECRETARY; AND MARCELLA KUBOVSAK, RN.



TrueBeam... continued

detect where the patient couch is in proximity to the machinery circling around the patient.

"As treatments become more complex, it is essential that we have accelerator systems in place that monitor patient safety," said Dr. Kalend. "TrueBeam has its own GPS-like capabilities that check itself to make sure the gantry never encroaches into the patient's space. If there is ever an issue, the machine will immediately stop, move the patient out of the gantry path and then bring the patient back again to the treatment position. Prior to the True-Beam, machines were 'blind' to the location of the patient and the couch when the beam was on. Only the operator was aware of the patient's location."



The advances in the TrueBeam system have significantly shortened the duration a patient has to spend on the couch undergoing treatment, even for those requiring high doses of radiation. The length of time needed for radiation sessions is always determined by the type of cancer a patient has, what dose of radiation is needed, and the individualized treatment plan. However, in many cases, delivery time will now be reduced by 50% or more with the TrueBeam. For example, treatments for patients with prostate cancer or some of the more difficult head and neck cancers that may take up to a half hour or longer with conventional linear accelerators can now be delivered in just 2 to 7 minutes with the TrueBeam.

"Faster treatments make the whole experience much easier for our patients," said Dr. Siegal. "And the TrueBeam has a two-way communication system so therapists are in constant contact with patients and vice versa. That is very reassuring to patients."

The purchase of the TrueBeam linear accelerator is a significant milestone for The Chester County Hospital, expanding the services provided by its Radiation Oncology Department and opening the door to new possibilities for treating cancers that are more complicated closer to home. A new vault for the TrueBeam was incorporated into plans for the Hospital's Tower Project, a \$45.2 million expansion slated to open this summer. The Hospital will begin scheduling patients on the TrueBeam this coming July.

The Radiation Oncology Department is a key component of the Hospital's comprehensive Cancer Program, which has been part of the Penn Cancer Network since 1995. Because of the Hospital's existing and growing connection to Penn Medicine, radiation oncology and medical oncology patients seeking treatment in Chester County will benefit from direct and immediate access to the resources of the university health system – including the latest oncology clinical trials.

As The Chester County Hospital moves forward with its new TrueBeam system, its team of experts will not only be training with Varian – the vendor that manufactures the TrueBeam – but will also draw from the clinical expertise from Penn Medicine staff that have hands-on experience with the equipment. Patients can feel confident they are being treated by experts from one of the top academic institutions in the country, while being cared for close to home at The Chester County Hospital.

Bringing the TrueBeam to The Chester County Hospital will dramatically expand its clinical treatment capabilities, and it demonstrates the Health System's firm commitment to expanding services and adding the future of technology to treat a broader spectrum of cancer patients with the most sophisticated program between Philadelphia and Lancaster.

By Beth Eburn Team Photo by Rick Davis

▶ ▶ LEARN MORE AT
www.chestercountyhospital.org/synapse

High Marks for Patient Safety

In February, The Chester County Hospital was honored with an "A" Hospital Safety Score by The Leapfrog Group, an independent national nonprofit run by employers and other large purchasers of health benefits. The score was awarded in the latest update to the Hospital Safety ScoreSM, the A, B, C, D, or F scores assigned to U.S. hospitals based on preventable medical errors, injuries, accidents and infections. "Hospitals like this that earn an 'A' have demonstrated their commitment to their patients and their community," said Leah Binder, president and CEO of The Leapfrog **Group.** "I congratulate The Chester County Hospital for its safety excellence, and look forward to the day when all hospitals will match this standard."

Four-Year Winning Streak

For the fourth consecutive year, Press Ganey Associates has bestowed its Summit Award to Professional Providers, Inc., a physician practice management subsidiary of The Chester County Hospital and Health System. The Press Ganey Summit Award is the health care satisfaction industry's most coveted symbol of achievement bestowed annually. Professional Providers is just one of only 13 to receive it for achieving and sustaining excellence in patient satisfaction for 2012. "To attain this award for the fourth year means the medical practices have received a 95% or higher patient satisfaction rating for more than seven years," explains Michael J. Duncan, President and CEO of the Health System. "These positive patient experiences and accolades are a direct result of the hard work and professionalism of our health care team."

TOP 10% IN THE COUNTRY

The Cardiac Surgery program at The Chester County Hospital has been ranked in the top 10% in the nation by The Society of Thoracic Surgeons National Adult Cardiac Surgery Database.

The program has also received a "three star" rating for cardiac surgery by the Society of Thoracic Surgeons (STS). According to Cardiac Surgeon Brian Priest, MD, the "three star" rating denotes the highest category of quality placing the Hospital in the top 10-15% in the country. He adds, "In the current analysis of national data covering the period from July 1, 2011 through June 30, 2012, our cardiac surgery performance was found to lie in the highest quality tier, thereby receiving an STS three-star rating."

ACE Accreditation for Cardiac Catheterization and Percutaneous Coronary Intervention

The Chester County Hospital has been accredited for cardiac catheterization and percutaneous coronary intervention by Accreditation for Cardiovascular Excellence (ACE), an organization dedicated to ensuring adherence to the highest quality standards for cardiovascular and endovascular care. The Hospital is one of 11 hospitals nationally and the only hospital in Southeastern Pennsylvania to receive this accreditation. "For more than 20 years, we have strived to be the best by continually improving the quality and safety of the care we deliver to our community," notes Timothy Boyek, MD, Director, Interventional Cardiology. "We do this by utilizing national standards and analyzing patient outcome data to drive a process of ongoing improvement."



Aiming EMERGENCY DEPARTMENT HIGH RECONFIGURATION HIGH

WHEN THE NEW 24-BED TELEMETRY FLOOR OF THE TOWER OPENS THIS
JULY, THE ADDED ROOM CAPACITY WILL HAVE A DIRECT IMPACT ON
PATIENTS SEEKING CARE AT THE HOSPITAL'S DYNAMIC EMERGENCY DEPARTMENT, WHICH IS OFTEN THE FRONT DOOR FOR MANY PEOPLE WHO
ARE ULTIMATELY ADMITTED TO TELEMETRY FOR HEART MONITORING.
The expansion of the Telemetry unit will be quickly
followed by and complemented by enhancements to
the Emergency Department (ED), which was made
possible by several generous donors to The Chester
County Hospital Foundation.

The Hospital invited consultants from Penn State
Hershey Medical Center to examine all aspects of the ED.
The Hospital is now implementing an innovative model of care that combines the highest level of emergency treatment with unmatched efficiencies and customer service.
At the core of the recommendations is a process called Physician Directed Queuing (PDQ).

Walk-in patients will see an ED physician or physician assistant for initial assessment in a Rapid Treatment Area upon their arrival.

Betty Brennan, RN, EdD, CNML, Director of Emergency Department says, "The consultants predict PDQ will reduce the total wait times by 77% and the average patient stay in the ED by 53%. This would allow us to treat roughly 9,000 more patients each year. We currently see more than 40,000 people every year."

To facilitate the transition to this model, the Hospital, with philanthropic support from a number of generous donors, is investing more than \$5 million to reconfigure and enhance the ED.

With PDQ, one of the essential elements to improve patient flow and reduce length of stay is the diagnostic testing and results process. A local family foundation, with an nterest in funding specific pieces of equipment, has generously provided philanthropic support to purchase more than \$565,000 worth of technology that will speed

specimen collection, expedite lab results, and enhance safety and quality.

EMERGENCY DEPARTMENT

Another private family foundation made an extraordinarily generous donation of \$2.5 million to fund the ED renovation. This will enhance the patient experience from the front door to an ED patient bed, and then onto admission or discharge. This transformation will occur over the next year.

Finally, the Hospital administration has always been particularly grateful for the long-standing dedication of the Women's Auxiliary, which pledged \$500,000 toward this ED project. Through its numerous annual fundraising efforts, the 500-women-strong group demonstrates year after year that goals can be attained when you are fueled by a vision to help others.

The result of the overwhelming generosity by these donors as well as Oscar and Vivian Lasko (see page 8), the ED enhancements to our facilities will ensure that The Chester County Hospital continues to provide the highest quality of care in a patient-centered environment to all members of the community who walk through its doors for care.

Here are some of the new enhancements coming to the Emergency Department.

- > SUNQUEST COLLECTION MANAGER SYSTEM™
- > GE MAC 5500 EKG MACHINE WITH MUSE WIRELESS CAPABILITIES
- > DIGITAL CENSUS EQUIPMENT
- > COMPUTERIZED PHYSICIAN ORDER ENTRY DEVICES
- > SWIPE CARD ACCESS

►► TO LEARN HOW YOU

CAN SUPPORT THE FOUNDATION

CALL 610.431.5108 OR VISIT

www.chestercountyhospital.org/synapse

Consulting a physician regularly is an important part of a healthy lifestyle. A primary care physician or specialist knows your medical history and can provide special insight into any treatment plan you may need. Together, you and your physician can determine the best plan to manage your health care needs and achieve your full wellness potential.

The following are The Chester County Hospital and Health System's affiliated practices:

CANCER

Chester County Hematology Oncology

Treating each patient as if they are a member of our own families. Locations in West Chester, Exton and Kennett Square

> CCHemOnc.com

Women's Specialty Center

Delivering seamlessly integrated specialty services in one convenient location. Based in West Chester

> TheWomensSpecialty Center.com

PRIMARY CARE

Kennett Care Medical Associates

Providing patients with comprehensive and compassionate health care services.

Based in Kennett Square

> KennettCare.com

Kennett Primary Care

Providing the highest standards of medical excellence in a practice specifically designed for its community. Based in Kennett Square

> KennettPrimaryCare.com

Lincoln Medicine Associates

Establishing trust by taking the time to listen and understand the needs of each individual. Based in West Chester

> LincolnInternalMed.com

Southern Chester County Family Practice

Offering the best, evidencebased health care and disease management to our patients. Based in West Grove > SCCFamilyPractice.com

Unionville Family Medical

Cultivating an environment of respect for our patients, our staff and our providers. Based in Unionville

> UnionvilleFamilyMed.com

Whiteland Medical Associates

Creating compassionate and innovative service with the highest level of patient empowerment. Based in Exton

> WhitelandMedical.com

OBSTETRICS AND GYNECOLOGY

Associates for Women's Medicine

Helping women stay vibrant and strong during every phase and milestone of their lives. Offices in Exton, West-Chester and West Grove

> AFWMedicine.com

Find these or any of our doctors online at Chester-CountyHospital.org or call our Physician Referral Line at 610.738.2300.



701 East Marshall Street West Chester, PA 19380

www.chestercountyhospital.org/synapse

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We're There Where and When You Need Us.

- East Marshall St. Medical Office Building
 440 East Marshall Street, West Chester
- North Hills Medical Office Building 795 East Marshall Street, West Chester
- Fern Hill Medical Campus 915 Old Fern Hill Road, West Chester
- 4 Exton Medical and Diagnostic Center 700 West Lincoln Highway, Exton
- The Chester County Hospital 701 East Marshall Street, West Chester
- 6 Kennett Medical Campus 400-404 McFarlan Road, Kennett Square
- Medical Office Building at New Garden 830 West Cypress Street, Kennett Square
- Jenners Village Professional Building 105 Vineyard Way, West Grove
- Jenners Village Medical Campus Route 1 and Route 796, West Grove

