

“My Rehab Experience Was Perfect.”

The Commons
at Squirrel Hill

SKILLED NURSING & REHABILITATION



A Member of Berkshire Healthcare

—George Tucker, Pittsburgh



George, with therapist Jennifer Ulrich, uses Wii therapy to improve his balance.

“I’m 68, and I’ve lived with osteoarthritis in both knees for a while. After a short hospital stay, I needed to get stronger before I could go home. I went to The Commons at Squirrel Hill for rehab.

“I did all the traditional therapies, like strengthening exercises and walking on stairs. I also got to use the new Wii system in their newly renovated rehab gym. The Wii therapy

was different—and fun. I played virtual sports and games like tennis and bowling. My therapist said that helped me improve my balance. I say it made me feel like a kid again!

“I made great progress at The Commons at Squirrel Hill and went home after just two months. I miss the Wii, but it’s sure good to be home again and on my own.”

To find out more, call 412-421-8443.

We’re Perfecting the Art of Superior Care.

The Commons at Squirrel Hill
2025 Wightman Street • Pittsburgh, PA 15217 • thecommonsatsquirrelhill.org • 412-421-8443

Finding a New Job in a Tough Economy: What I've Learned along my Journey

By Ann Held Ciotoli



October 15, 2010 was a pivotal day for me. After working for over 25 years with a national rehabilitation provider, my position as the Public Relations Coordinator for the Pittsburgh market was eliminated along with several colleagues. Like many others who have experienced a lay-off, I was stunned and devastated. I have little recall as to how I got home that day. My car, which seemed to be on automatic pilot, got me there somehow. But my story is not about October 15th, rather the experiences I have had since.

I gave myself the weekend to pull myself together and then I began my journey to find a new position. My resume was up to date; however I quickly discovered that my format was very conventional. I contacted a friend and former HR Director and asked for her input. Ironically, she is part of an amazing group known as *Discover HOPE Here*, a non-profit organization founded almost 2 years ago. *HOPE* has over 200 members and 25 volunteers with expertise in writing resumes and cover letters, interviewing techniques, career coaching, and financial advisement, all at no charge.

"Over 65% of our members are over the age of 45," said Linda Weller, Founder/Director of *HOPE*. "Many were not offered outplacement packages at the time of their layoff, and cannot afford these services. We teach people ways to climb over obstacles instead of wishing them to disappear. Our volunteer team brings special talents at all levels and truly cares about you as a person."

HOPE provides members the opportunity to surround themselves with positive people who will provide support and assistance no matter what stage of the job search they are in. Team members provide a personal strategy to help each job seeker land their next position. Workshops and networking opportunities are also provided at no charge.

I was soon discovering that looking for a job in 2010 was much different than twenty-five years ago. It is a process with many components and can be a real test of one's character. I immediately started to register for workshops, networking groups and classes exposing myself to a wide range of topics and discussions. I began to learn how vital networking is in today's search for employment. With the number of individuals currently out of work, sitting in front of the computer, applying to job after job online is no longer effective.

ExecuNet is another organization I found extremely impressive. ExecuNet brings executives together online and in face-to-face meetings to discuss business challenges, solutions and opportunities, and share job leads. Many major cities throughout the US provide a facilitator that sponsors monthly meetings. In addition to offering services to the community in Southwestern PA, the Pittsburgh group draws professionals from as far away as Cleveland, Buffalo and Erie. Meetings offer programs, speakers and an opportunity to network with others, sharing similar challenges.

As part of my course of action, I sent emails to my professional contacts as well as neighbors, family and friends. I was amazed at how willing people were to help me. Many of my professional contacts offered introductions to colleagues in their network and soon, I was meeting with at least 7-10 connections per week. These total strangers did not owe me anything. Many were busy with their own careers and other responsibilities, but they were eager to offer guidance, support and suggestions on companies I should target and contact information. A meeting in the lobby of a downtown hotel led to a meeting with the COO of a company and a referral to another business. Other high level executives have offered their time and expertise as well which has been invaluable to me.

Naturally, there were days when I felt overwhelmed or discouraged, but those days became fewer and fewer. I realized that I was now working for myself. I was in charge of my destiny. If I chose to dwell on my situation, it would only hurt me. I became my own boss and set daily and weekly goals. As I met new people, I marketed myself and my skills but also used the time to educate myself on other industries and opportunities in Pittsburgh.

Other well-established non-profit organizations include Career Link and Priority Two. Career Link offers job seekers assistance with navigating the internet to search for employment, classes and workshops, and funding for continuing education. For over 28 years, Priority Two has provided training and support for individuals in their job search. Workshops and classes are held offering training for the intermediate as well as the advanced level job seeker.

"For those who just recently became unemployed this is an opportunity to really get to know who you are by identifying your values and your strengths, what industries and positions where your skill set and strength are transferable," said Carol Schoenig, HR Manager for Invivodata and Career/Life Coach.

"Ask yourself if you would consider part-time or freelancing to get you through this period of unemployment."

Schoenig also recommends volunteer work that aligns with your values and strengths. You never know who you might meet and introduce you to your next employer.

In a recent article from *Career News* (Vol. 9 Issue 49), titled "Key traits employers really want," here are five traits most hiring managers seek:

- **Communication skills:** This includes listening actively, asking great questions, summarizing and turning thoughts and ideas into crisp, clear and direct emails and notes.
- **Integrity:** Know what you stand for; know your values and show your honor and honesty. Live up to your promises and admit mistakes.
- **Adaptability and creativity:** Stay fresh and engaged; welcome change and see new ideas everywhere.
- **Thoughtfulness and kindness:** These demonstrate your commitment to your colleagues and your emotional intelligence. They build teamwork, collaboration, loyalty and motivation with your coworkers.
- **Critical thinking:** Use this wisdom to curate ideas, demands and more. Be thoughtful, strategic and fast moving; use great judgment and carefully reflect on choices.

Through this journey, I have discovered there are many talented, experienced individuals who find themselves out of work. Some have changed careers frequently and are more adept in this process. But there are many others, who, like me, had been with the same company for most of their career and are faced with a downsizing. Despite the backgrounds, when gathered with this diversified group, true camaraderie and support has occurred for me.

I have learned that remaining positive, persistent and patient are qualities needed in order to move ahead in securing the right job. A sense of humor does not hurt either! There are many reputable organizations and websites that can offer immediate assistance to those who are unemployed. Reaching out to everyone you know is also so vital, not only for support and encouragement, but for direction and guidance. I have been blessed with all of the assistance I have received and feel confident that I have found the silver lining in what was initially a very dark cloud.

To contact Ann Held Ciotoli, email her at aciotoli@zoominternet.net. To learn more about the organizations mentioned in the article visit their websites:

www.Indeed.com
www.discoverHOPEhere
www.ptwo.org
www.execunet.com
www.careerlink.com

Helping People Live Life Better!



PHARMACY SERVICES
DIABETIC SUPPLIES
MEDICAL EQUIPMENT
MANUAL & POWER WHEELCHAIRS
HOME ACCESSIBILITY AIDS
STAIR LIFTS
PORTABLE RAMPS
LIFT CHAIRS
RESPIRATORY SERVICES
CPAP /BIPAP THERAPY
NEBULIZER MEDICATIONS
MEDICAL SUPPLIES
OSTOMY & WOUND CARE

BLACKBURN'S
800-472-2440
www.blackburnsmed.com

Serving The Region Since 1936!

PHARMACY LOCATION
 301 CORBET STREET
 TARENTUM, PA 15084
 724-224-9100

83 DUTILH ROAD
 CRANBERRY TWP, PA 16066
 724-776-0600

308 EAST SIXTH STREET
 ERIE, PA 16507
 814-454-2863

Surviving Grief & the Holidays

Christmas, Kwanzaa, Hanukkah and other seasonal holidays are stressful for nearly everyone. But these festive occasions can be particularly difficult for those grieving the death of someone in their life.

The pain, sadness, and loneliness that can follow loss may feel unbearable and isolating when everyone around you is celebrating. This is especially true if it's the first holiday without that person.

"Grieving in general takes a tremendous amount of energy," says Marilyn Chapla, associate director of the non-profit Good Grief Center for Bereavement Support. "During the holidays, everyone's stress level is already high. Add a grief component and it's understandable why people who are grieving need an extra amount of compassion from their support system, which includes their healthcare providers."

Healthcare professionals are not exempt from grief and may find that they not only grieve personal loss, but also the death of patients or clients. The loss of a patient or client may bring up emotions related to a past or present personal loss.

It's easy for those in the care professions to lose sight of their own well-being.

"As professionals we are not free from the pain of grief, yet often we fail to take care of ourselves the way we take care of others. Give yourself a gift this year by being as kind and compassionate with yourself as you are with your patients or clients," Chapla says.

The Good Grief Center for Bereavement Support, located at 2717 Murray Avenue in the Squirrel Hill neighborhood of Pittsburgh, assists individuals and families as they work through the grieving process. Services are offered free of charge and include compassionate listening, grief education, referrals to community resources, therapists specializing in grief and access to a lending library of grief-related materials. Clients can receive emotional support and grief education from staff and trained volunteers in person, or over the phone at 412-224-4700.

Here are some tips to help you survive grief and the holidays. Share them with patients and clients, too:

- Be mindful of the energy that grieving and

the holidays take. Both are hard work and exhausting. Take care of yourself by spending your energy wisely, getting enough rest, and being careful not to overbook yourself with activities.

- If certain family traditions make you uncomfortable this year, don't do them. Do what feels right to you. Similarly, if you're feeling pressured to participate in more than you're comfortable with, try saying, "No thank you." Saying "no" to someone else is saying "yes" to yourself.

- If you are grieving too deeply and celebrating is not an option, remember the 3Cs: choice, communication and compromise. Give yourself permission to choose what specific things you want to do, and with whom you want to be. Communicate your thoughts and feelings about those choices with loved ones, especially those also affected by the loss. Finally, be open to compromising with family and friends on all issues.

- Find ways to include the loved one in your celebrations. Examples: Ask friends and family members to share recollections with you in photographs, stories and mementos. Nightly, light a holiday-scented memorial candle near a framed photo; a lit candle symbolizes hope. Put a place setting at the dinner table where the loved one always sat; then put a single flower on the plate and leave an empty glass to signify presence of spirit.

- Above all, trust that you will make it through the holidays this year.

For those who wish to support someone who is grieving: Be there for that person on their terms; let them grieve in their own way and at their own pace. Gently encourage them to talk about their grief and memories. Refer to their loved one by name; it's comforting. Listen to their story. Hold their hand. Sit with them as they cry. Offer help with holiday chores or daily activities. Respect their decision not to attend celebrations, and their need to be alone. Be supportive, and remind them there are organizations that can help them cope with their grief.

For more tips or grief-related information, contact the Good Grief Center at support@goodgrief-center.com; or 412-224-4700 or 1-888-GRIEF-88; or visit www.goodgriefcenter.com. †



LATEX From Page 24

Consider, as one example out of many, the case of bandages. Many cohesive medical bandages use NRL; however, if the traditional untreated NRL is not modified, it can pose a potential risk of provoking a sensitive skin reaction. Bandages produced with this aluminum hydroxide-modified NRL adhesive have a 20-fold lower protein content than bandages made with adhesive containing traditional untreated NRL. A combination of greatly reduced protein, improved processing at the product manufacturing level, and effective adhesion makes this patented aluminum hydroxide-modified NRL a prominent candidate for the next generation of NRL adhesives.

In addition to removing a majority of the proteins that are known to trigger latex allergies, production employing this aluminum hydroxide-modified NRL can be greener and more energy efficient than traditional latex production, making it an attractive option for end-product manufacturers.

The use of this aluminum hydroxide-modified NRL in product manufacturing can save a great deal of water and energy compared to traditional untreated latex, because, although the latter also involves the removal of proteins from latex, it does so through a much less efficient process of repeated cycles of rinsing, leaching and drying to achieve some reduced protein levels. The aluminum hydroxide-modified NRL with its ultra low protein levels does not require these additional process steps to attain the same or greater results.

What is particularly encouraging about this development is the fact that it allows manufacturers of latex products to continue working with natural rubber latex—which is 100% biodegradable—rather than turning to a synthetic petroleum-based alternative such as PVC vinyl, styrene, nitrile or chloroprene. Unlike these alternatives, natural rubber latex has a minimal impact in the environment; leave it outside and it will biodegrade roughly as quickly as an oak leaf will.

The development of this patented aluminum hydroxide-modified NRL thus has the potential to pave the way for a new era in the use of latex products in nearly every industry, but most notably in the healthcare arena. As more products made with this material enter the marketplace, it is reasonable to expect that hospitals and other facilities will find it a welcome alternative to traditional NRL. Both patients and their caregivers who are prone to latex allergies may find a new class of products at their disposal that can aid in the healing process while potentially minimizing the immune responses that could result from traditional untreated NRL proteins. †

William R. Doyle is President and CEO of Vystar® Corporation (www.vytex.com), the exclusive creator of Vytex® Natural Rubber Latex, a multi-patented, all-natural raw material that contains significantly reduced levels of antigenic proteins found in natural rubber latex and can be used in over 40,000 products. He can be reached at 770.965.0383.

TELI and the Pittsburgh Pirates

By Dave Marko

TV host Art Linkletter had a popular show in the 1960s called “Kids Say the Darndest Things.” If you’ve ever spent any time around kids, you know that they also sometimes say some of the most brutally honest things, which can inadvertently lead to hurt feelings, misconceptions and anger.

The Early Learning Institute (TELI) recently teamed up with the Pittsburgh Pirates to help children understand the many difficulties people with physical and mental disabilities go through on a daily basis and how to ask questions about others in a constructive way.



TELI preschoolers with Kellem.

Chaz Kellem, Manager of Diversity Initiatives for the Pittsburgh Pirates, visited TELI’s Ohio Valley Learning Center in Kennedy Township, to share with youngsters his life’s struggles from a rare condition called Osteogenesis Imperfecta that has resulted in more than 40 broken bones and 12 operations. His

message was part inspiration, part motivation - and all compassion.

Kellem, who relies on a wheelchair for mobility, is accustomed to having children stare, point and ask blunt questions about why he needs to be in a wheelchair. He uses his situation to help convey that finding out about others makes us all more accepting and that everyone, no matter what their level of ability is, can overcome obstacles and reach their full potential. A sentiment shared by TELI.

“Outreach programs such as these help break down barriers, dispel myths and expose kids at an early age to the idea of diversity and tolerance and that we all are different in some way. Kids are curious by nature and many times their questions about my condition may seem blunt, but all they want to do is find out more about me, which is a good thing,” said Kellem, who allowed TELI preschoolers to get comfortable with him by taking them for rides in his wheelchair. “I believe that many instances of one kid bullying another are because there is a perceived difference between the two and the fact that the kid doing the bullying doesn’t understand or accept someone else’s physical, mental and emotional characteristics.”



A TELI preschool student tries out Kellem’s wheelchair.

According to a new Harris survey of more than 1,100 families, 67 percent of parents of 3-7 year olds worry that their children will be bullied, and parents of preschoolers and grade school-aged children are significantly more likely to worry than parents of teenagers.

“TELI promotes acceptance and valuing differences in others as we prepare our students for kindergarten, so we believe this program with the Pirates was very important,” said Kara Rutowski, Executive Director of Greentree-based TELI. “It’s never too early to educate kids about caring and compassion.”

For more information, visit www.telipa.org. ♣

Pittsburgh

Better Times

The lifestyle publication for people who are divorced, widowed & separated

Enhance Your Marketing Presence with Pittsburgh Better Times.

A new member of the Hospital News family, Pittsburgh Better Times is a lifestyle digital publication serving the nearly one half-million individuals in Pittsburgh and surrounding counties who are divorced, widowed, and separated.

Pittsburgh Better Times features educational and informative articles as well as enriching and empowering stories about life, love, and leaps of faith for this specific niche audience.



**For our special introductory advertising rates,
email Harvey Kart at hdkart@aol.com or call 770-353-5847
www.PittsburghBetterTimes.com**

The Patients' Response to the Waiting Room Experience



By Daniel H. Walker

(This is part 2 of a 5-part series)

Last month I told the story of my wife and her experience in "The Waiting Room". What I did not tell you is that it was 10 years ago and we are now divorced. Ironically, as I was writing the first article my new wife was having the same experience for the same surgery. Though the wait times have been shorter the impact on her has been the same. After one two hour wait she told me she will be finding another care provider in the near future. She has no complaints about the medical care she

has received or the personal care from the doctor. The entire problem stems from the waiting room experience. May I suggest a question for us to consider, what is the impact of the waiting room experience on the doctors' practice and, ultimately, their business?

I suspect most medical practices struggle with building a successful business not because of the medical service they provide but because of the "soft touch" issues in their office. As a consumer I expect a certain level of care and service from all my providers including even my doctor. Think of the last time your cable quit working. When you called the company you probably heard what we all have heard. "Yes Mr. Walker, I understand your frustration and we want to get your TV working as quickly as possible. What we can do is send out a technician to investigate the problem. He will be in your area tomorrow and will stop in sometime

between eight and noon. Please make sure you are there when he arrives or we will have to re-schedule for next week." Do any of us have that much free time in our lives? Do we really want to stay home all day for a problem that was in no way our fault? Dare I answer for us all? The answer is a resounding "NO"! A very frustrating situation, right?

In most areas of the country we have perhaps one or two choices for cable service and have no real option but to wait or cancel the service entirely. In my community there are dozens of choices when it comes to selecting a doctor, all within a few miles of my home. If I don't like the service I get from my current doctor I can simply drive a couple of blocks down the road and hire a new one.

What does it cost you to find and start working with a new patient? How much does it cost you to replace a patient? What is the cost of maintaining medical files for your patients (current as well as former)? If you know the cost is very low and does not significantly impact your bottom line you can ignore the next several articles. If the cost is significant and would like to start considering how to mitigate the problem, you will want to pay attention to the subsequent articles.

As a final thought, never forget that the person needs as much or more treatment than the body. †

Daniel H. Walker is a Business Consultant and Author of "The Customer's Way". He helps his clients answer the age old question, "What does my customer want from me?" He can be contacted through his website, www.riversendconsulting.com or by email, dan@riversendconsulting.com.

Excelsa Health Appoints Executive Vice President and Chief Operating Officer

Accomplished senior health care executive to help lead growing health care system

Excelsa Health has named Michael D. Busch as its new executive vice president and chief operating officer. Busch will be responsible for overseeing the day-to-day operations of the growing Excelsa Health system.

"I am pleased to have Mike join our team," said Robert Rogalski, CEO of Excelsa Health. "He has broad experience in working with hospitals and physician groups. Mike has a solid track record of helping organizations advance their quality and improve service to patients. He will be an important part of Excelsa's future."

Busch was formerly a vice president and chief strategy officer for Butler Health System in Butler, PA. Prior to that, he served as the president and CEO of the primary care physician networks of West Penn Allegheny Health System in Pittsburgh. Busch also served as

president and CEO of Children's Community Care, a large pediatric group practice owned by the Children's Hospital of Pittsburgh at UPMC, and has worked as chief financial officer for both The Western Pennsylvania Hospital in Pittsburgh, and University Hospital, Milton S. Hershey Medical Center in Hershey.

"I believe my combination of leadership experience with both physician practices and hospitals equips me well for my new position at Excelsa Health," said Busch. "It is a great organization with talented physicians and employees. I am excited about being a part of the Excelsa team."

A native of Hershey, PA, Busch received a Bachelor of Science degree in Business Administration from Juniata College in Huntingdon and a Master's in Public Management, Health Care Management from Carnegie Mellon University. †



Michael D. Busch

***Your Comfort...Our Caring
for 30 years in Western PA***

**Family Hospice
& Palliative Care**

- 24/7 quality, compassionate care
- Accredited palliative care physicians
- 12-bed inpatient unit
- Partners with leading health care providers

1-800-513-2148 • www.familyhospice.com

Family Hospice and Palliative Care does not discriminate on the basis of race, color, religion, national origin, disability, gender, age, sexual orientation, genetic information, gender identity, marital or Veteran status in any respect, including but not limited to, employment, the admission of patients and/or the treatment available to patients. The reaffirmation of this commitment is made in conformance with Federal, State and local laws and regulations.

Nine Mistakes in Retirement Planning Revisited



By Nadav Baum

A few years ago, I wrote an article titled “Nine Mistakes in Retirement Planning,” which discussed some common strategic errors that some people may make that leave them short of their financial goals for retirement.

Fast forward to today: has anything changed? Not really—lots of people are still making these same mistakes.

Retirement is supposed to be the time of life when people finally have the opportunity to pursue all the interests they may not have had time for during their

working years. Yet many people are putting their comfortable retirement at risk every day by the financial decisions they make, and just don’t realize it.

Here are nine common retirement planning mistakes people make, each of which can lead to potential obstacles in retirement:

#1: Not maxing out your 401(k)

Saving in a company’s 401(k) plan is often one of your best savings opportunities because it grows tax-free until you take the money out after you retire.

#2: Not diversifying asset classes

Consideration should be given to balancing your portfolio between stocks, bonds and cash. In addition, diversifying within the asset classes into small vs. large cap stocks, or growth vs. value, may help to create an efficient portfolio.

#3: Putting all your money in your company’s stock

No matter how good your company is, various outside factors like a changing economic landscape or increasing competition can drive its stock price down.

#4: Managing your own investments

Individuals who handle their own investments often let emotions cloud their judgment. An experienced advisor takes the emotion out of investment decision-making.

#5: Not sticking to your plan

An investment plan should define your risk tolerance and the appropriate investment vehicles. The best plans are created — and followed — in partnership



with a financial advisor.

#6: Underestimating how long you will be working

Recent economic conditions point to a work force that is putting off what they thought was going to be their retirement date. Make a realistic assessment of when you are going to retire; this affects your current asset allocation strategy.

#7: Not keeping enough cash

A cash position can help alleviate a lot of stress concerning your income; and may help prevent you from being forced to sell good investments in bad markets.

#8: Underestimating how long your retirement will last

Longer life-spans stretch retirement accounts. Over time, inflation and taxes will erode a retirement account’s buying power. Too often retirees become too conservative and don’t invest enough in equities.

#9: Not knowing distribution rules for IRAs

Non-qualified IRA distributions, before the year you turn 59½, incur a 10% penalty. You will not incur this tax, however, if you create a distribution plan to take “substantially similar” payments over the longer period of 5 years, or until you reach age 59½.

Making any of these mistakes may damage a lifetime’s worth of retirement planning. When your money has to last the rest of your life, avoiding unnecessary risk may be as important as choosing how to invest it in the first place. ↑

Nadav Baum, Executive Vice President, BPU Investment Management, Inc., can be reached at nbaum@bpuinvestments.com.

The Information contained herein is not intended to provide any specific investment or tax advice. A qualified tax professional should be consulted prior to finalizing any planning decisions. The information presented is intended solely to bring into perspective for consideration the availability of certain planning strategies that might be beneficial. An appropriate recommendation can only be made after proper consultation to determine if any of the strategies are right for you.

Preventing Pertussis: A Call to Action



By Michael J. Balsan, MD

Pertussis, or whooping cough, has been making headlines across the country this year, and Pennsylvania is no exception. Since April, the Pennsylvania Department of Health has identified an increase in pertussis activity in the state, with some regions seeing as much as a four-fold increase in reported cases. In fact, Pennsylvania has reported over 700 provisional cases to the Centers for Disease Control and Prevention (CDC) so far this year, and a 2-month old infant in the state died from pertussis in January.

Nationwide in 2010, more than 17,000 provisional cases of pertussis have been reported to the CDC and in the last decade (2000-2009), the total number of pertussis cases reported to the CDC was approximately 150 percent higher than the total number of cases reported during the 1990s.

As a neonatologist and a member of the March of Dimes Program Services Committee, I am particularly concerned about the resurgence of this vaccine-preventable disease, which disproportionately affects young infants. As an advocate for stronger, healthier babies, March of Dimes is working with Sanofi Pasteur on the *Sounds of Pertussis Campaign*, (www.SoundsOfPertussis.com), a national initiative to raise awareness about pertussis and the importance of vaccination. In recent years, about 92 percent of pertussis deaths have occurred in infants younger than 12 months of age. Although infants can begin receiving a series of pertussis immunizations at 2 months of age, they may not be fully protected until they’ve had at least three doses. During this time, they are most vulnerable to pertussis and depend on their loved ones to protect them from the disease. But not enough adults are being immunized. A 2008 National Health Interview Survey revealed that only about 6 percent of adults reported receiving a pertussis booster, despite the CDC recommendation that all adolescents and adults 11-64 years of age, especially those who are in close contact with an infant, be immunized with a Tdap (tetanus, diphtheria and acellular pertussis) vaccine. The low immunization rate has drastic implications because when the source of an infant’s pertussis was identified, family members were responsible for spreading the disease to the baby in up to 80 percent of pertussis cases. Similarly, the same survey showed that only

16 percent of health-care professionals received a pertussis booster, even though they could spread the disease to patients, including infants. Recently in New York, a maternity nurse, who had pertussis, was in close contact with nearly a dozen newborns before she was diagnosed and treated.

The threat that adults with pertussis pose to infants is real and it underscores how under-diagnosis and misdiagnosis of pertussis have also made managing this vaccine-preventable disease a challenge. It is estimated that there may be as many as 800,000 to 3.3 million cases of pertussis among adolescents and adults in the U.S. in any given year. However, pertussis is difficult to diagnose because its symptoms in adults can be mild and can mimic those of other respiratory tract illnesses, such as a common cold or bronchitis. As such, adults may be unknowingly spreading pertussis to the loved ones in their lives, including infants. In babies, pertussis can be mistaken for respiratory syncytial virus (RSV), and the signature “whoop” that gives pertussis its name may not be present in very young infants. For example, 10 infants have died from pertussis this year in California (compared to just three in 2009), and eight of the infants had been to a health-care provider at least once, often treated only for nasal congestion or a mild upper respiratory infection before eventually succumbing to the disease.

While health-care practitioners must be aware of the symptoms of pertussis, confirm suspected cases, and begin treatment immediately according to clinical protocols, we have an opportunity to help actively prevent the disease. Health-care practitioners can encourage “cocooning,” by encouraging everyone around the infant to get vaccinated to help prevent transmitting the disease to an infant. As health-care practitioners, we should get the Tdap booster vaccine and encourage our colleagues to get vaccinated, too. Additionally, we can educate our patients, specifically expectant and new parents, about this disease and encourage these parents and their loved ones to get vaccinated. By vaccinating against pertussis, we help protect ourselves, our patients, and our community from a disease that can be deadly to our youngest, most vulnerable members. ↑

Michael J. Balsan, MD, is the Director of Neonatology at the Hamot Medical Center. He is also Associate Professor of Pediatrics, University of Pittsburgh School of Medicine; Member, March of Dimes Pennsylvania Chapter Program Services Committee; and Member, Board of Directors, March of Dimes Northwest Pennsylvania Division.

Automation of the Preoperative Process Saves Money and Time



By Dr. Stephen Punzak

It is no secret that technology is reshaping the medical industry, streamlining functions, increasing efficiencies and improving the manner in which healthcare is provided. In some instances, it is even saving lives. As hospitals look for additional areas to reduce inefficiencies, they are quickly becoming aware of the many benefits associated with automating the preoperative process.

Gathering vital patient information in advance of a procedure is often difficult and time-consuming for medical staff and inconvenient for patients. Unanswered phone messages, inaccurate or incomplete information, and miscommunication frequently lead to unnecessary delays and even day-of-surgery cancellations. Fortunately, significant technological advances have been made that address many of the roadblocks and unnecessary labor costs that normally occur in the preoperative process.

In particular, one of the most significant advances has been the use of secure internet technology to bring the preoperative process online. This creates a common, inexpensive, universal platform to connect patients, physicians and medical facilities.

Bringing the process online and enabling patients to securely create and submit their own medical histories at a time and place that is most convenient for them yields more accurate medical histories. It is easier for patients to verify medical information such as their current medications and correct dosage (which is often difficult to recall during a preop screening visit or an unexpected phone call). The technology also takes the complex task of submitting a complete medical history and breaks it down into a series of easy to complete sections: allergies, current medications, previous surgeries, etc. Additionally, patients are unable to move on to the next page until all information is filled in. With medical histories complete, day-of-surgery “surprises” and errors due to transcription mistakes and handwritten documentation are eliminated. Furthermore, this technology can reduce unnecessary preop testing by utilizing a highly targeted testing algorithm that can evaluate a patient’s need for testing based on numerous patient and surgical factors.

Perhaps the most important benefit of automating the preoperative process is the ability to deliver higher quality patient care by enabling nurses to focus more on patients and less on administrative tasks. In fact, using the One Medical Passport solution, hospitals and surgery centers have reclaimed an estimated 25 minutes of nursing time per patient leading to substantial savings.

Of course not all preoperative solutions are created equal. Therefore, to help you choose the best solution for your organization and ensure high end-user adoption, I have developed a checklist of features to consider:

- **Make it easy.** Choose a system that takes the complex task of providing a complete health history and breaks it down into a series of smaller steps. To

ensure end-user adoption, it should be easy enough for even the most basic computer user.

- **Ensure it is secure and compliant.** It is essential that the system uses the highest degree of Internet security available. This is as important to patients using the system as it is to your facility. Furthermore, the system should facilitate accuracy and uniformity of the preoperative process; two keys to a successful accreditation survey.

- **Require more than an online form.** Look for a solution where the patient portal is a key component, but not the total solution. The solution should facilitate workflows not only between the patient and the facility, but also between the facility and its physicians. It should also include a document management system to eliminate “lost faxes”, online scheduling, and a web-based secure communication link.

- **Create a trail.** Make sure the system has the ability to track who has done what to prepare charts along the way. Having an electronic trail will significantly decrease lost paperwork while keeping staff updated on changes.

- **Keep it current.** Look for a solution that provides patients with continued access for easy updates. In addition to ensuring information remains current, patients will appreciate the benefits associated with an online personal health record, particularly one which they can print at home.

- **Ensure EHR integration:** Ensure the system provides the ability to import the data collected during a pre-op assessment into a third party EHR system; ideally the system should easily integrate information with any EHR that accepts an inbound message.

- **Make it scalable.** Make sure the solution is flexible and easily adaptable as process and physical components change. As needs change you will want to adjust the forms incorporated into your software.

- **Remember the meds.** Identify systems that offer medication reconciliation. Having a medication reconciliation component will allow medications added into the software to automatically populate into a format that mirrors the hospital’s approved format. This will eliminate the need for nurses to copy medications onto specialty forms so they can be reconciled.

Hospital administrators are feeling increased pressure to deliver more in terms of patient care on shrinking budgets. Automating the preoperative process with proven technologies like One Medical Passport will help you cut costs, increase staff productivity, and may even save lives. As stricter governmental regulations concerning online medical records come into effect throughout the next five years, automation of the preoperative process will become increasingly more important. †

Dr. Stephen Punzak is founder and CEO of Medical Web Technologies (MWT). MWT’s preoperative solution, One Medical Passport, is used nationwide in a variety of settings that span from fast-paced ASCs to major medical centers and from solo practitioner to large physician group practices. For more information on Medical Web Technologies and its innovative, Web-based medical information solutions, please visit www.mwtcorp.com.

A “Meaningful” Way to Mature the EHR



By Dave Dyell

There are a lot of reasons to pay attention to medical device integration (MDI). Here’s a major one: MDI is directly connected to returns on your EMR investment. Basically, the more “meaningful” the use of the hospital’s EMR, the better positioned that hospital is to receive federal stimulus dollars.

So what does MDI have to do with “meaningful use?” A lot. MDI unifies all of the digital information generated by individual devices in a hospital, automating the flow of this data directly into a patient’s electronic medical record. The result? A more robust and relevant EMR.

For this reason, hospital boards committed to meeting the federal government’s “meaningful use” requirements are paying attention to MDI. They’re paying attention for other reasons, too. Just as MDI is intimately tied to maturing the EMR, it is also tied to improvements in productivity, safety, and access to data throughout the hospital and beyond.

Picture this: a nurse scribbles a patient’s vital signs onto a scrap of paper before hustling to the next bed. The scrap of paper goes into the nurse’s pocket. Next patient, same thing. Next patient, the vital signs are scribed onto the edge of an antiseptic wipe packet. Into the pocket it goes. By midday, this steadfast nurse has a pocketful of miscellaneous materials covered in data that has yet to make it to the EMR.

To assess the efficiency of this process, Texas-based Wise Regional Health System (WRHS) hired a third-party consulting firm to document the amount of time their nurses spent charting patient data. The findings? Nurses were spending a staggering 25 percent of their time charting.

This scenario changes a great deal with MDI. Workflow efficiencies are dramatically improved because patient data, such as vital signs, is automatically delivered to the EMR directly from the device. Not only do nurses avoid having to

collect data at multiple intervals throughout the day, they are spared the time-consuming task of entering that data into the EMR.

After implementing an MDI solution, WRHS experienced impressive results. Time spent charting dropped to 15 percent. This equates to one hour of “found time” per nurse per shift. As a result, nurses at WRHS report that they are spending up to five percent more time delivering direct patient care.

While MDI gets nurses back to the bedside, it also reduces errors. Manually transcribing data is inherently problematic. According to a Welch Allyn presentation delivered in January of 2009, 10 to 15 percent of all transcribed test results are errant. Problems like indecipherable handwriting, data entered in the wrong chart, and lost notes are all too common. Device connectivity reduces these risks greatly through seamless data transfers.

Device integration also results in more immediate access to patient information. At the aforementioned WRHS, it used to take 12 hours for device-generated patient data to make its way into the EMR. After implementing an MDI solution, that time was reduced to two hours. This enables doctors and caregivers to make decisions – from diagnoses to prescriptions – based on comprehensive, up-to-date EMRs.

These clinical benefits make MDI an attractive offering for many hospital boards. But even after a board commits to integration efforts, there’s still a lot to learn. Naturally, some hospitals are more successful than others when it comes to an MDI implementation. Among the success stories, one general but sizeable theme emerges: get the right people onboard and invested in the project from the beginning. †

Dave Dyell is CEO of iSirona, a provider of simplified solutions for medical device connectivity. He has over 18 years of experience in HIT. In 2004, Dave founded HCTSi, the parent company of iSirona, to help healthcare organizations achieve system interoperability. Prior to forming HCTSi, Dave served as the vice president of sales operations for Quovadx, Inc.

Local Author's New Book Helps Readers Reach Personal and Professional Goals

By Daniel Casciato

Author David M. Mastovich takes a practical, real-world approach to help readers tell their stories, convey their ideas and maximize the impact of their message in his new book, *Get Where You Want To Go: How to Achieve Personal and Professional Growth Through Marketing, Selling and Story Telling*.



Dave Mastovich

Mastovich, President of Massolutions, Inc., a strategic marketing firm based in Pittsburgh, uses both success and failure stories to serve as teaching points. Whether you are leading people, managing processes, selling ideas, products or services, *Get Where You Want To Go* offers strategies to:

- Help tell your story, convey your ideas and maximize the impact of your message.
- Increase sales and generate new customers.
- Provide management and leadership techniques to get the most out of your resources, human and otherwise
- Illustrate real life examples that show real world application of strategies and tactics.

Mastovich took some time in his hectic schedule to answer some questions from Hospital News to learn more about his book, marketing in the

health care sector, and the role social media now plays in a successful marketing strategy.

Tell us about some of the most common misperceptions healthcare organizations have about marketing? Marketing involves understanding your customers and learning what they want, developing and giving it to them when and where they want it at a price they are willing to pay, and then telling them about it. Unfortunately, many healthcare organizations often see marketing as only that last part—the telling them about it. Healthcare organizations with a true marketing culture understand that integrated marketing is what makes the difference. Referral Source Marketing, Branding, Internal Communications, External PR, Stakeholder Messaging and Social Media are all important to a true integrated marketing program.

How about social media? What role does social media play in a healthcare organization's marketing strategy? When you consider that Facebook accounts for 25% of all US page views online, you realize how integral social media has become in our lives. Awareness of Twitter has exploded from 5% of Americans in 2008 to 87% now. LinkedIn has more than 85 million users including employees from every company in the Fortune 500. Healthcare organizations can't ignore the potential impact and must realize social media has to be a part of their ongoing messaging strategy.

What are some of the issues a hospital could face without a successful marketing strategy? Missed opportunities, lost revenue, fewer referrals and other bad stuff. If healthcare organizations do not have a strong Referral Source Marketing program with marketers 'making the ask' of referral sources, those organizations are leaving referrals and money on the table. In addition, messaging has to be clear and consistent. If you aren't telling your story, you're leaving it up to others to do so. Organizations that aren't proactive about marketing will be impacted by negative word of mouth and bad PR.

What is the difference between marketing and branding? Marketing involves clearly defining target audiences and drilling down those target audiences into manageable market segments. It involves asking current and potential customers and referral sources what they think and then responding appropriately. Referral Source Marketing utilizes direct selling to increase referrals. Branding is a component of marketing and entails positioning and framing your message. Building and enhancing a healthcare organization's brand is obviously hugely important.

In your experience, how do healthcare organizations approach marketing? The good ones have Integrated Marketing, PR and Messaging programs. Others don't and therefore miss opportunities. One thing we see a lot of relates to Refer-

ral Source Marketing and organizations trying to turn clinical or operational staffers into marketers. When someone first has to sell something, you don't know how they'll respond to hearing No. The Fight or Flight Response occurs and many clinical or operational staff become uncomfortable and end up with Call Reluctance. Healthcare organizations are better served to recruit Referral Source Marketers with a track record of responding to No and getting to Yes. With respect to messaging, the common mistakes are not subscribing to the Less is More philosophy and the need for contrast in ads or brochures. I've probably heard "Let's add this information to the ad" and "Can we make our logo bigger on the billboard(or in the ad)?" about 1,000 times too many.

What models are available for other organizations to learn from? When it comes to Marketing, Branding, PR or any type of messaging, we focus on Making it About Them—The Customer. Northwestern University's Customer Centric Marketing approach is a good model to follow.

From a Referral Source Marketing standpoint, we subscribe to MASSolutions 7 Steps to Yes. It's important to realize each referral source is in a different stage of the Customer Buying Process. Thus, you have to do your Pre Call Prep and adjust your marketing touches and messaging appropriately.

What are some best practices organizations can use to get started in terms of better marketing themselves? It comes down to defining who you want to reach and influence and then making it about them. Know your target audiences, drill down into those markets and ask them what they think. Then, do whatever it takes to meet their needs while still achieving your organization's goals. Be consistent and truthful. Hyperbole isn't going to work now or in the future. Tell your story in a clear and succinct manner. Make it memorable and make an emotional impact.

How do you help your healthcare clients better engage in social media? We start off by developing a Social Media plan. We want clients to realize that while Social Media is new, the basic tenets of messaging apply. Your Social Media approach and messaging should be tailored to each target audience and what they are interested in. We also work to make the process as simple as possible so that the client can be consistent with their messaging and delivery of it. Each organization will have their unique goals but the key is to have a Social Media Strategy.

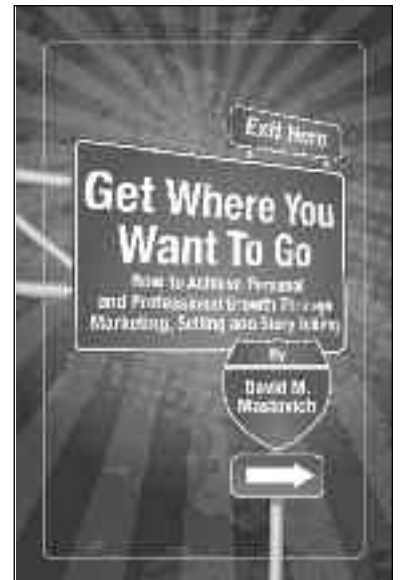
I heard a speaker at a conference say: "Do you remember when having a website was optional?" That wasn't too long ago and really resonated with the audience. Right now, some people think having a Social Media Strategy and presence is optional. They better realize that it is here to stay and has to become a key part of an organization's overall marketing and messaging approach.

Tell us about your upcoming book. Over the years, I often joked: "That's going to be a chapter of my book" when something interesting or out of the ordinary happened. I began to take notes about success and failure stories which led to writing the book. It's based on our philosophy at MASSolutions to help clients get where they want to go through Integrated Marketing, PR and Messaging. It's our version of a Global Positioning System or GPS. We call it our Client Positioning System or CPS. That's why the book is titled: *Get Where You Want to Go, How to Achieve Personal and Professional Growth through Marketing, Selling and Story Telling*.

What do you hope readers gain from your book? The book is my attempt at putting ideas and experiences together to help people achieve personal and professional growth. There are strategies to improve communication—with your boss, employees, family, friends, etc.—to help tell your story, convey your ideas and maximize the impact of your message; Ideas to increase sales or generate new customers; Management and leadership techniques to get the most out of resources, human and otherwise; Tips on prioritizing, setting goals and managing your time; and Real Life examples that show Real World application of strategies and tactics.

Is there anything else our readers should know about marketing or social media? Every person in the organization can become a de facto member of your marketing team. Instill a Marketing Culture that focuses on both Mission Reach and Marketing Reach. Build Marketing ROI metrics and tweak your marketing tactics based on what's working and what isn't working as indicated by those metrics. Maximize your marketing dollars and reach and influence members of your key target audiences.

For more information on Dave Mastovich, visit www.massolutions.biz. *Get Where You Want To Go* is available in hardback and paperback versions at Lulu.com and the Kindle version also is available at Amazon.com. Details about ordering the book also may be found at www.massolutions.biz. ↑



Best excuse for your child not to try drugs?

"My parent's drug test me."

Enroll now in the 'Family Health Policy' - A parent/child agreement to routine home drug testing. Random notification of when to test included. Enroll online at: www.candleinc.org

Pittsburgh Healthcare Consulting Firm Helps North Carolina Hospital in \$9 Million Turnaround

By Vic Zediker

Watauga Medical Center in Boone, North Carolina was facing an uphill battle in late 2007. With annual operating losses approaching \$3.5 million, the community hospital had only 50 days of cash on hand and accounts receivable were languishing at 77 days. Watauga executives knew their revenue cycle was the cause of their financial difficulties but they weren't exactly sure how to correct it.

Enter Revenue Cycle Solutions, LLC (www.revenuecyclesolutions.com), a healthcare consulting firm headquartered in Pittsburgh, PA, specializing in revenue cycle assessments and managed care contract performance and renegotiation. RCS made a series of recommendations to Watauga's executives which were quickly implemented.

Today, Watauga is a healthy institution, posting a \$5.5 million operating profit in 2009. Days of cash on hand have increased three-fold to 150. Days in accounts receivable have been cut nearly in half. Watauga's operating margin has now increased from -3.5 percent in 2008 to 5.4 percent in 2009.

"Watauga would not be in as solid a financial position that it is today if it were not for the results of efforts recommended and implemented by Revenue Cycle Solutions," states Kevin May, who joined Watauga's parent company, Appalachian Regional Healthcare System, as Chief Financial Officer in midyear 2008. He said further that "Hospital CFO's need to keep an open mind because bringing in a different set of eyes can provide a fresh perspective and a powerful impact."

In February of 2008, Watauga engaged Revenue Cycle Solutions to assess all stages of the hospital's revenue cycle, ranging from preregistration and insurance verification through payment/adjustment posting and bad debt write-off. The goal was to identify opportunities for improvement and document annual financial benefits.

After discussions with staff and first hand observations, RCS determined that many of Watauga's challenges were the result of a flawed revenue cycle process. In many cases, registration information, insurance verification, charge capture and code assignment was either incomplete or inaccurate. Recommendations were made in seven key areas of the revenue cycle and a series of plans developed to

implement the changes. All this just three months after the engagement began.

Among RCS's recommendations was to augment the patient access process with H-Pass (www.H-Pass.com), a service that provides a cost-effective solution for all scheduled patients with the preregistration, insurance verification and collection of patient responsibility amounts prior to arrival.

CFO May sums up the experience by saying that the benefits of working with Revenue Cycle Solutions has extended well beyond Watauga's financial statements. "Today we have a much better standing with our creditors. Just as important, we enjoy the confidence of our board and our community which is vital to the success of any community hospital." Apparently, all's well that ends well!

For more information, visit www.revenuecyclesolutions.com. ↑



*Building Trust in
Healthcare Construction for over a Century...*

LANDAU BUILDING COMPANY
GENERAL CONTRACTOR

www.landau-bldg.com - 724-935-8800 - 9855 Rinaman Road - Wexford, PA



Visit www.MED3000.com to
sign up for our Coding Newsletter



GROW REVENUES

"MED3000 lets our doctors focus on practicing medicine. They have defined our daily operations, improved our billing key indicators and enhanced our clinical and financial outcomes."

- Arnold DoRosario, M.D.
VP and Medical Director of PriMed



a 360° View on the
Future of Healthcare

- Revenue Cycle Management
- ASP EHR & PM Solutions
- Patient Portals
- Data Warehouse Technology
- IPA Management

Lutheran SeniorLife, Heritage Valley Health System and CJ Betters Enterprises Partner on Innovative Senior Care Program

Lutheran SeniorLife and Heritage Valley Health System recently announced a proposed joint venture with CJ Betters Enterprises to implement a GREEN HOUSE® model expansion of LIFE Beaver County into the former Aliquippa Hospital site.

A GREEN HOUSE® is a de-institutionalization effort of senior care programming supported by the Robert Wood Johnson Foundation to restore individuals to a home in the community. The program is leading the transformation of long-term care by creating an intentional community that directly supports a culture of abundant life so that each person can reach their highest potential.

“Lutheran SeniorLife and LIFE Beaver County have been awarded the opportunity to enter into the analysis phase to develop a GREEN HOUSE® home,” said David Fenoglietto, president and CEO of Lutheran SeniorLife. “We would be the first program to integrate THE GREEN HOUSE® model into a Program for All-Inclusive Care for the Elderly (PACE) or Living Independently for the Elderly (LIFE) program.”

THE GREEN HOUSE® home is a self-contained residence, designed like a private home, housing up to 10 residents. The physical space is not meant to be “homelike” but to be home for residents needing skilled level of care. One unique feature in this home is that it is staffed by self-managed work teams that share all care and household responsibilities.

“Our intent is to integrate this model into the existing joint venture between Lutheran SeniorLife and Heritage Valley around the LIFE Beaver County program so that when a LIFE enrollee needs nursing home care, THE GREEN HOUSE® can be an available resource. This new model provides a natural environment that promotes a meaningful and fulfilling experience,” said Norm Mitry, president and CEO of Heritage Valley Health System.

The model is intended to:

- Create an environment where staff can engage in meaningful relationships and activities with residents;
- Combine small homes to de-institutionalize care and create intentional communities;
- Honor autonomy and choice; and
- Provide supports and safeguards to improve health outcomes.

There are 24 organizations in 16 states that have developed a GREEN HOUSE® model home and 17 more organizations are in either the analysis or development phase.

The proposed expansion builds upon the successful joint venture between Heritage Valley and Lutheran SeniorLife, LIFE Beaver County located in Center Township. With 192 persons enrolled, LIFE Beaver County is a community-based program designed to provide an alternative to nursing home care, helping to restore and preserve adult independence for older individuals who wish to remain in their homes or who choose to live with family members.

C.J. Betters Enterprises acquired the Aliquippa Community Hospital site in July of 2009. “A number of organizations toured and analyzed the existing structure for other uses, but given the age of the facility and the older infrastructure of the building, it was cost prohibitive to retro-fit the existing building for other uses,” stated Charles J. Betters, Chief Executive Officer of C.J. Betters Enterprises.

Additionally, C.J. Betters Enterprises and Heritage Valley Health System are in early discussions regarding the construction of a new outpatient facility in the Aliquippa Community Hospital area that would include urgent care, primary and specialty physician care, physical therapy and an array of outpatient diagnostic services.

For more information about Lutheran SeniorLife and LIFE Beaver County, visit www.lutheranseniorlife.org. To learn more about Heritage Valley Health System, visit www.heritagevalley.org. ↑

New & Notable

Heritage Valley Health System Partners with Robert Morris University on RMU's Doctor of Nursing Practice Degree

Heritage Valley Health System and Robert Morris University have agreed to partner on the university's Doctor of Nursing Practice (DNP) program. The partnership enables faculty in the DNP program to work clinically at Heritage Valley's ConvenientCare retail medicine sites; allows DNP students to gain clinical exposure to retail medicine; and fosters research collaboration between Heritage Valley Health System and Robert Morris University.

The DNP program at Robert Morris is designed to prepare advanced-practice nurses to apply nursing science, evidence-based medicine, and clinical reasoning at the highest level. Utilizing expert communication and leadership skills, DNP students are taught to integrate theory, clinical inquiry, information technology, and evidence-based practice for clinical decision-making and quality patient care. Nurse practitioners are advanced practice nurses certified to diagnose and manage patients; though in Pennsylvania they must have a physician collaborator.

The DNP is an advanced-level practice degree focusing on the clinical aspects of nursing and applied research. RMU currently has 87 students enrolled in the DNP program at post master's level and 70 BSN-DNP students who will be prepared in one of three nurse practitioner subspecialties: Family, Adult, or Psych-Mental Health. Nationally, approximately 130 colleges and universities offer this program. Eleven colleges and universities in Pennsylvania offer the DNP. Robert Morris University was the first school of nursing to receive Pennsylvania State Board of Nursing approval for nursing practice (NP) education at the doctoral level.

Dr. Judith Kaufmann, director of the DNP programs at RMU, regards this collaboration with Heritage Valley as a model for academic and clinical scholarship that will optimize quality improvement in healthcare delivery. “Nurse practitioners are playing an important role in the evolving healthcare systems. With the increased responsibilities, comes the mandate for higher level education and interdisciplinary cooperation that will result in better patient outcomes.”

DNP students at Robert Morris must complete a capstone project that is based on high quality current evidence and clinical translation of research into patient care. This applied research component recently gained critical funding through an Alvin J. Rogal Research grant from the Jewish Healthcare Foundation. It is in the setting of enhanced project funding that Heritage Valley Health System and Robert Morris University will collaborate to provide DNP students the opportunity to perform meaningful research of the highest quality.

Heritage Valley Health System operates five retail medicine sites as “Heritage Valley ConvenientCare” at Walmart stores in Chippewa, Cranberry Township, East Liverpool, Monaca, and New Castle. Care at ConvenientCare is provided by Certified Registered Nurse Practitioners and is supervised by a staff of Heritage Valley physicians. The sites offer appointment-free, walk-in convenience and were designed to accommodate the flexible healthcare needs of today's busy families.

“The synergistic relationship that we have formed ties Robert Morris University's DNP faculty and students into a working relationship with Heritage Valley's ConvenientCare locations with a research component that will give both organizations new insight into retail medicine,” said John Luellen, M.D., medical director for satellite services at Heritage Valley and board member of the Convenient Care Association, a national association of companies and healthcare systems that provide consumers with accessible, affordable, quality healthcare in retail-based locations.

More information is available at www.rmu.edu. For more information about Heritage Valley Health System, visit www.heritagevalley.org. ↑

Palliative Care Offers Support for Patients' Quality of Life



Uzma Khan

Anyone who has faced the challenges of a serious illness with a friend or family member knows the difficulties of coping with a chronic medical disorder.

Jefferson Regional Medical Center's new Palliative Patient and Family Support Services initiative at the hospital located in Jefferson Hills, in Pittsburgh's South Hills, offers help through all stages of a serious illness. The goal of this new program is to prevent and relieve suffering and to support the best possible quality of life for patients and their families, regardless of the stage of the disease or the need for other therapies.

An interdisciplinary team that includes a nurse, social worker and chaplain works together with a patient's primary care physician to assist with:

- Symptoms of pain, nausea, shortness of breath, fatigue and other distressing symptoms.
- Determining personal treatment goals and choosing among treatment options.
- Support for resolving questions and conflicts between families/patients and physicians concerning goals of care, DNR (do not resuscitate) orders and treatment requests.
- Problems related to emotional and spiritual suffering.
- Planning for a patient's hospital discharge and for palliative care after they leave.

Jefferson Regional's palliative care team of specialists includes the following medical professionals: Uzma Khan, MD, medical director of Palliative Patient and Family Support Services; Joseph Cvitkovic, PhD, director, Behavioral Health; Rev. Paul Edwards, chaplain; Sr. Nancy Hupert, CSJ, consultant; Vincent Bryner, RN; Judith Abbott, RN, and Ruth Zalonis, RN.

Dr. Khan said that palliative care is appropriate for any stage of a serious illness and is different from hospice care, which is meant for those approaching the last stages of life.

“Palliative Care affirms life by supporting the patient's and family's goals for the future, including their hopes for a cure or life prolongation as well as their hopes for dignity throughout the course of illness, the dying process and death,” said Dr. Khan.

Dr. Cvitkovic added, “It is very important to know that palliative care represents a treatment approach for medical conditions that will likely remain but could benefit from ongoing comfort and relief of distressing symptoms.”

Sister Nancy said the new initiative ties in with an integral part of Jefferson Regional Medical Center's mission “to respect the sacredness of life and the dignity of each person. We serve the whole person – body, mind and spirit.”

Vincent Bryner, RN, OCN, patient care manager on the hospital's Oncology Unit, noted that “Dr. Khan and the Palliative Care Team have made a positive impact on improving the quality of life for our patients and their loved ones.”

For more information about Palliative Care Services at Jefferson Regional, call Dr. Khan at 412-469-7074. ↑

Around the Region

Allegheny General Opens Specialized Center to Treat Gastroparesis

Digestive disease specialists at Allegheny General Hospital (AGH) are opening a Gastroparesis Center, the first program of its kind in the region to help patients combat an increasingly common and often physically and emotionally devastating disorder.

The new AGH Gastroparesis Center joins a number of programs directed by the hospital's Center for Digestive Health, including the Functional Bowel Program, the Inflammatory Bowel Disease Program and the Celiac Sprue Clinic, that offer patients highly specialized, multidisciplinary care in one location.

"With the opening the Gastroparesis Center we have significantly enhanced our capabilities for serving a patient population that has few options for comprehensive care," said Paul Lebovitz, MD, Director of the Division of Gastroenterology, West Penn Allegheny Health System. "The most common cause of gastroparesis is diabetes, and so as the incidence of diabetes continues to increase in our community, we can expect to see the number of patients with gastroparesis increasing."

Gastroparesis, also called delayed gastric emptying, is a disorder in which the stomach takes too long to empty its contents. The muscles of the stomach and intestine cease to function correctly, and food moves slowly - or even stops moving - through the digestive tract.

High blood glucose can cause gastroparesis, which in turn makes diabetes control difficult. Other causes include stomach surgery, viral infections, anorexia or bulimia, medications such as anticholinergics and narcotics. Food that remains too long in the stomach can cause bacterial overgrowth or form hard masses called bezoars that cause nausea and vomiting, and can be dangerous if they block the passage of food into the small intestine."

"At the Gastroparesis Center, we can give patients all the care they need in one place. Not only will they see a physician specializing in gastroenterology, they can also see a doctor with expertise in nutrition, a psychologist, and a dietitian," Dr. Lebovitz said. "If surgical treatment is deemed necessary, we can easily transition the patient to the care of one of our surgeons."

"Patients with gastroparesis often suffer terribly with symptoms such as nausea, vomiting and abdominal pain," Dr. Lebovitz added. "They need specialized care that addresses their emotional as well as physical needs."

The Gastroparesis Center is modeled after AGH's highly successful Allegheny Center for Digestive Health/Functional Bowel Program, one of only a few such comprehensive programs in the United States devoted to the care of these patients. Patients in the Functional Bowel Program are evaluated by a gastroenterologist, nutritionist, an integrated medicine physician, psychiatrist and clergy if necessary to formulate a comprehensive treatment plan.

At the AGH Inflammatory Bowel Disease Program, patients with Crohn's Disease or ulcerative colitis are assessed and managed by a gastroenterologists, nutritionists and colorectal surgeons to determine the most appropriate treatment. The Celiac Sprue Clinic helps educate patients with celiac disease and is designed to improve their quality of life in the shortest time possible. †

There are options for those with a life limiting illness...



Consider Gateway Health... We listen and respond
1-877-878-2244

Today, too many Americans die alone. Most people do not want to die by themselves in sterile, impersonal surroundings, hooked up to machines and cut off from family and friends. Instead they prefer to spend their last days at home, alert and free from pain with the people they love. Gateway can provide peace of mind and service that allows the family to provide ongoing support and love.

Gateway Hospice makes this possible by:

- 24 hour 7 day week availability.
- Medicare certified/all insurances welcome. Financial status has no bearing on eligibility.
- Care is provided wherever the individual "calls home" in Allegheny and all surrounding counties.
- Ongoing education and resources regarding end of life issues and hospice services.
- The frequency and length of care visits are flexible, and are determined by the needs of the patient and family.
- Clinical assessments and interventions for pain and symptom management.
- Homemaker/Home Health Aide Direct Care Visits.
- Spiritual and emotional support.
- Volunteer services including visits, massage, pet, music therapies
- Specialized services available to Skilled Nursing and Assisted Living facilities.



For more information, please call: 1-877-878-2244



Health care providers know that for medically fragile and technology dependent children and their families, challenges continue after the child stabilizes.

The Children's Home & Lemieux Family Center is here to help.

Our 28-bed **Pediatric Specialty Hospital**, formerly known as Transitional Infant Care (T.I.C.®), offers a therapeutic environment providing sub-acute care to patients, ages birth to 21. Our continuum of care is enhanced through our physician and therapy collaborations with Children's Hospital of Pittsburgh of UPMC, discharge planning, and team meetings all emphasizing parent teaching.

We also fill the need for specialized medical day care services with **Child's Way®**, offering skilled nursing and therapeutic care in a fun, educational atmosphere for children ages birth to 8.

Our facility also features dedicated family living areas to encourage families to be a key part of their child's care and an Austin's Playroom for siblings.



Creating Pathways to **Growth**

5324 Penn Avenue
Pittsburgh, PA 15224
412.441.4884
www.childrenshomepggh.org

Groundbreaking Ceremony Held for Gateway Rehab Youth Services Center

While the architects and construction teams are finalizing plans to begin working on Gateway Rehab's Youth Services Center in spring 2011, a ceremonial groundbreaking was held on December 3 with close friends and top supporters of the Youth Services Center campaign. Attendees of the ceremonial groundbreaking viewed a virtual tour of the new building and met with youth program staff.

The Youth Services Center will be located on Gateway Rehab's main campus at 100 Moffett Run Road in Center Township, PA. In addition, as part of the ongoing Youth Services Center project, the first floor of Gateway's main facility has been renovated and its expanded detoxification unit will open soon. This new 12,500 square foot space will increase to 28 beds, allowing Gateway to more quickly respond to people in need of these vital services.

Gateway Rehab is a not-for-profit organization that provides treatment in locations throughout western Pennsylvania and Ohio for adults and youth who are struggling with the disease of addiction to alcohol and other drugs. Nearly one-third of the individuals Gateway Rehab treats today are ages 13-18. †



Gateway Rehab board members (left to right) Richard F. Galardini; Richard C. Grace; Jack Manning; Joseph A. Massaro III; Dr. Ken Ramsey, Gateway president and CEO; Sister Ann Carville; Michael H. Marks; and Jim Rogal, board chair; help break ground for the new Youth Services Center.

Around the Region

Community Health Net Opens New Pharmacy at the Daniel S. Snow, MD Health Center

Community Health Net (CHN) recently celebrated the Grand Opening of its new Pharmacy at the Daniel S. Snow, MD Health Center. The addition of the Pharmacy offers the Erie Community a complete circle of care including the already established medical, dental, oral surgery, behavioral health counseling, HIV/AIDS medical services, Health Care for the Homeless program and vision service.

The Ribbon Cutting Ceremony included participants from Community Health Net's staff, board of directors, local officials and community organizations. At that time, LECOM President John M. Ferretti, D.O. and LECOM Provost, Vice President and Dean of Academic Affairs, Silvia M. Ferretti, D.O., presented a \$25,000 check to the Pharmacy project.

"Under the leadership of our Pharmacy Manager, Jeffrey Nowak, PharmD, RPH, patients can now enjoy the convenience of having prescriptions which were written at their doctor's appointment, filled and waiting for them before they leave the health center," said Community Health Net CEO John Schultz. "CHN purchases pharmaceuticals at 340(b) Federal Discount Drug pricing, allowing us to offer our patients without insurance steep discounts. Through effective communication with patients and healthcare providers, the pharmacy services will ensure CHN patients have the right medication and clear instructions on taking their medications before they leave.

In addition to having their prescriptions filled, patients have the opportunity to meet with Lake Erie College of Osteopathic Medicine (LECOM) School of Pharmacy students and a faculty member who are on-site daily to provide patient medication counseling and education.

According to LECOM faculty member Randall Heemer, Pharm. D., he and the students also are providing educational in-services for Community Health Net staff, writing medication policies and procedures, provide Medication Therapy Management services, and participate in diabetes education series for patients.

"The convenience of these added services will help eliminate many barriers our patients face when it comes to actually getting the medications prescribed by their providers, as well as answering any questions a patient may have regarding their medications," said Schultz.

Ten students per year have worked with Dr. Heemer and Dr. Nowak, both of whom are LECOM School of Pharmacy graduates. With the opening of the Pharmacy, Dr. Nowak is currently working with one student per six-week Advanced Pharmacy Practice Experience (APPE), but will increase that to two students per APPE next summer. †



LECOM President John M. Ferretti, D.O. presents \$25,000 check to Community Health Net CEO John Schultz and Pharmacist Jeffrey Nowak, Pharm.D. at the opening of the new Erie Community Health Net Pharmacy.

HPI

Health Policy Institute Governance Briefings Save the Dates—Spring 2011

Thanks to HPI's funders, briefings are offered free

Gold level funders

Heritage Valley Health System
Highmark
UPMC (endowment)
West Penn Allegheny Health System

Silver level funders

Butler Health System
The Children's Institute
Gateway Health Plan
St. Clair Hospital

Other Funders

Baptist Homes Society
BBR Services
Buchanan Ingersoll & Rooney
CORE
Eckert Seamans Cherin & Mellott
Hospital Council of Western PA
Lutheran SeniorLife
McIntyre Hartye & Schmitt
Thomson Rhodes
Thorp Reed & Armstrong
VHA

February 4, 2011, 8-9:30 AM

Pittsburgh Athletic Association, 5th Avenue, Oakland

Preparing Advocate to Become an ACO: Hospital-Physician Integration

Mark C. Shields, MD, VP Advocate Health Care
Senior Medical Director, Advocate Physician Partners

March 18, 2011, 8 AM-Noon

Heinz History Center, Smallman Street, Pittsburgh

The Impact of Health Reform on Charitable Hospitals

- *The Current Federal Policy Environment for Tax Exempt Hospitals*
Bradford H. Gray, Editor, *The Milbank Quarterly*, Sr. Fellow The Urban Institute
- *New IRS Standards for Section 501 Hospitals*
Sarah Hall Ingram, Commissioner, Tax Exempt & Government Entities, IRS
- *Implications of Health Reform for Charitable Hospitals*
Melinda Reid Hatton, Sr. VP & General Counsel, American Hospital Assoc.
- *Pennsylvania's Regulatory Environment for Charitable Hospitals*
Thomas E. Boyle, Buchanan Ingersoll & Rooney
- *Questions & Answers Panel*
Moderator, Everette James, University of Pittsburgh
Associate Vice Chancellor for Health Policy and Planning

April 1, 2011, 8-9:30 AM

Pittsburgh Athletic Association, 5th Avenue, Oakland

Why Healthcare Organizations Need a Safety Culture & the Role of Trustees

Mark Chassin, MD, President & CEO, Joint Commission

Registration is available through these methods:

- Online: www.healthpolicyinstitute.pitt.edu
- Phone: 412.624.3608
- FAX registration to 412.624.7747

Governance Briefings are offered at no charge, but advance registration is required
ACHE, CLE, and CME credit is available when appropriate

University of Pittsburgh, Graduate School of Public Health, Dept. of Health Policy & Management

JULIAN GRAY ASSOCIATES CERTIFIED ELDER LAW AVOID MISTAKES. PROTECT ASSETS.

- Draft or update your estate planning documents
- Consider various asset preservation options
- Evaluate eligibility for government benefit programs
- Analyze your needs and provide beneficial planning

Visit www.GrayElderLaw.com
Or call 412-269-9000

Excelsa Health Appoints Chief Nursing Officer

Respected nurse executive and educator to direct nursing activities



Helen Burns

Excelsa Health has named Helen K. Burns, Ph.D., Chief Nursing Officer effective January 3. She will direct all nursing activities with an emphasis on clinical quality.

Dr. Burns has an extensive background in clinical practice, public health and education. She received her BSN from Indiana University of Pennsylvania and both a Master of Science in Nursing degree and a Ph.D. in Medical/Surgical Nursing from the University of Pittsburgh.

Burns comes to Excelsa Health from the University of Pittsburgh where she was a Professor and Associate Dean for Clinical Education in the School of Nursing. She also served in a variety of leadership roles at the Pennsylvania Department of Health from 1995 to 2003, most recently as Deputy Secretary for Health Planning and Assessment.

Burns is no stranger to Excelsa Health, having worked at Latrobe as head nurse in the emergency department as well as a staff nurse on medical-surgical units and in the intensive/coronary care unit. She served Westmoreland as Director of Critical Care Services and Manager of Clinical Service Lines.

She has received numerous awards and honors including the Provost's Innovation in Education Award from the University of Pittsburgh, the Distinguished Alumni Award from the University of Pittsburgh School of Nursing and appointment to the U.S. Department of Health and Human Services' National Advisory Council on Nurse Education and Practice.

Burns has authored numerous articles for professional nursing journals. Her scholarly focus has been on evidence-based nursing practice in community hospital settings, the application of technology and simulation into nursing practice and education, and interprofessional communication. She is a Fellow of the American Academy of Nursing and has been actively engaged at the statewide, national and international level in professional and scientific societies. †

Eric M. Kephart, D.O., Joins Medical Staff

Eric M. Kephart, D.O., has joined the Altoona Regional Health System Medical Staff in the Department of Family Medicine (Sports Medicine).

Dr. Kephart is board certified by the American Osteopathic Board of Family Physicians.

He received his medical degree from the Philadelphia College of Osteopathic Medicine. He completed his fellowship in Sports Medicine at St. Joseph Medical Center in Reading.

Dr. Kephart is a member of the American Osteopathic Academy of Sports Medicine. †



Eric Kephart

Healthcare Professionals in the News

Heritage Valley Health System Announces Infectious Disease Specialists at Heritage Valley Sewickley

Heritage Valley Health System recently announced the addition of a satellite office of Infectious Disease Associates of Western Pennsylvania to Heritage Valley's Sewickley campus. Infectious disease specialists in the practice include David Weinbaum, M.D., Robert Volosky, M.D., Kevin Perez, M.D., and E. Anthony Verdream, M.D.

The physicians of Infectious Disease Associates of Western Pennsylvania will be available for inpatient infectious disease consults seven days per week at Heritage Valley Sewickley, 720 Blackburn Road, Fourth Floor, Suite D. In addition, the practice will have office hours on Wednesday afternoons for outpatient infectious disease appointments.

The main office for Infectious Disease Associates of Western PA is located in the Bloomfield section of Pittsburgh.

David Weinbaum, M.D., F.A.C.P., is an infectious disease specialist with more than 30 years experience. He obtained his medical degree from Boston University and completed training at the University of Michigan and University of Virginia. Currently, Dr. Weinbaum is Chief of the Infectious Disease Division for West Penn Allegheny Health System. He is board certified by the American Board of Internal Medicine with a subspecialty certification in Infectious Disease. Additionally, Dr. Weinbaum is a Diplomate in the American Board of Internal Medicine-Infectious Diseases and a Fellow in the American College of Physicians and American Association for the Advancement of Science (AAAS).

Robert Volosky, M.D., F.A.C.P., obtained his medical degree at Georgetown University School of Medicine and trained in Internal Medicine and completed his Fellowship in Infectious Diseases at the University of Pittsburgh Medical Center. Dr. Volosky has been a part of the Infectious Disease Associates of Western Pennsylvania practice for 17 years. He is certified by the American Board of Internal Medicine with a subspecialty certification in Infectious Disease. Dr. Volosky is a member of the American Medical Association, Allegheny County Medical Society and the Infectious Disease Society of America, as well as a Fellow in the American College of Physicians.

Kevin Perez, M.D. earned his medical degree from Columbia University College of Physicians and Surgeons in New York, New York and completed his residency in internal medicine at Columbia Presbyterian Medical Center in New York. Dr. Perez completed a three-year Infectious Disease Fellowship at the University of Alabama at Birmingham where he served as Chief Fellow. He is board certified by the American Board of Internal Medicine with a subspecialty in Infectious Diseases and has been with the practice for 10 years. He is a Diplomate in the American Board of Internal Medicine-Infectious Disease subspecialty. Dr. Perez is a member of the American Medical Association and the Infectious Diseases Society of America.

E. Anthony Verdream, M.D. obtained his medical degree from Temple University School of Medicine in Philadelphia, PA, completed his residency in internal medicine at The Western Pennsylvania Hospital in Pittsburgh, and trained as a fellow in Adult Infectious Diseases at Virginia Commonwealth University. He is board certified by the American Board of Internal Medicine with a subspecialty in Infectious Disease. Dr. Verdream is a member of the American College of Physicians, the Infectious Diseases Society of America, and American Medical Association.

For more information, visit www.heritagevalley.org. †

Excelsa Health Nurse Educator Recipient Of Gessner Scholarship

Dawn Klejka, RN, BSN, a nurse educator at Excelsa Health Westmoreland Hospital, is the latest recipient of the Thomas P. Gessner, MD Healthcare Scholarship. The award, administered by the Latrobe Area Hospital Charitable Foundation where Dr. Gessner is a board member, was established in 2005 by the Latrobe Hospital medical staff to honor the physician for his 28 years of service.

Klejka, of Mount Pleasant Township, is completing a master's degree in Nursing Education at Duquesne University.

A graduate of Westmoreland County Community College, Klejka began her nursing career at Frick Hospital in the GI lab. Over the past 19 years, she has worked in home care, private duty, and agency staffing. Since joining the Westmoreland Hospital staff in 2002, she has served as a floor nurse in pediatrics and clinical coordinator on cardiac and medical/surgical units. During that time, the mother of two also has been juggling family responsibilities and career advancement through undergraduate studies at Carlow University. She became a nurse educator in 2008 coordinating training for nurses caring for women and children among other

responsibilities, and enrolled in graduate school.

Klejka finds this latest role aided by coursework years ago in communications. Prior to moving from New York to Pennsylvania, she had attended Dutchess County Community College and worked for five years at IBM. "My communications degree is very complementary to nursing education," said Klejka. "Communication and education are the cornerstones of my work as a nurse educator. At the master's level I utilize research and evidence based practice to support the nurses in making the best decisions regarding patient care."

The Gessner scholarship is awarded annually to an Excelsa Health employee for continuing education at the master's level or beyond.

A longtime pediatrician, Dr. Gessner served as Latrobe Hospital medical director, and later as Senior Physician Advisor of Excelsa Health until his retirement in July 2006. Following his retirement from private practice, he moved to emeritus status on the Excelsa Health medical staff.

To contribute to the scholarship fund, contact the foundation office, 724-537-1925. †



Gessner Scholarship committee member Dean Matanin congratulates Dawn Klejka. Klejka is a nurse educator at Excelsa Westmoreland Hospital wrapping up her master's degree in Nursing Education at Duquesne.

Husband and Wife to Join University of Pittsburgh



Jeremy Berg

The University of Pittsburgh has named **Jeremy M. Berg, Ph.D.**, as its first associate senior vice chancellor for science strategy and planning for the Schools of the Health Sciences, a leadership role that will foster the university's position on the forefront of biomedical research.

Dr. Berg expects to leave his current position as director of the National Institutes of Health's National Institute of General Medical Sciences (NIGMS) at the end of June 2011.

According to an NIH press release announcing his departure, Dr. Berg spearheaded the institute's first formal strategic plan, initiated a plan for research training and workforce development, conducted reviews of major programs, increased support for innovative research and fostered dialogue through interactive outreach efforts to the scientific community. He also led efforts, both within NIGMS and

across NIH, to increase diversity in the biomedical workforce.

At NIH, Dr. Berg conducted research in the Laboratory of Molecular Biology at the National Institute of Diabetes and Digestive and Kidney Diseases. His research focuses on molecular recognition processes and the structural and functional roles that metal ions, especially zinc, have in proteins. Dr. Berg has advanced understanding of how zinc-containing proteins bind to DNA or RNA and regulate gene activity, and contributed to the understanding of systems that target proteins to specific compartments within cells, as well as the use of sequence databases for predicting aspects of protein structure and function. He is planning to continue his research as a professor in the Department of Computational and Systems Biology in the School of Medicine.

In moving to Pittsburgh, Dr. Berg is supporting the professional aspirations of his wife, **Wendie A. Berg, M.D., Ph.D.**, an influential imaging expert who led a major clinical trial investigating the roles of ultrasound and MRI as adjuncts to mammography in breast cancer screening. She will join the Department of Radiology, School of Medicine, as a professor in March 2011.

Prior to his appointment at NIGMS in November 2003, Dr. Berg directed the Institute for Basic Biomedical Sciences at the Johns Hopkins University School of Medicine in Baltimore, where he also served as professor and director of the department of biophysics and biophysical chemistry. Dr. Berg received B.S. and M.S. degrees in chemistry from Stanford University in 1980 and a Ph.D. in chemistry from Harvard University in 1985. He is a coauthor of more than 130 research papers and four textbooks.

Dr. Wendie Berg received bachelor's and master's degrees in science from Stanford University in 1981 and her medical degree and doctoral degree in pharmacology and molecular sciences from Johns Hopkins University in 1987. She was a faculty member at Johns Hopkins University School of Medicine and then professor and director of Breast Imaging at the University of Maryland School of Medicine. She currently is a study chair for the American College of Radiology Imaging Network.

She has authored 70 research publications and a leading textbook on breast imaging and has been widely recognized for her outstanding research, teaching and clinical care. She received the 2007 Outstanding Contributions Award from the American College of Radiology Imaging Network and was named Most Influential Radiology Researcher in 2010 by AuntMinnie.com, the largest and most comprehensive community website for medical imaging professionals worldwide. †



Wendie Berg

Healthcare Professionals in the News

Gentile Appointed to Lead New Women's Health Services at Jefferson Regional Medical Center

Jefferson Regional Medical Center in Jefferson Hills in Pittsburgh's South Hills now offers a dedicated Women's Health Services program with a team of medical professionals whose focus and expertise is in caring for the wellness and illnesses of its female patients.

Leading this new initiative is renowned gynecologist **Anthony F. Gentile, MD**, who has been appointed to the position of director of gynecological services at Jefferson Regional Medical Center.

Prior to his position with Jefferson Regional, he served as senior partner with obstetrics and gynecology practices in Pittsburgh, at Magee-Womens Hospital of UPMC, and at McKeesport Hospital (now UPMC McKeesport), where he served as chairman, department of obstetrics and gynecology. He is a clinical assistant professor of obstetrics and gynecology at Magee-Womens Hospital.

Dr. Gentile graduated from Carnegie Mellon University School of Urban and Public Affairs with a Master's degree in public management, and from St. Vincent College, Latrobe, where he earned a Bachelor of Science degree in biology. He earned his medical degree from the University of Pittsburgh School of Medicine and completed his residency in obstetrics and gynecology at Magee-Womens Hospital.

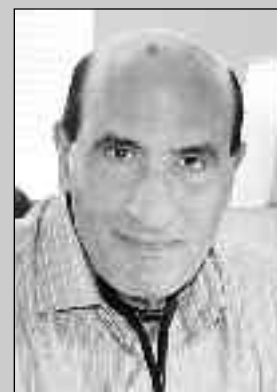
His professional affiliations include the American College of Obstetrics and Gynecologists, American Medical Association, Pennsylvania Medical Society, Allegheny County Medical Society, American College of Physician Executives and American Society of Law and Medicine.

He also is a nationally known speaker on osteoporosis, menopause, hormone therapy, HPV disease and cervical cancer screening. He has lectured in 47 states and plans to offer a lecture series at Jefferson Regional Medical Center on related topics.

In addition to Dr. Gentile's gynecology and women's health practice, Jefferson Regional's services for women also include the already established Women's Diagnostic Center at the hospital's main campus in Jefferson Hills, where a full complement of diagnostic services is available, including:

- Complete Breast Evaluation
- Screening Mammography
- Computer Aided Detection (CAD) Mammography
- Stereotactic Biopsies
- Diagnostic Mammography
- Ultrasound Guided Core Biopsy and Fine Needle Aspirations
- Pelvic & Breast Ultrasound
- DXA – Bone Mineral Densitometry for Detection of Osteoporosis
- Women's Health Education Information

For more information, visit www.jeffersonregional.com. †



Anthony F. Gentile

Marsha L. Haley, M.D., Certified by American Board of Radiology in Therapeutic Radiology

Marsha L. Haley, M.D., a member of the Altoona Regional Health System Medical Staff, has been certified by the American Board of Radiology in Therapeutic Radiology through Dec. 31, 2020.

Dr. Haley is a radiation oncologist with Altoona Regional's Center for Cancer Care.

Board certification is a voluntary program in which specialists seek to improve their performance and demonstrate a commitment to their profession. Certification involves the passage of both written and oral examinations.



Marsha Haley

Tara Dudash Named Youth Outreach Specialist at Gateway Rehab



Tara Dudash

Tara Dudash recently was appointed youth outreach specialist at Gateway Rehab. In this position, she is responsible for marketing Gateway's inpatient youth services and halfway house program as well as conducting intake interviews to ensure adolescent patients receive the most appropriate level of care needed.

Prior to being youth outreach specialist for Gateway Rehab, Dudash was a joint planning team facilitator for the Human Services Administration Organization in Pittsburgh. Before that, she served in the role of case manager at Family Resources Community Connections for Families and Auberle Family Foster Care, both in McKeesport. Dudash earned a bachelor's degree in criminal justice with a minor in sociology from La Roche College.

Nearly one third of the patients Gateway Rehab treats are youth and young adults. Studies show that adolescents have fundamentally different treatment needs than adults, requiring more structure and supervision. As a result, Gateway Rehab's adolescent treatment programs address needs that are specific to youth.

For more information, visit www.gatewayrehab.org. †

Healthcare Professionals in the News

Duquesne University Counseling Center Names New Director

Dr. Ian Edwards has been selected as the new director of the Duquesne University Counseling Center.

A licensed psychologist, Edwards been on staff at the Counseling Center since his days as a post-doctoral resident in 2006. He has served as assistant director/training coordinator since 2008.

Edwards earned his master's degree and Ph.D. in clinical psychology from Duquesne. He has also taught as an adjunct professor in psychology and in the School of Leadership and Professional Advancement. He has spent more than 10 years counseling students, including some at the University of Pittsburgh Counseling Center.

Every year he conducts *The Truth about Suicide* workshops for Duquesne freshmen and has also helped parents, staff and faculty understand the emotional needs of college students.

"They show us a different side, an emotional, sometimes traumatic history that they can't reveal to others," he said.

The students' emotional problems may go beyond trying to adjust to college life, and could include depression, anxiety, suicidal or dangerous tendencies, and dealing with past painful events.

Having a free counseling service aids in student retention, Edwards said, and encourages health, growth and academic achievement. Edwards works in collaboration with Health Service, Psychology Clinic, Residence Life, Spiritan Campus Ministry, the Support Council and the Campus Community Risk Team.

"Our counseling orientation is very holistic; we are healing the whole being—mind, heart and spirit. At Duquesne, we can be more open in regards to the spirit. It is so integral to a person," he said. "I don't see how we can have psychological healing without a spiritual life."

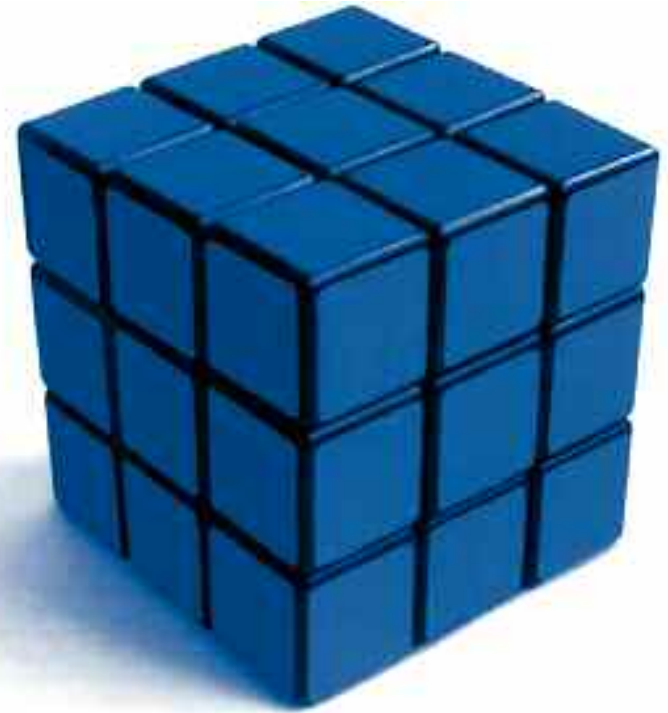
Previous director Dr. Jack Nelson retired after 46 years at the University.

For more information, visit www.duq.edu. ↑



Ian Edwards

**If you think
linen service should be
easy... you're right**



With our SmartLinen service, CleanCare makes linen easy again

If you think all linen services are the same, think again. You don't need to live with frustration or tolerate screwups month after month. SmartLinen combines the finest products with cutting-edge inventory management to make your linen service as easy as it should be. With just one phone call, your linen hassles disappear forever.

800.222.7600 | www.clnicare.com



Always Available

Even on Long Weekends

Hospice emergencies don't confine themselves to normal business hours, and neither does VITAS Innovative Hospice Care®. Count on our admissions team for same-day response, even on weekends and winter holidays. Count on our VITAS team to meet the needs of your residents, patients and their families when they need us most.

- 24 / 7 / 365 availability
- After-hours Telecare support from skilled, certified hospice clinicians
- Team members scheduled during all holidays

Call us whenever you need us. VITAS can help.

Innovative
Hospice Care®
VITAS

1.800.93.VITAS • 1.800.938.4827

VITAS.com • twitter.com/VITASHospice



Healthcare Professionals in the News

New Addition at Shriners Hospital

Kevin M. Cooney, P.T., has been named Director of Rehabilitation Services at Shriners Hospitals for Children - Erie. A 1988 graduate of Daemen College, Amherst, NY, Cooney brings 17 years of clinical pediatric experience, most of it at the Erie Shriners Hospital, to this position. In addition, he has been involved in multiple research studies focusing on motion analysis in cerebral palsy and spina bifida populations. In his new position, Cooney will be responsible for the management and program development in the hospital's physical therapy and occupational therapy departments, where he joins a staff with more than 100 years of combined experience treating children. †



Kevin M. Cooney



**Subscribe to
WPA Hospital News
& More today!**

Call 724-468-8360

HONOR ROLL

Jameson Hospital Maternity Care Center Receives Highmark QualityBlue Award

Jameson Health System's Maternity Care Center was awarded the "Overall Highest Rate of Compliance with the Elective Induction Bundle for the Program Year" by Highmark QualityBLUE.

In August, 2009 Jameson Hospital Maternity Care Center voluntarily participated in a program sponsored by Highmark relating to labor inductions. During this time, certain criteria had to be met relating to suitability for induction including cervical readiness, gestational age and management of increased uterine tone during the labor induction. This program continued for nine consecutive months. Data was collected and reviewed. The hospital's performance was scored according to Highmark's parameters. This resulted in improved compliance with the elective induction bundle by 24 percent.

Madeline Melidona, RN, Patient Care Manager of the Maternity Care Center at Jameson said, "Our goal at Jameson is always to provide the best care possible to moms and babies. By utilizing the elective induction bundle, we are providing safe and reliable care when using medications that induce labor thus assuring a good outcome for our patients."

Highmark QualityBLUE commended Jameson Hospital for their creation and successful implementation of new processes to promote positive clinical outcomes to further improve and develop patient safety initiatives.

These specific measures show the program is progressive. The QualityBLUE program is making a difference when it comes to quality care. Jameson Hospital and other hospitals in the program are safer with significant cost savings. †



The Jameson Health System's Maternity Care Center accepts award.

Prepare for Leadership in Health Policy & Management **MASTER OF HEALTH ADMINISTRATION** Department of Health Policy & Management

This fully accredited, competitive graduate Program is designed to provide students a professionally oriented advanced degree to prepare them for positions of leadership in health care management and policy-making.

THE MHA PROGRAM PROVIDES

- Experienced, accessible teaching faculty
- State-of-the-art curriculum balancing public health disciplines with managerial knowledge and skills
- Exposure to prominent scholars and leaders in healthcare management and policy
- Mentoring by healthcare executives and networking opportunities
- Supervised "hands on" management residency

FOR MORE INFORMATION

Call Donna Schultz at (412) 624-3123

e-mail: dschultz@pitt.edu

or visit our webpage: <http://www.hpm.pitt.edu/>



University of Pittsburgh
Graduate School of Public Health

VNA, Announces Certification of Chronic Care Professionals

Three members of VNA, Western Pennsylvania have recently tested for and become certified as Chronic Care Professionals (CCP) through Health Sciences Institute. Liz Powell, C.O.O, Rose Furrer, Director of Home Health, and Carol Arthur, Quality Coordinator will lead VNA's efforts to more effectively manage those with chronic conditions. A chronic disease is defined as one lasting 3 months or more, and generally cannot be prevented by vaccines or cured by medication, nor do they just disappear. Today chronic conditions such as heart disease, lung disease and diabetes to name just a few, account for over 75% of health care spending. CCP prepares health care professionals to better care for people at risk for, or affected by, chronic conditions.

CCP looks at different approaches to ensure patients reach their individual health goals other than that of the old stand-by, education. It uses the method of partnering with patients as the basis for success by using motivational interviewing and health coaching to involve and engage patients in taking charge of their health and self-care. This style of partnering has been validated to be successful in managing chronic illness and will take VNA patients to a higher level of health achievement and success.

For more information, please call 1-877-862-6659 or visit www.vna.com. †

Excelsa Health Awards First Shaw Scholarship to Latrobe Hospital Graduate Nurse



Katie Frick

Katie Frick, RN, BSN, clinical nursing coordinator on the progressive care unit at Excelsa Latrobe Hospital, is the first recipient of the Walter C. Shaw Memorial Scholarship. Endowed by Elizabeth Shaw Gamble through the Latrobe Area Hospital Charitable Foundation, the scholarship is available to nurses employed by Latrobe Hospital who are enrolled in an accredited school of nursing for an advanced clinical degree. To be eligible, the employee must meet a minimum academic standard, exhibit financial need and have already completed at least 50 percent of the coursework toward the degree.

Frick, 31, will receive her Master's degree in Nursing Leadership and Education from Carlow University this month. A diploma graduate of the Mercy Hospital School of Nursing, Frick completed her bachelor's degree from Carlow in 2009. She has been a nurse at Latrobe Hospital for the past decade.

The married mother of a 4-year-old daughter, Frick models good study habits for her child and serves as a mentor to her peers and patients on the hospital's 5th floor. "I have always wanted to take care of people," she said. "What I've realized is that I can't 'fix them' unless I educate them so they understand how important it is to be compliant with their medications or their diet. I tell my co-workers that the patients are always watching what we do, so we must be attentive to how our actions will impact their willingness to change behavior for their well-being."

Frick also teaches the nursing refresher course at Westmoreland County Community College, including the onsite clinical rotation at Latrobe Hospital.

Walter Carlyle Shaw, Gamble's father, was one of the founders of the G. C. Murphy Company and played a major role in the business and civic life of McKeesport for decades. Under his leadership, G.C. Murphy grew into one of the nation's major retail chains with more than 500 stores located in 22 states and the District of Columbia. A generous benefactor to McKeesport Hospital and many community-based organizations, he died in January 1962.

Gamble relocated to the Ligonier area in 1971 and wished to follow in her father's footsteps by supporting her community. She felt contributing in some way to further the nursing profession would have been something her father would have endorsed.

A second scholarship, The Elizabeth Shaw Gamble Nursing Scholarship for Graduating High School Students, provides financial assistance to students who have completed secondary education and been accepted into an accredited school of nursing with the intent of earning an associate degree, bachelor degree or a diploma as a registered nurse. Eligible students must be graduates of Ligonier Valley, Greater Latrobe or Derry Area School Districts, have an outstanding academic record and demonstrate financial need. This scholarship was first awarded earlier this year to Stephanie Stiles, a Ligonier Valley High School graduate attending the University of Pittsburgh at Johnstown.

Information and application forms are available through the participating high schools. Applications for the scholarship program for Latrobe Hospital nurses are available through the Excelsa Health Human Resources department. ↑

UPMC Quality Chief Named to Joint Commission Resources Board

UPMC Chief Quality Officer **Tamra (Tami) E. Minnier** has been appointed for a three-year term to the board of Joint Commission Resources (JCR), which sets quality and safety standards for hospitals and other health care organizations abroad. JCR is a not-for-profit affiliate of the Joint Commission, the independent organization that accredits U.S. hospitals.

As chief quality officer at UPMC since 2008, Minnier has played a key role in successfully leading UPMC's hospitals in Italy and Ireland through the Joint Commission International accreditation process. She also oversees quality improvement and safety initiatives throughout UPMC's 20-hospital system, where she has worked for 20 years.

Ms. Minnier earned both her bachelor's and master's degrees in nursing from the University of Pittsburgh and is a fellow of the American College of Healthcare Executives. She is an adjunct faculty member at Pitt and Chatham University and has served on the faculty for the Institute for Healthcare Improvement.

A frequent speaker at national health care quality conferences, she has studied the Toyota production system and lean manufacturing business improvement processes that are applicable to health care. She recently was recognized for her distinguished contributions to health care quality by being invited to join the editorial board of the Agency for Healthcare Research and Quality Health Care Innovations Exchange, part of the U.S. Department of Health and Human Services, which seeks to foster broader and more rapid dissemination of health care delivery innovations.

Joint Commission Resources is a global organization that provides innovative solutions designed to help health care organizations improve patient safety and quality. JCR provides expertise on the many issues organizations face in a challenging health care environment through a variety of products and services including: education programs, publications and multimedia products; comprehensive health care consulting and custom education; and accreditation and consulting for organizations abroad. JCR is dedicated to helping health care organizations worldwide improve quality and safety of patient care. ↑

HONOR ROLL

UPMC Horizon Earns Joint Commission Accreditation

UPMC Horizon has earned The Joint Commission's Gold Seal of Approval™ for accreditation by demonstrating compliance with The Joint Commission's national standards for health care quality and safety in hospitals. The accreditation award recognizes UPMC Horizon's dedication to continuous compliance with The Joint Commission's state-of-the-art standards.

UPMC Horizon underwent a rigorous unannounced on-site survey in November. A team of Joint Commission expert surveyors evaluated the hospital for compliance with standards of care specific to the needs of patients, including infection prevention and control, leadership and medication management.

"We are proud that The Joint Commission has affirmed the outstanding efforts of UPMC Horizon's staff and physicians in our pursuit of the safest and most effective patient care possible," says Don Owrey, UPMC Horizon president.

The Joint Commission's hospital standards address important functions relating to the care of patients and the management of hospitals. The standards are developed in consultation with health care experts, providers, measurement experts and patients.

Founded in 1951, The Joint Commission seeks to continuously improve health care for the public, in collaboration with other stakeholders, by evaluating health care organizations and inspiring them to excel in providing safe and effective care of the highest quality and value. The Joint Commission evaluates and accredits more than 18,000 health care organizations and programs in the United States. An independent, not-for-profit organization, The Joint Commission is the nation's oldest and largest standards-setting and accrediting body in health care. Learn more about The Joint Commission at www.jointcommission.org. ↑

Liken Home Care

*The region's
most trusted
source for
care in
the home.*



Liken Home Care's goal is to provide superior service while enhancing the independence, comfort, and dignity of our clients. Our Companions, Aides, LPNs, and RNs have been helping individuals at home for over 30 years in Western Pennsylvania with: bathing, personal care, overnight care, mobility, meals, light house-keeping, medication, and more.

Call for a free assessment and more information,
or visit our Web site:

412-816-0113 | www.likenservices.com

HONOR ROLL

Dr. McBean Named ASBMS Bariatric Surgery Center of Excellence Designee



Etwar McBean

Etwar McBean, MD, general and bariatric surgeon with the UPMC Horizon Minimally Invasive Bariatric and General Surgery Center, has been named a Bariatric Surgery Center of Excellence designee by the Surgical Review Corporation and American Society for Metabolic and Bariatric Surgery (ASMBS).

To earn the Bariatric Surgery Center of Excellence designation, Dr. McBean underwent a series of site inspections during which his surgical cases were reviewed and his outcomes evaluated. Dr. McBean and other centers receiving the Bariatric Surgery Center of Excellence designation demonstrate clinical pathways, protocols and outcomes data which are of the highest standards with patient safety and success being primary goals.

Dr. McBean joined UPMC Horizon's medical staff in 2008. He completed a general surgery residency at Howard University Hospital, Washington, D.C. and a fellowship in minimally-invasive and bariatric surgery at The Cleveland Clinic, Florida. A member of the American College of Surgery, the Society of American Gastrointestinal Endoscopic Surgeons, and the American Society for Metabolic and Bariatric Surgery, Dr. McBean is certified by the American Board of Surgery.

For more information, visit www.UPMCHorizon.com. ↑

Steven S. Wilson, M.D. Awarded The Leo Crip, M.D. Excellence in Patient Care Award

Steven S. Wilson, M.D., Radiation Oncologist at the UPMC/Jameson Cancer Center accepted the Leo Crip, M.D. Excellence in Patient Care Award at the "Expressions of Appreciation" reception held on November 9th.

The Leo H. Crip, M.D. Excellence in Patient Care Award is the School of Medicine's annual honor given to a physician who has demonstrated work-related efforts that are truly above and beyond the course of normal duty, and that clearly contribute to the overall quality and success of University of Pittsburgh Cancer Institute (UPCI) and UPMC Cancer Centers by:

- Putting patients and families first
- Providing compassionate care, physical comfort and emotional support to patients and their families
- Giving more than is asked or expected
- Guiding patients to be informed, active participants in their care
- Promoting a collaborative, cooperative environment
- Committing to and embracing the UPCI/UPMC vision and mission

The late Leo H. Crip, M.D., was a nationally recognized pioneer in immunology and Distinguished University Professor in the School of Medicine who maintained a keen interest in the nature of the physician-patient relationship, to which he contributed through his writing, mentoring and commitment of personal resources.

Dr. Wilson comes to UPMC/Jameson Cancer Center from Walter Reed Army Medical Center in Washington, D.C., the premier Army facility in the delivery of radiation therapy and cancer treatment. There he worked side by side for eight years with many of the country's most renowned cancer surgeons and oncologists, until he left the military after 20 years serving our nation's retired and active duty population.

Dr. Wilson was attracted to the UPMC / Jameson Cancer Center by the opportunity to provide state of the art cancer care with the latest technology in a community setting so patients can receive world class cancer treatment in the community that they live. Dr. Wilson lives in New Castle. ↑

EXECUTIVE

Living

Seven Fields MLS# 848879 \$310,000

Desirable neighborhood location! A charming front porch welcomes you into this 4 BR, 2.5 BA featuring a huge backyard and level driveway! This home has great use of space with French door accents and also features a roomy island kitchen with great workspace! A newer deck is accessible from the kitchen dining area and looks out over the huge backyard area, perfect for outdoor entertaining! CALL US TODAY! CALL The Gloria Carroll Team at 412.367.8000 x242.



Cranberry MLS# 850597 \$449,000

Stunning former model home on an ideal home site providing fabulous views for all seasons! This 4BR, 2.5 BA home is brimming with amenities! Architectural ceilings, triple crown moldings, spacious maple kitchen with granite countertops, and an array of windows surround the family room fireplace capturing the views! A spacious master suite perfect for relaxation. A large finished lower level game room with walkout to the spacious backyard is perfect for entertaining! This home is a MUST SEE! CALL The Gloria Carroll Team 412.367.8000 x242.



Pine MLS#843049 \$619,000

Two acres of BLISS! This 5 bedroom, 3.5 bath home sits next to North Park with updates galore! Kitchen features marble flooring, granite counters, and Viking stove! Spacious rooms throughout with 3 separate deck spaces overlooking the view from the back. Beautiful hardwood floors and great detailing throughout, with circular driveway this home is elegance! CALL TODAY! Gloria Carroll 412-367-8000 x242.



For more information, tour or brochure ... Call Today or Visit Our Website at www.gloriacarrollteam.com for a visual tour.

THE GLORIA CARROLL TEAM Gloria Carroll 412-367-8000 x242, Licensed Agent
Licensed Assts.: Ruth Benson 412-367-8000 x589 Patty Pellegrini 412-367-8000 x232



Highland Park!

Luxurious & energy efficient: Contemporary design in 3-year-old total renovation sets this home apart! Open plan for entertaining. Gourmet kitchen: 48" Viking 6-burner range, 2 ovens, 14" island, more! Bamboo & wood floors/trim throughout! All new mechanicals, plumbing, wiring, central A/C. AMAZING. Offered at \$549,000.



Teekie Smith
Realtor; Historic House Specialist, GREEN Designation
Coldwell Banker Real Estate Services, Shadyside Office
5996 Penn Circle South, Suite 301, Pittsburgh, PA 15206
412-363-4000 ext 241 • Cell 412-708-1588 • Fax 412-363-7551
teekie.smith@pittsburghmoves.com
www.pittsburghmoves.com/teekie.smith

The Best Value in Highland Park!

Try to match the location and value of this lovely brick home, with covered porches both front and rear. In addition to the ample street parking, its two-year old driveway leads to a detached garage with an additional parking space behind the home, providing private parking for two vehicles, a rare combination in this area. Featuring oak flooring throughout, the living room features a working gas fireplace. A second fireplace in the master bedroom awaits renovation by you! The dining room boasts beautifully crafted wainscoting. Offered at \$109,900.



Teekie Smith
Realtor; Historic House Specialist, GREEN Designation
Coldwell Banker Real Estate Services, Shadyside Office
5996 Penn Circle South, Suite 301, Pittsburgh, PA 15206
412-363-4000 ext 241 • Cell 412-708-1588 • Fax 412-363-7551
teekie.smith@pittsburghmoves.com
www.pittsburghmoves.com/teekie.smith

Elegance in Highland Park

Built in 1948, this house has never been on the market. Lovingly maintained by one family until now. 4 bedrooms, 2 full and 2 half bathrooms. 2 car garage. This residence has it all! Offered at \$429,000.



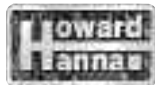
Teekie Smith
Realtor; Historic House Specialist, GREEN Designation
Coldwell Banker Real Estate Services, Shadyside Office
5996 Penn Circle South, Suite 301, Pittsburgh, PA 15206
412-363-4000 ext 241 • Cell 412-708-1588 • Fax 412-363-7551
teekie.smith@pittsburghmoves.com
www.pittsburghmoves.com/teekie.smith

**MOON TOWNSHIP
McCORMICK FARMS**

A combination of warm & welcoming while luxurious features offers perfection for the discriminating homeowner.

Architectural integrity and style at its best with arches, curves, angles & vaulted ceiling lines throughout. Turned wrought iron staircase overlooks phenomenal custom stained glass window & 2 story stone fireplace.

Romantic MBR suite. Gourmet maple, granite & stainless kitchen. Unique walkout lower level. Trex deck, patio, fire pit. Spectacular view. Cul de sac.



Mariel McBride
Multi Million \$ Club
412-262-5500

**MLS 840855****101 Center Avenue Aspinwall**

Stately 5 bedroom 2 bath home located walking distance to St. Margaret's Hospital. High ceilings, original stained glass windows and hardwood floors accent this home. Master bedroom includes a walk-in closet, unusual for Aspinwall! New central air conditioning, wall to wall carpeting complete the package. Finished 3rd floor could be turned into owner's suite. Watch the world go by on the large front porch.



Jay Arnone
Realtor,
ABR

**Multi-Million
Dollar
Producer**



**Coldwell Banker
Real Estate, Inc.**

**1344 Freeport Road
Pittsburgh, PA 15238**

Office Phone:

412-963-7655

ext. 245

Cell Phone:

412-719-6899

Fax: 412-963-8171

**www.pittsburghmoves.com/
jay.arnone**

Reserve your space now ...
*Reach more than 40,000
health care professionals
every month.*

**Call 724.468.8360 for
more information.**

**728 Hulton Road
\$795,000
Oakmont Borough**

Unlimited possibilities ... Grand old estate located on Hulton Road ... Fabulous entertaining awaits! Private 1 acre matured setting ... Beautiful gardens ... Extensive woodwork and craftsmanship throughout ... Stunning chandeliers ... 15 + rooms ... 7 bedrooms ... 5 1/2 baths ... Old world elegance at its best!



**649 ROSS MOUNTAIN ROAD
\$1,599,000**

Outstanding 68 acre estate. 6 BD, 4.5 baths ... Ligonier weekend retreat ... So many possibilities ... Near Rachelwoods Preserve & Ross Mt. Golf Club ... Breathtaking setting ... Charming chapel on grounds ... Tennis courts ... Pond ... Fabulous pool ... Spanish pool house ... possible stables ... amazing federal colonial updated gourmet kitchen ... Must see! ... 1 of a Kind!



**1308 Logan Road
\$729,000
West Deer Township**

Stunning Colorado-style 5000 sq. ft. 5 BR., 4BA., log cabin located on 10 beautiful serene acres ... Logs and stone all hand-milled ... Access to stocked pond ... Trails ... Tin roof ... Covered front porch ... Unbelievable expansive deck ... 2 1/2 story stone fireplace in family room ... Spacious gourmet kitchen ... Sunroom overlooking the property ... 6 car garage ... Décor is perfection! Lower level 2 BR in-law or nanny suite w/ private entrance ... Quite a find!



Linda DiBucci
Coldwell Banker Real Estate Services
4960 Route 8, Hampton Office
Allison Park, PA 15101

linda.dibucci@pittsburghmoves.com

www.pittsburghmoves.com

www.lindadibucciteam.com

412-519-5800 cell

412-487-0500 x221 office

**DOWNTOWN LOFT****429 First Avenue, Loft 4. Priced at \$279,900.**

1900+ sq. foot New York style loft - 2 bedroom, 2 bath. Elevator opens directly into unit which has exposed brick and exposed ductwork, concrete floors, wood plank beams and ceilings, and oversized walls of windows at both ends. Open floor plan, granite and stainless kitchen, gorgeous views, and rooftop deck make this a must see! 2 years of parking in garage next door included. Visit www.pittsburghcityhomes.com for more pictures.



Leesa Belt-Haglund
Coldwell Banker, Shadyside
Cellular: 412.952.2458
Fax: 412.363.7551

L.Haglund@pittsburghmoves.com
www.pittsburghcityhomes.com

**MOUNT WASHINGTON****\$115,000**

3 bedroom, 1.5 bath home with 9 foot pocket doors, original woodwork, and oversized rooms. Bathrooms recently renovated. Large back yard has grilling area, lots of gardening space, and deck with breathtaking city views. Very close to downtown and Mt. Washington hot spots. Also available for short term lease. Visit www.pittsburghcityhomes.com for more photos.



Leesa Belt-Haglund
Coldwell Banker, Shadyside
Cellular: 412.952.2458
Fax: 412.363.7551

L.Haglund@pittsburghmoves.com
www.pittsburghcityhomes.com

**SOUTH SIDE LOFT****120 South 15th Street, Unit 304. Priced at \$324,900.**

3 BR, 2 full baths, parking, deck. Awesome top floor corner condo in renovated school house. 16 foot ceilings, 10 foot windows and two mezzanine spaces. Perfect mixture of chic style with original details such as tin ceilings, wood floors, exposed brick, and chalkboards. Unit has great location and city views! Visit the virtual tour at: <http://tours7vht.com/CBP/T70046356>



Leesa Belt-Haglund
Coldwell Banker, Shadyside
Cellular: 412.952.2458
Fax: 412.363.7551

L.Haglund@pittsburghmoves.com
www.pittsburghcityhomes.com



**Peters Township
Magnificent &
Commanding**

Upscale quality accents are carried throughout this truly luxurious home. Pillared Entry, graciously sized rooms, 2-story Foyer & Family Room, built-ins, dentil moldings, hardwood throughout first floor, gourmet granite Kitchen, Sitting Room off Master, convenient second floor Laundry. Fabulous Game Room with Wet Bar, Pool Table Area, Theater Room, Exercise or Bedroom & full Bath. Enjoy private sunset settings from the table top level rear yard! MLS #851145



**Peters Township
Williamsburg Commons**

Wonderful, spacious maintenance free living within walking distance to all Peters Township amenities. Move-in condition with light neutral décor, 9 foot ceilings, eat-in Maple Kitchen, whirlpool in Master. Dining Room opens to vaulted Living Room for ease in entertaining. The Loft is perfect for a Den/Office. Lower Level Family Room offers a log burning fireplace. Rear patio with privacy fence. Seller offering closing cost assistance - call for details! MLS #826694



**City of Washington
Investment Opportunity**

The Blending of Traditional & Contemporary Exudes a Stylish Business Complex. 2 Newer Air Conditioners, 5 Parking Spaces, Newer Rear Roof, Rental Income, 3 Separate Electrical Panels, Furnaces & Electric Heat Pump, Potential for Additional Offices, Storage or 3rd Conference Room on Third Floor, 2 Handsome Conference Rooms Richly Appointed. Walk to the Court House. Located approximately 1 mile from the Washington Hospital. MLS #832872



Karen Marshall



Karen Marshall • Keller Williams • 412-831-3800 ext. 126 • karenmarshall@realtor.com • www.TheKarenMarshallGroup.com

MLS 828894**Downtown Living at the Carlyle!
PRICED BELOW DEVELOPERS LIST!**

No Condo fees for the first year! This brand new, never occupied 2 bedroom, 2 bath "Washington" condo is situated on the 11th floor of the historic Union Trust Building. Stunning views from every room. Upgrades in this unit include granite countertops in the kitchen, granite flooring, shower and tub surrounds in the bathrooms. All rooms are wired for TV and internet access including surround sound in the living room. A large walk-in closet in the master bedroom and a Bosch HE washer/dryer make for total convenience in this condo. Condo amenities and common areas include a 24 hour Doorman, Building Valet, Home Theater including a Big Screen T.V. with Surround and Cinema Seating, state of the art gym and outdoor patio area.



Jay Arnone
Realtor,
ABR

**Multi-Million
Dollar
Producer**



**Coldwell Banker
Real Estate, Inc.**

**1344 Freeport Road
Pittsburgh, PA 15238**

Office Phone:

412-963-7655

ext. 245

Cell Phone:

412-719-6899

Fax: 412-963-8171

**www.pittsburghmoves.com/
jay.arnone**

**Peters Twp.
\$649,900**

Reduced to Sell Custom Brick Beautiful custom built home on a great lot at Bebout & Rebecca Dr. Builder will finish the basement to your specs for 6,000 Sq.' of living space. Must see this 3 year old magnificent home to appreciate the details.

Or build your home on the lot across the street. Packages from \$400K with 3,000 Sq.' minimum. Call for details on this custom home MLS#831411 or Lot MLS# 831425.



**Unit 904 Mt.
Washington
\$429,900**

Spacious open floor plan with the best views Pittsburgh can offer. Minutes to downtown or 79. 2 secure indoor parking spaces. Call for details. MLS #843767.



55Properties.com
412-496-6602 (cell)
d.haack@verizon.net



Dan Haack - Coldwell Banker - 412-655-0400 x211 - pittsburghmoves.com/dan.haack



Contact Margie Wilson to find out how your organization or business can be featured in the Hospital News Resource Directory. If your organization is looking for a way to get the word out to more than 40,000 health care professionals every month, then our Resource Guide is right for you! Call 724.468.8360 today or visit www.wphospitalnews.com

COMPUTER AND IT SERVICES

WOW Global Corporation, LLC

WOW Global, a certified Women-owned and Minority Business Enterprise (WBE/MBE), is an award-winning Healthcare IT company that provides Healthcare IT consulting, Healthcare IT products and Business Processing Outsourcing (BPO) solutions to physician practices, hospitals and healthcare organizations. WOW Global has partnerships with several leading EMR companies. Our strengths include EMR/EHR implementation and support services, EDI and XML integration, medical billing and claims processing and, HIPAA privacy and security compliance. WOW Global has deployed more than 2500 consultants on over 350 projects in more than 35 states.

Contact us today for a FREE assessment.

Phone: (412) 747-7744

5168 Campbells Run Road, Pittsburgh, PA 15205

www.wowglobal.com

CREDENTIALS VERIFICATION

CAMBRON CREDENTIALS, INC.

A full service Credentials Verification Organization offering verification services, employee screening, ongoing monitoring, quality audits and customized software. Caring for our clients since 2001.

161 Western Avenue, Suite 201, St. Johnsbury VT 05891

www.cambroncredentials.com

802-473-7411

Trust, but Verify

DIGITAL DOCUMENT SCANNING

COMPUCOM INC.

Moving your files to the digital world need not be a challenge! Save costly staff time and money with our Custom Services approach to solving your document problems. Working within the guidelines you establish, we develop the best program for converting and maintaining your files. Our services include analysis, solution recommendation, scanning and retrieving to suit your needs. All performed professionally and confidentially. Locally owned and operated, COMPUCOM Inc. has been serving document management clients since 1978 with progressive technology that lets you concentrate on your business while we keep you running efficiently. Call for a free, no cost consultation.

COMPUCOM Inc.

(412) 562-0296

www.compucum-inc.com

DRUG ADDICTION/ ALCOHOLISM TREATMENT

GATEWAY REHABILITATION CENTER

Gateway Rehab provides treatment for adults, youth, and families with alcohol and other drug related dependencies - within a network of inpatient and outpatient centers located in Pennsylvania and Ohio. Services offered include evaluations, detoxification, inpatient, partial hospitalization, intensive outpatient, outpatient counseling, male halfway houses and corrections programs. Gateway Rehab also offers comprehensive school-based prevention programs as well as employee assistance services. Visit gatewayrehab.org or call 1-800-472-1177 for more information or to schedule an evaluation.

EMPLOYMENT DIRECTORY

INTERIM HEALTHCARE HOME CARE AND HOSPICE

Offers experienced nurses and therapists the opportunity to practice their profession in a variety of interesting assignments - all with flexible scheduling and professional support. Assignments in pediatric and adult home care, school staffing, and home health or hospice visits. Full or part-time - the professional nursing and healthcare alternative throughout southwestern Pennsylvania since 1972.

Contact Paula Chrissis or Sondra Carlson, Recruiters

1789 S. Braddock, Pittsburgh, PA 15218

800-447-2030 fax 412 436-2215

www.interimhealthcare.com



PRESBYTERIAN SENIORCARE

As this region's premiere provider of living and care options for older adults, Presbyterian SeniorCare offers a wide variety of employment opportunities - all with competitive wages and comprehensive benefits - at multiple locations throughout Southwestern Pennsylvania. As part of its philosophy of Human Resources, PSC strives to develop a rewarding work environment that is rich in interdepartmental cooperation and that recognizes the value of each individual employee.

Human Resources Department

1215 Hulton Road, Oakmont, PA 15139

412-828-5600

825 South Mail Street, Washington, PA 15301

724-222-4300

ST. BARNABAS HEALTH SYSTEM

RNs, LPNs, Home Care Companions, Personal Care, Attendants, Hospice Aides, Dietary Aides
St. Barnabas Health System frequently has job openings at its three retirement communities, two assisted living facilities, two nursing homes, and an outpatient medical center that includes general medicine, rehab therapy, a dental practice, home care and hospice. Campuses are located in Gibsonia, Allegheny County, and Valencia, Butler County. Enjoy great pay and benefits in the fantastic suburban setting. Both campuses are a convenient drive from the Pennsylvania Turnpike, Routes 8, 19 and 228, and Interstates 79 and 279. Contact Margaret Horton, Executive Director of Human Resources, St. Barnabas Health System, 5830 Meridian Road, Gibsonia, PA 15044. 724-444-JOBS; mhorton@stbarnabashealthsystem.com. www.stbarnabashealthsystem.com.

EXTENDED CARE & ASSISTED LIVING

ASBURY HEIGHTS

For over a century, Asbury Heights, operated by United Methodist Services for the Aging, has been providing high-quality compassionate care to older adults in Southwestern Pennsylvania. Asbury Heights is a faith-based, non-profit charitable organization located in Mt. Lebanon. Through various accommodations, services and amenities, the needs of independent living residents can be met. For residents requiring more care, the continuing care community also offers assisted living, nursing and rehabilitative care and Alzheimer's specialty care. The Health and Wellness Center is headed by a board certified, fellowship trained geriatrician. Residents may be treated by on-site specialists or retain their own physicians. Rehabilitative therapies are also available on-site. A variety of payment options are available to fit individual financial situations. The application process is very quick and easy and does not obligate the applicant in any way. For more information, please contact Joan Mitchell for independent living; Michele Bruschi for Nursing Admissions; or Lisa Powell for Assisted Living at 412-341-1030. Visit our website at www.asburyheights.org.

BAPTIST HOMES SOCIETY

For over 100 years, Baptist Homes Society has served older adults of all faiths throughout the South Hills. As a continuing care retirement community, we provide a full continuum including independent living, short-term rehabilitation, personal care and assisted living, memory support, skilled nursing programs and hospice care. Between our two campuses, we offer one-stop shopping for senior living services. Baptist Homes, our Mt. Lebanon campus, serves nearly 300 older adults. Providence Point, our new campus in Scott Township, has the capacity to serve over 500 older adults. Our mission is to offer a full continuum of enriched living, compassionate care, and benevolence to a broad spectrum of individuals. Baptist Homes Society is both Medicare and Medicaid certified. For more information, visit our websites (www.baptisthomes.org or www.providencepoint.org) or arrange for a personal tour at either campus by calling Karen Sarkis, Community Outreach Liaison, at 412-572-8308. Baptist Homes is located at 489 Castle Shannon Boulevard, Mt. Lebanon, and Providence Point is located at 500 Providence Point Boulevard, Scott Township.

COMMUNITY LIFE

Living Independently for Elders

Community LIFE is a non-profit program that offers all-inclusive care that goes beyond the traditional boundaries of elder care. It allows seniors to remain in the community, maintain their independence, and allows them to enjoy their golden years at home. Community LIFE provides older adults with fully integrated and coordinated health and social services, usually at no cost to qualified individuals. Participants in the program are transported to our day health center on an as-needed basis, to receive health care and social services, meals, and participate in various activities.

The LIFE Center is staffed by a geriatric physician, RN's, physical and occupational therapists, dietician, social worker, and aides, and includes a medical suite for routine exams and minor treatments, some emergency care, therapy areas, dining/activity space, personal care area and adult day services. Community LIFE offers complete, coordinated health care for the participant, including all medical care, full prescription drug coverage, rehab therapies, transportation and in home care. If you or someone you care about is having difficulty living in the community, then call Community LIFE at 866-419-1693.

GOLDEN LIVINGCENTER - MT. LEBANON

Golden Living ... providing complete senior care.

At Golden LivingCenter - Mt. Lebanon, we believe that for seniors to live life to the fullest, they must receive the highest-quality services. Professional, 24-hour care is provided in a comfortable and inviting setting. Our residents participate in a variety of results-driven programs that help them reach their healthcare goals, build confidence in their abilities, and maintain their independence.

Golden Living Center - Mt. Lebanon

350 Old Gilkeson Road, Pittsburgh, PA 15228

412-257-4444 • Fax: 412-257-8226

OAKLEAF PERSONAL CARE HOME

"It's great to be home!"

Nestled in a country setting in a residential area of Baldwin Borough, Oakleaf Personal Care Home provides quality, compassionate care to adults who need assistance with activities of daily living. As we strive to enhance the quality of life of our residents, our staff constantly assesses their strengths and needs as we help them strike that fine balance between dependence and independence. Oakleaf offers private and shared rooms, all located on one floor. Our home includes a spacious, sky-lighted dining room, library, television lounges, sitting areas and an activity room. Our fenced-in courtyard, which features a gazebo, provides our residents with a quiet place to enjoy the outdoors, socialize with family and friends, and participate in planned activities. Upon admission, the warmth of our surroundings and the caring attitude of our staff combine to make Oakleaf a place residents quickly call "home". Please call for additional information, stop by for a tour or visit us on our website. www.oakleafpersonalcarehome.com.

3800 Oakleaf Road, Pittsburgh, PA 15227

Phone 412-881-8194, Fax 412-884-8298

Equal Housing Opportunity

PRESBYTERIAN SENIORCARE

A regional network of living and care options for older adults throughout southwestern Pennsylvania. Services and facilities include skilled and intermediate nursing care, rehabilitation, personal care, specialty Alzheimer's care, adult day care, home health care, senior condominiums, low-income and supportive rental housing. For more information:

Presbyterian SeniorCare - Oakmont

1215 Hulton Road, Oakmont, PA 15139

412-828-5600

Presbyterian SeniorCare - Washington

825 South Main Street, Washington, PA 15301

724-222-4300

ST. BARNABAS HEALTH SYSTEM

Regardless of what lifestyle option a senior needs, St. Barnabas Health System has a variety of choices to fulfill that need. Independent living options include The Village at St. Barnabas apartments, The Woodlands at St. Barnabas and White Tail Ridge carriage homes, and The Washington Place at St. Barnabas efficiency apartments. Assisted living is available at The Arbors at St. Barnabas in Gibsonia and Valencia. Twenty-four hour skilled care is provided at St. Barnabas Nursing Home and Valencia Woods at St. Barnabas. St. Barnabas Medical Center is an outpatient facility that includes physicians, chiropractors, dentists, rehabilitation therapists, home care and hospice. The system's charitable arm, St. Barnabas Charities, conducts extensive fundraising activities, including operating the Kean Theatre and Rudolph Auto Repair. St. Barnabas' campuses are located in Gibsonia, Allegheny County, and Valencia, Butler County. For more information, call 724-443-0700 or visit www.stbarnabashealthsystem.com.

WESTMORELAND MANOR

Westmoreland Manor with its 150 year tradition of compassionate care, provides skilled nursing and rehabilitation services under the jurisdiction of the Westmoreland County Board of Commissioners. A dynamic program of short term rehabilitation services strives to return the person to their home while an emphasis on restorative nursing assures that each person attains their highest level of functioning while receiving long term nursing care. Westmoreland Manor is Medicare and Medicaid certified and participates in most other private insurance plans and HMO's. We also accept private pay. Eagle Tree Apartments are also offered on the Westmoreland Manor campus. These efficiency apartments offer independent living in a protective environment.

Carla M. Kish, Director of Admissions

2480 S. Grande Blvd., Greensburg, PA 15601

724-830-4022

HOME HEALTH/HOME CARE/ HOSPICE

ANOVA HOME HEALTH AND HOSPICE

Anova Healthcare Services is a Medicare-certified agency that has specialized care in home health, hospice & palliative care, and private duty. Anova concentrates their care within seven counties in South Western PA. Through Anova's team approach, they have developed a patient-first focus that truly separates their service from other agencies in the area. Home Health care is short term acute care given by nurses and therapists in the home. Private duty offers care such as companionship, medication management and transportation services. Hospice is available for people facing life limiting conditions. With these three types of care, Anova is able to offer a continuum of care that allows a patient to find help with every condition or treatment that they may need. Anova's goal is to provide care to enable loved ones to remain independent wherever they call home. Anova Knows healthcare ... Get to know Anova!

580 Broad Avenue Ext., Suite 2

Belle Vernon, PA 15012

1229 Silver Lane, Suite 201

Pittsburgh, PA 15136

1-877-266-8232

BAYADA NURSES

Bayada Nurses has been meeting the highest standards of clinical excellence in home health care for more than 30 years. Every client in our care is supervised by an experienced RN and both clients and staff have access to 24-hour on-call support, seven days a week. With homemaking, personal care, and skilled nursing care that extends to the high-tech level, our Pittsburgh location provides quality in-home care to pediatric, adult and geriatric clients. The office is certified by Medicare and Medicaid and accepts a wide variety of insurance programs and private pay. All staff are screened rigorously and fully insured.

www.bayada.com

Adult Office

Phone 877-412-8950

300 Oxford Drive, Suite 415, Monroeville, PA 15146

Pediatric Office

877-374-5331

300 Oxford Drive, Suite 410, Monroeville, PA 15146

CARING HANDS

Senior Health Care. Est. 1982. "Hands that will make a difference when it comes to in-house health care." Available 24 hours, seven days a week. Phone answers 24 hours. Caring Hands services consist of bath visits, personal care, sitters, 24 hour companions, home making in your home, hospital or nursing home. Initial Assessment Free. Ask about our no overtime rate on all holidays. Please call 412-349-4633.

GATEWAY HOSPICE

Gateway's hospice services remains unique as a locally owned and operated service emphasizing dignity and quality clinical care to meet the needs of those with life limiting illness. Quality nursing and home health aide visits exceed most other agencies. Our commitment to increased communication and responsiveness to those we serve is our priority. Medicare certified and benevolent care available. Gateway serves patients in Allegheny and ALL surrounding counties. Care is provided by partnering with facilities and hospitals in addition to wherever the patient "calls home". For more information call 1-877-878-2244.

HEARTLAND

At Heartland, we provide Home Care, Hospice or IV Care. We have a special understanding of the health care challenges of our patients, as well as their families and loved ones may be experiencing. Through our passion for excellence, we are committed to enhancing their quality of life through our compassionate and supportive care. Most of the care Heartland provides is covered under Medicare, Medicaid or many health care plans including HMOs, PPOs and private insurance. Our team can provide more information about Heartland's services and philosophy of care at anytime. Please feel free to contact us at 800-497-0575.

HOMEWATCH CAREGIVERS

Homewatch CareGivers serve our clients with affordable and trusted care providing families with peace of mind and freedom. Staff are selected based on experience, skill and dependability and are provided orientation to the client and continuous training. We provide free initial assessments, individualized care plans and in home risk assessments. Our services are professionally supervised to meet quality assurance standards. Homewatch CareGivers go the extra mile to make a meaningful difference in the lives of our clients.

Penn Center West Two Suite 120, Pittsburgh, PA

412-788-1233 or 412-999-2611

INTERIM HEALTHCARE HOME CARE AND HOSPICE

Interim HealthCare is a national comprehensive provider of health care personnel and services. Interim HealthCare has provided home nursing care to patients since 1966 and has grown to over 300 locations throughout America. Interim HealthCare of Pittsburgh began operations in 1972 to meet the home health needs of patients and families throughout southwestern Pennsylvania and northern West Virginia and now has offices in Pittsburgh, Johnstown, Somerset, Altoona, Erie, Meadville, Uniontown and Morgantown and Bridgeport WV. IHC of Pittsburgh has been a certified Medicare and Medicaid home health agency since 1982 and a certified Hospice since 2009. We provide a broad range of home health services to meet the individual patient's needs - from simple companionship to specialty IV care and ventilator dependent care to hospice care - from a single home visit to 24 hour a day care. IHC has extensive experience in working with facility discharge planners and health insurance case managers to effect the safe and successful discharge and maintenance of patients in their home. For more information or patient referral, call 800-447-2030 Fax 412 436-2215

1789 S. Braddock, Pittsburgh, PA 15218

www.interimhealthcare.com

LIKEN HOME CARE, INC.

Established in 1974, is the city's oldest and most reputable provider of medical and non-medical care in private homes, hospitals, nursing homes, and assisted living facilities. Services include assistance with personal care and activities of daily living, medication management, escorts to appointments, ambulation and exercise, meal preparation, and light housekeeping. Hourly or live-in services are available at the Companion, Nurse Aide, LPN and RN levels. Potential employees must meet stringent requirements; screening and testing process, credentials, references and backgrounds are checked to ensure qualifications, licensing, certification and experience. Criminal and child abuse background checks are done before hire. Liken employees are fully insured for general and professional liabilities and workers' compensation. Serving Allegheny and surrounding counties. Free Assessment of needs available.

For more information write to Private Duty Services, 400 Penn Center Blvd., Suite 100, Pittsburgh, PA 15235, visit our website www.likenservices.com, e-mail info@likenservices.com or call 412-816-0113 - 7 days a week, 24 hours per day.

LOVING CARE AGENCY OF PITTSBURGH

Loving Care Agency is a national provider of extended hour home health services with 31 offices in 7 states. The Pittsburgh office cares for medically fragile children and adults with a variety of diagnoses. Specializing in the most complex care, including mechanical ventilation, the staff of Loving Care Agency of Pittsburgh includes experienced RNs, LPNs and home health aides. Services are available 24 hours per day, 7 days per week in Allegheny, Armstrong, Beaver, Butler, Washington and Westmoreland Counties. Backgrounds and experience of all staff are verified. Loving Care Agency is licensed by the PA Department of Health.

Contact information:

Loving Care Agency of Pittsburgh

875 Greentree Road, Building 3 Suite 325,

Pittsburgh, PA 15220

Phone: 412-922-3435, 800-999-5178

Fax: 412-920-2740

www.lovingcareagency.com

PSA HEALTHCARE
At PSA Healthcare, we believe children are the best cared for in a nurturing environment, where they can be surrounded by loving family members. We are passionate about working with families and caregivers to facilitate keeping medically fragile children in their homes to receive care. PSA Healthcare is managed by the most experienced clinicians, nurses who put caring before all else. Our nurses are dedicated to treating each patient with the same care they would want their own loved ones to receive. The Pittsburgh location has been providing trusted care since 1996, for more information call 412-322-4140.

VITAS INNOVATIVE HOSPICE CARE® OF GREATER PITTSBURGH
VITAS Innovative Hospice Care is the nation's largest and one of the nation's oldest hospice providers. When medical treatments cannot cure a disease, VITAS' interdisciplinary team of hospice professionals can do a great deal to control pain, reduce anxiety and provide medical, spiritual and emotional comfort to patients and their families. We provide care for adult and pediatric patients with a wide range of life-limiting illnesses, including but not limited to cancer, heart disease, stroke, lung, liver and kidney disease, multiple sclerosis, ALS, Alzheimer's and AIDS. When someone becomes seriously ill, it can be difficult to know what type of care is best ... or where to turn for help. VITAS can help. Call 412-799-2101 or 800-620-8482 seven days a week, 24 hours a day.

HOSPITALS



Our services include but are not limited to:
Telemetry • Respiratory Therapy
Wound Management • Nutritional Services
Surgical Services • Ventilator Weaning
Daily Physician Visits • Pulmonary Rehab
Physical, Occupational and Speech Therapies
Subacute Rehabilitation Unit (at North Shore location)

Kindred Hospital Pittsburgh
7777 Steubenville Pike Oakdale, PA 15071

Kindred Hospital Pittsburgh - North Shore
1004 Arch Street Pittsburgh, PA 15212

Kindred Hospital at Heritage Valley
1000 Dutch Ridge Road Beaver, PA 15009

For referrals and admissions, call:
412-494-5500 ext. 4356
www.kindredhealthcare.com

MEDICAL BILLING & EMR SERVICES ALL-PRO BUSINESS SOLUTIONS, LLC
We are a family owned service company with over 25 years of experience in the healthcare industry. We have a variety of services that can be customized to enhance your profitability, increase your patient base and build your practice such as: Real-time Medical Billing, Medical Coding Support, Profit Recovery Service, EMR/EHR Packages, Insurance Audit Support, Patient Payment Plan TM. Let All-Pro Business Solutions LLC. Provide you with the "Service Excellence" your Practice deserves. Contact us for a Free consultation at 888-890-6021 or 412-651-6021 or visit our Website at www.All-ProBusinessSolution.com.
Diane L. Sinck
All-Pro Business Solutions, LLC
Pittsburgh, PA 15236

MEDICAL TRANSCRIPTION CMS MEDICAL WORDS
Do you need help with medical transcription? CMS Medical Words may be the answer. Founded over 20 years ago by Carolyn Svec of Elizabeth Township, her company works with multi-physician facilities as well as solo practicing physicians. CMS Medical Words also provides transcription services on a temporary basis caused by staff turnover, vacations and leaves of absence. With new digital equipment, reports and/or letters can be sent electronically to your site, saving you valuable time. For more information phone 412-751-8382.

PEDIATRIC SPECIALTY HOSPITAL THE CHILDREN'S HOME OF PITTSBURGH & LEMIEUX FAMILY CENTER
28-bed, licensed pediatric specialty hospital serving infants and children up to age 21. Helps infants, children and their families transition from a referring hospital to the next step in their care; does not lengthen hospital stay. Teaches parents to provide complicated treatment regimens. Hospice care also provided. A state-of-the-art facility with the comforts of home. Family living area for overnight stays: private bedrooms, kitchen and living/dining rooms, and Austin's Playroom for siblings. Staff includes pediatricians, neonatologists, a variety of physician consultants/specialists, and R.N./C.R.N.P. staff with NICU and PICU experience. To refer call: Monday to Friday daytime: 412-617-2928. After hours/weekends: 412-596-2568. For more information, contact: Kim Reblock, RN, BSN, Director, Pediatric Specialty Hospital, The Children's Home of Pittsburgh & Lemieux Family Center, 5324 Penn Avenue, Pittsburgh, PA 15224. 412-441-4884 x3042.

PUBLIC HEALTH SERVICES ALLEGHENY COUNTY HEALTH DEPARTMENT
The Allegheny County Health Department serves the 1.3 million residents of Allegheny County and is dedicated to promoting individual and community wellness; preventing injury, illness, disability and premature death; and protecting the public from the harmful effects of biological, chemical and physical hazards within the environment. Services are available through the following programs: Air Quality, Childhood Lead Poisoning Prevention; Chronic Disease Prevention; Environmental Toxins/Pollution Prevention; Food Safety; Housing/Community Environment; Infectious Disease Control; Injury Prevention; Maternal and Child Health; Women, Infants and Children (WIC) Nutrition; Plumbing; Public Drinking Water; Recycling; Sexually Transmitted Diseases/AIDS/HIV; Three Rivers Wet Weather Demonstration Project; Tobacco Free Allegheny; Traffic Safety; Tuberculosis; and Waste Management. Bruce W. Dixon, MD, Director.
333 Forbes Avenue, Pittsburgh, PA 15213
Phone 412-687-ACHD • Fax: 412-578-8325
www.achd.net

PROFESSIONAL DEVELOPMENT STRATEGY AND MARKET DEVELOPMENT OF THE AMERICAN HOSPITAL ASSOCIATION
In the new consumer-based healthcare environment, the marketing, communications, and strategic planning of hospitals and healthcare systems has never been more important. Professionals in these fields are often given high expectations from senior management and a shoestring budget for implementation. Through membership in the Society for Healthcare Strategy and Market Development of the American Hospital Association, you will have access to the resources and education you need to increase the productivity of your department and your professional growth. For more information, call 312-422-3888 or e-mail shsmad@aha.org.



Resource Directory

REHABILITATION THE CHILDREN'S INSTITUTE
The Hospital at the Children's Institute, located in Squirrel Hill, provides inpatient and outpatient rehabilitation services for children and young adults. Outpatient services are also provided through satellite facilities in Bridgeville, Irwin and Wexford. In addition, The Day School at The Children's Institute offers educational services to children, ages 2-21, who are challenged by autism, cerebral palsy or neurological impairment. Project STAR at The Children's Institute, a social services component, coordinates adoptions, foster care and intensive family support for children with special needs.
For more information, please call 412-420-2400
The Children's Institute
1405 Shady Avenue, Pittsburgh, PA 15217-1350
www.amazingkids.org

THE PT GROUPSM PHYSICAL THERAPY
Since 1978 THE pt GROUP has provided early evaluations and continuous progressive care under the same licensed therapist for orthopedic and neurological injuries and conditions. We are not owned or controlled by doctors, hospitals, or insurance companies, but evaluate, and treat, and offer home exercise programs. We treat patients from over 1000 physicians' prescriptions covered by most of the work, auto and managed care programs. Call 1-888-PT-FOR-YOU (1-888-783-6796) or www.theptgroup.com.

OUTPATIENT CENTERS
Apollo - 724-478-5651
Blairsville - 724-459-7222
Delmont - 724-691-0161
Derry - 724-694-5737
Greensburg - 724-838-1008
Greensburg Ortho & Sports - 724-216-9116
Greensburg West - 724-832-0827
Harrison City - 724-527-3999
Irwin/N Huntingdon- 724-863-0139
Jeannette - 724-523-0441
Latrobe - 724-532-0940
Ligonier - 724-238-4406
Lower Burrell/New Kensington- 724-335-4245
Monroeville - 412-373-9898
Moon Township - 412-262-3354
Mt. Pleasant - 724-547-6161
Murrysville - 724-325-1610
New Alexandria - 724-668-7800
Penn Hills - 412-241-3002
Pittsburgh Downtown- 412-281-5889
White Oak/McKeesport-412-664-9008

BALANCE THERAPY
Blairsville - 724-459-7222
Derry - 724-694-5737
Greensburg - 724-838-1008
Harrison City- 724-527-3999
Irwin/N Huntingdon - 724-863-0139
Jeannette - 724-523-0441
Latrobe - 724-532-0940
Lower Burrell - 724-335-4245
Monroeville - 412-373-9898
Moon Township - 412-262-3354
Mt. Pleasant - 724-547-6161
New Alexandria - 724-668-7800
White Oak/McKeesport - 412-664-9008

FUNCTIONAL CAPACITY EVALUATION SCHEDULING
Greensburg - 724-838-7111



Homecare • Hospice & Palliative Care
Rehabilitation Services
Living Assistance Services
Geriatric Care Management



www.celtichealthcare.com 1-888-9-CELTIC

Public Relations,
Design and
Advertising

ideas that get results.



Jampole
Communications

428 Forbes Ave, Suite 414 • Pittsburgh, PA 15219
p 412.471.2463 • f 412.471.5861 • www.jampole.com



Health Care Event & Meeting Guide

24th Annual Rural Health Care Leadership Conference

Pointe Hilton Squaw Peak Resort in Phoenix, AZ.

January 30-February 2, 2011

Call 312-893-6897 or visit www.HealthForum.com/Rural

15th Annual UPMC Children's Ball, "Whirlwind City Tour"

Carnegie Science Center

March 19, 2011, 6-9 p.m.

All proceeds benefit the UPMC Health for Life Summer Camp at Braddock

Call Gina O'Malley at 412-647-4285 for more information.

35th Annual Andy Russell Celebrity Classic

The Club at Nevillewood

May 19-20, 2011

Proceeds benefit the UPMC Department of Urology and the Andy Russell Charitable Foundation

For more information, contact Gina O'Malley at ogina@pmhsf.org or call 412-647-4285.

Eat Local and Healthy all Year Round

David L. Lawrence Convention Center, Downtown Pittsburgh, PA

March 25 & 26, 2011, 10 am – 5 pm

Call 412-657-3028 or email ehart@american-healthcare.net

72nd Annual Pittsburgh Regional Science & Engineering Fair

Seeking Science Fair Judge Volunteers

April 1, 2011, 8am – 2pm

Visit www.scitechfestival.com/mainsf_judges_categ.asp; click Category Judge Registration

Breast Cancer Support Group

2nd Sunday of each month

6:00-7:30 pm

Waiting area of the Hahne Regional Cancer Center.

Registration is requested by calling Alisa at 814-375-3528.

Interventional Radiology: Coding for Lower Extremity Endovascular Interventions

Audio Seminars / Webinars

January 19-20

Register at www.ahima.org

Preparing Advocate to Become an ACO: Hospital-Physician Integration

Pittsburgh Athletic Association, 5th Avenue, Oakland

February 4, 2011, 8-9:30 AM

Registration is available through these methods:

Online: www.healthpolicyinstitute.pitt.edu

Phone: 412.624.3608

FAX registration to 412.624.7747

RAC Current Events: Medical Necessity, 72-Hour Rule and Other Program Initiatives

Audio Seminars / Webinars

February 10-11

Register at www.ahima.org

Executive Health Technology Forum

Sponsored by Vocollect Healthcare Systems, Inc.

San Antonio Marriott Rivercenter

February 16, 2011

3-5 PM; Networking Reception, 5-6 PM

Visit www.accunurse.com for more information.

The Impact of Health Reform on Charitable Hospitals

Heinz History Center, Smallman Street, Pittsburgh

March 18, 2011, 8 AM-Noon

Registration is available through these methods:

Online: www.healthpolicyinstitute.pitt.edu

Phone: 412.624.3608

FAX registration to 412.624.7747

5th Annual Farm to Table Pittsburgh Local Food Conference

David L. Lawrence Convention Center

Downtown Pittsburgh

Friday, March 25 & Saturday, March 26

Visit www.FarmToTablePA.com for more information.

Why Healthcare Organizations Need a Safety Culture & the Role of Trustees

Pittsburgh Athletic Association, 5th Avenue, Oakland

April 1, 2011, 8-9:30 AM

Registration is available through these methods:

Online: www.healthpolicyinstitute.pitt.edu

Phone: 412.624.3608

FAX registration to 412.624.7747

3rd Annual Healthcare New Media Marketing Conference

Chicago, IL

May 23-24th

Location TBA

Visit www.q1productions.com/healthcarenewmedia for more information.

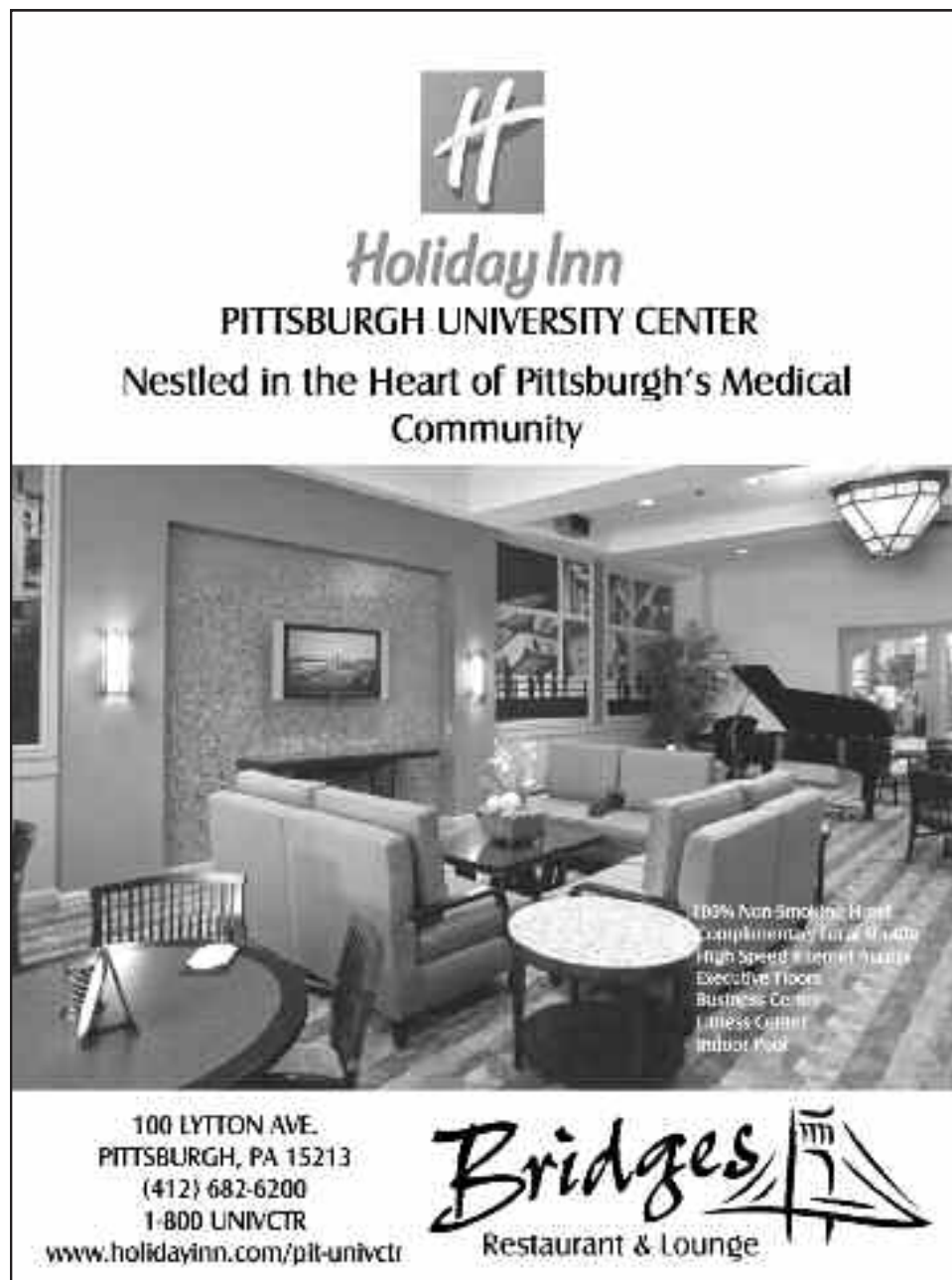
Sustainable Healthcare and Hospital Development Conference

Marriott Renaissance Schaumburg Convention Center Hotel

Chicago, IL

Oct. 26-28, 2011

Visit www.healthcaredevelopmentconference.com for more information.



Holiday Inn
PITTSBURGH UNIVERSITY CENTER
Nestled in the Heart of Pittsburgh's Medical Community

100 LYTON AVE.
PITTSBURGH, PA 15213
(412) 682-6200
1-800 UNIVCTR
www.holidayinn.com/pit-univctr

Bridges
Restaurant & Lounge

100% Non-Smoking Hotel
Complimentary Local Shuttle
High Speed Internet Access
Executive Floors
Business Center
Fitness Center
Indoor Pool



Be a part of the Healthcare Event & Meeting Guide. This spot could be yours. Call Margie Wilson at 724-468-8360 or email margiehn02@aol.com

Children and Families Feel at Home in Newly Opened Austin’s Playroom at Excelsa Health Latrobe Hospital

Excelsa Health Latrobe Hospital adds to its services for families with the opening of Austin’s Playroom, a gift from the Mario Lemieux Foundation. Located on the ground floor adjacent to Outpatient Registration, the playroom offers families with children a place for diversion during a hospital visit.



The new playroom is named after Austin Lemieux, 14, son of Pittsburgh Penguins owner Mario Lemieux.

Austin’s Playrooms are the direct result of Mario and Nathalie Lemieux’s personal experience. Their only son Austin, for whom the rooms are named, was born prematurely and required a lengthy hospitalization. While in the hospital, the Lemieux family found no place to provide a comfortable calming environment and engage his older sisters. It was then that Nathalie Lemieux devised this idea to someday raise funds for playrooms at hospitals in western Pennsylvania. The playroom at Excelsa Latrobe Hospital is the 21st in the series.

“Every room is like a dream come true,” said Nathalie Lemieux. “We are so happy to play a part in helping families who may be receiving hospital care in Latrobe and we hope Austin’s Playroom makes their hospital experience a little better. Our goal is to reach as many people as possible.”

Peggy Hayden, president of Excelsa Latrobe Hospital, noted, “We are very appreciative of the Lemieux gift. Hospitalization can be very stressful for anyone, most especially children whose parents or grandparents may be in need of care over a long period of time. Knowing our caregivers have this resource to offer families and visitors means so much to the overall patient experience.”

Each Austin’s Playroom installation has common characteristics. Decorated in warm, soothing colors and child-friendly artwork, the playrooms are filled with a variety of toys and games, including interactive wall mounted games as well as an electronic gaming station and entertainment unit. The reading bench is stocked with books, and the shelves lined with playthings. Soft seating welcomes adults, and child size furnishings dot the playroom. A sand table and leaf shaped chairs are particular favorites of Austin Lemieux, who looks for them at each playroom dedication.

Children from Seton Hill Child Care in Latrobe were on hand for the opening of Austin’s Playroom as part of a class outing to learn more about an unexpected trip to the hospital.

Beyond the signage identifying Austin’s Playroom and its history are wall plaques listing Playroom Patrons as well as an invitation to “Play it Forward.” This program allows donors to purchase toys, books and games for any of the playrooms online through a link on the Mario Lemieux Foundation Web site.

For information concerning Austin’s Playroom Project and the Mario Lemieux Foundation, visit www.mariolemieux.org.



MASTER OF SCIENCE NURSING IN Nursing Administration and Leadership

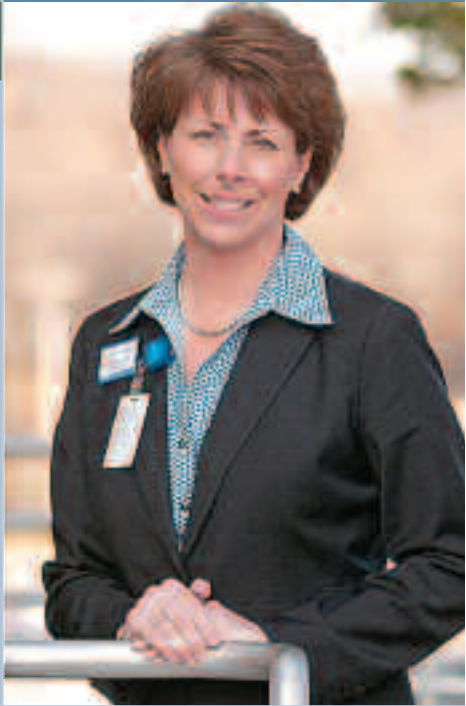
100% ONLINE



- NEW 100% ONLINE MSN PROGRAM
- QUALITY EDUCATION AND LOW TUITION
- 20-MONTH PROGRAM

California University of Pennsylvania’s 100% ONLINE Master of Science Nursing (MSN) in Nursing Administration and Leadership prepares advanced practitioners to address prevailing health and nursing issues, develops a comprehensive understanding in nursing research, and establishes a foundation for doctoral study in nursing. The MSN program fosters strong and visionary leaders who are competent in all dimensions of the role, including:

- nursing theory and research
- health promotion/disease prevention
- organization and management
- delivery systems of patient care
- health policy
- healthcare finance
- legal and ethical practice
- human resource management



TO LEARN MORE, please
e-mail msnonline@calu.edu,
call 1-866-595-6348 or visit
www.calu.edu/go/nursing.

California University of Pennsylvania
School of Graduate Studies and Research
Building Character. Building Careers.

A proud member of the Pennsylvania State System of Higher Education.

CALU
GLOBAL ONLINE



TIME *for* YOU

Give yourself what you need most... a little extra free time to get all of the things done you wouldn't normally have time for.

If you're responsible for the care of an adult loved one at home, you know how every minute counts.

Our respite / vacation program gives you the opportunity to give yourself the gift of time.

Your loved one will be welcomed into HCR ManorCare by friendly, attentive staff, tasty meals, activities and more. You'll have the added peace of mind knowing they are in a secure environment where they'll feel right at home.

Whether you use respite care on a regular basis or just for a special occasion, call to learn about our short stays and affordable rates. Call 412.498.9375 today.

HCR ManorCare
9 Convenient Locations throughout
Allegheny & Washington Counties
412.498.9375

www.hcr-manorcare.com

A PROVEN LEADER SM

HCR ManorCare 