

It's Time for a Family Meeting

By Rafael J. Sciuolo

Over the course of a lifetime, families are faced with making a myriad of decisions. From deciding upon baby names, to finding the right home - from selecting colleges for your kids, to planning your retirement fund, all are important.

Some decisions may not be as pleasant and are even seen as stressful. Among the most difficult may be those that involve the impending death of a parent or grandparent. A recent article from Kaiser Health News indicates that experts think the role of surrogate decisions makers deserves more attention and support.

At Family Hospice and Palliative Care, our staff witnesses these decisions being made at various stages of a patient's illness. As the Kaiser article points out, family members are oftentimes forced to make crucial decisions with little facts at hand and under extremely emotional circumstances. They find themselves trying to determine what their loved one would have decided to do if they were able to choose. As is often the case, families are forced to make critical decisions before they've even had time to digest their loved one's situation.



It's never too early to discuss advance care planning.

The uncertainty of thinking "What would dad want us to do?" or "Is this what grandma would have wanted?" can be avoided. It's never too soon for anyone to engage in advance care planning. By having well thought out discussions with family and health care professionals, individuals can make sure that their wishes are respected while taking the burden of stressful decisions off of loved ones.

Hospice offers a team approach to care tailored to the patient's wishes. But along with caring for the patient, hospice provides support for loved ones as well. Through education and outreach, family members are encouraged to discuss advance care planning with their loved ones. Family Hospice and Palliative Care offers tools for individuals and families to get the process started.

A visit to our website at www.familyhospice.com provides visitors with a large, easy-to-navigate menu of information. Click on Patients & Caregivers, then on Hospice. Scroll down the page to find a series of videos called "Just Talk About It." These one minute presentations are perfect conversation starters for end-of-life care. Produced by The Take Charge Partnership in conjunction with the Pennsylvania Department of Aging, the videos cover advance care planning, along with hospice, care giving and aspects of pain management.

On the same page of our website, we offer a link to the Pennsylvania Advance Health Care Directive form. This downloadable legal document protects patients' rights to refuse any medical treatment not wanted, or request treatment that is desired, in the event that a patient cannot make the decisions independently. The form includes Durable Healthcare Power of Attorney and Living Will provisions.



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Making the Most of Life

Family Hospice is also reaching out via a first-of-its-kind program locally, with the intention of increasing understanding of and access to hospice care among African Americans living in Pittsburgh's Greater North Side community. The program, called Transitions, is offered in partnership with Bidwell United Presbyterian Church and Northside Christian Health Center. Recognizing the opportunity to aid an underserved population, Transitions is designed to meet the specific needs of African-American patients. Through this effort, advance care planning can become part of the conversation with more people than ever before.



Kathy Brandt, senior Vice President at the National Hospice and Palliative Care Organization, was recently quoted as saying that these types of decisions are best made after asking a lot of questions. "The most effective surrogate decision-makers are those who aren't afraid to ask 'What are the benefits and burdens of the decision?' 'What are other options?'"

The bottom line in all of this is to take the burden off of family members and loved ones while ensuring patients' wishes are honored. Stressful moments are not the ideal time to make critical choices. Families put a lot of thought, time and effort into life's big decisions. No one wants to decide upon which home to buy while under extreme pressure - or to choose a retirement plan after giving it only a few seconds of thought.

End-of-life care is one of life's most important decisions. Plan it ahead of time. It deserves conversation and careful consideration. †

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The Waiting Room: How to avoid losing your valuable customers?



By Daniel H. Walker

Last month I outlined a financial scenario suggesting that losing one patient can have a significant financial impact on your business. You do not lose a \$1300 office visit when your patient leaves your practice; you also lose the potential for hundreds of thousands of dollars in additional income when that patient recommends others not use your services. If you are asking yourself, “What do I do about this?” read on; if not, go to the next article.

In this month’s article I will be reviewing three common methods of gathering customer information in the pursuit of fixing what is broken in your practice. I often speak in metaphor because it gives the listener a more active role in the education process as well as gives them a mental trigger to remember the lesson. The following is a portion of a presentation I have delivered to many groups.

Consider three different methods for catching fish. One effective, yet brutal method is a simple stick of dynamite. Drop a lit stick in the water and wait for it to explode. Seconds’ later fish will float to the surface for you to collect. You can then sort through the lot for the ones you want to keep. Surveys can be a bit like this. They are effective but have limitations and can be a bit brutal. The information you obtain also tends to be rather shallow. Consider if you ask people to rate their experience in the waiting room and they mostly indicate that it was a 5 to 6 on a scale of 10. You cannot be sure if they are commenting on the temperature, seating, staff interaction, etc. What is more, you cannot really go back to ask follow up questions to clarify. You cannot even be sure if you need to improve the number. Use caution with survey results, they can be accurate...or misleading.

A second method of fishing is one of the most common and generally the first method we all learned as a kid. You bait a hook with a juicy worm, put a bobber on the line, drop it in the water and wait. The problem is that you cannot be really targeted and end up catching a bunch of small fish before the big one bites. Focus groups can be like this technique. With this method you put together a group of people who are likely to know what you want to learn and pay a facilitator to engage them in conversation. You typically get better information than surveys but there is a risk of getting someone with a strong personality in the group that dominates the quieter ones. In addition, people are generally not comfortable sharing deep information and feelings in the presence of strangers. If you conduct focus groups, be aware of the limitations when reviewing the results.

My favorite technique is fly fishing, a highly skilled and targeted form of catching fish. You focus on one fish at a time and pursue it with incredible precision until one of you wins the battle. It requires a lot of skill to execute effectively. Individual interviews are analogous to this method and I will share my favorite method for setting up and conducting high quality interviews...next month. †

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.thecustomersway.com or by email, dan@riversendconsulting.com.

Three Steps to Getting Your Multi-generational Team to Perform

By Joe Frontiera & Dan Leidl



Joe Frontiera



Dan Leidl

Today’s healthcare leaders are faced with a fascinating phenomenon that often leaves their heads spinning. One minute a manager may receive a text message from an entry-level millennial stating that her project has been completed and she’s leaving early again, and shortly after an email appears from a baby boomer requesting an in person meeting to discuss his frustration with said-millennial’s “lack of commitment”. For the first time ever, there are three, and sometimes four, generations on one team. This has led to a host of new challenges for managers and executives who are trying to get their teams to not only coexist, but perform at a high level.

Each generation is said to have different values, in part shaped by the defining social events that occurred in their youth. Baby boomers are understood to be “loyal”; Gen X’ers dislike authority; Millennials believe that their lives outside of work are just as important, if not more so, than the daily grind. Yet, in the workplace, these stereotypes contribute to the larger issue. Many managers look for evidence that supports these stereotypes and exclude evidence to the contrary. The end result is that their team members also focus on differences rather than cohesively working together. To follow is a three-step process that can help your team move past this dynamic.

1. Listen & Challenge

When frustrated employees go to managers about colleagues, the specific scenario may vary, but the larger message is the same: “they’re not like me; can you change them?” There’s often an underlying assumption that the employee is making that suggests, “my way is better.” Again, this assertion can be voiced in countless ways, some very creative. As a leader, it will benefit you to listen intently to these complaints, distill the content down to its core assumptions, and then challenge the employee to think past his or her own worldview. Why is it bad that they’re not like you? Why is your way better? Many generational differences are issues of perspective, and if leaders fail to find ways to broaden the perspective of their employees, then they will have a hard time making forward progress.

2. Focus on Common Purpose

Rather than focus on characteristics that make us different, it can sometimes help to focus on commonalities. The one thing that each of your employees has in common is their job. They work together – on your team - and in some way, their job is intended to contribute to the larger purpose of the organization. In healthcare, this purpose usually contains threads of altruism. And many of your employees chose healthcare because they wanted to help others. Within that choice is a valuable hook to grab onto. After all, your team is charged with tasks that allow the larger organization to help others, to heal others – and that’s a powerful sentiment that most industries can’t claim. There’s a significant opportunity for you to remind all employees, regardless of age, why they first got into the healthcare business, and how their specific tasks benefit each other and, in turn, the patients they serve.

3. Celebrate Differences

At the end of the day, every individual, regardless of generation, is different. Some are introverted, some extroverted, some funny, others serious. Some prefer a text-conversation, while others would much rather meet face to face. While some of these differences can be associated with generations, labeling them as such leads us to believe that barriers exist as a function of birth year as opposed to natural differences that can be overcome. While we usually passively note differences and move on, healthcare leaders have a distinct opportunity to not only make differences explicit, but uncover how they might make the team stronger. A manager can assign a more experienced worker to shadow a young, tech-savvy employee so they pick up the nuances of a new software program. The next week, the manager can reverse roles, have the younger worker shadow the more senior worker in order to learn how to deal with a patient or client more effectively. Each has a skill that the other lacks and the larger team will benefit from a diverse skill-set.

While healthcare leaders may at times feel like throwing up their arms because of their employees diverse ages and approaches to work, it’s much better to acknowledge these and learn how they might strengthen a team. These three steps can provide a framework, and your team will be better for it. †

Joe Frontiera, PhD and Dan Leidl, PhD are managing partners at Meno Consulting, a firm that focuses on team and leadership development. They can be reached at jfrontiera@menoconsulting.com, or dleidl@menoconsulting.com, or through their website at www.menoconsulting.com.

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Beware of Improperly Classifying Employees as Independent Contractors

By **Elaina Smiley**



A proposed federal law could soon up the penalties for businesses misclassifying employees as independent contractors.

Employers often mistakenly think that hiring independent contractors instead of employees will save them money, because they don't have to withhold or pay taxes on contractors' wages. The Bureau of Labor Statistics reported there were 10.3 million people working as independent contractors in 2005. That number will likely keep going up as businesses continue to look for ways to cut costs in the lingering recession, opening the door to an increase in employee misclassifications.

The federal government loses valuable tax dollars from employers who misclassify workers as independent contractors, and as the national debt continues to grow, federal lawmakers are looking for additional sources of funding. For that reason, the proposed Employee Misclassification Prevention Act aims to further crack down on businesses misclassifying employees as independent contractors by amending the Fair Labor Standards Act (FLSA) to add costly penalties.

All employers in the health care industry should be aware of the potential impact of the Employee Misclassification Prevention Act. Under the proposed law, employers would be required to issue special notices to all of their workers and independent contractors. These notices would inform workers of their classification, direct them to the appropriate Department of Labor (DOL) website for further information, provide the contact information to the local DOL office and give independent contractors other important information regarding their rights.

The pending legislation also calls for an increase in civil penalties for misclassification up to \$1,100 per worker, and up to \$5,000 per worker for repeat, intentional violations. And even if the legislation does not become law, the DOL's budget

request for 2011 includes \$12 million for increased enforcement of wage and overtime laws in cases where employees have been misclassified as independent contractors.

Hospitals, physicians' practices and any other health care companies who have independent contractors should make sure they can justify the status of their workers if it's ever called into question. Some characteristics that typically classify workers as independent contractors are:

- They have the ability to hire, supervise and pay assistants.
- They have significant investment in their own equipment and/or facilities.
- They risk their own profit or loss.
- They have the ability to work for others, a record of working for others or offering services to public.

In addition to penalties proposed by the new legislation, improperly classifying employees as independent contractors can lead to other potential problems such as:

- Tax Penalties, including damages and penalties for not withholding FICA and unemployment compensation taxes.
- Retroactive liability for compensation, overtime and employee benefits.
- Liquidated damages and attorneys' fees under the FLSA.
- Workers' compensation issues.
- Benefit plan disqualification.
- Responsibility for self-insuring benefits for misclassified workers.

Although the Employee Misclassification Prevention Act has not yet become law, the government is losing tax dollars from companies misclassifying employees as independent contractors and will continue to look for ways to generate revenue. All employers throughout the health care industry should review any independent contractor agreements to ensure workers are properly classified and correct misclassifications now to avoid costly penalties and potential legal claims.

To contact *Elaina Smiley of Meyer, Unkovic & Scott*, email her at es@muslaw.com. †

Magee-Womens Hospital of UPMC Celebrates 100 Years of Service

It all started on Jan. 19, 1911, when the Elizabeth Steel Magee Hospital opened in the Christopher L. Magee homestead known as The Maples, located on Forbes Avenue and Halket Street. Upon Christopher Magee's death in 1901, he stipulated in his will that after his wife's death, the estate should be used to build and endow a hospital.

This institution would be named Elizabeth Steel Magee Hospital, in honor of his mother, and would "be open to the sick and injured of all classes without respect to their religion, creed, color, or previous condition ... I especially desire the admission to this hospital of all females who may apply for admission thereto for lying-in purposes and as to all such I direct that they be admitted without any question asked as to their lives or names," Mr. Magee directed.

And so was the birth of Magee-Womens Hospital of UPMC. This month, Magee begins a yearlong celebration of 100 years of excellence in the care of women and infants, which started in 1911 with just 14 new mothers and their babies. Since Mrs. Alfred Birdsall gave birth to the first Magee baby on Jan. 19, 1911, more than 500,000 babies have been born at Magee during the last 100 years, and outpatient visits have grown to 200,000 a year.

During World War I, the hospital closed temporarily in 1918 while it was leased to the United States Army for treatment of stricken soldiers. This was during the worst influenza epidemic in U.S. history. The hospital reopened in 1920, and a nurses' home was added in 1939.

The facility expanded in 1952, and a new maternity suite was installed in 1956. The hospital added a research wing in 1959 and an antepartum and premature nursery in 1961.

In 1962, Woman's Hospital, a facility physically linked to Presbyterian Hospital that specialized in the treatment of diseases and conditions for women, merged with Magee Hospital to become Magee-Womens Hospital. The merger was tangibly symbolized by the addition of the Miller Wing to Magee's facility, which housed eight operating rooms, 69 patient beds, two nurseries, offices for administrative and nursing personnel, and research laboratories and offices for the Department of Medicine.

In the last few decades, Magee's physical facility has been remodeled, expanded, and updated dramatically. This process continues today. Increasing numbers of highly trained personnel care for patients, performing diagnostic and treatment procedures unknown 25 years ago.

In 2010, Magee ranked sixth in gynecologic care in the annual U.S. News & World Report Honor Roll of America's Best Hospitals. Magee also ranked 42nd in cancer care.

Magee is not only a full-service women's hospital, it has recently expanded to include a range of services for women and men. From quality women's health and care to minimally invasive surgery, orthopaedic and spine surgery, plastic surgery and state-of-the-art imaging, geriatrics, and ultrasound.

To celebrate this historic milestone, the Magee family will celebrate all year long

with monthly ceremonies, including opening and closing ceremonies.

For more information, visit www.magee.upmc.com. †

Pharmacology and Clinical Practice Update



This monthly series for advanced practice nurses will provide up-to-date information related to pharmacology advances with corresponding clinical practice concepts on a variety of topics.

These continuing education sessions will be held the first Saturday of each month from 8:30 to 11:30 a.m. at the School of Nursing, Victoria Building, Oakland Campus, and at the Pitt-Greensburg Campus, Millstein Library via conference video.

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ARTISTS From **Page 1**

providers. “I am also a member of the Health Information Management Systems Society (HIMSS) and the American Bar Association (ABA) Health Law Section,” she adds. In addition, Lee assists clients with HIPAA compliance, intellectual property protection, and software/technology related agreements.

Lee started out writing poetry and giving poetry readings about twenty years ago in Pittsburgh, Pa.

several years ago,” she explains.

Lee’s interest in the visual arts was later instigated when her mother began to go blind. “Suddenly my ‘creative eye’ opened, almost instantly after learning that she was losing her sight. As a result, I began to really ‘see’ color, composition, and perspective—I now use photography to capture the present.” She is also currently a member of the American Society of Media Photographers (ASMP).

As a highly successful lawyer, Lee sometimes

include inventors, technology companies and organizations, and artists. “I feel that all of my past and present experiences and endeavors have purpose and value. My career has been fantastic and I love being able to use all of my knowledge and experiences in science, information technology, and art to assist my clients with their issues.”

Lee is not convinced that a full-time artistic career would be the right life for her—especially because she knows first-hand what that would entail. In fact, since she was a child, Lee knew that she would not follow in her father’s footsteps by pursuing art as a full-time career. “I learned from my father that being an artist is very difficult. In his case, he was also a Professor of English at Duquesne University. While his steady income as a professor was decent, making a living as a writer would have otherwise been an economic hardship.” Perhaps this is why she eventually gravitated towards science. In addition, Lee’s mother also had an analytical influence because she was a medical doctor in South Korea and worked as a clinical biochemist in the laboratory at Severance Hospital. “I very much enjoy my current profession since I have to constantly learn and absorb new information—plus, I have had many amazing experiences and opportunities which I would have never otherwise had,” she adds.



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But for the past several years, she has more so engaged in photography (focusing on theatre, nature, and landscape themes). “Most recently, I started to creatively write again (plays and short stories). I often utilize writing to synthesize my personal experiences, knowledge, and memories,” she notes.

Creativity and artistry are literally natural states for Lee, and writing is a deeply ingrained part of her as a result of progeny and familial legacy. Her late father, Kim Yong Ik, was a well-known Korean-American fiction writer whose many works include: *Blue in The Seed* and *Love in the Winter*. Lee’s late mother, Im Bok Kim, also helped her father edit and translate some of his works and was a talented painter herself. “As a result, I was exposed to the creative process at an early age. Creative writing came naturally, but I did not embark upon the visual arts until

finds it challenging to pursue her artistic outlets—but she is always sure to make the time and effort no matter what. “My legal work occupies the daytime and sometimes into the evenings and weekends—but I try to set aside time at night and on the weekends for reading, writing, and/or taking photographs.”

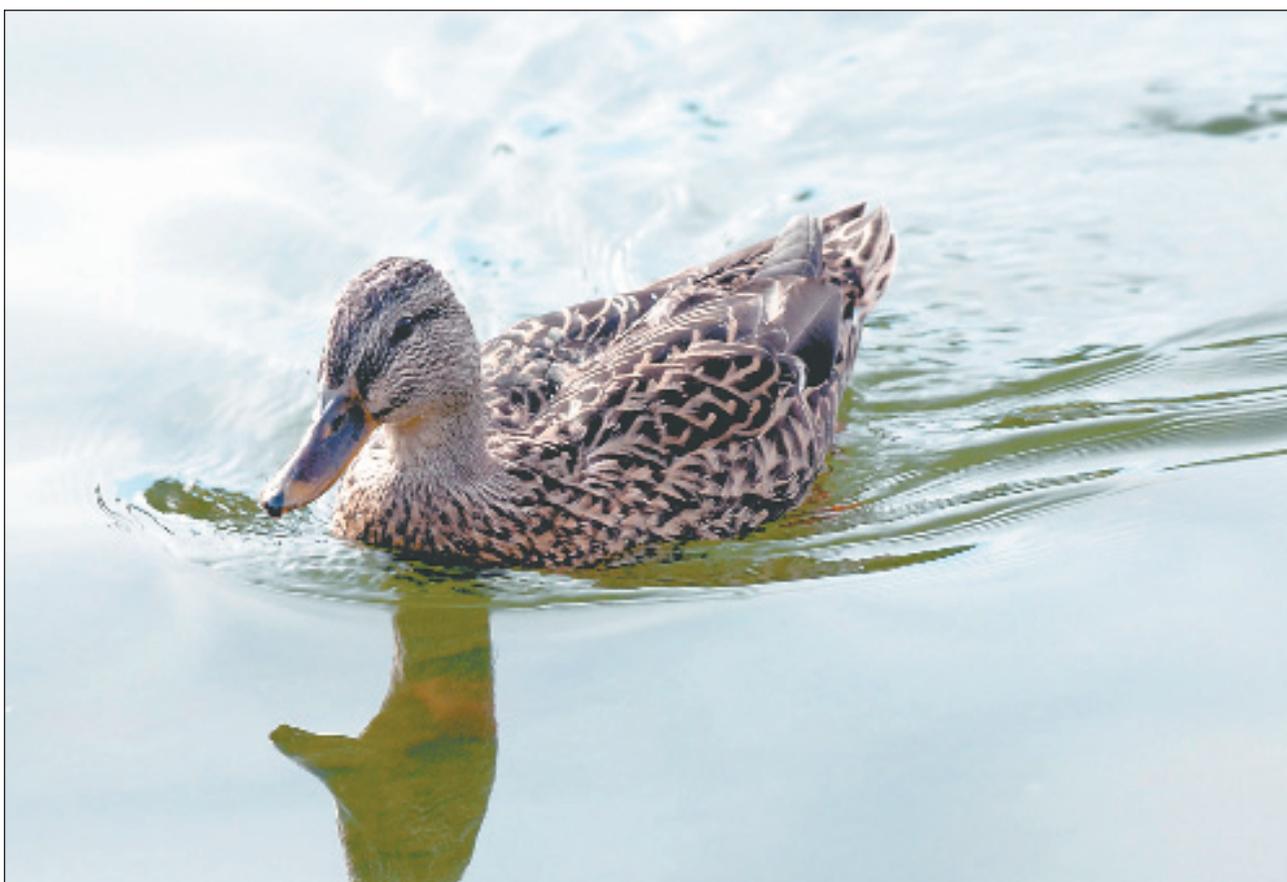
In fact, whenever possible and appropriate, Lee incorporates her artistic interests into her practice of law. For example, when working on a complex agreement or other matter, she sometimes puts the pieces together by conceptualizing the parts like characters in a play. “Creative reading and writing have given me a unique angle on analysis and drafting—and it helps keep my mind fresh and sharp,” she adds.

For Lee, in her legal work, she says that it is also very fulfilling to be able to use her scientific, technical, and artistic knowledge in helping clients that



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Recently named a "Pennsylvania Rising Star" in the area of Intellectual Property by Pennsylvania Super Lawyers a Publication of Philadelphia Magazine for 2010, Lee also participated in the US Copyright Office Roundtable on the subject of orphan works. Further adding to her artistic repertoire, Lee is a volunteer with the Volunteer Lawyers for the Arts (a program of the Greater Pittsburgh Arts Council) and a participant in the Pittsburgh Artist Registry. Her professional work biography can be found at <http://www.tuckerlaw.com> and her artistic portfolio is available to view online at <http://www.leekimesq.com>. †



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CLARITY

*Silence speaks with
More clarity and meaning
Than words could ever express.*

*Unuttered thoughts
Are spewed forth
In the silence between us,
And it is during
These rare moments
That we understand each other,
And attribute the unspoken
With what is most important,
The affinity between us.
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Federal Funds Now Offset Cost of EHR in Medical Offices



By Bruce Bartlett

Medical paperwork costs physician practices too much time and money. Long check-in procedures irritate patients and add to administrative costs. And what about the lost productivity from missing records?

There's no doubt that the traditional medical office that employs paper records is neither efficient nor patient-friendly. The simple solution is for physician practices to move into the 21st century: replace the charts on the shelves with more efficient, more affordable electronic health records. But that's an expensive proposition, especially for independent practices.

Now a new federal law will help physician practices bring state-of-the-art information technology (IT) to the medical office, while helping to build a national network of electronic medical information and technology that will cut the cost of delivering health care.

One of the most important developments affecting health IT this year and in the next several years to come is the American Recovery and Reinvestment Act, signed into law by President Obama in February 2009. Though the legislation primarily aimed to jumpstart the economy with tax cuts, infrastructure

funding and immediate financial relief to families and businesses, it also included provisions to improve the health care system in two significant ways:

1. Encouraging physicians to adopt electronic health records (EHR).
2. Ensuring patient data can be actively and securely exchanged between individual provider organizations.

As one part of the Recovery Act, the Health Information Technology for Economic and Clinical Health Act (HITECH) created an incentive program to support health care providers who purchase and implement the technology needed to store patient records in electronic files. Beginning now in 2011, the federal stimulus package will offer a range of reimbursements through Medicare and Medicaid funds for physicians who adopt EHR systems over the next five years.

Incentive payments through the HITECH Act will total more than \$20 billion, or as much as \$44,000 per health care provider. And in addition to issuing larger payments earlier in the program to promote making the change as soon as possible, the Centers for Medicare and Medicaid Services (CMS) have set financial penalties for physicians who have not transitioned to EHRs by 2015.

But there's one important catch. To qualify for the HITECH Act's incentives, physicians will not just have to prove they have purchased and implemented an EHR system, but that they've achieved "meaning-

ful use" of the technology. CMS recently issued a final rule outlining what qualifies as "meaningful use," which requires providers to complete two sets of required tasks.

Physicians will first have to show they have completed all of CMS' core objectives, or basic activities involved in implementing and running an EHR system. The core objectives include fundamental tasks like creating patients' demographic profiles, entering vital signs and updating current diagnoses and health conditions. Then, they will have to select five additional tasks from a separate list of activities that will help them implement EHRs effectively in their own offices, such as linking lab results to records or setting up reminders for individual patient needs.

Transitioning to electronic records can be a costly and time-consuming process, but the benefits to both physicians' practices and patients are undeniable. A viable alternative for smaller practices is to outsource EHR to a local IT vendor, just as many practices have outsourced billing and reimbursement. One way or the other, though, physicians who may have been only considering adopting EHRs in the past should aggressively move forward now. Without electronic records, physicians will fall behind their peers both in office efficiency and patient satisfaction. †

To contact Bruce Bartlett, founder and chief executive officer of Medical Service Associates, email him at medserv@medservassoc.com.

VNA Loves its Fans and its Followers

By Kristy Wright



In late 2009 the VNA proposed the launch of a brand new website found at www.vna.com. We wanted to incorporate a new look and feel for the brand but also what was top of mind was finding new ways where we, as a home healthcare and hospice agency, could directly communicate with our patients, their families and caregivers, and also with new patients and families.

Social media was especially hot at the time. Facebook, Twitter, blogging, YouTube and the like were in full swing and many of us who worked at the VNA already had personal accounts with one or a few of these new outlets. But as a business, the VNA did not use any of these avenues to talk directly to the community. That didn't mean we weren't curious about them. We had many discussions about how the VNA could use social media. We loved the idea that social media created an entirely new outlet for us to have a 2-way dialog with our customers and prospective customers.

So in 2010 the new website efforts got underway. It was important to us to build the framework of the site entirely around a new social media platform that seemed like a great fit for us. We wanted our visitors to quickly be able to follow us on Facebook and Twitter, read my new blog Wright@Home and watch our YouTube videos. We also wanted to take the opportunity to roll out new features for our customers like "Ask VNA" – a direct question and answer component on the site, and create new ways to quickly sign up for information or to request a free VNA consultation.

I began authoring the "Wright@Home" blog at the launch of the new site and it has been a wonderful way for me to chat directly with my followers about all sorts of healthcare topics, those that affect me personally as a caregiver for my mom, and those that I see on a daily basis by running a home health care and hospice agency. I see both the business and caring sides of our agency, therefore having a blog is a wonderful new outlet for me to quickly jot down some weekly thoughts about topics I think will be helpful and informative to my readers. More than a year later and I still love blogging weekly!

So far all of our efforts are really gaining traction. Our Facebook and Twitter fans and followers have been increasing daily. And our site and social media efforts have already drawn national attention. Beyond being excited about having all of these new ways to talk to our customers, we are also being recognized for all of our hard work. Brian Geysler, Chief Social Media Strategies for CareNetworks.com discovered our website shortly after it launched and was really impressed. He and I happen to both be speaking at an upcoming national healthcare conference, so when he asked if I could say a few words during his presentation called: "Social Media Best Practices for Senior Living," I jumped at the opportunity. The word is spreading about the VNA and we couldn't be happier!

Some may ask, why Facebook? Why Twitter? Are these really the right ways to talk to VNA customers? Here's how we look at it. We've been operating in western Pennsylvania for decades. But even with our deep history and community awareness, it's important to us to always be transparent and approachable. We believe these channels have and will continue to allow us to engage with our target audience, give them a place to stay up-to-date on healthcare and VNA news, and a place for all of us to collaborate and share information. These channels also allow us to freely communicate about any and all healthcare questions and concerns they may have. We have a great rapport with our patients and their families, but of course there are others we may not be reaching. Social media seemed like a natural fit for us at the time, and now we know the effort we spent incorporating it into our outreach strategy has been well worth it.

Lastly, it's important to note that aging Baby Boomers, along with older and, of course, younger generations are all using social media outlets to talk to one another and to talk directly to businesses. The number of users with Facebook and Twitter alone is staggering and those who would benefit from home care and hospice are a part of that growing group. We believe that if our customers and potential customers are enjoying Facebook, Twitter and the like, it seems like a no-brainer that the VNA join the ranks. †

Kristy Wright is President and CEO, VNA, Western Pennsylvania. For more information, visit www.vna.com or follow them on Twitter (twitter.com/VNAofWesternPA) or find them on Facebook.

Generation X/Y Investors Fear of Parents' Past Mistakes Poses Risk for their Future

By Nadav Baum



Generation X and Y investors are in for a difficult life lesson: Sometimes the only thing worse than doing wrong is doing nothing at all.

Gen X/Y investors have the time, resources and knowledge to accumulate enough resources to meet all their goals in life, yet many are afraid to take the first step and begin investing. They don't want to make their parents' mistakes, so they hesitate to even try.

A recent study by Boston-based MFS Investment Management found Gen X/Y investors are watching financial markets with a wary eye. According to the survey, they're confused, skeptical and unsure of where to turn for advice.

Basically, they have the money to invest, but aren't ready or willing to take the leap.

It makes sense, considering Gen X investors born in the mid 1960s to early 1980s came of age in the worst job market since the Great Depression. They and their younger siblings, the GenYers, have also witnessed the devastating shake out from their parents'—the Baby Boomers'—poor financial planning in the wake of a devastating financial crisis and three-year economic downturn.

After watching their parents' financial decisions unravel, it's no surprise the survey found Gen X/Y investors to be noticeably conservative. The study showed 35 percent have avoided investing in the stock market altogether because of its volatility, and almost one third believe treasury bonds are the best investment in spite of their dismal yields in the current market. Though 49 percent think investing in stocks is a good idea, they lack the knowledge to do it themselves and wouldn't trust a financial advisor.

The simple truth is investors face the biggest risk when they take no action. As Benjamin Franklin said, "The man who achieves makes many mistakes, but he never makes the biggest mistake of all – doing nothing." There are three key ways Gen X/Y investors can avoid this risk by rebuilding their trust in the industry and taking planning for their financial future into their own hands:

1. Do their homework.
2. Learn the basics.
3. Allocate, allocate, allocate!

DO THE HOMEWORK

The MFS study found that 36 percent of Gen X/Y investors don't trust financial advisors today, which means more than one third are missing out on a vast world of resources many Baby Boomers never had. There's no reason young investors can't find an advisor they trust if they put a little bit of work into it.



Gen X/Y investors should start by asking friends or family who have good relationships with advisors for recommendations. Then, before agreeing to work with anyone, they can interview potential advisors to get a feel for their strategies. Can they justify their fees? Do they take time to understand clients' financial needs and future goals? Is the firm solid and reputable? Does the advisor design portfolios for clients' individual needs, or take a one-size-fits-all approach? This is the chance for Gen X/Y investors to tackle any burning issues that might lead to mistrust down the line.

LEARN THE BASICS

Given the effects of the financial crisis, it's understandable that 35 percent of Gen X/Y investors are not comfortable investing in the stock market. But there might also be another underlying factor preventing some from taking the risk. Many investors fear the stock market because they don't actually understand it.

It's true that the complex day to day work involved in building and managing a portfolio demands a certain level of expertise, but there's no reason why the average investor can't master the basics of stock, bond and commodity markets.

Investors who understand the macro dynamics of the market will not only find it easier to trust and relate to a financial advisor, but will also be able to participate in the decisions that affect their financial future.

ALLOCATE, ALLOCATE, ALLOCATE

There is one golden rule Gen X/Y investors now know that many Baby Boomers likely did not: The key to balancing risk and return is asset allocation. Asset allocation, or spreading investments in a portfolio among asset classes like stocks, bonds and commodities, can help minimize risk as different assets outperform others over time.

Today's most sophisticated investors might rely on some unorthodox strategies to invest a certain amount of their money, but their real investment is typically in well asset-allocated portfolios. Gen X/Y investors are lucky to have time on their side, and understanding how different assets classes can balance each other in the long run is one of the best strategies they can use to reach their retirement goals.

It's important to remember that investing is not a fleeting endeavor, but a lifetime of making decisions, adjusting assets, rebalancing portfolios and understanding markets. Investment management is a long-term commitment, but a solid relationship with a good advisor will help conservative Gen X/Y investors ensure their portfolios stand the test of time. †

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

Making Sense of Tucson

By Nick Jacobs



It was 1991 when one of my professors at Carnegie Mellon University began discussing health policy in the United States. He told us about Arizona where the state government had decided to stop paying for transplants. Then he went on to explain that desperate families were moving from Arizona to Pittsburgh so they could establish

residency in Pennsylvania, and their loved one could receive a transplant.

At around that same time, an outspoken politician from Colorado, former Governor Richard Lamm, who ran for President of the United States on the Reform Party, described the travesty of Medicare vs. Medicaid. He described the older generation as committing "generational murder" because, even though many times there was no hope for their survival, for extending their life or for having any quality to their life, we, as a nation, spend 60% of our Medicare dollars on the last 30 or so days of life. He advocated being honest and allowing people to decide if they wanted palliative care.

What he also pointed out was that, as a country, we continue to have one of the highest infant mortality rates

in the industrial world. The reason, he theorized, was because the seniors voted and the young mothers didn't and no politician would dare vote against that senior coalition. (This is not about death panels, it is about honesty in healthcare. It is about transparency and explaining the facts to the families so that they could make rational decisions.) His words were well received, but nevertheless, they were filled with candor and embraced very difficult ethical views.

The bottom line? It is a very sad situation when we have to, in effect, sentence people to death at any age because resources are not available to save them, but this is emphatically not about rationing of care, because rationing infers giving everyone a little less. This is about making a government decision to take away everything. It is about making rational resource allocation, not based upon the number of votes needed to get re-elected, but based on the value of a life at any and all ages.

Finally, the elephant in the room? Those people killed and wounded in Arizona were killed and wounded because of a man who is most likely mentally ill. We, as a country, must begin to address this mental health issue with parity, with commitment and without judgment. No family is without some member who is suffering from some type of mental health issue, but this discussion is still ignored, hidden or buried.

So, when the pundits ask if it is about the rhetoric? We don't know. When they ask if it is about the avail-

ability of weapons and ammunition? The answer seems to fall under that same category. BUT, when the question is properly directed toward mental health? The answer seems to be absolutely, yes without a doubt.

During this time of reflection, let's get serious about the very real and very big challenges that this nation faces. We must, as a nation, take these challenges head-on and deal with problem solving, and if this Congress does not begin to take action and begin to solve problems, then we must continue to vote and make our voices heard.

Unless we can begin to talk with each other with dignity and respect, we will not make progress. Until we begin to respect the other person's point of view and understand that debates are healthy again, we will not make progress. Our leaders need to debate, but at the end of that debate, it is essential that they walk out of the room together and agree that they are all here to do a job, and that job is to solve problems.

Our hearts go out to all of those families who were impacted by this awful tragedy. †

Nick Jacobs, international director for SunStone Consulting, LLC, is known as an innovator and advocate for patient centered care. With 22 years in health care management, he is author of the health care book, "Taking the Hell out of Healthcare" and the humor book, "You Hold Em. I'll Bite Em." Read his blog at healinghospitals.com.

Neuro Kinetics Expanding Clinical Utility of Diagnostic Equipment

O'Hara-based medical device manufacturer Neuro Kinetics Inc. continues its push to extend the clinical utility of its I-Portal® eye-tracking diagnostic equipment.

The company – recently named Manufacturer of the Year by the Tech Council -- is working with military hospitals around the country to develop earlier and more accurate detection of both traumatic brain injuries (TBI) and mild TBI stemming from roadside blasts in Afghanistan and Iraq.

Neuro Kinetics is also collaborating with a large Pittsburgh hospital to gather data from high school and college athletes, part of an effort to improve diagnosis and treatment of sports concussions. Separately, the company is researching how its equipment can be utilized for early diagnosis of diabetic retinopathy.

Neuro Kinetics, founded in the 1980s, works with audiologists, neurologists and other specialists around the world who look to the manufacturer for devices and related software to conduct a range of vestibular and neurological tests.

Research has shown that the detection of abnormal eye reflexes can indicate the presence of more than 200 diseases and medical conditions. Said CEO Howison Schroeder: "The eye is the portal to the brain. We believe that we on the verge of a new era in diagnostic testing for a wider range of medical challenges, and that many, many people will benefit."

For more information, visit www.neuro-kinetics.com.

Online Education and Training Resources

National Registry renewal is about 10 weeks away. Do you have enough continuing education hours? Here are some online training opportunities you might consider for continuing education hours, as well as professional development.

1. RapidCE.com – online continuing education from EMS World and Centre-Learn.
2. EMSBootCamp.com – live and recorded training programs from EMS education experts.
3. MedicCast Extra (www.mediccast.com)– tools, tips, and study aids for EMS students.
4. Physio-Control University (www.centrelern.com/login_physio.asp) – top flight training programs on Capnography and 12 Lead ECG Interpretation.
5. JEMSCE.com – a full service online training program.

Resources provided by Greg Friese, MS, NREMT-P, Director of Education for Centre-Learn Solutions. Friese specializes in the creation of online education for EMTs, paramedics, firefighters, and other emergency responders. He also writes the EverydayEM-STips.com blog and hosts the EMSEduCast.com podcast.

UPMC Hamot is Official

UPMC (University of Pittsburgh Medical Center) and Hamot Health Foundation announced that February 1, 2011 marked the official establishment of UPMC Hamot.

The newly formed organization will introduce more advanced and enhanced medical services and residencies, clinical expertise, research opportunities and sophisticated technology to the patients and the communities throughout Erie and the tri-state region.

Through significant investments to improve and enhance UPMC Hamot facilities and services, UPMC Hamot will serve as a full-service, acute-care tertiary hospital and as UPMC's sole regional referral center and tertiary hub for years to come.

For more information, visit www.hamot.org.



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New & Notable

LECOM Medical Students Receive White Coats, Stethoscopes

Two hundred and seventy first-year LECOM medical students received their white coats and stethoscopes during a white coat ceremony on Saturday, January 29, 2011, at the Warner Theatre in Erie, Pa. The formal event is an important rite of passage for medical students. It signals the transition from preclinical studies to hands-on, clinical medical education.

Alice J. Zal, D.O., 99th President of the Pennsylvania Osteopathic Medical Association (POMA), formally welcomed the student physicians to the osteopathic medical profession. Dr. Zal told them that POMA can be a valuable resource to them throughout their medical careers. POMA donated the white coats and stethoscopes, which Dr. Zal presented to the students on stage.

Each student reaffirmed their dedication to the osteopathic medical profession by reciting the Osteopathic Pledge of Commitment, led by Silvia Ferretti, D.O., LECOM Provost and Senior Vice President. They promised to provide compassionate, quality health care and commit themselves to the advancement of the osteopathic medical profession.

For more information, visit www.lecom.edu.



LECOM medical students received their white coats and stethoscopes during the 2011 White Coat Ceremony on Saturday, January 29, 2011, at the Warner Theatre in Erie, Pa.

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Pittsburgh Emergency Medicine Foundation Hosts "Pucks and Sticks Charity Hockey Game"

On March 19, all three of the legendary Hanson Brothers (From the movie Slapshot) will be playing in the Pittsburgh Emergency Medicine Foundation's "Pucks and Sticks Charity Hockey Game" with the Pittsburgh Celebrity Hockey Team which also features local TV, radio, political and sports personalities. They will face off against a team of Emergency Medical Services providers (including EMTs, paramedics, and physicians).

The Pittsburgh Celebrity Hockey Team is well known in our region and boasts a roster that includes City Councilman Bill Peduto, Don Kalpakis, of the Rivers Casino, former Penguins Brian Trottier, Troy Loney, Francioux LeRoux and Phil Bourque, Mike Prisuta of WDVE and The Trib, as well as KDKA Radio's Larry Richert and KDKA-TV Ross Guidotti.

The EMS All-Stars will feature a number of EMTs, paramedics and emergency medicine physicians from the Allegheny, Butler and Westmoreland County areas. This team will be coached by "Zeke" of the Y-108 FM Morning Show, while Stoney Richards of Y-108 FM, will be their goalie.

There will be two 20-minute periods with a half-time which will allow for prizes, autographs and photo opportunities for all ticket holders. Funds raised will support the Pittsburgh Emergency Medicine Foundation, an organization that funds locally performed but nationally recognized research related to emergency medical care.

For more information, visit www.pemf.net. †



New & Notable

MVH Advanced Digital Mammography Unit Opens to the Public

Last month, Monongahela Valley Hospital's Medical Imaging dedicated a new area specifically to serve women requiring mammography procedures. It addresses women's unique imaging and biopsy needs in a conveniently located, woman-centric environment on the first floor of the hospital.

Funded by grants from the federal government through Senators Specter and Casey, Congressmen Murphy and Murtha, and the Washington County Hospital Authority, Monongahela Valley Hospital installed sophisticated screening and diagnostic equipment to provide digital mammography administered by a credentialed, caring staff specializing in women's imaging.

The event that dedicated the newly finished unit included guided tours and information. Interior aesthetics with a soothing palette of colors and finishes were chosen to support a calming atmosphere.



Participating in the ribbon-cutting ceremony for the new MVH Medical Imaging unit are (left to right) Abdul S. Chaudry, M.D., Chairman, Department of Medical Imaging, Monongahela Valley Hospital; Nate Nevala, Field Director, Office of Congressman Tim Murphy; State Senator Tim Solobay; Louis J. Panza, Jr., President and CEO, Monongahela Valley Hospital; and Mindy M. Zatta, Board of Directors, Washington County Hospital Authority.

"We understand that women may be anxious with the anticipation of procedures such as mammography," said Patrick Alberts, Senior Vice President and COO at Monongahela Valley Hospital. "Our staff of board-certified physicians and certified technologists works to facilitate those screening and diagnostic procedures so that patients get the best results from our technology. This new service, digital mammography, adds to the arsenal of tools we have available for patient cancer care and it avoids the need to travel out of the area for diagnostic procedures," Alberts added. "The unit is accredited with the American College of Radiology and the FDA's Mammography Quality Standards Act."

When using MVH Medical Imaging for mammography services, patients will have access to digital mammography, stereotactic biopsy and ultrasound-guided biopsy as indicated. Also available are all of the possible treatment and follow-up services they may need, including surgery, image-guided radiation therapy using a linear accelerator and chemotherapy.

"There was a clear need for this type of service in the area and the equipment is the most advanced available," said Alberts.

Adil Chaudry, M.D., a radiologist on staff at MVH, presented information about digital mammography to the guests attending the open house and ribbon-cutting to open the new unit.

"In the United States, one out of every eight women develops breast cancer, a new breast cancer is diagnosed every two and a half minutes and one American woman dies from breast cancer every 13 minutes," he said.

"As radiologists, our challenges and goals of mammography are to find the small lesion which, when detected early and shown to be cancerous, can afford the patient a substantial survival benefit if treated."

Dr. Chaudry cited the advantages of digital mammography noting that patients will experience reduced examination time and a decrease in radiation dosage by using the new equipment.

"This digital information can be stored electronically, transmitted, analyzed and manipulated in a number of ways that traditional films can not," Chaudry said. "It eliminates abnormalities that may occur when processing film, it's much faster and reduces the need for film storage space and costs. The new service truly provides MVH patients with a complete breast program."

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

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University of Pittsburgh

Graduate School of Public Health

Duquesne Center for Healthcare Ethics Presents 'Medical Ethics in an Era of Bioethics'

The Duquesne University Center for Healthcare Ethics will present Medical Ethics in an Era of Bioethics, a discussion that is part of the David Kelly Bioethics Lectures.

Dr. Edmund Pellegrino, Professor Emeritus of Medicine and Medical Ethics at the Center for Clinical Medical Ethics at Georgetown University Medical Center, will deliver his address on medical ethics and bioethics at 1 p.m. on Thursday, April 28, in the Power Center Ballroom on Duquesne's campus.

Pellegrino served as chairman of the President's Council on Bioethics in Washington, D.C., was the John Carroll Professor of Medicine and Medical Ethics and the former director of the Kennedy Institute of Ethics. He also has served the Center for the Advanced Study of Ethics at Georgetown University, and the Center for Clinical Bioethics. He is also a Master of the American College of Physicians, Fellow of the American Association for the Advancement of Science, member of the Institute of Medicine of the National Academy of Sciences, and has received many academic awards.

The David Kelly Bioethics Lectures invite nationally and internationally prominent scholars to lecture at Duquesne University each fall and spring semester on current and emerging topics in bioethics. The series intends to provide ethics leadership on the crucial issues in health care ethics today.

For more information, visit www.duq.edu/chce. †

Family Hospice and Palliative Care Speakers Bureau

Family Hospice and Palliative Care provides speakers to clubs, organizations, faith groups, senior communities, health professionals and students, at no cost. Experts offer insight and education on a variety of end-of-life care subjects. Among the topics presented: Hospice 101 (general overview); Grief Management; and Alternative Therapies (such as expressive art and music, massage and pet therapy).

For more information, or to schedule a speaker, please visit www.familyhospice.com, or call 412-572-8800. †

New & Notable

Highmark Offering CRNPs Chance to Expand Work

In order to give Highmark members more health care options, Highmark is working with certified registered nurse practitioners (CRNPs) to expand their role to serve Highmark members in much the same capacity as a primary care physician (PCP).

The health care reform legislation that was passed earlier this year will likely mean more people will be getting health care coverage and seeking health care services," said Carey Vinson, M.D., Highmark's vice president of quality and medical performance management. "By recognizing CRNPs' ability to work up to the full scope of their medical license, it will allow greater access for members."

Highmark is reaching out to several hundred CRNPs across Pennsylvania to determine if they would like the designation and to serve Highmark members as a network primary care CRNP.

Currently, Highmark works with CRNPs primarily in two ways. The CRNP may work with a physician now and are not credentialed. They typically work closely with a physician in a primary care or family practice setting or they may work for a specialist. The second area where Highmark engages CRNPs is when they function independently. They do, however, collaborate with physicians in the Highmark network, even when working independently.

A CRNP's duties may often include diagnosing, treating, evaluating and managing chronic disease. Their duties also could include ordering routine tests and prescribing medication.

"During the next few months, we will see just how many of the CRNPs choose to apply for this designation," said Vinson. "Over time, we believe this is another way to make the state more attractive to CRNPs." Highmark is also making various CRNP training programs aware of this change.

Dr. Vinson also noted that in many cases CRNPs work in a retail clinic setting, something Highmark supports. These clinics have proven to be cost efficient and very convenient for members.

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

INSTALL Authorized to Provide Healthcare Construction CEUs

The American Institute of Architects (AIA) has authorized the International Standards and Training Alliance (INSTALL) to teach continuing education unit courses pertaining to healthcare construction to its membership.

INSTALL representatives are able to offer the "Best Practices in Healthcare Construction in Occupied Facilities," CEU, which has an emphasis on floor covering. The course helps specifiers identify challenges involved in construction work in an occupied healthcare facility. Specifiers are also taught to recognize potential hazards, and understand specific challenges involved when replacing or installing flooring in an occupied healthcare facility.

For more information about the INSTALL program in your area, visit www.INSTALLfloors.org, or contact John McGrath, INSTALL Director, at 215-582-4108 or email him at INSTALL@carpenters.org.



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David J. Bozak, D.O. Joins Altoona Regional Medical Staff

David J. Bozak, D.O., has joined the Altoona Regional Health System Medical Staff in the Department of Medicine, Clinical Service of Physical Medicine and Rehabilitation.

Dr. Bozak practices with Blair Orthopedics.

He received his medical degree from Nova Southeastern University, Fla. He completed his internship at Memorial Hospital in York, Pa., and his residency at Sinai Hospital of Baltimore.

For more information, visit www.altoonaregional.org.



David J. Bozak

Healthcare Professionals in the News

UPMC Horizon Welcomes Three New Members to Board of Directors



Dr. Hendley Hoge

UPMC Horizon recently appointed three new members to its board of directors: **Dr. Hendley Hoge, Ron McCall, and Rod Wilt.**

Dr. Hoge, principal at Mercer High School, began his education career in 1976 as a teacher in Akron City Schools. He taught in the Mercer Area School district for 16 years before being appointed as principal in 1993.

A 1976 graduate of the University of Akron, Dr. Hoge earned master's degrees in education from Penn State University in 1977 and Westminster College, New Wilmington, in 1985. He earned a doctorate in education and a superintendent letter of eligibility from the University of Akron in 1991.

Dr. Hoge is chairperson of the Mercer County High School Principals' Roundtable and the Mercer Area School District Distinguished Alumni Hall of Fame Committee. He is a member of the Mercer County Historical Society and the Mercer Area Chamber of Commerce and sits on the Mercer County Children and Youth Services' Advisory Board.

As founder and director of the Mercer Community Band, he has performed free weekly summer concerts for 33 years, drawing thousands of concert-goers to the Mercer County Courthouse Square. Dr. Hoge and his wife, Dawn, have five children: Tyler, Jessica, Rachael, Adam and Matthew. They reside in Mercer. Dawn and Jessica are both registered nurses.

McCall is a partner with Ekker, Kuster, McConnell, and Epstein, LLP, Sharon. The primary focuses of McCall's law practice are corporate law, real estate and development, commercial law, elder law, zoning and planning, Social Security, contracts, condemnation, and assessment law. Prior to forming the partnership of Ekker, Kuster, McConnell, and Epstein, LLP in 2001, McCall was a partner of Routman, Moore, Goldstone, and Valentino from 1995 to 2000, and an associate from 1988 to 1995.

He graduated summa cum laude, from Allegheny College, in 1984 and graduated second in his class, magna cum laude, from the University of Akron School of Law in 1987.

An active community member, McCall belongs to several civic and charitable organizations. He serves as solicitor for Penn Northwest Development Corporation and the Hermitage Wage Tax Office and is past president of Sharpsville Midget Football, player agent and board member of Sharpsville-South Pymatuning Little League, and a member of Sharon Elks Lodge. McCall and his wife, Brenda Reash McCall, live in Sharpsville, with their three children: Jacob, Ben, and Noah.

Wilt is vice president of DBC Real Estate Management, LLC, Warrendale, Pa., and owner of RJW and Associates, Inc., a commercial real estate consulting firm. He served as president and CEO of Winner Global, LLC, Sharon in 2006 and 2007 and represented the 17th legislative district in the Pennsylvania House of Representatives from 1996 to 2006.

A graduate of Thiel College with a degree in business administration and English, Mr. Wilt is past president of the Greenville Little League board of directors and has served on the board of directors for the Keystone Blind Association and the United Way of Northern Mercer County. He is the secretary for the Thiel College board of trustees and a member of the presidential search committee as well as president of the North Allegheny Baseball Boosters board of directors. Wilt and his wife of 24 years, Jill Gardner Wilt, live in Allison



Rod Wilt

Park, Pa. They have an 18-year-old son, Tanner Ray Wilt.

For more information, visit www.UPMCHorizon.com.



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Submissions? Story Ideas? News Tips?
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Contact Daniel Casciato at
writer@danielcasciato.com

UPMC Bedford Memorial Announces New Hires



Douglas Stern

UPMC Bedford recently announced the appointment of **Douglas Stern, D.O.** to the position of Medical Director of Emergency Department.

Dr. Stern is a graduate of The Pennsylvania State University and completed his Medical School training at the Philadelphia College of Osteopathic Medicine. His internship and residency were fulfilled at Memorial Hospital in York, PA. He is Board Certified by the American Osteopathic Board of Emergency Medicine.

Dr. Stern comes to UPMC Bedford Memorial after working in the Emergency Department at the Fulton County Medical Center. Prior to working in McConnellsburg, Dr. Stern worked in the Emergency Department at Altoona Regional Hospital for nearly ten years. While there, he was the Assistant Director for four years and the Medical Director for over two years.

Having grown up in the Roaring Spring, PA area, Dr. Stern enjoys hunting, fishing, hiking, golf, church, and family recreational activities. He has served as Medical Director for many Blair and Bedford County ambulance companies and is the current Medical Director for Raystown Ambulance service.

Dr. Stern's professional affiliations include the American Osteopathic Association, American College of Osteopathic Emergency Physicians, the American College of Emergency Physicians, Pennsylvania Osteopathic Medical Association, and the American College of Physician Executives.

Dr. Stern resides in Bedford County with his wife, Luella and three sons, Ethan, Jacob and Isaac.

UPMC Bedford Memorial also announced the appointment of **Mario Wilfong** to the position of Vice President of Finance and Administration, effective January 1, 2011.

Wilfong joined UPMC Bedford in November 2005 as the Controller and CMI Administrator. Prior to that date, he was the controller and Compliance Officer at UPMC Lee Regional. Before joining UPMC, he served as the Controller at Miners Hospital and began his career with Coopers & Lybrand, L.L.P. (now known at PricewaterhouseCoopers) holding various positions and finishing there as the Manager in their Health Care Regulatory Group in the Pittsburgh office.

Wilfong brings 20 years of progressively more responsible health care experience to his new role and has demonstrated both personal and work related skills that make him the ideal choice for the position. Wilfong received his Bachelor of Science degree from UPJ, is a Certified Public Accountant, and is currently enrolled in a program for his MBA.

He resides in the Windber area with his wife, Bess and sons, Jake and Zach. †



Mario Wilfong

Healthcare Professionals in the News

University of Pittsburgh Cancer Institute Appoints New Director of Hematologic Malignancies Program

Clayton A. Smith, M.D., an internationally renowned hematology and oncology expert, has been named director of the Hematologic Malignancies Program at the University of Pittsburgh Cancer Institute (UPCI) and director of Leukemia and Stem Cell Transplant Clinical Services with UPMC Cancer Centers.

Before coming to UPCI, Dr. Smith served as the director of the Leukemia/Stem Cell Transplantation Program at the British Columbia Cancer Agency and as an associate professor of medicine at the University of British Columbia in Vancouver, Canada.

An accomplished cancer researcher, Dr. Smith is particularly interested in bone marrow transplantation, cancer stem cells and bioinformatics. Dr. Smith has co-authored more than 100 peer-reviewed publications. His research has been supported by grants from the National Institutes of Health, the Canadian Blood and Marrow Transplant Group, the Stem Cell Network and the Canadian Institutes of Health. He also has patented several methods regarding stem cell use.

Dr. Smith received a B.A. in biology from Rice University and his M.D. from Southwestern Medical School in Dallas. He completed his internship and residency in internal medicine at Parkland Hospital in Dallas and New York Hospital, Cornell University Medical Center, New York. After completing fellowship training in hematology and oncology at Memorial Sloan Kettering Cancer Center and in bone marrow transplantation at Stanford University Medical Center, Dr. Smith served as a faculty member at Duke University and Moffitt Cancer Center.

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

Movement Analysis Lab Has New Manager

Dr. Dustin Bruening has been named Manager of the Movement Analysis Laboratory (MAL) at Shriners Hospitals for Children® - Erie. He joined the MAL staff as an engineer in September, 2006.

A graduate of the University of Utah with a B.S. degree in mechanical engineering, Dr. Bruening received his M.S. degree in exercise science—biomechanics and his Ph.D. degree in biomechanics and movement science, both from the University of Delaware. He also has served as an adjunct faculty member and a research advisor in the department of sports medicine at Mercyhurst College in Erie.

The co-author of numerous professional journal articles, Dr. Bruening has a special interest in figure skating, as a former coach and two-time National Figure Skating Championships competitor.

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

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Tax-Exempt Healthcare Organizations

March 18, 2011, 8 AM-Noon, Heinz History Center, Smallman Street, Pittsburgh

- *The Current Federal Policy Environment for Tax-Exempt Healthcare Organizations*
Bradford H. Gray, Editor, *The Milbank Quarterly*, Senior Fellow, Urban Institute, previously was New York Academy of Medicine's director of the Division of Health and Science Policy
- *Implications of Health Reform for Tax-Exempt Hospitals*
Melinda Reid Hatton, Senior VP & General Counsel, American Hospital Association, provides leadership on legal matters for the AHA and supervises advocacy-related litigation
- *New IRS Standards for Section 501 Hospitals*
Lois G. Lerner, Director, Exempt Organizations, IRS, oversees the Exempt Organizations Division, reviews applications for tax-exempt status, develops guidance and rulings, conducts examinations, compliance activities, and customer education
- *Pennsylvania's Regulatory Environment for Charitable Healthcare Organizations*
Thomas E. Boyle, Buchanan Ingersoll & Rooney, is a member of the firm's Healthcare Law Group and the Board of Directors and past chair of their Healthcare Law Group
- *Questions & Answers Panel: Moderator, A. Everette James, University of Pittsburgh Associate Vice Chancellor for Health Policy and Planning, served as Pennsylvania's 25th Secretary of Health, 2008-10, overseeing regulation of PA hospitals, nursing homes, managed care plans, and implementing state and federal health reforms*

This course has been approved by the Pennsylvania Legal Education Board for three (3.0) hours of Substantive credit at \$30, payable to University of Pittsburgh School of Law.

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Jefferson Regional Medical Center CEO Announces Retirement

Thomas P. Timcho announced that he will retire as president and chief executive officer of Jefferson Regional Medical Center effective May 31, 2011. Timcho was appointed president and chief executive officer in September 2004 after serving as interim president and chief operating officer and previously as senior vice president and chief financial officer.

During his 30 year career, Timcho held leadership positions at the University of Pittsburgh Medical Center (1994-1999) and Children's Hospital of Pittsburgh (1982-1994). He has also held management positions with Ernst & Young Consulting and U.S. Steel Corporation. His service as a first lieutenant with the Army included a tour of duty in South Vietnam.

Timcho earned Bachelor of Science and Master of Business Administration degrees at the University of Pittsburgh.

He is a licensed Certified Public Accountant in the Commonwealth of Pennsylvania. His professional affiliations include memberships in the American Institute of Certified Public Accountants, Pennsylvania Institute of Certified Public Accountants, and Healthcare Financial Management Association Western Pennsylvania Chapter, where is a member and past president. He was appointed Healthcare Executive in Residence at the University of Pittsburgh Graduate School of Public Health in September 2005.

He has been honored with the American College of Healthcare Executives Senior-Level Healthcare Regent's Award in January 2007 and the Pittsburgh Business Times Diamond Award in 2009 as CEO of the Year for Non-Profit Organizations, honoring leaders who shine in tough times.

"It is with mixed emotions that I leave Jefferson Regional Medical Center," says Timcho. "I have enjoyed my work here tremendously. However, at this point in my life I look forward to traveling and spending time with my wife, Donna, and my family, especially my granddaughter." Timcho adds "I am confident that I am leaving a strong executive team in place at Jefferson Regional."

The leadership succession plans will be announced later in the spring.

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



Thomas P. Timcho

Healthcare Professionals in the News

Amerinet Hires New Director Member Solutions for Western Pennsylvania

Amerinet has appointed **Sean O'Brien** as Director Member Solutions for Western Pennsylvania. Prior to joining Amerinet, O'Brien worked with the Hospital Council of Western Pennsylvania acting as the Director of Member Services and IT. In his new role with Amerinet, O'Brien will work with acute care members to identify solutions that generate new revenue, offer savings, increase quality and enhance staff, community and patient relations.

A native of western Pennsylvania, O'Brien received a Bachelor of Science degree in Information Sciences & Technology and a minor in Health Policy Administration from the Pennsylvania State University.

For more information, visit www.amerinet-gpo.com. †

Allegheny County Medical Society Announces Newly Elected Officers

Leo R. McCafferty, MD, has been installed as the 2011 president of the Allegheny County Medical Society (ACMS). Dr. McCafferty is the 146th president of the local physician organization. Four other physicians will assume new leadership roles as elected officers.

The 2011 ACMS officers are:

Leo R. McCafferty, MD 2011 ACMS President

Dr. McCafferty is a plastic surgeon certified by the American Board of Plastic Surgery. He is in private practice and is affiliated with UPMC Shadyside and Children's Hospital of Pittsburgh of UPMC. His office is licensed by the state of Pennsylvania as an Ambulatory Surgical Facility. At the University of Pittsburgh School of Medicine he is a clinical assistant professor of plastic surgery.

Rajiv R. Varma, MD 2011 ACMS President-elect

Dr. Varma is a pediatric neurologist certified in pediatrics and neurology with special qualifications in child neurology. He is clinical director of the pediatric neurology division of Children's Hospital of Pittsburgh of UPMC.

Amelia A. Paré, MD 2011 ACMS Vice President

Dr. Paré is a plastic surgeon certified by the American Board of Plastic Surgery. She is in private practice and is affiliated with Jefferson Medical Center, Washington Hospital, St. Clair Memorial Hospital and UPMC. She is also affiliated with the University of Pittsburgh and is a fellow of the American College of Surgeons.

Kevin O. Garrett, MD 2011 ACMS Secretary

Dr. Garrett is a board certified general surgeon, practicing at UPMC St. Margaret Hospital, where he serves as chief of surgery. He is a clinical professor of general surgery at the University of Pittsburgh School of Medicine.

John P. Williams, MD 2011 ACMS Treasurer

Dr. Williams is chair of the department of anesthesiology at the University of Pittsburgh and is the Peter and Eva Safar Professor of Anesthesiology at the university. Board certified in anesthesiology and critical care medicine, Dr. Williams is a diplomate of the American Academy of Pain Management and was a member of the Analgesic Guidelines Committee of the American Society of Clinical Pharmacology and Therapeutics from 1994 to 2004.

The Allegheny County Medical Society represents more than 3,200 physician members from all specialties and is dedicated to providing leadership and advocacy for patients and physicians. The organization has been serving Allegheny County since 1865. †



Karen Cammarata

Family Hospice and Palliative Care Announces New Hire

Karen Cammarata, CRNP, MSN, has joined Family Hospice and Palliative Care as a full-time Certified Registered Nurse Practitioner.

Cammarata brings with her 30 years experience in health care, most recently as a member of the Palliative Care team at UPMC Presbyterian and Montefiore. Her duties at Family Hospice include making home visits to patients throughout the non-profit organization's nine-county service area.

Cammarata earned her Master's of Science in Nursing from the University of Pittsburgh. She resides in the North Hills and has two daughters who attend college.

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

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Cal U Foundation Announces Annual Awards

Recently at their annual dinner, members of the Foundation for California University of Pennsylvania presented The Society of 1852 Award to Louis J. Panza Jr.

The Society of 1852 Award is presented for distinguished contributions to the enhancement and excellence of California University of PA. Louis J. Panza Jr. is president and chief executive officer of Mon-Vale Health Resources Inc. and of Monongahela Valley Hospital Inc.



The Foundation for California University recently presented its annual awards to outstanding alumni and friends of the University. Featured in the photo (from left): President Angelo Armenti, Jr.; Louis J. Panza, Jr., The Society of 1852 Award; and Linda H. Serene '64, president of the Foundation for California University of Pennsylvania

Involved in many community activities, numerous professional societies in the field of accounting and hospital management, Panza became associated with the hospital in 1984 and has held his current positions since July 2004.

At Cal U, Panza is a member of the Board of Presidential Advisors and a longtime partner in the University's initiatives to build relationships with the southwestern Pennsylvania community. With President Angelo Armenti, Jr., he formed the first partnership through which the University provides training in

The 7 Habits of Highly Effective People and other FranklinCovey leadership programs to the hospital's executives. In return, Monongahela Valley Hospital has created an endowed scholarship fund to benefit students majoring in nursing at the University.

Panza received a Bachelor of Science in Business Administration, and an MBA with a concentration in accounting and business law, both from Duquesne University.

For more information, visit www.monvalleyhospital.com.

Healthcare Professionals in the News

West Penn Allegheny Names New Executive Vice President and General Counsel

West Penn Allegheny Health System has appointed **Robert Brandfass** to serve as Executive Vice President and General Counsel for the organization.

Brandfass joins West Penn Allegheny from West Virginia United Health System (WVUHS), a four hospital, 1,200 bed not-for-profit healthcare system based in Fairmont, WV, where he has served as General Counsel since 1998. For the past seven years, Mr. Brandfass also held the concurrent role of Vice President and General Counsel for West Virginia University Hospitals, the 531 bed flagship academic medical center of WVUHS.

Brandfass was responsible for managing all legal and legal-related affairs for WVUHS, including such areas as regulatory compliance, reimbursement, corporate and medical staff governance, insurance, contracts, mergers, joint ventures, tax and financing arrangements.

Throughout his career at WVUHS, Brandfass played an integral role in many of the system's impressive accomplishments, including its expansion from two hospitals to four hospitals and a network of affiliated centers, the consolidation of its multiple physician groups into a single entity and the creation of its Corporate Compliance Program.

Brandfass will similarly oversee the planning and coordination of all legal activities for West Penn Allegheny, serving as legal advisor and general counsel on governmental and regulatory affairs, professional liability, compliance, contracts, affiliation agreements, corporate organization and the acquisition/sale of property, among other important matters.

He is a graduate of the Case Western University School of Law.

For more information, visit www.wpahs.org.

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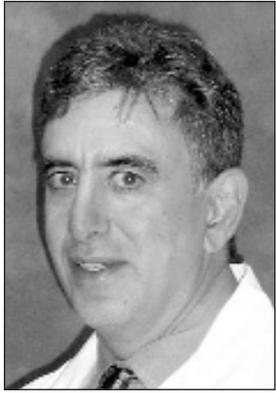
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Healthcare Professionals in the News

AKMC Welcomes New Occupational Medicine Specialists



Charles P. Prezgia, MD,
MPH, MMM

Alle-Kiski Medical Center (AKMC) announced that **Charles P. Prezgia, MD, MPH, MMM** and **Walter W. Hoover, MD** have joined its medical staff and are practicing in its occupational medicine program, HealthWorks.

Dr. Hoover joins HealthWorks as its Medical Director. He received his Doctor of Medicine degree from Hahnemann Medical College in Philadelphia. He completed his internship and residency at Allegheny General Hospital in Pittsburgh. Dr. Hoover is board certified in Internal and Occupational Medicine, is a certified Medical Review Officer and has been practicing medicine for over 29 years.

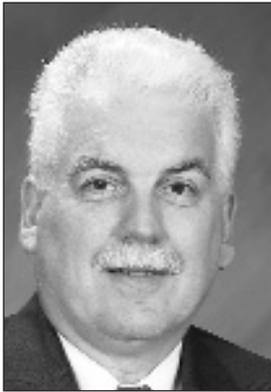
Board certified in Occupational Medicine, Family Practice and Forensic Medicine and a certified Medical Review Officer, Dr. Prezgia received his Doctor of Medicine degree at Ohio State University College of Medicine. Dr. Prezgia has over 25 years of experience in

Occupational Medicine. His experience includes 11 years as Chief Medical Officer for a Fortune 300 multi-national corporation and 12 years experience establishing and operating a large private practice in the Detroit-Toledo area. He holds multiple professional and academic appointments, lectures around the country. His work has been published in medical journals and he also serves on the Board of Directors of MROCC which certifies Medical Review Officers.

Drs. Prezgia and Hoover join Susan Ann Eisenman, MD, MPH in AKMC's HealthWorks program.

HealthWorks specializes in preventative medical and managed care services provided by Occupational Medicine specialists to employers and their employees. They provide workers compensation programs, employment health exams, drug and alcohol testing and offer other work-related value added services.

HealthWorks can be reached for more information by calling 724-226-7045. †



Walter W. Hoover, MD

Windber Medical Center Hires New Director of Marketing and Public Relations



Eva Eagler

Windber Medical Center has named **Eva Eagler** as the new Director of Marketing and Public Relations. Eagler manages all internal and external marketing of the hospital and its events. She handles the release to the public and various media outlets information about the facility, events, awards, and employee recognitions while protecting the confidentiality, health and legal rights of each patient.

Eagler also coordinates a public relations strategy for each media request in order to allow Windber Medical Center's response to be unified, well-explained, and representative of hospital policies.

Eagler brings with her nearly 15 years experience in marketing to large, small and non-profit businesses. She holds a B.A. in Communications, Public

Relations and Advertising from the University of Pittsburgh at Johnstown. Eagler previously held positions at The Tribune-Democrat, Warner Brothers Television, and Kane and Company advertising.

Opened in 1907, Windber Medical Center is a non-profit community based medical center and the only PlaneTree hospital in Pennsylvania designated to improve the quality and length of life by serving mind, body and spirit.

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

HONOR ROLL

Excelsa Health School of Anesthesia Honors Distinguished Graduates

Excelsa Health School of Anesthesia graduated 37 new nurse anesthetists in the Class of 2010. The graduation ceremony/dinner, held December 11 at the Greensburg Country Club, also recognized three distinguished students. Among the graduates, two will be working at Excelsa Westmoreland Hospital: Danielle Cooley and Deana Guastafarro.

The 7th annual Michael A. Barkey Scholarship was presented to Melanie Draper Walker, GRNA by Peggy Barkey. This scholarship was set up to honor Michael A. Barkey, CRNA, who died in 2003. His knowledge, skill, compassion, character and work ethic served as a positive influence for student anesthetists; these qualities are the deciding factors in the scholarship selection.



Peggy Barkey (left) with Melanie Draper Walker, GRNA

The 2nd annual Eleanor Kurpick Award was given to Nathan Lehman, GRNA by Chuck McCombs, CRNA, Latrobe Hospital. Kurpick was a 1959 graduate of Westmoreland-Latrobe Hospitals School of Anesthesia. She worked at Latrobe Area Hospital for 28 years and was a skilled and trusted CRNA who was instrumental in the clinical education of many students. She died in 2007.



Nathan Lehman, GRNA, (left) with Chuck McCombs, CRNA

Dr. Beverly Silvis, assistant director of the school, presented the Distinguished Alumni Award to Eric "Jake" Lindstrom, CRNA. A 2008 graduate, Lindstrom works at WVU-Ruby Memorial Hospital as the anesthesia school's assistant clinical coordinator. He was recently published in the AANA Journal (August 2010): "Acute Normovolemic Hemodilution in a Jehovah's Witness Patient - A Case Report."

To learn more, visit www.excelsahealth.org/anesthesia. †

HealthGrades Study Names Conemaugh Memorial Medical Center Distinguished Hospital for Clinical Excellence™

For the fourth time in five years, Conemaugh Memorial Medical Center has been named a Distinguished Hospital for Clinical Excellence by HealthGrades for 2011, the nation's leading source of health care provider information. This places Memorial among the Top 5% of hospitals nationwide for clinical performance.

HealthGrades Hospital Quality and Clinical Excellence study objectively identifies those hospitals with the best overall clinical performance across all 26 medical diagnoses and procedures that the organization rates. These 268 top-performing hospitals represent only 5% of the nation's hospitals and each is designated as a HealthGrades Distinguished Hospital for Clinical Excellence™.

Memorial's Distinguished Hospital recognition comes on the heels of recent Health-



Stacy Knapp (center) presented the 2011 Distinguished Hospital for Clinical Excellence Award to Steve Tucker (left) President, Conemaugh Memorial Medical Center and Dr. David Carlson, Chief Medical Officer, Conemaugh Health System.

Grades studies that ranked 13 Memorial Programs at 5-star levels including: valve replacement surgery, coronary intervention procedures, treatment of heart attack, joint replacement surgery, total knee and total hip replacement, repair of abdominal aorta, appendectomy, pneumonia, overall pulmonary care, pulmonary embolism respiratory failure and maternity care.

For more information, visit www.conemaugh.org.

HONOR ROLL

Pittsburgh Mercy Health System Wins Top Leadership Award from Ventana Research

Pittsburgh Mercy Health System received the top Ventana Research 2010 Leadership Award for Business Analytics and Performance Management. The award recognizes Pittsburgh Mercy Health System and partner Alight LLC, developers of the industry-leading Alight Planning performance management software, for its accomplishments in moving from spreadsheets to a dedicated planning and reporting application for two hundred and fifty revenue and cost centers.

The Ventana Research Leadership Awards identify individuals and organizations that have contributed to advancing the use of information and technology to improve people and processes. They identify "Leaders" who have contributed to their organizations' successes and to the technology firms who provide the underlying information systems.

In describing the Leadership Award for Pittsburgh Mercy and its technology provider Alight LLC, Mark Smith, chief executive officer for Ventana Research, focused on the specific best practices developed by the Pittsburgh Mercy finance team in implementing Alight Planning for doing rolling forecasts. "Best practices," said Smith, "include business planning that can operate collaboratively and as the business operates for reviewing results and updating forecasts and incorporating a unit, rate and amount analytic structure for understanding business drivers and performance impacts."

"The Pittsburgh Mercy finance team has done a remarkable job taking an extremely complex set of reporting and forecasting requirements and distilling them to the essentials needed for effective collaboration at all levels of management," said Don Koenes, vice president of services for Alight. "In particular, the quarterly forecast update process, which involves team meetings of managers across like functional areas, has been particularly effective in identifying revenue opportunities and cost reductions through the real time sharing of best practices between clinics."

"Alight has enabled us to implement a totally new culture for planning and analysis here at Pittsburgh Mercy Health System," said Ray Wolfe, chief financial officer for Pittsburgh Mercy Health System. "To date we've documented over \$450,000 in concrete savings and improvements which we are able to return back to our mental health clients in the form of better products and services."

To learn more about Pittsburgh Mercy Health System, visit www.pmhs.org.



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Department of Aging and Office of Long-Term Living Announce Nursing Facility Quality Care Awards

Penn Hall at Menno Haven of Chambersburg, Pa, a Cura Hospitality managed community, received the highest of commendations during an awards ceremony arranged by the Department of Aging and Office of Long-Term Living on January 13. The Nursing Center was awarded the 2010 Excellence in Quality Care Award – as presented by Secretary of Aging John Michael Hall.

As this is the first year for the annual Excellence in Quality Care Award, Hall was eager to note,

“This is a very special group of nursing facilities,” he explained. “Of 631 Pennsylvania nursing facilities enrolled in the Medical Assistance program, only 12 – less than two percent of the total – earned the distinction, providing an exceptionally high level of care.” He further noted, “We’re talking about a small group of elite facilities. They have set the bar high.”

The honorees were chosen because they each received the highest possible rating under the federal Centers for Medicare and Medicaid Five-Star Quality Rating System and had no deficiencies during inspections by the Department of Health in 2010.

In recognition of this achievement, State Senator Rich Alloway presented Penn Hall with a Senate Citation. Alloway, state Representative Rob Kauffman and Franklin County commissioners joined Secretary Hall in congratulating employees on a job well done.

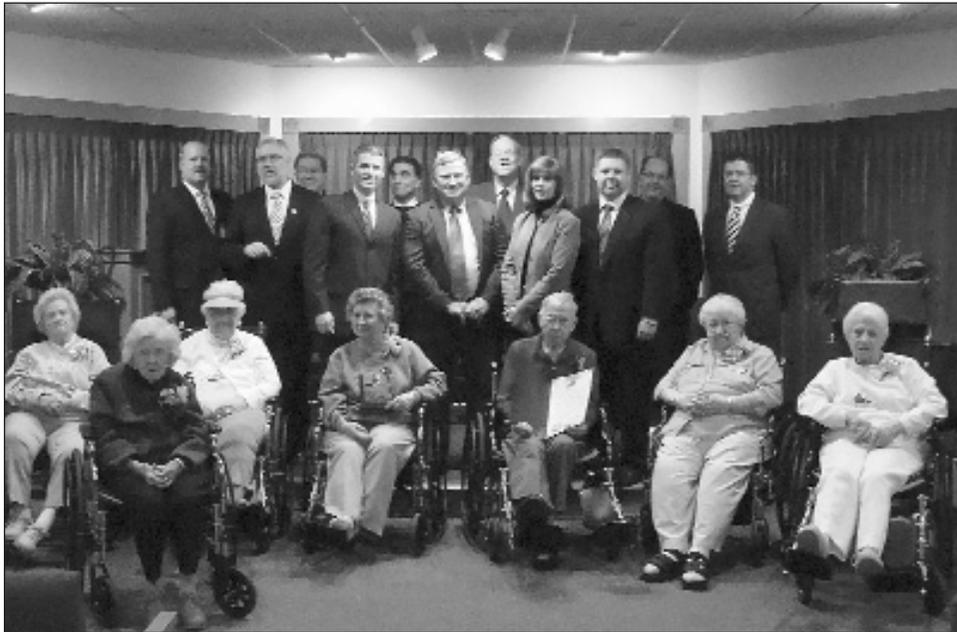
“We’re very fortunate to have employees that care for residents as if they’re one of the family,” said Rod Mason, president and CEO of Menno Haven.

Hall agreed, “At the end of the day, as much as the management does or the organization does, the people who won this award are the front-line staff.”

Menno Haven is in line to receive up to a \$40,000 cash award from the state. Hall said the cash awards given to winners are funded by civil penalties paid over the years by nursing facilities with serious deficiencies.

Two additional Cura managed communities also received the 2010 Excellence in Quality Care Award including: St. Anne’s Retirement Community, Columbia, Pa; and Westminster Woods at Huntingdon, Huntingdon, Pa.

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



PH Nursing Center residents (listed l-r: Madeline Brown, AmoGene Betts, Catharyn Cook, Erma Gunter, Leroy and Dorothy Jones, Colleen Kover) join Menno Haven management and local dignitaries to celebrate the Excellence in Quality Care Award.

HONOR ROLL

Don L. Fisher, MD, Recognized as Pioneer in Diagnostic Cardiology by American Heart Association

Don L. Fisher, MD, an interventional cardiologist at Allegheny General Hospital (AGH), has been named recipient of the Peter J. Safar Pulse of Pittsburgh Award from the American Heart Association, Allegheny Division. The award will be presented at the 2011 Pittsburgh Heart Ball on Saturday, Feb. 26 at the David L. Lawrence Convention Center.

Over the course of more than five decades, Dr. Fisher played a significant role in helping develop the field of interventional cardiology, laying the foundation for many clinical and scientific innovations that advanced the diagnosis and treatment of cardiovascular disease.

Dr. Fisher is considered a pioneer in cardiovascular catheterization, a now common procedure in which a long thin flexible catheter is threaded to the heart through a blood vessel in the arm or groin to detect and treat cardiovascular abnormalities. Among many contributions to the field, he established the first cardiac cath lab in western Pennsylvania at AGH and was one of the first cardiologists in the United States to become skilled in left heart catheterization.

Time Magazine in February, 1952, reported the amazing story of how Fisher used a heart defibrillator that he had built himself with parts from an electronics store to save the life of a young woman undergoing heart surgery. It was one of the first defibrillators ever used in the clinical setting.

In the 1950’s, Dr. Fisher also developed an invasive procedure to evaluate valve disease caused by rheumatic fever. At the time, this assessment was the first diagnostic indication for those with this condition who needed open heart surgery.

He also helped overcome some gender barriers in this era by devising an electrocardiogram technique specifically for women. Electrocardiograms were performed by connecting leads to a patient’s wrist and ankles, but many women refused to take this test because of the embarrassment of rolling down their stockings. Dr. Fisher and a colleague solved the problem by inserting a moist, salt-soaked pad between the stocking and the metal contact at the end of the lead. As a result, more women had electrocardiograms, which helped physicians to more accurately detect prior heart attacks and thickening of the wall of the left ventricle.

Dr. Fisher is a Fellow of the Council on Clinical Cardiology of the American Heart Association. He developed the cardiovascular Fellowship Training Program at Allegheny General Hospital, and served as its program director until 1972. He has trained hundreds of cardiologists, many of whom went on to have illustrious medical careers.

Although Dr. Fisher was born in Utah, he spent most of his adult life in Pittsburgh at AGH. In 1952, he joined the staff of AGH’s Division of Cardiology. In 1960, he was director of the Cath Lab and was also named Chief of the Department of Cardiovascular Diseases, a position he held until 1984.

At age 91, Dr. Fisher continues to serve as a member of AGH’s senior staff and regularly participates in resident teaching conferences. He still reports to work everyday.

For additional information about the Pittsburgh Heart Ball visit www.heart.org/pittsburghheartball. †

Children’s Hospital of Pittsburgh of UPMC Sleep Lab in Wexford Receives National Accreditation

Children’s Hospital of Pittsburgh of UPMC’s Sleep Laboratory in Wexford has been accredited by the American Academy of Sleep Medicine (AASM), the national accreditation organization for sleep centers.

The Pediatric Sleep Program at Children’s Hospital is the region’s leader in diagnosing and treating sleep problems in infants, toddlers, adolescents and teens. The team – which includes pediatric experts from a variety of fields including pulmonology, otolaryngology and neurology – has a deep understanding of the unique medical, developmental and behavioral concerns that affect children, which helps team members diagnose and treat pediatric sleep disorders. The Sleep Program includes eight sleep technologists and a four-bed sleep laboratory in Wexford adjacent to Children’s North, where outpatient sleep tests are performed.

As the national accrediting body for sleep disorders centers and laboratories for sleep-related breathing disorders, the AASM identifies sleep medicine providers who offer the highest quality of medical care for people with sleep problems. Since 1977, the AASM has accredited sleep facilities utilizing the AASM Standards for Accreditation of Sleep Disorders Centers. The continued quality of these requirements has made AASM center accreditation the gold standard by which the medical community and the public evaluate sleep medicine facilities.

For more information about Children’s Hospital’s Sleep program, visit www.chp.edu or call (412) 692-5661. †

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Heritage Valley Sewickley Emergency Department Receives Highmark QualityBLUESM Award

The Patricia S. Snyder Emergency Department at Heritage Valley Sewickley received a QualityBLUESM Award from Highmark for operational improvements in Emergency Department Throughput. The award was presented for greatest percentage change, a 92% decrease in patients that “left without being seen;” a 19% reduction in emergency department arrival to admission or discharge time; and 50% reduction in the door to physician time.

Heritage Valley Sewickley’s project was recognized as most improved among 31 other facilities participating in projects to address Emergency Department Throughput. While data that helped garner the award was collected from July 2009 to June 2010, interdepartmental teams have been meeting and developing new processes for many years.

The recently expanded and renovated emergency department provides clinicians with convenient access to Heritage Valley’s award winning electronic health record system both at the bedside and through wireless communication platforms. Other technology enhancements include check-in kiosks for immediate patient registration, a modified electronic patient tracking system and patient activity and volume monitoring on LCD displays and the Heritage Valley website.

Operational processes utilized in the emergency department also changed. For example, physician-approved protocols were developed and implemented. And, methods to more efficiently work with other departments resulted in a reduction of Laboratory and Radiology turnaround times.

Additional information about Heritage Valley Health System is available online at www.heritagevalley.org.

ACMH Hospital Presented with the Highmark QualityBLUE Award

Armstrong County Memorial Hospital (ACMH) has recently been presented with the Highmark QualityBLUE Award. The award, given on November 5, 2010 during the Highmark QualityBLUE Best Practices Forum at the Four Points by Sheraton Pittsburgh, recognizes ACMH Hospital’s successful reduction of MRSA conversions.

MRSA is one of the most common causes of hospital-related infection. It contributes to increased morbidity and mortality, as well as increasing the length of a patient’s hospital stay. ACMH Hospital attributes its recent success to active MRSA screening, strict contact isolation and precautions, and a focus on good hand hygiene.

For additional information, visit www.acmh.org.



Beth Johns, (left) Infection Control Coordinator at ACMH Hospital receives award from Elaine Oley (right), of Highmark QualityBLUE.

HONOR ROLL

Heritage Valley Health System Receives Quality Spirit Award

Heritage Valley Health System’s Staunton Clinic is the recipient of the 2010 Spirit of Excellence Award for Quality from Modern Healthcare and Sodexo Health Care Services. Heritage Valley received the award in recognition of the development and implementation of a proactive treatment protocol for bipolar patients that resulted in a decrease in emergency department visits, inpatient admissions and total days of inpatient hospitalization.

“We’re honored to be the recipient of this award that features the good work of our Staunton Clinic behavioral health staff,” said Dr. Daniel Brooks, vice president of Community Health Services at Heritage Valley Health System. “The highest quality patient care is Heritage Valley’s top priority and this project helped determine improvements in care for the bipolar clients we serve.”

The goal of the project developed by Heritage Valley Staunton Clinic was to provide proactive care to bipolar clients and intervene with more intensive care when patients appeared to be heading for a period of decompensation, or a period of emotional or mental health deterioration. Additional proactive protocols for intervention in care were implemented; the team, as well as clients and their families, were educated to recognize symptoms and warning signs of deterioration; clients identified as heading toward decompensation were seen by a psychiatrist within 72 hours; and clients received more frequent contacts and medication checks by Staunton Clinic staff.

The project was implemented in June 2009. After one year, program data showed a decrease of 40% in emergency department visits, a decrease of 62% in inpatient admissions and a 71% decrease in total inpatient days among bipolar patients seen through Heritage Valley Health System’s Staunton Clinic.

“By implementing this proactive approach to the care of bipolar patients, we’ve been able to empower patients and their families with information on how to identify triggers, or warning signs, that an episode of the illness may occur,” said Michael Fortunato, Base Services Unit director at Heritage Valley Staunton Clinic. “Additionally, once the signs are recognized, the proactive protocol that Staunton Clinic follows enables us to intervene quickly and better serve the patient.”

There were 98 entries in the 2010 Spirit of Excellence Awards program which spotlights creative and innovative programs that support organizational excellence, patient satisfaction, customer service, employee satisfaction, commitment, and community participation. Modern Healthcare and an outside panel of judges recognize winners and honorable mentions in each of the five categories: Service, Quality, Community, Team, and CARES (compassion, accountability, respect, enthusiasm and service).

Additional information about Heritage Valley Health System is available online at www.heritagevalley.org.

Pennsylvania Physician Asked to Lecture at World Health Organization Hospital Gathering

Matthew Masiello, MD, MPH, Director of Center for Health Promotion and Disease Prevention at the Windber Research Institute, was asked by the World Health Organization Collaborating Center for Health Promotion in Hospitals and Healthcare, based at the Ludwig Boltzmann Institute, Vienna Austria, to offer a plenary lecture on “How can hospitals/health services strengthen health promotion in schools”. Dr. Masiello will deliver this message, this June, in Turku, Finland. He is being asked to offer comments based on his large, population-based work in violence prevention and bullying.

Furthermore, in 2010, at an international gathering of hospitals and health services in Crete, Greece, Dr. Masiello was selected to serve on the Governance Board of the World Health Organization – Health Promoting Hospital Network.

For more information, visit www.wriwindber.org.



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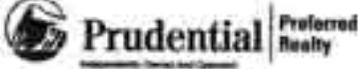


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Or visit us at: Baptist Homes:

489 Castle Shannon Blvd., Mt. Lebanon.

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 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

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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.

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

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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



Resource Directory



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SAINT VINCENT COLLEGE

Health Care Event & Meeting Guide

DuBois Breast Cancer Support Group

Second Sunday each month; 6:00-7:30 p.m.
Hahne Regional Cancer Center, DuBois Regional Medical Center
To register for this group only please call Alisa at 814-375-3528

Free Conference on Care & Revenue Impact of Transfer Center Automation Hosted by TeleTracking Technologies

Free two-day conference at the Scottsdale Cottonwoods Resort
March 7-8
For more information, visit <http://teletracking.ennect.com/events/TransferCenter>

Don't Gamble With Patient Outcomes League of Intravenous Therapy Education 2011 Annual Educational Conference

Holiday Inn Washington Meadowlands, Washington, PA
March 10-11, 2011
Register online at www.lite.org or email info@lite.org

An Evening with Marvin Hamlisch and the Pittsburgh Symphony Orchestra Heritage Valley Health System Fundraising Event

Heinz Hall
Saturday, March 12
Visit www.heritagevalley.org, call 412.749.7050 or email Susie Abercrombie at sabercrombie@hvhs.org.

Dermatology Nurses' Association's 29th Annual Convention

Sheraton San Diego Hotel & Marina, in San Diego, CA
Thursday, March 17 through Sunday, March 20
Visit <http://dna.annualmeeting2011.org>

Tax-Exempt Healthcare Organizations

Heinz History Center, Smallman Street, Pittsburgh
March 18, 2011; 8 AM-Noon
Registration: Online: www.healthpolicyinstitute.pitt.edu; Phone: 412.624.3608; or FAX: 412.624.7747

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.

5th Annual Farm to Table Pittsburgh Local Food Conference

David L. Lawrence Convention Center, Downtown Pittsburgh, PA
March 25 & 26, 2011; 10:00am-5:00pm
Visit www.FarmToTablePA.com, call 412-657-3028 or email ehart@american-healthcare.net

Why Healthcare Organizations Need a Safety Culture & Trustees' Roles in Establishing It

Pittsburgh Athletic Association, 5th Avenue, Oakland
April 1, 2011; 8:00-9:30am
Registration: Online: www.healthpolicyinstitute.pitt.edu; Phone: 412.624.3608; or FAX 412.624.7747

72nd Annual Pittsburgh Regional Science & Engineering Fair Seeking Science Fair Judge Volunteers

April 1, 2011; 8:00am-2:00pm
Visit www.scitechfestival.com/mainsf_judges_categ.asp; click Category Judge Registration

The Journey Continues ... The PFCC VisionQuest: How-To Guide for Delivering Exceptional Care Experiences

Herberman Conference Center, UPMC Shadyside
Friday, April 1; 8:00am-2:00pm
To register, please visit: www.visionquest.amd3.org or call 412-641-1924

Geneva College MSOL Serving Leaders Conference Leading at a Higher Level

Marriott Pittsburgh North, Cranberry
April 7, 2011, 9:00am-8:00pm
Register online at www.geneva.edu/msol or call 724-847-2715

Educating Deaf & Hard-of-Hearing Children: From Research to Practice A One-day Conference Presented by the Western Pennsylvania School for the Deaf And the Scranton School for Deaf and Hard of Hearing Children

Friday, April 15; 8:30am-3:00pm; Deadline to Register: April 1
Friday, May 6; 8:30am-3:00pm; Deadline to Register: April 22
Contact Jessica Marks at 717-909-5577 or jmarks@wpsd.org or visit wpsd.org or thescrantonschool.org

Technological Advancements in Healthcare

Carlow University, Rosemary Heyl Theatre, Antonian Hall
Friday, April 29; 8:00am-3:30pm
Register online at www.carlow.edu by April 22nd

Komen Pittsburgh Race for the Cure

Schenley Park
Sunday, May 8
Register at www.komenpittsburgh.org

2011 Quality Institute for Healthcare

David L. Lawrence Convention Center
May 16-18, 2011
To learn more and to register, please visit <http://qihc.asq.org>

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

Cocktails and Cuisine for Women in Crisis

Woodland Foundation/Bradford Woods in Wexford, Pa
May 20; 6:00-10:00pm
Visit www.crisiscenternorth.org or call 412-364-6728 ext.15.

3rd Annual Health Care New Media Marketing Conference

Chicago, IL
May 23-24
For more registration information, www.q1productions.com/healthcarenewmedia

Healthiest Employers in Western Pennsylvania Sponsored by Pittsburgh Business Times and UPMC Health Plan

Sheraton Station Square
Awards Luncheon: June 16, 2011
Application deadline: March 18, 2011
<http://www.healthiestemployers.com/events/western-pennsylvania>; 412-208-3815

Southwestern Pennsylvania Organization of Nurse Leaders 32nd Annual Educational Conference

Nemacolin Woodlands Resort, Farmington, PA
September 1-2, 2011
Register online at www.lite.org or email info@lite.org

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

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Frances works on coordination and balance with therapist Jacquelyn Weiblinger.

“After a hospital stay for my third mini-stroke, my left side was very weak. I’d been to another nursing home after my first two strokes; but this time, my doctor sent me to The Commons at Squirrel Hill.

“What’s really special about the staff at The Commons is they go the extra mile. The nurses take better care of you. One of my nurses got clothes from my old apartment for me.

Another bought me a nice shirt and blue jeans to wear to my daughter’s for a holiday visit.

When I was ready to leave The Commons, the social worker helped me find a new apartment.

“I appreciated everything the staff did for me so much. They just don’t know how much it really meant.”

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ManorCare Health Services -
North Hills
412.369.9955

Heartland Health Care Center -
Pittsburgh
412.665.2400

Shadyside Nursing
and Rehab Center
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