



**LEGAL UPDATE:**  
Ambiguities in Insurance Policies Favor Policyholders

Page 6



**MARKING ROUNDS:**  
Mercy Hospital Announces Appointment of Plastic and Reconstructive Surgery Specialist

Page 30



**AROUND THE REGION:**  
HealthSouth Rehabilitation Hospital of Sewickley Names New CEO

Page 32

**DEPARTMENTS:**  
HUMAN RESOURCE BRIEFINGS Page 9  
DATEBOOK Page 39  
RESOURCE DIRECTORY Page 40  
MEDICAL OFFICE SPACE Page 42  
EXECUTIVE LIVING Page 43  
CAREER OPPORTUNITIES Page 47

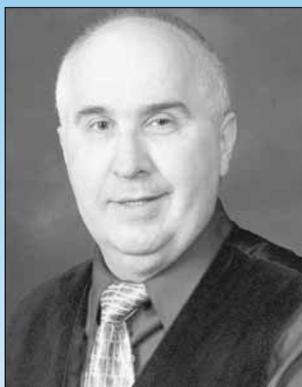
PRSRST STD  
U.S. Postage  
PAID  
Permit #12  
Indiana, PA

MARCH 2007 • \$3.00

# Western Pennsylvania Hospital News<sup>TM</sup>

THE REGION'S MONTHLY HEALTHCARE NEWSPAPER

## ★ TOP ★ Physicians ★



SEE MORE TOP PHYSICIANS  
ON PAGES 10-18



## Dr. Hertle Keeps Ophthalmology Research, Advancements in Sight

BY RON PAGLIA

**R**ichard W. Hertle, MD, FAAO, FACS, FAAP, has seen many changes in his 23 years as a physician specializing in ophthalmology. But one basic tenet continues to guide him in his multiple roles at the University of Pittsburgh Medical Center.

"In all that we do – research, treatment, education – we are constantly guided by our mission to improve and assure the health and well being of those who will benefit from our efforts," said Dr. Hertle, Chief of The Division of Pediatric Ophthalmology at Children's Hospital.

Dr. Hertle also serves as a professor of ophthalmology and bioengineering at the University of Pittsburgh School of Medicine and the UPMC Eye Center at The



Dr. Richard W. Hertle

Continued on page 22

## More Hospitals Being Recognized As 'Best Places To Work'

BY MARC CAMMARATA

**A**nyone who works in healthcare, and in particular in a hospital, will quickly volunteer that the love of their chosen profession and their desire to serve the caring and healing missions of their organization are in many cases what keeps them coming back to work each day. Those with the responsibility of managing healthcare organizations face an even greater challenge; advancing the organization's caring and healing mission while working on a shoestring budget and trying to keep staff motivated and satisfied.

Well, there appears to be a growing number of hospitals and health systems that have found the Midas touch when it comes to balancing staff needs and satisfaction with the organization's goals. For the past six months, I have been engaged in a research project, with the encouragement and support of the Hospital Council of Western Pennsylvania, that has examined



Marc Cammarata

what it takes to be designated as a "Best Place To Work" (BPTW) and how hospitals and health systems have been able to achieve such a designation.

Continued on page 9

# Publishers Note... *By Harvey D. Kart*

## Reveling in Nothingness

To quote Austin Powers: "I'm spent."

For the moment, at least, I've had enough of the frustrations, aggravations, and worrisome events of the world, both large and small.

Regarding the former, I just don't care to dwell on global warming, terrorism, the price of gas, or who fathered Anna Nicole Smith's baby.

As to the latter, I'm declaring a holiday on taking myself too seriously. I'm dropping the weight of work concerns, gripes that come via email, and those nagging irritants at home that can cause an emotional death by a thousand cuts. Just the other day, for instance, I waited patiently until evening, eager to watch my favorite sitcom—and it was a rerun! In the middle of the season, for gosh sakes!

So for one day at least, I'm ceasing to internalize what comedian George Gobel described when he said: "Have you ever had the feeling life is a black tuxedo and you are a pair of brown shoes?"

Instead, I'm joining the "What, me worry?" crowd and following in the footsteps of that great modern philosopher, Jerry Seinfeld. Today, I want to talk about nothing. (Oh, and for those of you who already thought to respond by saying that's all I ever talk about, I'm way ahead of you. And you're not funny!)

Fact is, if you are like me, you probably have times-lots of them, no doubt—when you take yourself and the rest of the world a bit too serious. I see the problems facing my business as well as the larger universe of health care and I lose sleep. I want to help solve them all right now. Then I look beyond that horizon and see the big issues facing our nation and our world, and I want those dealt with quickly and efficiently as well.

Oh, and while I'm at it, I want my newspaper delivered on time every day in a convenient-to-retrieve place, I want my car to run smoothly all the time, and I don't particularly want to have to stand in line to do my banking, pay for my groceries, use an ATM or ... well, I don't want to have to stand in line for anything! Oh, and if I wasn't clear before: I don't want my favorite TV show to drop in a rerun in midseason!

See, my mind usually is a bubbling, churning cauldron of concerns and anxieties.

But not today. I'm choosing—figuratively, at least—to rest my weary head on a cloud of good and totally inconsequential thoughts. I just want to chill out, ease

up, tone down. I want to take life for granted, if only for a while. To quote Sheryl Crow, "I'm gonna soak up the sun. I'm gonna tell everyone to lighten up."

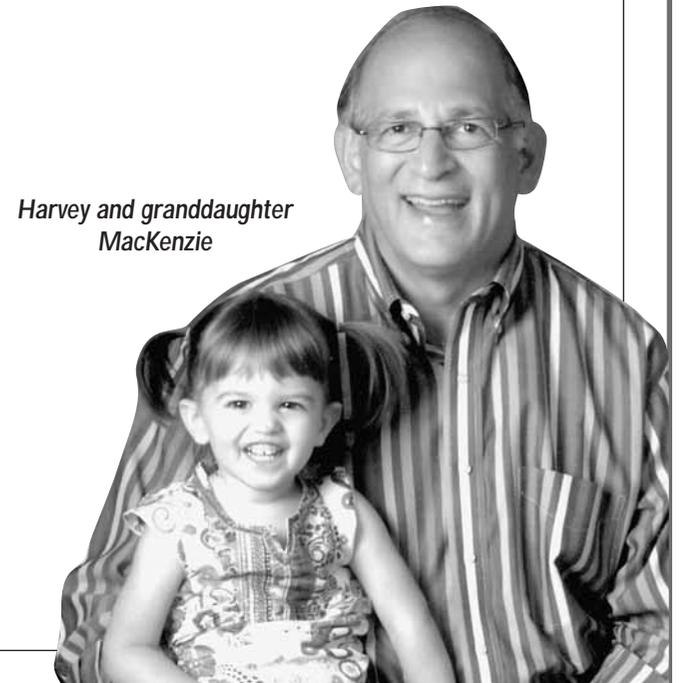
I've decided it's just way too early to be arguing over who should run for president or whether labeling each of the 50 states either red or blue is a good idea or just another divisive one. Gas prices going up again? Don't care. Another tax hike being proposed? Talk to the hand.

For now, dude, I'm chillin'.

We will return to our regularly scheduled ranting and/or hand-wringing next month.

*Harvey D. Kart*

You can reach Harvey Kart at (412) 856-1954 or [hdkart@aol.com](mailto:hdkart@aol.com).



*Harvey and granddaughter Mackenzie*

## Become an RN without attending traditional college!



### One class per week, less cost, less time.

Haven't you waited long enough? With our Blended Learning Program we guarantee your success. If you already have your LPN/LVN, Paramedic, or Respiratory Therapist license, then our proven Blended Learning Program could be your formula to a better life. Even if you think you lack the discipline or that the time to become an RN has passed you by don't give up hope. With our Blended Learning Program you will find the best of the Traditional College and Distance Learning approaches, WITHOUT the pitfalls. By attending only 1 class a week with our Blended Learning Program you can look forward to structure, qualified instruction, no clinical rotation, motivation, accelerated progress, low cost, and much more! Call us now for program details and take control of your future today!



**CALL 1.800.943.1588 OR go to [www.coastaled.com](http://www.coastaled.com)**

Coastal Education Institute • 700 North Bell Avenue, Suite 120 • Carnegie, PA • 15106 • 1.800.943.1588

# SCHOOL OF NURSING

UNIVERSITY OF PITTSBURGH

## 14th Annual Nursing Horizons Conference Applying Evidence in Nursing Practice

MAY 18, 2007 • 7:30 a.m.–3:30 p.m.

### First Floor Lobby, Victoria Building Oakland Campus

#### OVERVIEW

Evidence-based practice is an approach that enables nurses to implement the best care that meets the needs of their patients, families, and communities. This conference showcases the best practices employed by professional nurses as they care for patients, families, and communities. The target audience is clinicians, educators, and managers in clinical and academic settings. The conference objectives are to:

1. Discuss best practices applied in the nursing care of patients and families, and
2. Outline methods to disseminate best practices among professional nurses.

#### CONTINUING EDUCATION CREDIT

The University of Pittsburgh School of Nursing will grant 5.2 contact hours of continuing nursing education. The University of Pittsburgh School of Nursing is an approved provider of continuing nursing education by the Pennsylvania State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

#### UNIVERSITY OF PITTSBURGH

One of the oldest institutions of higher learning in the United States, the University of Pittsburgh is an internationally recognized center of learning and research, serving more than 32,000 students on the Pittsburgh campus and its four regional campuses. The University of Pittsburgh School of Nursing, since its founding 65 years ago, has been a leader in nursing education, ranking among the top 10 nursing schools in the nation. It educates nurses through a curriculum that integrates rigorous academic work with varied clinical experiences and exposure to a strong research program. Visit online at [www.nursing.pitt.edu](http://www.nursing.pitt.edu).

#### REGISTRATION INFORMATION

##### Conference Fee—\$125

Payment must accompany registration. Conference attendees who use same-day registration will incur an additional \$20 charge.

**Cancellation Policy**—All cancellations must be made in writing. Cancellations received before May 4, 2007, will be refunded minus a \$35 administrative fee. No registration fees will be refunded after May 4, 2007. The University of Pittsburgh School of Nursing reserves the right to cancel this program if a sufficient number of advanced registrations is not received. In case of cancellation by the University of Pittsburgh School of Nursing, registration fees will be refunded in full.

**Parking**—Parking meters and garages are located throughout the campus, including the UPMC Presbyterian garage and the UPMC Montefiore garage. The School of Nursing is also accessible via public transportation. The Victoria Building is located one block north of Fifth Avenue, adjacent to UPMC Presbyterian.

**Special Needs**—Participation by all individuals is encouraged. Advance notification of any special needs will help us provide better service. Please notify us of your needs at least two weeks in advance of the conference by calling 412-624-3156.

**Lifetime Learning Tax Credit**—Individuals can qualify for a new educational tax credit for tuition and fees paid for undergraduate, graduate, and continuing education courses. For detailed information consult Internal Revenue Service (IRS) publication 970, *Tax Benefits for Higher Education*; this can be obtained at any IRS office or at [www.irs.gov/publications/index.html](http://www.irs.gov/publications/index.html).

#### SCHEDULE

7–8:45 a.m.

##### Registration and Breakfast

8:45–9 a.m.

##### Welcome

*Jacqueline Dunbar-Jacob, PhD, RN, FAAN*  
Dean and Professor  
Director, Center for Research in Chronic Disorders  
University of Pittsburgh School of Nursing

9–10:15 a.m.

##### Keynote Address

Maryann F. Fralic Distinguished Lectureship

##### A Day in the Life of a Nurse:

##### The Use of Evidence-Based Nursing Practice

*Renee S. Holleran, PhD, RN, CEN, CCRN, CRFN, CTRN, FAEN*  
Nurse Manager, Adult Transport Services  
Intermountain Life Flight  
Salt Lake City, Utah

10:15–10:45 a.m.

##### POSTER PRESENTATIONS

##### Blood Transfusion Flow Rate Study

*Gloria Acuillo, RN, BS*  
Heritage Valley Health System

##### Patient-Centered Medication Education and Practice

##### Self-Administration Intervention

*Tracy Barrett, RN, BSN*  
Western Psychiatric Institute and Clinic

##### Pregnant Opiate-Addicted Females: Their Perceptions of Needs

*Barbara Ferdiani, RN, MSN*  
Western Psychiatric Institute and Clinic

##### Family-Centered Motivational Discharge Process

*Tara Gaus, RN, BSN*  
Western Psychiatric Institute and Clinic

##### Dawning of the Donning of Personal Protective Equipment

*Shelley Miller, RN, MSN*  
UPMC Passavant Hospital

##### Non-Pharmacological Therapeutic Techniques to Decrease Agitation in the Geropsychiatric Patient with Dementia

*Georgia Patterson, AD, RN-C*  
Western Psychiatric Institute and Clinic

##### Effect of AED Device Features on Use by Untrained Laypersons

*Karen Stein, RN, BSN, MSED*  
Magee-Womens Hospital of UPMC

10:45–11:45 a.m.

##### CONCURRENT ABSTRACT PRESENTATIONS

##### Track A—Quality of Life for Heart Failure Patients: Oxymoron or Achievable Goal?

*Janet L. Grady, DrPH, RN*  
Associate Academic Dean and Chair, Division of Nursing  
Director, Nursing Telehealth Applications Initiative  
Mount Aloysius College

##### Evidence of Nurse-Led, Behavioral Intervention with Youth

*Kathryn Puskar, DrPH, RN, FAAN*  
Professor and Director, Psychiatric CNS Program  
University of Pittsburgh School of Nursing

##### Measuring the Productivity and Potential Utility of a Nurse Practitioner-Managed Hepatobiliary Clinic: A Focus on Hepatitis C Treatment

*Marianne Rosati, MSN, FNP*  
Nurse Practitioner  
Mayo Clinic College of Medicine

##### Track B—Insulin Pump Utilization Within a Psychiatric Hospital Setting

*Camellia Herisko, MSN, CRNP*  
Director of Inpatient and Primary Care Services  
Western Psychiatric Institute and Clinic

##### Fall Prevention:

##### The Power of Teamwork

*Lynda Nester, RN, BSN, MS*  
Nursing Quality Assurance Coordinator  
Monongahela Valley Hospital

##### Investigation of Infant Security Devices in Relation to Skin Irritation and False Alarms

*Kimberly G. Staniszewski, RN*  
Clinical Nurse III, Neonatal Intensive Care Unit  
Western Pennsylvania Hospital

11:45 a.m.–1 p.m.

##### Lunch

1–2 p.m.

##### Evolution of Evidence-Based Practice in Hospital Settings

*Helen K. Burns, PhD, RN*  
Associate Professor and Associate Dean for Clinical Education  
University of Pittsburgh School of Nursing  
*Debra Thompson, MSN, RN*  
Chief Nursing Officer  
Jewish Healthcare Foundation, Pittsburgh Regional Health Initiative

2–3 p.m.

##### Closing Address

Florence Erikson and Reva Rubin  
Lectureship

##### Sharing the Wealth: Disseminating Evidence to the Nursing Profession

*Donna Ojanen Thomas, MSN, RN, CEN*  
Director, Emergency Department and Rapid Treatment Unit  
Primary Children's Medical Center  
Salt Lake City, Utah

3–3:30 p.m.

Questions and Answers/Evaluations



For more information please contact the  
University of Pittsburgh School of Nursing Office  
of Continuing Education.  
Phone: 412-624-3156 • E-mail: [chb30@pitt.edu](mailto:chb30@pitt.edu)  
Or: [www.pitt.edu/~nursing/continuingedu/index.html](http://www.pitt.edu/~nursing/continuingedu/index.html)

The University of Pittsburgh is an affirmative action, equal opportunity institution. UMC26642-0307

## The Failed Promise of Technology

Because my current position is that of President of both an acute care hospital and an advanced research institute focused on issues of women's health, cardiovascular disease and processes of aging, my thoughts regarding human nature as it relates to health care and healing have begun to coalesce even more succinctly.

When the 16 Slice Pet/CT was delivered to our hospital a few years ago, conventional wisdom was that it would solve or at least ameliorate many of the problems encountered from invasive diagnostic catheters and clinically undependable alternative diagnostics. Quickly rejected by those physicians that did not benefit directly from its use, it became a relative cardiac analytical dinosaur before the eleventh payment was even in the mail, great for cancer, inconclusive for heart. It was then acknowledged that the new gold standard would be the 64 slice CT that was being touted as the salvation of mankind. Shortly thereafter it was the push for the 128, soon the 256 and finally, the dream of the 512 slice. Yet the majority of us are still waiting for the results from the cardiolute or thallium tests with their double digit miss rate.

Across the street at the research center, we have seen the promise of genomics and now proteomics tarnish as those technologies previously touted as the potential solutions to our health care mysteries were now being dismissed as too complex

or too ethereal to be quantified accurately. The failed promise of technology. Sure, we're making progress, but the recipe book for the cake surely didn't allow us to determine how to alter the cake yet.

We chase the elusive "Technological Fountains of Youth" while we miss the most recognizable solutions. We pursue the various promises of equipment while tripping over and ignoring the secret to life every day in every way. During a recent discussion with a Dutch friend, she laughed as she exclaimed that "You Americans embraced the tedious, complex, non forgiving philosophies of the religious fanatics that we banished to your country centuries ago while we enjoy our 52 vacation days each year." Are there many Puritans left out there?

After agreeing to the purchase of 10's of millions of dollars worth of new technology over the past few years, it is fascinating to me to observe how we live our lives in such an unbalanced manner. It seems that, as opposed to our European friends who work to live, we live to work? Will the number of slices that you use to take a three dimensional peek into our heart,



BY NICK JACOBS

arteries and vessels really matter if we are eating pounds of saturated fat, not exercising, taking little or no time to embrace those whom we love, and are madly working 14 or more hours each day?

It was not too many years ago when Dr. Dean Ornish was describing to us his testimony before a federal regulatory agency regarding his program for cardiac disease reversal. He said that he was in line behind individuals who were getting approvals for

coated stents or the use of radioactive treatments on arteries, while numerous other individuals and corporations were petitioning for the privilege to "do their thing" on we human test dummies. In spite of the radical approaches taken by some of these methodologies, he was grilled by the committee about his ideas revolving around moderating diet, embracing some form of stress management, exercising a little and trying group support.

So, let's break out the newest, latest technological toy, find someone who has a PhD in the use of that tool, and wait for them to save mankind. It's amazing how, after the millions and billions of dollars have been spent on cancer research in the

past decade, we have made precious few discoveries that have altered the course of that dreaded disease. After the money is spent and the results are not replicable or credible, those professionals then begin to tell us the entire story. They admit that we are years away from concrete results, or, that their work is just one tiny fraction of the entire story. After all, they say, there are hundreds of thousands of proteins in the human body.

Bottom line: hug someone you love, take time for them, watch what you eat, exercise, socialize and laugh. Then laugh some more. The Mediterranean diet works, not because of olive oil or proteomic analysis equipment. It works because the people of Greece and Italy take three hours off in the afternoon for rest and relaxation. They understand what friendship means. They look at the day to day activities that annoy us as the wonderful nuances of life, and finally, at night, they have some wine as they embrace three hour dinners together without television or text messaging. That's a better solution, and much more dependable.

*Nick Jacobs, currently president of Windber Medical Center and Windber Research Institute is currently writing a book, "Who Put the Heal in Healthcare" and will be a regular contributor to this publication. Nick can be reached at [jacobsfn@aol.com](mailto:jacobsfn@aol.com) or visit [windbercare.com](http://windbercare.com).*



**ATTENTION NURSES:**

It's time to earn your Master's degree.

- ▶ Concentrations in Nursing Administration and Nursing Education
- ▶ Attend classes part-time, one evening per week
- ▶ Program completion in 2 years (6 semesters)
- ▶ Cohort format with limited enrollment

Now accepting applications for Fall 2007

Attend an Information Session: **To R.S.V.P.**  
Friday, March 23 or  
Friday, April 20, at 4:00 p.m.  
Penn Center East  
Building 4, 9th Floor

Call: 1-800-845-0131 or  
E-mail: [grad-ocp@iup.edu](mailto:grad-ocp@iup.edu)

IUP is a member of the Pennsylvania State System of Higher Education.

**IUP AT MONROEVILLE**

## Communication Over 2000 Years

I recently read a biography of Augustus, the first Emperor of Rome. Betrayals, executions and hostile takeovers aside, Augustus exhibited one quality that helped place him in the pantheon of great historical leaders. Augustus was acutely aware that in order to effectively lead the citizens of Rome to victory, he needed to keep the lines of communication open; not only with his fellow senators and leaders, but with Romans themselves. The citizens of Rome depended on Augustus to show them guidance and use sound leadership to help them solve the problems of their day. Augustus depended on his citizens to communicate their needs and participate in the solving of ancient Rome's challenges.

Although we are not tyrants, our patients and their families depend on us to communicate and listen to their feedback in much the same way. They expect us to utilize our special skills, training and communication to help them solve their problems or at least help them to understand the difficult medical and psychosocial issues they face. Families and patients are expected communicate their needs to us effectively and timely. How can we keep the communication lines open?

I speak with new family members and patients regularly about their experiences in



BY CHRISTOPHER L. MILLER

various medical and rehabilitation facilities. One of the most common requests they have is to be kept abreast of progress and any changes in condition. As medical professionals, we have an obligation to fulfill this request.

First, keep communication lines open. Insure you have current contact information for key family members, especially if you need to reach them in an emergency. Ask who has power of attorney and obtain a copy for the medical record so that everyone knows who is responsible for decision making if the patient is unable to do so on their own.

Invite family members and patients to care conferences. Give them the opportunity to review treatments and the discharge plan to make sure all members of the care team and family are on the same track.

Finally, make sure families and patients know who to contact and how, so they can get a fast resolution to questions and concerns. Rome was not built in a day and neither is the ongoing satisfaction of your families and patients. Strong and open communication will help build trust in you and a solid foundation for your quality service.

*Christopher L. Miller, Director of Admissions, ManorCare North Hills, can be reached at (412) 369-9955.*

# Joint Ventures: The Benefits of Partnering with Your Physicians to Develop an Outpatient Surgery Center

BY BILL MURPHY  
CONTRIBUTING AUTHOR,  
GENO BONETTI

For hospitals, the issues surrounding ambulatory surgery center (ASC) development have continued to change over the years. Once viewed as a threat to hospitals, their physicians and their operations, ASCs are now being seen as a way for hospitals to maintain their market share, increase physician retention and improve patient satisfaction. They are also being viewed as a way for hospitals to more effectively compete in the ever-growing ambulatory surgery market.

Outpatient cases continue to move away from hospitals and toward outpatient surgery centers, a trend that began in the 1980s and shows no signs of letting up. According to SMG Marketing Group, fewer than five million outpatient cases were performed in 1981; by 2007, this number is expected to reach nearly 25 million. And while these outpatient numbers rise, inpatient cases continue to decline, leveling off in the opposite direction.

In addition, CMS now allows surgeons to perform more than 600 major surgeries requiring a high level of anesthesia in an outpatient setting. Changes like these make it clear that hospitals must find a way to become part of this shift or risk



Bill Murphy



Geno Bonetti

being left behind as cases and procedures continue their transition to the outpatient environment.

By working together with physicians to develop an ambulatory surgery center that is an extension of their hospital, hospital executives can help satisfy physician desires for increased control and ownership while also securing physician loyalty, freeing up valuable inpatient space and increasing market share.

Also, by bringing in an experienced, third party ASC management company, the hospital can satisfy physician desires for a highly efficient and productive surgery environment. Hospital/physician joint ventures are the ideal way for hospitals to include their physicians in the ASC

process while also accomplishing the above objectives and more. Joint ventures also help hospitals realize that they must capitalize on those physician relationships they have currently in place. Failing to do this puts hospitals at risk of attrition when their physicians leave in search of the benefits and efficiencies that an outpatient ASC environment provides. This attrition is dangerous because it can impact a hospital's efficiency and ancillary volumes.

The benefits of a hospital/physician joint ventured surgery center include the following:

- Minimized threats to the hospital, including competing physician-owned and corporate outpatient surgery centers.
- More room for hospital inpatient activities by redirecting smaller, more outpatient cases to an efficient and lower-cost ASC.
- An expanded market base and community presence.
- The ability to leverage the ASC as a recruitment tool to attract new physicians and, as a result, new inpatient

volume.

- The creation of a competitive advantage and a valuable partnering relationship with your physicians.
- Improved physician relationships and loyalty.
- The ability to satisfy physician ownership expectations by allowing physicians to buy into the project and making them "part of the team."

Physicians today have more options than ever, including numerous ASC ownership and partnership opportunities. Proactive hospitals realize that it makes sense to participate with their physicians in the development of collaborative ASC relationships and strategic alliances rather than drive them into a competing surgical environment elsewhere in the community.

See next month's issue of *Hospital News* for part two of this article series: the landscape for hospital/physician joint ventures going forward.

Bill Murphy, Vice President of Business Development for Titan Health Corporation, can be reached at [bmurphy@titanhealth.com](mailto:bmurphy@titanhealth.com) or (214) 722-7539.

Geno Bonetti, Vice President of Business Development for Titan Health Corporation, can be reached at [gbonetti@titanhealth.com](mailto:gbonetti@titanhealth.com) or (412) 670-1053.



BRINGING THE NATION'S LEADING HEALTHCARE SOLUTIONS COMPANIES TOGETHER FACE TO FACE WITH THE REGION'S LEADING HEALTHCARE EXECUTIVES AND PROFESSIONALS, WHERE THE EXECUTIVES AND PROFESSIONALS WORK AND RESIDE.

Pennsylvania hospital and health system IT executives, physicians, and other hospital management and quality care professionals whose jobs involve the regular use of technology to do various aspects of their job --- don't miss the N.E. US region's largest gathering of area healthcare professionals.

Join your peers for this unique regional conference.

For more information and on-line registration please visit [www.healthcaretradefaire.com/Pittsburgh](http://www.healthcaretradefaire.com/Pittsburgh) or call 503-387-3120



**Northeast U.S. Healthcare Trade Faire & Regional Conference**  
Friday, May 11, 2007 – Pittsburgh, Pennsylvania – Hilton Pittsburgh

Sponsored by HIMSS Western Pennsylvania Chapter  
also in cooperation with Hospital Council of Western Pennsylvania



## PsyD

The Doctorate in Counseling Psychology at Carlow University

Carlow University is pleased to announce its first doctoral program. The Counseling Psychology curriculum will follow the practitioner-scholar model, placing emphasis on practitioner training. Applications are now being accepted for fall 2007. Carlow University is accredited by the Middle States Commission on Higher Education.

Contact: Dr. Mary C. Burke | 412.578.6408

[www.carlow.edu](http://www.carlow.edu)





## Ambiguities in Insurance Policies Favor Policyholders

Healthcare providers have a new tool to use in disputes with insurance companies over coverage under their policies. The United States District Court for the Western District of Pennsylvania recently ruled that, when insurance policies are ambiguous, courts are to resolve those ambiguities in favor of the policyholder.

Insurance policies are complex and sometimes confusing documents that attempt, often unsuccessfully, to anticipate and account for a wide range of probable and improbable future events. When an insurer successfully accounts for an event or claim in its policy language, it can clearly address the question of whether that claim is covered by an explicit provision or exclusion in a policy.

But when a claim arises from an unforeseen set of facts or when an insurer fails to clearly draft its policy, even the most well-trained policyholder, lawyer, insurance professional or judge may not be able to clearly interpret and apply policy language. In many cases, both the insurer and the policyholder can offer reasonable interpretations that support conflicting positions.



BY RICHARD T. VICTORIA, ESQ.

For decades, courts in Pennsylvania and in many other jurisdictions have held that contractual terms (in insurance policies or otherwise) are “ambiguous” if they are subject to more than one reasonable interpretation when applied to a particular set of facts. Once it is determined that such an ambiguity exists in an insurance policy, two general and somewhat competing legal principles have been applied to resolve the conflicting

positions of the insurer and policyholder. First, extrinsic evidence (evidence other than the written insurance contract, including oral or written negotiations, letters, and discussions, which is not normally admissible to interpret unambiguous policy terms) is admissible to explain the insurance agreement, determine the intent of the parties and resolve ambiguities. Second, courts have applied the doctrine of contra proferentem, under which ambiguous terms should be construed against the insurer who, as the drafter of the policy, had an opportunity to clearly state its terms.

In the attempt to apply these two gener-

al principles, new conflicts arise in the form of the classic “chicken or egg” dilemma: If extrinsic evidence is considered and favors an interpretation beneficial to the insurer, then of what use is contra proferentem, which seemingly requires a victory for the policyholder? On the other hand, if contra proferentem is applied first and the insurance policy is construed against the insurer, why look to extrinsic evidence?

Facing this seeming conflict in the law, some courts applying Pennsylvania law, apparently relying on cases not involving insurance contracts, decided only to construe ambiguous language against the insurer in the absence of relevant extrinsic evidence. In such cases, if the extrinsic evidence resolves the ambiguity, then the policyholder-favoring rule of contra proferentem is never applied.

The “extrinsic evidence first” application of the rules, however, is inherently detrimental to policyholders, because it opens the door to extensive testimony by the insurer and others involved in drafting the policy regarding what was actually intended by the ambiguous language. The policyholder, who in most cases has little, if any, input in the drafting process, may have little, if any, favorable evidence to offer. A review of extrinsic evidence is costly and time-consuming in and of itself and may prolong the litigation, because a resolution at an earlier summary judgment phase is less likely where factual issues are present. This situation is often both legally and financially harmful to policyholders.

Fortunately for policyholders, in the recent case of Federal Insurance Co. v. Continental Casualty Co., the United States District Court for the Western

District of Pennsylvania adopted a different and decidedly more policyholder-friendly approach. Addressing an ambiguous policy exclusion and comparing two relatively recent decisions of the Pennsylvania Supreme Court, Prudential Property and Casualty Insurance Company v. Sartno, and The Insurance Adjustment Bureau, Inc. v. Allstate Insurance Company, the District Court concluded that Pennsylvania’s insurance contract law requires a court to interpret insurance policies “with all ambiguities to be resolved in favor of the insureds” and that “[u]nder Pennsylvania law, the inquiry can go no further.” While insurers may argue that this case’s impact should be limited solely to the interpretation of policy exclusions, reasonable arguments support an application of this approach to all ambiguities in insurance policies.

Because ambiguous policy terms are common sources of dispute between insurers and policyholders, the Federal Insurance Co. v. Continental Casualty Co. case should not be overlooked in analyzing a healthcare provider’s claims for coverage. Although this case continues to be litigated in the District Court and appeals may yet be filed, the Court’s method of analysis and comparison of the Pennsylvania Supreme Court’s holdings in Prudential Property and The Insurance Adjustment Bureau are valuable tools for healthcare providers and their attorneys in disputes with insurance providers.

Richard T. Victoria is a member of the Litigation Section at the law firm of Meyer, Unkovic & Scott LLP. Richard can be reached at [rtv@muslaw.com](mailto:rtv@muslaw.com).

### HPI Health Policy Institute Governance Briefing Friday, April 13, 2007

Friday, April 13, 2007, 8-9:30 am

8-8:15 Registration and continental breakfast

8:15-9:30 Briefing

#### Board Self Assessments that Result in Governance Improvement

Larry W. Walker, President, The Walker Company

The briefing will cover:

- A comprehensive annual leadership self-assessment
- Leadership-building results of rigorous board self-assessment
- What to measure, how to measure it, and how to evaluate results
- Create a “governance gain” action plan

**Location:** Biomedical Science Tower, Room 100, 200 Lothrop Street (first floor of the building between Presbyterian and Montefiore hospitals). Eye & Ear Institute is also housed in this tower. Parking is available at nearby public garages as well as metered parking.

**Briefings are free. Registration is required** and available through these options:

Online: [www.healthpolicyinstitute.pitt.edu](http://www.healthpolicyinstitute.pitt.edu)

Phone: 412-624-3675

E-mail: [friede@pitt.edu](mailto:friede@pitt.edu)

FAX: 412-624-7747

Mail: Health Policy Institute, GSPH, University of Pittsburgh, 130 DeSoto Street, Pittsburgh, PA 15261

Live webcast can be viewed at <http://mediasite.cidde.pitt.edu>  
Click on “Live Webcasts” link. Use Windows Media Player 9 or newer.  
View past briefings at <http://www.healthpolicyinstitute.pitt.edu/briefinglist2.htm>

CME and ACHE credit available.

Sustaining Sponsors:

Highmark, McCune Foundation, University of Pittsburgh Medical Center

Gold Level Funding Partners:

Heritage Valley Health System, West Penn Allegheny Health System

Silver Level Funding Partners:

Butler Health System, The Children’s Institute, Presbyterian SeniorCare, The Roy A. Hunt Foundation

Other Funders: Bentz Law Firm PC, Buchanan Ingersoll Rooney PC, Matis Baum Rizza O’Connor, McIntyre Hartye & Schmitt, Meyer Darragh Buckler Bebenek & Eck PLLC, Thomson Rhodes & Cowie PC

Health Policy Institute, University of Pittsburgh, Graduate School of Public Health, Pittsburgh 15261

*A professional company offering the following services for your patients;*

- Geriatric Care Management
- Personal Assistance
- Housekeeping Services
- Meal Preparation
- A few hours per day up to 24 hour services provided – 7 days a week
- Companion Services
- Medication Management (RN Supervised)
- Hospice Care (non-medical)
- Transportation (Dr’s Appt. Holiday Shopping)

Allegheny County: 412-206-0174  
Washington County: 724-222-9905  
Westmoreland County: 724-327-9137  
Fayette County: 724-626-8225  
**TOLL FREE: 1-866-922-7464**  
[www.thecaringmission.com](http://www.thecaringmission.com)

**THE Caring MISSION**  
SENIOR CARE<sup>SM</sup>  
*Your Solution to In-Home Services*

## IF YOUR CONFIDENTIAL RECORDS FELL INTO THE WRONG HANDS...

Today more than ever, it’s no longer adequate to simply throw confidential records away — they must be thoroughly destroyed. When it comes to maintaining document security, Allegheny Records Destruction Service is the choice of medical facilities throughout Western Pennsylvania.

**For more information, please call**  
**1-800-245-2497**  
**or visit [www.alleghenyshredding.com](http://www.alleghenyshredding.com)**

**ALLEGHENY RECORDS DESTRUCTION SERVICE**

Old William Penn Hwy East  
Delmont, PA 15626  
724-468-4300 Fax: 724-468-5919  
[solutions@alleghenyshredders.com](mailto:solutions@alleghenyshredders.com)

# Well-Seasoned Consultants: Caveat Emptor – Buyer Beware

This month our firm celebrates its third anniversary. We have had a lot of fun, grown rapidly, made a few mistakes and have enjoyed remarkable success.

It is always risky commenting on the consulting skill of other firms. So, at the outset I should disclose that we have several dozen consulting partner firms from whom we have benefited greatly from their instructiveness, sound leadership and commanding knowledge. They are often in a position to offer expertise that is not within the spectrum of services offered by American Healthcare Solutions. Further, we have enormous respect for many of our competitors with whom we have no relationship. There probably has never been a deeper and richer pool of consulting talent in the healthcare industry.

We do, however, still bump into consulting firms that bill themselves as “well-seasoned.” This term of art is often a euphemism for tired and old approaches to solving new problems in healthcare. “Well-seasoned” is, however, a nicer term than “old goat.” “Old” today is less related to the age of the consultant than is the freshness of thought within their minds and hearts.

Originally used to describe food, “well-seasoned” draws my attention to “beef jerky” and “Virginia ham.” Both are rather expensive, loaded with more chemicals than a waste disposal system and heavily laden with fat and salt. The routine consumption of these food items is not generally considered good for your health; directly related to hypertension, as a minimum.

One should look carefully at the ingredients of a “well-seasoned” consultant; the following characteristics are bad signs:

- If your consultant thinks advanced computer skill is in some way related to e-mail . . . you may have a “well seasoned” consultant.
- If your consultant gets glassy eyes when you request a multi-variant predictive algorithm utilized in productivity management . . . you may have a “well seasoned” consultant.
- If your consultant thinks supply chain management is picking the right GPO . . . you may have a “well-seasoned” consultant.
- If your consultant cannot tell you every link in the revenue cycle from the doctor scheduling the operating room from his office to the investment of cash receipts from net patient care . . . you may have a “well-seasoned” consultant.
- If the pictures of the consultants on their website (if they have one) looks like the bulletin board introduction photos of clients in a local nursing home . . . you may have “well-seasoned” consultants.
- Seriously, while there are endless lists of indicators, if you open the invoice from your consultant and the dollars charged



BY JAN JENNINGS

take your breath away . . . you may have a “well-seasoned” consultant. Stated somewhat alternatively, if the invoice challenges your “gut” regarding the value received for the dollars charged . . . you may have a “well-seasoned” consultant.

As a practical matter, a consultant should only be retained against the same criteria generally utilized for hiring a new member of an executive team:

1. They can do something you do not have time to do.
2. They offer expertise

that is needed and otherwise unavailable within the organization.

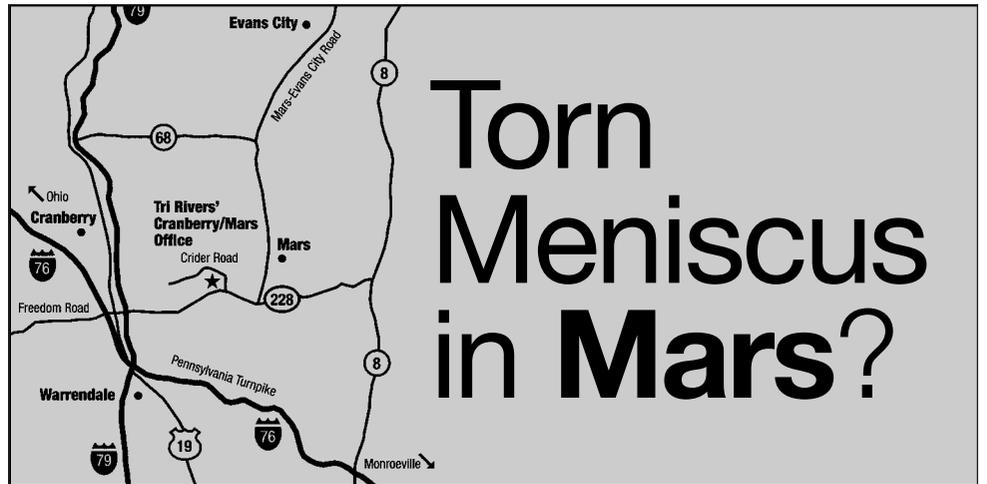
It is this latter category of consulting where “well-seasoned” consultants tend to struggle. The “well-seasoned” consultant that has skills garnered in the 1970’s or 1980’s is frequently missing an entire body of knowledge that has emerged in healthcare administration in the last generation. Certainly experience is an important factor in selecting a consulting firm but is the firm at the cutting edge of quantitative and qualitative analytical technologies and knowledge?

The best “well-seasoned” consultant I know is a fellow in his mid 70’s by the name of Paul Long. He is semi-retired, was a senior leader in the former Hunter Group and has an extraordinary pedigree of finance related accomplishments in some of the best hospitals in the United States. He stays current with the latest developments in healthcare administration and healthcare finance, in particular, and has penetrating judgment and integrity. His conclusions are based on deep data analysis, a balance of competing forces within an organization, and a commitment to deliver value to the client. We wish we could secure his services on a full-time basis. I do not have his permission to use his name in this missive . . . so I am likely to take a finger-wagging for telling the truth about him.

We also see young people coming into the field with remarkable skills and abilities typically over the pay grade of the generally available “well-seasoned” consultant. These young people own the future of healthcare consulting. Integrating their knowledge and analytical skill with more senior, but competent, talent is the trick for obtaining best value in healthcare consulting.

So, there you have it. When you retain a healthcare consultant, be careful. These dollars should be spent judiciously. If your consultant cannot exceed your expectations and raise the performance bar for your organization, you may have purchased the “beef jerky” and “Virginia ham” of healthcare consulting . . . well-seasoned. On the one hand your feet should not swell, but your blood pressure may rise.

Jan Jennings, President and CEO, American Healthcare Solutions, can be reached at [Jennings@americanhs.com](mailto:Jennings@americanhs.com).



## Torn Meniscus in Mars?

**No matter where you hurt, the orthopedic and sports medicine specialists of Tri Rivers Surgical can help.**

Tri Rivers' new Cranberry/Mars office, located just off Rt. 228, offers convenient care to patients in Cranberry, Mars and surrounding communities.

Our team of physicians provides a range of services, including:

- Management of bone and joint disorders and sports medicine injuries
- ACL and rotator cuff repair
- Management of joint pain, including total joint replacement
- Shoulder and elbow reconstruction
- Fracture care
- Diagnosis and treatment of other orthopedic concerns



**Tri Rivers**  
SURGICAL ASSOCIATES, INC.

Orthopedic Surgery and  
Musculoskeletal Medicine

Whether you have hip or knee arthritis in Harmony or wrist pain in Warrendale, you can feel better knowing that a Tri Rivers doctor is close by. **To learn more, call 1-866-874-7483.**

**Locations:** North Hills • Butler • Cranberry/Mars on Rt. 228

**Orthopedic physicians:** D. Kelly Agnew, M.D. • Robert L. Waltrip, M.D.  
S. Joshua Szabo, M.D. • Michael W. Weiss, M.D. • William D. Abraham, M.D.  
Trenton M. Gause, M.D. • Thomas S. Muzzonigro, M.D. • FX. Plunkett, M.D.

[www.tririversortho.com](http://www.tririversortho.com)

Prepare for Leadership in Health Policy & Management

## MASTER OF HEALTH ADMINISTRATION

Department of Health Policy & Management

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

### THE MHA PROGRAM PROVIDES

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

### FOR MORE INFORMATION

Call Donna Schultz at (412) 624-3123

e-mail: [dschultz@pitt.edu](mailto:dschultz@pitt.edu)

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



**University of Pittsburgh**  
Graduate School of Public Health

# Unison Launches Gold Star Program to Honor Physician Excellence

BY NANCY KENNEDY

An innovative program developed by Unison Health Plan to honor and reward primary care physicians who offer exceptional quality of care to participating Medicare, Medicaid and CHIP consumers will be launched in April with special events at Nemacolin Woodlands and the Hershey Lodge. The new Gold Star Program, conceived by Unison Medical Director Joseph Sheridan, D.O., is a means of expressing gratitude for the diligence, commitment and excellence of over 100 family practice, internal medicine and pediatric physicians who have excelled in delivering high quality, cost effective care to Unison customers, based on selected quality and performance measures.

"The Gold Star Program is Unison's way of recognizing these outstanding providers who give service that exceeds the standard in many ways," says Sheridan. "We want the health care industry and the public in Pennsylvania to know that there are significant numbers of doctors who work very hard, using their resources, skills and energy to care for our members. Our goal with the Gold Star Program is to identify them, honor them, make them feel appreciated and reward them by making their jobs easier."

"As a practicing physician myself, I know how hard they work. I was reimbursed by the payors, but rarely received personal acknowledgement or thanks. Doctors are human beings and like anyone else, they need and deserve to feel appreciated."



Dr. Joseph Sheridan



Jennifer Kessler

Unison Health Plan operates public sector health plans for persons who are enrolled in Medicare and Medicaid in Pennsylvania, Ohio, New Jersey, Tennessee and South Carolina. Unison clients are low-income persons that have been traditionally underserved by the health care system, with limited access to care and an absence of preventive care. Many have medically complex conditions and multiple diagnoses that are impacted by social and economic issues. Their care and medical management, says Sheridan, require a comprehensive, anticipatory approach that can be challenging for providers.

"Our Gold Star physicians are on call 24/7. They go above and beyond the norm in meeting the needs of the patients and their commitment produces positive health care outcomes. They provide care that is preventive and cost effective, and our members are very satisfied. One of the goals of this new program is to help make the care of this population less complex for the physicians, by reducing some of the administrative burden for Gold Star physicians so that they can focus on the care," Sheridan says.

Among the benefits for Gold Star physicians is the elimination of the majority of standard prior-authorization processes and the complete elimination of paper referrals. Sheridan explains that the decision to significantly modify the traditional referral system originated with a phone call from a provider. "A physician called me and said, 'You and I have worked together for five years and I have not had a single denial. So what do I have to keep calling to get approval?' It made sense; she had definitely proven herself, as have so many others. A health plan without prior authorization is unheard of, but this is something that we believe these providers have earned. Eliminating referrals will ease their workload."

The physicians who receive Gold Star designation will be notified in March. Those who practice in Western Pennsylvania will be recognized at an awards dinner at Nemacolin, while those in the eastern half of the state will be honored at the Hershey Lodge. The Gold Star credential will be noted on the membership cards of Unison customers who receive care from those physicians.

"We believe that it's important for our clients to know that they are receiving care from dedicated, quality physicians and that Unison thinks so highly of them," says Sheridan. "The message to the clients is 'You are receiving care from a top-notch doctor.' Our hope is that other members will want to see these doctors, too; we plan

to make the Gold Star program known to our clients through our newsletter, ads and mailings."

The physicians that earned the Gold Star designation met or exceeded specific quality measurements for preventive care. The indicators are practice-specific and included completion of EPSDT examinations for children under the age of two; completion of immunizations by age 2; completion of anemia screenings in children under twelve months of age; Pap smear screenings; mammogram screenings; cholesterol screenings and completion of pneumococcal vaccinations in adults. Providers had to exceed the 75th percentile in relation to their Unison peer group and could not be below the 25th percentile for any indicator. In addition, Gold Star doctors must serve a critical number of Unison members and be willing to serve additional Unison clients.

Unison Health Plan is one of the nation's highest ranked health plans. It has received the highest possible accreditation status from the National Care and Quality Assurance (NCQA) agency and was named by the NCQA/US News and World Report America's Best Health Plans report in 2005. Unison promotes access to preventive and comprehensive health care services for Medicare and Medicaid recipients who might otherwise rely on emergency room care. Unison began in Pennsylvania in 1996 and was restructured in 1999 to allow for expansion to other states. The company is distinguished by its collaborative relationships with community and government agencies, creative use of resources and cost effectiveness.

Pennsylvania is the first state among Unison affiliates to offer the program, which will be expanded to the other states, according to Jennifer Kessler, plan president for Unison Health Plan of Pennsylvania. "We've had an outstanding response from the doctors in Pennsylvania," she says. "Our primary goal is a program that works for the doctors and is attractive to them so that they will want to see our members. Ultimately, we want each of our members to find a medical home with the right provider. We have so much respect for the doctors; we want to simplify things for them and be easy to work with."

"Our doctors are simply great. They take great care of our patients. We want them to know that we recognize this, and we want the world to know, too."

For more information about Unison Health Plan or the Gold Star Program, contact Dr. Joseph Sheridan at [joseph.sheridan@unisonhealthplan.com](mailto:joseph.sheridan@unisonhealthplan.com).

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



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

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

Gateway Hospice makes this possible by:

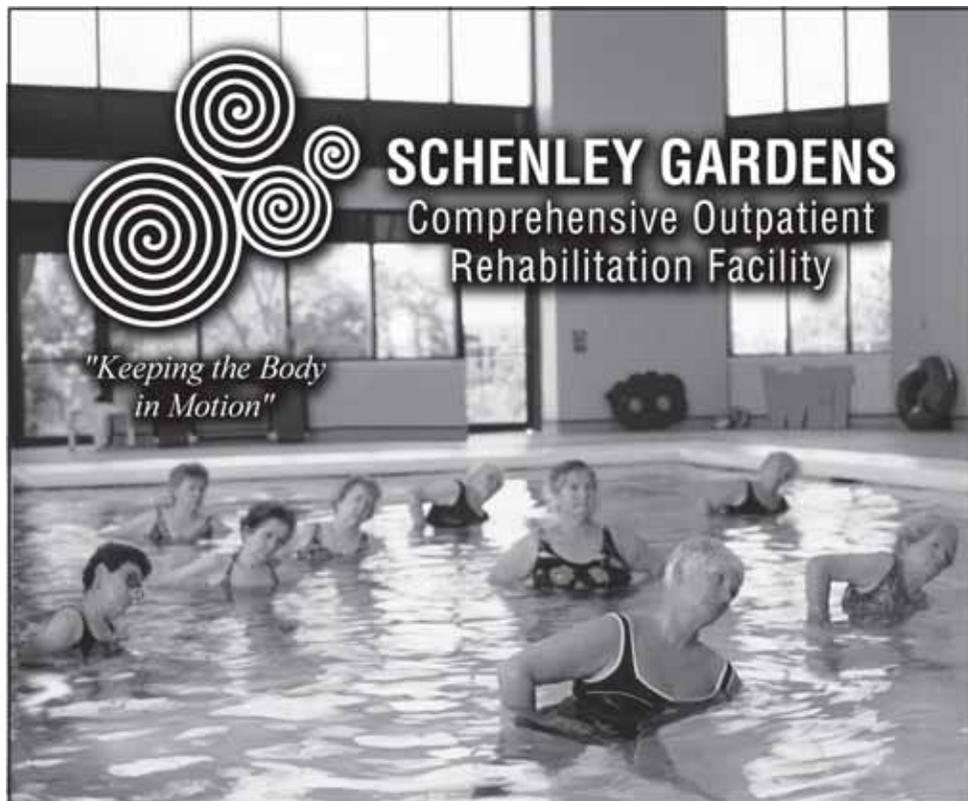
- 24 hour 7 day week availability.
- Medicare certified/all insurances welcome. Financial status has no bearing on eligibility.
- Care is provided wherever the individual "calls home" in Allegheny and all surrounding counties.
- Ongoing education and resources regarding end of life issues and hospice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

Embracing Life



**GATEWAY**  
HEALTH

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



**SCHENLEY GARDENS**  
Comprehensive Outpatient  
Rehabilitation Facility

"Keeping the Body  
in Motion"

*Focus Your Energy On Healing*

Let the Comprehensive Outpatient Rehabilitation Facility at Schenley Gardens coordinate your individualized treatment. Free indoor parking is provided. For more information, call 412-621-4200, Ext. 1014.

Services:

- Nursing • Psychological
- Respite Care • Arthritis Pool Program

Therapies:

- Aquatic • Physical
- Occupational • Speech

3890 Bigelow Boulevard • Pittsburgh, PA 15213



## COVER STORY: More Hospitals Being Recognized As 'Best Places To Work'

Continued from page 1

My research took me to three organizations that award the BPTW designation focused on our region, Best Places To Work In PA (BPTW-PA), *The Pittsburgh Business Times*, and PA Business Central. BPTW-PA is the annual statewide program sponsored by the Commonwealth of Pennsylvania. *The Pittsburgh Business Times* and PA Business Central are regional media outlets that likewise sponsor annual BPTW programs. All three programs are highly regarded. BPTW-PA recognizes 50 organizations each year in each of two employer-size categories. *The Pittsburgh Business Times* recognizes 50 employers and PA Business Central recognizes 100 organizations.

Let me start by saying that a growing number of hospitals and health systems have been successful in attaining the BPTW designation over the past three years. In 2004, ten hospitals and health systems in western PA received a BPTW designation from one or more of these three organizations. In 2005, that number grew to thirteen and this past year, 2006, fifteen of the region's hospitals and health systems received a BPTW designation from one or more of the three awarding groups. And four, Conemaugh Health System, DuBois Regional Medical Center, Indiana Regional Medical Center and St. Clair Hospital, have been recognized by one or more of the awarding groups in each of the past three years.

Based on my research, here, in a nutshell, is what appears to be what sets these hospitals apart from their peers. The strengths that have contributed to achieving the BPTW designation relate to engaged employees and employees who are aligned to organization's mission. That is, employees identify as much with their organization and their work as they do with their profession. These organizations have been able to cultivate and sustain their strengths through a vigorous process of continuous communications, recognition, and rewards. Emphasis is on the word "continuous."

To be effective and to be seen as more than the latest flavor of the month, commu-

nication, recognition and rewards must take center stage and be ongoing. And these healthcare organizations express their commitment to valuing people through both public and private recognition and appreciation practices that take multiple forms.

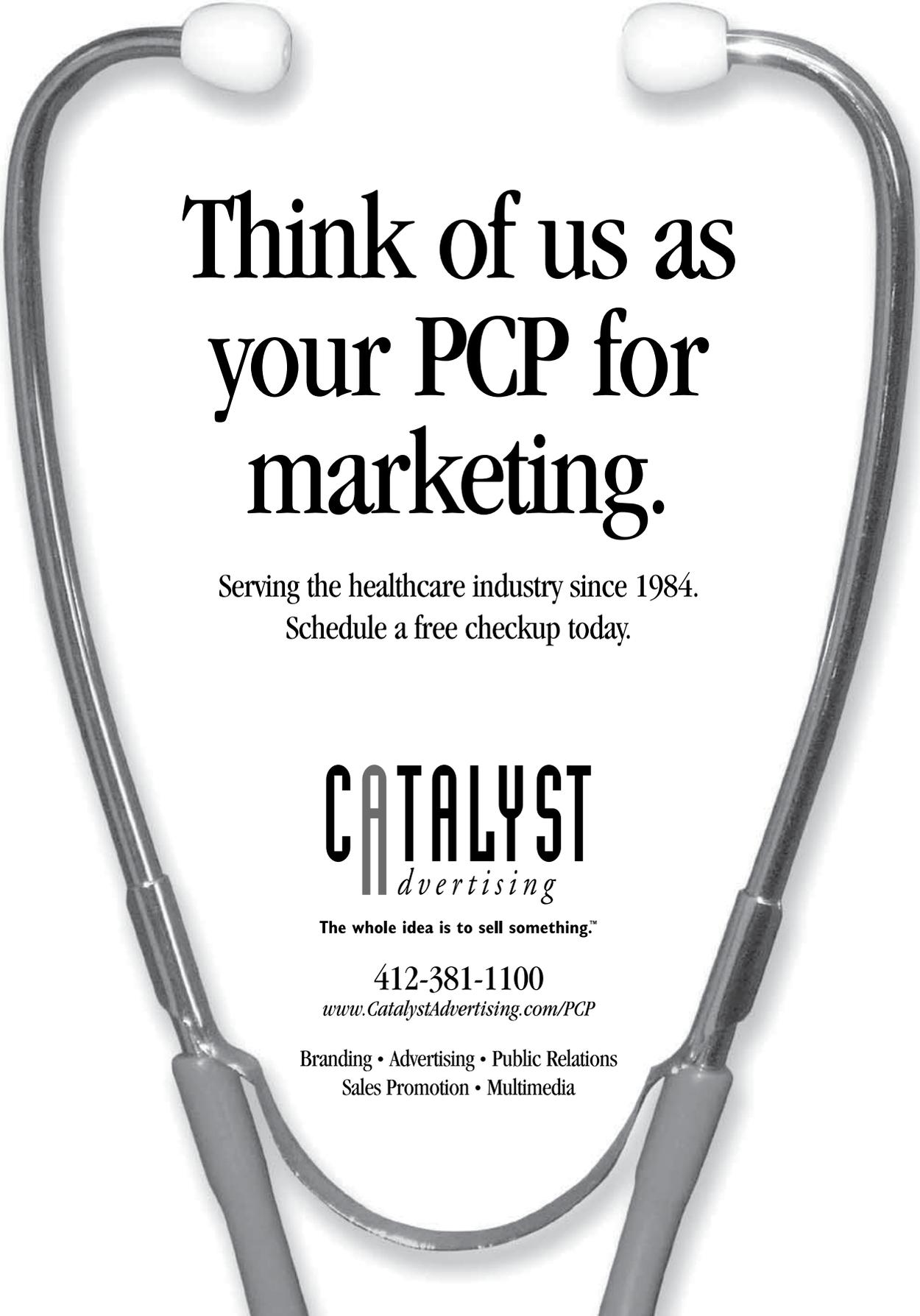
And, lest you think that BPTW is just one of those "feel good" programs that contributes little or nothing toward the vitality of the organization, think again. The majority of hospitals and health systems that have achieved BPTW designation have better

than average financial margins, lower than average length of stay, and lower than average employee turnover rates.

Finally, the results of this research dovetail with the findings of Press Ganey, AON Consulting, and Modern Think, nationally recognized market research firms that have concluded that organizations that place a premium on employee recognition and participation, that ensure accessible leadership, that instill in employees a positive impression of the organization and a sense of

pride, and that demonstrate a commitment to retention realize high levels of employee satisfaction, productivity, and commitment.

Marc Cammarata is President of M.A. Cammarata & Associates, a consulting firm providing human resources and operations management solutions to healthcare organizations. If you would like more information on this or other Human Resources topics, you can contact him at (412) 364-0444, macammarata@verizon.net, or www.macammarata.com.



# Think of us as your PCP for marketing.

Serving the healthcare industry since 1984.  
Schedule a free checkup today.

**CATALYST**  
*Advertising*

The whole idea is to sell something.™

412-381-1100

[www.CatalystAdvertising.com/PCP](http://www.CatalystAdvertising.com/PCP)

Branding • Advertising • Public Relations  
Sales Promotion • Multimedia



**Don't forget  
Hospital News  
in your 2007  
marketing plans**

Call for more information  
at 412-856-1954 or  
visit our website at  
[www.hospitalnews.org](http://www.hospitalnews.org)

# TOP PHYSICIANS

## Rakesh Sindhi, M.D.

Children's Hospital of Pittsburgh of UPMC

**Board certification:** General Surgery, Fellowship-Transplantation Surgery  
**Research highlights:** Rakesh Sindhi, M.D., is highly funded, including grants from the National Institutes of Health. A recent study of Dr. Sindhi's showed positive results of a new low-dose, anti-rejection protocol, which he presented at the World Transplant Congress this past fall. Improving the outcomes of his young patients is what keeps him motivated.

"Improved survival rates have focused more attention on finding ways to make recovery less difficult and give children a quality of life vastly better than what patients could expect a decade earlier. The most difficult period of recovery for child and family is typically the first year after transplantation. As the child's condition improves, improvement in the child's quality of life typically follows."

**Affiliations:** American College of Surgeons, American Society of Transplant Surgeons

**Areas of specialization:** Liver and intestine transplantation in children

**Greatest medical advance in your area of specialization:** Powerful anti-rejection medicines and better ways to use them have improved general outcomes significantly, such that improving individual outcomes represents the new challenge in transplantation.

**How has the practice of medicine changed in your career:** Greater attention to the welfare of fellow physicians and trainees, scrutiny of defensive medical practices, e.g. ordering too many tests, and electronic medical records.

**What inspires you to do what you do:** For most clinical problems, the technology already exists to bring a better solution to the bedside, within a real-time framework, through research. To do so for children with congenital disease, who bear no responsibility for their condition, is truly fulfilling.

**Community involvement:** Through my family and children  
 First job: Research Fellow-Immunology, Children's Hospital of Cincinnati

**Pet peeve:** SPAM and excessive e-mails that simply document events and therefore communicate no real purpose.

**Proudest accomplishment:** My family, especially my children.

Most valuable lesson you have learned in your career: Someone in industry once said, "Failure is an underrated experience." To try and fail is better than to never have tried, and therefore have had no chance of success at all.

**Person you most admire:** My mother for imparting a clear sense of what is right.

**What advice would you offer others considering a career in medicine:** With the technological advances that have occurred, the opportunities to make a difference keep getting better. I would strongly recommend it to those who believe in making a difference by helping others overcome illness.



## Dr. Selvaggi

Elected President,  
 American Cancer  
 Society  
 Board of Directors



Kathy Selvaggi, M.D., director, West Penn Hospital Palliative Medicine Service, and medical director, Forbes Hospice, was recently elected president of the Pennsylvania Division of the American Cancer Society's Board of Directors.

Dr. Selvaggi joined the American Cancer Society in 1998 as the Armstrong County Board president. Since 1999, she has served as a member of the Pennsylvania Division Board of Directors.

"I began volunteering for the American Cancer Society because I believe in the mission of this organization," she said. "I look forward to this new leadership role as a way to further serve Pennsylvanians who have been affected by cancer."

A three-time recipient of the Society's Clinical Oncology Fellowship Stipend, Dr. Selvaggi has received the American Cancer Society Quality of Life Award, the Lane W. Adams Award and the Cancer Control Award from the Armstrong Unit. She serves as an avid fundraiser for the Society, primarily through its annual "Relay for Life" event in Ford City.

## Make this the year you jump-start your career.

As Pennsylvania's senior population increases, so do career opportunities for those who serve their needs. **A graduate certificate in gerontology from the UNIVERSITY OF PITTSBURGH can provide you with the skills and experience you'll need to work with our region's older residents.**

Choose from concentrations in dentistry, law, nursing, occupational therapy/rehabilitation, public health, social work, prevention and healthy aging, or a multidisciplinary track suitable for anyone interested in broadening their education and enhancing their career readiness.

- Flexible Scheduling
- Affordable Tuition
- Quality Education

Find out more at our upcoming free information session:

**Tuesday, April 10, 2007**

**6-7 p.m.**

Cathedral of Learning, Fourth Floor

**RSVP by calling 412-624-6600.**

Visit us online at [www.cgs.pitt.edu](http://www.cgs.pitt.edu) for details.



University of Pittsburgh

College of General Studies

This certificate is a collaboration of the University of Pittsburgh Institute on Aging, University Center for Social and Urban Research, and University of Pittsburgh College of General Studies.

# TOP PHYSICIANS

## Eugene Z. Hirsch, M.D. Forbes Hospice

Eugene Z. Hirsch, M.D., a retired geriatrician and cardiologist, has been volunteering his time to Forbes Hospice for the past 10 years. He directs the Department of End-of-Life Professional Education for the hospice which affords him the opportunity to train medical students and residents about end of life care. Residency programs from West Penn, West Penn - Forbes Regional Campus, UPMC - St. Margaret's, and UPMC - Shadyside are some of the programs that have taken advantage of his wisdom. Also schools of medicine such as the University of Pittsburgh, MCP Hahnemann, Temple and Drexel University have sent medical students. His teaching methods help these physicians-in-training gain insight into the emotional, social and cultural aspects of hospice care and their role as a physician. These young men and women learn through Dr. Hirsch's tutoring, the important lessons that are often missed in medical training: compassion, acknowledgement and honesty.



Honors for Dr. Hirsch include being recently named a Community Champion as part of the local Jefferson Awards, an organization that recognizes people in the community who contribute to public and community service and in 2006 being recognized as an outstanding volunteer by the Pennsylvania Hospice Network, receiving the Heart of Hospice award.

## Stanley M. Marks, M.D.

Director of Clinical Services and  
Chief Medical Officer of  
UPMC Cancer Centers  
Chief, Division of Hematology/Oncology UPMC  
Shadyside Clinical Professor of Medicine  
University of Pittsburgh School of Medicine



Cutting edge technology and research has earned Pittsburgh an international reputation for medical care, but it is the healthcare personnel who enable and sustain the reputation. Stanley Marks, M.D., has established himself as a skilled and caring hematologist oncologist. His trademark of embodying expertise and compassion has earned him a plethora of national awards and recognition including "Best Doctors in America", National Research Service Award from the United States Public Health Service and the Golden Apple for Excellence in Teaching.

First and foremost though, his "fan base" is Pittsburgh. While most publicly with the family of his late patient Mayor Bob O'Connor, he also has bonded with countless cancer patients and families. In addition to his outstanding medical work, he makes the time for a number of charities and professional organizations. Before 'patient advocacy' became a household term, Dr. Marks supported agencies that focus on the impact of disease. His Board of Directors affiliations include the American Cancer Society, Cancer Caring Center (a founding member), Juvenile Diabetes Research Foundation, Pittsburgh Pain Society, Pittsburgh Research Institute and the UPMC Cancer Centers. He also served as President of both The Leukemia & Lymphoma Society and the Allegheny County Medical Society. Local media have also taken notice - he is consistently named one of this city's "Top Doctors" by the Pittsburgh Business Times, Pittsburgh Magazine and WPXI Television.

Dr. Marks attended the University of Pittsburgh, receiving his Bachelor's degree in Biology in 1969, and a medical degree in 1973. Following an internship and residency at UPMC Presbyterian, he completed fellowships at the Peter Bent Brigham Hospital, Harvard Medical School and the Dana Farber Cancer Center.

While director of Hematology and Medical Oncology at Allegheny General Hospital, Dr. Marks founded Oncology Hematology Association (OHA). Under his leadership, OHA has become one of the largest hematology-oncology practices in Pennsylvania with 30 physicians in 21 locations. Collectively, the practice sees more than 10,000 new cancer patients annually. With the merger of OHA and the University of Pittsburgh Cancer Institute, Dr. Marks became the Director of Clinical Services and Chief Medical Officer of UPMC Cancer Centers and of the division of hematology-oncology at UPMC Shadyside. UPMC Cancer Centers is now one of the largest cancer centers in the nation, consistently ranking among the top ten cancer centers in the country by U.S. News and World Report and in NCI Funding.

Countless medical accomplishments notwithstanding, Dr. Marks is clearly a physician who has dedicated himself to the practice of compassion.

Unhappy physicians?  
Increased competition?  
Decreased market share?



It's time to consider joint venturing with your hospital's physicians to develop an outpatient surgery center.

- Improve physician satisfaction and retention
- Develop valuable physician partnerships
- Create a valuable competitive advantage
- Preserve your market share

Titan Health Corporation is an industry leader in ASC development and operations. We can help you do this and more.

**Geno Bonetti**  
Vice President of Business Development  
Pittsburgh, Pennsylvania  
412.670.1053  
gbonetti@titanhealth.com

[www.titanhealth.com](http://www.titanhealth.com)



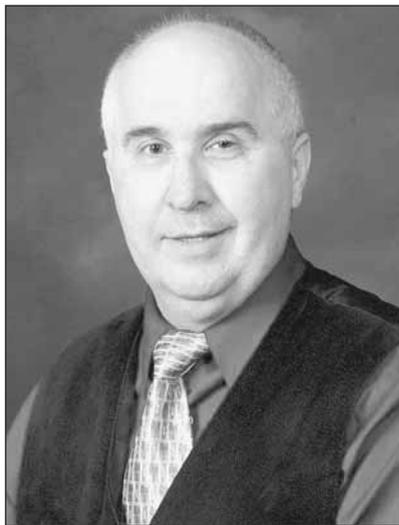
# TOP PHYSICIANS

## ACMC Neurologist Publishes Headache Research Article

A very common reason that patients come to the emergency room is headache pain - specifically, pain resulting from migraine headaches. Treating migraines is also one of the specialties of Gary Mellick, D.O., staff neurologist at The Ashtabula Clinic. Recently, Dr. Mellick joined two other physicians in a one-year retrospective review of 417 headache patients, which was published by the American Headache Society.

The doctors studied patients in an emergency room where more than 2,800 patients were discharged with a headache diagnosis between June 2003 and July 2004. Their goal was to observe the results of headache patients treated with injections of bupivacaine in the muscles of the lower cervical spine. The doctors believed that the injections would be an effective intervention for outpatients suffering from headache pain. The injections have been shown to help with eye, ear, mouth, tooth, and jaw pain as well.

Of the 417 patients who were treated with bupivacaine injections, more than 65 percent of the patients reported complete headache relief. Another 20 percent reported partial relief, 13 percent reported no significant relief and only 1 percent said their headache worsened. Overall, headache relief tended to be rapid, with relief within five to 10 minutes. Dr. Mellick's report suggests that the injections of bupivacaine are an effective treatment for headache pain.



Dr. Gary Mellick

## Heritage Valley Physicians Receive Diabetes Recognition

Heritage Valley Health System recently announced that several of their affiliated physicians have been recognized as "Excellent Diabetes Physicians" by the National Committee for Quality Assurance (NCQA) with a certification for completion of the Diabetes Physician Recognition Program. These physicians emphasize quality diabetic care in their offices. Recognized are Karl Bernat, M.D., Sewickley; Gregory Walker, M.D., and Bryan Negrini, M.D., Aliquippa; Ratnakar Shetty, M.D., New Brighton; Brian Everhart, D.O., Robert Madder, D.O., Peter Manolukas, D.O., and Timothy Jackson, M.D., Beaver. These physicians join an exclusive group of physicians in Pennsylvania who have received this designation. Prior to this announcement, fewer than 30 physicians in PA had earned this recognition.

## Khakoo Honored by Governor Manchin

When Rashida Khakoo, M.D., received an envelope in the mail from the State of West Virginia, she assumed it was a follow-up letter from the West Virginia Martin Luther King Jr. Holiday Commission.

Khakoo received a "Living the Dream" award from the Commission in January.

Instead, the letter was from Governor Joe Manchin III naming her a recipient of the Governor's 2007 Civil Rights Day Award.

Dr. Khakoo has demonstrated ongoing commitment to medical education and health care for decades. In 1964, she began her medical career in Uganda at Makerere University Medical School, which was the only medical school in the country. There, she treated many patients with tropical diseases and tuberculosis.

Khakoo joined the section of infectious diseases at West Virginia University in 1976, and currently serves as associate chairman for the WVU Department of Medicine and the assistant vice president for faculty development at the Robert C. Byrd Health Sciences Center.

Her special interests include antimicrobial therapy, hepatitis, parasitic diseases, influenza, and hospital epidemiology. "We can prevent many [infectious diseases] but not all," said Khakoo, "We have to try to prevent as many as we can and it's exciting for me to try."

In 2005, Khakoo was elected a master of the American College of Physicians (ACP), which is one of the highest and most selective honors offered by the College.



Dr. Rashida Khakoo

## Jack Bergstein, M.D.

Southwest Regional Medical Center

**Board certification:** General Surgery

**Areas of specialization:** Advanced Laparoscopic, Hernias, Upper Endoscopies, Colonoscopies, Breast Surgery, Minor Plastic Surgery, Gallbladder Removal

**Greatest medical advance in your area of specialization:** Laparoscopic surgery

**How has the practice of medicine changed in your career:** It's more complex and more patient-friendly

**What inspires you to do what you do:** Helping people and making a difference.

**Community involvement:** American Trauma Society, Humane Society, Food Bank, American Cancer Society, American Holocaust Museum

**First job:** Delivering newspapers and teaching gymnastics

**Pet peeve:** People who don't tell the truth.

**Proudest accomplishment:** Chairman, Violence Prevention Task Force of Eastern Association for the Surgery of Trauma; Director of Surgical Critical Care, West Virginia University 1999-2003

**Most valuable lesson you have learned in your career:** There is always a price to achievement; often it is your family. Your achievements will not buy you love, you will only get that from your family.

**Person you most admire:** My wife, Amber Bergstein.

**What advice would you offer others considering a career in medicine:** You must do well in school! Enter medicine for the love of the career, not to get rich!



# WE MAKE HOUSE CALLS.



If you're interested in a luxurious new Infiniti but can't find the time to come to us, just find a phone. Our Cochran Concierge Service will be happy to deliver one to your home, office or club for a personalized guest drive. Then after your purchase, we'll pick up your vehicle for service visits and bring it back when it's done.

To take advantage of our time-saving Concierge Service, contact General Sales Manager Kelly Sparrow at 412.856.2222.

You'll find it's just what the doctor ordered.

Cochran Infiniti Vehicle Gallery

4845 WILLIAM PENN HIGHWAY • MONROEVILLE  
cochran.com



# TOP PHYSICIANS

## Department of Health Policy & Management Welcomes New Faculty On Board

BY SARA BARADA

In the fall of 2006, Dr. Michael Lin joined the Department of Health Policy and Management, Graduate School of Public Health, University of Pittsburgh as an Assistant Professor. He completed his Ph.D. in 2006 at the University of California (Berkeley) in the Health Services and Policy Analysis program. Dr. Lin is a member of AcademyHealth and the Gerontological Society of America and has several publications on health care quality.



Dr. Michael Lin

Dr. Lin received his BA Degree in Psychology from Swarthmore College, Pennsylvania. He became interested in health administration after he volunteered at two hospitals where he observed the need to improve the system to make it more efficient and of higher quality. Thereby he decided to embark on a path to become a healthcare administrator. Pursuing his new career objective, he earned his MSPH in 1996 from the Department of Health Policy and Administration at the University of North Carolina with a dual concentration in Quality of Health Care and Managed Care.

After graduation, he worked at the University of Colorado Health Science Center at the Center on Aging for four years where he performed studies with the Center for Medicare Services (CMS), Government Accountability Office (GAO), and other federal agencies focusing on nursing home quality. One of the projects aimed to improve the survey process for measuring the quality of care in nursing homes by comparing different surveys to that of CMS. Dr. Lin also worked on a Congressionally-mandated project to evaluate the desirability of minimum nurse staffing ratios. He also worked with geriatric fellows on their research projects, including a study on end-of-life care and another on rehabilitation outcomes.

At the University of California, Dr. Lin completed his dissertation on "Nursing Home Quality: Structure and Strategy." He created a framework for classifying nursing homes throughout the 50 states based on organizational structure, operations, and strategies. His research interests focus mainly on organizational theory (Strategic Management, Resource Dependence, Institutional, and Population Ecology), long-term care, and minority health. He plans to collaborate with other faculty members of the HPM Department working on research related to nursing home quality, and more broadly, aspects of the long-term care industry.

Other than conducting research, the main reason why Dr. Lin decided to join the HPM Department at the University of Pittsburgh is to teach and work closely with students. He believes that "the greatest reward of teaching is to help younger minds learn about the world they live in and the systems they are part of." Dr. Lin will be teaching students from HPM and other departments in a course titled, "Organizational Study: Theory and Application to Health System". According to Dr. Lin, the greatest challenge is to identify and synthesize the various micro, meso, and macro level theories and applications that are worthwhile to teach to students into one course. He is counting on student effort, involvement, and initiative to explore the areas in which they are most interested.

Dr. Lin is also part of a newly formed committee, Community Service and Learning, whose mission is to strengthen the ties between the HPM department and local community. As a member and professor at the HPM department, Dr. Lin is looking forward to becoming a part of the growing programs offered by the department and a potential mentor assisting students in their career development. In the long-run, he hopes that he would be able to contribute to the local community as well as the health care field nationally.

Dr. Lin was born and raised in St. Louis, Missouri to parents who are originally from Taiwan and China. He is single and very devoted to his career. Whenever he is not at work, he likes playing sports such as hockey, tennis, baseball, soccer, and cycling. Also, he enjoys watching movies, and listening to music especially rock, jazz, and blues.

On the part of the HPM Department, we welcome Dr. Lin as a member of our department and look forward to his future contributions to the University and the community.

Sara Barada is a student at the Graduate School of Public Health, University of Pittsburgh.



Sara Barada



Unison Health Plan of Pennsylvania would like to congratulate our 2007 Gold Star Providers.

The Unison Gold Star Program strives to recognize and reward participating Primary Care Physicians who deliver quality health care to Unison members.

Unison's Gold Star Providers have met or exceeded benchmarks for excellence in quality health care, effective health care delivery, accessibility to patients and administrative efficiency.

### Congratulations to these exceptional doctors:

- |  |   |
|--|---|
| Herrs Ridge Family Medicine                        | Keystone Rural Health Center                        |
| AGH Pediatric Clinic                               | Cornerstone Care                                    |
| Anne Chen, MD                                      | Daniel A Church, MD                                 |
| Bellevue Pediatric Associates                      | Eric D Stacher, MD                                  |
| Bloomfield Garfield Health Center                  | Primary Care Center of Mt Morris                    |
| CCP Natrona Heights                                | Waynesburg Family Medicine                          |
| CCP Russelton Pediatrics                           | Blairsville Family Health Center                    |
| CCP South Hills Pediatric Associates               | Pediatric Care Center                               |
| Century III Medical Associates                     | Saltsburg Family Practice                           |
| Forbes Regional Family Practice                    | Eugene D Harasym, MD                                |
| Hill House Health Center                           | Redi Care Physicians Inc                            |
| L J Silberman & Associates                         | Scranton Primary Health Care Center                 |
| McKeesport Family Health Center PCHS               | Scranton Temple Health Center                       |
| Pediatric Alliance PC Greentree Division           | Family Health Services LGH                          |
| Pediatric Alliance Southwest Division              | Lancaster General Hospital Family Health Service    |
| Sewickley Valley Pediatric and Adolescent Medicine | Southeast Lancaster Health Services                 |
| Sto Rox Family Health Center                       | Walter L Aument Family Health Center                |
| West End Health Center PCHS                        | Welsh Mountain Medical and Dental Center            |
| Armstrong Primary Care Center Elderton             | Primary Health Network                              |
| Armstrong Primary Care Center Leechburg            | L VH Pediatric Clinic                               |
| CCP Armstrong                                      | Pediatric Adolescent Services                       |
| Tri State Pediatric Associates Inc                 | Sacred Heart Primary Care                           |
| All About Children Pediatric Partners PC           | Wael Yacoub, MD                                     |
| David K Robel, MD                                  | Geisinger Medical Group                             |
| Milka E Velazquez, MD                              | Mountain Area Healthcare PC                         |
| Reading Pediatrics Inc                             | Rural Health Corp of NE PA                          |
| Matilda R Sotomayor, MD                            | Wyoming Valley Family Practice                      |
| Altoona Family Physicians                          | Clementine Abeloff Community Health Center          |
| Pediatric Healthcare Associates                    | Mountain Family Care                                |
| Ramesh K Chopra, MD                                | Sibbering and Mielnicki Associates                  |
| PhysicianCare PC                                   | Reynaldo C Guerra, MD                               |
| Primary Health Network East Brady and Petrolia     | Ghaffar A Zafar, MD                                 |
| Laurel Pediatric Associates                        | Zarar M Bajwa, MD                                   |
| Pediatric Care Specialists                         | Medical Associates of Boswell                       |
| Mira Slizovsky, MD                                 | Somerset Pediatric and Adolescent Health Center     |
| Anne C Martin-Ko, MD                               | Warren Pediatric Associates                         |
| Children and Teen Center                           | Cornerstone Care Community Medical Center           |
| Hamilton Health Center Inc                         | Cornerstone Care Pediatric Associates of Washington |
| Bayview Medical Practice                           | Bharati P Desai, MD                                 |
| CCP Erie Pediatrics                                | CCP Jeannette                                       |
| Childrens Health Care West                         | East Suburban Pediatric Associates Ltd              |
| Douglas B Grisier, DO                              | Efren L Leonida, MD                                 |
| Liberty Family Practice                            | Jabbour Medical Center                              |
| Medical Group of Corry Inc                         | Mon Valley Community Health Center                  |
| North East Family Practice                         | Pediatric Associates of Latrobe                     |
| Saint Vincent Family Medical Center                | Pediatric Associates of Westmoreland Ltd            |
| Your Pediatric Connection                          | UPMC New Kensington Family Health Center            |
| Cherry Tree Pediatrics                             | Uptown Pediatric Associates - New Kensington        |
| Duy Ba Nguyen, MD                                  | East York Family Medicine                           |
| Laurel Pediatrics                                  | Family First Health Hannah Penn Center              |
| The Doctors Office Brownsville                     | Hayshire Family Medicine                            |
| The Doctors Office Connellsville                   | Shrewsbury Family Practice                          |
| The Doctors Office Masontown                       | Spring Valley Family Medicine                       |
| The Doctors Office Smithfield                      | Thomas Hart Family Practice Center                  |
| The Doctors Office Uniontown                       |   |



UNISON ADMINISTRATIVE SERVICES

300 OXFORD DRIVE MONROEVILLE, PA 15146 • UNISONHEALTHPLAN.COM

# TOP PHYSICIANS

## Timothy Kane, M.D.

Children's Hospital  
of Pittsburgh of UPMC



Timothy Kane, M.D., works hard to make a difference in his patients' lives. Not only is he working to ensure shorter hospital stays and quicker recovery time for his young patients, he strives to make the hospital experience for children as pleasant as possible.

Maybe that is why Dr. Kane, 45, has received Children's Hospital of Pittsburgh of UPMC's own Patient Satisfaction Award for several years. And last year, Dr. Kane was awarded and ranked in the top 25 percent of physicians in a national survey measuring patient satisfaction conducted by Professional Research Consultants (PRC), a customer and marketing research firm.

Dr. Kane serves as the clinical director of the Division of Pediatric General and Thoracic Surgery and as the director of the minimally invasive surgery program at Children's Hospital.

Children's is a national leader in minimally invasive procedures, having performed more than 5000 such surgeries in the last decade, including the world's first minimally invasive esophagectomy (removal of an esophagus) in a pediatric patient. Under Dr. Kane's leadership, more complex procedures on children are now being done through keyhole openings.

Minimally invasive procedures use tiny cameras and surgical equipment inserted into small incisions.

"We can do everything from routine appendectomies, where kids go home the same day, to complicated tumor removals," Dr. Kane said. "This type of surgery has many benefits for the patient, including less pain, less time spent under anesthesia, a lowered risk of infection, faster recovery time and significantly less scar tissue."

Dr. Kane also is an assistant professor of Surgery and Pediatric Surgery at the

University of Pittsburgh School of Medicine, and the co-director of the Center for Surgical Innovation at the University of Pittsburgh Medical Center (UPMC).

He joined the staff of Children's in 2001 and serves on the hospital's Cancer Committee, Continuing Medical Education Committee, and is chair of the hospital's Committee on Surgical Innovation.

He received his bachelor's degree in biology from Colgate University in Hamilton, N.Y.; his master's from The State University of New York at Buffalo, Roswell Park Memorial Institute; and his medical degree from SUNY Health Science Center in Syracuse. He received his general surgical training at the University of Cincinnati Medical Center; and his pediatric surgical training at the University of Alabama at Birmingham.

Dr. Kane is married to wife Jennifer and has four children: stepson, Ryan Cunningham, 16; son, Nicholas, 16; and daughters Kelsey, 15, and Isabella, 6.

## Sang Park, M.D.

Children's Hospital of  
Pittsburgh of UPMC



Sang Park, M.D., has been a pediatric cardiologist for the past 35 years and is well-known for many things, including being a favorite among his patients.

Within the world of pediatric cardiology, Dr. Park may be best known for his creation of the Park Blade Septostomy Catheter. This device is a composed of a tiny razor-like blade that is contained within a catheter that is used to enlarge the opening between the two upper chambers of the heart during a cardiac catheterization in children with complex congenital heart disease. Over the years, a "Park Procedure" has allowed many infants worldwide to avoid, or delay until they are older and stronger, the need for high risk and complicated surgery.

Since his arrival at CHP in 1972, Dr. Park has served as a leading specialist in cardiac catheterization, developer and director of the echocardiography laboratory and as an associate director of the Division of Pediatric Cardiology at Children's Hospital of Pittsburgh. He is a professor of Pediatrics at the University of Pittsburgh School of Medicine, and a consulting staff member at the Children's Home of Pittsburgh.

Dr. Park's compassion and dedication to excellent patient care was awarded last year by being ranked in the top 10 percent of physicians in a national survey measuring patient satisfaction conducted by Professional Research Consultants (PRC), a customer and marketing research firm. He has also been on the national "Best Doctor" list for number of years.

As a gifted teacher, Dr. Park has generously shared his knowledge, sense of humor and philosophy of medicine and life to countless medical students, pediatric residents, cardiology fellows and visiting international physicians. These individuals are now practicing medicine through out the United States and other countries.

Dr. Park has published many articles in the medical literature and serves as a reviewer for the American Journal of Cardiology, Pediatrics, and Cardiac Catheterization and Cardiovascular Diagnosis.

Dr. Park's commitment to service goes well beyond medicine. He is an elder at the Shadyside Presbyterian Church and has been actively involved in the Mission to Malawi, Africa, for the past 10 years. During his trips to Africa he helped build a nursing students' dormitory and, more recently, a church and is planning to help orphans from HIV/AIDS.

Dr. Park completed his undergraduate and graduate education at the Catholic Medical College in Seoul, South Korea. Before coming to Children's Hospital in 1972, Dr. Park did his fellowship in pediatric cardiology at Johns Hopkins Hospital in Baltimore, Md., and Mt. Sinai Hospital in New York.

His advice for those considering a medical career:  
"They must have the commitment to serve the patients humbly with compassion. The career in medicine is a continuing process of learning, the pursuit of well-being and the relief of both physical and spiritual misery in humankind."

## CHATHAM COLLEGE

# ARE YOU READY? to change your world



### MASTER OF OCCUPATIONAL THERAPY

- Complete your degree in 22 months studying full-time
- Learn from faculty who are nationally recognized as teachers, scholars, and practicing clinicians
- Extensive fieldwork experiences throughout the curriculum that are personalized to meet student needs and learning styles
- Job placement counseling available
- Enjoy a small college campus within minutes of downtown Pittsburgh
- Visit [www.chatham.edu/ot](http://www.chatham.edu/ot) for more information

### PROFESSIONAL DOCTORATE OF OCCUPATIONAL THERAPY

- Earn your OTD in 16 months in a 24/7 online experience enabling you to study with convenience and flexibility
- For OT clinicians and academicians who want to enhance their career and be a professional leader
- Visit [www.chathamonline.info](http://www.chathamonline.info) for more information

LEARN MORE ABOUT ALL OF CHATHAM'S GRADUATE PROGRAMS  
AT OUR **ADULT STUDENT OPEN HOUSE ON SATURDAY, MARCH 31**  
VISIT [WWW.CHATHAM.EDU/OPENHOUSE](http://WWW.CHATHAM.EDU/OPENHOUSE) FOR MORE INFO

Chatham College ■ Woodland Road ■ Pittsburgh, PA 15232

## OCCUPATIONAL THERAPY

## REPRINTS AVAILABLE!

If you would like a reprint of an article that  
appears in this issue of *Hospital News*,  
call JMC Graphics at (412) 835-5796 or  
e-mail [adsjmcgraphics@aol.com](mailto:adsjmcgraphics@aol.com).

# ★ TOP PHYSICIANS ★

## Washington Hospital Physician Achieves Life Membership

George C. Schmieler, M.D., FAAFP, medical director of The Washington Hospital Occupational Medicine Center, has achieved Life Membership status with the American Academy of Family Physicians (AAFP). The AAFP recognizes family physicians who have distinguished themselves through service to family medicine and ongoing professional development. To achieve AAFP Life Membership status, a family physician must be a continuous member for a minimum of 20 years, demonstrating his dedication to continuing medical education and the family medicine specialty. Dr. Schmieler has been a Charter Fellow since 1974.



Dr. George C. Schmieler

## Kane Physician Reflects on Lengthy Career

**Edward Farrell, M.D.**  
Kane Regional



Dr. Edward Farrell got his inspiration for his life's work when he contracted pneumonia as a child.

In those days, the 82-year-old doctor explained, pneumonia was a life-threatening disease. Without antibiotics, his doctor had to rely on every skill he could muster to save young Dr. Farrell's life, and that care left a lifelong impression on Dr. Farrell.

"It was a big deal back then," Dr. Farrell said. "It killed a lot of people."

"My family doctor pulled me through it with his attention and some good luck. I was impressed by that, and I figured it would be a good thing for me to do when I got older."

Farrell risked his life one more time before making his pledge a reality. He served three years in the Army after being drafted during World War II, surviving island warfare in the Pacific theater.

After being honorably discharged as a chief petty officer, the Central Catholic High School graduate returned to his hometown. He attended the University of Pittsburgh for both his undergraduate studies, which he completed in 2 \_ years, as well as medical school.

During his career, which came to an end when he retired on Dec. 31, Dr. Farrell repaid the good care he received as a youth to thousands in the Pittsburgh region. He served patients both through his private family practice opened in 1952 as well as at Kane Regional Centers Scott Township beginning in 1965.

Through his family practice which he sold in 1992, Dr. Farrell cared for many patients for a lifetime. His duties included performing just about every discipline in medicine, including obstetrics which led him to deliver more than 1,000 babies during his career.

But his time working for Kane was equally special.

"I always was interested in taking care of the elderly and most of the patients were older at Kane," Dr. Farrell said. "It was an interesting place to work because you saw a lot of diseases that you didn't see in your own practice."

"A lot of the most difficult cases in Allegheny County were successfully treated at Kane. It was always interesting to treat them and care for them. I did learn a lot of things working there because I saw a lot of things there once a week that I saw in my own practice only once or twice a year."

Charlene Flaherty, admissions director at Kane, has known and worked with Dr. Farrell for over 30 years. She said the entire center – patients and staff – will miss Dr. Farrell's skills and remarkable bedside manner.

"I spent more than three decades working with Dr. Farrell and witnessed firsthand the level of dedication he had for our patients here at Kane," Flaherty said. "He was a great friend to Kane and his patients and a true asset to all of us."

Dr. Farrell admitted he will miss the patients and the camaraderie of the job, as well. In fact, when he's not wintering in Florida, Dr. Farrell said his passion for his life's work will likely lead him back to caring for patients.

"I was always happiest at work," Dr. Farrell said. "I have always enjoyed being a doctor and I'm still looking to do some work pro bono and keep my hand in it."

www.daybaumbld.com

## #1 Day's Baum Blvd.



CHRYSLER

Jeep

We will beat any deal every day.  
**Guaranteed!**

ALL NEW  
**2007 Chrysler Sebring**

32  
MPG

**\$199** 36 month lease  
+tax

- ✓ 2.4 liter DOHC Dual VVT 1-4 World Engine
- ✓ Side Seat & Side Curtain Airbags
- ✓ Tire Pressure Monitor System
- ✓ ESP w/Traction Control
- ✓ All Standard + Much More

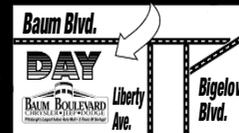
25  
AVAILABLE!



\$1999 due at signing plus tax and registration. Includes \$1000 lease rebate

**DAY's Baum Boulevard**

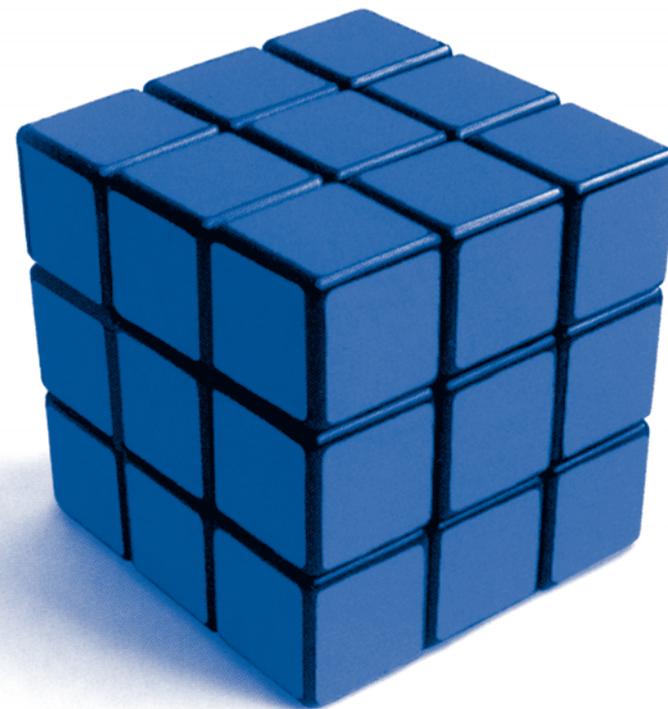
DODGE • CHRYSLER • JEEP



5625 Baum Boulevard  
www.daybaumbld.com **412-665-9800**

Hours: Mon.-Thur. 9-9,  
Fri. 9-6, Sat. 9-5

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



**With our SmartLinen service, CleanCare makes linen easy again**

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

800.222.7600 | www.clnicare.com



# TOP PHYSICIANS

## Jim Perry, M.D.

Family Hospice and Palliative Care

Even before Jim Perry, M.D., became the medical director for a hospice, he was advocating for patients and families. In 2001, he formalized his role of promoting hospice and palliative care by becoming a hospice medical director. Soon after this hospice became part of Family Hospice and Palliative Care. His dedication and passion to caring for patients and families is demonstrated every day as Dr. Perry provides direction to the staff or cares directly for patients. Dr. Perry is the embodiment of the hospice philosophy – making a difference one patient at a time. “He has all the qualities that we value in a doctor – compassion, involvement, personal commitment. This is obvious when we watch how he treats each patient as an individual and his willingness to respond and work with the hospice nurses and social workers.” comments Sylvia Dombek, one of Family Hospice and Palliative Care’s clinical supervisors. Dr. Perry is a true advocate for quality end-of-life care recognizing that providing palliative care is more than a medical event – including the emotional, mental and spiritual aspects of a person. He has been instrumental in helping to educate his colleagues about hospice and palliative care. He understands that often physician to physician contact is the best way to explain the benefits of hospice care. He is an exceptional medical director, not only caring for patients, but also providing direction, advice, and education to the hospice team. Dr. Perry is truly an ambassador for hospice and palliative care in the Greenville/Hermitage region. His unwavering commitment to the care and comfort to those with a life-limiting illness makes our communities a better place to live. In addition to his role as one of Family Hospice and Palliative Care’s medical directors, Dr. Perry is on the medical staff at UPMC Horizon, Greenville Campus.



## Robert Pfoff, M.D., C.M.D.

Medical Director  
VITAS Innovative Hospice Care®  
of Greater Pittsburgh

**Board certification:** internal medicine, geriatrics

**Affiliations:** I am affiliated with UPMC Passavant. I belong to the American Medical Directors Association and the American Geriatrics Society.

**Areas of specialization:** Geriatrics, ethics, hospice and palliative care.

**How has the practice of medicine changed in your career:** Medicine is much more compartmentalized. We used to spend 20 minutes with a patient. Then it was 15, then 10 and now they talk about the 7 -minute patient visit. It’s business driven by productivity. That’s why, six years ago, I left my internal medicine practice completely and changed to a long term care practice. Now I have no office schedule and can take as much time as I need with each patient.

**What inspires you to do what you do:** I enjoy my work. I get a lot back from my interactions with my patients and their families. When your day is less hectic, you can enjoy it more.

**First job:** I was a busboy at an airport restaurant. I decided that summer that I wanted to work with my brain, not my back.

**Pet peeve:** I’m pretty easy going; most things don’t bother me.

**Proudest accomplishment:** my wife and kids.

**Most valuable lesson you have learned in your career:** When things don’t all fit together well with your presumed diagnosis, step back and look at the big picture; you’re probably going down the wrong path.

**Person you most admire:** Mother Teresa

**What advice would you offer others considering a career in hospice and palliative medicine:** Try it. Hospice is a lot more uplifting than you’d expect.

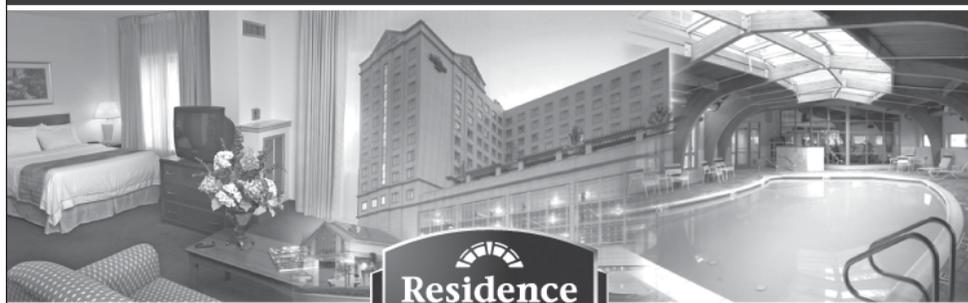
**What is one thing about hospice and palliative medicine you wish were better understood by your peers:** How much hospice would benefit their patients and families

**What one thing about hospice and palliative medicine do you wish were better understood by patients and families:** A lot can be gained by coming to hospice earlier in the process. We won’t change the course of the disease, but with enough time we can improve the quality of life for anyone at the end of life.



RESIDENCE INN BY MARRIOTT

PITTSBURGH / OAKLAND



Room to relax, room to work, room to breathe.

For families in need of long-term accommodations, the Residence Inn by Marriott is your home away from home. We are centrally located in the heart of Oakland, near all major hospitals and the cultural venues of Pittsburgh.

*All of our suites provide the comforts of home with Marriott's passion for making every guest feel welcome.*

- 174 Spacious Suites (with full kitchens)
- Complimentary Breakfast Buffet Daily
- Complimentary Social Hour (Mon.-Thurs.)
- Complimentary Grocery Shopping
- Complimentary Van Service, based upon availability (Oakland, Shadyside, and Bloomfield)
- Indoor Pool, Whirlpool, and Outside Basketball Court
- Three Meeting Rooms & Outdoor Terrace
- Fitness Center
- Complimentary High-Speed Internet

Phone: 412-621-2200 • Toll Free: 1-800-513-8766

3896 Bigelow Boulevard • Pittsburgh, PA 15213 • www.marriott.com/pitro

## Mark A. Wilson, M.D., Ph.D.

Vice President of Surgical Specialty Service Line and Chief Surgeon  
VA Pittsburgh Healthcare System

**Board Certification:** American Board of Surgery

**Affiliations:** VA Pittsburgh Healthcare System, University of Pittsburgh

**Areas of specialization:** Minimally invasive and gastrointestinal surgery

**Greatest medical advance in your area of specialization:** Continuing evolution of minimally invasive surgical procedures

**How has the practice of medicine changed in your career:** Transition from emphasis on individual providers to healthcare teams

**What inspires you to do what you do:** Finding innovative strategies to provide high-quality, efficient medical care

**Community involvement:** school board, church elder

**First job:** technician inserting IV catheters

**Pet peeve:** Complainers without solutions

**Proudest accomplishment:** husband and father of two teenage daughters

Most valuable lesson you have learned in your career: Always do the right thing...but hopefully not after exhausting all alternatives

**What advice would you offer others considering a career in medicine:** a Understand that "Success is the ability to go from one failure to another with no loss of enthusiasm." (Sir Winston Churchill)



# TOP PHYSICIANS

## LalithKumar K. Solai, M.D.

John J. Kane Regional  
Centers Glen Hazel



**Board certification:** General psychiatry, American Board of Psychiatry and Neurology  
**Affiliations:** Western Psychiatric Institute and Clinic, UPMC

**Areas of specialization:** Geriatric psychiatry, long-term care and education

**Greatest medical advance in your area of specialization:** Move toward evidence-based practice rather than empirical practice.

**How has the practice of medicine changed in your career:** More interest in elder issues.

**What inspires you to do what you do:** Respect for elders and the wisdom of elders.

**Community involvement:** Beaver County MH/MR Board member, Beaver County SAFE Gate Chairman, advisory council  
First job: UPMC Beaver, setting up geriatric practice in Beaver County.

**Pet peeve:** Kane Glen Hazel ... Just kidding.

**Proudest accomplishment:** Becoming a dad and 2004 NAMI Pa. "Psychiatrist of the Year."

**Most valuable lesson you have learned in your career:** Being a good doctor is hard work.

**Person you most admire:** Eric Kandel, M.D., and Warren Buffet

**What advice would you offer others considering a career in medicine:** Plan for the long haul and be ready for lifelong learning.

## Dr. Roger Zioncheck, M.D.

Medical Director  
John J. Kane Regional  
Centers Glen Hazel



**Board certification:** Internal medicine

**Affiliations:** UPMC

**Area of specialization:** Geriatrics

**Greatest medical advance in your area of specialization:** New ways of healthcare delivery.

**How has the practice of medicine changed in your career:** More patient centered, less focus on acute problems.

**First job:** Dish washer

**Pet peeve:** Taxes and potholes

**Proudest accomplishment:** My kids

**Most valuable lesson you have learned in your career:** Be true to yourself.

**Person you most admire:** Albert Schweitzer

## UPMC Surgeon Dr. Christopher Harner Chosen for American Academy of Orthopaedic Surgeons Board of Directors

UPMC orthopaedic surgeon Christopher D. Harner, M.D., believes that "patient care is always priority number one. It cannot have restrictions." Even after 20 years as an orthopaedic surgeon, Dr. Harner strongly feels it is an "honor and privilege" to be a physician.

"His unwavering dedication to the orthopaedic profession, as well as his many accomplishments, led to his election to the Board of Directors for the American Academy of Orthopaedic Surgeons (AAOS) at its 74th Annual Meeting in San Diego" according to an AAOS statement.

"It is a great honor to be chosen by my colleagues to serve in this position. The Academy is an outstanding organization - upholding high standards of quality and professionalism for the field of orthopaedic surgery," said Dr. Harner, who is professor of orthopaedic surgery at the University of Pittsburgh School of Medicine and medical director of the UPMC Center for Sports Medicine, where he also is director of education.

Dr. Harner supports the AAOS's efforts to increase diversity within orthopaedics. "In my teaching positions at the University and Center for Sports Medicine clinic, I am able to work in a program that encourages both racial and gender diversity. It is important to our profession that we have much greater diversity. The racial and ethnic makeup of this country is changing. The face of orthopaedic surgery needs to reflect that change," attests Dr. Harner.

A graduate of Michigan State University and the University of Michigan School of Medicine, Dr. Harner has been widely published in peer-reviewed journals and books, as well as holding numerous visiting professorships and professional accolades during his career. He is chief of the division of sports medicine within UPMC's department of orthopaedic surgery.

TR&C

Health Care Services

Litigation  
Employment/labor  
Third Party Reimbursement  
Regulatory Compliance  
Managed Care Contracts  
Environmental/OSHA Matters  
PO/PPO & PHO's  
Antitrust  
Alternative Dispute Resolution  
Corporate/Transactional Matters  
Real Estate/Zoning/Construction  
Medical Malpractice  
Physician Affiliations  
Guardianships and Medical Consent Matters  
Staff Privileges/Credentialing  
Vendor Contracts  
Incentive Plans

Thomson, Rhodes & Cowie, P.C.

Attorneys at Law

Representing Healthcare  
Clients for over 30 years

Tenth Floor, Two Chatham Center  
Pittsburgh, PA 15219-3499

## PARKWAY CENTER EAST



Finished Medical  
Facilities Available

Prime Office Space Available!

Home to  
UPMC, REA Dialysis  
Center of PGH,  
LifeLine Pulmonary Rehab,  
and many other prominent  
medical offices

Call NOW for attractive leasing rates and  
further information. Ask for Steve Weisbrod  
or Kelly McGuinness at: (412) 921-6100

Other spaces available for  
immediate occupancy

Location:

2020 Ardmore Boulevard  
(Rt. 30) Forest Hills

- 1/2 Mile from Parkway East, I-376
- 10 Minutes to Downtown or PA Turnpike via Parkway East

www.kossmann.com



Kossmann Development Company  
Eleven Parkway Center / Suite 300 / Pittsburgh, PA 15220  
(412) 921-6100 • (800) 837-6101 • Fax: (412) 921-0913

OFFICE BUILDING SPECIALISTS

# TOP PHYSICIANS

## Jeffrey Peters, M.D.

Vice President of Behavioral Health, VA Pittsburgh Healthcare System



**Board Certification:** Board Certified in Psychiatry, with added qualifications in Addiction Psychiatry and Geriatric Psychiatry - American Board of Psychiatry and Neurology  
**Affiliations:** Associate Professor of Psychiatry, University of Pittsburgh School of Medicine  
**Areas of specialization:** PTSD treatment, addiction treatment, geriatric psychiatry  
**Greatest medical advance in your area of specialization:** Biologic bases for major behavioral health disorders

**How has the practice of medicine changed in your career:** More interaction between Primary Care and Behavioral Health specialists; better health maintenance and disease prevention efforts

**What inspires you to do what you do:** Meeting the men and women who have served our nation, and the pieces of history they share with me

**Community involvement:** Coaching youth baseball and basketball

**First job:** VA Pittsburgh Healthcare System - I have worked at one place since I completed my NIMH-funded clinical research postdoctoral fellowship in 1986.

**Pet peeve:** Those little administrative nuisances that can take up so much time

**Proudest accomplishment:** I completed my first marathon (albeit slowly) before my 50th birthday. Seriously, my clinical work with former prisoners of war, and more recently with men and women who have served in Iraq and Afghanistan have awarded me my proudest accomplishments.

**Most valuable lesson you have learned in your career:** Patience is a virtue.

**Person you most admire:** My father

**What advice would you offer others considering a career in medicine:** Ignore the nay sayers. It is a very rewarding career choice with multiple opportunities and diversities.

## Erika L. Hoffman, M.D.

Primary Care Physician  
VA Pittsburgh Healthcare System



**Board Certification:** ABIM  
**Affiliations:** UPMC

**Area of specialization:** Primary care  
**Greatest medical advance in your area of specialization:** 1. Use of HAART in AIDs patients and 2. Computerized information systems.

**How has the practice of medicine changed in your career:** We have become much more dependant on the computer. There are positives and negatives to this. Positives include immediate access to information from multiple providers, availability of data from sites in different parts of the city and different parts of the country, computerized reminders that prompt a provider to take care of prevention and chronic disease issues and the ability to view lab and radiology data as soon as a specimen or film is processed. The negative is that you have to take great care not to let it detract from a visit. The patient comes to each visit with an agenda and you need to ensure that you address those issues.

**What inspires you to do what you do:** The patients - Many VAPHS patients have survived the depression, a major war, socioeconomic hardships and/or multiple medical co-morbidities. Most have a great desire to keep going despite many obstacles. In addition to their own personal struggles, they often also serve as caregiver for a wife, a child or a grandchild.

**Community involvement:** Have spent most of my time outside work caring for aging parents and a grandparent in addition to my three children. My children have been blessed to know three generations of family. In the process, they have also learned how to care for dementing family members and how to provide end-of-life care in an extended family setting.

**First job:** Newspaper delivery person for the *Pittsburgh Press*

**Pet peeve:** Failure to treat a person with respect

**Proudest accomplishment:** The birth and development of my children

**Most valuable lesson you have learned in your career:** Listening is often more important to a patient than the ability to greatly change the outcome.

**Person you most admire:** My mother - She came from a poor family, was one of the first female graduates from Georgetown University School of Medicine, was a single parent and a good example of how to turn adversity into successful outcomes.

**What advice would you offer others considering a career in medicine:** Internal medicine is an exciting career path. There is always something new to learn and there are multiple pathways that your career can take as a result. There is a great challenge in providing care to patients with multiple medical and psychosocial conditions, hoping to help the patient improve their quality of life. Unlike other specialties we are fortunate to develop a longstanding relationship with a patient as we partner with them to help address medical and psychosocial problems.

## Mary M. Carrasco, M.D., M.P.H.

Founder and Medical Director  
A Child's Place at Mercy



**Board certification:** Pediatrics

**Affiliation:** The Mercy Hospital of Pittsburgh  
**Areas of specialization:** Community Health and Child Abuse

**Greatest medical advance in your area of specialization:** Learning to work across multiple disciplines outside of medicine, which is crucial to being successful.

**How has the practice of medicine changed in your career:** Glad there is more focus on patient input, not just lab results, as well as more collaborative interaction with patient and families.

**What inspires you to do what you do:** Watching completely normal kids go downhill because their parents did not take care of them.

**Community involvement:** Family support centers in high risk neighborhoods; introducing concepts of community health care overseas; various state and national boards.

**First job:** Sto-Rox Health Center

**Pet peeve:** Bureaucracy

**Proudest accomplishment:** My kids.

**Most valuable lesson you have learned in your career:** Spending seven years as a primary care provider in a high-risk neighborhood.

**Person you most admire:** My dad

**What advice would you offer others considering a career in medicine:** Be true to yourself.

## PARIS

HEALTHCARE LINEN SERVICES

Partners in  
Linen  
Management

Let Paris show you how our **proven system will save you money and increase your efficiencies** in Linen Management:

- Lower "Cost Per Patient Day" Than In-house Laundry or Other Outsourcers
- Computerized Linen Tracking System
- Strict Quality Standards
- On-time, Dependable Deliveries
- Personalized Customer Service and Support

**For more information, and for a free evaluation of your present linen management system, please contact us at:**  
**1-800-832-2306** or **info@parisco.com**

Partners in  
Linen Management

Located in: DuBois, PA • Williamsport, PA • Pittsburgh, PA • Ravenna, OH



# TOP PHYSICIANS



## Daniel W. Pituch, D.M.D., M.D.

Chief, Division of Oral & Maxillofacial Surgery  
The Mercy Hospital of Pittsburgh

**Board certifications:** Board certified by American Board of Oral and Maxillofacial Surgery

**Affiliation:** The Mercy Hospital of Pittsburgh  
**Areas of specialization:** Oral and Maxillofacial Surgery

**Greatest medical advance in your area of specialization:** Rigid Fixation, titanium implants, and tissue engineering

**How has the practice of medicine changed in your career:** Medicine has changed my life. It has shown me how fragile life is and how interdependent we all are. This interdependence is vital to our very existence.

**What inspires you to do what you do:** There is no greater calling in life than to heal another human being.

**Community involvement:** Church, charities, professional societies

**First job:** Autobody technician

**Pet peeve:** Physicians who stop practicing medicine shortly after they finish residency. If they choose to train, they have an obligation to serve the public as a physician.

**Proudest accomplishment:** Raising my son and identical twin daughters.

**Most valuable lesson you have learned in your career:** No matter what we accomplish as humans, there is always a greater power above us.

**Person you most admire:** My father

**What advice would you offer others considering a career in medicine:** Do it. There is no greater calling with more personal satisfaction.



## Jim Withers, M.D.

Founder and Medical Director  
Mercy's Operation Safety Net®

**Board certification:** Internal Medicine

**Affiliations:** The Mercy Hospital of Pittsburgh, teaching faculty, Department of Medicine, Division of Internal Medicine

**Areas of specialization:** Internal medicine and the emerging field of "street medicine," the provision of health care to those living in the streets.

**Greatest medical advance in your area of specialization:** The use of wireless technology to work with patients on the streets and coordinate their care.

**How has the practice of medicine changed in your career:** There has been an unfortunate distance that has grown between our remarkable health care resources and the many that cannot access those resources. Fortunately, the spirit of those who would devote their lives to the health care of the less fortunate has not died, but promises to be reborn in our medical students.

**What inspires you to do what you do:** The relationships with the patients, the students, our volunteers, and the experience of seeing the positive changes in their lives.

**Community involvement:** Working with the homeless, domestic violence victims, overseas medical work, Schweitzer Fellowship, and various boards.

**First job:** Picking strawberries

**Pet peeve:** Inflexibility

**Proudest accomplishment:** Development of International Street Medicine Network and local Pittsburgh prototype, Operation Safety Net®, a Mercy-sponsored, internationally acclaimed medical outreach program for the unsheltered homeless.

**Most valuable lesson you have learned in your career:** The centrality of meeting the actual needs of patients in their reality.

**Person you most admire:** My father, with whom I made house calls to rural patients in a little green VW.

**What advice would you offer others considering a career in medicine:** We are part of an honorable, ancient trust. Let this be your source of strength. Get close to those you would serve. Listen with your all your capacity. As your vision grows, be responsive to society's needs without allowing others to limit your imagination.



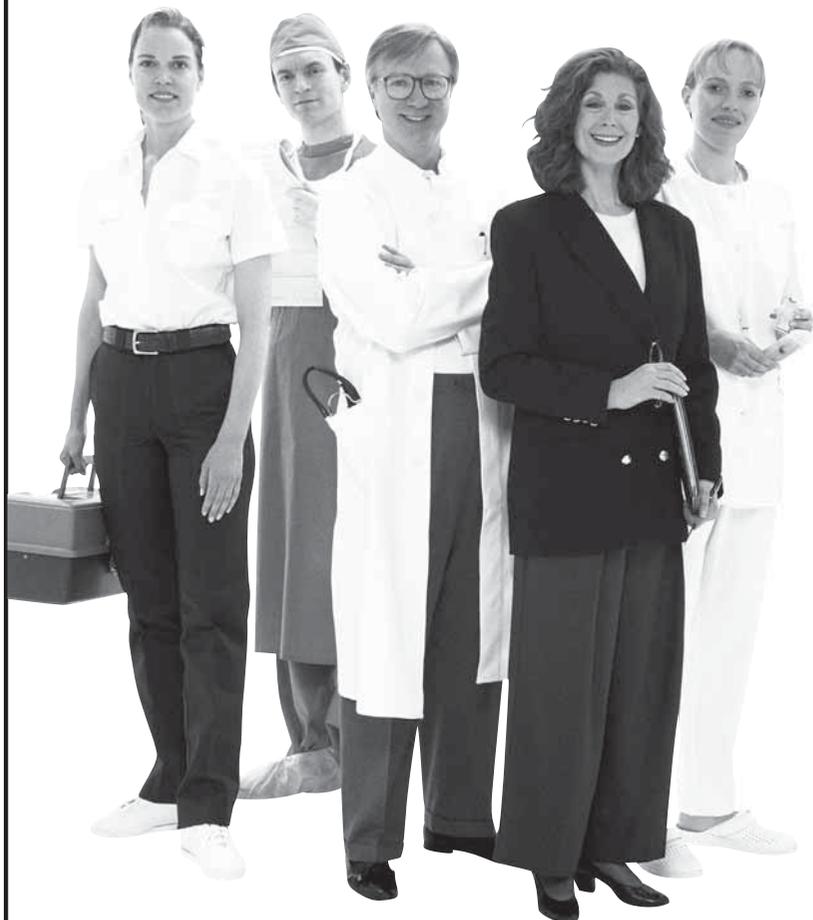
# Great News for PA HealthCare Workers

*who work in the Counties of Allegheny, Armstrong, Beaver, Butler, Fayette, Washington or Westmoreland, Pennsylvania!*

Why not offer the credit union difference as a benefit to your employees? It's absolutely FREE!

We continue to deliver the personal service you deserve, as we have for over 30 years. PA HealthCare Credit Union offers a full range of financial products and services designed with your needs in mind.

Set up your enrollment meeting today to learn about the benefits of credit union membership. Why not experience the credit union difference for yourself? Visit us today at PA HealthCare Credit Union!

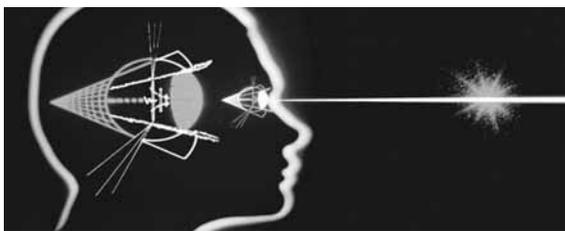


[www.PAHealthCareCU.com](http://www.PAHealthCareCU.com)

SVH Branch 720 Blackburn Road | Sewickley, PA 15143 | P 412-749-7099 | F 412-749-7680

TMC Branch 1000 Dutch Ridge Road | Beaver, PA 15009 | P 724-773-8300 | F 724-773-8303





## UPMC Bedford Memorial Ophthalmologist Receives Chamber of Commerce Award

Katherine Erlichman, D.O., received the Bedford County Chamber of Commerce's Athena Award in November 2006 for her contribution to the Community, for making a difference in the lives of many, and for being a role model for the women in the area.

Nominations are solicited for the award and an ATHENA sculpture is awarded to an individual in the community who meets specific criteria outlined in the National Program. The recipient must be one who demonstrates excellence, creativity, and initiative in their business or profession. Is one who provides valuable service by contributing time and energy to improve the quality of life for others in the community, and actively assists women in realizing their full leadership potential.

Erlichman graduated from Bellefonte High School in 1976 and received her undergraduate degree from Edinboro University in 1980. She graduated from the Philadelphia College of Osteopathic Medicine in 1987 and completed her residency in 1991.

Erlichman set up her ophthalmic practice in Bedford, PA in 1991. She has built her Practice, Pennwood Ophthalmic Associates, PC, located in a small rural area, to over 15,000 patients.

In 1997, Dr. Erlichman was diagnosed with breast cancer. The cancer and treatments threatened her practice and life, but as quoted from the Athena Award article "As debilitating as the disease could be, she wouldn't let it take her away from her practice or her patients."



*Katherine Erlichman, D.O. (right), demonstrating the Goldmann Tanometer on Sherri Hunt. The instrument is painlessly used to measure intraocular pressure to determine glaucoma.*

As a mother of three young children, she went from her treatments each morning 39 miles away ... returned to Bedford and saw patients in the afternoon.

The cancer treatment caused lymphedema, a chronic swelling of a body part, in her case, her arm. As a result, Dr. Erlichman opened her own lymphedema clinic in the lower floor of her office. She built that practice to about 3,000 patients, and ran the steps between practices to see patients in both practices. Because of federal regulations, she gave up her lymphedema clinic last year, and oversaw the transition of the clinic, now run by UPMC Bedford Memorial staff. In January 2007, Erlichman was named the Medical Director for the UPMC Lymphedema Care Center.

Kathy is involved in many community roles, including Soccer coach, Relay for Life volunteer and team captain, American Blindness Association Board Member, and is past president of the hospitals' medical staff. She is a wonderful example, mentor, and inspiration to many.

## Deepinder K. Dhaliwal, M.D.

Deepinder K. Dhaliwal, M.D., is chief of refractive surgery and assistant professor in the department of ophthalmology at the University of Pittsburgh School of Medicine and director of the Laser/Vision Center at UPMC Eye & Ear Institute.

Her special interests include refractive surgery, cataract surgery, and corneal transplantation. Dr. Dhaliwal is actively involved in teaching and speaking about refractive surgery nationally and internationally.

After receiving both her undergraduate and medical degrees from Northwestern University, Dr. Dhaliwal completed her residency training in ophthalmology at the University of Pittsburgh where she was selected to be chief resident in her final year.

Following her residency at Pitt, Dr. Dhaliwal received subspecialty training in cornea, external disease, and anterior segment surgery at the University of Utah and in refractive surgery under Dr. J. Charles Casebeer. In addition to her duties at Pitt she is the medical director of the Casebeer Education Foundation.

She also is active in clinical research, having published numerous journal articles, review articles and abstracts, edited book chapters and presented at scientific meetings.

Dr. Dhaliwal is a member of the American Academy of Ophthalmology, Pennsylvania Academy of Ophthalmology, International Society of Refractive Surgery, American Society of Cataract and Refractive Surgery and the Castroviejo Cornea Society.



## Joel S. Schuman, M.D.

Joel S. Schuman, M.D., is Eye and Ear Foundation Professor and Chairman of Ophthalmology, University of Pittsburgh School of Medicine and director of the University of Pittsburgh Medical Center (UPMC) Eye Center. He has also holds a secondary appointment as professor of bioengineering at the University of Pittsburgh.

Dr. Schuman is considered to be one of the nation's leading authorities on the treatment of glaucoma.

Dr. Schuman and his colleagues were the first to identify a molecular marker for human glaucoma, as published in the March 2001 edition of Nature Medicine. This discovery will likely lead to significant advances in the treatment and diagnosis of glaucoma, a disease that affects 17 million people, the second leading cause of blindness worldwide.

Dr. Schuman received his medical degree from Mount Sinai School of Medicine in New York City, served his ophthalmology residency at the Medical College of Virginia in Richmond, and completed a two-year clinical fellowship in glaucoma at the Howe Laboratory of Ophthalmology in Boston, part of Harvard Medical School's Massachusetts Eye and Ear Infirmary, whose faculty he joined in 1990.

Dr. Schuman has published more than 100 scientific journal articles and more than 100 abstracts, has authored or edited five books and has contributed numerous book chapters. He also has an interest in CD-ROM presentation of scientific information and has directed or appeared in several scientific meetings on CD-ROM. He is program chair of the American Glaucoma Society and co-chair of the International Glaucoma Symposium.

In 2002, Dr. Schuman received the Alcon Research Institute Award as well as the New York Academy of Medicine's Lewis Rudin Glaucoma Prize. In 2003, he received the Senior Achievement Award from the American Academy of Ophthalmology.



**CELTIC HEALTHCARE**

*Because You Deserve the Absolute Best Care*

- Geriatric Care Management
- Living Assistance Services
- Medical/Surgical Nursing
- Mental Health Nursing
- Certified Wound Care Specialists
- Registered Dieticians
- Medical Social Services
- Home Health Aides
- Physical Therapy
- Occupational Therapy
- Speech-Language Pathology
- Hospice & Palliative Care Services

1-800-355-8894 [www.celtichealthcare.com](http://www.celtichealthcare.com)

**HOSPITAL INVENTORIES SPECIALISTS, INC.**

Toll Free: 800-284-7690  
Email: sales@hisi.com

Offices Nationwide • You can always count on us!

**The Leader in Inventory Services**

- FYE Reporting
- Acquisitions, Mergers, Sales
- Data Cleansing
- Sarbanes-Oxley Compliant
- Medical/Surgical Supplies
- Pharmaceutical Products
- Capital Assets
- Surgical Instruments and more . . .

# Low Vision Services Gives Hope to People With Vision Loss

When Karen Rockey's eye doctor told her that she was losing her vision, the active 60-year-old thought she had been given a death sentence.

"I thought life was over," Ms. Rockey said about that day three years ago. "I was so depressed, I was an emotional wreck and I thought, what am I going to do for the rest of my life? I went on anti-depressants and went for counseling, but those things didn't address my real problem."

Even though she had worked as a nurse for 40 years, Ms. Rockey had never heard of Low Vision Services—a relatively new field that blends medicine and rehabilitation to benefit people whose vision can't be helped with medication, surgery or eye glasses. But today she credits it with saving her life.

Ms. Rockey was referred to Blind & Vision Rehabilitation Services (BVRS), a 100-year-old private nonprofit agency that offers programs and services to people with vision loss. There, Ms. Rockey benefited from low vision services and built independence skills in the agency's Personal Adjustment to Blindness Training.

"BVRS gave me my life back," Ms. Rockey said. "I'm independent again. It's true, you go in depressed and despondent and you come out an entirely different person. I can't say enough good things about BVRS."

Today Ms. Rockey is back in college studying to become a patient advocate so she can tell everyone who needs it about low vision services.

Low Vision services has made great advances since it was first introduced in the late 1970s, and the past few years has seen its popularity skyrocket among eye care providers and their patients alike.

"More eye care providers are referring patients to have their functional visual needs met," said Ken Wojtczak, coordinator of BVRS' Low Vision Services. "We are an important part of the continuum of care."

The relationship between eye care providers and BVRS' Low Vision Clinic greatly benefits the patients, said Dr. Erica Hacker, one of BVRS' specially trained optometrists. While the eye care provider manages a patient's condition or disease, the Low Vision specialist is an expert in a great number of low vision devices and understands how they can maximize a patient's remaining vision.

"The average patient is thoroughly surprised at what we can do to help them see better," Dr. Hacker said.

Optical aids range from high-powered magnifiers and eyeglasses mounted with telescopes, to Closed Circuit television sets and the JORDY, a battery-operated head-worn video magnifier that enables people to see up close, at a distance and at any range between.

"Not long ago there were no options for people whose doctor told said there is nothing medically that can be done to improve their failing vision," said Dr. Will Smith, one of BVRS' specially trained optometrists. "That's no longer true."

A patient's vision does not have to be



John and Mary were childhood sweethearts who grew up and married other people. In 2005 they met again as widow and widower and married. John Yates' vision was so poor he could not make out the faces of his children, and he very much wanted to see Mary's face again. John came to The Low Vision Clinic at BVRS, and was prescribed a JORDY. The first thing he saw was Mary's face. Remembering that experience, John said: "I said, 'Oh Mary!' and I cried."

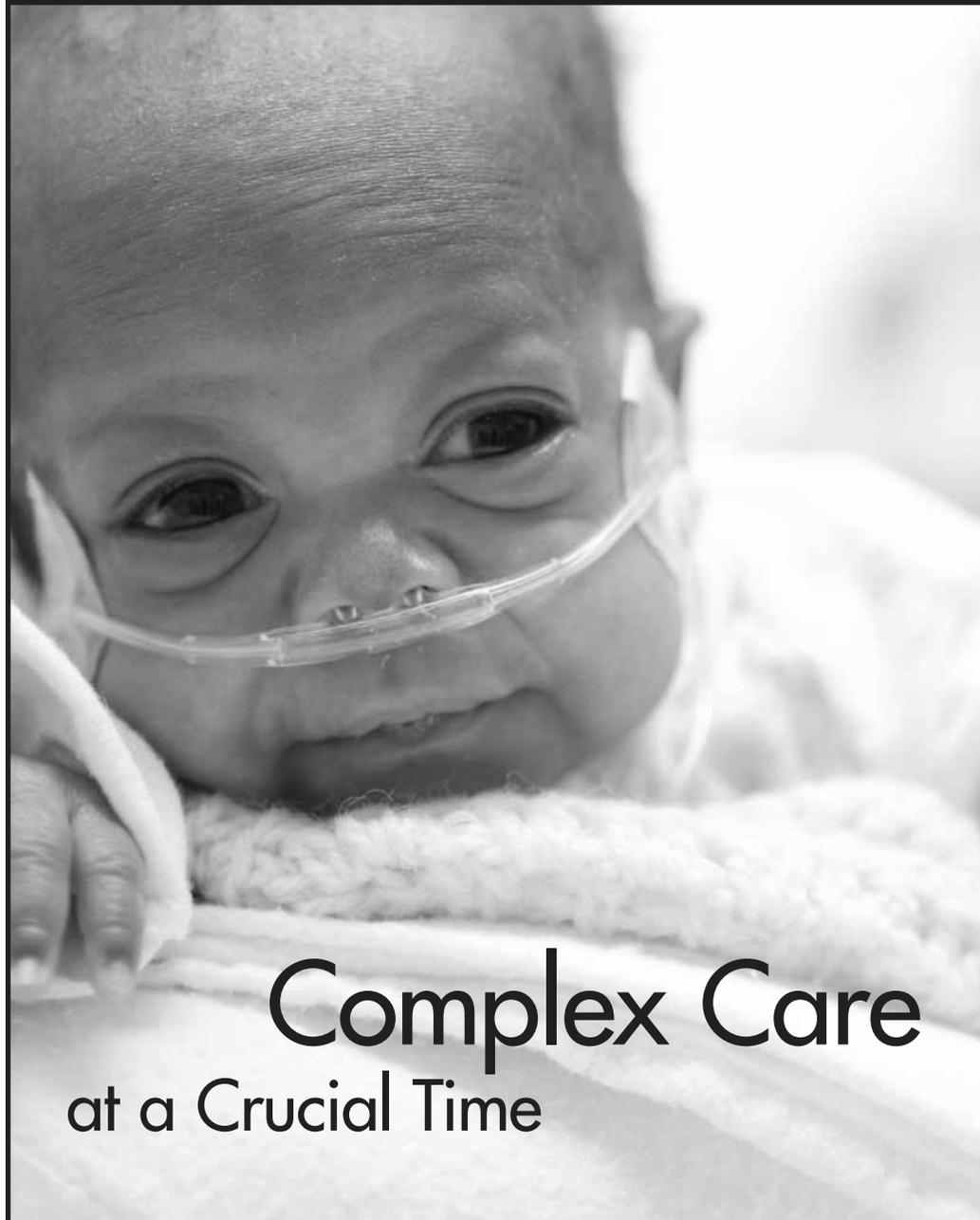
stable before he can receive Low Vision Services, and he receives the maximum benefit when referred early, Dr. Smith said. For example, patients should begin low vision services almost immediately after undergoing laser or lucentis treatment.

When referring patients, doctors should keep in mind that the quality of low vision services varies greatly, Mr. Wojtczak said. "BVRS maintains the highest level of technology to ensure a patient receives a comprehensive process."

Dr. Hacker and Dr. Smith both complet-

ed residencies in low vision rehabilitation. Dr. Hacker earned a doctor of optometry degree from Indiana University school of Optometry, and completed her residency in rehabilitation and geriatric optometry from Birmingham VAMC and UAB School of Optometry. Dr. Smith graduated from Pennsylvania College of Optometry and completed a residence in low vision at Feinbloom Rehabilitation Center in Philadelphia.

For more information about BVRS, call (412) 368-4400 or visit [www.BlindVR.org](http://www.BlindVR.org).



## Complex Care at a Crucial Time

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

At The Children's Home, we offer **Transitional Infant Care (T.I.C.®) Hospital**, a freestanding, sub-acute 11-bed pediatric specialty hospital for premature and high-risk infants and their families.

We also fill the need for specialized medical day care with **Child's Way®**.

In 2007, we will add a **Pediatric Transitional Care** unit that will provide 24-hour, pediatric short term care, respite and hospice care in a family focused setting.

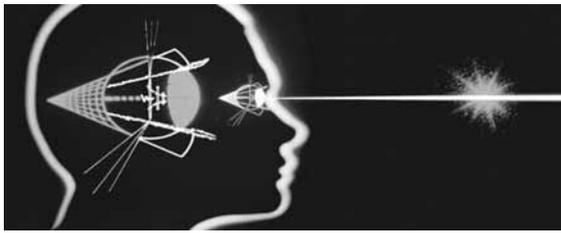
**Transitional Infant Care (T.I.C.®) Hospital. Child's Way®. Pediatric Transitional Care.**



Creating Pathways to **Growth.**

412-441-4884

[www.childrenshomepgh.org](http://www.childrenshomepgh.org)



# OPHTHAMOLOGY

## COVER STORY: Dr. Hertle Keeps Ophthalmology Research, Advancements in Sight

Continued from page 1

Pittsburgh Eye and Ear Institute and as director of the Laboratory of Visual and Ocular Motor Physiology at UPMC.

He said the most significant clinical advancements he has seen since receiving his Medical Degree in 1984 is the introduction of laser and refractive surgery in adults and evidenced based medicine in pediatric eye care.

"Those are very significant," Dr. Hertle said. "They have given us the tools to repair the cornea or reduce such vision disorders as myopia, hyperopia and astigmatism."

Progress, Dr. Hertle emphasized, also has provided the medical profession with a "better understanding" of how to diagnosis and treat vision problems. He cited the studies of molecular biology and genetics and their effects on the visual system as affording the opportunity to tailor treatment for individuals based on their genetic makeup. This work is directed at eye and vision disorders associated with genetic diseases and diseases of metabolism, the nervous system and the immune system.

Enhancing that understanding through research is a big part of Dr. Hertle's myriad

assignments.

"Between five and 15 percent of my time is devoted to research," he said. "And that's very important. We have a dedicated group of physicians and scientists in the Department of Ophthalmology and the Division of Pediatric Ophthalmology, individuals who are experienced and skilled at what they do and who are committed to our goals and ideals."

The Ophthalmology and Visual Science Research Center is the research arm of the Department of Ophthalmology at UPMC. The OVSRC is comprised of scientists representing distinct basic science and clinical disciplines who are engaged in research with the common goal of understanding the visual system and the diseases that compromise its function. These scientists work side by side with department ophthalmologists who are conducting clinical trials with a mission to:

- Apply state-of-the-art basic science to the advancement of vision research.
- Use ocular models of normal and diseased states to elucidate basic scientific concepts.
- Train the next generation of scientists

and physicians through involvement in mentoring of graduate and medical students and residents.

Scientific disciplines represented with the OVSRC are cell biology, cell signaling, developmental biology, immunology, molecular biology, molecular genetics, ocular imaging and virology.

Dr. Hertle said the UPMC research is part of a broader national effort in pediatric visual studies.

"Over the last 10 years we have worked in a cooperative effort with the Pediatric Eye Disease Investigator Group (PEDIG) in a variety of projects, clinical research in eye disorders that affect children," he said.

The PEDIG represents a collaborative effort of some 200 clinicians in the United States, Canada and Mexico. The network, which was formed in 1997, is funded by the National Eye Institute, which is part of the National Institutes of Health, the branch of the federal government that funds medical research.

"To date, more than 4,000 children have participated in the clinical trials conducted by PEDIG," Dr. Hertle said. "The results have been very beneficial in that they have begun to replace anecdotal care; that is we are learning to go beyond what we were taught by our mentors during training. Evidence based medicine has evolved and it means advanced care and techniques more widely available for pediatric patients."

Dr. Hertle said increasing awareness of these new techniques among consumers is not as difficult as one might think.

"I believe people do pay attention to what is happening in all areas of medicine," he said. "The current generation of parents, for instance, is probably the most informed group ever. This is extremely evident in the questions they ask and their determination to seek second and third opinions on a diagnosis. They come to the office well prepared with questions in written form. The value of information via the media and on the Internet has made them more aware of what affects their lives and their families. They are a much smarter group."

Direct clinical care (surgery and office visits) consumes between 75 and 80 percent of Dr. Hertle's weekly schedule. It's an agenda he enjoys.

"There is enormous satisfaction to be realized in treating pediatric patients," he said. "We have the opportunity to work with early diagnosis and treatment of visual system problems in children, correcting these problems at an early age in their lives and preventing them from recurring."

Research in which Dr. Hertle is involved also focuses on those efforts, particularly in studying the development and neurology of the ocular motor system, how the eyes and brain work together. The ocular motor neurophysiology laboratory at UPMC is one of only "five or six groups in the world" with the personnel and equipment to conduct sophisticated electrophysiological studies of the ocular motor system in infants and children, Dr. Hertle said. This research is

centered on, but not limited to, such conditions as strabismus, nystagmus, amblyopia (lazy eye) and craniofacial syndromes.

Dr. Hertle knew early in life that he wanted to pursue a career in ophthalmology. And he credits the late Malio Cascardo as being a major influence on that decision.

"We all come to a point in life when we are faced with major decision making, choices that affect what we do with the rest of our lives," Dr. Hertle, a native of Brooklyn, NY, said. "Those decisions are made because of the people you are with. For me, the turning point came when I was 16, still in high school and working as an optician in our neighborhood. Malio was so dedicated to his work and so helpful to me. He was a good man, my mentor, and his guidance helped me decide what I wanted to do."

Dr. Hertle also credits Bob Hagman of the Ohio State Optical Company with helping him "in many ways" during his undergraduate days at Ohio State University.

"I also was blessed with loving parents who taught me values that remain with me today," he said. "They gave me guidance and unending support."

Dr. Hertle, 49, joined Children's Hospital of Pittsburgh 2004 as the chief of the new Division of Pediatric Ophthalmology and director of the Laboratory of Visual and Ocular Motor Physiology. He came to Children's from Columbus Children's Hospital in Ohio, where he was director of the pediatric ophthalmology fellowship program.

"Coming to Pittsburgh offered an opportunity to grow professionally," Dr. Hertle said. "We were building the Division of Pediatric Ophthalmology from the ground up and that presented a challenge I couldn't pass up."

Dr. Hertle credits Joel S. Schuman, M.D., chairman of the Department of Ophthalmology at the University of Pittsburgh, for "his support, recruitment of staff and commitment" to the rapid advancement of the program.

In addition to his clinical and research responsibilities, Dr. Hertle also works as a professor of ophthalmology and bioengineering at the University of Pittsburgh. His students include those on all levels – undergraduate, post-graduate, medical school, residents and clinicians – a "solid mixture of individuals with a strong desire to learn," he said.

As a teacher, Dr. Hertle said, he prefers to lead by example.

"I think it's better to show them rather than just tell them what should be done and how to do it," he said.

Those affected by that concept, and Dr. Hertle's other achievements, will tell you it's working well.

For more information, contact Marc Lukasiak, Senior Media Specialist, Children's Hospital of Pittsburgh, at (412) 692-7919 or marc.lukasiak@chp.edu.

**BLACKBURN'S**  
MEDICAL EQUIPMENT & SUPPLIES Since 1936

MEDICAL SUPPLIES  
PHARMACY SERVICES  
HOME RESPIRATORY  
BARIATRIC DME PRODUCTS  
SUPPORT SURFACES  
REHAB/DURABLE MEDICAL EQUIPMENT  
DME SERVICE CENTER

Helping People Live Life Better

Call...800-472-2440  
www.BLACKBURNSMED.com

Professional Staff - Direct Insurance Billing - Delivery Available

**Blackburn's (Pittsburgh)**  
301 Corbet Street  
Tarentum, Pa 15084  
Phone: (724) 224-9100  
Fax: (724) 224-9124

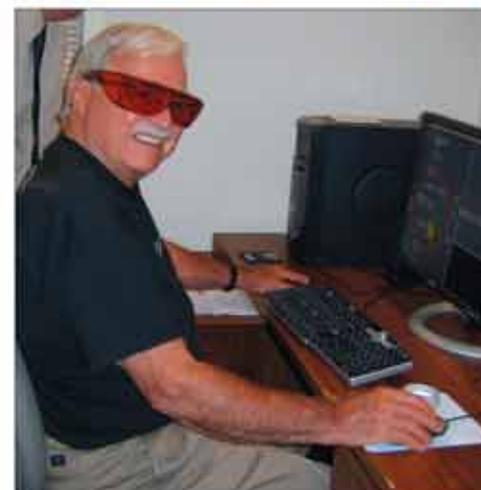
**Blackburn's (Erie)**  
308 East Sixth Street  
Erie, Pa 16507  
Phone: (814) 454-2863  
Fax: (814) 454-2706

**Joint Commission**  
on Accreditation of Healthcare Organizations

*Dear Eye Care Provider,  
When you must tell a patient that nothing  
medically can be done to improve his vision,  
That's when our work begins.*



The  
**Low Vision  
Clinic**  
at  
 **Blind & Vision Rehabilitation  
Services of Pittsburgh**



1800 West Street  
Homestead, PA 15120

**412-368-4400**

*A 100 year old private nonprofit agency  
located seven miles from downtown Pittsburgh.  
Accepting clients nationally and internationally.*

**Request a Health Care Provider Packet**

