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Funding Research for a Cure

BY BARBARA FALLON

Chicago based LUNgevity Foundation, a leading private provider of research funding for the number one cancer killer, was listed among Charity Navigator's Top 10 Fastest Growing Non-Profits. Charity Navigator, often considered the better business bureau of aid organizations, assesses the health of charities nationwide for potential donors.

LUNgevity Foundation, whose targeted mission is to find a cure for lung cancer, was ranked eighth; in good company with the William J. Clinton Foundation, Oprah's™ Angel Network and the Washington, DC Martin Luther King, Jr. National Memorial Project.

Originally founded in November, 2000, by seven Chicagoland lung cancer survivors, this pioneering foundation has committed, since its inception, to co-funding more than \$3.7M toward innovative lung cancer research projects at the foremost cancer programs in America.

The original seven grew into a national foundation which developed mainly through volunteers, each of whom had been touched by the tragedy of lung cancer. LUNgevity President, Jill Feldman lost both of her parents and close aunt to lung cancer and pinpoints this bond as the main motivation that has made this group succeed like the little engine that could. Not only does the goal serve to focus their energies on fund raising to eradicate this killer disease but also the friendships that come out of the hands-on work are supportive and therapeutic in and of themselves.

"Everyone in the organization is spurred on by our focused mission to fund lung cancer research dedicated to finding a cure for this #1 cancer killer in America," she explained. "It's the club you aren't eager to join but once touched by lung cancer, you realize it is shamefully underfunded and woefully without cure-focused treatments."

Initial goals of raising \$50,000 from events blossomed into raising more than \$150,000 and each event was followed up with another that raised 200 thousand or 300 thousand dollars each. These fledgling successes underscored the organization's commitment to target fundraising efforts as the singular focus and team up with other experts to determine how the funds would be best spent.

In doing so, the Foundation partners with the American Cancer Society, American Lung Association, American Thoracic Society, Goldman Philanthropic Partnerships, CHEST Foundation (the philanthropic arm of the American College of Chest Physicians), National Lung Cancer Partnership and Joan's Legacy to make its research awards. In 2007 and each succeeding year, the Foundation hopes to double its research awards until a cure is found.

Over the past three years, LUNgevity has grown its primary source of revenue by more than 35% each year. During that same amount of time the foundation has expanded its programs and services. One such enhancement is the appointment of Beth Ida Stern recently named Executive Director. She leads a staff of three, coordinates with a volunteer cadre of upwards to 7000 and harmonizes with a governing

board of 10 individuals to leverage their initial growth into national recognition as the leader in funding a cure for lung cancer.

Armed with a BA from University of Michigan and an MBA from Northwestern University, Stern spent more than a decade in product development at Discovery Communications and has served on the board of directors for numerous non profit organizations. She plans to blend her experience in board governance with her expertise in product launch and development and her passion for the mission (Stern's aunt died of lung cancer on Mother's Day 2006) to further the organization's goals.

"Given the phenomenal success of the foundation to date, I can only imagine where we can go if we follow a thoughtful strategic plan to maximize our involvement in the quest for a cure," she said. "We are based in a central location with access to the best medical schools, hospitals and clinical experts and have joined forces with national partners who provide insight to clinical trials that will benefit our cause."

To date LUNgevity has committed to co-funding over \$3.7 million for innovative research at top cancer centers nationwide. Most recently, they joined with the American Cancer Society to contribute \$370,000 to fund the first-ever Lung Cancer Postdoctoral Fellowships. The



Jill Feldman



Beth Ida Stern

new collaboration will fund three promising research grants at Northwestern University, University of Minnesota and University of Michigan.

The Foundation proudly boasts that 125% of every dollar donated (that's \$1.25 for every \$1.00 raised) goes to fund research, thanks to matching grants partnerships.

"We want to find a cure for the over 213,000 Americans who will be diagnosed with lung cancer in 2007, and the 85% of whom will die within five years without the development of new diagnostic and treatment methods," Feldman said, "We want to find ourselves out of business!"

With a master's in elementary education, a husband and four children, Feldman doesn't think she'll have trouble filling her days once that goal is achieved.

For more information on LUNgevity sponsored events across the country, visit www.lungevity.org or contact Beth Stern at bstern@lungevity.org or Jill Feldman at jfeldman@lungevity.org.

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Healthcare Briefs

Physicians See Advantages to Medical House Calls

Seven in 10 primary care physicians believe that the medical house call, a vestige of medicine practiced in a bygone era and now beginning to make a comeback, will improve patient care and result in fewer emergency room visits and faster patient recuperation time and comfort.

This is according to a recent survey of 7,000 primary care physicians in the New York, Chicago, Los Angeles and San Francisco metropolitan areas regarding their opinions and attitudes about medical house calls. The survey was conducted by HouseMD Today, a forum for physicians, physician assistants, nurse practitioners, hospital and health system administrators, and other medical professionals, in cooperation with the American Academy of Home Care Physicians (AAHCP) and in part through an unrestricted educational grant provided by Takeda Pharmaceuticals North America.

The survey was conducted at a time when the annual number of home and rest home visits dramatically increased - 43% between 1998 and 2004, to more than 3.6 million - following a change in Medicare's reimbursement rate for physicians.

According to the survey, only 1% of primary physicians in specialties such as family practice, general practice, internal medicine, geriatrics, pediatrics, palliative medicine and geriatric psychiatry presently conduct home visits with any regularity, that is, by seeing 25 or more patients in their homes weekly. While 79% say they currently are not conducting home medical visits during a typical week, 41% say they do make house calls from time to time.

Brain Patterns of Former Anorexics Reveal Clues to Disorder's Lasting Impact

Even after more than a year of maintaining a normalized body weight, young women who recovered from anorexia nervosa show vastly different patterns of brain activity compared to similar women without the eating disorder, Walter H. Kaye, M.D., professor of psychiatry, University of Pittsburgh School of Medicine, and colleagues report in the December issue of the American Journal of Psychiatry.

Studying these differences in brain function could lead to a better understanding of why some young women, who are typically worriers and perfectionists in childhood, are at greater risk of developing the disorder. Evidence also shows that such patterns of temperament persist even after recovery.

"Functional magnetic resonance imaging (fMRI) of the brain is providing new clues to why people with anorexia nervosa are able to deny themselves food and other immediately rewarding pleasures," said Dr. Kaye, who is director of the eating disorders research program at Western Psychiatric Institute and Clinic of the University of Pittsburgh Medical Center (UPMC) and has a joint appointment as professor of psychiatry at the University of California, San Diego. "In addition, we have a new understanding of why people with anorexia seem to worry so much."

American Cancer Society Launches Nationwide Awareness Campaign to Spotlight Challenges to the U.S. Health Care System

The American Cancer Society recently announced a major nationwide initiative to call attention to the urgent need for quality, affordable health care for all Americans. As part of the initiative, which is an unprecedented effort in the 94-year history of the organization, the Society will devote significant resources toward creating an aggressive public awareness campaign that highlights the barriers that average Americans, including the 47 million who do not have health insurance and the countless others who have inadequate insurance, confront when facing cancer.

"The American Cancer Society believes that, after tobacco use, lack of access to quality health care in the United States could be the biggest barrier to continued progress in the fight against cancer," said Richard C. Wender, M.D., national volunteer president of the Society. "Cancer is the number one personal health concern of Americans. Reducing suffering and death from cancer may only truly be possible if all Americans are able to visit their doctor for regular check ups, early detection screening tests and prompt, quality cancer treatment if and when they need it."

"People expect that their insurance will be sufficient should they be faced with a major illness," Wender said. "Unfortunately, millions of Americans think they are covered, but find out too late that their insurance is inadequate, and as a consequence they often face substantial financial burdens, including being denied the care they need. No one should have to choose between taking care of their health and paying their bills."

Recent Society scientific research published in the peer-reviewed journal *CANCER* has shown that people who are uninsured, and people with certain types of public health insurance, are more likely to be diagnosed with more advanced cancer compared to those with private insurance, and, as a result, are at greater risk of death. These patients face much more difficult and far more expensive medical treatments, as well as a diminished quality of life – unnecessary realities had current advances in cancer prevention, detection and treatment options been more easily available. "As a member of civil society, we have made tremendous progress in the fight against cancer, but that progress will not continue unless all Americans have access to quality health care," said John R. Seffrin, Ph.D., the Society's national chief executive officer. "To make the next significant leap, we have to make it easier for Americans to get the tests and treatments they need to fight cancer. It's a battle the American Cancer Society is fighting on behalf of every American—regardless of their financial ability or health care history. Is the choice between losing your life and losing

everything really a choice?"

The public awareness campaign directs Americans to the Society's Web site, www.cancer.org, and encourages them to learn more about access to quality cancer care and to share their own story. Consumers can also join the Society's sister advocacy organization, the American Cancer Society Cancer Action NetworkSM (ACS CAN), in its grassroots campaign to make certain the issue is a priority in the 2008 elections.

The American Cancer Society has issued four principles that define meaningful health insurance and highlight major problems in the health care system that are impeding progress against cancer and other major diseases. The principles state that health insurance should be adequate, affordable, available and administratively simple. The American Cancer Society Cancer Action Network will apply the four principles to federal and state health insurance reform proposals to determine whether the proposals would improve health care for the uninsured and underinsured.

The Society also works to help cancer patients navigate their cancer experience through its Cancer Resource Network, which offers information to help patients and caregivers understand their specific disease and diagnosis, make their own treatment decisions, and cope with the often devastating effects of cancer on their lives. The Society also enjoys a long history of helping cancer patients and their loved ones with day-to-day concerns such as transportation and lodging necessary for accessing treatment; and it offers emotional support by helping locate local support groups and maintaining online patient and survivor support communities.

The Society and ACS CAN have long supported public policies and government programs that help people gain greater access to lifesaving cancer prevention, early detection, and treatment programs. This year, both the Society and ACS CAN successfully advocated Congress and the President to renew and authorize increased funding for the National Breast and Cervical Cancer Early Detection Program of the Centers for Disease Control and Prevention (CDC). This program provides breast and cervical cancer screenings and treatment for low-income, uninsured, or underinsured women. The organizations also back similar legislation, the Colorectal Cancer Early Detection, Prevention and Treatment Act that would provide access to colon cancer screenings and treatment for low-income men and women.

To learn more about the Society's efforts on access to healthcare and how people can get involved, visit www.cancer.org/access or call 1-800-ACS-2345.

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Buchanan Ingersoll & Rooney PC

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Thursday, March 6
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5th & Bigelow
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Capital Needs: The Board's Role

Kenneth Kaufman, Managing Partner
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All briefings held at Pitt's William Pitt Union, Fifth & Bieglow, Oakland

Around the Region



Liken Health Care Welcomes New Community Relations Director

Beth Caldwell has been named the Community Relations Director for Liken Health Care. Caldwell is the former publisher of the Pittsburgh Kids Directory and the owner of positivemoms.com. Caldwell has a unique background of social work, publishing and public relations. She will be using those skills to increase awareness of the services of Liken and educating the public about their choices when caring for a loved one.



Beth Caldwell

Attorney David R. Johnson Admitted to American College of Trial Lawyers

David R. Johnson, shareholder and President of the Pittsburgh-based law firm of Thomson, Rhodes & Cowie, P.C., has become a Fellow of the American College of Trial Lawyers, one of the premier legal associations in America.

Fellowship in the College is extended by invitation only, and only after careful investigation, to those experienced trial lawyers who have mastered the art of advocacy and whose professional careers have been marked by the highest standards of ethical conduct, professionalism, civility, and collegiality.

Johnson has been practicing law in Pittsburgh for over 25 years. The newly inducted Fellow is an alumnus of Duquesne University School of Law and Dickinson College.



David R. Johnson

UPMC Northwest Names Clinical Manager of Cancer Center

UPMC Northwest has named Rachel Beels, RN, OCN, as clinical manager of UPMC Cancer Center at UPMC Northwest.

Beels has been a member of the hospital's cancer care staff the past two and a half years, first as unit director of the 3 South inpatient medical oncology unit and most recently as nurse coordinator at UPMC Cancer Center at UPMC Northwest. Before joining the hospital's cancer care team, she was a private oncology practice nurse manager for four years, and practiced medical/surgical, emergency, I.V. therapy, and home care nursing.

Gateway Rehab Names Royce Woods to its Board of Directors

Gateway Rehabilitation Center recently announced the addition of Royce Woods, an associate for PNC Wealth Management, to its board of directors.

Woods graduated with a bachelor's degree in finance from Hampton University in May of 2006. He interned for three consecutive summers with PNC prior to starting full-time in June of 2006. During his internships, Royce was awarded twice the PNC Fellows Award.



Royce Woods

UPMC Bedford Memorial Adds Nurse Clinical Coordinator

UPMC Bedford Memorial is pleased to announce that Roger Arnold, R.N., B.S.N., has joined the staff as the hospital's first Nurse Clinical Coordinator.

Arnold graduated with a Bachelor of Science Degree in Psychology from Juniata College. He worked as an RN for 17 years at Bedford Memorial. During that period, he started and ran the cardiac rehab department on 2nd floor, and was a relief House Supervisor. Arnold returns to UPMC Bedford after three years as Nurse Manager at Keystone Kidney Care, and most recently at Altoona Regional Health System as Clinical Manager in the Medical/Coronary ICU.



Roger Arnold

St. Clair Hospital Appoints Cardiovascular Services Director

St. Clair Hospital has appointed Cyndi Havrilak Director of Cardiovascular Services. Havrilak comes to St. Clair Hospital from Health Care Visions, Ltd. where she served as a consultant. Havrilak's previous experience includes manager of three medical cardiac units and cardiac rehabilitation at Washington Hospital, manager of ICU at Canonsburg Hospital, and staff nurse positions.



Cyndi Havrilak

Concordia Announces Administrative Promotion

Larry A. Talmadge has been named Vice President for Retirement Services, announced Keith E. Frndak, President and CEO, Concordia Lutheran Ministries.

Talmadge began his career at Concordia Lutheran Ministries in 1995 when he was named Assistant Administrator.

Talmadge attended Geneva College with a focus on human resource management and organization development. He is also a Retirement Housing Professional through the national trade association American Association of Homes and Services for the Aging (AAHSA).



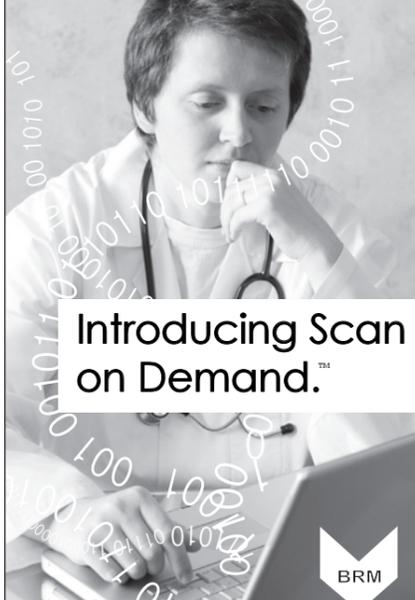
Larry A. Talmadge

Concordia Elects Six New Board Members

Six new board members were recently elected to serve a three-year term at Concordia Lutheran Ministries annual meeting.

Installed by Rev. Jack Hartman, Chaplain Director at Concordia, the newly elected members are:

C. Ross Betts, M.D., a nephrologist with Three Rivers Nephrology & Hypertension Associates, LLC and Chairman of the Department of Medicine at Butler Memorial Hospital. Dan Driscoll has served as a youth leader, Bible study leader, chairman of stewardship committee, vice president, head deacon, planning counsel, building, call, nominating, and personnel committees, delegate to English District convention, missions and outreach. Michael Fiffik, Esquire, a partner in the law firm of Welch, Gold and Siegel, P.C., is Vice Chairman of the Concordia Board of Directors and a member of the Finance, Personnel & Chaplaincy and Executive Committees. Paul Rehkopf currently serves as Chairman of the Congregation, Elder and is a member of the Chancel choir. After 38 years, Paul retired from UPMC in 2001 where he was Director of Laser Surgery. Rev. Roger D. Nuerge has served as pastor of Prince of Peace since 1987 and was a former Chairman for Concordia Lutheran Ministries Board of Directors throughout his two terms of office in the '90s. Beth Koegler has worked for AAA for 30 years and the last eight as regional manager for five offices.



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The Children's Home of Pittsburgh & Lemieux Family Center Adds New Employees

The Children's Home of Pittsburgh & Lemieux Family Center recently announced two staff appointments significant to the strategic direction of the organization.

Meghan O'Donnell was appointed as the medical social worker for The Children's Home's 28-bed Pediatric Specialty Hospital. Prior to joining The Children's Home, O'Donnell worked as a hospice counselor at Forbes Hospice. In 2004, O'Donnell founded the Pittsburgh Pediatric Palliative Care Coalition. She was recently named co-chair of the Department of Public Welfare's statewide task force for pediatric palliative and end-of-life care.

Katelyn Knox was hired as educational coordinator at Child's Way®, a daycare for children with ongoing medical conditions. Knox received a Master of Science in applied



Meghan O'Donnell



Katelyn Knox

WESTARM Physical Therapy Hires Staff Physical Therapist

WESTARM Physical Therapy of Lower Burrell, PA, announces the hiring of Linda McMannis, MS, PT, as a Staff Physical Therapist specializing in Woman's Care and Pediatrics. She will work primarily out of the Cheswick / Springdale clinic.

McMannis has 15 years of clinical experience working in hospitals, outpatient clinics, and long-term care facilities. She has worked extensively with orthopaedic injuries, neurological disorders, and sports-related injuries.



Linda McMannis

Celtic Healthcare Welcomes Michael J. Eperesi, Jr. as Vice President, Financial Services

Celtic Healthcare is proud to welcome Michael J. Eperesi, Jr. as Vice President of Financial Services.

Prior to joining Celtic Healthcare, Eperesi was CFO/Treasurer of a middle market company. Eperesi has also served as CFO of a design, print, manufacturing and distribution company.

Eperesi is a graduate of St. Vincent College with a Bachelor of Science Degree in Economics and Mathematics. While developing his career, Eperesi attended Duquesne University where he completed two Master's Degree programs, one in Business Administration.



Michael J. Eperesi

Central Point of Access Supervisor Appointed

Mark R. Frederick has been promoted to central point of access supervisor for Altoona Regional Behavioral Health Services.

Frederick previously served as the liaison/coordinator for the Student Assistance Program for 15 years. He started his career with Altoona Hospital 22 years ago as a crisis center counselor.



Mark R. Frederick

Altoona Regional Nurse Earns Master of Science Degree

Cindy Keith, M.S.N., R.N., C.W.O.C.N., with the Altoona Regional Health System Ostomy and Wound Care Program, recently earned her Master of Science degree in Nursing, with a focus in education, from Indiana University of Pennsylvania. Prior to completing the two-year requirement, Cindy received her undergraduate degree in nursing from Temple University, Philadelphia. She worked at Home Nursing Agency for 26 years and at Altoona Regional for the past five years.



Cindy Keith

Research Coordinator Completes a Dual Master's Degree

Kim Corle, RN, CCRN, MSN, MHA, research coordinator in the department of Quality Management, recently completed a dual master's degree in the science of nursing and health administration at the University of Phoenix, Arizona. She graduated with honors.

Corle was hired as a staff nurse in a medical-surgical unit with Altoona Hospital in 1987 and has worked as a staff nurse and a manager, most recently in Quality Management.



Kim Corle

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MAKING ROUNDS

PHYSICIAN ANNOUNCEMENTS, APPOINTMENTS AND AWARDS

Physicians Join UPMC Horizon Medical Staff

Three physicians recently joined UPMC Horizon's active medical staff: Kevin Leonard, M.D., radiology; Barbara Merovich, M.D., internal medicine; and Laura Pesci, D.O., pediatrics.

Dr. Leonard earned his undergraduate degree from Westminster College, New Wilmington, PA, and earned his medical degree from the Pennsylvania State University College of Medicine.

Dr. Merovich earned her medical degree from Maimonides University School of Medicine, Buenos Aires, Argentina. She completed internal medicine residencies at Pirovano Hospital, Buenos Aires, and UPMC Presbyterian and Shadyside hospitals.

A graduate of the University of Pittsburgh and Duquesne University's post baccalaureate pre-medical program, Dr. Pesci earned her medical degree from Lake Erie College of Osteopathic Medicine, Erie, PA.



Dr. Kevin Leonard



Dr. Barbara Merovich

Center for Wound Treatment Announces New Staff

Thomas Serena, M.D., medical director of the UPMC Horizon Center for Wound Treatment, has announced the addition of two physicians to the program and expanded clinic hours.

Susan Estrada-Te, M.D., a board-certified internal medicine physician, recently joined the Center for Wound Treatment. She completed her formal training in advanced wound care and hyperbaric medicine in May.

Daniel Godfrey, D.P.M., also has joined Center for Wound Treatment staff, providing full-time podiatric surgical and wound care services. A graduate of New York College of Podiatric Medicine, New York, NY, Dr. Godfrey completed a three-year podiatric medicine and surgery residency at Millcreek Community Hospital, affiliated with Lake Erie College of Osteopathic Medicine, where he served as chief resident.



Dr. Susan Estrada-Te



Dr. Daniel Godfrey

Dr. Rafael Morales Appointed Medical Director of The Washington Hospital CCU

Rafael Morales, M.D., has been appointed medical director of The Washington Hospital's Critical Care Unit. Morales, of Southwest PA Pulmonary and Sleep Medicine Ltd., is board certified in internal medicine and critical care medicine.



Dr. Rafael Morales

Jameson Welcomes Dr. Uzma Shahzad

Uzma Shahzad, M.D., Infectious Disease Physician, has joined Jameson Hospital.

Dr. Shahzad attended Dow Medical College in Pakistan. She served her internship at St. Joseph Hospital and Health Center in Chicago, Santa Teresa Hospital in California and Habib Medical Center and the Civil Hospital in Pakistan. Her residency was at St. Joseph Hospital and Health Center in Chicago and Liaquat National Hospital and Abassi Shaheed Hospital in Pakistan. She also served a Fellowship in Infectious disease at Strong Memorial Hospital in New York. Prior to coming to Jameson she was at Allegheny General Hospital.



Dr. Uzma Shahzad

Pendergast Elected President of The Washington Hospital Medical Staff

William Pendergast, M.D., has been elected president of The Washington Hospital Medical Staff. Pendergast, a board-certified internal medicine physician, has been a member of the hospital's medical staff for nearly 12 years.



Dr. William Pendergast

Institute of Medicine Honors Pitt Expert in Schizophrenia

The Institute of Medicine (IOM) has selected David A. Lewis, M.D., professor in the departments of psychiatry and neuroscience and director of the Translational Neuroscience Program at the University of Pittsburgh, as one of its newest members for his contributions to the advancement of treating schizophrenia and his efforts to bring the importance of this major public health issue to the forefront.

Dr. Lewis has been involved in schizophrenia research for more than 20 years. His research focuses on the neural circuitry of the prefrontal cortex and related brain regions and the alterations of this circuitry in schizophrenia. In addition to his academic responsibilities, Dr. Lewis also serves as director of a National Institute of Mental Health (NIMH) Conte Center for the Neuroscience of Mental Disorders.



Dr. David A. Lewis

Canonsburg General Hospital Board of Directors Appoints Medical Staff Members

The Board of Directors of Canonsburg General Hospital recently appointed Priyanka Duggal, M.D., Mark D. Hilborn, M.D., and Patrick T. McCulloch, M.D. to the medical staff.

Dr. Duggal, a board-certified internist, received her medical degree from Sawai Man Singh Medical College and completed a residency in internal medicine at Allegheny General Hospital.

A board-certified radiologist, Dr. Hilborn received his medical degree and completed a residency in radiology from the University of Western Ontario and a fellowship in interventional radiology at the University of Michigan.

Dr. McCulloch, an associate with Southwestern PA Orthopedic Associates, received his medical degree from West Virginia University and completed a fellowship in orthopedic surgery at the University of Pittsburgh.

Family Physician Joins UPMC Northwest Medical Staff

Board-certified family practitioner Erica Snider-Thammavong, M.D., is the newest member of the UPMC Northwest medical staff.

Dr. Snider-Thammavong has come here from Elmira, NY, where she practiced the past two years with Arnot Medical Services. The New York native has a bachelor's degree in biochemistry from Binghamton University in Binghamton, NY, and a degree in medicine from Ross University School of Medicine in the Caribbean island of Dominica. She completed an internship and family practice residency at Wilson Memorial Regional Hospital in Binghamton, NY.



Dr. Erica Snider-Thammavong

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MAKING ROUNDS

UPMC Northwest Announces Several Staff Achievements

UPMC Northwest has announced several staff members' achievements.

General surgeon Daniel Palermo, M.D., FACS, has earned fellowship status from the American College of Surgeons. After board certification, which Dr. Palermo achieved earlier, fellowship is the highest level of recognition that the college grants to acknowledge advanced credentials in surgery.

Thoracic/vascular surgeon James Klena, M.D., is the new medical director of the UPMC Northwest Intensive Care Unit.

Radiation physicist Amirul Hoque, Ph.D., of UPMC Cancer Center at UPMC Northwest, has earned certification in therapeutic radiologic physics from the American Board of Radiology.

Pharmacy manager Matt Scola, PharmD, has been named treasurer of the Pennsylvania Society of Health System Pharmacists, an organization that advances and supports pharmacists and their pharmacy care teams in hospitals and other facilities.

Scott Smith, RN, WCC, of Visiting Nurses Association of Venango County, has earned certification as a wound care nurse from the National Wound Care Alliance.



Dr. Daniel Palermo



Dr. James Klena

Jorge Gonzalez-Cruz, M.D., Joins Altoona Regional Medical Staff

Jorge Gonzalez-Cruz, M.D., has joined the medical staff in the clinical service of Neurosurgery, Specialized Surgery department.

He graduated from Ignacio S. Santos Medical School, I.T.E.S.M., Mexico, performed his internship training at the University of Hawaii, and his residency in neurosurgery at Louisiana State University Hospital, Shreveport.



Dr. Jorge Gonzalez-Cruz

Gynecological Oncologist Dr. John T. Comerci Jr. Joins West Penn Hospital

Gynecological oncologist John T. Comerci Jr., M.D., is returning to Pittsburgh to join The Western Pennsylvania Hospital's Department of Obstetrics and Gynecology. In addition to seeing patients, he will serve as the department's Director of Outreach.

The author of numerous journal articles, reviews and abstracts, Dr. Comerci comes to West Penn after serving as director of the Banner Desert Medical Center Comprehensive Cancer Center in Mesa, AZ.

Prior to moving to Arizona in 2005, Dr. Comerci was an assistant professor in the Divisions of Gynecologic Oncology at the University of Rochester School of Medicine, University of Pittsburgh School of Medicine and Magee-Women's Hospital.



Dr. John T. Comerci Jr.

Dr. Furguele Joins MVH

Natalie Furguele-Iracki, M.D., has joined the Medical Staff at Monongahela Valley Hospital.

She received her medical degree from the University of Pennsylvania School of Medicine in Philadelphia and completed her residency training at The Western Pennsylvania Hospital in Pittsburgh.

Her current and previous experience includes various hospital affiliations with St. Clair Memorial, Canonsburg General, Allegheny General, UPMC Shadyside and The Washington Hospital.



Natalie Furguele-Iracki

UPMC Bedford Memorial Adds Fourth Hospitalist

A. Sami Qazi, M.D., has joined the staff of UPMC Bedford Memorial as a Hospitalist.

Dr. Qazi earned his Medical Degree from Khyber Medical College, Peshawar, Pakistan. He completed Medical Training at PGMI Hayatabad Medical Complex, Peshawar, Pakistan and his residency at Montgomery Hospital, Norristown, PA. Dr. Qazi earned a Geriatric Medicine Fellowship from Sacred Heart Hospital, Allentown, PA. He is Board Certified in Family Medicine and is Board Eligible in Geriatrics.



Dr. A. Sami Qazi

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Stories of Care



Photo credit: Shannon Adam

Mercy's VIP Employer of Choice team, responsible for organizing the drive with Catholic Charities. Sitting (l-r): Paul Defibaugh and Paula Andrews. Standing (l-r) Carol Bonner, Becky Sterling and Brennie Bryant.

Mercy Hospital's Adopt a Family Campaign a Success

Mercy employees from 55 different hospital departments delivered wrapped Christmas gifts they and their family members purchased for 38 Pittsburgh-area families in need who Mercy "adopted" for the holidays. Families range from single individuals to families of 10. All of the families are served by Catholic Charities Neighborhood Services (CCNS) of Lawrenceville. The Adopt-a-Family campaign has been an annual tradition at Mercy since 1986.

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Parish Nursing – A New Sense of Caring and Concern

As a nurse, I have long understood the interrelationship of the body, mind, and spirit. I believe that health is related to the whole person, and that wellness is not just the absence of disease – it is associated with everything a person does, thinks, and feels. In the words of Ellen G. White, a 19th century religious writer, "The mind and body are very close - when one is sick, the other sympathizes." Indeed, the mission of the nursing school I attended, Loma Linda University, a Seventh-day Adventist university, has as its motto, "To Make Man Whole".

I was serving as director of health ministries at my church when a chance meeting with some Parish Nurses while attending a conference at Southern University presented me with an opportunity to enhance my nursing ministry. Parish nursing, a recognized specialty practice that combines professional nursing and health ministry, holds the spiritual dimension to be central to practice and emphasizes health and healing within a faith community.

Parish nurses are persons of faith who are experienced registered nurses, and who have received special education in holistic health care. As a member of the faith community and the health care system, the Parish Nurse links faith and health to combine professional nursing practice within Christian ministry. Parish Nurses focus primarily on preventative health and spiritual care. The Parish Nurse is a catalyst in promoting health, healing and wholeness of individuals, families, congregations and the wider community. In collaboration with pastors, other professionals, and lay workers from within the local congregation and the wider community, Parish Nurses may be involved in various health-related activities geared to all age levels. In addition to providing health counseling, referrals and directing parishioners to health resources in the literature and community, the Parish nurse clarifies the relationship between spirituality and health, often speaking with parishioners about their own spirituality and the relationship between spirituality and health. As a parish nurse, when I conduct a nursing health assessment, I also conduct a spiritual assessment.

I spend about 24 to 30 hours a month in my role as a parish nurse, including: educating the community in my church about healthy lifestyles and the relationship between lifestyle, faith, and well being; counseling people about their health problems and making and implementing care plans with them; collaborating with our pastor and faith community leaders to form partnerships with other community health resources; linking people up with community health resources and services and serving as a liaison between the church and its members; training volunteers; organizing health support groups and health screenings; contacting parishioners with a visit or a card; and caring for parishioners who become ill during the service.

In exchange for this investment of time, parish nursing has rewarded me with a number of blessings. As a nurse researcher and educator I appreciate the opportunity parish nursing provides me to practice my clinical nursing skills. As a parish nurse and member of a congregation, I have learned to view members of my congregation differently, with a new sense of caring and concern. Attending to the spiritual health of congregants places you in this new and different relationship. I wonder if this person took their blood pressure medicine and how that person's daughter is getting along after her asthma attack the week before during the church service. On one occasion, an adolescent girl came to me with a question regarding blood in her urine, which turned into a discussion of sexually transmitted diseases and the need to be seen in clinic. And, where I used to see a difficult person, I now see an individual in physical and sometimes spiritual pain.

Willa Doswell, PhD, RN, FAAN, associate professor in the Department of Health Promotion and Development at the University of Pittsburgh School of Nursing can be reached at (412) 624-8977 or wdo100@pitt.edu. She is a Parish Nurse at the Ethnan Temple Seventh-day Adventist church in Wilksburg, PA.



BY WILLA DOSWELL

Heroic, Pregnant Burn Victim Helped by West Penn's Expertise

Crystal Hauser awoke on Feb. 24, 2007 to see the ceiling of her home orange with flames and hear her son J.J. Hauser screaming for help. As she ran into another room to rescue J.J., a hunk of burning insulation fell onto her back. She escaped the house with her son in her arms and went looking for help.

The Hausers were transported from their home in Bayard, W.Va., to the West Penn Burn Center in Pittsburgh. Crystal had life-threatening third-degree burns over nearly 50 percent of her body. She was also seven months pregnant.

Doctors at the West Penn Burn Center, and Departments of Obstetrics and

Gynecology and Pediatrics, worked together to solve a situation for which they could find no precedence in American medical literature: treating a severely burned woman in the third trimester of pregnancy.

Fortunately for the Hausers, West Penn has top-flight expertise in burn treatment and neonatology under one roof.

Treating Crystal for her burns while keeping her baby safe required the combined expertise of the West Penn Burn Center, led by I. William Goldfarb, M.D., the Department of Obstetrics and Gynecology, led by Gregorio Delgado, M.D., and the Department of Pediatrics, led by Alan Lantzy, M.D.

Lee Hauser was born March 2 by Cesarean section at 29 weeks, three days, and handed over to the care of West Penn's Neonatal Intensive Care Unit. Crystal stayed 53 days in the West Penn Burn Center and underwent five surgeries before being discharged April 25. Two-year-old JJ Hauser also underwent skin grafts, and healed much more quickly than doctors anticipated.

The Hausers' trailer was reduced to rubble in the explosion, which was believed to have been caused by an electrical malfunction. Father and husband John Hauser was at work driving a coal truck when it happened. The family has since built a new home and

all are doing well.

Many people contributed to this story's happy ending. They include the entire staff of the Burn Center including Ariel Aballay, M.D., and Esther Atwood, nurse manager; in Obstetrics and Gynecology, Roseann Covatto, M.D., and Mark Caine, M.D.; in the NICU, nurse manager Donna Murray and her staff, and in Pediatrics, nurse manager Dina Boyd and her staff. Also, Larry O'Leary and Sean Biagi of Communications and Marketing set up an innovative video feed so that Crystal could see Lee during the times when danger of infection kept mother and son apart.

COVER STORY: Amazing Stories of Care from Memorial Medical Center

Continued from page 1

thized with the woman and offered to pick up his belongings. When Tonya arrived at the patient's home, his wife mentioned that she needed groceries. Tonya took it upon herself to pick up groceries for the distressed woman and deliver the patient's personal belongings to him.

For Scott Roberts, Case Management Department, it was no easy task to place one particular patient who had been hospitalized for 35 days following a car accident. During that time, the patient, who is deaf, had been evicted from their apartment, had no family and all of their clothes and belongings were still in the wrecked car located several miles away. Roberts worked tirelessly to get the patient placed in a home near Pittsburgh,

where they had lived prior to the accident. To make life a little easier on the patient, Roberts spent his day off driving to the location of the wrecked car, where he obtained the patient's clothes, washed them and returned them to the grateful patient.

In another instant, Diana Johns of Conemaugh Regional Hospice, really put her effort into "building" relationships with her patients. While she had only been on the job for four months, Johns was caring for a patient with a fractured arm, who lived alone on a fixed income. The patient wanted to go home, but was unable to get in and out of the house. They were willing to have a wheelchair ramp installed, but lacked the funds. After hearing this, Johns, using donated funds

for supplies and the assistance of her son-in-law, went to the patient's home on a Saturday and built a wheelchair ramp for the patient. The patient was able to return home that Monday, where they have remained independently ever since.

Lisa Burkey, a nurse at Memorial recently received Memorial's Quarterly Gold Star Award for her compassion and care. A trauma patient, who was admitted following a tragic accident that claimed the life of her husband, was desperate to attend her husband's viewing. The patient's physicians permitted her to attend, but only if she went via ambulance and had a nurse accompany her the entire time. Burkey gave up her half-day off to go with the patient, staying with the woman at her husband's viewing until it

ended that evening. The next day, Burkey again offered to accompany the woman to her husband's funeral. Upon returning to the hospital, Burkey stayed late to catch up on the paperwork she had missed while out with the patient. Although the patient was devastated by the recent chain of events, she smiled when speaking of Burkey, called her an "angel," and said, "I can't thank Lisa enough for helping me through this awful time and for making sure I was able to say goodbye to my husband."

"While these stories are inspirational," says Gorzelsky, "they are just a few of the thoughtful examples of how employees at Memorial Medical Center go above-and-beyond to care for their patients each and every day."

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VENDOR PROFILES

PROFILE: Clean Care's Linda Burgman

BY NANCY KENNEDY

Throughout her career, Linda Burgman has acquired a broad range of experience working in a variety of positions: customer services, sales, office management, quality management and administration. Remarkably, she has held all of those positions in the same organization: Clean Care, a professional linen and laundry services provider that is a national leader in the textile services industry. Burgman has spent her entire professional life at Clean Care, gradually advancing through a series of promotions to her present position as the company's vice-president. Burgman has no regrets whatsoever and cherishes her long and mutually loyal relationship with Clean Care. "I'm fortunate to have this experience," she says. "I learned this industry from the ground up, and I have grown along with the company. I've been given wonderful opportunities for advancement by the owners of this company."

Clean Care is a locally owned business, operated by the Ostrow family. Woody Ostrow, the current Chief Executive Officer, represents the third generation of his family to run the company, which was founded in 1933 by his grandfather. Clean Care has grown significantly under Ostrow's direction and is now Western Pennsylvania's largest textile services company, providing linens and laundry services to over fifty hospitals and health care organizations, hundreds of clinics and physician offices, and thousands of restaurants, food service and hospitality establishments. The company has 3 facilities, located on the North Side, Lawrenceville and Point Breeze, and employs 180 people.

Clean Care processes over 700,000 pounds of linen per week in its immaculate, brightly-lit facilities, utilizing a state-of-the-art computerized 18-chamber continuous batch washer. "People have no idea what goes into processing linen," says Burgman. "When they tour our facilities, they are astonished by the enormity and the complexity of it. Every step in our automated processing is based on science."

It's a fast-paced, dynamic industry that is never boring, according to Burgman. "Linen is something that everybody needs and uses," she says. "In health care, it's the one item that touches everyone and is needed in every setting."

The University of Pittsburgh graduate, who once anticipated a teaching career, briefly left Clean Care during her early years with the company, in order to marry and have a family.



Linda Burgman with Clean Care CEO Woody Ostrow.

But when a former co-worker told her that the business had doubled in capacity and was hiring, she decided to return, taking a position as a customer service representative. That was 22 years ago. Burgman eventually became the office manager before transferring into sales and then the service department, where she spearheaded the development of the quality management program.

"I worked in the hospitality division up to that point. When the manager in our health care division left, I was offered the position. From there, I became the general manager, and then was promoted to vice-president. This is a male-dominated industry and a labor intensive field; I'm definitely an exception."

To Woody Ostrow, Burgman is also an exceptional employee. "Linda is the go-to person for our customers. She's a reassuring presence for them; they know she'll take care of their needs. Hers is a rare success story – she came to Clean Care right out of high school and worked her way up through the ranks, all while raising a family and attending night school to get her degree. She knows this company and this industry inside-out. Linda is a problem-solver and we are fortunate to have someone like her."

As vice president, Burgman directly supervises the plant, service and office managers, and having personally held all three of those positions, has a depth of understanding about each department. "One of the great satisfactions of my job is working with the staff," she says. "There's a friendly, family atmosphere at Clean

Care; we have multiple generations of families among our employees. I get to teach all the time, which I love, and I love the diversity of it. I have to be knowledgeable about environmental issues, infection control, bloodborne pathogens, marketing and other aspects of the industry."

Burgman has spoken at seminars and published articles on linen industry issues for trade journals and finds that challenging. Still, she says, the satisfactions come from inside, because when it comes to customer satisfaction in the linen services industry, silence is golden. "In this business, you won't find your rewards in accolades from clients. Our customers expect perfection from us and we deliver it. We only hear from a client when there's a problem; if we aren't hearing from them, we're happy; that indicates satisfaction. Keeping our customers well supplied and satisfied with excellent service is what we are all about."

Linda Burgman can be contacted at lburgman@cleancarelinen.com.

Too Much Information? COMPUCOM has Document Management Solutions for Healthcare Organizations

BY NANCY KENNEDY

Although the Information Age has yet not delivered on the promise of a paper-free society, there is a local, affordable, state-of-the-art document management service that does deliver, for organizations that are drowning in a daily tsunami of paper and information.

For 29 years, COMPUCOM, Inc. has been delivering increased productivity, higher profits, greater efficiency, enhanced security, protection from natural disaster and improved employee morale to organizations and businesses of all types and sizes throughout the tri-state area. Utilizing cutting edge technology, COMPUCOM helps organizations effectively manage information, particularly active documents, data and records, through digital imaging and microfilm solutions that are customized to the specific needs of each client. As a result, COMPUCOM clients are in control of, rather than controlled by, the voluminous amount of information that is part of every industry.

"The amount of information that any organization has to deal with is phenomenal, and most of that information is still on paper," says Joe Reljac, Chief Operating Officer and co-founder of COMPUCOM with partner Tom Sweeney. "It comes from many sources and in many different formats. Referencing information, especially in healthcare, may be critical, but if you cannot locate and retrieve it, it isn't useful and you're going to spend a lot of time searching for it. Time spent searching for information is time wasted; that time has great value but when businesses are budgeting for document production, they tend to discount the people hours involved. Over time, 5 minutes versus 30 minutes adds up to a tremendous cost."

Digitizing active documents to one format unifies and simplifies the system, making retrieval significantly easier, faster and efficient. The implications for the healthcare industry are obvious: the ability to locate access and sometimes share patient information and medical history with colleagues in other locations can be a matter of life or death, in the hospital, emergency room or physician office. "You need information in order to be able to give care," says Reljac. "Our services give you immediate access, plus your documents are backed up and completely safe."

All of the major concerns related to healthcare information management are addressed



by COMPUCOM services. Digitizing documents of all types and sizes streamlines operations, facilitating retrievability, confidentiality and portability, for organizations with multiple locations. Such operational efficiency is not only useful in the clinical realm, but also in administrative operations, where preparation for licensure and accreditation surveys, compliance with regulations, management of employee, financial and facility records, and the need to amass data to defend lawsuits demand excellence in the management of information.

COMPUCOM has many clients in the healthcare industry, as well as financial, retail, corporate and non-profit clients. The company is centrally located on West Carson Street adjacent to downtown in a secure facility that COMPUCOM owns. No one enters the building except for COMPUCOM's team of 35 employees.

"Our experience is the advantage that we offer to clients," says Reljac. "The goal is to give the clients the solutions they need, not the solutions we want to sell them. Their success is our success. We are the only firm that provides the full range of digital scanning and microfilm imaging services and systems. We evaluate your needs, design a solution for you, implement the solution and provide technical support. We can help you preserve archival records in addition to scanning active documents to computer systems. As many as 15,000 documents can be stored on a single CD and we can make as many duplicates as the client wants. Information is treated with great attention to security and we don't retain any of it. The cost is about the same as making a photocopy – pennies per page."

Whether an organization is large and small, public or private, non-profit or for profit, COMPUCOM can save time, space and costs, streamlining operations so that employees can work more productively and with a lot less frustration. Research has shown that, across all industries, 25-50% of a workday is spent processing paper documents, and that as much as 35% of the workday may be spent searching for information. That takes an enormous toll in time and costs, and it can have an emotional cost as well, draining employees of energy and morale.

There is no point in having information that cannot be accessed and utilized. Document imaging enables progressive organizations to capture, store, access and share files, providing a competitive edge and an efficient workplace.

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Investors' Lab

Investment Policy and Behavioral Finance

For investors, 2007 has been markedly different from recent years. Oil prices skyrocketed; the housing market collapsed; inflation kicked into gear; sub-prime mortgages and credit cards experienced higher default rates; the ensuing crisis in confidence virtually halted investment in commercial paper and other asset backed securities and eventually led to a worldwide liquidity crisis in the banking system. The Fed initiated a rescue with rate cuts at the discount window and in the Fed Funds Rate.

Throughout this maelstrom of dramatic events, we've been treated to a couple of new highs on the Dow only to be followed by steep drops. The last steep drop materialized into a full-blown 10% correction.

It's enough to make even the seemingly savvy investors want to cut their losses and run.

How do we protect our assets in these turbulent times?

1. Understand basic behavioral finance concepts.
2. Draft and implement a thoughtful and thorough investment policy statement.

Behavioral Finance

The psychology of financial markets is nearly opposite that of other markets. The emotional influences of market changes often cause investors to do the opposite of what they should do. Investors have a tendency to sell securities that are actually "on sale" and buy securities when prices go up.

Investors exhibit this behavior because they are simultaneously loss averse and overconfident. We eschew investment loss because it is significantly more painful than investment gain is satisfying. Simultaneously, we believe we can and will do better than everyone else, leading us to a false sense of control that biases our decision-making.

We have a tendency to believe what recently occurred would continue into the immediate future. This short-term thinking can often lead to an equally erroneous belief that intermediate-term trends will continue indefinitely. We become overly confident about positive experience and overly worried about negative experience. Finally, we often become anchored in our current belief set, in spite of evidence to the contrary, because we want to be right and avoid the fear of regret associated with loss aversion.

This psychology is natural and it causes investors to chase performance, all the while underperforming. To avoid this, investors must understand that unlike games of chance, the markets have a positive bias over time and that volatility is really just random, distracting noise.

The positive bias of the market is a long-term phenomenon. This implies that investors must learn to distinguish random, short-term noise from real market change and have a plan to manage it.

Investment Policy

The process of protecting investments during turbulent times should ideally begin long before the turbulence with the creation of an investment policy statement. An



BY PAUL BRAHIM, CFP® AIFA®

investment policy statement serves as a business plan for a portfolio, providing continuity of management during turbulent times. Charles Ellis in his seminal book, *Winning the Loser's Game*, states, "... the real opportunity to achieve superior results is not in scrambling to outperform the market, but in establishing and adhering to appropriate investment policies over the long-term – policies that position the portfolio to benefit from riding with the long-term forces in the market."

A well-drafted Investment Policy Statement defines several important management directives including:

1. Appropriate time horizon for investment;
2. Level of risk as defined by the expected range of returns and "worst case" scenario;
3. Modeled or expected long-term rate of return;
4. Asset classes consistent with the objective, time horizon and risk level;
5. Diversification and rebalancing guidelines;
6. Due diligence criteria for selecting investments; and
7. Monitoring or watch-list criteria.

Consistent with these seven directives are three important attributes of investment policy:

1. Realistic: An investment policy must be based on realistic expectations of risk-adjusted returns.
2. Long-term: Investors are concerned with volatility because it represents the potential for permanent loss of their invested assets. Sufficient cash reserves and other short-term investments help to mitigate that fear, allowing the long-term portfolio to achieve its positive bias through full market cycles.
3. Clearly defined: Investment policy must be explicit enough so that a competent stranger could manage an investor's assets.

Investment Policy Statements serve as a foundation for managing an investor's assets. It is the instrument that provides consistency and steadiness for that management responsibility through turbulent times in spite of the conflicting emotions and thought processes identified in behavioral finance.

Paul Brahim, CFP® AIFA®, Managing Director, BPU Investment Management, Inc., can be reached at pbrahim@bpuinvestments.com.



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What's *new*

Altoona Regional's New Medication Administration System Reduces Likelihood of Errors

A new medication administration system at Altoona Regional Health System increases patient safety and reduces the possibility of medication errors through a series of electronic safeguards which back up a nurse's bedside expertise.

Called the Medication Administration Check System – or MAK – it helps nurses with the five R's to administer the right drug at the right time in the right dose by the right route to the right patient.

The system uses bar coding technology – the same principles used at your local grocery store to properly identify products and their prices. In the hospital setting, each drug is packaged with a unique bar code. The patient wears a unique identification band that has a bar code. And, the nurse's identification band also has a bar code.

When it's time to administer medication to a patient, the nurse's identification badge is scanned, the patient's wristband is scanned and the medication is scanned using a handheld scanner. The computer determines if the patient's information matches the medical record and drug safety information and then provides a screen prompt on whether it is advisable to administer the medication.



Altoona Regional Staff Nurses Lynda Weber (left) and Cindy Bartlett demonstrate the Medication Administration Check System.

University of Pittsburgh Graduate School of Public Health to Lead Local Study Center in a Landmark Government Study of Child Health

The University of Pittsburgh Graduate School of Public Health (GSPH) has been selected as a study center in the National Children's Study to assess the effects of environmental and genetic factors on child and human health in the United States. The study center will manage local participant recruitment and data collection in the largest study of child and human health ever conducted in the United States.

"What we learn will help not only children and families in Pennsylvania, but will help children across the United States and shape child health guidance, interventions and policy for generations to come," said Roberta B. Ness, chair of the department of epidemiology at GSPH and principal investigator of the Pittsburgh study center.

The National Children's Study eventually will follow a representative sample of 100,000 children from before birth to age 21, seeking information to prevent and treat some of the nation's most pressing health problems, including autism, birth defects, diabetes, heart disease and obesity.

PA Hospitals: Growth of Ambulatory Surgery Centers Increases Costs of Care and Pressures Acute Care Hospitals

The Hospital & Healthsystem Association of Pennsylvania (HAP) said that data in the Pennsylvania Health Care Cost Containment Council's (PHC4) Financial Analysis 2006: An Annual Report on the Financial Health of Pennsylvania's Non-GAC Facilities shows that there are 232 ambulatory surgery centers in the state, far exceeding the number of general acute care hospitals (174).

"This report should draw the attention of legislators and regulators as they examine the extent to which ambulatory surgery centers – which now outnumber general acute care hospitals – are driving the increase in health care costs," said HAP President and CEO Carolyn F. Scanlan. "No patient should have to question whether his or her physician is acting in the best clinical interest of the patient versus responding to financial investment decisions."

According to the PHC4 report, ambulatory surgery centers have nearly quintupled in number over ten years, and they enjoy profit margins (total and operating) of 21 percent.

"Such facilities remove profitable services from community hospitals and treat healthier – and usually insured – patients," Scanlan said. "Data indicates that these facilities typically do not take those patients who cannot pay, treat far fewer Medicaid patients than do acute care hospitals, and do not treat patients with complex conditions. The result is that our community hospitals take in and treat the sickest and most needy patients."

"There must be equitable requirements for licensed health care facilities, regardless of ownership or setting," Scanlan said. "Facilities that are providing the same or similar services should adhere to the same or similar standards of licensure, public reporting, reimbursement, and provision of care to the uninsured, Medicaid, and other publicly-supported patients. Policymakers need to modernize our state's licensure act and look at the role physician self-referral plays in health care utilization, quality, and cost."

"Pennsylvania's hospitals and health systems seek to provide coordinate, high-quality, cost-effective, and compassionate health care in communities across the state," Scanlan said. "To support this mission, fair and appropriate regulations and financing of care must exist."

Pharmacists Begin Quality Improvement Demonstrations

Eight pharmacists from seven hospitals throughout the region will undertake demonstrations to show how expanding the role of clinical pharmacists in medication management and administration can improve safety and quality of care for patients and possibly reduce costs.

The pharmacists will perform their projects in conjunction with the Pittsburgh Regional Health Initiative (PRHI) under grants from the Jewish Healthcare Foundation's (JHF) Pharmacy Agents for Change Fellowship program. The eight participants were recently selected based on projects proposed as part of an application process that JHF concluded in August.

"We believe that getting the right medication mix may be the most critical element in overall health and recovery," said Karen Wolk Feinstein, PhD, President and Chief Executive Officer of JHF and PRHI.

Dr. Feinstein noted that healthcare reimbursements often aren't structured to support expanded roles for pharmacists. But she said the Fellowship projects, in addition to improving outcomes, may shed light on the kinds of payment changes needed to optimize pharmacists' participation in patient care.

Host institutions each will receive a \$15,000 grant to support the pharmacy demonstrations and training. Fellowship participants will receive training in work redesign and process improvement through PRHI's Perfecting Patient CareSM (PPC) University and will use the Toyota-based PPC methods to implement their projects, with coaching support from PRHI and JHF staff.

The program is expected to build on findings of a 1999 study that JHF funded to see if patients with multiple medical conditions would benefit from the intervention of hospital pharmacists. Conducted by researchers at the University of Pittsburgh Center for Research on Health Care, the study concluded that patients often were able to take fewer medications when pharmacists reviewed their prescriptions and that dosing regimens often could be changed or streamlined to achieve better outcomes as well. Such changes can also result in cost reductions.



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SNAPSHOTS



(l-r) Maureen Haggarty, FHPC Director of Development, Rafael Sciuillo, FHPC President & CEO, Chief Executive Dan Onorato, Anne Mullaney, Esq. and the Honorable Maurice Cohill (Honorary Chairs).

Highland Hospital Opens New Diabetes Center

Highlands Hospital is pleased to announce the opening of their new Diabetes Center. The Center offers a comprehensive approach to diabetes education, management and support. The Center is under the Direction of Patricia McKissock, R.N., Certified Diabetes Educator, who focuses exclusively on teaching and caring for people with diabetes. The Center is equipped with free computer access so patients can easily download their blood glucose meter and search the Internet. Patients can also take advantage of the latest diabetes educational resources available in the Center's library.



Patricia McKissock



Steve and Karen Blass.

Toast to Life Celebration

Family Hospice and Palliative Care recently hosted its 10th annual Toast to Life Celebration. All proceeds from the formal dinner/dance benefit patient and family services. Former Pittsburgh Pirate, Steve Blass, his wife, Karen Blass, and Allegheny County Chief Executive Dan Onorato were the guests of honor.

J.C. Blair's Charity Ball Features Celebrity Cake Decorating Contest

This year marked J.C. Blair's 57th Annual Charity Ball sponsored by The Auxiliary to J.C. Blair Memorial Hospital. The event featured a night of dancing and music with the Fabulous Flashbacks as well as a multitude of culinary treats. Pictured: Hospital Board Chairman James Lakso with assistance from his wife Bonnie, J.C. Blair President and CEO Kevin Calhoun, and Attorney Larry Newton put their skills to the test as part of the "celebrity cake decorating" contest. All proceeds from the event will support the purchase of a new colonoscope for the hospital.



Team Charleroi Donates to MVH Cancer Center

Since 2003 downtown Charleroi has hosted the Lois Orange Ducoeur Memorial Breast Cancer Awareness Walk. This year as a result of the monies raised by the walk, Team Charleroi presented a monetary gift of \$ 4,151.68 to Monongahela Valley Hospital toward its Charles L. and Rose Sweeney-Melenyzer Pavilion and Regional Cancer Center. Shown here receiving the donation for MVH is Louis J. Panza, Jr.(right) , president and CEO of Monongahela Valley Hospital from Donna Angelo (left), Breast Cancer Awareness Walk Chairperson and staff member of Mon Valley Regional Chamber of Commerce, Thomas and Cora Ducoeur, owners of Orange's Gift Department Store and Ducoeur's Furniture. It is Tom's mother, Lois Orange Ducoeur, whose memory is honored at the annual event.



LECOM Students Sponsor Fitness Event

Students from the Lake Erie College of Osteopathic Medicine recently sponsored a Fit-For-Life Run/Walk at Family First Sports Park in Erie. LECOM students interacted with fourth- and fifth-graders as they raced between stimulating health education stations.

The exercise station proved to be one of the most popular. At this station, elementary students learned how to do proper sit-ups, push-ups and squat thrusts, exercises which fortify the essential central core of the body. Together, these stations promoted positive decision-making and encouraged the children to take their new knowledge home and share it with their families.



FCCM Officially Open for Business

The 67 long term care residents, hospital and ER patients recently made their way to the new Fulton County Medical Center. Located just one half mile from the site FCCM occupied for nearly 60 years, FCCM enlisted the help of the center's dedicated staff, volunteers and EMS staff from local ambulance companies. Pictured is Darryl Heckman being moved out of the old facility by EMS personnel Darin Swope. Darryl was the first hospital patient to arrive at the new Fulton County Medical Center.

Logan Continues to Fund Expansion of Forbes Regional Campus



State Sen. Sean Logan (D-Allegheny/ Westmoreland) announced that he has secured a \$500,000 grant for The Western Pennsylvania Hospital – Forbes Regional Campus. The grant, administered by the Department of Health, will be used to purchase a mobile C-Arm, which will be used in the new Ed Dardanell Heart & Vascular Center at Forbes.

Pictured accepting the \$500,000 Department of Health grant from State Senator Sean Logan (third from left) are (l-r) Tom Moser, Chief Operating Officer, The Western Pennsylvania Hospital - Forbes Regional Campus; Dr. Michael Culig, Medical Director of the Cardiothoracic Program at Forbes Regional Campus and the new Ed Dardanell Heart & Vascular Center; W. Keith Smith, President and CEO West Penn Allegheny Health System; David L. McClenahan, Chairman of the West Penn Allegheny Health System Board of Directors; and David Burstin, Chairman of The Western Pennsylvania Hospital Board of Directors.

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Excelsa Health HR Director Receives Professional Honor

Annette Gold-Demich, Director of Human Resources at Excelsa Health Latrobe Hospital, is the recipient of the 2007 Distinguished Human Resources Professional Award presented by the Society of Healthcare Human Resources Professionals of Pennsylvania (SHHRPP).

To win this award, Gold-Demich fulfilled the judging criteria by working on the state newsletter and planning two statewide conferences while serving as Communications Officer of SHHRPP. She also has held the office of President and Vice President and has agreed to stay on as Vice President while new leaders are developed to serve as officers for 2008.



Annette Gold-Demich

American Diabetes Association Honors Pitt Diabetes Expert

The American Diabetes Association (ADA) has selected Linda Siminerio, Ph.D., R.N., executive director of the University of Pittsburgh Diabetes Institute (UPDI), as its 2007 Josiah K. Lilly Distinguished Service Award honoree. The award is given each year to an individual, organization or institution that has made an outstanding contribution to the lives of people with diabetes mellitus.

Dr. Siminerio is the co-chair of the Pennsylvania Action Plan for Diabetes and previously served as president of Health Care and Education for the American Diabetes Association and the senior vice president of the International Diabetes Foundation (IDF). She has been appointed as the chair of the 2009 IDF World Diabetes Congress.



Linda Siminerio

University of Pittsburgh Schools of the Health Sciences Announce Faculty, Staff Achievements

The faculty, staff and students of the University of Pittsburgh Schools of the Health Sciences often are recognized by academic and scientific societies and other prestigious organizations for their significant achievements and exceptional leadership. Among those whose work has been acknowledged recently with awards and accolades are the following:

- L. Dade Lunsford, M.D., has been selected for a National Physician of the Year Award, by Castle Connolly Medical Ltd. In addition, Dr. Lunsford was selected by the Allegheny County Medical Society (ACMS) to receive its 2007 Ralph C. Wilde Award.
- Susan G. Amara, Ph.D., Thomas Detre Professor of Neurobiology, University of Pittsburgh School of Medicine, has been named an American Association for the Advancement of Science (AAAS) Fellow.
- The Center for Environmental Oncology at the University of Pittsburgh Cancer Institute received the Leader in Environmental Health Award from the Pennsylvania Resources Council.
- Lynn M. Martire, Ph.D., associate director of gerontology, University Center for Social and Urban Research, University of Pittsburgh Graduate School of Public Health, has been selected to receive the Margret M. & Paul B. Baltes Foundation Award.
- Catherine M. Bender, Ph.D., R.N., associate professor, department of health and community systems, University of Pittsburgh School of Nursing received the 2007 Nursing Research Award from the Nightingale Awards of Pennsylvania.
- Karleen Melody, a second-year student in the University of Pittsburgh School of Pharmacy, was elected as coordinator of the American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) Region 2 Mid-year Regional Meeting (MRM).
- Ilana Silverman, current master's student in the University of Pittsburgh School of Health and Rehabilitation Sciences, was awarded a Graduate Student Scholarship by the American Speech-Language-Hearing Foundation.
- Connie Tompkins, Ph.D, professor, communications science and disorders, Center for Neural Basis of Cognition, a joint project of Carnegie Mellon University and the University of Pittsburgh, received the Honors of the Academy of Neurologic Communication Disorders and Sciences (ANCDs) at this year's annual meeting.

St. Elizabeth Health Center Named Consumers' Choice

Humility of Mary Health Partners is proud to announce that the National Research Corporation (NRC) has recognized St. Elizabeth Health Center as a 2007/08 Consumer Choice Award winner. The award identifies hospitals which healthcare consumers have chosen as having the highest quality and image in markets throughout the U.S.

Memorial Medical Center Receives APEX Award for Excellence in Patient Care

Memorial has been named one of a few qualifying VHA member hospitals awarded VHA Pennsylvania's Achieving Patient Care Excellence (APEX) Award for the facility's extraordinary clinical performance in reaching the highest level of achievement for surgical infection prevention core measure indicators for the first quarter of 2007.

Western Pennsylvania Hospital Named One of Nation's Top Cardiovascular Hospitals

The Western Pennsylvania Hospital has been named in a newly released national study as one of the country's 100 Top Hospitals® for cardiovascular care.

West Penn is one of 30 teaching hospitals with cardiovascular residency programs named to the Top 100 list.

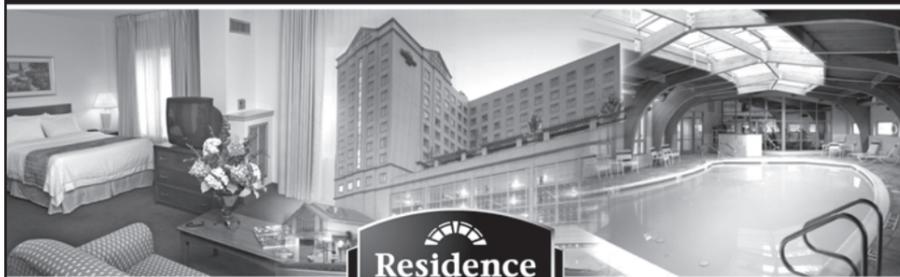
"We are proud to be recognized among the best cardiovascular hospitals in the nation," said Edward M. Klamann, president and chief executive officer of West Penn Hospital. "We are even more proud of our physicians, nurses, and other professionals and support staff."

UPMC Northwest's Inpatient Rehabilitation Unit Honored

Over the past several years, UPMC Northwest has distinguished itself by receiving 15 awards from organizations that measure the performance of hospitals. Now UPMC Northwest has received a 16th award, this one for the Rehabilitation Center at its Oil City campus.

The Uniform Data System for Medical Rehabilitation (UDSMR) has presented to UPMC Northwest its "Top Performer Award," which honors the hospital for placing in the top 10 percent of the organization's first nationwide ranking of 827 inpatient rehab centers. The award recognizes "effective, efficient, timely, patient-centered care," according to UDSMR.

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Gateway Hospice Pays It Forward



Gateway Hospice believes that caring for others is critical during times of crisis, and not only for those with a life limiting illness. Though we take special pride this past year in reaching out and serving even more patients who honored us with their needs, we also recognize that our commitment to serving our community also extends to our neighbors.

As a result, and in the spirit of the Holidays, we are privileged to "Pay It Forward". Gateway Hospice has made a commitment this holiday season and throughout our new year to "Pay it Forward." Our team goal is to adopt families in our community who are in need and offer our time and resources.

Recently, our team had the honor of assisting a family in need with the help of John Stanley, Owner of Uncommon Ground Café and a community grass roots support. This particular family has experienced much devastation this past year. The family's home was destroyed by the Aliquippa flood, and as a result they lost many personal possessions. They have nine children and are currently living in one bedroom, on the second floor of their home until the first floor is renovated due to the flood. The many day to day luxuries that we take for granted they do not have. Preparing a meal, adequate clothes, furnishings ... all are a challenge for this family and many others that have dealt with area flooding. The Gateway team prepared a Thanksgiving feast and continued to go above and beyond community service by conducting a food drive to ensure their cupboards remain full for the upcoming holiday season.

The Gateway Hospice team of caregivers' unanimously made a decision to make a difference. And what a difference they continue to make!! Should you, or someone you know, have a family that may need some support this holiday season, and in general, contact Vanessa Larson or Erica Hubsch at Gateway Hospice at (412) 536-2020. We look forward to serving more and more families in our neighborhoods!! Gateway Hospice challenges you this coming year is to continue in the spirit of giving and look for opportunities to "Pay It Forward" every day ...

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HIMSS08: Innovation with a Shared Vision



The exhibit floor attracted more than 850 exhibitors at the 2007 Annual HIMSS Conference & Exhibition in New Orleans, LA on February 25 – March 1, 2007.

The 2008 Annual HIMSS Conference & Exhibition – February 24-28 in Orlando – is where healthcare IT professionals, physicians, nurses, healthcare executives, pharmacists and vendors from around the world will come in search of solutions to the challenges facing today's industry. They will leave with a shared vision of how to run their businesses efficiently and improve the delivery of safe patient care through the use of healthcare IT.

A Conference Close to Home Registration and Travel

HIMSS08 registration is now open at www.himssconference.org, with early bird registration rates available through December 17. Also featured on the Web site is hotel information. As hotels are expected to fill up quickly, attendees are encouraged to make hotel reservations early. Hotel reservations can be made through Ambassadors, HIMSS' official housing and travel bureau, at www.himss.org/himss08travel or by calling (877) 517-3038.

Attendees who want to attend just one day of the conference should check the HIMSS08 registration that include day and exhibit hall only rates.

- The day rate includes entrance to education sessions and exhibit hall only for day registered and tote bag with CD-ROM conference proceedings (while supplies last).
- An exhibit hall pass includes admittance to the exhibit hall on Wednesday and Thursday only; keynote sessions on Wednesday and Thursday and all education sessions on Thursday.

Education

Healthcare IT professionals can maximize attendance at HIMSS08 by planning their schedule of week-long education offerings including keynotes, Views from the Top sessions, e-sessions, roundtable discussions, pre-conference workshops, and symposia. HIMSS08 education offers solutions focused on ambulatory information systems, clinical informatics, community health initiatives, electronic health records, emerging technologies, and interoperability.

From exploring how to implement ambulatory EHRs, improve quality of care, manage patient flow, protect patient data, drive cost control, reap the benefits of CDS, define PHRs and more, attendees will get the tools needed to transform healthcare delivery. New to HIMSS08 will be expanded education offerings geared toward the business and financial management systems, critical access and emergency responders and supply chain audiences.

Exhibit

Interactive demonstrations from 900+ leading HIT vendors will abound on the HIMSS08 show floor. Today's cutting-edge healthcare IT products and innovative emerging technologies will be on display, with 300 exhibits featuring new companies, as well as exhibitors demonstrating new and revamped products. The "New Solutions at HIMSS08" Theatre will offer 45-minute sessions on new products or solutions in the healthcare IT industry, while Product Pavilions will feature the IT solutions healthcare executives are looking for to implement EHR systems, manage the business of healthcare and improve communication with wireless and mobile technologies.

The Interoperability Showcase will demonstrate the real-world benefits of interoperable patient data exchange, as attendees create and manage their own EHRs across multiple healthcare settings. This year's Interoperability Showcase will feature a newly-expanded clinical setting/focus.

Networking

With a variety of networking opportunities in and around the Orange County Convention Center such as the communities open house, special interest group meetings, exhibitor hosted events, health IT venture fair and 5K fun run/1 mile walk, HIMSS08 is the place to network and connect with 25,000+ industry leaders and other professionals.

The Opening Reception on Sunday, February 24 at the convention center – free to all registered conference attendees—is a great way to kick off HIMSS08. Attendees can network their way through international culinary delights while enjoying live music. During the Wednesday Night Special Event at Universal Studios on February 27, the excitement of an exclusive street party on the New York Backlot Street Set sets the scene for an evening of networking, performances by the Blues Brothers and attractions including Shrek 4-D™, Revenge of the Mummy—The Ride and TWISTER. Tickets are \$45 per person.

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January 17

Integrated Information Technology and Health Care Facility Design

The Greater Chicago Chapter (GCC) of HIMSS presents "Integrated Information Technology and Health Care Facility Design" on Thursday, January 17 from 5 – 8 p.m. at Prentice Women's Hospital, 3rd floor, 250 E. Superior St., Chicago, IL. Join the Greater Chicago Chapter of HIMSS for a seminar on a stimulating discussion regarding technology planning in health care facility design. You'll hear from national leaders in the industry who will cover trends and experience set in a brand new state-of-the-art facility, the New Prentice Women's Hospital. This session promises to shed valuable tips and tricks on a very important topic. For more information, visit <http://www.gcchimss.net>

Upcoming HIMSS Events

February 24-28 –

HIMSS08 – Orlando, FL

The Annual HIMSS Conference and Exhibition is your opportunity to learn the latest industry intelligence, find solutions to your most pressing professional challenges, and network with your peers. More than 20,000 professionals attend pre-conference workshops and education session, see industry newsmakers, explore the latest technologies in more than 800 exhibits and earn continuing education credit and certification. For more information, visit www.himssconference.org.

May 20-23rd –

HIMSS Asia Pac – Hong Kong

Designed to be dynamic and interactive, the HIMSS AsiaPac Conference & Exhibition will engage participants in

thought-provoking discussions and offer ways to experience technology applications firsthand. Leading these forums are keynote speakers, visionaries and thought-leaders from Asia Pacific's most well-respected hospitals, universities, associations, government/policy and health ministries. For more information, visit www.himssasiapac.org.

June 9 -10th – HIMSS Summit – Washington D.C.

Designed with senior executives in mind, HIMSS Summit juxtaposes the latest industry issues with cutting-edge solutions. High-level briefings, set in a more intimate setting, are a hallmark of the HIMSS Summit experience. For more information, visit www.himsssummit.org/.

June 11th – Advocacy Day – Washington D.C.

The cornerstone event of National Health IT Week is HIMSS Advocacy Day, which will be held on Wednesday, June 11, 2008 in Washington, DC. The purpose of Advocacy Day is to advance the best use of healthcare IT to improve the quality and affordability of healthcare. Advocacy Day participants connect with federal and congressional healthcare policymakers in a half-day discussion on current issues before traveling to Capitol Hill to discuss HIMSS Advocacy Agenda with members of Congress and their staff. The events are capped off with a Solutions Showcase and a joint National Health IT Week and HIMSS Advocacy Day Networking Reception on Capitol Hill where Advocacy Award winners are announced. For more information, visit http://www.himss.org/advocacy/activities_advocacyday.asp.

International Conference Meets on "Building a Society for All Ages"

The 14th Annual Conference of First Ladies met November 19-21st in El Salvador. The topic of this year's conference was "Building a Society for All Ages".

Key points of emphasis this year were on health, dignity and independence of the elderly as well as the critical roles that women play in the family and the community. This is the first time that this Conference has selected aging as its theme. First Lady Laura Bush expressed delight at the topic of the conference. "We must prepare for aging populations by determining how our governments, communities, and individuals will care for our loved ones, and most importantly, ensure their dignity and independence as they age," remarked Mrs. Bush.

Key parts of the adopted plan of action, to be embraced by all 17 countries that were in attendance are:

- Promote awareness among the family members of older persons regarding care, rights, and obligations of the family towards the elderly; stimulate a favorable environment conducive to respect and life together.
- Promote programs that strengthen self-assistance and mutual assistance inside the family group.
- Promote programs that improve the quality of life and that dignify older persons, especially women, in the family environment.

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

BAPTIST HOMES OF WESTERN PA

Baptist Homes has been serving older adults of all faiths on its campus in Mt. Lebanon since 1910. Our mission is to offer a full continuum of enriched living, compassionate care, and benevolence to a broad spectrum of individuals. Our continuum is accredited by the Continuing Care Accreditation Commission (CCAC), and serves almost 300 adults with skilled and intermediate nursing care, short-term rehab, Alzheimer's care, assisted living/personal care and HUD independent living. In addition, our residents have access to a full range of rehabilitative therapies and hospice care. Baptist Homes is Medicare and Medicaid certified. For more information visit our website at www.baptisthomes.org or arrange for a personal tour by calling Pam Tomczak, Admissions Coordinator, at 412-572-8247. Baptist Homes is conveniently located at 489 Castle Shannon Boulevard, Pittsburgh PA 15234-1482.

COMMUNITY LIFE

Living Independently For Elders

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

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

KANE REGIONAL CENTERS

The Kane Regional Centers, located in Glen Hazel, McKeesport, Ross and Scott, provide 24-hour skilled nursing care, rehabilitation services, specialty medical clinics and dedicated units for dementia care to the residents of Allegheny County. Admission to the Kane Regional Centers is based on medical needs and can occur within 24 hours, including weekends and holidays. Kane accepts a number of insurance plans well as private pay. To apply for admission to the Kane Regional Centers call (412) 422-6800.

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412-828-5600
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724-222-4300

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St. Barnabas Health System offers a continuum of care at its two campuses in the North Hills. Skilled nursing care is offered at the 172-bed St. Barnabas Nursing Home in Richland Township, Allegheny County, and the 47-bed Valencia Woods at St. Barnabas in Valencia, Butler County. The Arbors at St. Barnabas offers assisted living for up to 182 persons. All three facilities offer staff-run, on-site rehabilitative services, extensive recreational opportunities, and beautiful, warm decor. Home care is available at the St. Barnabas Communities, a group of three independent-living facilities: The Village at St. Barnabas, The Woodlands at St. Barnabas and The Washington Place at St. Barnabas. The Washington Place, a 23-unit apartment building, has hospitality hostesses on duty to offer residents support as needed. St. Barnabas Health System, a non-denominational, faith-based organization, has a 106-year tradition of providing quality care regardless of one's ability to pay. For admissions information, call:
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5827 Meridian Road, Gibsonia, PA 15044, (724) 444-5587
• Valencia Woods at St. Barnabas/The Arbors at St. Barnabas
85 Charity Place, Valencia, PA 16059, (724) 625-4000 Ext. 258
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Growing Patient Volumes Drive Strong First Quarter Results for UPMC

With strong growth in patient volumes and Insurance Services membership, the University of Pittsburgh Medical Center (UPMC) today reported total revenues of \$1.73 billion for the first quarter ended Sept. 30, 2007, up 14 percent from the year-ago period. Net income, which includes investment income, rose by \$28 million to \$93 million due to an accounting change.

"Our internationally renowned care continues to attract growing numbers of patients, both in our hospitals and outpatient settings," said UPMC Chief Financial Officer and Senior Vice President Robert DeMichiei. "Our solid operating income and strong cash flow enable us to consistently reinvest in world-class clinicians, facilities and technology."

Operating income for the first quarter was \$62 million compared to \$65 million in the year-ago period. Continued pressure on commercial premiums reduced operating income in the Insurance Services Division, more than offsetting increased volumes and operating income in Provider Services, which includes hospitals, physician practices and other clinical capabilities. Insurance Services membership rose to 1.2 million with growth in Medicare and Medicaid behavioral health contracts.

Cash flow from operating activities declined to \$75 million from \$87 million in the quarter, due mainly to an increase in pension plan funding. UPMC contributed \$42 million to its defined benefit pension plan during the quarter. "The consistent strength of our financial results has allowed us to put our pension obligation to our employees on very solid footing," DeMichiei said.

UPMC Helps to Create New Trauma Service in Qatar

The University of Pittsburgh Medical Center (UPMC) and Hamad Medical Corp. (HMC) announced the creation of a trauma service at Hamad General Hospital to better serve the citizens and residents of Qatar, located in the Persian Gulf.

As part of a contract announced in June 2006 to provide education, training and services to Qatar's emergency medical system, UPMC collaborated with HMC to create a trauma service modeled after the most sophisticated trauma centers in the United States, including one at UPMC. "This is part of our broader plan to establish Hamad General Hospital as a verifiable Level 1 trauma center, according to criteria established by the American College of Surgeons," said Kimball I. Maull, M.D., director of trauma services at Hamad.

With the new service, which opened November 1, patients with multi-system injuries are immediately admitted to the trauma service, where they are cared for by teams of surgeons specializing in trauma medicine. Previously, such patients were admitted through the emergency department and seen by surgeons from various services throughout the hospital. A new radio in the trauma unit also allows for direct communication between paramedics at the scene of a trauma incident and the hospital's doctors, allowing the trauma teams to be activated before a patient reaches the hospital. The hospital also has created a trauma registry to track and improve the outcomes of its patients.

Children's Hospital of Pittsburgh of UPMC Studying Drug with the Potential To Prevent or Delay the Onset of Type I Diabetes

Researchers at Children's Hospital of Pittsburgh of UPMC are participating in an international clinical trial currently underway to study the effectiveness of oral insulin in preventing or delaying the onset of type 1 diabetes in people at risk for the disease.

The researchers want to determine if one insulin capsule taken daily can prevent or delay the onset of type 1 diabetes in relatives of people who are found to be at risk for developing the disease, according to Dorothy Becker, MBBCh, chief of the Division of Pediatric Diabetes and Endocrinology at Children's and principal investigator of the study.

An earlier trial called Diabetes Prevention Trial 1, conducted at Children's and other centers around the world, suggested that oral insulin might delay type 1 diabetes by about four years in some people with auto-antibodies to insulin in their blood. Oral insulin has no known side effects.

Collaboration to Create Pediatric Research Institute Receives \$23 Million

In a pioneering effort, Children's Hospital of Pittsburgh of UPMC and the University of Pittsburgh School of Medicine have joined forces to launch a new institute designed to advance and strengthen the field of pediatric research.

The potential of this initiative has been recognized by the Richard King Mellon Foundation through a groundbreaking gift of \$23 million. The gift will help establish the Richard King Mellon Foundation Institute for Pediatric Research, which will be physically located in research facilities now being constructed on the new campus of Children's Hospital of Pittsburgh of UPMC in Lawrenceville. Its faculty and programs will be a part of the University of Pittsburgh School of Medicine.

UPMC Selected to Participate in NFL and NFL Players Association New Joint Replacement Program

The University of Pittsburgh Medical Center (UPMC) is one of 14 leading medical institutions in the country that the National Football League and NFL Players Association have selected to participate in the newly created NFL Player Joint Replacement Benefit Plan to assist eligible retired players in need of joint replacement surgery.

The medical facilities, carefully chosen for their expertise, high-quality service and reputation, will make available specialized, coordinated care to players covered by this new program, according to the NFL. The program provides a common application process to assist them to gain access to the institutions.

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HEALTHCARE REAL ESTATE, CONSTRUCTION, DESIGN & FACILITY PLANNING

Excelsa Health Receives \$1.2 Million State Redevelopment Grant for Emergency Campaign



(l-r) Rep. Joe Petrarca, Arliss Hall, Sen. Bob Regola, Rep. Jess Stairs and Excelsa Health Board of Trustees chairman Mark Schiller.

Excelsa Health Latrobe Hospital enters the final phase of Emergency Department enhancement, with the help of a \$1.2 million redevelopment grant from the Commonwealth of Pennsylvania. Funding has been allocated to the project from Sen. Bob Regola, Rep. Joe Petrarca, Rep. Jess Stairs, and Governor Rendell's office. All were on hand for a formal presentation that included a tour of the state-of-the-art Emergency Department that opened last June, as well as the construction site of the new CT suite adjoining the department, where life-saving diagnostic testing for heart attack and stroke detection will be performed.

In his opening remarks Excelsa Health's President Doug Clark thanked the legislators for the grant which comes from the Pennsylvania Redevelopment Assistance Capital Program for the last milestone in Emergency Department construction project.

In addition to the new emergency department at Latrobe Hospital, Excelsa Health has several other development projects under way, including an upgrade to the emergency departments at both Frick and Westmoreland hospitals, the development of the Center for Neurosciences slated to open early 2009 at Latrobe Hospital and an Ambulatory Care Center to be located in Irwin.

New WVU Urgent Care Opens

The new WVU Urgent Care recently opened its doors to patients, treating everything from eye infections to sprains and strep.

"This is a great new space specially designed for patients who need medical care right away for minor injuries and illness," said Mark Rogers, M.D., WVU Urgent Care medical director "No appointments are necessary; you just walk in. Our goal is to see each patient within a half-hour."

The on-site digital X-rays may be read instantly by physicians there, or remotely by radiologists and specialists on the WVU medical campus, if a consultation is necessary.

Physicians in the WVU Department of Emergency Medicine developed the design for the new facility. The new Urgent Care replaces the Fast Track service previously available in the emergency department at WVU's Ruby Memorial Hospital.



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Renovations Begin for Lock Haven Hospital's Leased Space in McElhattan

Lock Haven Hospital has initiated renovation of its leased space at Bald Eagle Court in McElhattan. This will allow Lock Haven Hospital to bring essential specialty outpatient medical services to eastern Clinton County, commented John Yanes, CEO at the hospital. The project includes 4350 square foot space which will house the hospital's newly established Urological practice, Haven Urological Associates. Lock Haven Hospital recruited Ray Petroski, M.D. Board Certified Urologist, who began his practice in a temporary office location at Lock Haven Medical Arts in Lock Haven in early July. The 10-week project will result in all newly renovated space complete with exam rooms, procedure rooms, large waiting room and additional support space necessary for a comprehensive Urology practice. Anthony H. Visco is the project Architect, Larson Design Group designed the mechanical, electrical and plumbing, and J.B. Gibbons Construction, Inc is the contractor.



(l-r) John C. Yanes, CEO, Chris McCulley Support Services Director, Joanna Zimmerman, CFO, and Diane Stabley Physician Office Manager

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HAMPTON TOWNSHIP
\$979,000

Custom Ken Shirk home featuring 5 bedrooms & graciously set in the Estates at the Villas.



An interior boasting rich woodwork brings an abundance of light! Hightlights include a study with attached wet bar, soaring 2 story family room, as well as, a living room with formal gas fireplace. Granite kitchen opens to a covered patio & vaulted master suite has sitting room. Finished game room offers 5th bedroom & an exterior boasts over 1 level acre of yard! #684843

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MCCANDLESS TOWNSHIP
\$223,500

Truly delightful! A warm living room & traditional dining room feature an extended wall with vaulted ceiling & 4 tremendous skylights. Cherry cabinets enhance a kitchen that opens to a family room with fireplace. Walk-out to a 3 season room boasting 3 walls of windows, sizeable skylights & access to another deck! The upper level of this home presents a pleasing master bedroom with dressing area. Don't miss your chance to buy a genuinely livable home! #696361



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PINE TOWNSHIP
\$284,900

\$2,000 Buyer Incentive! A perfect blend of comfortable living, premier location & affordable price! This Treedale Golf Community colonial boasts a bright interior including dining room with chair rail, living room with crown molding & large, island kitchen opening to a comfortable family room. A finished lower level offers built-in bookcases and berber carpet. Walk-out from the kitchen onto a beautiful rear deck! #676930



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PINE TOWNSHIP
\$1,095,000

Elegantly appointed home residing in the choice neighborhood of The Heights of North



Park. Setting the stage for an atmosphere of casually refined elegance, the residence's exterior boasts governor's drive & over 2 acres of land. Inside, a stunning floor plan welcomes entertaining with 2 story marble foyer, wedding staircase, gourmet kitchen, huge family room with wet bar & additional hot tub room. Upper level offers luxurious master suite and expansive bonus room! Stunning! #668884

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ADAMS TOWNSHIP
\$899,000

Enjoy country club living on 1.4 acres in the Treedale Golf Community!



This Brennan built home is very spacious with a 1st floor master & a 2nd floor master guest suite. The first floor offers a 2 story great room boasting granite hearth & a top-of-the-line kitchen with granite counters, custom hickory cabinets and Viking stove & oven. Don't miss the recently finished 2nd floor game room/5th BR suite or the 10 zone sprinkler system & 4 car attached garage. #694793

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FRANKLIN PARK
\$244,500

Prestigious Tudor offers effortless living! An open floor plan, oversized bedrooms &



an ideal location make this townhouse a magnificent treasure! Hardwood floors grace the foyer, a formal dining room & perfect kitchen. Large windows & doors lead onto a rear deck from the family room featuring gas fireplace. Spacious bedrooms all boast cathedral ceilings & a master bath evokes relaxation. Shopping and highways are just minutes away! #694308

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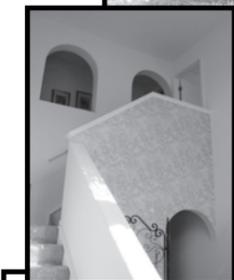
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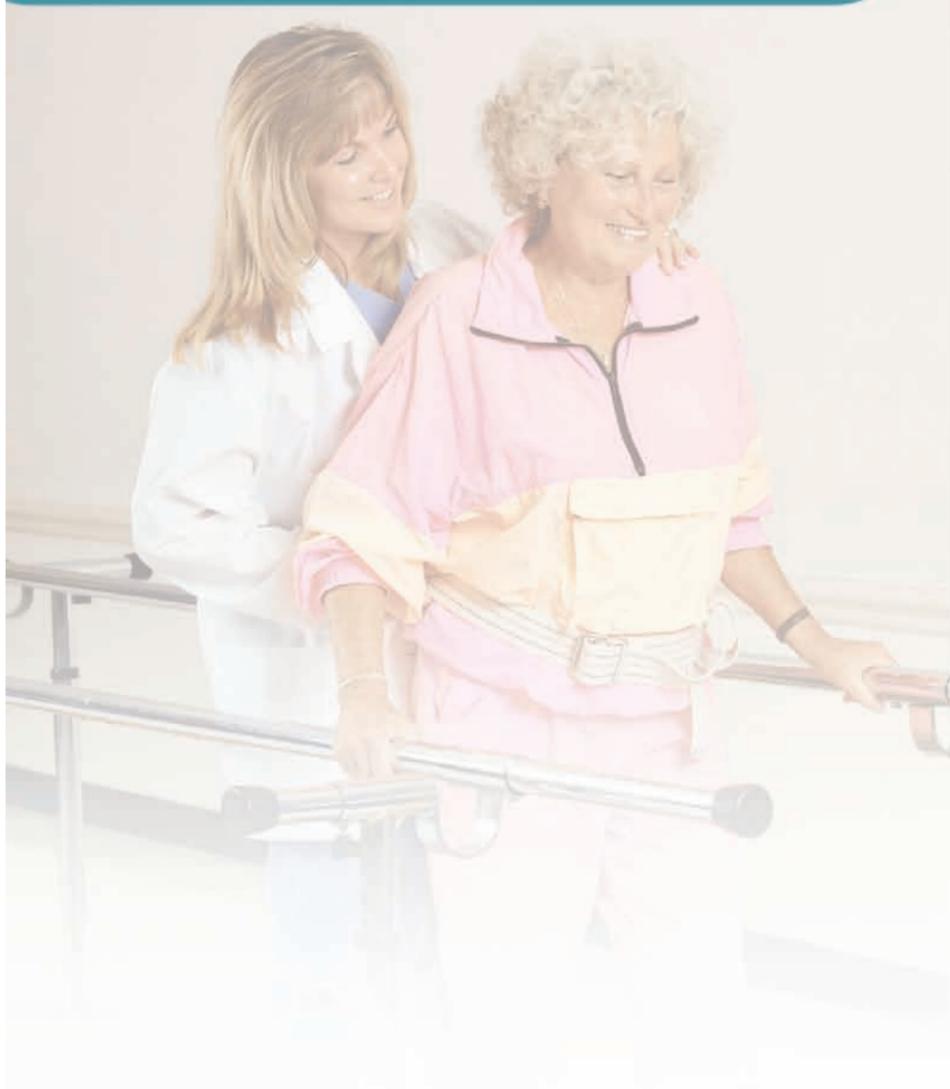
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