

RCH Receives **National Quality Award** For Spine Surgery

Reclands Community Hospital just received top designations in overall orthopedics and spine surgery by HealthGrades[®], the leading independent healthcare rating organization!

According to a recent nationwide study, Redlands Community Hospital ranked in the top 10% of U.S. hospitals for spine surgery, making it the recipient of the National



Quality Award and the 2010 HealthGrades[®] Spine Surgery Excellence Award. The HealthGrades[®] study is the largest annual report of its kind, analyzing the mortality and complication rates within nearly 40 million patient records from 5000 hospitals nationwide.

"This special recognition underscores our commitment to providing the best possible care to Redlands and our neighboring communities," said Jim Holmes, president and CEO of Redlands Community Hospital. "We are proud of the men and women who make such a difference in the lives of our patients everyday."

In addition to receiving the National Quality Award in spine surgery, Redlands Community Hospital earned a 5-Star rating for total knee replacement, back and neck surgery, spinal fusion surgery, and joint surgery. Furthermore, overall orthopedic surgery at Redlands Community Hospital not only received a 5-star rating but was also ranked in the top ten of California hospitals and the best in Riverside and San Bernardino counties.

"This level of recognition for both spine surgery and overall orthopedics is a tremendous honor," adds Holmes. "It acknowledges the extreme dedication and expertise of our physicians and our staff."

More information on the HealthGrades[®] study can be found on healthgrades.com.

For more information on our Spine and Orthopedic Services at Redlands Community Hospital, or for a physician referral, please call (909) 793-4336.





Thank you to Redlands Community Hospital's staff and **orthopedic surgeons** for helping achieve the hospital's 5-star rating:

Richard Biama M.D. Paul Burton D.O. Anthony Fension M.D. James Foley M.D. Ronny Ghazal M.D. Barny Grames M.D. Theodore Gregorius M.D. Malcolm Heppenstall M.D. Gail Hopkins M.D. Owen McIvor M.D. Clifford Merkel M.D. John Skubic M.D. John Steinmann D.O. James Stewart M.D. James Watson M.D. Andrew Wong M.D. Steven Yegge M.D.

Read Inside

2 Health Ca Reform What to Know Abo Breast Self-Exams Winning the War or Prostate Cancer

5 Managing Your Pain Ups & Downs of Bipolar Disorder



James R. Holmes *President/CEO*

Jamer & Holme.

2010 Redlands Community Hospital Board of Directors:

Robert Hodges Chairman Peter Davis Vice Chairman & Treasurer Stanley Weisser Secretary Dennis Hillard, M.D. Chief of Staff Brad Basinger, M.D. **Richard Beemer** Yolanda Contreras Phil Doolittle William D. Hatfield Bill H. Heitritter Marvin Hudson Ron Jeffrey Pranav R. Mehta, M.D. Kate Salvesen Linda Serros Ted Shankel, M.D. Alvin Umeda, M.D. James R. Holmes, President & CEO

RCH Well Aware Spring 2010



Kathi Sankey-Robinson Vice President, Business Development and Marketing

Nikyah Thomas-Pfeiffer Marketing & P.R. Manager

Public Relations (909) 335-5566

of Health Care

A Message from the President:

Health care is changing. As our nation moves forward to reform the country's health care system, Redlands Community Hospital is ensuring steps are taken to stay up to date with new regulations and projected challenges. What does the future look like?

First, let's peek at the socio-demographic projections. Today, there are 48 million uninsured individuals in the United States, 8.2 million whom reside in California. In less than ten years, the number of uninsured Americans is projected to exceed 54 million. Additionally, our aging baby boomers, with their increased life expectancy, are anticipated to reach a population of 34 million by the year 2035. Meanwhile, the United State's birth rate is declining, resulting in fewer wage earners. Combine these statistics and you can easily see how our uninsured, Medicare, and disabled beneficiaries will significantly impact the future of health care.

Now, welcome to the new age of health care. As most of us know, on March 23, 2010, our government signed into law the Patient Protection and Affordable Care Act, more commonly known as Obama Care. While some changes have already gone into effect, others will be implemented over the next several years. The expectation is to reduce the number of uninsured Americans by 32 million. It also sets in motion a reform of the payment system – directing it towards accountable and coordinated health care delivery.

Move Toward Accountable Care Delivery

The new health care reform highlights the need for everyone - hospitals, providers, physicians, and patients - to work collaboratively to ensure appropriate, high quality, efficient, and cost-effective delivery of health care. The focus will be on preventive care and improving public health so that the need for hospitalization will decrease. It also encourages investment in outpatient care settings to accommodate the newly insured. This patient increase will particularly impact primary care physicians, satellite clinics, and emergency departments. To achieve coordinated care, providers along the entire continuum of medical services must revisit their infrastructure to facilitate data sharing. For this reason, the new HITECH ACT will require a secure electronic exchange of information and standardized billing to reduce paperwork and cut costs.

Accountable Care Organizations (ACO)

Effective January 1, 2012, the new law provides incentives for hospitals and/or physicians to join together to form large "Accountable Care Organizations." In these groups, it is anticipated that doctors, much like a multidisciplinary team, can better coordinate patient care and improve the quality of treatment. Pay will be tied to performance so that there is no pay for medical errors or readmissions within 30 days. Conversely, if ACOs provide high quality care and reduce costs to the health care system, they may keep some of the money that they have helped save. Additionally, reimbursements are expected to decrease as incentives are put in place.

The bottom line is there are many pros and cons to a regulation of this size and depth. The good news is Redlands Community Hospital will be here to ensure you, our patients and our community, will continue to receive the quality care and compassion you deserve for generations to come.

Redlands Community Hospital What RCH Wants You To Know About Breast Self-Exams

Redlands Community Hospital Kicks Off Breast Cancer Awareness Month in October

Breast cancer is the second leading cause of death from cancer in American women. Women in the United States get breast cancer more than any other type of cancer except for skin cancer, according to the National Cancer Institute. Experts at RCH recommend that women perform monthly breast self examinations.

"We are constantly reminding our patients about the benefits and limitations of breast self-exam," says Bradley Basinger M.D., a general surgeon at Redlands Community Hospital. "The breast self-exam is an effective way to check the breasts for changes (such as lumps or thickenings). Any unusual changes should be reported to your doctor."

How to Do a Self-Breast Exam according to the American Cancer Society

- Lie down and place your right arm behind your head. The exam is done while lying down, not standing up. This is because when lying down the breast tissue spreads evenly over the chest wall and is as thin as possible, making it much easier to feel all the breast tissue.
- Use the finger pads of the three middle fingers on your left hand to feel for lumps in the right breast. Use overlapping dime-sized circular motions of the finger pads to feel the breast tissue.
- Use three different levels of pressure to feel all the breast tissue. Light pressure is needed to feel the tissue closest to the skin; medium pressure to feel a little deeper; and firm pressure to feel the tissue closest to the chest and ribs. It is normal to feel a firm ridge in the lower curve of each breast, but you should tell your doctor if you feel anything else out of the ordinary. If you're not sure how hard to press, talk with your doctor or nurse. Use each pressure level to feel the breast tissue before moving on to the next spot.
- Move around the breast in an up and down pattern starting at an imaginary line drawn straight down your side from the underarm and moving across the breast to the middle of the chest

bone (sternum or breastbone). Be sure to check the entire breast area going down until you feel only ribs and up to the neck or collar bone (clavicle).

- There is some evidence to suggest that the up-and-down pattern (sometimes called the vertical pattern) is the most effective pattern for covering the entire breast, without missing any breast tissue.
- Repeat the exam on your left breast, putting your left arm behind your head and using the finger pads of your right hand to do the exam.
- While standing in front of a mirror with your hands pressing firmly down on your hips, look at your breasts for any changes of size, shape, contour, or dimpling, or redness or scaliness of the nipple or breast skin. (The pressing down on the hips position contracts the chest wall muscles and enhances any breast changes.)
- Examine each underarm while sitting up or standing and with your arm only slightly raised so you can easily feel in this area. Raising your arm straight up tightens the tissue in this area and makes it harder to examine.

"When breast cancer is detected in its early stages, your chances for surviving the disease are greatly improved," says Dr. Basinger.

For more information regarding breast health, or to schedule an appointment for your mammogram, bone density test, or ultrasound exam, please talk to your physician or call the Women's Health Imaging Center at (909) 793-4399.

The ABC's of Infection Prevention

The key to preventing infections is for everyone to practice good hygiene. By following these simple steps, many illnesses and diseases could possibly be avoided.

- 1) Wash Your Hands Often. Washing your hands with soap and water (not just water) is the number one method to prevent the common cold, the flu and food-born illness like salmonella.
- 2) Don't Share Personal Items. Toothbrushes, hairbrushes, lipsticks, razors, even towels and socks are items you use repeatedly which have direct contact with your skin, mouth, and eyes.
- 3) Keep Wounds Clean. No matter how small, open wounds and scratches are potential sites for infection. Wash your hands first, then disinfect the area, wash away excess dirt and blood, dab dry with a sterile cloth, and cover with a clean bandage. Replace with a new bandage after a few hours until the wound is completely dry. Do not handle someone's used bandage with your bare hands. If you have an infected wound, avoid participating in sports, going to the gym or high-traffic places (i.e., movie theaters, night clubs) until the wound is completely healed. For more serious wounds, go to a hospital for immediate treatment.
- **4) Shower Again.** Exercise gyms, sports, and outdoor activities expose you to germs. Like hand washing, a quick shower after a workout is a great way to remove germs from the skin.
- 5) Be Hygienic. Ensuring your surroundings are clean helps stop bacteria from multiplying. Clean out air filters, remove trash, disinfect kitchens and bathrooms, vacuum and dust regularly. These are some ways to protect your home and family from infection. Of course, personal hygiene such as brushing your teeth, cleaning your ears, or removing dirt from under your nails, is another step.

The Age of Robotics

- da Vinci[®] Brings Surgery to a New Standard of Excellence



In surgery, the goal is to spare nerves, muscles and blood vessels surrounding the surgical area. Traditional surgery requires a large incision, standard equipment and two-dimensional viewing screens. The technically advanced *da Vinci*[®] robot, with its high definition three dimensional visual magnification, allows the surgeon to use only a few small incisions and microinstruments with unmatched precision. In many cases the results are less blood loss, fewer complications, decreased scarring, quicker recovery and potentially faster return to normal function.

"We acquired this technology to bring one of the world's best surgical platforms to the skilled hands of our surgeons," said James Holmes, CEO of Redlands Community Hospital.

If you or a loved one requires surgery, ask your physician if *da Vinci®* robotic surgery is right for you. For more information or a physician referral, contact Redlands Community Hospital at 909-335-5566.

Winning the War on **Prostate Cancer**



CONCET detection and treatment have improved significantly over the years. One of the greatest advantages we have today is awareness and early testing. Like a football helmet, knowledge and early screening won't stop you from being 'hit' but they can help keep you going.

Currently 90% of all cancers are diagnosed at an early stage when survival rates are much higher and more men are able to live active, productive lives.

Talk to your doctor about risk factors – age, family history, race, nationality, and eating habits. Men who eat a lot of red meat or high-fat dairy products and fewer fruits and vegetables seem to have a greater chance of getting prostate cancer. Make sure your doctor is watching for changes in the size and shape of your prostate gland cells. These changes are called PIN (prostatic intraepithelial neoplasia) and while they are common, a high-grade (abnormal) PIN must be carefully monitored. Finally, get a simple PSA (prostate-specific antigen) blood test and digital rectal exam (DRE). These tests could save your life.

In prostate cancer, millimeters matter. Nerve bundles attached to the prostate gland are responsible for urinary and sexual function. If treatment is required, it is good to know researchers have made significant advances. For example, a long-established radiotherapy technique now uses tiny radioactive 'seeds' which are implanted directly into the tumor. The benefit of these seeds is radiation only affects a very localized area thereby limiting exposure to the surrounding healthy tissues.

In chemotherapy, the National Cancer Institute sponsored two large research studies on the use of a drug called docetaxel. The results showed docetaxel could prolong the survival of men with advanced prostate cancer who no longer responded to hormonal therapy.

A more common treatment for prostate cancer is the surgical removal of the prostate gland (prostatectomy). This is often recommended to avoid or eliminate the spread of cancer into other parts of the body. With the amazing development of the surgical robot, known as *da Vinci*[®], surgeons are now able to conduct this procedure with unparalleled accuracy.

"Robotic surgery is one of the most exciting advances in treating prostate cancer," shares Dr. Robert Torrey, urologist at Redlands Community Hospital. "The technical advantages of the da Vinci[®] system enable surgeons to perform highly complex cases in a minimally invasive fashion with significantly improved results for our patients."

There are countless advancements in fighting the war on prostate cancer. Every patient should seek as much information as possible for their personal situation. Often a second opinion is helpful in deciding what is right for you.

For more information or a physician referral, call Redlands Community Hospital at 909-335-5566.

Managing Your Pain Doesn't Have to Feel Hopeless

We manage so much on a daily basis but managing pain is different. When someone suffers with pain, almost every aspect of their life can be adversely impacted including sleep, work, social and sexual relations. Even their bank account can feel the affects of medical costs and lost workdays. Don't ignore getting the help you need.

"There are many options besides medication," states Dr. Andrew Hesseltine, board certified anesthesiologist and pain management specialist at Redlands Community Hospital. "As our specialty moves toward more effective alternatives, it is important patients seek care from an experienced physician who is certified and specially trained to manage pain."

Learn your options:

The World Health Organization (WHO), American Pain Society (APS), and the American College of Rheumatology (ACR) all recommend combination therapy. To decide what combination might be most successful for your particular situation, discuss these options with your physician.

Rest vs. Exercise. In some cases, short periods of rest can relieve pain. In other cases, it is better to participate in a low-impact exercise which improves strength and flexibility. Exercise also releases endorphins, the body's natural painkillers.

Physical Therapy. Special stretching and pain-relieving techniques often may improve movement and function.

Psychological Treatment. When in pain, feelings of sadness, hopelessness and/or anger can become overwhelming. Psychological treatment provides a safe, drug-free method to treat pain and decrease these feelings.

Mind-Body Therapy. Meditation, guided imagery, biofeedback, and hypnosis are some approaches used to help the mind affect the symptoms of the body.

Alternative Therapy. Examples of alternative therapy include massage, acupuncture, nutritional supplements, chiropractic and herbal therapies. However, there is not much evidence showing these help ease pain. In fact, some herbal therapies can interact dangerously with medications. It is critical that you tell your physician(s) what alternative treatments you are considering or using.

Medications. Certain drug combinations have shown to be very effective in increasing benefits and decreasing side effects. Always consult with your physician before taking any medication.

Trigger Point Injections. Injections may be used to treat painful muscle areas or knots that form when muscles do not relax.

Surgical Implants. When standard medicines and therapies fail to offer sufficient pain relief, you may be a candidate for a surgical implant. Drug implants carry medicines directly to the spinal cord where pain signals travel. As a result, they provide significant pain control, use less medicine and cause fewer side effects than oral medications. A stimulation implant transmits low-level electrical waves instead of drugs to block pain signals from reaching the brain.



The physicians and staff at Redlands Community Hospital provide a vital combination of expertise and technology, and soothing atmosphere. If you or a loved one would like more information about pain management visit **www.painfoundation.org/learn**, or for a referral to one of our physicians, please call 909-335-5566.

Volunteering Opportunities Available

Volunteers are always needed. You can serve in a wide variety of areas:

Greeters, Information Desk, Escorts, Gift Shop, Clerical Support, Patient Care Representatives, Shuttle Drivers, Surgery Waiting and much more. There are also volunteer opportunities available in Home Health and Hospice. If you are interested in making a difference in our community, please call **909-335-5526**.

The Ups & Downs of **Bipolar Disorders**

Bipolar, also known as manic depressive disorder, is an illness that can cause extreme mood swings - from excessive high energy (manic) episodes to extreme lows of depression. Millions of Americans deal with this disorder on a daily basis. Symptoms often develop between the ages of 15 and 24 but it can occur at any age. Typically women experience more depression, while men are prone to more energetic episodes. These mood swings may not follow any set pattern and often their severity differs for each individual.

The actual causes of bipolar disorder are uncertain, however, it does appear to stem from an imbalance of chemicals in the brain. This may be genetically passed down from one family member to the next, but it may also be affected by the environment or stressful family situation.

"With proper treatment, most bipolar patients can live normal, productive lives," says clinical psychiatrist, Geetha Paladugu, MD. "However, if left untreated, bipolar disorder is a very disabling condition. Patients need the complete support of their treatment team and their family."

Redlands Community Hospital Offers Behavioral Medicine in a Safe, Caring Environment

The Behavioral Medicine Program at Redlands Community Hospital provides quality mental health care in both inpatient and outpatient settings. Our multidisciplinary health care team is comprised of specially trained and fully licensed psychiatrists, doctors, nurses, therapists and social workers, all ready to offer experienced, comprehensive care and compassionate support.

At Redlands Community Hospital, our inpatient care unit offers a 24-hour secure environment, individualized treatment, and rapid symptom stabilization to balance mood swings as quickly as possible. Another alternative is partial hospitalization (day treatment) in which patients receive personalized therapy through a daily comprehensive program. Finally, if patients do not require inpatient or partial hospitalization but still need more than routine office visits with a psychiatrist or therapist, Redlands Community Hospital offers a caring intensive outpatient program.



If you suspect that you or a loved one may have a bipolar disorder, please seek professional medical help immediately. For more information on the Behavioral Medicine program at Redlands Community Hospital, call 909-335-5501, ext. 5658.

Avoiding Seasonal Colds & Flu



According to the Centers for Disease Control and Prevention (CDCP), flu season can begin as early as October, however most seasonal flu activity tends to peak around January. Both the flu and the common cold are respiratory illnesses with similar symptoms but they are caused by different viruses which are not cured by antibiotics.

The best way to prevent the flu is by getting vaccinated each year. Everyone six months and older should get a flu vaccine, either by injection or nasal spray, as soon as possible. That is unless they are already sick, had a negative reaction to the vaccine in the past, or are allergic to chicken eggs. The 2010-2011 flu vaccine will protect against three different flu viruses: an H3N2 virus, an influenza B virus and the H1N1 virus that caused so much trouble last season. If you have questions about whether you should get a flu vaccine, consult your health care provider.

For updated information on infection prevention and the seasonal flu please visit www.cdc.gov.

RCH Foundation 2010 Board of Directors:

Linda Serros Chairman Larry James Vice Chair James R. Holmes Secretary David Raff, CPA Treasurer Zachary D. Tucker President Susan Bangasser, Ph.D. Sue Brown, E.D.D. Paul W. Brubacher, Ph.D. Larry L. Curti Alan Forbes Jonathan P. Harrison George W. Heim William A. Heim Ross Jones Jack Knight John C. McMunn, Ph.D. Darrel H. Olson Larry W. Pyle Robert Rentschler, M.D. **Carol Snodgress** Marcia Van Mouwerik Joyce Waner Lynn Whitmer

Foundation (909) 335-5540

The RCH Foundation Growing Relationship with Redlands Inspires Gift with Double the benefits

After Jake Jacobson retired from the military, he and his wife, Jan, decided to settle in Redlands, California, not only for the warm weather, but also for the warm community. "There's so much volunteerism," Jan says.

The couple got into the community spirit and now give back to a variety of organizations. "On Mondays, I volunteer at the A.K. Smiley Public Library," Jake says. "As a retired Air Force pilot, I'm a part of the Orange Empire Military Officers' Club."

"Also, Jake's the publisher and I'm the editor for the California Retired Teachers Association newsletter," Jan says. "And I write educational grants for the Redlands Educational Partnership Foundation."



When the Jacobson's aren't volunteering, they enjoy golfing. "Every year in June, I volunteer for the Redlands Community Hospital Foundation's fundraising golf tournament," Jake says. "This started getting me interested in what the hospital was doing. Also, I became a patient a couple of times, and the treatment was absolutely wonderful."

Of the many positive experiences Jan and Jack have had with Redlands Community Hospital, it was learning about the hospital's community outreach that made them decide to give financially. "I attended a presentation where I realized for the first time that Redlands set up a low-cost clinic in an impoverished area," Jan says. "That was the tipping point."

In 2008, the couple sold some property and made a donation to the Redlands Community Hospital Foundation. "We gave the Redlands Hospital Foundation a Vanguard account that we had for many years," Jake says. "It helped them and helped us lower the taxes from the sale. It's nice that you can give to the hospital and benefit yourself at the same time."

"My husband and I think that helping others is about the best thing you can do," Jan says. "And giving to Redlands is a fantastic way to help the community."

Please detach and mail with your donation

Your support of the Redlands Community Hospital Foundation helps make it possible for the hospital to save lives.

<i>Yes, I would like to help with a donation in this amount:</i>				Name:	
\$50	\$25		000	Address:	
\$100	\$500	Other \$		City:	
Please charge my gift to: Visa Mastercard Discover AmExpress				State:Zip:	
Card # Exp. Date			Phone: ()		
Signature				In Honor Of:	
<i>I would like more information regarding year-end giving,</i>				Your contribution will be	greatly appreciated by the many

IRA donations, estate planning or other planned giving.

lives it touches, both today and for years to come.

Please make check payable to and return to:

Redlands Community Hospital Foundation 350 Terracina Boulevard Redlands, CA 92373 Ph: (909) 335-5540 Fax: (909) 335-6497 Redlands Community Hospital

350 Terracina Boulevard Redlands, CA 92373

(909) 335-5500 www.redlandshospital.org

HEALTH EDUCATION COCOOR

OCTOBER

Navigating the Nebulous World of Ear Nose and Throat Problems

Dr. Andrew Floria M.D. will explore the causes and remedies of Hearing Loss, Sinus Infections, and throat problems.

Friday, October 8, 10:00 a.m. - 11:30 a.m.

Sun Lakes Country Club, Banning No reservation required. For information call 909-335-5533.

The Latest Advancements in Breast Cancer Treatment

Youssef Gamal, M.D., Hematology / Oncology Beaver Medical Group Wednesday, October 13, 2:00 p.m. Hampton Inn, Banning 6071 Joshua Palmer Way, Banning To RSVP, please call 909-335-5574.

Quilter for a Cure Day

Quilts for sale, raffle, and light refreshments Saturday, October 16, 2010, 10:00 a.m. – 3:00 p.m. Calico Horse - 461 Tennessee Street, Suite J, Redlands

A portion of the proceeds from the quilts will benefit the Redlands Community Hospital Foundation for women's health education. For more info, please call 909-793-1868.

Second Annual Celebration of Survival Fashion Show

Celebrate life with breast cancer survivors with a stylish evening of fashion. Free food, drinks and breast health education will be provided. Admission is free to the public.

Friday, October 22, 6:00 p.m.

Terracina Surgical Arts Inc. 295 Terracina Blvd., Redlands For more information, please call 909-798-9950.

OCTOBER

Women's Health Imaging Center - Open House Tour and Tea

Come take a tour of RCH's Imaging Center catering to women. Saturday, October 23, 9:00 a.m. - 12:00 Noon

255 Terracina Blvd., Suite 104A, Redlands

FREE breast education classes will be available, including a course on self breast exam.

Education Sessions begin at 10:00 a.m. and 11:00 a.m.

Space is limited. Call for reservations and more info: 909-793-4399.

Do You Know What You Are Feeling? FREE Private Breast Exam Session

October 26 & 28 Sessions available from 10:00 a.m. - 12:00 p.m. and 2:00 p.m.- 4:00 p.m.

October 28 from 5:00 p.m. - 7:00 p.m.

Each private session will last 20 minutes. Call to RSVP 909-793-4399.

NOVEMBER

Handling The Holidays

FREE Grief Seminar and Remembrance Service Presented by Redlands Community Hospital Hospice

Sunday, November 22,. 2:00 p.m. - 4:00 p.m.

Stan and Ellen Weisser Education Pavilion 350 Terracina Blvd., Redlands Community Hospital

A dove release ceremony will take place to commemorate the loss of loved ones. Following the dove release, participants are invited to place a commemorative ornament on the memorial holiday tree.

Refreshments will be served. Admission is free to the public. To register, please call 909-335-5643.

Maternity And Perinatal Services Programs

MATERNAL-CHILD REGISTRATION:

- Getting to Know Us Free Maternity Orientation Tour
- Ready or Not Childbirth Preparation Course
- Quick and Painless Weekend Childbirth Preparation Course
- The Brush Up Childbirth Preparation Refresher Course
- Let's Do Latch Breastfeeding

To register, visit our web site at www.redlandshospital.com, or please call our maternity message line (909) 335-6403. Please leave your name, phone number, and best time to call. Calls are returned within two business days.