

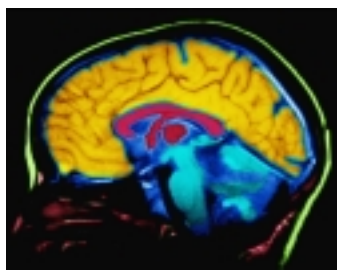
MedStaff NEWS

Spring 2004

Neurology

New developments in stroke care

A multidisciplinary stroke team has been established at the Jewish Hospital Emergency Stroke Center. Members of the team include stroke neurologists, neuro-interventionalists, research coordinators, a stroke nurse coordinator and nursing managers, as well as therapists from Frazier Rehab Institute. Effective February 9, 2004, the stroke team will offer 24-hour-a-day, 365-day-a-year coverage for acute stroke treatment, including administration of intravenous and intra-arterial thrombolytic therapy.



A stroke neurologist is on call 24 hours a day and can be reached by calling the Jewish Hospital Emergency Department at (502) 587-4421. The neurologists on the stroke team are James Gebel, Jr., M.D., Ulises Nobo, M.D., and Kerri Remmel, M.D.

The team will also offer the opportunity for patient enrollment into industry-sponsored and NIH-sponsored acute stroke and

See, *Stroke Care*, Page 4

Medical Imaging

TRH acquires Aquilion CT scanner

Taylor Regional Hospital is the second facility in Kentucky and one of a select group of facilities in the nation to offer *Aquilion* multislice CT scanning. The *Aquilion's* state-of-the-art features, combined with the expertise of Taylor Regional Hospital's staff of physicians and technologists, provide expanded diagnostic imaging services and improve overall patient satisfaction.

The *Aquilion* whole body CT scan provides physicians with optimum images to examine a body's vital organs for disease and abnormalities. It captures a patient's health from the inside out, revealing build up in coronary arteries, nodules in lungs and potential tumors in the abdomen and pelvis. In addition, this scan can detect conditions in the spine such as disc degeneration and osteoporosis and has the potential of providing a non-invasive method of screening the colon for pre-cancerous polyps and early cancer without the discomfort of a scope in some patients.

While *Aquilion* technology improves the physician's clinical insight, it also provides a more comfortable patient experience. The high-speed scanning and accurate results ultimately offer: shorter exam times, single breath-hold scanning and reduced x-ray exposure.



Taylor Regional Hospital

Jewish Hospital Health Network

Long-Term Care

Jewish Hospital forms partnership with Kindred for LTAC unit

Jewish Hospital HealthCare Services and Kindred Healthcare, Inc. have opened a long-term acute care hospital (LTAC) on the Jewish Hospital medical campus. The Kindred LTAC hospital, which has 30 beds and is located on the second floor of Frazier Rehab Institute, opened in January 2004. The LTAC treats medically complex patients and is staffed and operated by Kindred in association with JHHS.

The LTAC hospital within Jewish Hospital allows patients to have access to the most appropriate level of care and will provide continuity of care. Patients who belong in a setting for long-term management of acute care will be in the Kindred Hospital but will have immediate access to the support services (e.g., surgery, cardiology, medical imaging, etc.) of Jewish Hospital. In addition, patients will have access to the medical specialists at Jewish Hospital. The LTAC hospital is convenient for patients, their families and physicians.

Heart Disease

Cardiac calcium scoring

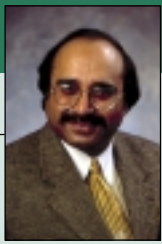
Cardiac calcium scoring is available at Jewish Hospital and Jewish Hospital Medical Center East.

Coronary calcification has been shown to be a powerful risk indicator for heart disease. Cardiac calcium scoring is a simple and quick way to "score" the amount of calcium in the heart. It detects the amount of plaque in the coronary arteries and estimates an individual's risk of heart disease or heart attack.

Cardiac calcium scoring is performed with a CT scanner while the patient is connected to an EKG monitor. The scan takes approximately 10 to 15 minutes to complete. Scores can range from zero (low risk) to 3,000 and above (high risk). Scores indicate the extent of calcification in the heart's coronary arteries, which indicates the presence of atherosclerosis. Determining the extent of cardiac risk requires an interpretation of the calcium score in combination with other tests and risk factors.

Patients should check with their insurance provider to determine whether the procedure is covered. To schedule the cardiac scoring procedure at Jewish Hospital call (502) 587-4327 or at JHMCE call (502) 587-4431.





Dr. Seyal

Placing Patients First May Improve Physician Dissatisfaction

A recent *New England Journal of Medicine* study provided a disturbing picture of the state of medical practices today. Citing dissatisfaction with managed care, a litigious environment, decreased reimbursement, increased overhead and disparate expectations of physicians, the study suggests the nation's patients and physicians are a dispirited group on the verge of leaving medicine behind.

Despite this bleak outlook, many medical authorities suggest the key to improving physician satisfaction is improving patient satisfaction. These authorities advocate a mandate for an altruistic, patient-first attitude in order to restore professionalism in medicine.

Several trends suggest that patient satisfaction is quickly becoming the central focus of health care in general and resides within hospitals rather than in medical practices.

It is time to reevaluate our purpose for practicing medicine and refocus our energies on improving patient satisfaction. We need to remind ourselves the privilege and opportunity we have to change people's lives for the better. Imagine the differences we make each day in our patients' lives.

As an active physician at Clark Memorial Hospital, I have seen the difference made by patient-focused care. For the past three years, a cultural change has occurred within the hospital, which has refocused attention to improving patient satisfaction. Throughout the hospital, the change in attitude is evident and patients, physicians and the community are taking notice.

We need to elevate our compassion for our patients and their families. Though patients are more informed today than in previous generations, they still look to us as the experts in improving their health. We need to converse with them openly and honestly, and be more patient listeners.

All of these behaviors will improve our relationship with our patients and possibly increase our satisfaction with medicine in general.

M. Saleem Seyal, M.D., is a cardiologist with River Cities Cardiology in Jeffersonville, IN.

Diagnostics

Virtual colonoscopy now available

Jewish Hospital, Jewish Hospital Shelbyville and Jewish Hospital Medical Center East (JHMCE) are now offering a simpler, faster and less invasive form of a traditional colonoscopy known as a virtual colonoscopy. See "New Virtual Colonoscopy Procedure offered at JHMCE" in the Medical Center East insert for more information about the procedure. To schedule the procedure at Jewish Hospital call (502) 587-4327, at Jewish Hospital Shelbyville call (502) 647-4371 or at JHMCE call (502) 587-4431.

Cardiology

Cardiac surgeon hired for OMHS

R Douglas Adams, M.D., has signed a contract to practice cardiac, vascular and thoracic surgery at Owensboro Medical Health System (OMHS). Dr. Adams is accredited by the American Board of Medical Examiners, the American Board of General Surgery and the American Board of Thoracic Surgery. He is expected to begin practicing in Owensboro in early May. He will work with OMHS and University Cardiothoracic Surgical Associates to bring a second full-time cardiac surgeon to Owensboro.



Around the Network

Construction continues at SMH

Scott Memorial Hospital broke ground on a \$5.5 million renovation and expansion project in September 2003. "The exterior Administrative walls and the front entrance is taking shape," said Scott Memorial Hospital President/CEO Clifford D. Nay. "They are working on the interior walls now, and we expect to move in to the new offices in early May."

Completion of Phase I is expected in mid-April. At that point, the location of Administration, the Conference Center and the main waiting room will change, and the main entrance to the hospital will be relocated. Half of the new front lobby will be finished and workers will continue on Phase II.



Scott Memorial Hospital

Jewish Hospital Health Network

MedStaff NEWS

President, Jewish Hospital
Douglas E. Shaw

Network MedStaff News is published three times a year by the PR Department of JHHS. If you have questions about the newsletter or news to submit for publication, call (502) 587-4230.

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Who's News

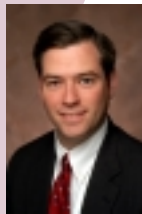
Who's News

Charles R. Buhse, M.D., a specialist in Obstetrics and Gynecology with 10 years of experience in women's health services, has joined the staffs of Washington County Memorial Hospital and Scott Memorial Hospital.

Clark Memorial Hospital has been named the overall winner of Indiana Business Magazine's 2003 BKD Indiana Quality Improvement Award. The hospital also won the Gold

Award in the Health Care Providers category.

Jewish Hospital HealthCare Services has hired **Brian Doheny** as president of the Bullitt County facility. Doheny comes to JHHS from Catholic Health Initiatives (CHI), working specifically with Marymount Medical Center in London, Kentucky. Prior to



Marymount, he was with CHI both in Louisville at Caritas Health Services and in Erlanger, Kentucky at CHI headquarters.

Jewish Hospital is in the planning stages for the Bullitt County facility, which will feature primary care, outpatient surgery, diagnostic and 24-hour emergency services.

The Kresge Foundation has awarded **JHHS** a \$1.5 million challenge grant to aid in the completion of Frazier Rehab Institute's \$88 million capital campaign. As part of the challenge grant, the Jewish Hospital Foundation must raise \$9.4 million for Frazier Rehab Institute by June 1, 2005 to receive grant award. The JHHS award was the largest Kresge Foundation health care challenge grant made during the December quarterly cycle.


Dr. Chong Min Park, Board Certified Orthopedic Surgeon, has joined the staff of Taylor Regional Hospital.

David Rouben, M.D., continued his relationship with the Israeli medical community when he returned to Israel as keynote speaker for the Israeli Spine Society's Annual Meeting March 25-27. Rouben spoke about a spinal fusion technique that is being performed through a one-inch tube as an outpatient procedure.

The world's first successful hand transplant recipient, **Matt Scott**, reached an historic milestone when he returned to Jewish Hospital in January for his annual check-up, marking his five-year anniversary of the surgery.



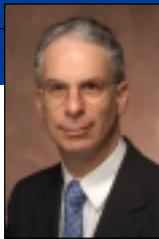
Warren Breidenbach, M.D., Matt Scott and Frederick Bentley, M.D.

Washington County Memorial Hospital has earned the Joint Commission on Accreditation of Healthcare Organization's Gold Seal of Approval.  **Washington County Memorial Hospital** received a score of Jewish Hospital Health Network 94 on the on-site survey.

Jewish Hospital Shelbyville

Jewish Hospital Shelbyville has recently made a significant investment in new equipment, giving the facility the latest in  **Jewish Hospital Shelbyville** technological advancements. In addition to their new GE LightSpeed 16 slice CT Scanner, JHS also boasts a new GE Millennium MG Dual Head Nuclear Camera, a newly remodeled surgical suite housing a Liebel-Flarshiem Cystoscopic Unit and a Phillips SONOS 7500 Cardiac Ultrasound with Live 3D Echo.

From the desk of Dr. Katz



MEDICAL STAFF LEADERSHIP

Call me crazy. I wanted to be President of the Medical Staff at Jewish Hospital. I enjoyed my stint as Chair of the Surgery Department and learned a lot serving on or chairing several other committees. Call me crazy.

As the Nominating Committee of your Medical Executive Board meets to choose your Medical Staff's next leaders, think about your role in helping guide our Jewish Hospital doctors into the future. Do you want to stand around and gripe about things (please say "no") or do you want to help make things happen?

So many things in medical care are changing and we need your input and leadership. Information technology and computerized systems are being expanded and will some day replace all the paperwork we now so despise. Are you interested in participating in this new technology?

Patient, physician and staff safety are more important than ever, and exciting new programs to make Jewish Hospital an even safer place are being implemented. Are you interested in making sure we work in the safest possible environment?

New innovations are making surgical and endoscopic procedures more state-of-the-art and better for patient care. Would you like to be part of assuring that these innovations work at Jewish Hospital?

There's a place for you to lend your expertise, express your opinion or take a leadership position, whether it's at the committee, department or executive level. Just let us know if you are interested, or say "yes" if you are asked.

Medical staff leadership takes work and time, but it's worth it because you have the opportunity to have your say and to help guide our physicians into the brave new world that's coming.

CMH expands cardiac services

Clark Memorial Hospital and Jewish Hospital Heart and Lung Institute are expanding their joint venture cardiovascular services to create The Heart Center at Clark Memorial. Since the joint venture began in 1990, Clark Memorial and the Heart and Lung Institute have provided cardiovascular diagnostics and stabilization services in one catheterization lab at Clark Memorial. The Heart Center will provide for interventional catheterization and angioplasty procedures, as well, with two new cardiac catheterization laboratories.

The Heart Center will include 6,100 square feet of new construction, and renovation of 9,575 square feet in a first-floor area of the hospital. Construction begins in May and is scheduled for a late fall completion.



Jewish Hospital Health Network

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HOSPITAL

Continued from Page 1 **Stroke Care**

stroke prevention clinical trials. The stroke team will also spearhead efforts to increase public education and awareness in conjunction with regional chapters of the National Stroke Association and Operation Stroke. Stroke team consultations are now available for ischemic or hemorrhagic stroke patients.

For further information about the Jewish Hospital Emergency Stroke Center and stroke team, call James Gebel, Jr., M.D., at (502) 583-2262.

Rehab Medicine

Frazier Rehab Institute celebrates 50 years



Frazier Rehab Institute is celebrating 50 years of excellence in rehab medicine this year. Since 1950, when Amelia Brown Frazier set out to create a rehab facility in Louisville, Frazier has been dedicated to providing quality rehab care for the treatment of brain and spinal cord injuries, strokes, amputations, as well as other orthopaedic and neurologic conditions. Frazier is a regional health care system dedicated entirely to rehab medicine. Through an expansive network of inpatient and outpatient facilities in Kentucky and southern Indiana, Frazier Rehab Institute offers a wide array of services based on a common goal - helping people with disabilities reach their full potential.

Construction Update

In consonance with its long tradition in rehab medicine, Frazier is in the midst of a construction project to expand its services to the community. The \$88

million, state-of-the-art, 15-story rehab facility continues to progress, leading the construction project to another milestone. Phase I (South addition) was completed in August 2003 and Phase II (North addition) is well underway. The next milestone for the project begins with construction of the sixth floor, on top of the existing building, and tying the North and South additions together. Erecting the steel will help create a bridge between the North and South Towers of Frazier to begin the expansion of the additional nine floors. With 27,000 square feet per floor, 40 additional beds and more private patient suites, patients will be able to receive therapies in a more efficient manner.



Rehab

SIRH celebrates 10 years

Southern Indiana Rehab Hospital is celebrating its 10th anniversary this year. Since its inception, SIRH has helped hundreds of patients make great strides toward recovery. Jointly owned and operated by a partnership of Frazier Rehab Institute, Floyd Memorial Hospital and Health Services and Clark Memorial Hospital, SIRH has proven that cooperation is the key. As southern Indiana's only freestanding inpatient/outpatient physical rehab facility, the hospital combines traditional physical, occupational and speech therapies with rehab nursing and advanced technologies. In 2002, SIRH changed its status to a short-term acute rehab provider. The change from long-term to short-term has not only allowed SIRH to offer intensive therapies to more patients in a setting that is closer to home, but also has increased inpatient admissions by more than 50 percent.

