One Woman’s Cancer Care Experience

The Full Spectrum of Cardiovascular Care

Olean General Hospital Outpatient Surgery Center

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MESSAGE FROM THE CEO

Dear Neighbors,

Welcome to the summer edition of Elevate magazine, our community publication of health and wellness information and news about Bradford Regional Medical Center and Olean General Hospital.

It’s an exciting time for our community hospitals as they continue to respond to the region’s healthcare needs with new programs and services.

In June, Olean General Hospital dedicated the new $10.3 million Mildred Milliman Outpatient Surgery Center. Earlier this year, Bradford Regional Medical Center opened the Mt. Jewett Health Center, McKean County’s newest primary care and dental center. This summer, we’ll bring those same great primary care and dental services to northern Cattaraugus County with the opening of the Delevan Health Center.

In April, Bradford Regional Medical Center opened a state-of-the-art cardiac catheterization laboratory, and at Olean General Hospital, we are expanding the cardiology program with the development of an interventional cardiac catheterization laboratory that will be jointly operated with Kaleida Health, upstate New York’s largest provider of cardiac services. This means the placement of stents, angioplasties and other life-saving heart procedures can be done much closer to home. Olean General Hospital will be the only hospital in Southwestern New York State with this exciting and lifesaving capability.

We hope you enjoy the news and information you will find on the following pages. Let us know what you think and have a safe, healthy and happy summer!

Timothy J. Finan
President & CEO
Upper Allegheny Health System, with member hospitals Bradford Regional Medical Center and Olean General Hospital

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HEALTH SYSTEM MISSION STATEMENT:

The purpose of Upper Allegheny Health System is to enable its subsidiary healthcare organizations to honor their missions of care and service to their respective communities by helping to ensure their growth and vitality.

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CARE THAT KEEPS GROWING

New renovations to the Critical Care Unit (CCU) mark another step in Bradford Regional Medical Center’s 125-year history of providing high-quality care to residents of McKean and surrounding counties.

Bradford Regional Medical Center’s CCU has been completely remodeled, including a new isolation room, security system, nurses’ station and medication room. Patient rooms in the CCU have been enhanced with new lighting, ventilation and patient care monitoring stations.

“We want CCU patients to feel safe and comfortable,” said Timothy J. Finan, President and CEO of Bradford Regional Medical Center and Upper Allegheny Health System. “These renovations create an enhanced level of comfort for patients and their families.”

In addition, the CCU added a tele-intensivist consultation program. Using two-way video technology, fellowship-trained intensivists stationed at Olean General Hospital, who are board-certified doctors in critical care, work with BRMC attending physicians to provide critical care consultations as requested for critically ill patients.

TO LEARN MORE ABOUT THE CCU AND THE BRADFORD REGIONAL MEDICAL CENTER FOUNDATION, VISIT WWW.BRM.COM.

ELEVATING CARE

The Olean General Hospital Foundation is dedicated to supporting the mission of Olean General Hospital through a variety of distinctive fundraising programs and campaigns.

GOLF TO FIGHT CANCER

The 2012 Golf to Fight Cancer tournament took place May 16 at Bartlett Country Club in Olean, raising more than $40,000 toward the purchase of cancer staging equipment for the Mildred Milliman Radiation Medicine Center, as well as endoscopy equipment.

More than 300 guests attended the event. In addition to golf, event guests enjoyed a sumptuous dinner featuring a seafood bar and both a silent and Chinese auction including unique and priceless items.

CARE FOR OUR BABIES

Last year, the community, through gifts to the Foundation, provided $800,000 to expand the nursery and to refurbish and expand the Obstetrics Department.

“We are exceedingly grateful to our community for their outstanding generosity, which allowed us to completely renovate this important service,” said Karen Fohl, Foundation President and Vice President for Institutional Advancement. “In 2011, 791 babies were born at Olean General Hospital—a record in recent years—and their families were able to enjoy the benefits of this new unit.”

NEW OUTPATIENT SURGERY CENTER

More than 500 donors from the Olean community have provided funding to support the Outpatient Surgery Center, raising $1.14 million thus far. “This Center is very important to our surgeons, too. We are grateful that the community has responded so generously,” Mrs. Fohl said.
Wake Up To Better Health

Sleep disorders keep millions of Americans from getting a proper night’s rest. Some sleep disorders are potentially dangerous to your health.

Sleep Studies administered by the experienced staff at The Sleep Disorder Centers of Bradford Regional Medical Center and Olean General Hospital help experts diagnose sleep disorders, such as insomnia, narcolepsy and obstructive sleep apnea. Accurate diagnosis and treatment of sleep disorders can aid in reducing the risk of illness and even injury due to daytime sleepiness.

Not Seen On TV
Obstructive sleep apnea, one of the most common sleeping disorders, affects millions of American adults, particularly those over age 65. This condition causes a person’s breathing to stop repeatedly during sleep, limiting the amount of oxygen reaching the brain.

Those with sleep apnea may experience daytime sleepiness, morning headaches, mood swings and memory problems. In addition, people with sleep apnea are at a higher risk of developing serious conditions, including high blood pressure, stroke, heart failure, diabetes and depression.

Patients with obstructive sleep apnea may be good candidates for a new mouth device that opens airways, helping a person experience restful sleep and proper oxygenation of the blood.

Unlike mass-produced devices sold on TV, the mandibular advancement device is custom fitted by Gregory H. McCraith, D.D.S., a dentist at Gundlah Dental Center of Olean General Hospital.

The mandibular advancement device is a retainer-like oral appliance that moves the jaw forward. This device may be helpful to people who have had limited success with the continuous positive air pressure (CPAP) machine—the standard for apnea treatment.

Trouble Sleeping or Staying Awake During Your Day?
Ask Your Physician About a Referral for a Sleep Study at the BRMC or OGH Sleep Disorder Center.
Increasing Access TO HEALTH CARE

Since opening in March, the new Mt. Jewett Health Center has provided primary health care and dental services to children and adults from southern McKean and surrounding counties.

THE 5,000-SQUARE-FOOT Mt. Jewett Health Center is centrally located to provide community members easy access to dental services, primary care, obstetrics, pediatric care and gynecology. Features include:

» Digital medical records, which streamline patient records and referrals
» Laboratory services for routine blood work
» Occupational health services
» Providers from the medical staff at Bradford Regional Medical Center

“Medical providers closer to home help ease the burden of travel patients face when they are sick or in need of preventive services,” said Judy Flynn, C.R.N.P., nurse practitioner at Mt. Jewett Medical Center. “Our affiliation with Bradford Regional Medical Center provides a seamless transition to hospital care when needed. I have worked with the Medical Center on and off for 20 years, and I can’t say enough about the outstanding services they provide.”

REASON TO SMILE

In addition to care for primary health needs, residents can receive state-of-the-art dental services at the Mt. Jewett Health Center. Each treatment room has chairside digital X-rays and intraoral cameras. There is also a computer for enhanced utilization of the Dentrix Electronic Dental Record System at every dental station, and the Center offers Panorex, a digital radiology unit that takes full-mouth X-rays for comprehensive diagnostics.

START ON YOUR PATH TO A HEALTHIER YOU TODAY BY CALLING 814.368.7777 OR VISITING WWW.BRMC.COM.

OPENING AUGUST 20, 2012

Delevan Health Center
OLEAN GENERAL HOSPITAL

PRIMARY CARE 38 N. Main Street (next to the Post Office) • Delevan, NY • 716.707.7040
DENTAL CARE
Bradford Regional Medical Center and Olean General Hospital continue to introduce services to battle heart disease.

NEW SERVICE
Olean General Hospital has received New York State Department of Health approval to partner with Kaleida Health (Buffalo, NY) to operate an Interventional Cardiac Catheterization Laboratory at the hospital. Kaleida Health is upstate New York’s largest provider of cardiac services. With opening anticipated this fall, the new lab will strengthen the hospital’s cardiac capabilities, allowing cardiologists to perform procedures such as angioplasties and stent placements. This means patients will access this service closer to home and avoid traveling long distances. Olean General Hospital will be the only hospital in Southwestern New York State to offer all these services.

COMPLETE CARE
With the opening of the Cardiac Catheterization Lab at Olean General Hospital, both Bradford Regional Medical Center and Olean General Hospital will have diagnostic cardiac catheterization laboratories bringing together the latest technology, integrating innovative cardiac programs to provide great care. When a patient has a heart problem, the focus is on complete care—from diagnosis, to treatment and follow up, to education.

“Time equals muscle for the heart, and when we carry out necessary procedures here rather than sending patients to Buffalo, Erie or Rochester, patients who have recently undergone a cardiac procedure greatly benefit from cardiac rehabilitation. Implementing simple lifestyle modifications such as a healthful diet and exercise routine can positively change a patient’s life."
—Matthew Cox, M.D., Cardiac Rehabilitation Director at Olean Medical Group

Great Heart Care
CLOSE TO HOME
Bradford Regional Medical Center and Olean General Hospital continue to introduce services to battle heart disease.

WELCOMING CARDIOLOGIST
LALCHAND GOYAL, M.D.
In January 2012, Bradford Regional Medical Center welcomed Lalchand Goyal, M.D., board-certified cardiologist. Trained in peripheral angiography, angioplasty and coronary disease management, Dr. Goyal is an essential resource in the implementation of the new state-of-the-art Cardiac Catheterization Lab at BRMC. Dr. Goyal brings more than 30 years of experience and expertise in invasive cardiology.

“Patients who have recently undergone a cardiac procedure greatly benefit from cardiac rehabilitation. Implementing simple lifestyle modifications such as a healthful diet and exercise routine can positively change a patient’s life.”
—Matthew Cox, M.D., Cardiac Rehabilitation Director at Olean Medical Group
The systematic and protocol-driven approach to the management of patients with chest pain at Olean General Hospital’s Chest Pain Center allows physicians to reduce time of treatment during the critical early stages of a heart attack, where treatments are most effective, and to better monitor patients when it is not clear whether or not they are having a cardiac event. Such observation helps ensure that patients are neither sent home too early nor needlessly admitted to the hospital.

Get answers fast from the experts at Olean General Hospital’s Chest Pain Center, open 24 hours a day and staffed by cardiologists and emergency medicine physicians.

KNOW THE SIGNS

When it comes to a heart attack, minutes matter. The faster you receive emergency care, the more likely you are to successfully recover. That’s why knowing the signs of heart attack can save your life.

According to the American Heart Association, a person experiencing a heart attack may experience:

- Discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.

- Pain or discomfort in one or both arms, the back, neck, jaw or stomach

- Shortness of breath, with or without chest discomfort

- Sweating, nausea or lightheadedness

Note: Women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting, and back, shoulder, abdomen or jaw pain.

If you experience any of these symptoms, call 911.
A PATCHWORK OF Healing

Linda Kane Eckman loves to quilt. When she received a cancer diagnosis, she found care at Olean General Hospital that fit together seamlessly, just like the squares of one of her favorite bed covers.

IN THE LATE SUMMER of 2011, Adil Al-Humadi, M.D., colon and rectal surgeon on the medical staff at Olean General Hospital, informed Ms. Eckman, a seamstress from Frewsburg specializing in custom curtains and bedding, that her tumor was cancerous. He recommended radiation therapy and chemotherapy to treat the tumor.

“I was relieved to learn that the Mildred Milliman Radiation Medicine Center of Olean General Hospital, which is a premier affiliate site of the Roswell Park Cancer Institute, was nearby,” Ms. Eckman said. “This meant I could receive treatments closer to home and have my family and friends there to support me.”

STAYING STRONG

“Ms. Eckman received daily external beam radiation treatments for six weeks during September and October,” said Gregory Hare, M.D., radiation oncologist at the Mildred Milliman Radiation Medicine Center and staff physician in the Department of Radiation at Roswell Park Cancer Institute. “Throughout her treatment, she maintained a positive attitude and a determination to recover.”

For the chemotherapy portion of her treatment, Ms. Eckman visited Eyad Al-Hattab, M.D., Roswell Park Cancer Institute oncologist with offices in Olean and Bradford.

“What made the biggest impression on me during my radiation and chemotherapy treatments were the upbeat attitudes of the staffs in Drs. Al-Hattab and Hare’s offices. Everyone—from the receptionists to the nurses and radiation technicians—took time to smile, laugh and ask me how I was doing. Radiation and chemotherapy weren’t fun to go through, but I looked forward to going to my appointments every day.”

—Linda Kane Eckman

“Treatment of Ms. Eckman’s cancer was consistent with the multidisciplinary approach required to successfully combat cancer today,” Dr. Al-Hattab said. “She received two four-day courses of chemotherapy during the first and fifth weeks of radiation, which required meticulous coordination between Dr. Hare and myself.”

POSITIVE OUTLOOK

Ms. Eckman’s team of physicians continues to investigate whether the cancer has disappeared entirely, but Dr. Hare described follow-up studies as encouraging.
A department of Bradford Regional Medical Center, the McKean County Visiting Nurse Association & Hospice brings hospital-level care to patients’ homes. Whether a patient is recovering from a short-term illness or having ongoing healthcare needs, the VNA’s Medicare-certified, PA-licensed agency provides the individualized medical attention that patients deserve—at home.

**KATHY PASCARELLA**, director of Bradford Regional Medical Center’s VNA, offers perspective about these invaluable services.

**Q: WHAT IS HOSPICE AND HOME HEALTH?**
**MRS. PASCARELLA:** Working with physicians, a team of social workers, aides, registered nurses, and physical, occupational and speech therapists offers comprehensive services to manage symptoms and enhance quality of life.

The VNA also educates and instructs caregivers and helps patients understand what to expect when they go home. The VNA staff serves as the main support for caregivers, providing care to patients and aiding caregivers whenever they need assistance or a break.

**Q: HOME HEALTH AND HOSPICE ARE SEPARATE ENTITIES. COULD YOU DESCRIBE THE DIFFERENCE BETWEEN THEM?**
**MRS. PASCARELLA:** Home health focuses on rehabilitating patients who require short-term care. Acute care can range from treating pregnant women and newborns to helping patients recover after surgery. Hospice centers around end-of-life care for patients who are terminally ill, including those struggling with cancer, dementia, end-stage renal disease, heart disease and respiratory disease.

**Q: WHAT TIPS DO YOU RECOMMEND TO HELP CAREGIVERS SUCCESSFULLY MANAGE PHYSICAL AND EMOTIONAL STRUGGLES?**
**MRS. PASCARELLA:** To combat caregiver fatigue, I highly recommend being involved in the plan of care and asking many questions while in the inpatient setting before going home. I often see caregivers who are shy and hesitant to ask questions, but being proactive is vital to providing proper care at home.

Caregivers can often feel isolated and alone, so it’s vital to continue social interaction. Caregivers can also utilize our aides and volunteers for help when situations become overwhelming.

**DO YOU NEED HELP CARING FOR A LOVED ONE? FIND OUT HOW VNA CAN HELP BY VISITING WWW.BRMC.COM AND SELECTING “MCKEAN COUNTY VNA & HOSPICE” UNDER “PROGRAMS & SERVICES” OR CALL 814.362.7466.**
In June, Olean General Hospital opened Western New York’s newest and most advanced Outpatient Surgery Center, offering greater convenience and comfort for patients and families across the region.

Named the Mildred Milliman Outpatient Surgery Center in memory of Olean General Hospital’s most philanthropic donor, the facility is located across the hospital campus and is part of OGH’s continuing commitment to raise the bar on quality care in the region.

The center, which is expected to serve more than 6,500 patients during its first year, received $1.8 million in community support through the Olean General Hospital Foundation.

The 22,000-square-foot center offers a more patient-sensitive approach to surgical care, including a design that maximizes the use of natural light to create a more aesthetically pleasing experience. Surgical procedures will be performed in one of four state-of-the-art operating suites and three endoscopic laboratories. Patients recover in the privacy of one of 23 post-operative beds.

At Olean General Hospital, orthopedic surgeons and physical medicine and rehabilitation physicians (physiatrists) are working together to restore shoulder function and reduce pain using less invasive treatments.

The shoulder is the most flexible joint in the human body. However, over time, mobility can deteriorate due to traumatic injury or degenerative tearing in the soft tissues or tendons of the shoulder. Arthritis and the normal wear and tear of aging can also affect the joints in the shoulder, causing painful inflammation and stiffness. When treating these types of shoulder pain, nonsurgical treatment comes first.

“We always start with the most conservative treatments available,” said Michael Cicchetti, M.D., physiatrist at Olean General Hospital. “Usually, this includes a combination of manual therapy and diagnostic/therapeutic injections, which can decrease pain and allow healing to begin. When that doesn’t work, we begin exploring surgical options.”

Dr. Cicchetti is a practice partner with the nationally recognized Buffalo Spine and Sports Institute. He focuses on patients recovering from accidental, occupational and sports-related injuries or health conditions impacting the spine, muscles or bones. Dr. Cicchetti manages a patient’s medical recovery and rehabilitation, getting patients quickly back on their feet and enjoying a normal life with less pain and complications.

When surgery is necessary

When nonoperative treatments prove ineffective for relieving shoulder pain, Olean General Hospital’s orthopedic surgeons provide minimally invasive arthroscopic joint surgery. Whether patients undergo operative or nonoperative treatment, orthopedic surgeons and physical medicine experts at Olean General Hospital closely coordinate care to help each patient choose the best options for healing.

“We often consult as a team with patients to determine the optimal treatment plan to get them back to their pre-injury level of function and improve their quality of life,” Dr. Cicchetti said. “We address every patient individually and make sure we are all working toward the common goal of restoring function to pre-injury levels.”

SHOULDER PAIN? CALL 716.701.1510 TO TAKE YOUR FIRST STEP TOWARD RELIEF.
Upper Allegheny Health System has created Community Connections, a partnership with local companies, government and non-profit organizations to plan innovative ways to address community needs. Our intent is to help make our communities healthier in ways that are as diverse as the individuals we serve.

SUPER PUFF SATURDAY ASTHMA DAY CAMP
A Day Camp designed for kids with asthma to participate in plenty of fun activities while learning to prevent and control their disease. At the end of the camp, kids will have increased confidence and improved awareness of their asthma diagnosis and discover new ways to cope with their condition. For more information, contact 814.362.8268.
BRADFORD—Saturday, June 23 at Callahan Park
OLEAN—Saturday, July 14 at Franchot Park

COMMUNITY SUN SAFETY
To help prevent skin cancer, Bradford Regional Medical Center and Olean General Hospital will be distributing free sunscreen to parents/guardians of children at local pools, along with educational information regarding overall sun safety and the importance of wearing sunscreen.
Monday, June 25
BRADFORD—Callahan Pool & Smethport Rec Center Pool
OLEAN—Franchot Pool & Olean Rec Center Pool

COMMUNITY BACKPACKS
As part of our commitment to our community, Bradford Regional Medical Center and Olean General Hospital will be providing four area elementary schools with nearly 250 backpacks filled with school supplies for children from families who are unable to afford them. Distributed on August 29
BRADFORD—George G. Blaisdell & School Street Elementary Schools
OLEAN—East View & Washington West Elementary Schools

BABYSITTING COURSE
A babysitting course taught through Safe Sitter®, a nationally recognized program, teaches boys and girls 11 years and older to provide safe childcare. Courses are taught by certified healthcare professionals, and learning is enhanced through hands-on activities and interactive games. Participants will receive a Safe Sitter Manual, safety aids and a course completion card. For more information, contact 716.375.7518 or 814.362.8288.
BRADFORD—Saturday, October 20
BRMC Third Floor, Room B
OLEAN—Saturday, October 6
OGH Education Center

FAMILY & FRIENDS® CPR TRAINING
Family & Friends CPR is a free training for individuals who want to learn CPR but do not need a “course completion card.” This course is ideal for students, new parents, grandparents, babysitters and others interested in learning how to utilize CPR. The course will be taught by certified health professionals via hands-on activities. To register, contact 716.375.6170 in the Olean area, or 814.362.8637 in the Bradford area.
BRADFORD—Wednesday, September 12 & Saturday, November 3
BRMC Third Floor, Room B
OLEAN—Saturday, August 18 & Wednesday, October 17
OGH Education Center or Classroom 4

ADVANCE HEALTH CARE DIRECTIVES
A program intended to increase public awareness about the value of discussing personal preferences concerning end of life treatment options and the designation of a surrogate decision maker. If you are interested in a discussion or presentation regarding advance directives, please contact 716.375.7518 in the Olean area, or 814.362.8288 in the Bradford area.

CELEBRATING HISTORY
To commemorate its 125th anniversary, Bradford Regional Medical Center has held a series of events for its employees and the community, including 125 Acts of Kindness, community health fairs, picnics and lunches for its employees, providers, volunteers and alumni.

To capture the excitement of the anniversary, a DVD was produced, featuring employees and community members sharing their stories and passion about what Bradford Regional Medical Center means to them. To watch the video, visit www.brmc.com.
Bradford Regional Medical Center extends its heartfelt thanks to Zippo Manufacturing Company for its generosity and support of the hospital’s mission of care and service to the Bradford community.