

Lifeline

Jameson Health System

FALL 2005

Jameson Memorial Hospital
100 Years

Robney J. Johnson, M.D.
Thoracic Surgery

R. J. Puccia

How to
**Stay
Flu-Free**
This Fall

**World-Class
Cancer Care**
in Your Community

New MRI
Now 'Open'

Giving Students
**a Healthy
Head Start**



President's Letter

Dear Friends,

Here in Lawrence County, we are fortunate to be surrounded by so many natural attractions and family-friendly activities that make for an excellent quality of life. Along with a wealth of historic and recreational pursuits for residents to enjoy, our health care is among the best in the state—due in large part to the state-of-the-art technology available right here at the community-owned Jameson Health System.

For the past 75 years, Jameson has invested in the tools and techniques to keep you healthy. That commitment continues today, as the Health System is the first in the region to install a leading-edge magnetic resonance imaging (MRI) system. The new open bore, 1.5 Tesla MRI enhances patient comfort while obtaining high-quality diagnostic images—meaning claustrophobic patients and parents of small children who need exams can have peace of mind when undergoing these potentially lifesaving tests.

In addition, Jameson has added another new cancer-fighting option to New Castle. The PET/CT scanners are a combination of positron emission tomography (PET) scans and computed tomography (CT) scans. This technology—available in Lawrence County only at Jameson—allows doctors to pinpoint the exact location and extent of cancer within a patient's body.

If cancer has been detected, the Jameson-UPMC partnership will offer patients access to enhanced radiation therapy services, primarily intensity modulated radiation therapy (IMRT). One of the most advanced forms of radiation treatment, IMRT dramatically reduces traditional radiation side effects while improving the patient's overall quality of life. Learn more about PET/CT, IMRT, and other key benefits brought about by the collaboration in this issue.

Through these and the efforts of our employees and Medical/Dental staff, Jameson is taking health care in Lawrence County to the next level. And as our community grows and the need for new technology increases, you can count on us to invest in the equipment and resources necessary to ensure your family's well-being for years to come.

Sincerely,

Thomas White, FACHE
President and CEO

Attention: Flu Season Is Approaching



Ahhhh...the fever, aches, and pains of flu season. Primarily spread through coughs and sneezes, the flu can make even the strongest person stay in bed until symptoms subside. Though good sanitary habits such as washing hands often and avoiding contact with people infected with the flu virus go a long way toward preventing the flu, your best protection is through a flu shot.

While everyone should receive a flu shot, children ages 6–23 months and adults 65 years and older, as well as anyone with a chronic medical condition, are at particular risk for dangerous and potentially deadly flu complications and should therefore be first in line to receive the flu shot.

For help fighting the flu, come to Jameson Health System's Flu Shot Clinic. Call (724) 656-6078 for details.

Lifeline Fall 2005

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On the cover: The new UPMC/Jameson Cancer Center New Castle will offer the latest cancer-fighting technologies and techniques performed by skilled specialists such as Brian Pettiford, MD; Rodney Landreneau, MD; and Julian Proctor, MD, PhD.

High Spirits and Low Scores

The area golfers who participated in the 13th Annual Jameson Golf Classic at New Castle Country Club on July 18 got much more than competition, camaraderie, and exercise. They also had the opportunity to help raise money for the Children's Advocacy Center, which works to prevent child abuse, help those who have been abused, and preserve families through innovative programs and services.

Once again, golfers participated in this charitable cause at the beautiful New Castle Country Club. In addition to a great day of golf, there were a couple of exciting new features at the 2005 classic.

- Titleist/FootJoy Tournament Pro Shop—Every participant received a \$100 voucher to use at the Titleist Pro

Shop at the New Castle Country Club. Titleist and FootJoy products were also discounted for the tournament, and company representatives helped players with their questions or special order requests.

- Brian Pavlet—One of the longest golf ball drivers in the world, Brian has been in the final eight of the REMAX World Long-Drive Championship seven times and has a long drive of 462 yards. During the tournament, he gave long-drive and trick-shot exhibitions.

Many thanks to the sponsors for their support of the Children's Advocacy Center. This year's corporate, major, and business sponsors included Medical Arts

Since the Jameson Golf Classic began 13 years ago, Jameson Health System has raised over \$1.1 million for community healthcare services such as the Jameson Rehabilitation Center, the Cardiac Center, Jameson's Cancer Care program, Women's Health Services, Hospice, and maternal and child services.

Center Pharmacy/Jameson Outpatient Pharmacy; Siemens; Deloitte & Touche; Northwestern Pennsylvania Urology Associates, P.C.; Sky Bank/Sky Trust; Highmark; Amerinet Central; D-A-S Construction Company; Ellwood Quality Steels Company; Misys; and SCC Soft Computer.

2005 Winners

1st Net—Mosso's Medical Supply

Bill Brown, Mike Stubbs, Jim Aibel, and Doug Danko

1st Gross—Physicians Mobile X-Ray

Wayne Souffrant, Raymond DeMarco, Tim Aquino, and Jay Campbell

2nd Net—AirSep Corporation

Jeff Campbell, Ryan Pontius, Steve Gabriel, and Bert Acosta

3rd Net—ComDoc

Gordy Opitz, Joe Ambrosini, Len Rich, and Allan Joseph



Skill Prizes

Closest to Pin #2—Sean Smith (35")

Closest to Pin #7—Noel Jack (5'6")

Closest to Pin #13—Craig Hughes (7¼")

Closest to Pin #17—John DiMuccio (1'11½")

Long Drive #3 (Ladies)—Kathi McFerren

Long Drive #18 (Men)—Mike Ferguson

Long Putt #7—Greg Measel (12'8")

Long Putt #13—Bob Cook (39'4½")

Joining Forces to Fight Cancer



Rodney Landreneau, MD, explains the findings from a patient's diagnostic imaging exam. When the UPMC/Jameson Cancer Center opens this winter, patients will have access to new imaging options, including positron emission tomography (PET) scans and PET/CT scanners, a combination of PET scans and computed tomography (CT) scans.

Thanks to a collaboration between Jameson Health System and the University of Pittsburgh Medical Center (UPMC), residents of the New Castle community will no longer have to travel to Pittsburgh or New York for state-of-the-art cancer treatment. Instead, those same services will be available close to home.

The UPMC/Jameson Cancer Center New Castle—scheduled to open this winter—will consolidate all of Jameson's existing oncology programs under one roof while allowing residents access to the leading-edge research, clinical trials, and cancer treatment protocols already available at the area's only National Cancer Institute-designated Comprehensive Cancer Center, University of Pittsburgh Cancer Institute.

"Jameson is located in the center of a primarily rural community with a large senior population, so it makes sense for us to bring in the experience and expertise of a nationally known cancer center," says Rodney Landreneau, MD, thoracic surgeon, director of the Jameson Lung Center, and professor of surgery at the University of Pittsburgh. "Now, the same level of care that could previously be found only in larger cities will be available here."

New Options, Better Outcomes

When the regional cancer center opens in just a few months, New

Castle-area patients will have access to new imaging modalities, like positron emission tomography (PET) scans and PET/CT scanners, a combination of PET scans and computed tomography (CT) scans. This technology allows doctors to pinpoint the exact location and extent of cancer within a patient's body.

Additionally, the UPMC/Jameson Cancer Center at New Castle will provide patients with enhanced radiation therapy services, primarily intensity modulated radiation therapy (IMRT)—one of the most advanced forms of radiation treatment. With IMRT, doctors are able to manipulate the dosage of radiation and the radiation beams so they can attack the cancer while sparing surrounding tissue.

IMRT dramatically reduces traditional radiation side effects like burns, nausea, and vomiting, while improving patients' quality of life.

"Jameson has been offering radiation therapy to patients for about two decades now, so we have extensive

experience with the treatment," says Doug Danko, vice president of Professional Services at Jameson. "Now through our affiliation with UPMC Cancer Centers, we have access to physics staff to enhance treatment planning."

Paving the Way

Prior to its opening, extensive changes had to be made to Jameson's Medical Arts Building on Wilmington Road to adapt it to be the new home of UPMC/Jameson Cancer Center at New Castle. At a projected cost of \$5 million, 6,500 square feet of space was renovated and another 1,000 square feet of space was added, providing space for an expanded clinic and treatment rooms.

"One of the unique aspects of the renovated building is that it offers the center plenty of space for meetings and educational programs," Danko says. "Our cancer center has always been involved with support groups and the American Cancer Society, and now we'll have room to host gatherings in a comfortable setting."

The UPMC/Jameson Cancer Center will feature advanced technology for faster diagnosis and more effective treatment of cancer.



Medical oncology and hematology specialists Sheryl R. Simon, MD, and David L. Meta, MD, are among those who will be caring for patients as a part of Jameson's Cancer Care Program.

A Lung-Saving Procedure

Thanks to a new surgical procedure developed in part by Rodney Landreneau, MD, thoracic surgeon, director of the Jameson Lung Center, and professor of surgery at the University of Pittsburgh, some patients with lung cancer are getting a new lease on life.

Lung cancer, one of the most deadly forms of cancer in America, affects more than 172,500 Americans each year. Many patients with this form of cancer must have an entire lung removed to get rid of the cancer. However, this new procedure—known as sublobar resection with brachytherapy—is saving the lungs of high-risk patients who can't afford to lose an entire lung during surgery.

During this procedure, the surgeon removes the lung tumor and its surrounding tissue, and then tiny radioactive seeds are sewn into the surgical site to shrink the tumor. The low-dose radiation dissipates over time and poses little danger for either the patient and his or her loved ones.

To date, Dr. Landreneau has performed sublobar resection with brachytherapy on more than 400 patients, with the cancer recurring locally in only about 2 percent of cases.

For more information about the Lung Center call (724) 656-4221.

Bringing It Home

Because of the relationship between Jameson and UPMC Cancer Centers, there will be little need for patients to travel outside of Lawrence County for treatment. In fact, 95 percent of all cancer patients will be able to have their treatment close to their homes and the support of family and friends.

UPMC | Jameson Cancer Center

“The collaboration between our hospital and UPMC Cancer Centers will allow area residents to have continued access to the best cancer treatment anywhere in the country,” says Julian Proctor, MD, PhD, radiation oncologist and medical director of radiation oncology at Jameson. “Patients will still have the same medical oncologists and radiation oncologists, but their services will be supplemented by staff physicians from UPMC, so they'll be getting some of the best care available.”

For more information about the UPMC/Jameson Cancer Center New Castle, call (724) 656-4238.



Wide ‘Open’ Spaces for Screening



Jameson Health System recently introduced an advanced magnetic resonance imaging (MRI) system that provides physicians with high-quality diagnostic images while enhancing patient comfort.



If you're claustrophobic or have small children who are scared of medical tests, here's good news: Jameson Health System is the first in the region to install a state-of-the-art open bore, 1.5 Tesla MRI system. The advanced system is equipped with total imaging matrix (TIM) technology, a lightweight coil design that produces high-resolution images. TIM is easy to position and reduces discomfort to larger patients during exams.

"We're excited to provide Lawrence County with excellent technology such as the open bore MRI," says Jane Beight, director of Medical Imaging at Jameson. "With this technology we're able to capture highly detailed images in a quicker, more comfortable, and far less frightening environment."

Finding the Right Fit

Unlike exams performed using a closed MRI scanner that completely envelops a patient, Jameson's new machine is larger and more accommodating to patients of all ages, shapes, and sizes. The design of this machine may also reduce the need to repeat or interrupt an exam due to patient anxiety or discomfort.

The MRI system also features one of the shortest magnets, which allows up to 60 percent of exams to be completed with the patient's head and feet outside of the machine—a feature not available in previous MRI systems. The openness of this imaging device is less intimidating to children and can ease feelings of claustrophobia in patients of all ages.

A Look Inside

Magnetic fields and radiofrequency waves generated in the MRI system produce digital images of the body, which allow physicians to diagnose and treat a variety of health conditions, including:

- orthopedic abnormalities
- cancer
- diabetes
- heart conditions
- vascular diseases

"This investment reflects our commitment to provide the latest technology for our patients," says Beight. "At Jameson, we're constantly striving to provide the New Castle

community with high-quality care in a comfortable environment."

For more information on open MRI or to schedule an exam, call (724) 656-6116.

A Quick Guide to MRI

Are you or a loved one scheduled for a magnetic resonance imaging (MRI) test? Put your mind at ease by knowing what to expect.

Prior to the exam...

...you may be required to have a safe dye put into your body to enhance the clarity and detail of the images.

During the exam...

...you'll be asked to lie still on the exam table for the 25–35 minute outpatient procedure.

After the exam...

...the MRI specialists can provide immediate clinical results, as this technology captures images in real time.



A Dream Fulfilled

Jameson Health System's 2005 Employee of the Year comes to work each day with a dedication to meeting the needs of her patients.

◀ Kim Nocera, RN at Jameson Hospital North Campus, credits her co-workers with the success and satisfaction she has enjoyed as a nurse. That selfless spirit, along with her remarkable abilities and positive attitude, are among the reasons Nocera was chosen as Jameson Health System's 2005 Employee of the Year.

As a child, Kim Nocera, RN at Jameson Hospital North Campus, always dreamed of becoming a nurse. Her dream became a reality upon graduating from New Castle High School, when she received her nursing training at Jameson School of Nursing.

"My first year on the job I knew I'd made the right decision," Nocera says. "One of my patients was a wonderful lady who had traveled from California to have surgery. We had an instant

connection and she eventually established a scholarship in my name."

Nocera spends each day working as a charge nurse in the post-anesthesia care unit of the operating room. In the mornings, she prepares patients for surgery. After their surgeries are complete, she cares for patients until they are ready for discharge.

"Being a nurse gives me the opportunity to help people in ways I couldn't at another job," Nocera

says. "If a patient is nervous, I can calm his or her fears, or if he or she is in pain, I can act to reduce it. I'm getting paid to do something I love."

While she appreciates her award, Nocera gives all the credit for her success as a nurse to her co-workers.

"I work with a team of wonderful people," she says. "We do whatever it takes to make sure our patients are happy and healthy."

Giving Students a Healthy Head Start

Jameson Health System is helping children battle obesity and low self-esteem.

The Community Education Department at Jameson is committed to combating the increasing trend in childhood obesity through a prevention program designed to correct social/behavior problems that stem from low self-esteem. As a result, the staff used grant money from Highmark—an organization providing access to affordable, quality health care—to develop a childhood obesity and self-esteem class for local fourth-grade students.

"We decided fourth grade would be an optimal age to target with the program because those students are old enough to understand the information, yet young enough

not to be set in any unhealthy lifestyle habits," says Charlane Verdi, RN, BSN, director of Staff and Community Education. Verdi was presented with Jameson's 2005 Hoye Award for developing and implementing this school-based and community-wide program targeting childhood obesity and low self-esteem.

The first of the programs was presented from January to April this year to 20 classrooms in Union, New Castle, and Shenango-area school districts. A nurse educator presented two sessions focused on the importance of good self-esteem and ways to improve one's esteem while a nutrition educator



Charlane Verdi, RN, BSN, director of Staff and Community Education at Jameson Health System, shares the importance of healthy self-esteem with students.

and exercise physiologist discussed the importance of healthy eating, making good food choices, and regular exercise.

"The program went extremely well. We hope that what the children learn will help them avoid obesity and the many related health conditions that would affect them throughout their lives," says Verdi. "Healthy self-esteem is a child's defense against challenges he or she may face in life. If a child feels good about himself or herself, he or she may have an easier time handling conflicts and resisting negative influences."



Every time a patient beats cancer...

*Every time a lifesaving heart surgery
is performed...*

*Every time a child learns how to walk
again after an accident...*

We thank you.

Without community support, Jameson Health System would not be able to meet the needs of our patients 24 hours a day, 365 days a year.

From acquiring state-of-the-art technology to providing a full spectrum of medical services with a personal touch, we need your help to ensure Lawrence County has access to high-quality health care for generations to come.



*Where caring and
the community go hand-in-hand.*

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