

Discover

WEST CHESTER HOSPITAL

HEALTH

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After overcoming a heart condition, Kristene Zwiebel and daughter Emily enjoy play time. Zwiebel is expecting her second child this summer. Read more on page 3.



Measuring Up... in Quality, Safety, Customer Service and More

Measuring is a normal part of life. We measure lumber to build houses. We measure inseams to make alterations. We measure room dimensions to install flooring and furniture. And we measure the number of inches our children and grandchildren have grown each

year. Health care today also demands that measurement be an essential and integral part of continually improving and enhancing care and services provided to patients. As the region's only academic health system, UC Health must take the lead.

We put forth a tremendous effort at UC Health to measure the outcomes of our work, all of which we do for the benefit of our patients. UC Health utilizes detailed metrics that allow us to constantly measure and gauge our effectiveness in the critical areas of safety, quality, service, efficiency and growth. Measurement allows us to continually enhance the quality level of the care that we provide within the safest possible environment, while always striving to maintain exceptional customer service levels. This not only benefits our patients, but also contributes to cost effectiveness. We know the safest, highest-quality health care is also the most efficient. Therefore, we closely analyze the costs of our operations, including such things as medical supplies, which helps us avoid waste.

Finally, our goals for growth include purposeful efforts to extend our reach into outlying areas of the Tri-State by serving as a regional referral center to provide life-changing care to the most-critically ill or injured.

UC Health is the region's premier provider of advanced specialized medical care. In our role as the region's only academic health system, we bring the most advanced care to area residents, right here close to home. This leadership is built on nearly 200 years of medical research, innovation, scientific discovery and the delivery of compassionate care. And measurement of progress is at the core of our achievements and our goals, which include:

- Building a healthier community and improving the quality of life for everyone we serve;
- Delivering an exceptional patient care experience;
- Providing a network of advanced medical specialists, innovative health solutions and accessible primary care for our staff and neighbors;
- Supporting the academic mission of the University of Cincinnati.

By measuring our progress toward our goals, we will ensure that we maintain our role and record of leadership and service, bringing the most advanced specialized care to our community.

Thank you,

Richard P. Lofgren, MD, MPH, FACP
President and Chief Executive Officer
UC Health

Unlocking the power of Placebo

A study from the University of Cincinnati suggests that if you believe a drug treatment is expensive, it works better—even if the treatment is a placebo.

"Patients' expectations play an important role in the effectiveness of their treatments, and the placebo effect has been well documented, especially in people with Parkinson's disease," says Alberto Espay, MD, an associate professor in the UC Department of Neurology & Rehabilitation Medicine. "We wanted to see if patients' perceptions of the cost of the drug received would affect the placebo response."

In the study, supported by the Davis Phinney Foundation, 12 people with Parkinson's disease were told they would receive shots of two formulations of the same drug, one described as "cheap" and one described as "expensive." But all participants received a placebo. When people received the "expensive" drug first, their motor skills improved by as much as 28 percent versus



13 percent on the same test when they received the "cheap" drug. The study's results could have an important impact in the treatment of conditions like Parkinson's.

"If we can find strategies to harness the placebo response to enhance the benefits of treatments, we could potentially maximize the benefit of treatment while reducing the dosage of drugs needed and possibly reducing side effects," Dr. Espay says.

Learn more about this remarkable study at healthnews.uc.edu/.

From Cardiac Arrest to a *Second Life*

When a heart attack strikes, the clock starts and every second counts.

Kristene Zwiebel's clock started ticking when she felt pain in her chest in March 2013. A previous cardiac arrest in July 2012 likely had caused a malignant arrhythmia in her heart, which festered for seven months before Kristene, then just 32, experienced a heart attack. She was rushed to the University of Cincinnati Medical Center's Emergency Department and treated by doctors of the University of Cincinnati Heart, Lung and Vascular Institute.



Imran Arif, MD
Interventional
Cardiologist

Imran Arif, MD, director of the Cardiac Catheterization Lab at West Chester Hospital and professor of clinical medicine and interventional cardiology for the UC College of Medicine, diagnosed her with a coronary vasospasm, or a sudden narrowing of one of the coronary arteries—a condition not uncommon in women Kristene's age.

The next step was to prevent the spasms from returning. "Dr. Arif performed a number of diagnostic tests and a review of medications before he zeroed in on the medication I needed," Kristene says.

The medication worked. Kristene hasn't had a spasm since 2013.

Then, Kristene and her husband, Eric, began to consider having a second child.

Their first, Emily, now 4, was born 18 months before Kristene's first cardiac arrest. But the medication that effectively stopped Kristene's spasms from recurring would have made another pregnancy risky—for both Kristene and the new baby.



Mouhamad Abdallah,
MD, Interventional
Cardiologist

"Any pregnancy predisposes patients to a greater risk of cardiac complications," explains Mouhamad Abdallah, MD, associate director of the Cardiac Catheterization Lab at West Chester Hospital and assistant professor of medicine for the UC College of Medicine.

"Some of the hormones produced in pregnancy can induce coronary basal spasms. Moreover, we don't know how the medicines we use to treat conditions like Kristene's affect babies, so continuing the medications presented another kind of risk."

"The stress of pregnancy on Kristene's heart could potentially have made her condition worse," says Dr. Arif. "It was a difficult decision."

Kristene and her husband, Eric, met with Dr. Arif, Dr. Abdallah and a team of UC Health OB/GYN specialists to better understand the issue.

"We discussed the pros and cons of proceeding with a pregnancy," says Dr. Arif. "This level of collaboration and deep thought process was quite unique, but it was also necessary to ensure we achieved the best outcome for Kristene."

"It was a great opportunity for all of the doctors to come together to create a complete medical plan," says Kristene. "Ultimately it was decided that my pregnancy would be safe. It would not be without some risk, but that risk wouldn't be so extensive that the doctors would advise against the pregnancy."

"The ultimate decision to have a baby was her choice, and we just tried to help her as best we could," says Dr. Abdallah.

Once Kristene and Eric decided to pursue the pregnancy, Dr. Arif developed a care plan to wean Kristene off of her medication. To date, her pregnancy has been healthy, happy and according to plan, and Kristene is due to deliver this summer at West Chester Hospital's newly opened maternity unit.

Kristene says big sister Emily is just as excited for her little brother to arrive as the rest of the family. "At night she puts her hand on my belly and reads to her baby brother."

"It was a great opportunity for all of the doctors to come together to create a complete medical plan."

—Kristene Zwiebel



Kristene Zwiebel holds her daughter, Emily, while playing at a local park. After a history of struggles with her heart, Kristene is happily expecting another child this summer.

To receive the name of a cardiologist at West Chester Hospital, call (513) 298-DOCS (3627).

Now You Can Deliver Close to Home

West Chester Hospital has brought something new into the world, and now it's helping new parents throughout Greater Cincinnati do the same.

The long-awaited maternity unit—featuring a state-of-the-art birthing center with spacious delivery suites, Cesarean-section operating rooms and a level IIB special care unit to accommodate premature and high-risk infants—debuted in April.

Parents-to-be and their babies are already benefiting from West Chester Hospital's unique blend of academic and community medicine. The hospital has the support of University of Cincinnati physician specialists and sub-specialists as well as the expertise provided by a full array of community-based physicians.

Dedicated obstetricians and anesthesiologists are available on-site every hour of every day.



Dana Lovell, MD
OB/GYN

"Having these specialists within the unit 24/7 helps decrease the risks for pregnant women and their babies while also enhancing service in terms of labor management, the delivery process and pain services like anesthesia," says Dana Lovell, MD, West Chester Hospital maternity services medical director and assistant professor of obstetrics and gynecology for the UC College of Medicine.

Mothers who require a Cesarean-section delivery are offered a gentler, more natural birthing experience within specially equipped rooms. Further, all newborns—whether they enter the world routinely, prematurely or with special needs—have direct access to expert medical care from the region's leading



A level IIB special care nursery is available to accommodate premature or high-risk infants.

perinatologists and neonatologists. In addition, women diagnosed with gestational diabetes benefit from West Chester Hospital's expertise in diabetes management and women's health services.

Nationally known for providing outstanding patient experiences (a Healthgrades® Outstanding Patient Experience Award Winner™ 2012-2015), West Chester Hospital offers the same exceptional experience to families receiving care within the maternity unit.

"A great deal of thought and care has been placed on creating a safe, secure and comfortable environment," says Dr. Lovell. "All accommodations are spacious, calming and close to home, allowing families to easily and conveniently come together to welcome their new little ones into the world."

Jennifer Garcia, of Dayton, became pregnant with her second child as the maternity unit was under construction. Hollie Garcia, born April 24, was the third baby delivered in the new unit.

Jennifer had total confidence in the quality of care she knew she would receive from the staff and physicians at West Chester



"All accommodations are spacious, calming and close to home."

—Dana Lovell, MD, medical director, maternity services

Spacious and private LDRP (Labor/Delivery/Recovery/Postpartum) rooms feature all the amenities to welcome babies into the world.



Pictured left: Jennifer and Pete Garcia with son, Alex, before the birth of Jennifer's second child, Hollie, on April 24. Pictured right: Big brother Alex happily welcomes baby Hollie to the family.

For more information, visit UCHealth.com/WestChesterHospital and choose "Maternity Services" under the Services tab.

Hospital. Many other features of the experience gave her comfort.

First, was the convenience. "I live in the Dayton area and if I had begun labor during the night it would have been only a 20-minute drive to the hospital, which gave me peace of mind."

She also trusted that she and her baby would be in the best of hands. "I think it's normal to have some fears and anxieties when you're about to deliver a baby, no matter how experienced you are," Jennifer says. "But knowing that the physicians and staff at West Chester Hospital are highly skilled and that, if needed, we would have access to specialists from both UC Medical Center and Cincinnati Children's Hospital helped reassure my husband and me that this was the right place for our baby to be born. In addition, when we toured the unit and met the nurses, their compassion and excitement about working here added to our certainty."

Grateful for Support from the community

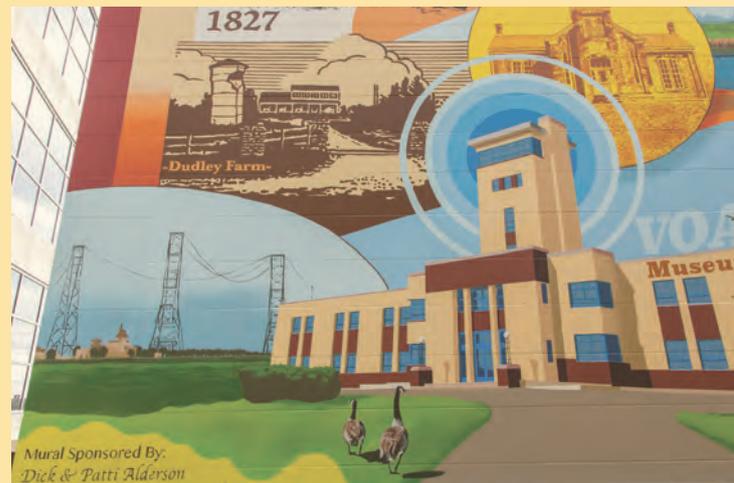
Community support has always been an important part of West Chester Hospital's growth. The new maternity unit has benefited greatly from support offered by some of the region's most celebrated philanthropists and businesses.

Frederic and Julie Holzberger, owners of the Aveda Fredric Institute, pledged \$100,000 in support of the nursery.

Patti Alderson, CEO of the Community Foundation of West Chester/Liberty and her husband Dick Alderson, president of Alderson Properties, made a generous donation in support of the creation of a hand-painted mural in the friends and family lounge area.

Northwestern Mutual, represented by Jeffrey Gayonski and Brent Shaw, donated \$100,000 to help fund the Labor, Delivery, Recovery & Postpartum (LDRP) patient rooms for the new unit.

"It is people like the Holzbergers, the Aldersons and the team at Northwestern Mutual that make the West Chester community a tremendous place to live and work," says Kevin Joseph, MD, president and CEO of West Chester Hospital. "We are truly thankful that each has chosen to invest generously in future generations of area residents."



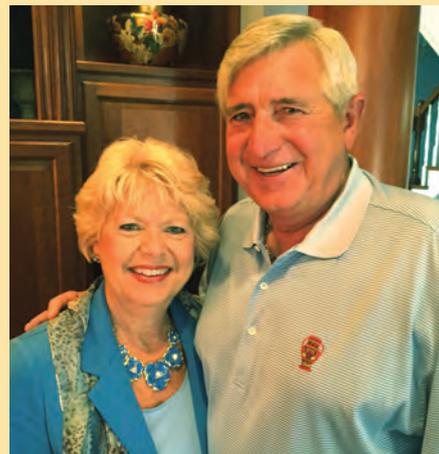
A hand-painted mural features many West Chester community landmarks.

To become a supporter of the Exceptional Beginnings initiative at West Chester Hospital, call (513) 298-7737 or visit UCHealth.com/donate.

Julie and Frederic Holzberger



Patti and Dick Alderson



Jeffrey and Kelli Gayonski with Brent Shaw



At Risk for Lung Cancer?

Early Screening Could Save Your Life

UC Health has launched Greater Cincinnati's first lung cancer screening program.

A 2011 national trial used low-radiation CT scans to detect lung cancer in at-risk individuals found that early screening could reduce lung cancer deaths by 20 percent.

"To date we have screened more than 300 patients and detected cancers that may otherwise not have been found until a more advanced stage," says Valerie Williams, MD, a UC Health thoracic surgeon at West Chester Hospital, and assistant professor of surgery in the division of thoracic surgery for the UC College of Medicine.



Valerie Williams, MD
Thoracic Surgeon

Detecting lung cancer early is critical. As Kevin Redmond, MD, an oncologist with the UC Cancer Institute and professor emeritus for radiation oncology for the UC College of Medicine, says, "If you have symptoms of lung cancer—coughing up blood or chest pain, sometimes accompanied by pain within organs



Kevin Redmond, MD
Oncologist



where the cancer has spread—it's usually at a late stage."

Late-stage lung cancer treatments involve chemotherapy and radiation therapy along with minimally invasive surgery, whereas lung cancers caught early often require only surgery and have far better survival rates.

You could qualify for a lung cancer screening if you have smoked more than a pack a day for 20 years (or two packs a day for 15 years) and are 50-79 years of age or have a family history of lung cancer. The cost of a comprehensive screening is \$99.

To receive the name of a lung cancer specialist at West Chester Hospital, call (513) 298-DOCS (3627).

GOOD HEALTH = A Healthy Sex Life

Aging can challenge a healthy sex life.

For men, the ability to get and maintain an erection is often a barometer of overall vascular health.

According to R. Bruce Bracken, MD, a UC Health urologist on staff at West Chester Hospital and professor of urology for the UC



R. Bruce Bracken, MD
Urologist

College of Medicine, impotence usually means arteries are blocked, a condition called arterial sclerosis, which is the root cause of heart attacks and strokes.

"If you are able to have an erection, it's a good sign," says Dr. Bracken. "But if you are impotent, chances are you're overweight, have diabetes or take hypertensive medications. You have to be healthy to be able to have sex."



Lisa Larkin, MD
Internist/Women's
Health Specialist

Women's issues are different, explains Lisa Larkin, MD, medical director of the UC Health Women's Center at West Chester Hospital; associate professor of obstetrics and gynecology for UC College of Medicine; and director of midlife women's health and primary care. "Female sexuality is based on the biopsychosocial



model with four overlapping components: biology, psychology, interpersonal relationships and your religious or social upbringing."

Sex can become more complicated after menopause. "About 40 percent of midlife women experience decreased libido, problems lubricating, inability to have an orgasm or experience pain during sex. But only 12 percent are distressed by it," says Dr. Larkin.

That relatively small percentage of women distressed by changes still amounts to millions who want help. As physicians and patients more openly discuss sexual health, numbers likely will rise.

In essence, good health and good sex are closely linked. Challenges in the bedroom could be a sign of a more significant physical or psychological issue.

To receive the name of a physician specialist at West Chester Hospital, call (513) 298-DOCS (3627).

Taking The Fall *Seriously*

Richard Holden, 82, knew where the door to his bedroom was and he knew to avoid the staircase two feet away. But late one night, he took an ill-fated step. "Instead of turning into the bedroom, I took a step into the darkness," Richard says. "I fell down the staircase, 19 steps all the way down to the bottom."

Richard's wife, Brenda, called for an ambulance. By the time it arrived Richard's head was bleeding profusely. He also experienced a thigh contusion, five fractured ribs and a fractured thoracic vertebra.

The ambulance transported him to West Chester Hospital. "Within three minutes he was in the ER with five people working on him, setting up an IV and an EKG, taking vital signs, placing him on monitoring equipment and performing a CT scan of his brain," says Brenda.

"The doctors examined me thoroughly to ensure that I was okay," says Richard. Those "doctors" are the specialists of the West Chester Hospital trauma team, which Richard describes as "absolutely superior and thorough."

West Chester Hospital was recently verified by the American College of Surgeons Committee on Trauma as a Level III Trauma Center, a significant accomplishment that demonstrates its commitment to providing the highest quality trauma care to the northern Cincinnati community. All patients receive the full spectrum of care at the hospital, based on the level of injury. When a patient's injuries are severe enough to warrant a higher level of care, West Chester Hospital partners with its sister institution, University of Cincinnati Medical Center, the region's only Level I trauma center.



Jay Johannigman, MD
Chief, Division of
Trauma

"It is unique to have a Level III center partnered with a Level I center in the same system and staffed by the same personnel," explains Jay Johannigman, MD, chief of the UC Health division of trauma and critical care surgery and professor of surgery for the UC College of Medicine. "It's a distinct advantage."

Once stabilized, Richard was admitted as a patient at West Chester Hospital.

"The trauma program is a gatekeeper to other physician specialists onsite," explains Jeni Brodsky, RN, manager of the West Chester Hospital trauma program, which organizes and channels expertise where and when it's needed. "We manage all aspects of a trauma patient's care."

West Chester Hospital's trauma program excels in minimizing the duration of patients' hospital stays. "Our goal is to immediately start thinking about recovery and discharge," says Brodsky. "We monitor length of stay very closely and benchmark ourselves in order to help people get well and return to their normal lifestyle."

Richard was discharged from the hospital in just six days. In April, after a few months of physical therapy, he played golf for the first time since his fall. "I told my wife I was only going to play nine holes, but things were going so well ..." Richard flashes a smile at his wife and she returns it, albeit reluctantly. "I decided to play 18 and I scored a 91."

Tips for Staying Safe at Home

1. Keep Active: Physical activity can prevent a fall by improving strength, balance, coordination and flexibility.

2. Light Up Your Home: Keep lights on around your home to avoid tripping on objects that are difficult to see, especially at night.

3. Eliminate Hazards: Remove boxes, obtrusive tables, loose rugs and, most importantly, electrical cords and wires that might cause you to trip.

4. Use Assistive Devices: Use a cane or a walker, install hand rails on staircases, grab bars in the shower and use non-slip mats in the kitchen and bathroom.



After experiencing a serious fall in his home, Richard Holden received care from the West Chester Hospital trauma team. Today, he's back to taking walks with his wife, Brenda.

To receive a Fall Prevention Guide for Older Adults published by the UC Health Trauma Services Injury Prevention Program, please call (513) 584-5382.

Discover Health is a quarterly magazine published by West Chester Hospital to provide accurate and timely health information. It is offered as a health education tool featuring news and stories centered around academic-based, discovery-driven health care. It is not a substitute for consultation with a personal physician. West Chester Hospital is located at 7700 University Drive, West Chester, Ohio 45069. For information, call (513) 298-3000 or visit UCHealth.com/WestChesterHospital. If you do not wish to receive future issues of this publication, please email WCH@UCHealth.com.



Health CALENDAR

West Chester Hospital is a health information resource for people in West Chester and surrounding communities. Events and activities listed in this calendar are held within West Chester Hospital, 7700 University Drive, West Chester, Ohio 45069, unless otherwise noted.

Foot Health Seminar

- Saturday, Aug. 15 (9-10:30 a.m.)
and Wednesday, Aug. 26 (7-8:30 p.m.)

Brain Health Seminar

- Wednesday, Sept. 23 (7-8:30 p.m.)
and Saturday, Sept. 26 (9-10:30 a.m.)

Women & Aging Seminar

- Saturday, Oct. 24 (9-10:30 a.m.)
and Wednesday, Oct. 28 (7-8:30 p.m.)

Pelvic Floor Disorders Seminar

- Wednesday, Nov. 11 (7-8:30 p.m.)
and Saturday, Nov. 14 (9-10:30 a.m.)

Male Urological Disorders Seminar

- Wednesday, Dec. 2 (7-8:30 p.m.)
and Saturday, Dec. 5 (9-10:30 a.m.)



Childbirth Education Classes & Tours

- Breastfeeding - \$10 per couple
- Natural Childbirth Techniques - \$10 per couple
- Baby Care Basics, Infant CPR & Safety - \$20 per couple
- Prepared Childbirth Workshop - \$40 per couple
- Maternity Unit Guided Tours - No Cost

Each of the above classes is offered monthly. To register for classes or tours, or for more information, please call (513) 584-BABY (2229) or complete the online registration form found at UCHealth.com/wchevents.

Diabetes Education Classes

A free two-part series of classes provides the education and tools to help people successfully manage diabetes. Call (513) 298-SUGR (7847) or visit UCHealth.com/wchevents to register.



Help us help our community.

Join West Chester Hospital and make a positive impact on the health of our community. Visit UCHealth.com/donate and choose "West Chester Hospital" to make a tax-deductible gift that will directly benefit enhancement of patient care services. Thank you for your support.