

Heart of Florida *Regional Medical Center*

*Winter 2011*

# HealthSmart

*A Passion for Caring*

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FROM THE HEART

*Don  
Breeding,  
CEO*



Running a hospital takes all the skills of running a home – providing nourishing and appealing food to everyone under our roof, clothing and housing patients, cleaning the floors, taking out the trash, doing the laundry and mowing the lawn. But the complex work of giving patients the best-possible experience doesn't stop there.

Each patient's medical plan of care – from diagnostic testing to procedures, medication to rehabilitation, and back to his or her best life – is tailor made.

Recently, this hospital implemented a venture called **GETTING2GREAT (G2G)** which is based in principles that are moving us from better to best. It is a renewed commitment to giving each patient America's best local healthcare. Our recognition from **U.S. News and World Report** not only affirms we are moving in the right direction, it is a metric of how successful we are in meeting the needs of our patients.

And how successful we are goes far beyond just recognitions and patient satisfaction scores. **OUR** success is vital...to **YOUR** health. And that's a responsibility we take very seriously.

We will continue to let you know how we are doing.

# da Vinci: The New Art of Surgery

At a glance, it may look more like surgeons playing interactive games than performing surgery. Look more closely, and you'll see the precise moves they're making are actually being translated by a da Vinci® Robotic System into exacting surgical movements.

"The da Vinci combines the knowledge and skills of our surgeons with precise manipulation of surgical instruments," said Bonnie Bennett, RN, BSN, MBA, ONC, Director of Surgical Services at Heart of Florida.

### Advanced Training

"Surgeons and anesthesiologists go through an extensive and rigorous training process before being granted privileges to perform the surgery. Our nurses go through pretty much the same level of training because we work arm-in-arm with the doctors. This is a huge team commitment and huge hospital commitment so we can provide the safest care for our patients."

"This technology allows surgeons to perform complex, sophisticated surgical treatment for a number of urological, thoracic, vascular, gynecological, general surgical, and colo-rectal conditions," said Ms. Bennett. "It improves visual magnification and refines surgical techniques in areas that can be difficult to operate in using traditional methods."

"Many technically challenging surgical procedures our surgeons perform using laparoscopic techniques (minimally invasive surgery in which a camera and surgical instruments are inserted through a small incision) are performed with a higher level of expertise using this system," said Ms. Bennett.

**"It's important to understand that without quality surgeons all the technology in the world won't create great outcomes. Great surgeons will use robotics to create those great outcomes."**

Patient benefits of robotic assisted surgery include smaller incisions, increased surgical precision, less blood loss, faster recuperation, and less post-operative discomfort.

"Our hospital has made this investment to offer state-of-the-art technology to our community." Robot-assisted surgery is no longer science fiction –

**it's science fact at Heart of Florida.**



# Expectant Moms Have Questions.

**CuddleBugs Has Answers.**



At Heart of Florida, we deliver everything you want for the birth of your baby, and everything your baby needs.

CuddleBugs® is an innovative free program that helps expectant and new moms prepare for pregnancy, labor, delivery, and newborn care. Members receive free monthly e-newsletters, and information about upcoming classes, events and special offers.

“Providing foundational support, guidance and education boosts comfort and confidence levels in expectant and new moms and dads,” said Minyon Outlaw, RNC-MNN, a nurse in Heart of Florida’s ‘Stork’s Landing’, a special place to welcome babies and celebrate new families.

“Our patients come to us for a reason,” said Mrs. Outlaw. “Our doctors are very compassionate and passionate about what they do. This is more than just work – it’s service. Five wonderful physicians and two midwives provide care here. We have a responsibility to our community to keep them healthy. We all have a commitment to excellence.”

The hospital offers childbirth and breastfeeding education classes, and a lactation consultant to assist new moms with breastfeeding. A variety of organizations came together for this year’s BabyFest, which featured fashions, health care providers, and the Polk County Sheriff’s Office which demonstrated how to safely secure newborns into car seats.

To sign up for CuddleBugs, or to learn more about Stork’s Landing, visit [HeartofFlorida.com](http://HeartofFlorida.com), and click on the Cuddlebugs icon on the home page. To receive the electronic newsletter, you’ll be asked to give your name and email address.

**Sign up for free at [HeartOfFlorida.com](http://HeartOfFlorida.com).**



# U.S. News & WORLD REPORT

## *Ranks Us Tops in Polk County*

### *And High Ranking in Neurology and Neurosurgery*

Heart of Florida's ongoing commitment to providing exceptional care for our patients has resulted in our being named the 2011-2012 Best Hospital in the Lakeland/Winter Haven metropolitan area by U.S. News & World Report.

U.S. News and World Report's rankings have been published annually for the past 22 years, and showcase 720 of approximately 5,000 hospitals nationwide. The core mission of 'Best Hospitals' is to help guide patients who need an especially high level of care. This year, the rankings covered 94 metro areas in the U.S., that have at least 500,000 residents. Regional hospital rankings complemented national rankings.

"These are hospitals we call 'high performers,'" said Avery Comarow, U.S. News Health Rankings Editor.

"I am exceptionally proud of our physicians, nurses and clinical and non-clinical associates working to advance patient care at Heart of Florida," said CEO Don Breeding.

"We work hard to provide outstanding care to Central Florida residents. This independent ranking confirms we're succeeding," added Mr. Breeding.

Heart of Florida also scored at a high-performing level in Neurology and Neurosurgery.

Standardized criteria is used in the ranking of most specialties including patient safety, procedure volume, and other objective data. Responses to a national survey, in which physicians are asked to name hospitals they consider best in their specialty for the toughest cases, also were factored in.



**For information about any of  
our services, visit us at  
[HeartOfFlorida.com](http://HeartOfFlorida.com).**

# Mammograms:

## Still First Line Of Defense Against Breast Cancer

Mammograms save lives, period, end of story. That's why Heart of Florida is so focused on making mammography convenient, comfortable, and as timely as possible.

"At Heart of Florida, our skilled and compassionate staff, comfortable facilities, and flexible scheduling reflect our commitment to focusing on our patients' needs," said David Berg, BBA, RT, (R), Director of Diagnostic Imaging.

### **Advanced Technology**

"Quality care also demands technical excellence," said Mr. Berg. "Digital mammography at Heart of Florida obtains high-quality images with less discomfort and the minimum amount of radiation exposure possible.

There's no waiting for films to be developed, and women spend less time in the exam room, less time in an uncomfortable position."

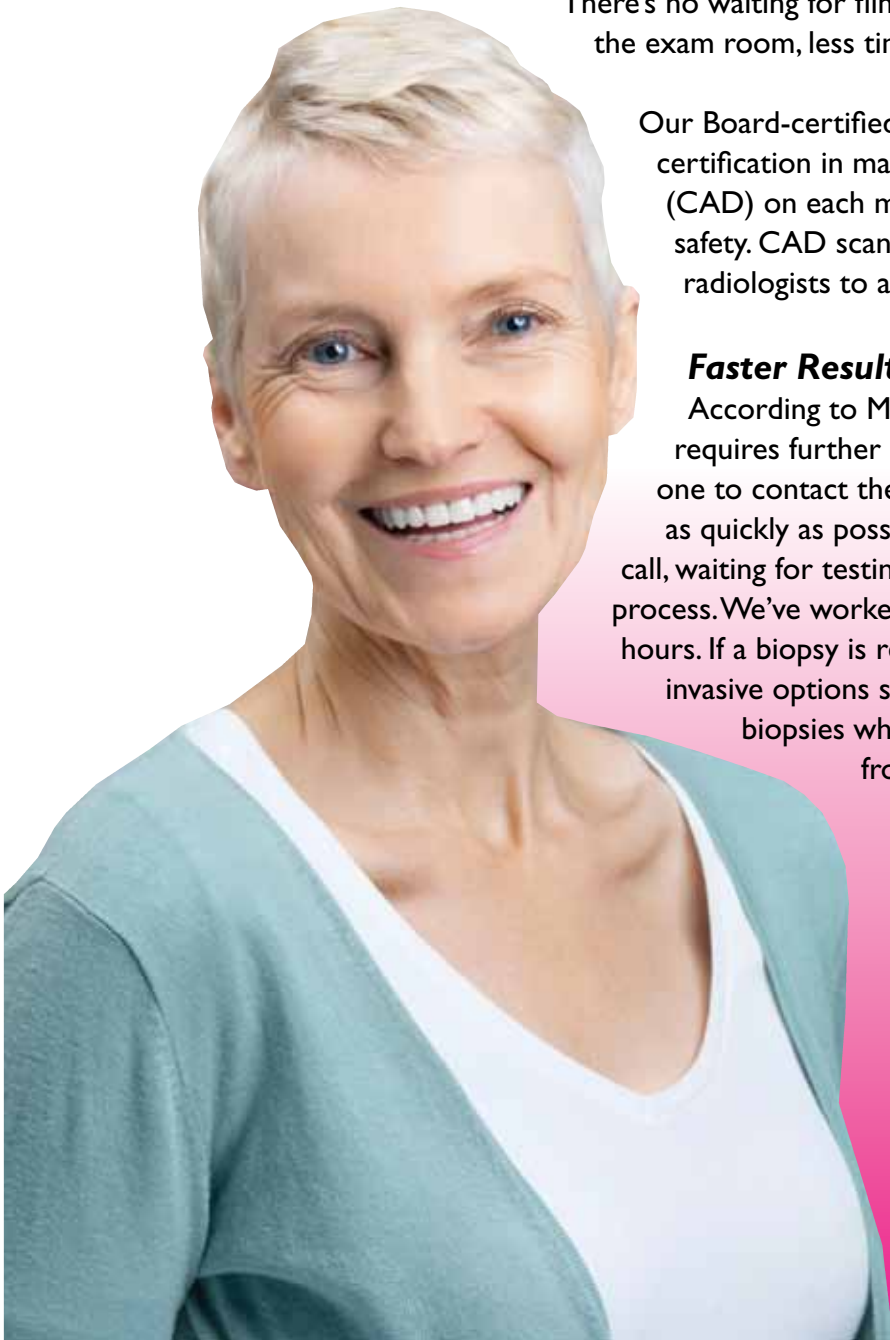
Our Board-certified radiologists, including one with additional Board-certification in mammography, use Computer-Aided Detection (CAD) on each mammogram to add an additional layer of patient safety. CAD scans mammograms on a digital level to alert radiologists to areas that may require a "second look."

### **Faster Results**

According to Mr. Berg, "If a radiologist discovers something which requires further study, the primary care physician is usually the one to contact the patient. Then our team expedites follow up tests as quickly as possible (usually within two days). Getting that phone call, waiting for testing, and worrying about the results is a stressful process. We've worked to reduce the timeline to a few days or even hours. If a biopsy is required, the physician may recommend minimally invasive options such as needle localizations or stereotactic breast biopsies which can show small calcifications and keep patients from going to surgery."

Mammograms are available by appointment and require a physician prescription.

To make your appointment, call One-Call Scheduling (863) 419-2270.



# Educator Shows How Life With Diabetes CAN BE

# Sweet

At Heart of Florida, we understand the toughest part of diabetes may not be monitoring your intake and blood sugar. It may be managing your frustration.

That's one reason 18-year-veteran Certified Diabetes Educator Judith Casingal, ARNP, CDE, has created a diabetes education program with an approach which is sensitive to your needs as a whole person.

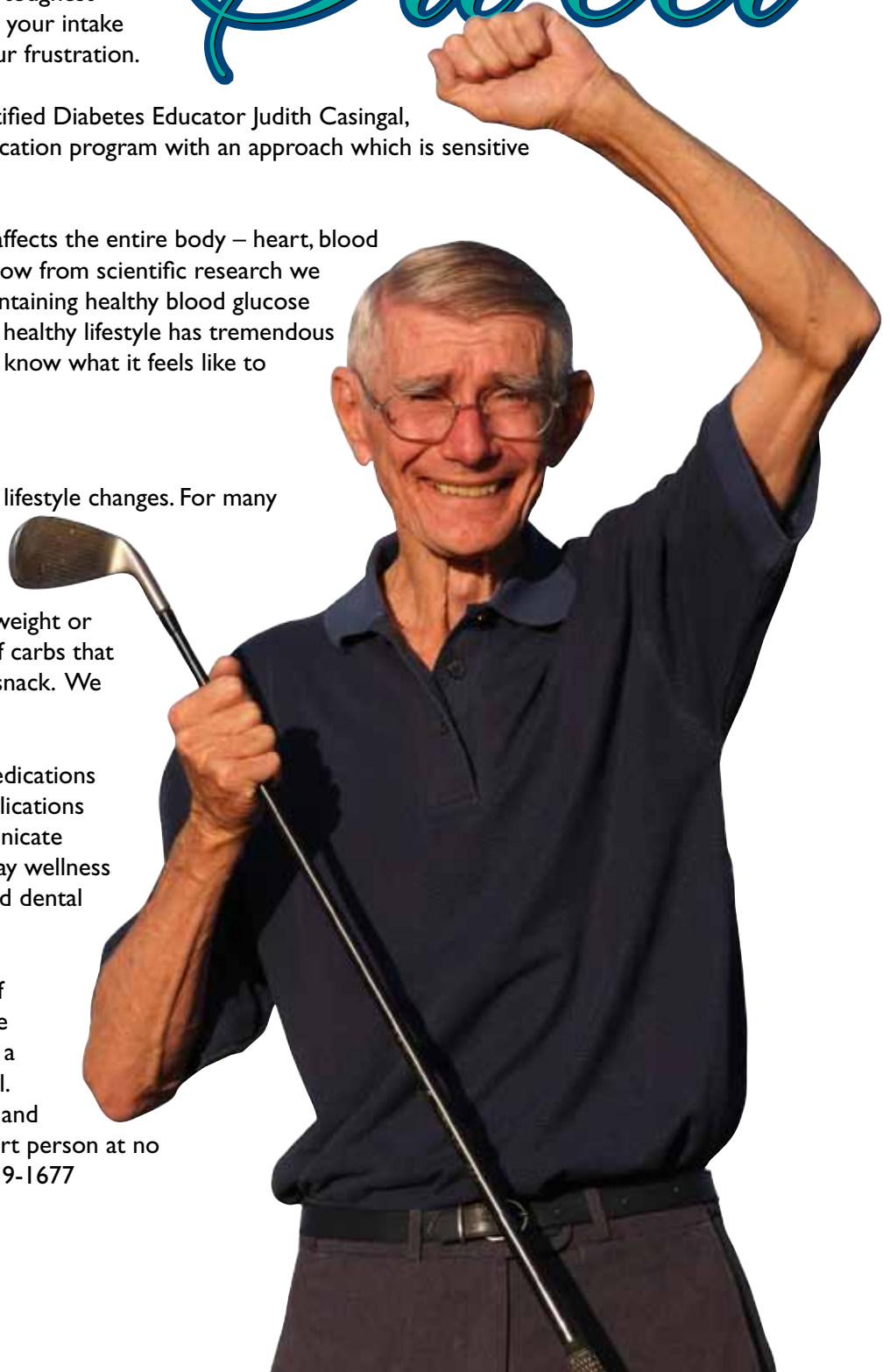
“Diabetes is a devastating disease that affects the entire body – heart, blood vessels, eyes, nerves and kidneys. We know from scientific research we can prevent many complications by maintaining healthy blood glucose levels. Learning about and buying into a healthy lifestyle has tremendous advantages – a lot of people don't even know what it feels like to feel good anymore,” she said.

## Taking Control

“Diabetes can often be controlled with lifestyle changes. For many people, a 10 – 15% drop in weight can bring glucose back to normal levels. We teach healthy habits that are good for anyone whether they need to lose weight or not, and specifics such as the amount of carbs that should be consumed at each meal and snack. We provide guidelines for eating out.

“We also talk about not fearing oral medications and insulin, how to prevent acute complications including spikes or dips, how to communicate effectively with physicians, and day-to-day wellness such as caring for feet and legs and good dental hygiene to prevent periodontal disease.

“Classes, which are held in the Heart of Florida Cafeteria Conference Room, are broken into three, 3-hour sessions plus a one-hour assessment,” said Ms. Casingal. The cost is \$25 for the entire program and participants can bring a friend or support person at no additional charge. To sign up, call 863-419-1677 and leave a message.



# CAROTID STENTING May Prevent Strokes & SAVE LIVES

Stroke, the third leading cause of death in the U.S., occurs when blood flow to the brain is interrupted by a clot or bleeding. The carotid arteries on each side of the neck are the major source of blood flow to the brain.

Interventional Cardiologists Ashish Pal, M.D. and Irfan Siddiqui, D.O., are now performing carotid artery stenting to improve blood flow to the brain. Carotid stents are slender mesh tubes which are inserted into the blocked carotid artery to allow blood to flow more freely to the brain.

A landmark nine-year trial of about 2,500 patients which compared carotid stenting to carotid endarterectomy, (the gold-standard of surgical procedures to clear blockages in the artery to the brain), recently revealed that carotid stenting and surgery are equally safe and effective in preventing future strokes in patients who have had prior strokes and those who haven't.

## **How is Carotid Stenting Performed?**

Carotid stenting is performed in the catheterization suite of Heart of Florida. Dr. Pal makes a small puncture in an artery in the groin and threads the catheter to the carotid guided by specialized x-ray. The stent is inserted through the catheter, much like it is in cardiac stenting. Though the patient is awake during the procedure, there is minimal discomfort, and medication is used to keep the patient relaxed.

## **Patient Safety First**

"This is an intricate procedure, so we take many precautions, including using a protective device to catch any debris that may break away from the artery wall," said Dr. Pal. "When we're done, we remove the device, which allows normal blood flow to the brain."

"At Heart of Florida, we now have two safe, effective methods to treat carotid artery disease directly," said Dr. Pal. "The question we have to answer regarding each patient is whether his or her chances of avoiding a stroke are better

with medications, surgery or a carotid stent. That allows our physicians to choose the best procedure based on each individual's health history and anatomy," he added. Dr. Pal trained with Dr. Gary Roubin, of Lenox Hill Heart and Vascular Institute in New York, an internationally renowned interventional cardiologist recognized for his groundbreaking work in the development of the first FDA-approved coronary stent, as well as in pioneering the techniques of carotid stenting and embolic protection devices.

## **Who Is a Candidate for Carotid Stenting?**

"This procedure is indicated for high-risk patients with carotid stenosis (blockage) whether they have symptoms or not, who have had former blockage, radiation that makes surgery difficult, a prior heart attack or stent and are on Plavix, and those who have had former TIAs or stroke," said Dr. Siddiqui.

While the procedure has proven as effective on patients not at high risk, Medicare does not yet pay for stenting in those patients. "That should change sooner than later," said Dr. Pal, "although surgery is also very effective."

## **Who Should Be Tested?**

"Unfortunately, there may be no warning signs of carotid artery disease. It can come on silently, which means the carotid arteries should be checked as part of annual exams. Coronary artery or peripheral artery disease are strong indicators of the potential for carotid artery disease, and cardiologists look for it aggressively in those patients."

"The question we have to answer is whether a patient's chances of avoiding a stroke are better with medications, surgery or a carotid stent," said Dr. Pal. "Today, we have all those options available."

Initial testing for carotid disease can be performed with an ultrasound," said Dr. Pal.

**For more information about carotid stenting, talk with your physician.**



# Time on Your Side...

## 64-Slice CT Scanner Works at the Speed of Life



Imagine. Your loved one is critically ill or injured and can't communicate with emergency department personnel.

Fortunately, with the addition of our new 64-slice CT Scanner, the science of radiology is being revolutionized at Heart of Florida, giving our physicians the detailed images they need to make vital diagnoses faster than ever before.

### **Superior Image Quality at Remarkable Speed**

"Our 64-slice CT scanner allows physicians to see more anatomical detail in a fraction of the time of single-slice tests," said David L. Berg, BBA, RT. (R), Director of Diagnostic Imaging at Heart of Florida. Time is reduced by a factor of eight. These CTs require a much shorter breath hold which is especially important for children and those with pulmonary disease or congestive heart failure.

"We're getting far more detailed images and providing a more comfortable patient experience," he added.

With this technology, Heart of Florida physicians are able to detect and treat a range of life-threatening injuries and illnesses such as peripheral arterial blockages and pulmonary embolisms.

### **Accurate and Safe**

"We are committed to ensuring our imaging procedures are performed with the utmost care and safety," said Mr. Berg. Our 64-slice CT scanner also has built-in safety protocols and we use both breast shields and thyroid shields to further minimize radiation exposure.

"By developing ways to lower exposure to radiation – without compromising our diagnostic or treatment abilities – we've developed some of our field's best practices right here."

# HEALTHY Outlook

## **Childbirth Education Series**

Education classes covering the various aspects of labor and delivery. Open to expectant parents. The cost is **\$40 per couple**. For additional information, dates and pre-registration, call **863-419-BABY (2229)** or go to [CuddleBugsBaby.com](http://CuddleBugsBaby.com) and select Heart of Florida Regional Medical Center as your hospital.

## **Alzheimer's Support Group**

**10 – 11 a.m.** first Thursday of each month. For additional information, please call the **Alzheimer's Association at 863-292-9210**.

## **Better Breathers Program**

Information and support for individuals with Chronic Obstructive Pulmonary Disease. **1-3 p.m.** third Tuesday of each month. Program is endorsed by the American Lung Association. **Pre-registration is required by calling 863-419-2247.**

## **Arthritis Support Group**

### **Pain Relief and Increased Mobility**

An opportunity for anyone suffering from arthritis to discuss current options for treatment and lifestyle management with the experts at Heart of Florida Regional Medical Center.

**3 p.m.** third Tuesday of each month

in the Cafeteria

Conference Room

at Heart of Florida

Regional Medical

Center.



**REGIONAL MEDICAL CENTER**

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