

HealthyLiving

at a higher standard

Fall 2008



Your Source for Oncology Services

How to Know
When It's an
Emergency page 2

Remarkable Care
for Women page 4

Blake Medical Center
Brandon Regional Hospital
Central Florida Regional Hospital
Community Hospital
Doctors Hospital of Sarasota

Edward White Hospital
Englewood Community Hospital
Fawcett Memorial Hospital
Largo Medical Center
Northside Hospital

Oak Hill Hospital
Osceola Regional Medical Center
Regional Medical Center Bayonet Point
South Bay Hospital
St. Petersburg General Hospital



An HCA affiliate

Is It *Really* an Emergency?

While minor illnesses are better treated by your personal physician, after office hours, the hospital Emergency Department (ED) may be the only option for care.

HCA Hospitals of West and Central Florida are committed to providing patients quality, compassionate and prompt care in the ED. For life-threatening situations such as a heart attack or stroke, 13 hospitals meet or exceed national treatment guidelines through Joint Commission Primary Stroke Center Accreditation and 12 hospitals, including all nine Heart Centers, have earned Chest Pain Accreditation.

In addition to providing high quality care, these hospitals have successfully reduced wait times through a strong focus on efficiency.

According to the American College of Emergency Physicians, you may have a true medical emergency if you experience any of the following symptoms:

- ▶ changes in vision
- ▶ coughing or vomiting blood
- ▶ difficulty breathing
- ▶ fainting or sudden dizziness or weakness
- ▶ mental confusion
- ▶ sudden difficulty speaking
- ▶ sudden or severe pain
- ▶ suicidal feelings
- ▶ uncontrollable bleeding
- ▶ unusual abdominal pain



To schedule an appointment with a physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit www.HCAdocs.org.



Choosing a primary care physician can be a complicated process. The American Academy of Family Physicians offers some tips to help make your decision a little easier.

ASK YOUR FAMILY and friends, but be open minded about their opinions. A physician that isn't a good fit for your neighbor might be perfect for you.

Call the office. Once you have narrowed down your options, call the physician's office to ask some specifics, including the type of insurance they accept, office hours, and whether walk-in or same-day appointments are available.

Meet the doctor. After finding a physician who meets your needs, schedule

an appointment to talk with him or her. During the appointment, gauge if you are comfortable with the physician, if you have enough time to ask questions, and whether he or she answers your inquiries in a way that you understand.

"No matter the type of physician you are seeking or what your health concerns may be, choose a physician you can talk to," says Burhaan Ahmad, MD, internal medicine physician at South Bay Hospital. "Open lines of communication are important in health care."

Call (877) 4-HCA-DOCS (1-877-442-2362) for a free referral to an HCA West or Central Florida physician, or visit www.HCAdocs.org. All HCA West and Central Florida hospitals feature physician directories on their Web sites that are searchable by specialty or physician name.

Committed to Better Breast Health

If you are a woman, you have a one in eight chance of being affected by breast cancer during your lifetime, according to the National Cancer Institute. But you can fight against breast cancer odds through regular screenings and by taking steps to reduce risk factors.

HOSPITALS AND BREAST care facilities in HCA's West and Central Florida Division are committed to providing the latest in technology and services to help guard against, find, and defeat breast cancer. One important step women can take for breast health is to know their own bodies, according to Jocelyn Bueno, MD, board-certified internal medicine physician on staff at South Bay Hospital.

"So often I hear women say they just don't do breast self exams," says Dr. Bueno. "All women absolutely should do these exams. If there is something abnormal developing, you have a chance to find it early. You know your own body better than your doctor does, and you can check for changes more frequently."

Early Detection Essential

In addition to breast self exams, the American Cancer Society recommends that women in their 20s and 30s receive clinical breast exams at least every three years, while women in their 40s should have their breasts examined by a medical provider annually. After age 40, women should also receive a mammogram each year.

Women should consult with their doctors to learn their risk for breast cancer based on personal and family health histories. Those at higher risk may need to start breast imaging screenings before age 40, and their physicians may recommend breast magnetic resonance imaging (MRI) as a screening tool.

"Yearly mammograms should be done without fail for women over 40," says Keith Whitehead, MD, Obstetrics and Gynecology at Brandon Regional Hospital. "We are diagnosing very early stages of breast cancer now, which means treatment may be more effective. But it is the combination of everything—breast self exams, clinical exams, and mammograms—that is so vital for early diagnosis and treatment with more favorable outcomes."

Call (877) 4-HCA-DOCS (1-877-442-2362) for a free physician referral for a breast exam or to ask about breast care services in your area. Visit www.HCAdocs.org for more information about breast health.

GOING DIGITAL

To provide patients with the latest in screening technology, 11 HCA West and Central Florida facilities will offer digital mammography by the end of 2008. This technology allows for more detailed images of breast mammogram studies and is especially helpful for women with dense or fibrous breasts.

You can find digital mammography at the following facilities:

- ▶ Blake Medical Center
- ▶ Community Hospital – The Future Medical Center of Trinity
- ▶ Doctors Hospital of Sarasota
- ▶ Fawcett Memorial Hospital
- ▶ Florida Breast Institute at Largo Medical Center
- ▶ Heathrow Imaging in Lake Mary
- ▶ Oak Hill Hospital
- ▶ Breast Care Center of Osceola Regional Medical Center
- ▶ Parsons Imaging at Brandon Regional Hospital
- ▶ South Bay Hospital
- ▶ St. Petersburg General Hospital

By the Numbers

According to the American Cancer Society,

more than **182,000**

American women will be diagnosed with breast cancer

in 2008. Of these women,

some **40,000**

will lose their lives to

the disease. But

the disease is

beatable.

When

detected

early, the five-year

survival rate for women whose

breast cancer is detected at an early

stage is **98 PERCENT.**



Remarkable Care for Women

The women's healthcare program at Brandon Regional Hospital is designed with the unique needs of women in mind.

FROM THE ADVANCED technology to the exceptional staff, Brandon Regional Hospital aims to make every woman feel confident she is receiving the best care.

Today's Technology

Brandon Regional Hospital offers the latest in obstetrical and gynecological services such as digital mammography and robot-assisted hysterectomies.

Digital mammography, a technique that uses a computer rather than film to record images of the breast and to enhance the images, is more effective than traditional mammography in detecting breast cancers in women with dense or fibrous breast tissue.

In addition to advanced breast cancer screenings, Brandon Regional Hospital is helping women through robot-assisted hysterectomies. The da Vinci® Surgical System is designed to enable doctors to perform minimally invasive hysterectomies that might otherwise require larger incisions. With robot-assisted procedures, patients experience

less pain, minimal scarring, and faster recovery times.

"Having the latest advances in technology helps us offer better quality care for our patients," says Jill Hechtman, MD, chair of the OB/GYN department at Brandon Regional Hospital. "We are able to perform procedures more efficiently."

Better Care for Mother and Baby

An additional area of excellence at Brandon Regional Hospital is Obstetrical Services, where the staff is dedicated to helping women through the miracle of birth and meeting healthcare needs that follow.

At Brandon Regional Hospital, expectant and new parents find the guidance and services they need before, during, and after the birth of their child. Our Obstetrical Services department provides the best care with specialized cesarean rooms, a Level 3 neonatal intensive care unit (NICU), and uniquely designed patient rooms.

- **THE LEVEL 3 NICU** provides care for infants with extreme prematurity or who are critically ill.
- **SPECIALIZED CESAREAN ROOMS** at Brandon Regional Hospital are designated to care for obstetric patients requiring this surgical care.
- **UNIQUE HOSPITAL ROOMS** are designed to bring mother and baby closer after delivery with accommodations that allow the newborn to stay with mom instead of being immediately transferred to the nursery.

"We want to ensure that every woman experiencing childbirth at Brandon Regional Hospital feels as comfortable as possible during her stay with us," says Dr. Hechtman. "Our goal is to enhance the birth process for mom, baby, and the entire family."

To learn more about Obstetrical Services at Brandon Regional Hospital or to watch a video about the NICU, visit www.brandonhospital.com and select "The Baby Place" link from the "Services" menu.

Peripheral Vascular Disease »

Are You at Risk? Do you have pain or cramping in your calves, thighs, or hips while performing everyday activities like walking or climbing stairs? If so, you could have peripheral vascular disease (PVD).

PVD REFERS TO any disease of the circulatory system outside the brain and heart. Most often, PVD occurs when there is a blockage of the blood vessels by a substance called plaque, which is made of fat and cholesterol. When an artery or vessel is blocked or narrowed by plaque, the flow of blood or oxygen to the particular organ system is reduced or stopped. This can cause various symptoms that, if left untreated, could be harmful to your health.

Know the Signs

The most common symptom of PVD is claudication, which is a cramping sensation that occurs when a person walks or exercises and subsides when the activity is stopped.

“Some people don’t recognize that they have limited mobility because they have learned to live without walking as much as they had in the past,” says Mark Alkire, MD, board-certified cardiac, vascular, and thoracic surgeon at South Bay Hospital. “When people avoid everyday activities like climbing stairs or walking a few blocks because of leg pains, they may be experiencing PVD.”

Other warning signs of PVD include numbness and tingling in the legs or feet, ulcers or sores on the legs or feet that won’t heal, and loss of hair on the legs. While these symptoms can be serious, several treatment options are available for PVD.

PVD Treatment

The best way to treat PVD depends on a number of factors, including your overall health and the seriousness of the disease. In some cases, lifestyle changes can help prevent PVD from getting worse and affecting your health. However, when these changes are not enough, medications or procedures are available to treat PVD.

- **LIFESTYLE CHANGES.** Smoking cessation, increased physical activity, and a healthy diet can help alleviate PVD symptoms.
- **DRUG TREATMENT.** Using drugs that lower cholesterol or control high blood pressure can help manage the disease.
- **ANGIOPLASTY.** This minimally invasive procedure helps to widen narrowed arteries by inserting a thin tube (catheter) into the affected artery and inflating a balloon to sweep plaque to the artery walls and improve blood flow.

“It is crucial for people who think they might have PVD to consult a doctor,” says Dr. Alkire. “With effective treatment for this disease, you can prevent more serious issues such as heart attack, stroke, or the need for amputation.”

PAIN

CRAMPS

» Free PVD Screenings

If you experience the symptoms of PVD, South Bay Hospital offers free, monthly screenings to detect this disease, in addition to treatment options. To register, call (877) 4-HCA-DOCS (1-877-442-2362).



Quality Cancer Care

Cancer is a scary word, and the **American Cancer Society** estimates that **nearly 1.5 million Americans** will receive a cancer diagnosis before the end of 2008. Advanced technology and treatment options at HCA West and Central Florida hospitals offer oncology patients **comfort with advanced care and hope for better outcomes.**

COMPASSIONATE TEAMS of board-certified physicians, nurses, technicians, and support personnel provide a full spectrum of oncology care, from diagnosis to treatment, for cancer patients throughout West and Central Florida. Oncology units and diagnostic treatment centers within the HCA West and Central Florida Division promote total patient recovery through an integrative approach to cancer care.

Your Source for Oncology Services

Oncology care at HCA hospitals in West and Central Florida begins with diagnostics. From full-service laboratories to imaging and biopsies, HCA West and Central Florida facilities are outfitted with the advanced equipment and expertise to help physicians identify cancer.

Once diagnosed, cancer patients can find treatment options at HCA West and Central Florida facilities that include traditional and new

chemotherapy and radiation treatments and surgical procedures, as well as resources for patient education and navigation and support groups.

"In cancer management, the goal is to remove or kill the cancerous cells, preferably before they have an opportunity to spread," says Richard Lavey, MD, board-certified radiation oncologist for Brandon Regional Hospital's CyberKnife Cancer Center. "Surgical procedures often provide the most expedient way to accomplish this."

CyberKnife

Another high tech tool in the fight against cancer being utilized at HCA West and Central Florida Division is CyberKnife®. This equipment enables physicians to treat tumors considered inoperable due to location or proximity to vital body structures.

Through precise radiation beams guided by an image guidance system, CyberKnife targets tumors. It can

compensate for even the slightest human movements, allowing radiation to be delivered to the patient without the use of an invasive body frame. In addition, CyberKnife's precision means patients need no anesthesia, experience no pain or blood loss, and can typically resume normal activities immediately after treatment.

When You Need Cancer Care

HCA West and Central Florida Division facilities offer patients battling cancer and their families a source of strength, care, support, and hope through compassionate personalized care and a commitment to providing the most effective and advanced treatments and technology.

For more information about cancer services at HCA West and Central Florida facilities, visit www.HCAdocs.org or call (877) 4-HCA-DOCS (1-877-442-2362).

DA VINCI SURGICAL SYSTEM Antoinina Watkins, MD, Obstetrics and Gynecology at Brandon Regional Hospital, with advanced laparoscopic training, performs some oncology surgeries with the da Vinci® Surgical System. The da Vinci places a surgeon's hands at the controls of a state-of-the-art robotic system, enabling surgeons to carry out even the most complex and delicate procedures through very small incisions with great precision.

"The robotic surgical system gives surgeons an extra set of eyes and an extra set of hands in the operating room," says Dr. Watkins.

Benefits for the patient may include less blood loss and scarring, and shorter recovery times with a faster return to normal daily activities.

Laparoscopic Surgery » Advanced Procedures and Results

Your mom is scheduled to have a surgical procedure at an HCA West Florida Division hospital. Instead of facing several days in the hospital and several weeks of recovery and post-surgical pain, she, like many patients, may be a candidate for a laparoscopic procedure that offers faster recovery times and proven results.

“PATIENTS are often surprised at how many procedures are offered using minimally invasive techniques,” says Martin A Barrios, MD, general surgeon at South Bay Hospital. “Many common procedures can be performed on an outpatient basis, allowing patients to come to the hospital for surgery in the morning and sleep in their beds at home the same evening.”

Your Guide to Laparoscopy

Most minimally invasive procedures are performed while the patient is under general anesthesia. The surgeon then creates a small keyhole incision through which a miniature camera or scope is inserted. These specialized instruments give surgeons an accurate view inside the patient’s body. Several other small incisions are made so doctors can insert small tools to perform the operation.

Beyond the benefits of a faster recovery and shorter hospital stay, research has proven that minimally invasive procedures also offer a reduced infection rate and can lessen the need for post-surgical pain medicine.

A few of the most common laparoscopic procedures include:

- appendectomy
- biopsy
- colectomy
- gallbladder removal
- hernia repair
- hysterectomy
- urinary incontinence procedures

While laparoscopic procedures can offer qualifying patients wonderful benefits, it is important to realize that laparoscopic surgery is not the solution for every patient.

“We want our patients to understand that there are a vast array of surgical procedures to correct common health problems,” says Dr. Barrios. “Anyone who needs advanced surgical care can find healing options at our facilities.”

For a referral to an HCA West or Central Florida physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit our online physician directory at www.HCAdocs.org.



Taking Minimally Invasive Surgery to the Next Level

Single-incision laparoscopic surgeries (SILS)—the next generation of surgical technology—allow patients to recover much quicker than in the past. At HCA hospitals in West Florida, SILS is used to perform appendectomies, anti-reflux procedures, colectomy, gallbladder removal, gastrectomy procedures for peptic ulcers, hernia repair, and weight-loss procedures.

“With SILS, patients are reporting the need for less pain medication, which often translates into shorter recovery times,” says Ignacio Armas, MD, Obstetrics and Gynecology at Brandon Regional Hospital. “We are performing surgery through a half-inch incision in the patient’s navel, which is why many patients have no noticeable scarring after an operation. Essentially, we are able to offer surgery without visible scars for several procedures.”

For a referral to an HCA West Florida physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit our online physician directory at www.HCAdocs.org.



HCA West Florida Division

31975 US Highway 19 N Fl 2
Palm Harbor, FL 34684

PRSR STD
U.S. POSTAGE
PAID
HCA West
Florida Division

THIS PUBLICATION IS PROVIDED BY HCA HOSPITALS IN CENTRAL AND WEST FLORIDA. IT IN NO WAY SEEKS TO DIAGNOSE OR TREAT ILLNESS OR TO SERVE AS A SUBSTITUTE FOR PROFESSIONAL MEDICAL CARE. PLEASE SEE A PHYSICIAN FOR DIAGNOSIS AND TREATMENT OF HEALTH PROBLEMS.



*Advanced
Mammography
Services*
at a Facility Near You

BRANDON REGIONAL HOSPITAL and **SOUTH BAY HOSPITAL** are pleased to offer digital mammography service, expanding our ability to detect breast cancer in more women.

Digital mammograms offer:

- » high image quality with the ability to enhance and manipulate the image for further evaluation without repeat compressions
- » secure digital image storage, with the ability to print to film
- » faster image acquisition
- » shorter exam times

Call today to schedule your screening.

BRANDON REGIONAL HOSPITAL
Brandon
(813) 315-2080
www.BrandonBreastCare.com

SOUTH BAY HOSPITAL
Sun City Center
(813) 642-8468
www.SouthBayHospital.com