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Write from the Top

Dear Friend of PPH,

The mission of Palomar Pomerado Health is to heal, comfort and promote health in the communities we serve. It’s always exciting when I have the opportunity to highlight some of the remarkable things our physicians, nurses, administrators and staff are doing to improve the lives of our neighbors.

First, PPH has launched an unprecedented community education campaign emphasizing the importance of dialing 9-1-1 at the first sign of a heart attack. Appropriately named, Dial, Don’t Drive, this awareness initiative will ultimately save lives as we strive to reduce the number of patients who drive themselves to the hospital – delaying lifesaving treatment by 30 minutes or more.

Next, the first major component of PPH’s expansion plan will make its debut later this fall with the opening of the Jean McLaughlin Women’s Center for Health and Healing. Located in our new Pomerado Outpatient Services Pavilion adjacent to Pomerado Hospital, this Center will offer a complete range of services for women in one convenient location.

Finally, I am pleased to announce that we have a new member of our health-care team. You may know him as the NFL’s Most Valuable Player, Man of the Year and all-time leading rusher for the San Diego Chargers. We know him as the voice of PPH – LaDainian Tomlinson. With LT’s support, we will increase awareness about serious preventable diseases such as diabetes, heart disease and obesity. And, in partnership with our Foundation, dollars will be raised to expand programs and services for those who need them most.

Learn more about these exciting projects in this issue of The HealthSource, or visit us online at www.pph.org.

In Good Health,

Michael H. Covert, F.A.C.H.E.
President & Chief Executive Officer
Palomar Pomerado Health

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Class Locations*

**Off-site classes are also available for groups, businesses and other organizations that would like instruction on a particular health topic. Call 858.675.5372 for more information.

***Health education classes offered at the former Robinson’s May South location are provided by OASIS through sponsorship by Palomar Pomerado Health. To register for an OASIS class, call 760.432.0635.**

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EDUCATION

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Palomar Pomerado Health is offering a wide variety of classes during the months of September through December. Check out our latest programs and register today!

The HealthSource retains the right to cancel a community education class if minimum enrollment is not met. If you have a disability, please notify us 72 hours prior to the event so that we may provide reasonable accommodations.

Community Support Groups at Palomar Pomerado Health

Arthritis & Osteoporosis
NEW DAY! 3rd Monday of every other month.
Mondays, September 17 and November 19
10 – 11:30 a.m.
Escondido Joslyn Center

Chronic Fatigue Immune Syndrome and Fibromyalgia Syndrome
2nd Wednesday of each month, 1 – 3 p.m.
Women’s Health Connection

Circle of Caring: Adult Bereavement Support Groups
Sponsored by The Elizabeth Hospice. Call 800.797.2050 for dates, times and locations.

Diabetes Support Group
2nd Tuesday of each month, 7 – 8:30 p.m.
Palomar Medical Center
3rd Tuesday of each month, 4 – 5:30 p.m.
Pomerado Hospital
Call 858.613.4164 for more information.

Mended Hearts Support Group
Sat., Sept. 22, 10 – 11:30 a.m.
3rd Saturday of Oct., Nov., Dec., 10 – 11:30 a.m.
Palomar Medical Center
Call 619.477.7703 for more information.

Head Injury, Trauma and Spinal Support System
Every Saturday, 9 – 10:30 a.m.
Graybill Auditorium, Palomar Medical Center
Call 800.986.4487 for more information.

Menopause Information & Support
Thursday, October 18, 12:30 – 1:30 p.m.
Thursday, December 13, 12:30 – 1:30 p.m.
Women’s Health Connection

Speech Communication Support Group
Every Tuesday, 3 – 4 p.m.
Rehabilitation Services
Palomar Medical Center

Women’s Cancer Support Group
2nd and 4th Tuesdays, 6:30 – 8 p.m.
Redwood Town Court
1st and 3rd Wednesdays, 10:30 a.m. – Noon
Women’s Health Connection
See page 8 for information about PPH’s new Women’s Recurrent Cancer Support Group.

Caregiver Support Group
1st Wednesday of each month, 10 – 11:30 a.m.
Poway Adult Day Health Care Center
13180 Poway Road
Call 858.748.5044 for more information.

For a physician referral, or to register for a class, call The HealthSource at 800.628.2880.
Whether he’s running, catching or throwing for another new record, LaDainian Tomlinson – LT to his fans worldwide – has proven himself to be a true champion. In just six seasons, he has become the Chargers’ all-time leading rusher.

Now, LT is rushing for another cause, one that will significantly improve the health of local communities. LT has signed an exclusive five-year partnership with Palomar Pomerado Health (PPH) to help raise awareness about specific health issues in the region and promote strategies for addressing those issues.

The visionary campaign, Project21SD, will feature LT as the spokesman for a comprehensive team effort that will identify key health concerns, promote innovative approaches to reduce risks of disease and injury, and secure funding to support accessible services and solutions. Spearheaded by PPH, Project21SD will use multimedia – television, radio, internet and print advertising – to underscore the message that “Anything is Possible” with a winning team that includes LT, PPH and other partner organizations.

“This is a historic partnership – one that will be the standard for an industry and have a dramatic impact on the health and well-being of the region for years to come,” says Gustavo Friederichsen, PPH’s Chief Marketing & Communications Officer. “A progressive health organization like PPH has joined forces with the NFL Man of the Year, an exceptional individual who cares deeply about his community. The effect will be powerful.”

Project21SD will address health issues that have been identified through PPH’s Community Health Needs Assessment, a report card of the key health concerns in each of

LT’s Stats

Number: 21
Position: Running Back
College: Texas Christian University
Height: 5-10
Weight: 221
DOB: 06/23/79
Experience: Entering 7th NFL Season
Acquired: Draft 1 - 2001
Hometown: Waco, Texas
Pro Bowl Selections: 4
Born deep in the heart of Texas, LT and his wife LaTorsha now live in Poway, with their two dogs Fendi and Sweetness. Sometimes the couple cruises around Poway in his restored 1964 cherry-red Chevy Impala. When he’s not on the football field, LT enjoys playing golf and frequently competes in pickup basketball games at local gyms. A longtime basketball fan, LT often commutes to Los Angeles to watch the nine-time NBA Champion Lakers play at Staples Center.

Here’s what LT had to say to The HealthSource.

HS: On game day, how do you prepare?
LT: I try to get into a focused state of mind to prepare myself mentally. I really don’t talk much – I think positive thoughts about the outcome of the game and focus on that.

HS: If you weren’t the Chargers’ star Running Back, what would your dream job be?
LT: I probably would be training athletes – teaching them how to eat right, run fast and take care of their bodies.

HS: What’s your motto? What wisdom do you live by?
LT: I’ve got so many, but one of them really is to live every day like it’s your last. Another would be the scripture, “I can do all things through Christ Jesus who strengthens me.”

HS: How do you balance your professional and personal life?
LT: There’s a time to be working and playing ball, and there’s a time for family. When I’m at home with my wife or family – that’s their time.

HS: What is the most important lesson you learned from your mom and dad?
LT: They taught me to try to help as many people as you can. I really learned about giving back and caring for others.

HS: What one piece of advice would you give to kids today?
LT: Dream big, because – it’s true – anything is possible.

Pomerado Hospital is my neighborhood hospital, and I look forward to working with the health system to make a difference and improve the lives of people in the community,” says Tomlinson. “My family has been directly affected by diseases such as diabetes, obesity and stroke – so it was a no-brainer when PPH approached me for this partnership. It’s a personal mission and passion of mine to reduce these health issues by raising awareness and improving access to care.”

Because these issues also have a national impact, PPH plans to follow the successful implementation of Project21SD with a national campaign, Project21US.

One regional facet of this program, the pioneering Dial, Don’t Drive campaign, is already underway with LT presenting radio and video messages urging men and women who think they are having a heart attack to dial 9-1-1 rather than drive themselves to the hospital. (See related story on page 12.) PPH is also exploring an opportunity to partner with the American Heart Association to launch a stroke prevention project targeting at-risk populations as part of Project21SD.

“Working with LT toward our common goals of community improvement will benefit families today as well as generations to come,” says Friederichsen.
Heart Health

Cardiac Rehabilitation
Palomar Medical Center
Call 760.739.3566 for dates, times and fees.
Medically supervised program for those recovering from a cardiac event.

Diabetes Health

Diabetes and Cardiovascular Disease
OASIS
Wednesday, October 3
10:30 a.m. – Noon
Diabetes is a major risk factor for heart disease and stroke. If you have diabetes, it is important to work closely with your health-care provider to manage your condition and reduce other risk factors. Join registered dietitian and diabetes educator Halle Elbling as she explains the link between diabetes and cardiovascular disease and what you can do to help prevent complications. To register, call OASIS at 760.432.0635.
FEE: $3 / participant

Defining Today’s Diabetes
Palomar Medical Center, Graybill Auditorium
Tuesday, November 6
7 – 8 p.m.
Diagnosing and treating diabetes today is different than it was five or 10 years ago. Join internist Alan Conrad, M.D., as he discusses the modern prevalence of this disease, as well as necessary lifestyle changes for preventing and managing diabetes. Healthy eating, exercise and proper medications will also be addressed.
FEE: Free

Diabetes Education
The HealthSource, San Marcos (Craven Road location)
Classes offered weekly.
Call 858.613.4164 for dates, times and fees.
DiabetesHealth education classes are designed to help individuals with diabetes improve their health status and quality of life. Classes range from a core education series to specific needs that focus on self-blood glucose monitoring, nutritional meal planning, carbohydrate counting, oral medications and gestational diabetes. DiabetesHealth is certified by the American Diabetes Association and accredited by California’s “Sweet Success” program for gestational diabetes.

Lung Health

Kick the Habit: Smoking Cessation
Palomar Medical Center, Education Classroom
Eight-week series
Wednesdays, October 17 – December 12
(No class November 21)
PPH’s smoking cessation class, led by oncology nurse Kay Kimball, RN, MSN, OCN, explores the challenges of “quitting” and provides the tools and support necessary to help you kick the habit. Includes comprehensive workbook.
FEE: $125 / participant – Register with a friend for just $100 each!

“Kick the Habit” graduates Sean Tenwolde (L) and Tricia Neeley (R) are all smiles after finding success with PPH’s smoking cessation program.

Chronic Respiratory Problems
OASIS
Wednesday, November 28
10:30 a.m. – Noon
Chronic respiratory problems can be so debilitating that everything in life is a challenge. How do I cope? What relief can I get from therapy? What’s the latest on medications? Join PPH Respiratory Therapist Judy Glasser as she answers these questions and more during this informative class. To register, call OASIS at 760.432.0635.
FEE: $3 / participant

Pulmonary Rehabilitation
Palomar Medical Center
Pomerado Hospital
Call 760.739.3685 for dates, times and fees.
Education and physical conditioning for those suffering from any form of pulmonary disease.

Blood Pressure SCREENINGS
OASIS
2nd Monday of each month, Noon – 2 p.m.
Pomerado Hospital Lobby
2nd Tuesday of each month, Noon – 2 p.m.
Palomar Medical Center Lobby
1st Thursday of each month, Noon – 2 p.m.
Check your blood pressure regularly at no charge.

Women’s Health Connection
Monday – Friday,
10 a.m. – 6 p.m.
Call 858.613.4894 for an appointment.

Check out the latest programs available and register today!
Collaborating Against Cancer

**Kris Ghosh, M.D.**, FACOG
San Diego Center for GYN Oncology

Don’t ignore your risk for common women’s cancers. Kick off National Breast Cancer Awareness Month by joining Dr. Krish Ghosh, OB/GYN and gynecologic oncologist, as he discusses prevention, risk factors, warning signs and available treatments for breast, ovarian, uterine, cervical and lung cancer. Plus, learn more about the new Jean McLaughlin Women’s Center for Health and Healing at Pomerado Outpatient Pavilion. This comprehensive center just for women will feature the latest diagnostic and treatment services for women in one convenient location.

**Wednesday, October 3, 2007**
Carmel Mountain Ranch Country Club
14050 Carmel Ridge Road
San Diego, CA 92128

**Health Screenings**: 10:30 – 11:30 a.m.
Skin cancer, blood pressure, body composition, Ask-the-OB/GYN

**Luncheon**: 11:30 a.m. – 1 p.m.
FEE: $25 / person

The Dish on Diet and Nutrition

**Halle Elbling, MS, R.D.**
Registered Dietitian and Diabetes Educator
Palomar Pomerado Health

Giving up calories doesn’t mean giving up taste. Join PPH registered dietitian Halle Elbling as she shares tips for delicious low-fat, low-sugar meals, and explains how proper nutrition is a key ingredient to total body health. Plus, a surprise signature chef from Rancho Bernardo Inn will lead a healthy cooking demonstration that’s sure to leave your mouth watering.

**Wednesday, December 5, 2007**
Rancho Bernardo Inn
17550 Bernardo Oaks Drive
San Diego, CA 92128

**Health Screenings**: 10:30 – 11:30 a.m.
Blood glucose, body composition, blood pressure, Ask-the-Dietitian

**Luncheon**: 11:30 a.m. – 1 p.m.

News 8 Anchor Barbara-Lee Edwards is the official emcee of the 2007 “Women in Health” luncheons.

To register, please call The HealthSource at 800.628.2880 or visit us online at www.pph.org under classes and events. Search for the class titles, “Collaborating Against Cancer” or “Dish on Diet.”
Cancer

I Can Cope

Palomar Medical Center
Tuesdays, September 25; October 2, 9, 16, 23
3 – 5 p.m.

Oncology nurse Kay Kimball and registered nurse Cathy Blazek lead this FREE series of educational classes for people confronting a cancer diagnosis. Open to patients and families through the collaborative efforts of the American Cancer Society and PPH Cancer Resource Centers. To register, call 760.739.3943.

FEE: Free

Look Good, Feel Better

Palomar Medical Center, Education Classroom (Bilingual)
Monday, October 29 or December 10
5 – 7:30 p.m.

Pomerado Hospital, Meeting Room C
Monday, October 29 or December 10
1 – 3:30 p.m.

A class designed to help women cope with the appearance-related effects of cancer treatment. All cosmetics and skin care products are complimentary. To register, call the American Cancer Society at 619.682.7440.

FEE: Free

Women’s Recurrent Cancer Support Group – NEW!

Women’s Health Connection
2nd and 4th Thursdays of each month
2 – 3 p.m.

The issues of women confronting recurrent or metastatic cancer are often different than the concerns of the newly diagnosed. Bejai Higgins, MS, MFT, is a specialist in psychosocial oncology and leads this valuable support group.

Registration is REQUIRED. To register, or for more information, please call 858.229.5373.

FEE: Free

Meet the Instructor: BEJAI HIGGINS, MS, MFT
Women’s Recurrent Cancer Support Group

“I always knew that I wanted to work with people in distressing situations,” says Bejai Higgins, MS, MFT, who is the facilitator for Palomar Pomerado Health’s (PPH) new support group for women with recurrent cancer – the only one of its kind in San Diego.

“At 37, I became disabled,” says Higgins. “Even though I was told that I could never work or walk again, I just couldn’t believe that my life was over. So, I returned to college seeking a new career, knowing that whatever I chose had to really matter.”

Higgins found her passion and is now in private practice as a therapist in psychosocial oncology and also trains American Cancer Society volunteers how to talk to patients with cancer.

“Independence is so valued in this country that asking for help is not something we do well. Too often, cancer patients are hesitant to ask for help and keep their illness private,” says Higgins. “This group is an opportunity for women to support others and be supported by those who truly understand what is happening to them.”

For patients, the first diagnosis of cancer is hopeful because of early detection and the availability of new treatments, which means that they have a good chance of survival. However, a second diagnosis of cancer is more problematic physically and emotionally,” Higgins says.

“PPH decided that women with advanced cancer needed a place to go where they could share their feelings privately and be themselves, to be real,” says Higgins. “Participants do not have to keep a ‘stiff upper lip’ for their family and friends, pretending that they are fine.”

The Women’s Recurrent Cancer Support Group is designed for eight to ten women to allow for open sharing of information and feelings. Participants are women with families and are 40 years and older. Although most of the participants have metastasized breast cancer, the group is open to any woman with recurrent cancer.

Wigs, wig products and breast prostheses are available at competitive prices from the PPH Cancer Resource Centers and the Women’s Health Connection Boutique.

Looking for a physician and don’t know where to start? At Palomar Pomerado Health, we make it easy to find the doctor that’s right for you. Just call The HealthSource at 800.628.2880, and one of our friendly representatives will help you to select the doctor who best fits your needs. Our nearly 700 affiliated physicians are committed to providing you and your family with top-quality clinical care in a caring environment.
General Health

Creativity and Brain Health: An Art Therapy Program

OASIS
Wednesday, October 17
10:30 a.m. – Noon
Research demonstrates that it may be possible to keep our brains healthy through participation in creatively challenging activities. Join Diane Beach, MPH, Ed.D., of the Alzheimer’s Association as she shares research regarding brain health, while a local artist and teacher engages attendees in creative exercises for the mind. To register, call OASIS at 760.432.0635.
FEE: $3 / participant

Oh, My Aching Back!

OASIS
Wednesday, October 31
10:30 a.m. – Noon
Protect yourself from the “back blues.” Join PPH physical therapist Jonathan Pe as he shares ideas on proper lifting, sitting and standing as well as basic concepts for caring for your back. To register, call OASIS at 760.432.0635.
FEE: $3 / participant

Personal Safety Hints and Strategies for Seniors

OASIS
Wednesday, November 14
10:30 a.m. – Noon
This interactive class explores awareness of environment and self, assertive communication as a defense weapon and physical techniques. Enhance your self-defense confidence as Lori Walsh of the Center for Community Solutions shares information and techniques designed to help keep you safe. To register, call OASIS at 760.432.0635.
FEE: $3 / participant

Joint Replacement May Be Your Answer

OASIS
Monday, December 10
10:30 a.m. – Noon
Has the pain in your hips and knees got you down? Join orthopedic nurse Linda Brown, R.N., as she leads an informative discussion on joint replacement surgery and recovery. Plus, see the latest “real implants” for total hips and total knees. (PPH is now serving Kaiser patients too). To register, call OASIS at 760.432.0635.
FEE: $3 / participant

Men’s Health

What’s Your Prostate IQ?

OASIS
Wednesday, September 19
10:30 a.m. – Noon
Decades of medical research show that the more a man knows about his prostate, the greater his chances are of avoiding problems, identifying issues early and making good treatment decisions. Join urologist Dr. Thomas Jones as he discusses the importance of awareness and regular examinations. To register, call OASIS at 760.432.0635.
FEE: $3 / participant

Thomas Jones, M.D.
Urologist

Lifeline

Palomar Pomerado Health’s Lifeline Personal Emergency Response Service is designed to summon help when a subscriber has a sudden illness or injury and is unable to get to a telephone to call for help. Simply press the waterproof personal help button worn as a pendant or on a wristband and within seconds you’ll be connected to a highly trained Lifeline operator who can quickly summon the appropriate help.

For more information about Lifeline, call 858.675.5371 or toll-free at 888.704.2774.

Chat with a Health Expert for FREE!

Ask-the-Acupuncturist
Women’s Health Connection
Thursday, October 18
2 – 3:30 p.m.
If conventional medical treatment isn’t working for you and you want to try a natural alternative, why not explore your options with some experts? Join Tony Burris, L.Ac., MSTOM, as he discusses the services provided by American Acupuncture Center, Inc. From acupuncture and Chinese herbal medicine to massage therapy and sports medicine, join Tony for a relaxed and casual discussion about his approach to natural medicine.
FEE: Free

Ask-the-Pharmacist
Women’s Health Connection
Wednesday, December 12
10 – 11:30 a.m.
Do you frequently have questions about your medications? Do you know the risks involved when taking multiple drugs whether over-the-counter or prescribed by your physician? Come and chat with Olga DeTorres, Pharm.D., Palomar Medical Center, as she discusses many medication-related issues. If you have specific questions related to your medications, please bring a list of your current prescription and non-prescription medications with you.
FEE: Free
For months, Roy Johnson’s weekly fishing outings were more about swapping stories with his buddies than reeling in the bass and trout at Lake Wolford. Constant and aggravating back pain that radiated down his legs sidelined him from a favorite activity until he learned about the X-STOP® Interspinous Process Decompression (IPD®) System, a new, minimally invasive, FDA-approved surgical technique that relieves the pain associated with spinal stenosis.

At the end of June, Johnson became the first patient at Palomar Medical Center (PMC) to have X-STOP IPD surgery.

“I was without pain in my legs right after surgery,” he says. “Am I happy I did this? You bet I am!”

In 1958, Johnson had a laminectomy with two lower discs fused. When Johnson compares his experiences with spinal surgery, it’s easy to see how far medical science has advanced. Fifty years ago, he was hospitalized for three weeks and then wore a brace for about four months. Considered the gold standard for decades, laminectomy is a major surgery that requires full anesthesia.

What is Spinal Stenosis?

Spinal stenosis is a narrowing of the spinal canal that holds the spinal cord and nerve roots that radiate throughout the entire body.

An estimated eight to 11% of the U.S. population has spinal stenosis, which is the most common reason for back surgery in people over age 50. Arthritis, combined with aging, is considered the primary cause. The most noticeable symptom is pain radiating down one or both of the legs when walking or standing. Other symptoms may include low back pain and numbness and pain in the neck, arms or hands.

Most often, spinal stenosis will initially be treated with pain relievers, non-steroidal anti-inflammatory drugs and corticosteroid injections to reduce inflammation and relieve pain. Restricted activity, physical therapy and a lumbar brace may be recommended. If symptoms are not relieved or become severe, surgery may be recommended to relieve pressure on the spinal cord and restore alignment and strength of the spine.

X-STOP: New Minimal Invasive Surgery

A revolutionary new back surgery called X-STOP® Interspinous Process Decompression (IPD®) System is proving effective in relieving chronic pain associated with spinal stenosis.

“X-STOP offers incredibly fast improvement for patients who have lived with debilitating pain because of spinal stenosis,” says Sohaib Kureshi, M.D., a neurosurgeon who participated in the clinical trials of the X-STOP implant prior to FDA approval in 2005. He and other credentialed surgeons are performing the procedure at Palomar Medical Center.

The X-STOP IPD is the first non-fusion treatment for patients with lumbar spinal stenosis.

The titanium implant is designed to keep the spinal canal open, which relieves compression that has caused the pain. The device is surgically implanted in a minimally invasive procedure that can be performed with local anesthesia in less than an hour. Patients typically go home the same day. Most patients have a rapid recovery over a few weeks as the incision heals. They quickly resume normal activities without any restrictions.
Exercise and Weight Loss
Get Fit and Stay Strong

OASIS
Tuesdays and Thursdays
12:30 – 1:30 p.m. or 1:45 – 2:45 p.m.

Exercise instructors Jay Byers and Traci Thys lead this fitness class using bands, weights and the stability ball to increase your bone density, core strength, endurance and balance – all while you’re having fun! To register, call OASIS at 760.432.0635. New participants start at the beginning of each session.

September 11 – 27
FEE: $30 for 6 classes

October 2 – 30
FEE: $45 for 9 classes

November 1 – 29
(No class November 22)
FEE: $40 for 8 classes

December 4 – 13
FEE: $20 for 4 classes

Adult Fitness
Palomar Medical Center
Call 760.739.3566 for dates, times and fees.

A medically supervised exercise program for anyone.

Westfield Walkers
Westfield Shoppingtown North County
Tuesdays and Thursdays
8:30 a.m.

Did you know that walking is a great form of exercise to improve your cardiovascular health, respiratory health and muscle tone? Get your feet moving with Westfield Walkers, a free walking fitness program co-sponsored by Palomar Pomerado Health and designed for people of all ages. Walkers meet near the information booth on the lower level for a group warm-up session followed by a walk at your own pace. Registration is not required.

Weight Loss Surgery Seminar
Office of Dr. Charles Callery
Tuesdays
5:30 – 8:30 p.m.

Considering weight loss surgery? Explore your options through the Surgical Weight Loss Program at Pomerado Hospital. Join us at one of our general education seminars held at Pomerado Hospital. Reservations are required. For more information, or to reserve a space at the next seminar, please call 858.675.0883.
Palomar Pomerado Health (PPH) has launched a new community education campaign – Dial, Don’t Drive – to create awareness that dialing 9-1-1 is the best way to help someone who is having a heart attack.

According to the American Heart Association, more than 1.5 million Americans have a heart attack each year and approximately 20 percent of them die before reaching a hospital. That may be because many people deny their symptoms or think the cause is indigestion or overexertion. Dial, Don’t Drive teaches the public to recognize the symptoms of heart attack and call 9-1-1 when someone has chest pain.

What happens during the first few hours after a heart attack is crucial to survival. Lifesaving drugs and treatment to open blocked arteries and restore blood flow to the heart muscle must be initiated quickly in order to reduce the risk of death or disability. While heart disease is the number one killer of men and women, men may be more likely than women to ignore symptoms or come to the hospital on their own. Each year, more than 600 men are treated for heart attack at Palomar Medical Center and Pomerado Hospital. More than half of them arrive by personal transportation. The Dial, Don’t Drive campaign delivers an important message to both men and women.

“Unfortunately, when a heart attack victim is driven to the hospital, this delays lifesaving treatment by 30 minutes or more,” says Dennis Leahy, M.D., a board-certified interventional cardiologist. “Our goal with the Dial, Don’t Drive campaign is to reduce the number of heart attack patients who come to the hospital on their own to zero.”

The Dial, Don’t Drive campaign includes messaging from star San Diego Chargers’ Running Back LaDainian Tomlinson who is partnering with PPH on several health initiatives. SportClips, a men’s hair salon, is distributing the Dial, Don’t Drive DVDs, and ads have been running in local theatres along with public service announcements on television and radio. PPH will distribute more than 5,000 DVDs to local churches, adult learning centers, businesses and community organizations as part of the campaign.

To view the Dial, Don’t Drive public service announcement, visit www.pph.org.

How to Help

Because more than 70% of heart attacks occur at home, it pays to be prepared.

If you witness a heart attack, take these steps to help:

- Call 9-1-1 and report a suspected heart attack.
- Give the complete address and nearest cross street.
- Specify that the person should be taken to the hospital best equipped for cardiac emergencies.
- Give the person an aspirin to chew and nitroglycerine, if prescribed.
- Loosen tight fitting clothes and help the person lie down, propped up by pillows.
- If the person stops breathing, start CPR until paramedics arrive.

Cardiac ALERT

Dial, Don’t Drive complements PPH’s Cardiac Alert program, which was introduced three-and-a-half years ago to shorten the time to begin treating a heart attack. Recognizing that “time is muscle,” cardiac specialists at Palomar Medical Center (PMC) and Pomerado Hospital joined with first responder paramedics to create the coordinated Cardiac Alert response for heart attack victims.

Cardiac Alert is activated with a call to 9-1-1, which sends trained paramedics to respond and assess the patient. A 12-lead EKG monitor is attached to the patient, with the results transmitted wirelessly to physicians at PMC’s Emergency Department. Patients can begin receiving lifesaving treatment as they are transported to the hospital.

With experienced emergency and cardiac specialists ready to respond as soon as the patient arrives, further tests and treatment can be started quickly. On average, the “door to balloon” time – the interval between arriving at the hospital and receiving artery-opening treatment in the Cardiac Catheterization Lab – is 73 minutes at PMC. The recommended time is 90 minutes and, last year, the American Heart Association found that the average time was 100.4 minutes at hospitals nationwide.

PPH’s comprehensive cardiac services include diagnostic, medical, surgical and rehabilitative care along with support groups and community education programs. For more information, please visit www.pph.org or call 800.628.2880.

Heart Attack Warning Signs

While some heart attacks are sudden and intense, most start slowly, with mild discomfort or pain. Know these signs and call 9-1-1 for help if you or someone you’re with has these symptoms:

- Chest discomfort
- Shortness of breath
- Pain in left arm, jaw or other areas of the upper body
- Cold sweats, nausea or lightheadedness.

Women: Women are more likely than men to experience shortness of breath, nausea/vomiting and back or jaw pain.

Source: www.americanheart.org
CPR & First Aid Classes

Newest AHA Science and Evidence-Based Courses
American Heart Association Basic/Advanced Life Support and HeartSaver First Aid Courses

Courses are offered through the Palomar Pomerado Health/American Heart Association (AHA) Training Center. Onsite group training is available with a minimum of six participants. The AHA strongly promotes knowledge and proficiency in BLS, ACLS, and PALS and has developed instructional materials for this purpose. Use of these materials in an educational course does not represent course sponsorship by the AHA, and any fees charged for such a course do not represent income to the AHA.

Basic Life Support Courses
Call 800.628.2880 for dates, times, locations and registration information on the following classes.

CPR for Family and Friends (Non-Certified)
This course teaches basic life saving techniques including how to relieve an obstructed airway. It is suggested for the lay rescuer such as new parents, babysitters, caregivers or anyone who is preparing to help others in distress but does not need certification.
FEE: $25 / participant

HeartSaver CPR (Certified)
This class provides CPR certification and is designed for the layperson who may serve as a rescuer in the workplace such as flight attendants, teachers, daycare providers and security personnel.
FEE: $40 / participant

BLS for the Healthcare Provider
This class provides CPR certification for the health-care professional, paramedic, lifeguard or nursing student and includes instruction on one- and two-man adult, child and infant CPR; relief of an obstructed airway; and use of an AED and ambu bag.
FEE: $40 / participant

HeartSaver First Aid
This four-hour class includes instruction on the general principles of first aid, as well as medical, injury and environmental emergencies. Topics covered include choking, chest pain, fainting, seizures, bleeding, burns, bites, stings, poisoning and more.
FEE: $40 / participant

HeartSaver AED
This class provides certification in Adult CPR and the use of an AED (Automated External Defibrillator). Classes are offered to groups who either have or would like to purchase an AED.
FEE: $50 / participant

PPH Community Flu Shot Clinics

Palomar Pomerado Health will be offering numerous flu shot clinics (for persons 18 years and older) throughout North County beginning in mid-October. Please visit www.pph.org for more information on locations, dates, times and fees. Or, call the Community Health Improvement Partners (CHIP) Flu Hotline toll-free at 877.358.0202. Complete information may not be available until October 1.

For a physician referral, or to register for a class, call The HealthSource at 800.628.2880.
In the spirit of the woman for whom it is named, the Jean McLaughlin Women’s Center for Health and Healing is warm and inviting, of the highest quality, and deeply committed to the health and well-being of women throughout North County. Scheduled to open in late fall, it will emerge as the first comprehensive women’s center in San Diego County, providing a complete range of medical services in a resort-like setting, with a strong focus on customer service.

The 10,406-square-foot Women’s Center is located in the new Outpatient Services Pavilion adjacent to Pomerado Hospital. Featured programs include a breast center, cardiac and stroke screening, perinatal testing center, lactation clinic and breastfeeding education, women’s metabolic center, continence center, wellness center and spa, and expanded women’s health education classes and support groups. Additional services are planned for the future including physician specialist office hours in the areas of cardiology, obstetrics/gynecology, gastroenterology, uro-gynecology, general surgery, plastic and reconstructive surgery and oncology.

One phone call from a woman’s primary care or referring physician to the Women’s Center starts the process of coordinating care as specified by the physician. A trained staff member helps register the patient, schedule required tests and follow-up, and make all arrangements in a timely manner.

Complete Breast Care

A key component of the Jean McLaughlin Women’s Center for Health and Healing is its comprehensive breast care program. The breast center is designed to provide coordinated care, supportive services and resources for women who have been diagnosed with breast cancer.

Kay Kimball, R.N., MSN, OCN, is an oncology nurse and serves as the Center’s breast care nurse navigator – providing support and guidance to patients throughout the treatment process. She brings years of experience as the Coordinator for Palomar Pomerado Health’s Cancer Resource Centers.

“My role is to listen and represent the patient and her family, while coordinating care through a complex variety of services,” Kimball says. Complete medical care and imaging services such as digital mammography, breast ultrasound and stereotactic breast biopsy are available. A dedicated radiologist specializing in breast imaging will be on site. Counseling and support groups are strong components of the breast care program, in addition to access to the products breast cancer patients may need.

“Kay is skilled in providing emotional support and resources to help a patient and her family make the best choices for her situation,” says Diane Key, R.N., service line administrator for women’s and children’s services.

Screenings and Prevention Services

Women or their physician will be able to request individual screening tests or packaged options to evaluate health conditions or assess the woman’s risk of certain diseases, such as osteoporosis, cancer, diabetes or heart disease. Packaged screening tests are designed for specific needs and ages, such as a Teen Screening, Executive Woman’s Screening and others.

Test results are sent to the woman’s primary care or referring physician. In addition, specially trained nurse educators will provide personalized advice and resource information based on the screening test results to help women reduce risk factors and adopt health behaviors to improve their well-being.

“Screenings are designed to be completed during one visit, which is a real benefit for busy women,” says Terry Scherl, R.N., MSN, project manager for the Women’s Center. “With spa services on site, women may opt to enjoy a soothing massage after her screening tests.”

For more information, visit www.pph.org or call 800.628.2880.

Jean McLaughlin’s Legacy

The spirit of the aesthetically pleasing Women’s Center is inspired by its namesake. Matt McLaughlin and his late wife Jean are major benefactors who have generously funded many hospital services in the community. McLaughlin established a generous charitable gift annuity toward the new Outpatient Pavilion in his wife’s honor.

“Jean McLaughlin was my patient,” says Marcelo R. Rivera, M.D., a board-certified internist. “She was a wonderful, intelligent and giving woman who had a beautiful smile, warm personality and a deep commitment to the community.”

Create your own legacy through the gift of good health. If you would like to make a contribution to the Jean McLaughlin Women’s Center for Health and Healing, please visit www.pphfoundation.org or call 760.739.2787.
Finally, A Place Just for Us

INTRODUCING NORTH COUNTY’S MOST COMPREHENSIVE CENTER DEDICATED EXCLUSIVELY TO WOMEN’S CARE – THE JEAN MCLAUGHLIN WOMEN’S CENTER FOR HEALTH AND HEALING.

Designed to treat a woman’s body and nurture her mind and spirit, the Jean McLaughlin Women’s Center for Health and Healing will open its doors in late 2007 at the new Pomerado Outpatient Pavilion. As an integral part of the large-scale expansion efforts at Palomar Pomerado Health, the Center will combine the most advanced technologies for diagnosis and treatment, with personalized, compassionate care provided in a peaceful, healing environment.

Our nationally acclaimed team of physicians, nurses and other health professionals will provide a wide range of services just for women, including:

• Comprehensive Breast Center with digital mammography, stereotactic breast biopsy and ultrasound
• Perinatal Testing Center for high-risk pregnancy care
• Women’s Heart Health Program
• Lactation Clinic and Breastfeeding Education
• Bone Density Screening
• Continence Program
• Women’s Wellness Center and Spa
• Expanded Women’s Health Education Classes and Support Groups

Coming soon ... a place just for you at the Jean McLaughlin Women’s Center for Health and Healing. To learn more, call 800.628.2880 or visit www.pph.org.

Ben and Darlene Fauber: Watching Their Gift Give Back

Last year, Darlene Fauber learned first hand how acute rehabilitation services at Palomar Medical Center (PMC) help patients regain strength and ability after a traumatic injury or illness. When she heard that new equipment would help improve the quality of care while treating a growing number of patients, Darlene and her husband, Ben, stepped up to the plate. Their generous donation of $50,000 to the Palomar Pomerado Health Foundation resulted in a new fleet of wheelchairs, balance beams, gait system and other equipment used in PMC’s Acute Rehabilitation Unit.

The PPH Foundation recognized the Fauber’s latest contribution during a reception within the Acute Rehabilitation Unit, where the Faubers watched the new equipment in use. The donation was made in memory of their daughter, Lori Renee Chestnut.

For information on how you can contribute to the PPH Foundation, please call 760.739.2787 or visit www.pphfoundation.org.

Footnotes from the Foundation

We’ve Got a NEW LOOK Online

The Palomar Pomerado Health Foundation recently launched a new Web site that provides easy access to information about the many health-care programs the Foundation supports in this region. The new site, www.pphfoundation.org, is easy to navigate and provides a wealth of information about different ways to contribute to the health, healing and comfort of our patients, what programs need support and news about Foundation events.

For a physician referral, or to register for a class, call The HealthSource at 800.628.2880.
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If you would like to be removed from our mailing list, please contact The HealthSource at 800.628.2880.