A HEALTH NEWS AND EDUCATION RESOURCE FOR INLAND NORTH COUNTY

January – April 2008

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The New Year is a time for both reflection and forward thinking. Three years ago, Palomar Pomerado Health successfully passed the single largest health-care bond measure in the history of the state of California. Since then, we have stayed true to our goal of doing what is right for the people of North County San Diego.

As the earth moves and construction begins on our new hospital site in Escondido, our great vision of creating a more innovative health system is taking shape. Together with our Board, we have overcome logistical, political, technical and even financial obstacles to lay the groundwork for a revitalized health system unlike any other. Planning teams have spent years pouring over designs, research, architecture and technologies to build a different kind of hospital that will improve quality of care, reduce medical errors and attract the best and brightest health professionals.

At the end of the day, we simply take care of people. The difference is, we had the foresight and tenacity to challenge the process and create an environment that will truly set the standard for how health care is delivered. I am excited about this journey, and I thank the people of the communities we serve for allowing us to earn your trust.

In Good Health,

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

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.

The HealthSource Class Locations*

**Poway**

- **Pomerado Hospital**
  15615 Pomerado Road
  Poway, CA 92064
  858.613.4000

- **Pomerado Outpatient Pavilion**
  Jean McLaughlin Women’s Center
  Education Classroom
  15611 Pomerado Road
  Poway, CA 92064
  858.613.6110

**San Marcos**

- **The HealthSource**
  125 Vallecitos de Oro
  Suite A
  San Marcos, CA 92069

**Escondido**

- **Palomar Medical Center**
  555 East Valley Parkway
  Escondido, CA 92025
  760.739.3000

- **OASIS**
  Westfield Shoppingtown
  Formerly Robinson’s May South**
  280 East Via Rancho Parkway
  Escondido, CA 92025
  760.432.0635

To register for a class, call The HealthSource at 800.628.2880.

**On the Cover:**

PPH physicians, board members, administrators and community leaders gathered for the official groundbreaking ceremony of the new Palomar Medical Center West at the construction site in Escondido. Pictured on the cover from left to right are: Michael Covert, Bruce Krider, Linda Greer, R.N., Alan Larson, M.D., Nancy Basset, R.N., Linda Bailey, Mayor Lori Holt Pfeiler and Marcelo Rivera, M.D. Not pictured: Ted Kiefer Photograph by Martin Mann
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Palomar Pomerado Health is offering a wide variety of classes during the months of January through April. Check out our latest programs and register today!

Community Support Groups at Palomar Pomerado Health

Arthritis & Osteoporosis
Mondays, January 28 and March 17
10 – 11:30 a.m.
Escondido Joslyn Center

Chronic Fatigue Immune Syndrome and Fibromyalgia Syndrome
2nd Wednesday of each month, 1 – 3 p.m.
Jean McLaughlin Women’s Center Education Classroom

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: For Heart Disease Patients, their Families and Caregivers
3rd Saturday of each month, 10 – 11:30 a.m.
Palomar Medical Center
Call 619.477.7703 for more information.

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

Menopause Information & Support
Thursday, February 21, 12:30 – 1:30 p.m.
Thursday, April 17, 12:30 – 1:30 p.m.
Jean McLaughlin Women’s Center Education Classroom

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, 500 East Valley Parkway
1st and 3rd Wednesdays, 10:30 a.m. – Noon
Jean McLaughlin Women’s Center Education Classroom

See page 9 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.
Drive past the Escondido Research and Technology Center (ERTC) site on Citricado Parkway in Escondido any day of the week and you can view a moment in history: construction of the new Palomar Medical Center (PMC) West, the first hospital to be constructed in North County in more than 30 years. Earthmovers and bulldozers are busy at work preparing the foundation and digging the basement, in advance of erecting the steel frame by June 2008.

“The new Palomar Medical Center West (PMC) is so important to Escondido because it means our citizens will have access to state-of-the-art health care that enhances their quality of life,” says Lori Holt Pfeiler, Mayor of Escondido.

Pfeiler and other community leaders joined Palomar Pomerado Health’s Board of Directors and President and CEO Michael Covert for a ceremonial groundbreaking in December. (See cover and photo inset.)

“This is another major step in our creation of the health system of the future for the citizens of our district,” says Covert. “We are developing facilities that will set the standard for how health care will be delivered over the next five decades.”

Of the $547 million construction budget for PMC West, contracts valued at $210 million have been awarded to 13 San Diego county trade contractors. Four of those firms are located within the Palomar Pomerado Health (PPH) district and they have been awarded $68 million in contracts.

“We are committed to reaching out to the local businesses within our district that support us through tax revenue,” says Michael Shanahan, Director of Facilities Planning and Development. “We actively recruited qualified local businesses to submit bids for this project. It’s our way to support local businesses and we know this is good for the community.”

Shanahan, along with other PPH and community leaders, physicians, nurses and staff, worked diligently to design the new hospital to meet the challenges of a constantly changing medical world, aging population and expanding community. Scheduled for completion in 2011, the new campus will grow in phases to include up to 600 beds and will feature expanded trauma and emergency services, heart surgery, neurosurgery, vascular services and other essential care for North county residents.

“This is the largest construction project in the history of our city,” says Pfeiler. “Having a hospital of this magnitude attracts other health-related industries to our city and helps build the economic vitality of Escondido.”

Watch the progress of PMC West from any computer! To view our live web cam, visit www.pph.org/future.
With the newest generation da Vinci® S HD Surgical System in place at Palomar Medical Center, general surgeons and gynecologists are using this advanced technology to offer patients many new advantages – from a shorter hospital stay and smaller incisions, to less pain, less risk of infection and a faster recovery.

The da Vinci Surgical System is a robotic device that translates a surgeon’s hand, wrist and finger movements in real-time by using robotic arms to control tiny surgical instruments and cameras inserted through small incisions in the patient’s body. da Vinci heightens the surgical view with 3-D vision that is magnified 10 times. This enables surgeons to perform a wide-range of complex procedures with precision and flexibility, in very small areas that are difficult to access.

Patients have grown accustomed to closed, minimally invasive surgery done through keyhole-size incisions. However, it is sometimes difficult for surgeons to manipulate the long-shafted, rigid laparoscopic instruments within these smaller and tighter spaces, much less see delicate tissue structures. The da Vinci Surgical System helps surgeons to overcome these issues.

“After using da Vinci, our current set of laparoscopic tools seem primitive in comparison,” says David Cloyd, M.D., a board-certified surgeon at PMc. “Learning robotic surgery really adds to the skill set of an advanced laparoscopic surgeon.”

The da Vinci system is used for general surgery procedures such as to treat gastroesophageal reflux disease (GERD). Gynecologic oncologists and gynecologists apply da Vinci technology for a range of procedures including removal of uterine fibroids or to perform a radical hysterectomy. In the future, urologists will use the robotic system to perform prostate surgery, while cardiac surgeons at PMC will be able to perform delicate heart procedures with da Vinci, such as mitral valve repair.

“As our experience with robotic technology increases, gastric and colon procedures could also be included among our procedures at PMC,” says John Steele, M.D., a board-certified surgeon who is among the first to use the da Vinci system at PMC.

“The da Vinci Surgical System is an example of cutting edge technology that a hospital must consider adopting in order to be competitive,” says Dr. Steele. “With the recent installation of da Vinci, PMC is proving its commitment to providing the highest level of care by offering quality services and advanced surgical options for the North County community.”

For more information, or to view an informational video on the da Vinci prostatectomy procedure, visit www.pph.org/davinci.
Heart Health

Coronary Artery Disease & Solutions

OASIS
Wednesday, February 13
10:30 a.m. – Noon
Heart disease is America’s number one killer, affecting more than 13 million men and women. This disease occurs when the arteries become clogged and narrowed – restricting blood flow to the heart and depriving it of the oxygen and nutrients it needs to work properly. Join Cardiologist Mikhail Malek, M.D., as he discusses risk factors and available treatment. To register, call OASIS at 760.432.0635.

FEE: $3 / participant

Good Fats, Bad Fats: Controlling Cholesterol

OASIS
Wednesday, March 5
10:30 a.m. – Noon
Fat and cholesterol are both good and bad, making it a complicated matter for anyone trying to stay healthy. Learn about “bad” cholesterol (LDL), and the benefits of “good” cholesterol (HDL). Ideal cholesterol levels will be discussed as well as ways to improve your levels. To register, call OASIS at 760.432.0635.

FEE: $3 / participant

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 Education

The HealthSource, San Marcos
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, January 16 – March 5
5:30 – 7 p.m.
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!

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.

Palomar Medical Center Takes Home the Gold for Excellence in Cardiac Care

Palomar Medical Center (PMC) has received its fourth consecutive gold award from the American Heart Association (AHA) in recognition of meeting or exceeding the national standards of Get With The Guidelines (GWTG).

PMC is the only participating hospital in San Diego County to receive the GWTG Sustained Performance Achievement Award for 48 consecutive months of strict adherence to performance measures for coronary artery disease (CAD) patients. The hospital also earned a gold award for 24 consecutive months of excellence in caring for heart failure patients.

“This recognition confirms once more that we always provide the most appropriate care to patients with coronary artery disease,” says Robert Stein, M.D., a board-certified cardiologist and Medical Director of Cardiac Services for Palomar Pomerado Health (PPH). “Our diligence in adhering to the evidence-based guidelines for treating coronary artery disease equals or exceeds other hospitals in the county. This significant achievement means that patients at PMC can expect to receive the most appropriate, current and consistent standard of care available.”

Based on data submitted to the American Heart Association, 98.2 percent of all coronary artery disease patients, and 95.4 percent of heart failure patients at Palomar Medical Center were treated according to AHA guidelines.

Palomar Pomerado Health’s advanced cardiac care program includes chest pain centers, a catheterization lab, the ability to perform open-heart surgery and pacemaker insertion, in- and outpatient cardiac rehabilitation services, as well as support groups. For more information, please visit www.pph.org.

The American Heart Association and American Stroke Association recognize this hospital for achieving at least two years of 85% or higher adherence to all Get With The Guidelines™ program quality indicators to improve quality of patient care and outcomes.
Imagine a health-care center dedicated to the needs of women.

Sweet!

Created to treat a woman’s body, nourish her soul and rejuvenate her spirit, the new Jean McLaughlin Women’s Center for Health and Healing combines the most advanced technologies for diagnosis and treatment, with personalized, compassionate care provided in a peaceful, healing environment.

GRAND OPENING EVENT
Saturday, February 9 • 11 a.m. – 3 p.m.

This Valentine season, treat your heart to good health! Join us for the community grand opening of the new Jean McLaughlin Women’s Center for Health and Healing. Take advantage of free health screenings including blood pressure, blood glucose and body composition, and register to win one of ten free women’s health-risk appraisals valued at $50 each! Plus, the first 100 guests will receive a deluxe first-aid kit.*

- Free health screenings
- Fun activities for kids
- Guided tours
- Free gift for all guests
- Light refreshments
- Exhibits and Ask-the-Experts

To learn more, visit us at www.pph.org/women or call 800.628.2880.

*Limit one first-aid kit per family/household.

Pomerado Outpatient Pavilion
15611 Pomerado Road
Poway, CA 92064
Palomar Medical Center (PMC) is now treating cancer patients with the high definition Novalis Tx Stereotactic Radiosurgery System, an ultra-precise linear accelerator that offers new hope for eradicating previously difficult to reach tumors. PMC is currently the only hospital in San Diego County to acquire the advanced system.

Novalis Tx is the latest linear accelerator optimized for stereotactic (3-D) image-guided radiotherapy and radiosurgery. As the most advanced forms of external beam radiation therapy, stereotactic radiosurgery and radiotherapy attack hard to reach tumors with precisely targeted, very high doses of radiation administered in just one or a few sessions. By comparison, standard external beam radiation treatment delivers small doses of radiation every day over a period of several weeks.

“Novalis Tx makes it possible to expand non-invasive stereotactic radiation treatment to many areas of the body with extreme precision,” says Lori Coleman, M.D., a board-certified Radiation Oncologist and the Medical Director of Radiation Therapy at PMC. “This marks an important advance that truly allows radiation treatment to be tailored to the individual patient because of its ability to track tumor movement not only day to day, but also during treatment. This allows us to minimize dose to surrounding normal tissue.”

How Novalis Tx Works

The Novalis Tx machine is an extremely powerful and versatile workhorse that enables doctors to choose the most appropriate radiotherapy modality depending on the size and location of the tumor. In addition

Applications

The Novalis Tx Stereotactic Radiosurgery System is capable of treating cancerous and non-cancerous tumors and lesions, including:

- Arteriovenous malformations (AVM)
- Trigeminal neuralgia
- Brain metastases
- Primary brain tumors
- Recurrent brain tumors
- Acoustic neuromas
- Pituitary adenomas
- Meningiomas of the skull base
- Cancers of the head and neck
- Cavernous angiomas
- Spinal tumors
- Prostate cancer
The Novalis Tx Stereotactic Radiosurgery System is capable of treating cancerous and non-cancerous tumors and lesions, including:

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- Brain metastases
- Arteriovenous malformations (AVM)
- Prostate cancer
- Spinal tumors
- Cavernous angiomas
- Cancers of the head and neck
- Meningiomas of the skull base
- Pituitary adenomas
- Acoustic neuromas

A treatment plan for lung cancer. The radiation beams converge on the tumor, seen here enveloped in a “dose cloud,” with red designating the areas that will receive the highest amount of radiation.

“A key advantage of the Novalis Tx Stereotactic System is the ability to perform frameless radiosurgery for tumors throughout the body. For example, stereotactic radiosurgery can be used to treat tumors in the spine, liver and lungs.”

“The ability of the machine to provide respiratory gating further enhances accuracy by measuring and compensating for tumor motion during normal breathing,” says Ashley Buckland, R.T., Manager of Radiation Oncology.

“Our objective is to obliterate the cancer while minimizing effects on nearby normal tissue. We also aim to treat in as short a period of time possible in order to reduce movement and enhance patient safety and comfort.”

Novalis Tx is a product of Varian Medical Systems, Inc. and BrainLAB – integrating the most successful radiosurgery technologies from both companies for imaging, treatment planning and treatment delivery.

For more information on Novalis Tx at Palomar Medical Center, call The HealthSource at 800.628.2880.
During the 2007 firestorms, flames shot through San Diego canyons, racing fast and unpredictably from backcountry areas toward densely populated coastal towns. In the face of this latest natural disaster, Palomar Pomerado Health was prepared to protect the safety of patients and employees, thanks to extensive regular disaster preparedness training (see opposite page).

**Pomerado Hospital: The Flames Were Coming**

Sunday, October 21, 9:30 p.m. Pomerado Hospital’s command center opened. Staff members spent the next several hours evaluating resources and planning for potential evacuation. During the night, an ominous red glow flared on the hill behind the hospital.

Sunday, October 21, 2 a.m. Ben Kanter, M.D., Chief of the Medical Staff, and hospitalists arrived to assess patient conditions, determine who could be discharged and plan transfers in the event of evacuation.

Monday, October 22, 8 a.m. Poway City officials and San Diego County Emergency Operations Center officials declared they could no longer assure the safety of patients or employees at Pomerado Hospital and Villa Pomerado Skilled Nursing Facility.

“Through the night, I had spoken many times with Gary McPherson, Poway fire captain, who was our lifeline, providing useful updates about the fires,” says Lorie Shoemaker, R.N., M.S.N., C.N.A.-B.C., Chief Nursing Officer. “When it was time to evacuate, there was really no decision to be made. We were ready. We did it because protecting the health and safety of our patients were our top priorities.”

Steve Gold, Interim Chief Administrative Officer of Pomerado; Dee Raley, Administrative Supervisor; Shoemaker and Dr. Kanter were among the key staff in the Pomerado command center at the time of the evacuation decision. Several physicians helped make discharge decisions for patients and volunteered in many other capacities to assist with the evacuation.

Within five hours, 200 patients were evacuated from Pomerado and Villa Pomerado, using school buses and ambulances. They were transferred – along with their medical records and medications – to several different hospitals and 12 skilled nursing facilities throughout the county.

“We were rushing to get patients out safely and quickly,” says Gold. “A lot of people took on different roles to make this successful and, in the end, we were able to take care of our patients in a way that makes me very proud.”

In the meantime, the hillside closest to the hospital started to burn. Plant operations staff used hoses and set ground sprinklers to keep the hillside wet, which helped keep embers and flames away from the buildings.

Monday, October 22, 2 p.m. Poway police ordered a complete evacuation of the Pomerado campus.

“We accepted 35 patients at Palomar Continuing Care Center (PCCC) even though we didn’t have available beds and had to place them in the dining room,” says Sheila Brown, Chief Clinical Outreach Officer. “Our focus was keeping these frail patients calm and taking care of their medical needs. Patients were reassured when the staff from Villa Pomerado were able to come to PCCC because that provided familiar faces.”

**Palomar Medical Center: Electricity, Smoke and Staffing**

Monday, October 22, 1 a.m. Palomar Medical Center’s (PMC) command center opened. While not under direct threat from advancing fires, the hospital faced its own emergency: power outages, poor air quality and staffing considerations.

“We were challenged on staffing because many employees were being evacuated or couldn’t get to work because of road closures and others couldn’t leave the hospital for the same reason,” says Gerald Bracht, Chief Administrative Office for PMC. “We ended up housing employees in the Graybill Auditorium, providing childcare on site and feeding everyone until the situation became more stable.”

Trauma services remained on constant readiness throughout the week, but elective surgeries were cancelled.

“We learned from the Cedar Fire in 2004 and applied those lessons to proactively implement plans to address the needs of our staff,” Bracht says. “We will continue to learn, but I am especially impressed by the way in which staff and physicians came together during and after this latest disaster. It reaffirms in my mind the outstanding quality of compassionate, caring individuals we have here everyday, taking care of patients and ensuring that they receive the very best of care.”

**Week of Fire and Smoke**

For several days, San Diego County was blanketed in heavy smoke, more wildfires sprang to life and new road closures and evacuations were announced. Poor air quality kept Pomerado Hospital and Villa Pomerado Skilled Nursing Facility closed. Many employees and physicians wondered if their home would be left standing. Sadly, approximately 20 members of the PPH family did lose their home and personal possessions. Many others were displaced for lengthy periods after the fires made their homes uninhabitable. (To make a donation to the PPH Employee Disaster Relief Fund, visit www.pphfoundation.org.)

Supportive Home Care aids evacuated their clients and some made the extraordinary decision to bring clients into their own home. “It broke all the rules, but the decisions were made for all the right reasons and...
Firestorms 2007

with a lot of common sense,” says Brown. “These home health aids are like family to their clients and went beyond the call of duty to protect their clients in a very caring and compassionate way.”

On Wednesday, extensive clean up procedures began at Pomerado and Villa Pomerado in preparation of re-opening the facilities. “It was a massive effort by employees from our environmental services, food and nutrition services, plant operations, volunteer staff and an outside cleaning crew who worked together for long hours to scrub the hospital, skilled nursing facility and ancillary services top to bottom,” says Gold.

The following day, State Department of Health inspectors arrived at Pomerado to measure air quality. After a six-hour inspection, the hospital was cleared to re-admit patients. Villa Pomerado received clearance the following day.

“We have an amazing staff who were confident and positive throughout this very trying time,” says Shoemaker. “They worked right through this disaster doing whatever needed to be done to protect and care for patients, knowing that their families were being evacuated and thinking their home was burning.”

“I’m very proud of the staff who worked hard to demonstrate their caring and compassion in this time of extreme need,” says Michael Covert, President and CEO of PPH. “This is not the first, nor will it be the last, disaster we face as a community. We will continue to learn and be even better prepared for future disasters.”

Disaster Preparedness
Ongoing Training at PPH

PPH participates in two disaster training drills each year. These drills help hone the skills of staff and physicians who are charged with making prompt decisions in the face of unexpected events, such as the firestorms of 2007.

“We focus on three likely scenarios, given our geographic location,” says Kevin Matsukado, System Director for Safety and Security. “These are earthquake, wildfire and bioterrorism.”

During these drills, PPH works with community resources including county emergency officials plus local fire and police to keep emergency plans up to date and assure that everyone is familiar with their roles in the event of a real disaster.

Exercise and Weight Loss
Get Fit and Stay Strong

OASIS
Tuesdays and Thursdays
12:30 – 1:30 p.m.
Join Certified Exercise Instructor Traci Thys as she leads 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.

January 15 – 30
FEE: $30 for 6 classes
February 5 – 28
FEE: $40 for 8 classes
March 4 – 27
FEE: $40 for 8 classes
April 1 – 29
FEE: $45 for 9 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
Pomerado Hospital
Monthly, 1st Monday and 3rd Wednesday
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.

For a physician referral, or to register for a class, call The HealthSource at 800.628.2880.
“If it weren’t for the pain in my legs, I might not be here today,” says Bob Haller, 65.

Two years ago, Haller had an angiogram to determine the cause of his pain. During the procedure, the presence of an abdominal aortic aneurysm (AAA) was discovered and further tests were ordered to confirm the size of it. This ultrasound screening is now available as a Medicare benefit for individuals who are at risk of developing AAA. (See sidebar.)

“Abdominal aortic aneurysms very rarely exhibit any symptoms, which is why it is important for people, especially men over the age of 60, to have a screening ultrasound to check for the presence of this serious condition,” says Anatoly Bulkin, M.D., a board-certified vascular surgeon. “Having an ultrasound screening for AAA is similar to having a screening mammogram to detect breast cancer.”

Ultrasound screening for AAA is performed at Palomar Medical Center (PMC). Because of the size and location of the AAA, Haller’s condition required prompt treatment. Dr. Bulkin performed an endovascular stent graft. During this minimally invasive image-guided procedure, he inserted an endograft, which is a fabric and metal tube, into the site of the aneurysm, anchoring it to healthy arteries on each side. This graft effectively bypasses the aneurysm, preventing rupture.

Haller was home from PMC within two days and quickly resumed his favorite activities, including gardening. Each year, he has a CT scan to confirm that the endograft remains securely in place.

“I knew about aneurysms, but never knew they could occur in my abdomen,” says Haller. “It’s a pretty amazing procedure and I am so thankful that I found out in time to do something about it. I think that it would be a smart thing for other people my age to have the screening test that is now available.”

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. You can also visit us online at www.pph.org. Simply click on “Find a Doctor.”
PPH expresscare walk-in health center.

Have you heard the latest?

**General Health**

**Have You Heard the Latest?**

**OASIS**

**Wednesday, January 16**

10:30 a.m. – Noon

**Hearing devices have improved drastically over the past few years. If you’re having issues with a current device or may be in need of one, this lecture is for you. Join David Illich, Doctor of Audiology, as he brings you up-to-date on adaptive directional microphones, speech enhancement processing, extreme bandwidth, anti-shock technology, wireless connectivity and tri-state noise management. To register, call OASIS at 760.432.0635.**

**FEE: $3 / participant**

**Non-Surgical Skin Rejuvenation**

**OASIS**

**Wednesday, February 27**

10:30 a.m. – Noon

**Do you long for a smoother, more youthful facial appearance without surgery? There are many non-invasive options for skin improvement. How do you select a procedure? How effective are the many products on the market today? Join Dr. Nancy Chen as she explores the dermatology dilemma and answers your questions. To register, call OASIS at 760.432.0635.**

**FEE: $3 / participant**

**Be A Wise Grocery Shopper**

**OASIS**

**Wednesday, March 19**

10:30 a.m. – Noon

**Have you heard that shopping the grocery store perimeter is best for making healthy food purchases? What about visiting center aisles only for staples? Don’t forget to make a list, stick to it, and never shop when you’re hungry. Join clinical nutritionist Melanie Moyer as she explores these tips and more while providing the tools you need to be a wise grocery shopper. To register, call OASIS at 760.432.0635.**

**FEE: $3 / participant**

For a physician referral, or to register for a class, call The HealthSource at 800.628.2880.

**Understanding Your Lab Results**

**OASIS**

**Wednesday, April 2**

10:30 a.m. – Noon

**Do you leave your doctor’s office at a loss over your lab results? Should you be concerned, have more tests, or be on medication? What’s the next step? Join laboratory scientist Jim Dickinson as he helps you unscramble the jumble of numbers and provide clarification and interpretation. To register, call OASIS at 760.432.0635.**

**FEE: $3 / participant**

**Effective January 1, 2008, Palomar Pomerado Health (PPH) will be a smoke-free health-care system. No smoking will be permitted on any PPH campus. For information about our “Kick the Habit” smoking cessation program, see page 6.**

**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 Wednesday of each month, Noon – 2 p.m.

**Women’s Health Connection Boutique and Resource Center**

Monday – Friday, Call 858.613.6110 for an appointment.

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High-quality, convenient and affordable medical services in a retail setting will soon be available through Palomar Pomerado Health’s new “PPH expresscare” walk-in health centers. PPH will unveil its first two locations in early 2008 at Albertsons/Sav-On Pharmacy stores in Escondido and Rancho Penasquitos. They will be the first retail health clinics branded by a health system in southern California and will operate seven days per week, including extended weekday hours.

“We’re excited to partner with Albertsons for this innovative new program,” says Michael Covert, president and CEO of PPH. “It aligns well with our vision to provide access to comprehensive services by giving the community another option to have their routine health-care needs addressed.”

PPH expresscare services will be provided by Certified Family Nurse Practitioners working in collaboration with board-certified physicians. Caring for patients two years and older, the Family Nurse Practitioners will be on-site to assess, diagnose and treat many common medical conditions, as well as provide health screenings, physicals and select vaccines for a flat fee of $59 (or less).

“The retail clinic is not urgent care and is not meant to replace your primary care physician,” says Donald Herip, M.D., medical director for corporate health at PPH. “These are walk-in health centers with no appointment necessary. You’re looking at strep throat, pink eye, coughs and colds, ear infections, minor injuries, and select vaccinations and physical exams for kids going back to school and athletics.”

To learn more, visit www.ppHexpresscare.org.
Mom’s Story:
Don’t Let it Be Your Story

Philips Lifeline received this unsolicited story along with a letter from Barbara White. This is a true story reprinted with permission from Ms. White.

“Oh my gosh, Mom!”

As I walked into the back door of my mother’s house and saw her lying on the floor, my worst fear was realized.

It was Sunday morning and the plan was for Mom to pick me up for church at 8:45 a.m. At 8:50 when Mom, always punctual, hadn’t arrived, I jumped into my car for the quick, two-minute drive over to Mom’s, hoping that she had just overslept. But when I opened the back door, I knew we weren’t that fortunate. There on the floor of our family room lay my mother, face down, wearing her pajamas and robe.

As I ran over to her she said, “I couldn’t get to the phone!” When I heard the slurring in her words, I knew instantly what had happened. Mom, who had always prayed that she would never have a stroke, had done just that.

Judging by the condition in which she was lying, I thought it must have happened many hours ago. Sure enough, when I ran into the bedroom for a blanket, the bed had not been slept in. My Mom had a stroke, then lay on the floor all night long.

As I was dialing 911, I hear Mom say, “it was so cold.” Then again, “I couldn’t get to the phone.”

The ambulance arrived within moments, and shortly after we got to the hospital, the diagnosis was confirmed: a massive, hemorrhagic stroke. By that time, Mom had been bleeding into her brain for 12 hours, and her left side was completely paralyzed.

Would it have made a difference if we had gotten Mom to the hospital sooner? Probably, but I don’t know that for sure. What I DO know is that if my mother would have had an emergency call system in her home, she could have pressed a button on a necklace around her neck, and help would have been there in minutes. I DO know that my mother would not have had to lie on the cold floor all night, unable to move, as she bled into her brain. And I DO know that I would give anything in the world if I had purchased a call system for my mother instead of just talking about it.

My formerly active mother is in a nursing home now, and I have been promising her that I would tell her story. Our hope is that MANY sons and daughters will read this article and immediately take steps to purchase a call system for their parents, or the parents for themselves! Lifeline will provide access to help whatever the emergency, day or night. If you don’t think this is a priority right now, remember that my mother didn’t either. So don’t wait! If it could happen to my Mom, it can happen to anyone.

CPR & First-Aid Classes

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 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.

FEE: $40 / participant

BLS for the Healthcare Provider

This class provides CPR certification for the healthcare professional, paramedic, lifeguard or nursing student.

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.

FEE: $40 / participant

Look for our Pediatric First-Aid class listed on page 14 of this issue of The BabySource.

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

FREE DVD

featuring

LaDainian Tomlinson!

Palomar Pomerado Health Foundation is proud to present an informative DVD designed to create awareness about the importance of dialing 9-1-1 at the first sign of a heart attack. The comprehensive DVD includes education as well as interviews with cardiologist Dr. Dennis Leahy, heart attack survivor Ken Brower and a special appearance by San Diego Chargers Running Back LaDainian Tomlinson. To request your FREE copy, visit www.pph.org/911.
**Footnotes from the Foundation**

**Jim Ward: Supporting the Vision of PPH’s Future**

With longtime ties to the community, Jim and Kathy Ward decided they wanted to get involved in assuring that health-care services would be available well into the future. That’s when Jim approached the Palomar Pomerado Health Foundation and learned about the Corporate Council, a new group that encourages businesses to get involved as corporate donors.

The Wards first met in high school and have lived in Escondido since 1967. Two of their three daughters were born at Palomar Medical Center (PMC). All three daughters grew up in Escondido and still live in the area — as do all of the couple’s seven grandchildren. In 1986, Ward founded Preferred Remodelers, which specializes in room additions, plus kitchen and bath renovations.

“When we began thinking of how to give something back, I took special interest in Palomar Pomerado Health’s plans to build new facilities to meet the future health needs of our community,” says Jim. In addition to the fact that my family and employees have received such good care at PMC, I wanted to be sure the services we need will be available when we need them.”

Becoming a corporate partner with Palomar Pomerado Health Foundation seemed a perfect fit. Preferred Remodelers has made a generous contribution with a commitment to support the PPH Foundation for at least five years. “That ensures the Foundation can count on our support while the expansion of PMC and other needed health services become reality,” Jim says.

“There are several parallels between my remodeling business and how the health system is planning for the future,” he says. “We both start with a vision, anticipate growth and think about what will be needed in the future. We make a plan and always employ the best tools, talent and technology to make that vision a reality.”

“We want our hospital to be on the cutting edge,” Jim says. “Every contribution makes a difference and — large or small — helps the PPH Foundation build for the future.”

**DONORS HELP ADVANCE**

**Health Care in Our Communities**

Supporters of the Palomar Pomerado Health Foundation are making a big difference in sustaining and advancing health care throughout North County communities. These are a few examples of how recent contributions have been applied to specific health-care needs throughout the Palomar Pomerado Health (PPH) system.

- Defibrillators and communication devices for PPH community emergency partners to ensure that patients suffering a heart attack receive immediate and appropriate care before they get to the hospital.
- Scholarships to recruit top-quality nurses to PPH and retain the very best nurses right here in our community.
- The innovative health-care academy for the Ramona School District to attract young people to professions in health-care delivery.
- Monitors for the surgery and birthing departments so that doctors and nurses can know at all times how each patient is doing.
- Mammograms for women who are unable to afford this life-saving diagnostic exam.
- Digital camera to record key evidence for PPH’s Child Abuse Program.
- Lifeline, the emergency response system, for elderly and frail individuals in the area to make sure they receive responsive help at the touch of a button.

To learn more about how you can make a difference as a contributor to the PPH Foundation, please call Dana Dawson, President and Chief Fundraising Officer, at 760.739.2733.

**JEAN McLAUGHLIN: Her Commitment to Community Lives On**

With the opening of the Jean McLaughlin Women’s Center for Health and Healing, North County will always be reminded of the commitment one long-term resident had to supporting community needs. Health and wellness were special interests for Jean McLaughlin.

For nearly 30 years, Jean and her husband Matt McLaughlin have supported the Palomar Pomerado Health (PPH) Foundation by generously funding a range of health projects to benefit the community. Although Jean passed away on February 15, 2003, her husband was determined to continue her legacy with a charitable gift annuity of $4 million to the PPH Foundation.

Throughout her life, Jean served as a community volunteer and supported many causes. In 2001, she was chosen Philanthropist of the Year by the Elizabeth Hospice.

“The legacy that Jean created through her spirit of giving will provide women of North County with a place of wellness and renewal,” says Terry Scherl, R.N., M.S.N., Project Manager for Women’s and Children’s Services for the Women’s Center.

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If you would like to be removed from our mailing list, please contact The HealthSource at 800.628.2880.