

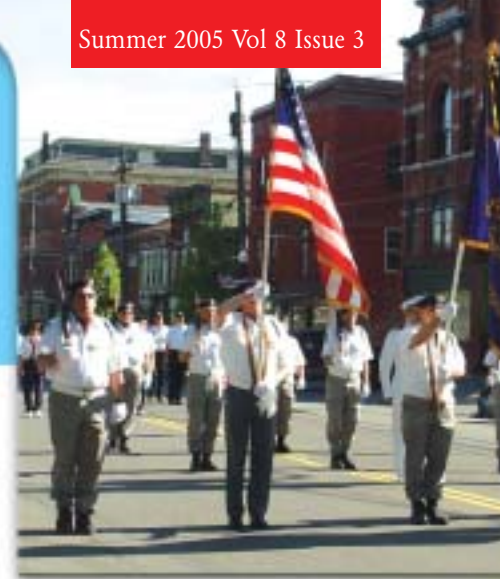
HEALTH *first*

cortland memorial hospital

Serving Area Communities

Cortland, Cincinnatus, Dellbayer, Dryden, Freeville, Groton, Hunter, Little York, Locke, Marathon, McGraw, Moravia, Preble, Tully

Homer



CMH Introduces Hospitalist Program

Focus is on Delivering More Efficient, Better Outcome Healthcare

Many hospitals across New York State and throughout the country are taking the hospitalist approach to patient care. Hospitalists are highly qualified physicians who focus on the patient's care while in the hospital, from time of admission to time of discharge. They do not replace the patient's family physician, surgeon or specialist, but work in close consultation with them to provide case management during the patient's entire inpatient hospital stay.

Beginning September 1, 2005, Hospitalist Management Group (HMG) will provide hospitalist care for patients at Cortland Memorial Hospital. Hospitalists will be available on site at the hospital, 24 hours a day, seven days a week, 365 days a year to



HMG hospitalists, such as these discussing an x-ray at Ohio State University East Hospital, will provide around the clock inpatient coverage.

care for patients.

"We made the decision to bring a hospitalist program on board partially because it's

the future direction of hospital medicine," explains Dr. Tyson Smith, Vice President of Medical Affairs at CMH. "The hospital administration, our medical staff and our Board of Trustees were all involved in the decision, and we spent a lot of time and energy choosing the firm that we felt would provide the highest level of care and service for our patients. That was HMG."

According to Dr. Stephen Houff, Chief Executive Officer of HMG, the growing company also provides hospitalist services to other New York hospitals in Albany and Troy, and was eager to begin a relationship in Cortland.

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PHYSICIANS' CORNER



Dr. Marisol Carpio-Brown

Medical Staff Additions Strengthen OB/GYN and Orthopedic Services for the Community

Marisol Carpio-Brown, M.D. – Obstetrics/Gynecology

In the Cortland community, women of all ages have access to quality healthcare from exceptional providers. The newest of these providers is Dr. Marisol Carpio-Brown, who joined Dr. Anna Marie Garcia in a new practice, *Renaissance OB/GYN of Cortland*, in mid-July. Dr. Carpio-Brown provides a full range of women's health services, specializing in obstetric and gynecologic care with related surgical procedures. She arrived in Cortland after recently completing a four-year residency in Obstetrics/Gynecology at the University of Maryland Medical Center in Baltimore. She earned her medical degree through the SUNY Health Science Center in Brooklyn.

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CMH Introduces Hospitalist Program *continued from front cover..*

"We are in a position to be selective about the hospitals we contract with," says Dr. Houff, "and we believed we made a real connection with the CMH leadership and medical staff. We felt we could work well with the administration, and that the family practice physicians and specialists were on board with the program. People just seemed to "get it", to understand that we are all working towards the same goal, and that is the best care possible for their patients during their hospital stay."

HMG hospitalists are all board certified or board eligible internal medicine physicians, with critical care experience. They excel in working in the hospital environment and are trained in the latest techniques and procedures.

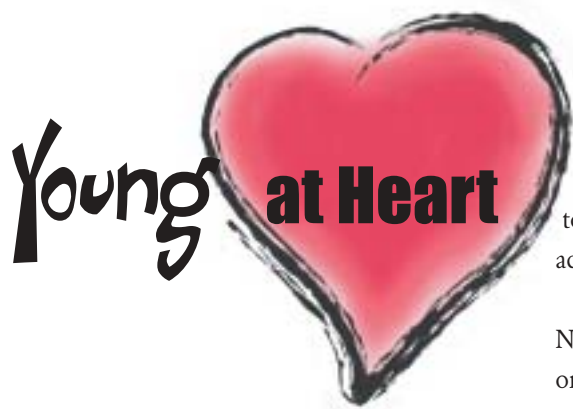
Hospitalists function as any admitting physician would, ordering diagnostic tests and lab work, planning treatment and consulting specialty physicians when needed.

"One of the most significant advantages is that the hospitalist is on-site, and able to respond immediately to test results

and changes in a patient's condition," says Dr. Anthony diGiovanna, chairperson of the CMH Department of Family Practice. "This efficiency and timeliness will improve the quality of care for inpatients, will make communication with patients and their families easier, and may even result in shorter hospital stays when appropriate."

If you are an inpatient, the hospitalist will keep your primary care doctor informed of your treatment plans, options and progress, usually on a daily basis. "We keep your family doctor 'in the loop' at all times," notes Dr. Houff. "After discharge from the hospital you will follow-up with your family doctor, or with your specialists. Our role is to work with, not replace, your physicians."

According to Dr. diGiovanna, communication will be a two-way street. "When a patient is admitted, the family practice



Celebrate **Healthy Aging Month**

If you're old enough to remember when cars had tail fins, or when the Beatles first came to America, then you're old enough to notice that stairs are getting steeper, and print is starting to get smaller.

None of us like to think about aging but, since it's inevitable, we might as well take steps to age in the healthiest way possible. September is Healthy Aging Month, when we're reminded that we're all getting older – but that people who are physically active, eat healthy foods, avoid tobacco and alcohol, and who get regular check-ups are more likely

to look forward to many years of staying active and independent.

Healthy aging starts with exercise. The New York State Department of Health recommends at least 30 minutes of physical activity every day. People of all ages find that just simple walking can be a safe and effective way to gain the benefits of physical activity. Other easy ways to stay active include gardening, dancing, yoga, stretching, or riding a bicycle – even a stationary bicycle.

It's important to keep your mind exercised, too ... by reading, learning a new skill, or developing a new hobby. Maintain your social well-being by staying in close contact with friends and family. You might also choose to contribute time to your community through local volunteer groups, religious organizations, or civic groups.

Good nutrition is another important component of healthy aging. A healthy lifestyle choice includes eating a diet that is high in fiber, low in fat, and rich in fruits and vegetables. Remember that low-fat and fat-free dairy products are great sources of calcium, which helps maintain strong bones.

Finally, don't assume that common problems associated with aging, such as cognitive decline, insomnia, depression, shortness of breath, or urinary incontinence are inevitable. Many of these conditions can stem from or be made worse by other causes, and can often be prevented or treated.

Celebrate Healthy Aging Month by making an appointment with your family physician to talk about the steps that would be most beneficial to you as you age.





physician will send all information on that patient's medical history and current condition. Thanks to the hospital's electronic Wide Area Network, information sharing can be done via computer with the click of a button."

The new hospitalist program is a "win-win" situation ... for patients and area physicians. Using a hospitalist enables primary care physicians to be more available to patients in the office, while patients have more and quicker access to a physician during their time in the hospital.

The hospitalist program also allows community physicians to focus on their office practices, while knowing that their hospitalized

patients are receiving high quality, round-the-clock care. These physicians will now be able to stay in their office, rather than driving across town to check on one or two hospitalized patients, while other patients wait for an office appointment.

"This is a positive step, and many of my colleagues on the CMH Medical Staff are looking forward to working with the hospitalists," says Dr. diGiovanna. "There are mixed emotions of course... hospital practice has been a big part of our professional careers. But we realize that this is really the best choice for our patients."

For more information on the hospitalist program, please contact the CMH Medical Staff office at 756-3523

"What is a Hospitalist?" & other FAQs

The following frequently asked questions (FAQs) provide information on the hospitalists' role and how they work with patients and their primary care physicians.

What is a Hospitalist?

A hospitalist is a medical doctor who specializes in the care of those patients in the hospital. Our hospitalists work only in the hospital, and do not have an office practice.

Will my own doctor know I have been admitted to the hospital?

Your admission process will be handled by your doctor, an emergency room physician or the hospitalist. If you are not admitted by your primary care doctor, he or she will be notified that you are in the hospital.

What does the Hospitalist know about me?

After you are admitted to the hospital, your primary care doctor and the hospitalist will share information about your past medical history. The hospitalist will also talk to you directly and ask questions.

When will I see the Hospitalist?

Patient visits begin early each morning and continue throughout the day. Patients with the most urgent medical needs will be seen first, but rest assured that the hospitalist will see you at least once during each 24-hour period. In between visits, the hospitalist is kept updated on your condition through regular contact with your nurses.

What happens after I am discharged from the hospital?

Patients who have a primary care physician will return to his or her care after their hospital stay. When you are discharged, the hospitalist will send detailed records to your physician that review your hospitalization and any further treatment needs. The hospitalist will provide you with any needed prescriptions when you leave the hospital, and will let you know when you should go back to see your primary care doctor.

The Facts About:

Surviving Summer Outdoor Hazards

Summer is time for fun in the sun. Children are out of school; adults are on vacation; and everyone wants to be outside enjoying the fresh air. Just remember that there are potential summer health hazards lurking, even in your own backyard or at area parks. The following tips can help you avoid these hazards, so you and your family can enjoy the pleasures of summer without worry.

Keep bugs from



- Avoid areas where insects nest or congregate such as near stagnant pools of water, or uncovered trash. Gardens with flowers in bloom are wonderful to visit, but are often a haven for insects. Be careful.
- Avoid using scented soaps or perfumes.
- Wear light colored clothing when outdoors. It is less attractive to biting insects.
- Use insect repellent with DEET. (DEET should not be used on infants or young children.)
- Watch for signs of allergic reaction to stings. If you develop a rash, hives, swelling or wheezing after an insect sting, seek medical attention.
- Wear long-sleeved shirts and long pants that fit snugly around the wrists and ankles whenever hiking in the woods.

- Do a tick check after you've been in a grassy or wooded area. If you do find a tick, remove it with tweezers and contact your family physician.

Make your summer fire-safe:



- Keep small children away from all sources of fire, including matches, lighters and hot barbecue grills.
- Keep campfires small, and have plenty of water around to douse the fire when you're done.
- Before using a grill, check for gas leaks, blocked tubes, or overfilled propane tanks – all of which can cause fires and explosions.

Stay itch free:

- Learn what poison ivy looks like and avoid it. Remember: "Leaves of three, leave them be."
- Clear out any poison ivy in your backyard. (Make sure to wear long pants, long sleeves, boots, and gloves.)
- If you come into contact with poison ivy, oak, or sumac, wash the skin in cool water as soon as possible.



Medical Staff Additions... *continued from front cover..*

Originally from Rockville Centre, NY, Dr. Carpio-Brown is eager to begin seeing patients and to help enhance the high level of OB/GYN care available to the Cortland community. She has a particular interest in microinvasive surgery and plans to make it more available to area women.

"Two main things attracted me to the Cortland area," Dr. Carpio-Brown explains. "First was the opportunity to work with Dr. Garcia. I first met her during my internship at the University of Maryland. She was my chief resident and I learned a great deal from her. I have an enormous amount of respect for Dr. Garcia, and am excited about being part of her team in Cortland. The second thing that brought

me here is my belief that as a physician you should practice where you are needed. I want to make a difference in women's lives. Cortland is where I felt I could make a contribution."

Linda Martin, M.D. - Orthopedics

In September, the Cortland community will also welcome another talented healthcare practitioner, Dr. Linda A. Martin, M.D., M.P.H.



SERVICE EXCELLENCE

CMH Home Health Care New Home, Same Quality Service

CMH Home Health Care is now "Here for You" in a new location. In early May, CMH Home Health Care moved to its new space at 160 Homer Avenue, just one block from Cortland Memorial Hospital.

CMH Home Health Care's new home is approximately 5,000 square feet, providing much needed space for products and warehousing. According to Eline Haukenes, Vice President of CMH Services, having staff, products, maintenance and billing all under one roof allows CMH Home Health Care to be even more responsive to client needs. "Before our move we never had enough room for warehousing. Now all of our products, from hospital beds, to oxygen supplies, to wheelchairs, are all under one roof. And we have the space to keep products in stock. This lets us respond to community members right when they need something," she says.

Haukenes adds that the new location is also easy to find, and is conveniently located right near Cortland Memorial Hospital. "It really makes sense for the patient," she says. "Within a few blocks, our community has access to acute care, outpatient care, home care, residential care, and now durable medical equipment and supplies... basically the whole continuum of care."

CMH Home Health Care is the only local source for home medical equipment and supplies. They provide everything from oxygen and respiratory services; to CPAP/BiPAP and other sleep equipment; to power mobility products, such as power chairs, scooters and lift chairs; to durable medical equipment, including wheelchairs, walkers, hospital beds, patient lifts and more. In

addition, the Confident Woman boutique, located on Euclid Avenue, provides a local source for post-breast surgery products such as mastectomy supplies, bras and skin care products.

CMH Home Health Care's personalized service includes instructions on using your new equipment, delivery, and set-up, as well as a routine maintenance and assessment program. The new Homer Avenue location includes a delivery bay, specialized areas for equipment service and cleaning, and a showroom where patients can see the variety and types of equipment available.

"There are a lot of improvements with our new location," concludes Haukenes. "But there are also things that haven't changed. We still have our wonderful staff, and we're still dedicated to patient satisfaction. Our commitment to being first in service and our focus on the patient has not changed. In fact, with our new facility, we can only do our job better."

For more information about CMH Home Health Care, please call (607) 756-3880.

Respiratory Therapist Dan Carson, (right) instructs Judy and Mike McKee in the use of CPAP equipment.



Dr. Martin is joining the practice of Dr. Jack Sproul as a member of the staff of *Cortland Orthopedics*.

"I intend to help Dr. Sproul continue to provide the region with the best level of orthopedic care. This includes, among other things, fracture management and joint replacements," Dr. Martin explains.

Dr. Martin also has a particular interest and expertise in sports medicine. "I have been fortunate to have been taught by some of the giants in that field. My interest developed from training under the surgeons responsible for treating the NFL Philadelphia Eagles and the NHL Philadelphia Flyers," she says.

Dr. Martin also recently completed a fellowship in Orthopedic Sports Medicine at the Cincinnati Sports Medicine and Orthopedic Center. She received her medical education at Columbia University, graduating with her medical degree, as well as a masters degree in Public Health.

"I am excited to be here because Dr. Jack Sproul and Cortland Memorial Hospital are committed to supporting the kind of orthopedics that the residents of Central New York deserve. They have provided me with all the tools and support that I need, as a surgeon, in order to provide the highest caliber of care to the Cortland community."

Cortland Memorial Hospital



The 2005 "Physician of the Year" is Dr. Dean Mitchell. This award is presented to a member of the medical staff who is dedicated to "excellence in patient care, has given significant service to Cortland Memorial Hospital, and has demonstrated significant and continued academic effort."

Board Certified in Ophthalmology, Dr. Mitchell

specializes in the medical and surgical care of the eyes and the prevention of eye disease and injury. Over the past 22 years, he has treated hundreds of patients with confidence, skill, and compassion in his private practice at Cortland Eye Center.

Since his arrival in Cortland, Dr. Mitchell has served the hospital and community in a number of capacities. In 1991 he was appointed to the CMH Board of Trustees and was a member of that body for 12 years. In 1997 Dr. Mitchell became the first physician to serve as Chairman of the Board of Trustees. A member of the CMH Department of Surgery, Dr. Mitchell has served as the hospital's Chief of Surgery and as Medical Staff President. He is also a clinical instructor at SUNY Upstate Medical University in Syracuse and an active member of the Cortland Lions Club.

In addition to Dr. Mitchell, other CMH physicians and allied health professionals were also honored for their years of service and dedicated patient care.

25 Years:

Dr. Roger Tinsley (Oncology/Hematology)

10 Years:

Dr. Pierre Martin (Otolaryngology)
Dr. Robert Kaplan (Pulmonology)
Dr. Helen MacGregor (Psychiatry)
Dr. Jorge Martinez (Cardiology)
Margaret Downing, Physician Assistant

5 Years:

Dr. Mohammad Djafari (Pediatrics)
Dr. Russell Firman (Emergency Medicine)
Dr. Andrew Jenis (Emergency Medicine)
Dr. Jagadish Malakar (Internal Medicine)
Dr. Ahmad Mehdi (Family Practice)
Dr. Cathy Zarzecki (Pediatrics)
Juanita Huther, Nurse Practitioner

CMH Receives "Five-Star"

Cortland Memorial Hospital (CMH) received a "Five-Star Rating" from Cleverly & Associates, an Ohio-based firm that specializes in health care financial and operational benchmarking studies and reports. In their publication, *The State of the Hospital Industry - 2004 Edition*, experts from Cleverly & Associates reported on selected measures of hospital financial performance and discussed the critical factors that lie behind them.

One area reported in the *2004 State of the Hospital Industry* is an exclusive measure developed by Cleverly & Associates called the Community Value Index (CVI). The CVI was created to offer a measure of the value that a hospital provides to its community. CMH was awarded a Five-Star Rating, which means it achieved a CVI rating in the top 20% of the more than 3,500 hospitals included in the study. Hospitals that achieve high CVI ratings are strong financial institutions, emphasize efficiency in care delivery and have reasonable prices for services.

"We are very pleased to have received this top rating," said Brian R. Mitteer, President & CEO of

The men and women of the Cortland Memorial Hospital Auxiliary were recognized at an awards luncheon honoring them for their effort, dedication, and financial support during the past year.

In all, 389 volunteers at the hospital donated 40,354 hours in service to CMH patients and staff in 2004-05. The CMH Auxiliary, which numbers 229 active men and women volunteers, provides various services throughout the hospital.

Each year, as part of its "National Hospital Week" festivities, Cortland Memorial Hospital takes time to celebrate the years of loyalty and service given by its employees, physicians, allied health professionals and volunteers.

Rating for Community Value

Cortland Memorial Hospital, "but I am certainly not surprised. Our hospital staff and physicians have worked hard to make CMH the best choice for quality healthcare. We have demonstrated a proven record of fiscal responsibility and efficiency that has kept the hospital on a solid financial footing, and that enables us to re-invest in the facility to strengthen services and technology."

Mitteer pointed to a number of recent initiatives undertaken by the hospital that undoubtedly factored into the high CVI. In late 2003 the hospital opened its new Emergency Services Department, which helped raise the quality of patient care by improving the efficiency of the Emergency Room. Attention then shifted to extensive renovations to the first floor to help meet space demands created by the continued growth of outpatient services. Other efforts to improve patient care and safety include the purchase of a new IV medication delivery system, and increased use of the picture archiving and communication (PAC) system that allows X-rays to be done digitally.

CMH's annual Employee Service Award Dinner recognizes the dedication of both present employees and those who retired within the past year. This year, CMH trustees, administrators, and department managers gathered to pay tribute to 124 employees and five retirees representing 1,480 years of service to the hospital and Cortland community.

Brian Mitteer, President/CEO of Cortland Memorial Hospital, began the evening by expressing his gratitude to the honorees and their families for their commitment to CMH, and for the sacrifices they have made through the years working in the challenging field of healthcare. Dr. Jack Sproul, President of the CMH Medical Staff, and Raymond Franco, representing the CMH Board of Trustees, also addressed the gathering. Both men thanked employees for their continued dedication to the community.

Robert Glover and Cheryl Riter led the honorees for the evening with 35 years of dedicated service. Robert Glover has spent most of his career as a Food and Nutrition Assistant. Cheryl Riter serves as a Team Leader in Supply, Processing, and Delivery (SPD) helping to coordinate distribution of medical supplies throughout the hospital.

Celebrating 30 years of service were Juanita Huther, Sue Marcey, Gail Pforter, Bernadine Rawson, Patricia Shanahan, Mary Lou Whitaker, and Pam Willis. Twenty five year service awards were presented to 10 employees: Karen Barney, Nancy Blake, Sandra Burroughs, Glory Crandall, David Emperor, Susan Fish, Dorine Halstrom, Esther Metott, Cathy Oliver, and Nancy White.

A host of other employees were recognized for 20, 15, 10 and 5 year service plateaus.

Auxiliary Volunteers Honored

These include assisting in hospitality, clerical tasks, and patient transport. In addition, the Auxilians operate the hospital's coffee and gift shop, and coordinate TV/telephone service for patients. Proceeds from these services, as well as fundraising events such as bake sales, raffles, and the Christmas bazaar, benefit the Cortland Memorial Foundation.

The Awards Luncheon served as a forum

to honor Auxilians for their continuous service over the years. Service plateaus range from 100-7,000 hours.

Richard Lorows, pictured at right with CMH President/CEO Brian Mitteer, led the honorees and was recognized for serving 7,000 hours.





"They say that 'Mother knows best', but in this case, it was my daughter who had the right idea. She's the one who insisted I go to Evening Care-Weekends Too! I'd been suffering from what I thought was the flu, and put off going to the doctor. One night I just couldn't stand it any longer.

Follow **Good** Advice

Once I got to Evening Care-Weekends Too!, everything moved quickly. I was taken in to see the nurse, and then Dr. Sandra Holland did a thorough examination. She ordered a chest X-ray, which was done right upstairs. I was diagnosed and treated for pneumonia.

The doctors and nurses at Evening Care-Weekends Too! were there when I needed them. They have all the healthcare technology at their fingertips. I couldn't have asked for better care. Soon I was back doing what I love most, spending time with my grandchildren. Evening Care is definitely a service that I would tell others about... and I guess I am."

--Sandy Bernheim, Homer, NY

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756-3278

Open every day of the year, Evening Care-Weekends Too! is Cortland Memorial Hospital's non-emergency walk-in care center. It's staffed by highly skilled physicians and nurses, so you receive quality care, quickly and without an appointment. Take it from Sandy Bernheim. For treatment of minor illnesses and injuries, visit Evening Care-Weekends Too!



Cortland Memorial Hospital

We're Your Friends,
Your Neighbors,
Your Life Long Healthcare Partners.™

**For a calendar of currently offered health education classes,
and class descriptions, visit our website at www.cortlandhospital.org.**



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New Home for CMH Home Health Care
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