

HealthyLiving

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Fall 2008



Your Source for Oncology Services

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When It's an
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Blake Medical Center
Brandon Regional Hospital
Central Florida Regional Hospital
Community Hospital
Doctors Hospital of Sarasota

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

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



An HCA affiliate

Is It *Really* an Emergency?

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

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

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

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

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



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



Searching for Dr. Right

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

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

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

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

Meet the doctor. After finding a physician who meets your needs, schedule an appointment to talk with him or her. During the appointment, gauge if

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

"No matter the type of physician you are seeking or what your health concerns may be, choose a physician you can talk to," says Fadi Saba, MD, internal medicine physician at Edward White Hospital, Northside Hospital, and St. Petersburg General Hospital. "Open lines of communication are important in health care."

Committed to Better Breast Health

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

HOSPITALS AND BREAST care facilities in HCA's West and Central Florida Division are committed to providing the latest in technology and services to help guard against, find, and defeat breast cancer. The most important step women can take for breast health is to know their own bodies, according to Karen Kritsky, DO, general surgeon and medical director of the Florida Breast Institute at Largo Medical Center.

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

Early Detection Essential

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

provider annually. After age 40, women should also receive a mammogram each year.

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

"Yearly mammograms should be done without fail for women over 40," says Dr. Kritsky. "We are finding very early stages of breast cancer now, which means treatment may be more effective. But it is the combination of everything—breast self exams, clinical exams, and mammograms—that is so vital for early diagnosis and treatment with more favorable outcomes."

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

GOING DIGITAL

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

You can find digital mammography at the following facilities:

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

By the Numbers

According to the American Cancer Society,

more than **182,000**

American women will be diagnosed with breast cancer in 2008. Of these women,

some **40,000**

will lose their lives to the disease. But

the disease is beatable.

When detected

early, the

five-year survival rate for

women whose breast cancer is detected at an early stage is **98 PERCENT.**



Sun Coast Hospital » a Facility of Largo Medical Center

Largo Medical Center, one of the Top 100 U.S. Hospitals, recently acquired Sun Coast Hospital. The addition made Largo Medical Center one of the largest facilities in the area, and together, the facilities will offer more services to greater benefit the community.

LARGO MEDICAL CENTER, is an acute care center offering advanced imaging and surgical services. It is the only facility in the area with all private patient rooms and has been honored as a Top 100 Hospital five times, specifically for excellence in cardiovascular, intensive care, orthopedic, and stroke services. Largo Medical Center also offers notable major medical programs such as the Florida Breast Institute, the Florida Knee & Orthopedic Pavilion, and the Tampa Bay Heart Institute. The staff at Largo Medical Center is accredited by The Joint Commission.

Sun Coast Hospital, which was recently purchased by Largo Medical Center, first opened in the 1950s and eventually grew to a 200-bed inpatient acute care center. Sun Coast Hospital is also accredited by The Joint Commission.

“The possibility of purchasing Sun Coast Hospital was an exciting opportunity that we learned about in 2007,” says Richard Satcher, president and chief executive officer of Largo Medical Center. “The facility was only two miles away and provided a set of services that complemented ours.”

The acquisition went smoothly and was completed in February of 2008.

With the Sun Coast addition, Largo Medical Center is now a 456-bed facility. Sun Coast Hospital, a facility of Largo Medical Center, brings an additional 10,000-square foot emergency room to Largo Medical Center’s already impressive emergency services.

Sun Coast also complements Largo Medical Center’s lineup by adding an osteopathic medical school and extensive psychological and

rehabilitative services in the form of the Center for Behavioral Medicine and a Rehabilitation Inpatient Unit.

“We have the largest graduate medical osteopathic program in the southeast and the potential for training our physicians is something we’re very happy about,” says Satcher.

Satcher is positive about the future for Largo Medical Center.

“The integration of Sun Coast Hospital into Largo Medical Center is going even better than expected,” says Satcher. “Much of the technical work is already done, which puts us well ahead of schedule.”

For more information on the services offered by Largo Medical Center, visit www.largomedical.com or call (877) 4-HCA-DOCS (1-877-442-2362).



da Vinci Comes to St. Petersburg General Hospital

St. Petersburg General Hospital is now home to an advanced piece of surgical technology—the da Vinci® S Surgical System. This robotic technology is utilized in certain surgical procedures, allowing for better precision. It also reduces discomfort for patients.

“IN OUR PRACTICE, we use it for prostate surgery, kidney surgery, and pelvic floor repair,” says Marco Camuzzi, DO, urologist on staff at St. Petersburg General Hospital. “It helps us perform complex procedures that, although feasible before, are now made more precise with the addition of the system.”

How the System Works

The da Vinci Surgical System allows surgeons to view a three-dimensional image of the surgical field while the robot’s instruments mimic the movements of the surgeon’s hands on the controls at the viewing console.

“The da Vinci allows the surgeon to perform a procedure in a less invasive fashion,” says Dr. Camuzzi. “It also gives you a better picture and clarity, similar to high definition television, which allows for better vision overall.”

Exciting Benefits

The benefits of the da Vinci Surgical System for patients make it a superb treatment option. Quicker recovery time, reduced pain, and less blood loss contribute to patient satisfaction, as do smaller scars.

“Our patients enjoy and appreciate having this technology available to them,” says Dr. Camuzzi.

To attend a free da Vinci Robotic Surgical System community seminar at St. Petersburg General Hospital, call (877) 4-HCA-DOCS (1-877-442-2362).

CURRENTLY, eight physicians at St. Petersburg General Hospital utilize the da Vinci® Surgical System to perform procedures in urology, general surgery, and women’s services. These physicians include:

- ▶ Marco Camuzzi, DO, urologist
- ▶ Sheila Devanesan, MD, obstetrician/gynecologist
- ▶ H. Drexel Dobson, III, MD, general surgeon
- ▶ Meena Jain, MD, obstetrician/gynecologist
- ▶ James LaPolla, MD, obstetrician/gynecologist
- ▶ C. Megan Tirone, MD, obstetrician/gynecologist
- ▶ Chester Wilmot, MD, urologist
- ▶ Shaw Zhou, MD, urologist

Healing Air for Wounds

Approximately 15 percent of all diabetics will develop a chronic wound. Considering the rising number of people being diagnosed with Type 2 diabetes, the need for effective wound care options is greater now than it has ever been before.

“WOUND CARE SPECIALISTS take treatment for sores beyond bandages and antibiotic ointments,” says Christopher M. Davey, MD, board-certified wound care specialist at Edward White Hospital. “By offering patients treatment options like our hyperbaric wound chamber and personalized treatment plans, it is possible to achieve positive outcomes and prevent infection and amputation.”

The Power of Oxygen

Hyperbaric oxygen chambers can provide an effective treatment for difficult wounds ranging from diabetic ulcers to skin grafts. With twice the atmospheric pressure of the air outside the chamber, the hyperbaric chamber delivers a jolt of high-pressure oxygen to the body, stimulating circulation and promoting healing in the body.

“Patients in the hyperbaric chamber are breathing oxygen that is 20 to 30 times the amount available in the air,” says Dr. Davey. “Our goal is to encourage the body’s natural healing abilities and stimulate the immune system into killing any infection growing in the wound.”

Call (877) 4-HCA-DOCS (1-877-442-2362) for a referral to a wound care specialist.

Wound care services are available at Edward White Hospital, St. Petersburg General Hospital, and Sun Coast Hospital, a facility of Largo Medical Center.



Quality Cancer Care

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

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

Your Source for Oncology Services

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

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

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

“In cancer management, the goal is to remove or kill the cancerous cells, preferably before they have an opportunity to spread,” says Anil Raiker, MD, medical oncologist and chief of staff at St. Petersburg General Hospital. “Surgical procedures often provide the most expedient way to accomplish this.”

CyberKnife

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

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

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

When You Need Cancer Care

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

To find an HCA West or Central Florida facility that offers these services, call Consult-A-Nurse nearest to you at (877) 4-HCA-DOCS (1-877-442-2362).

DIGITAL MAMMOGRAPHY

HCA facilities support women’s breast health through detection, treatment, and beyond. Today, the Florida Breast Institute at Largo Medical Center and the Breast Center at St. Petersburg General Hospital offer the latest technology in our communities with digital mammography, sonograms, and more. Digital mammography is today’s most advanced type of breast screening, making exams quicker and more comfortable for women.

Studies have shown this technology may detect up to 20 percent more breast cancers for women under the age 50 or women with dense breast tissue, and it is the recommended technology for these women.

Laparoscopic Surgery » Advanced Procedures and Results

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

“PATIENTS are often surprised at how many procedures are offered using minimally invasive techniques,” says Kevin L. Huguet, MD, general surgeon at Edward White Hospital. “Many common procedures can be performed on an outpatient basis, allowing patients to come to the hospital for surgery in the morning and be sleeping in their beds at home the same evening.”

Your Guide to Laparoscopy

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

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

A few of the most common laparoscopic procedures include:

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

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

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

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



A Better Quality of Life

Hemorrhoids and varicose veins are both painful conditions that impact millions of Americans every year. New procedures are giving patients the ability to find relief from symptoms.

- ▶ More than half of Americans will have hemorrhoids by age 50, according to the National Institutes of Health. Now hemorrhoids can be eased through procedure for prolapse and hemorrhoids (PPH), a minimally invasive surgery that uses a circular stapling device to lift the problem tissue. Patients typically see results within a few weeks.
- ▶ VNU[®] Closure[®] is a minimally invasive treatment for varicose veins. This outpatient procedure is an alternative to traditional vein stripping procedures. Generally, patients are up and walking the same day.

For more information or for a referral to a physician who performs these procedures, call (877) 4-HCA-DOCS (1-877-442-2362).



HCA West Florida Division

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A facility of Largo Medical Center
Primary Stroke Center³



NORTHSIDE HOSPITAL
Primary Stroke Center¹
Chest Pain Center²



ST. PETERSBURG GENERAL HOSPITAL
Primary Stroke Center¹

Whether you are facing a major medical emergency, or a minor urgent health care need, each of our Emergency Departments are available 24 hours a day, 7 days a week, backed by the expertise of an acute care hospital.

To learn more about our Emergency Services, call

1-877-4-HCA-DOCS

(1-877-442-2362 toll free)

or visit us online at

LargoMedical.com, NorthsideHospital.com, EdwardWhiteHospital.com,

StPeteGeneral.com or SunCoastHospital.com

and click on the emergency room banner at the top of the page.



Edward White Hospital
Largo Medical Center
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TOGETHER, PERFORMING AT A HIGHER STANDARDSM

1. Accredited by the Joint Commission 2. Accredited by Society of Chest Pain Centers
3. Accredited by Agency for Health Care Administration