-Adventist Health Feather River Hospital

## Dannesshealth

Winter 2006

# Cancer Center: personalized care

**MORE:** Chef brings new flavors • Dinner With the Doctor • Clinic moving to more convenient location • Light Up a Life • Thank you to our donors

## Hospital **iron chef**

DO YOU KNOW how to use a citrus reamer? Do you know the difference between bulgur and couscous? Could you use words like *zesty*, *bracing*, *pungent* and *fluffy* to describe the tastes of your next meal? And what exactly is a bundt?

To know the answers to these and other specialized culinary questions, someone would need years of schooling, training, practical experience and an obsessively keen interest in food. Fortunately, Ira Poritzky, Feather River Hospital's chef, is fully qualified to answer these questions and more.

Consistent with Feather River Hospital's quest to be a world-class facility, having a chef with Poritzky's attributes raises the quality of our meals' flavors and presentations.

### A WELL-ROUNDED CAREER

Poritzky is a 1992 graduate of the Culinary Institute of America in Hyde Park, N.Y. The school is considered the premier culinary academy in the United States.

Poritzky has been in high demand since finishing culinary school. He has worked for hotel chains, restaurants (he even opened his own in Florida) and retirement homes. It was while working with the retired population that he began considering a career change into health care.

"While our cooks have vast experience in institutional cooking, they can benefit from the specialized training that comes from culinary school and restaurant cooking," says Patricia Patterson, Director of Nutrition Services. "Ira is a good teacher, and the cooking staff is eager to learn from him."

### **STIRRING THINGS UP**

Poritzky began work at Feather River Hospital in early 2006. He is working closely with the Nutrition Services staff to develop and improve recipes and dishes served to patients, employees and visitors to the Feather River Café.

"It's fun introducing new flavors for people's palates," Poritzky says. "Most everyone can appreciate great-tasting food."

To celebrate March's National Nutrition Month, he created specialty dishes celebrating Americana cuisines, including tastes from New England and the Southwest.

When asked about his favorite meal, Poritzky says he likes "anything spicy," which probably comes naturally since he was born and raised in southern Florida. He fuels his fiery passion by growing peppers in his garden for his own recipes.

Since being hired, Poritzky has been busy concentrating on the food and menu for the Feather River Café. Soon he will also become involved in making improvements in the recipes created for patient meals. As he develops recipes, he will submit them for use throughout the Adventist Health hospital system.



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### **FEATURES**

- New location for clinic. The new Rural Health Clinic will offer easier access and provide room for more opportunities. Read all about this coming improvement.
- **9 Thank you, donors.** If it weren't for our donors, we wouldn't be able to provide the quality health care that our community deserves. We appreciate all who give so generously.
- 4 **Care beyond the cancer.** When you receive cancer treatment at Feather River Hospital, we aim to meet all your needs—including providing emotional and day-to-day support.



### **TO KEEP WELL-INFORMED**

- **Quality is top focus.** In every aspect of the health care you receive at Feather River Hospital, we make sure quality is the underlying theme.
- **5** Making good choices for life. Focusing on nutrition, exercise, stress reduction and rest, the Lifestyle Medicine program is here to help you take personal ownership of your health.
- **8** Light Up a Life. Don't miss our special tree-lighting celebration in December. And you can use the enclosed envelope to make a holiday donation to Paradise Hospice.

See what's new at Feather River Hospital.

Visit our Web site at www.frhosp.org.



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### A focus on patient care

CHOOSING WHERE TO receive health care can sometimes be a daunting task. When considering a hospital, it is important to choose a facility that measures itself against national quality standards, such as Feather River Hospital (FRH).

Richard Huse, Quality Director, is passionate about providing patients with the best care possible when they enter the hospital. As director of quality resource management at the 122-bed facility, Huse is responsible for planning the hospital's commitment to quality patient care.

"Quality is something that infuses itself into every aspect of hospital operation," Huse says. "At FRH we are constantly working toward exceeding accreditation standards and are always looking at ways that we can improve our care and the patient experience."

Like many hospitals, Feather River Hospital is evaluated by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) to make sure it meets certain quality standards. The



standards address the quality of staff and equipment, as well as the hospital's success in treating patients. Feather River Hospital is fully accredited by JCAHO.

### **A UNITED FRONT**

Huse is quick to point out that at Feather River Hospital, quality has always been an important priority.

"One thing that made me want to work for the hospital was the emphasis

"We are always looking at ways that we can improve our care and the patient experience."

-Richard Huse

that the hospital family puts on quality," Huse says. "Quality is a prominent part of the hospital's strategic plan, and these objectives are known throughout the employee ranks."

Huse's passion for pursuing excellence in health care isn't simply a reflection of his job title. He believes that hospital accreditation and quality initiatives are simply the right thing to focus on—whether they're required or not. The bottom line is that they improve patient care. That's reason enough to work to exceed the various regulations and requirements.

### **SETTING A GOOD EXAMPLE**

"As a Christian organization, we have a responsibility to do everything to ensure our patients have a good experience when they come to our hospital," Huse says. "I am proud to say that I work with some of the strongest Christians I have ever known. The spirituality and emphasis on mission-driven health care is phenomenal at our facility, and it translates into better care for those we serve."

### Medical Staff officer change

Feather River Hospital welcomes incoming Chief of Medical Staff Helmuth G. Jones, M.D. Dr. Jones' two-year appoint-

ment begins on Jan. 1, 2007. He succeeds outgoing Chief of Staff Edgar Clark, M.D., a family practitioner in Paradise. Dr. Jones

earned his medi-



Helmuth G. Jones, M.D.

cal degree at the **G. Jones, M.D.** University of Oregon Medical School. He received his internship and residency training at Loma Linda University. He is a board-

certified orthopedic surgeon and is professionally affiliated with the California Orthopaedic Association as well as the California Medical Association.

Dr. Jones has

been practic-



Anthony Nasr, M.D.

ing for 21 years and is currently practicing at 6127 Clark Road in Paradise.

The medical staff has also elected Anthony Nasr, M.D., as chief of staff-elect, a position that assumes the chief of staff role in two years.

"Both of these physicians are well-respected by their peers, by the hospital staff and patients," says Wayne Ferch, President & CEO of Feather River Hospital.



Edgar Clark, M.D.

"Dr. Clark has been an outstanding chief of staff, and the hospital greatly appreciates all of his hard work to constantly improve our services."



### Make informed health choices

### Lifestyle Medicine program teaches personal ownership of health

FROM AN ALL-GRAPEFRUIT diet to a seaweed body wrap that makes you drop 25 pounds in 25 days, Rick Mautz, Director of Lifestyle Medicine, has heard it all. Don't feel bad if you have fallen for one of these trendy (and not-so-effective) schemes, he says. It is hard to wade through all the health misinformation out there.

Mautz hopes to make it easier for residents on the Ridge to discern between good health practices and a good joke in the next few years with Feather River Hospital's new Lifestyle Medicine program.

### **DEVELOPING GOOD HABITS**

Lifestyle Medicine is taking a proactive approach to help people take personal ownership of their health, using wellestablished health principles. Focusing on nutrition, exercise, stress reduction and rest can have a dramatic, positive effect on your health.

No surprise there, right? Physicians know this but often have limited time and resources to guide patients through the lengthy process of change.

"Some health professionals may think that information should automatically bring about change," Mautz says. "Information doesn't change people; it takes time and a gradual, deliberate effort to get from where you are to where you want to be. This is the missing link to connect good information and good habits."

### LEARNING TO BE PROACTIVE

The Lifestyle Medicine program will use events such as a monthly health lecture series, nutrition counseling, smoking cessation programs and personal wellness coaching to help people understand and use accurate health information. Team leaders in the program plan on working with the community to encourage healthy menu choices at local restaurants and to provide unbiased and scientifically accurate health information.

"Our country is facing a health care crisis—baby boomers will double the number of people on Medicare in the near future," Mautz says. "With the rising cost of health care, prevention of illness is the only solution. If people can learn to make wise choices—like to eat healthy and to exercise—they can prevent obesity, diabetes, heart disease and high blood pressure, and have a major impact on the cost of managing those illnesses."

### Don't miss Dinner With the Doctor

ENJOY A MONTHLY, catered supper along with presentations emphasizing disease prevention and how your body works. Each presentation will include plenty of time for questions and answers.

Sponsored by the Center for Lifestyle Medicine, the dinners are held each month.

Call **530-876-7154** to reserve your place.

- \$15 for supper and learning program:6 to 8 p.m.
- \$7 for lecture only: 6:30 to 8 p.m.
- \$75 for six lectures (includes one free program).

■ \$140 for yearly tickets (save \$25 on 11 programs).

### "TO SEE OR NOT TO SEE?"

**Wednesday, Jan. 24** Speaker: Jerome Niswonger, M.D. Seventh-day Adventist Church

### "BONES AND MOANS"

**Monday, Feb. 26** Speaker: Leo Van Dolson, M.D. Seventh-day Adventist Church

### **"PMS/HORMONE REPLACEMENT AND OSTEOPOROSIS" Monday, March 26** Speaker: Sung Park, M.D.

Magalia Community Church

### "CANCER: REDUCING YOUR RISK" Monday, April 23

Speaker: Jed Freeman, M.D. Seventh-day Adventist Church

### "SKIN CANCER AND WRINKLES" Monday, May 28

Speaker: Richard Zumwalt, M.D. Seventh-day Adventist Church

### **"DIABETES: IS MEDICATION MY ONLY HOPE?" Thursday, June 28** Speaker: Hyung An, M.D. Paradise Alliance Church



Project Superintendent John Wulff and Congressman Wally Herger tour the new Rural Health Clinic construction site on Oct. 19.

### Combining Clinics to improve care

New location to bring convenience and added services

WORKING QUIETLY behind the scenes since 1993, Feather River Hospital's three Rural Health Clinics have been serving underinsured and uninsured patients on the Ridge, providing help and health care to those who can't find it anywhere else. And at the end of next year, patients in need will find it all under one roof.

Feather River Hospital is combining its three Rural Health Clinics into one comprehensive facility, to be built on lower Skyway. The new building is designed to better serve patients with special circumstances.

The new facility will have 66 exam rooms—up from 46. "We have been space-challenged for a long time," says Keith Stilson, Administrator of the Rural Health Clinics. The larger facility will shorten the average three-month waiting period for routine medical care and will streamline walk-in service. The facility will also feature more physicians, nurses and dentists.

### **EASIER ACCESS**

The clinics currently serve 5,000 people a month for medical issues and 900 people a month for dental issues, he says. They expect to see 96,000 people annually at the new location. And it will be a more convenient and more efficient place to visit.

"Transportation is hard for many of our patients," Stilson says. The new facility will be centrally located and will have a bus stop right out front. "Now patients have to walk down a steep hill from the bus stop to reach us, then back up to reach the pharmacy or to go back to the bus. That is especially inconvenient if you are ill."

The new facility will also have a lab for blood work and an in-house pharmacy. This will be more convenient for obtaining prescriptions and refills.

### **SERVING ALL PATIENTS**

The clinics have a history of serving the Ridge community. "We started as a pediatric clinic in 1993," says Jennifer Noel, Assistant Administrator for the Rural Health Clinics. "We quickly



### Don't let financial limits stop you from visiting the hospital

Sam\* arrived in Feather River Hospital's (FRH) Emergency Department with abdominal pain—and without health insurance. Fortunately for Sam, the hospital takes its mission seriously and is committed to providing quality medical care to all patients, regardless of their ability pay.

As Sam lay recovering in his hospital bed, he wondered how he would pay his bill. Enter Linda Arney, Financial Assistance Counselor.

"Many patients without insurance or with limited means may qualify for government aid or other discount programs, but too few know these resources are available," Arney explains. "My job is to show patients their options and help find a solution."

And that she did. Arney talked with Sam about his personal financial situation to determine if he qualified for any type of assistance. As a result, his hospital bill was significantly reduced, thanks to his eligibility for a cash discount.

### **OTHER HELP IS AVAILABLE**

According to Arney, there are a number of ways a person can qualify for assistance: Patients may be eligible for government aid if they are older than 65, disabled or fall below the poverty line with children in the home.

Those with limited resources may qualify for a cash discount.

If patients cannot afford to pay any portion of their bill, the hospital will review each situation on a case-bycase basis to determine if they qualify for charity care.

Thanks to excellent health care, Sam recovered physically. And thanks to Arney's assistance, his fiscal needs were met as well.

\*Actual name has been changed.

realized there was need for more than just children's medicine, and opened the Family Health Center."

The programs grew from there, providing a variety of services, including chiropractic and dental services, as well as psychological counseling.

"These are people who would end up in the emergency room otherwise," Noel says. "Before these services opened, people were making emergency room visits for things like sore throats. They saw no other option." And, in fact, there is no other option in Paradise for people with MediCal who need dental care, as the facility is the only place that accepts MediCal coverage.

"We give our patients the best possible care; we take care of the whole person," Noel says. "We don't treat our patients differently because they don't have insurance. We treat them with kindness and care. Our staff is here because they want to be. They are hard-working and compassionate. We love what we do."

The new facility is expected to be completed in late 2006.



"We give our patients the best possible care; we take care of the whole person. Our staff is here because they want to be." —Jennifer Noel



htupa swinter Join us for our tree-lighting celebration and enjoy holiday music and refreshments. A gift of \$100 or more to Paradise Hospice will be acknowledged with a specially designed "Heart of Hospice" ornament for you. The names of those remembered at this special time will be displayed near the Light Up a Life tree. For more information, call 530-876-7166. TUESDAY, DEC. 5 • 7 P.M. Bank of the West parking lot **Corner of Bille and Clark** Paradise

### PARADISE HOSPICE

### Making difficult times easier

Paradise Hospice serves many different types of families with hospice needs. Some of our patients are alone and need additional support services; others have family members who help with the care and need different resources. Our purpose is to meet the needs of each individual situation and help all families with loved ones in hospice.

### SALLY'S\* STORY

Caring for two disabled parents is

more than a handful. It is stressful, tiring and overwhelming. When Sally found herself caring for both her disabled father and mother, it was really too much for her to handle. She called Paradise Hospice, and the staff helped to determine if the Hospice House would be a suitable option for her mom. Sally was relieved to know that she could continue to participate in her mom's care, while the professionals would provide exceptional care for her mom at the Hospice House.

Sally is not the only one who benefited from the services provided by Paradise Hospice. Her entire family welcomed the support that Sally received during and after her mom's illness and passing.

### SYLVIA'S\* STORY

In another situation, Robert\* was quickly declining at home and his wife, Sylvia, found that caring for him by herself was more challenging than she expected. With numerous medications and pain relievers, all given at different times and with different directions, Sylvia was concerned that she might get them confused.

"I'm so glad to know that I have 24-hour access to a nurse if I have questions or concerns," she said during one nursing visit. "That support makes all the difference for our family."

### **YOU CAN HELP**

Making a difference for families dealing with a terminal illness is the reason Paradise Hospice exists. Your financial support of Paradise Hospice through Light Up a Life and other contributions enables us to ensure that families such as Sally's and Sylvia's are well supported. We thank you for your support.

\*Actual names have been changed.

### many to those who gave Second and third quarters 2006

### **PARADISE HOSPICE**

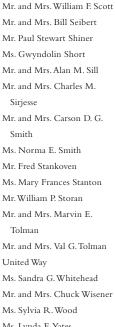
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# Care cancer ere

### Providing precise technology and comforting support

WHEN JIM BRODY was diagnosed with cancer, he wanted access to the most advanced medical treatments and technologies. He chose Feather River Hospital's Cancer Center and got much more.

Brody got not only a treatment plan specifically designed for him, he also met with a nutritionist who helped optimize his diet. He met with a financial counselor who helped work with his insurance provider. He got a massage, found a support group and met the nurse who would be visiting him at home after surgery.

And he found all of this just 10 minutes from home.

### TREATING THE WHOLE PERSON

"We focus on treating the person, not just the cancer," says Ethel Lohman, Cancer Services Director. In addition to stateof-the-art cancer treatment, the Cancer Center combines therapies to focus on medical, nutritional, physical, psychological and spiritual needs, she says.

Research has shown that the effective treatment of cancer requires a comprehensive approach by doctors to a patient's total life situation. "We are more than just physical beings," Lohman says. "We are emotional. We have many needs. At the Cancer Center, we try to determine what those needs are and provide the appropriate resources to meet those needs."

The center provides a psychologist for patients and family members dealing with the stress of their new situation. And the in-house librarian can provide information about specific illnesses, treatments and technology.

A social services counselor helps families deal with daily responsibilities, such as arranging transportation or finding child care. And the counselor also can recommend support groups.

When cancer treatment restricts the foods a person can eat, a registered dietitian helps develop a meal plan designed specifically for his or her needs.

For overall wellness, massage therapy has proven to be effective. "We have



found that the massage option offers many benefits, including helping patients to relax, deal with pain and deal with nausea,"Lohman says."It also helps them to communicate better with their physicians. Our patients tell us it works."

And when you just need a quiet place to be alone or with loved ones, the Healing Garden provides a natural sanctuary for people to sit, relax and regain peace.

The cost of many of these services is covered by the hospital, Lohman says, because the benefit to our patients is strong.

### WORLD-CLASS MEDICAL CARE

The Cancer Center also provides the best medical care available for cancer patients. Through an affiliation with Loma Linda University, it offers the world's first hospital-based proton beam facility for patient treatment. This form of radiation therapy can minimize damage to surrounding tissue during treatment of certain types of cancers.

Patients also have access to threedimensional imaging technology, computerized treatment planning and high-energy x-ray machines. The center's medical oncology services offer timely, safe and efficient infusion treatment.

### PEACE OF MIND

For Jim Brody, it wasn't just the services and physicians at the Cancer Center that impressed him. It was the caring and individualized attention he received.

"I knew that they truly cared about me and giving me the best care possible," he says. "That meant so much to me and my family."



### TARGETED THERAPY

### New methods of treating cancer cause fewer side effects

Ted Heckman, M.D., has joined the team at the Feather River Hospital Cancer Center. He completed his degree at the UCLA School of



Medicine and did a fellowship in hematologyoncology at the UCLA Center for Health Sciences. Dr. Heckman comes most recently from a private practice

Ted Heckman, M.D.

*in Oroville and brings with him the following news in cancer research:* Medical research has developed an exciting new form of cancer treatment—targeted therapy. This new therapy is sent directly to cancer cells. More specifically, it is sent to certain proteins on cancer cells, rather than sending medicine to every cell in the body as with traditional chemotherapy.

Because it is so specific, it has fewer negative side effects than chemotherapy: no hair loss, nausea, vomiting or drop in white blood cells.

Herceptin, one type of targeted therapy, has recently been shown to significantly prolong survival in women with certain types of advanced breast cancer.

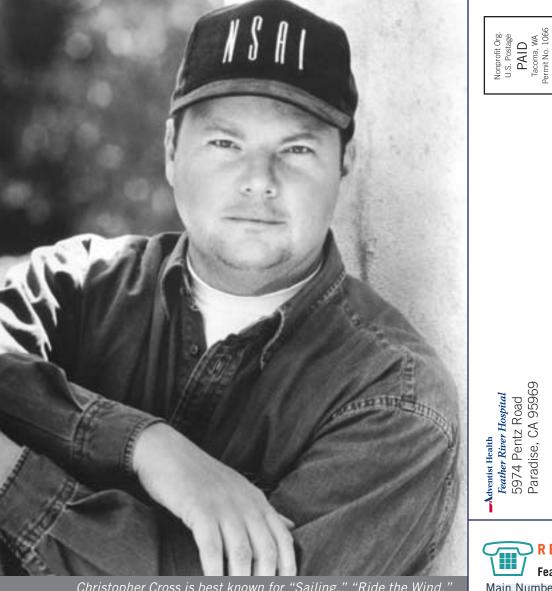
Herceptin increases response rates and extends remission in certain types

of breast cancer. In fact, studies completed in 2005 showed the most dramatic improvements in relapse rates ever seen in any study conducted in women with breast cancer.

Since the development of Herceptin for treatment of breast cancer, other targeted therapies have been developed, including some for patients with lung, colon and kidney cancers.

Targeted therapies do sometimes have negative side effects, such as skin rashes, high blood pressure and effects on the heart, but these are temporary. Targeted therapies are an exciting advancement in the treatment of many types of cancer. Feather River Hospital proudly presents





*Christopher Cross is best known for "Sailing," "Ride the Wind,"* "Think of Laura" and other hits.

### Dec. 9, 2006, 7 p.m. Paradise Performing Arts Center

For tickets, call the Feather River Health Foundation at 530-872-7166.

Proceeds benefit Paradise Hospice.

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