

JOURNAL OF WELLNESS & GOOD HEALTHCARE



Beaufort Memorial
HOSPITAL

DukeMedicine AFFILIATE
IN HEART AND CANCER

Health Scene[®]

Spring/Summer 2010

WANTED:
Healthy mind,
healthy body

Learn how to succeed
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**Catch the
SPIRIT!**

Spirit of Women at BMH
Page 20



**Annual
report**

Page 8



Welcome to the new Health Scene!



I HOPE YOU ARE ENJOYING this new format for *Health Scene*. We have been sending this publication to people in our community since 1987 and are excited to start bringing you healthcare and hospital news with a new look. We are all busy, and it's sometimes hard to set aside time to read. But the new *Health Scene* format has shorter stories, making it easier for you to catch up on important healthcare information. Of course, you can still find more information about a variety of health topics on our website, www.bmhsc.org.

More care for your heart

We are thrilled to be welcoming new cardiologists to our community this summer. At least one is expected to be here in June, another in July and a third in August, bringing the number of cardiologists on staff at Beaufort Memorial Hospital (BMH) to four. Now we'll be better staffed to care for your heart. Along those lines, BMH is working with the state on the STEMI project, which addresses the quickest way for people with this type of heart attack to get treatment. STEMI stands for ST-segment elevation myocardial infarction. A small percentage of heart attacks are defined as STEMIs, but they must be treated quickly.

The goal of the project is to get these patients treated within 90 minutes of the start of the attack. In our Emergency Department (ED), we have already invested in equipment that allows emergency medical technicians to transmit cardiac data directly to us from where they're treating a patient. This early information helps our doctors prepare to treat that patient immediately upon arrival in our ED. STEMI patients can be transferred by helicopter to tertiary hospitals in Savannah or Charleston within 20 minutes. With more cardiologists on our staff, we will be well prepared to participate in this initiative.

A new clinical trial opportunity

Through our affiliation with Duke Medicine, we are now offering participation in genomic clinical trials for cancer. This is exciting, because the goal is to formulate treatment for certain types of cancer based on how a patient will best respond to it. It will take a lot of the guesswork out of cancer treatment, which is a huge step forward. We are doing a lot of interesting and innovative things at Beaufort Memorial, and only a few of them are highlighted in this issue of *Health Scene*. To find out more, go to our website at www.bmhsc.org.

Rick Toomey, DHA, FACHE
President and CEO

Let us know how BMH can serve you better. E-mail us at contactus@bmhsc.org or send a letter to 955 Ribaut Road, Beaufort, SC 29902.

inside this issue

CHEW ON THIS

Along with the well-documented oral health benefits of chewing sugarless gum, several small studies have shown that gum chewers score higher on tests of short-term memory, delayed recall and sustained attention than those who don't chew gum.

Nutrition Today, Vol. 43, No. 2

TEST THOSE MUSCLES AND LUNGS

Want to know how fit you really are? You can find out at www.adultfitnessrest.org. The test measures things such as aerobic fitness and muscle strength. Before getting started, be sure to see the section on whether you are healthy enough for testing.

President's Council on Physical Fitness and Sports

5}

Feature stories

New technology helps hearts. During a heart attack, every second counts. Two new improvements to BMH's Emergency Department help us help you faster.



6}

People's lives, lived better. This spring we embarked on a television and advertising campaign to highlight our patients' success stories.



12}

Get screened. A mammogram can find a cancerous breast tumor before an experienced doctor can feel it.



HealthScene®

SPRING/SUMMER 2010

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Keeping informed

Healthy weight loss. Slow and steady is a good way to lose weight. If you know the facts and have a plan, you can shed those extra pounds—and keep them off. **page 18**

It's in the genes. BMH is participating in groundbreaking clinical trials to find the connection between cancer patients' genes and the chemotherapy treatments best for them. **page 19**

Catch the spirit. BMH has joined Spirit of Women, a national network of hospitals supporting the health of women and their families. Learn about our FREE program. **page 20**



Meet our new physicians

Two psychiatrists to join Sea Island Psychiatry

We are pleased to welcome two new psychiatrists to our family of BMH Network Physicians.

Wynn Hill, MD, and Amanda Salas, MD, will be joining Sea Island Psychiatry.

Dr. Hill will relocate to Beaufort in June, when she will assume her role as the Mental Health Unit's medical director and begin seeing patients in the unit. Dr. Salas will follow in July. Both physicians will see patients in the hospital's Mental Health Unit and plan to take outpatient appointments at Sea Island Psychiatry beginning in late July.

Drs. Hill and Salas will replace Wiley Dickerson, MD, who relocated to the West Coast last winter. We would like to extend a special thanks to Ravi Srivastava, MD; Angela Court, MD; Joseph W. Walters III, MD; and Charles Bensonhaver, MD, who have continued to work closely with our mental health team to provide ongoing care for our patients during this transition.



● Wynn Hill, MD

Dr. Hill is a board-certified psychiatrist who most recently worked as the attending psychiatrist at Roanoke Chowan Hospital in Ahoskie, N.C., where she also was medical director of outpatient services for Psychiatric Associates of Ahoskie.

She earned her medical degree from the West Virginia University School of Medicine in Morgantown and completed residencies in internal medicine, behavioral medicine and psychiatry at West Virginia University Hospitals.



● Amanda Salas, MD

Dr. Salas is a board-certified psychiatrist with training in child and adolescent psychiatry and forensic psychiatry. Most recently she worked at Western Carolina Psychiatric Associates, which is affiliated with Self-Regional Healthcare in Greenwood.

She earned her medical degree at the University of South Carolina School of Medicine in Columbia. She completed her internship, residency and child psychiatry fellowship at the Medical College of Georgia in Augusta. Her forensic psychiatry fellowship at Palmetto Health Richland will be completed in June.

Drs. Hill and Salas will begin accepting new patients in July. For scheduling information, check out the next issue of *Health Scene*.

BLOOD DONATION Give more with ALYX

With the installation of its ALYX Component Collection System in April, The Blood Alliance at Beaufort Memorial Hospital Donor Center began offering eligible donors the opportunity to give two units of red blood cells during their donation instead of the standard single unit.

In ALYX donation, the blood of the donor is drawn and separated into components simultaneously with the return of plasma and saline to his or her body.

A typical ALYX donation takes 20 to 25 minutes, just 10 minutes longer than a typical whole blood donation. (The entire process, including interview and miniphysical, takes 45 to 55 minutes.)

To qualify as an ALYX donor, a man must be at least 5 feet 1 inch tall and weigh at least 130 pounds. A woman must be at least 5 feet 5 inches tall and weigh at least 150 pounds. Additionally, both must have a sufficient blood iron level.

ALYX donors can give blood again 112 days after their donation compared to 56 days for whole blood donors. So over the course of a year, regular donors can make half as many donations but still give the same amount of blood—a big convenience.

Call **843-522-0409** to make an appointment with ALYX.



SHARING THE LOVE: The Rev. Randy Roberts, pastor at Love House Ministries in Beaufort, donates using the new ALYX Component Collection System at The Blood Alliance at BMH Donor Center. Roberts is a regular donor who also hosts blood drives at his church.



Cardiac care that counts

New emergency technology helps ED staff detect heart attacks faster

AS A PARTICIPATING HOSPITAL in the statewide STEMI (ST-segment elevation myocardial infarction) initiative, BMH’s Emergency Department staff constantly looks for ways to get patients the care they need in a timely manner. With a goal of getting these heart attack patients treatment—from door to balloon—within 90 minutes, every second counts.

Two major improvements in diagnosing emergency patients are the upgrade of the LifeNet receiving station’s communication from phone modem to wireless Internet and the addition of point-of-care testing for cardiac markers—enzymes that are released into the bloodstream and indicate cardiac damage.

“We invested with Emergency Medical Services in the LifeNet receiving station a few years ago,”

says Kevin Kremer, RN, director of the Emergency Department. “It allows Emergency Medical Technicians to send a patient’s electrocardiogram from the site of the emergency directly to the Emergency Department. We can prepare for them before they arrive in our ED.”

Before the equipment was upgraded, information was somewhat slow in transmission and could be

Emergency Medical Technicians can send precise heart images to BMH quickly so that specialized care is ready when heart attack patients arrive.

difficult to read. Now that the system operates via the Internet, Kremer says the EKGs are clear and arrive quickly. Staff members are ready to treat the patient with clot-busting drugs within the first 30 minutes and

can arrange for helicopter transport. Emergency helicopters can airlift a patient to larger heart centers in Savannah or Charleston within 20 minutes.

“We really appreciate working with the ER staff at Beaufort Memorial,” says Julie Williams, training coordinator for Beaufort County EMS. “They are very receptive to working with us to make sure our patients receive quick and appropriate diagnosis and treatment. Spending the time and money to upgrade their equipment is just one sign of that.”

A valuable new test

Then there are the patients who have normal EKGs but are having heart attacks.

A new lab test approved by the U.S. Food and Drug Administration, called Triage Profiler Shortness of Breath Panel, is now available to patients in the BMH ED. The 15-minute test targets three of the most common causes of shortness of breath: congestive heart failure, pulmonary embolism, and heart attack or silent heart attack. Kremer credits ED Medical Director Saeed Rehman, MD; pathologist Bradford Collins, MD; and cardiologist Erasme Coly, MD, with bringing the test to BMH.

“This is a huge improvement!” Kremer says. “With this one test, we

can save patients time and money. In a matter of hours, we and they know if they are having a heart attack or not. This protocol has become the standard of care for ED patients complaining of shortness of breath.”

TIME FLIES FOR BREATH PANEL Here’s a sample timeline of how quickly the Triage Profiler

Shortness of Breath Panel helps BMH specialists determine if breathing problems are related to a heart attack:

3:00 p.m.

The test is administered to the patient.

5:00 p.m.

Staff members follow up to check for a change in the patient’s cardiac enzymes. If everything is fine, the patient remains for another two hours for further observation.

7:00 p.m.

Staff members follow up again. If everything is clear, BMH double-checks that everything is OK by having the patient undergo a cardiac CT (computed tomography) scan.

8:45 p.m.

If the CT scan results are clear, the patient is released and can go home.

Life, lived better

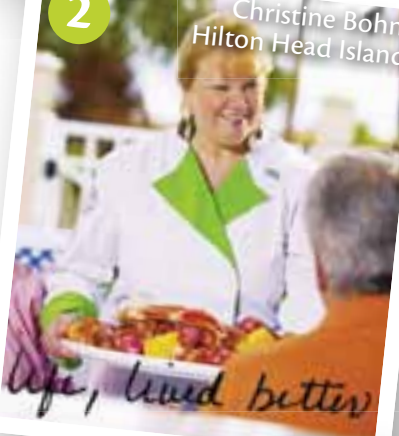
Beaufort Memorial patients tell their stories

1 Linda Arp, Beaufort



2

Christine Bohn,
Hilton Head Island



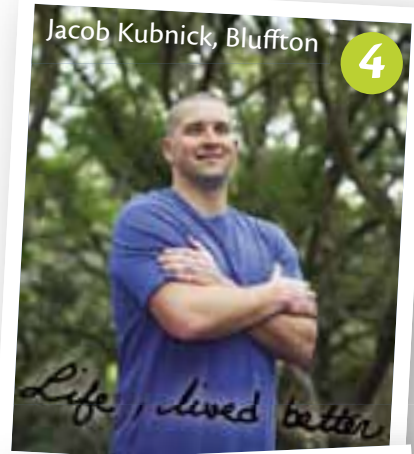
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Jim Harbison, Beaufort



Jacob Kubnick, Bluffton

4



Kathleen Linn, Lady's Island

5



Catherine Salkowitz,
Sun City, Bluffton

6



WHEN FACED WITH a medical condition, we usually want to know when we'll feel better.

Ready to get on with everyday life again, we seek out the care we need to get us back on our feet.

Many of us have either lived these stories or heard them recounted from friends and family. And what we love to hear—and what we want to share with others—are those stories about care so great that it resulted in a life, lived better.

That was BMH's goal early this spring when we embarked on a journey to tell the stories of six patients who, as a result of entrusting their healthcare to us, are living better lives today. It's what we strive to provide, and what we all want to receive.

We would like to take this opportunity to thank the six patients who have allowed us to tell these stories:

- Linda Arp.
- Christine Bohn.
- James "Jim" Harbison.
- Jacob Kubnick.
- Kathleen Linn.
- Catherine Salkowitz.

Theirs will soon become familiar faces as their TV advertisements begin hitting the airwaves and their smiling faces grace the pages of area newspapers and magazines.

We'd also like to thank the physicians, nurses and other Beaufort Memorial team members who not only cared for these patients, but who work passionately 24 hours a day, 7 days a week to provide all of us the care needed for a life, lived better.

Check out future editions of *Health Scene* to learn more about the patients featured here. Visit www.bmhsc.org to learn more about our services.

1 Linda Arp, Beaufort. Groundbreaking cancer clinical trials through the Duke Medicine-affiliated Beaufort Memorial Keyserling Cancer Center allow her to enjoy an active family life.

2 Christine Bohn, Hilton Head Island. Convenient care at Beaufort Memorial Bluffton Medical Services lets this chef get back to her busy life—and her kitchen—quickly.

3 Jim Harbison, Beaufort. Minimally invasive knee replacement through BMH's Orthopedic Surgery Program put him back on the dock doing what he enjoys most.

4 Jacob Kubnick, Bluffton. Successful spine surgery through BMH's Spine Surgery Program allowed him to pursue his physical fitness and family goals.

5 Kathleen Linn, Lady's Island. Minimally invasive hysterectomy surgery with the da Vinci Surgical System had her entertaining friends and neighbors again by the weekend.

6 Catherine Salkowitz, Sun City, Bluffton. Lifesaving radiation therapy through the Duke Medicine-affiliated Beaufort Memorial Keyserling Cancer Center set the stage for great life experiences.



Can the da Vinci robot really shorten recovery time?

Just ask Kathleen Linn, who simply did not want the weeks of “downtime” she expected while recovering from major surgery. Kathleen was thrilled to learn the physicians at Beaufort Memorial use a state-of-the-art da Vinci robot surgical system, which enables the surgeon to perform the most precise, minimally invasive procedure available today. That means less pain, less scarring, and days — rather than weeks — of recovery.

Life, loved better

- Kathleen Linn
Lady's Island, SC



Beaufort Memorial
HOSPITAL





2009 Report to the Community

Taking our place

IN A NEW DECADE



Even as the recession forced healthcare providers across the country to tighten their belts in 2009, BMH remained committed to its mission to deliver superior healthcare services to its patients. Last year, we invested millions of dollars in new technology and advanced programs aimed at improving patient safety and quality of care.

Robots in the operating room

Among the most significant advancements is the da Vinci Surgical System, robotic technology that allows surgeons to perform hysterectomies and other gynecological operations using dime-sized incisions. BMH is the only hospital in the area offering the minimally invasive procedures as an alternative to traditional open surgery and conventional laparoscopy.

Surgeries performed with the da Vinci system result in significantly reduced pain, blood loss and recovery time for patients. Instead of a three- or four-day hospital stay and six weeks of recovery, patients generally spend just one night in the hospital and are usually back to work in a week.

Managing meds

BMH also is one of only a handful of South Carolina healthcare providers that have implemented Bedside Medication Verification, a barcode scanning system shown to reduce medication errors by nearly 70 percent.

Using handheld scanning devices—similar to those found at your neighborhood grocery store—nurses can now confirm a patient’s identity and prescription orders before administering medication. As soon as the information is processed, the hospital’s computer system crosschecks for any allergies and potential drug interactions.



Continued on page 10

Financial statement for fiscal year 2009

Statistics

During fiscal year 2009, BMH:

- Admitted **10,473** patients.
- Delivered **1,817** babies.
- Cared for **39,462** emergency room patients.
- Registered **130,637** outpatients.
- Performed **2,660** inpatient surgeries.
- Performed **2,204** outpatient surgeries.

Revenue

Total net patient services revenue: **\$143,850,041**

Other revenue: **\$4,978,916**

Total operating revenue: \$148,828,957

Expenses

What it cost in 2009 to:

- Pay our employees: **\$75,962,669**
- Purchase supplies, insurance, utilities and other general expenses: **\$54,300,225**
- Pay interest on debt: **\$1,052,057**
- Pay for depreciation of buildings and equipment: **\$9,268,377**

Total cost of caring for patients: \$140,583,328

Net income

Funds available for capital expenses (new programs, equipment and facilities): \$8,245,629

Foundation contribution

Contributed by the BMH Foundation to offset capital and operating expenses: \$570,608



In 2009, BMH again took home awards from HealthGrades and ranked among the Top 100 Most Wired Hospitals in the U.S. See the next page for details.

Continued from page 9

Additionally, new computers installed in every room provide doctors with instant access to nurses' notes about their patients.

Saving blood, saving lives

Following the lead of nationally renowned institutions like Duke Medicine, Johns Hopkins Medicine and Cleveland Clinic, Beaufort Memorial initiated a blood conservation program aimed at reducing blood transfusions that can pose serious risks to patients and are medically unnecessary. By training doctors and nurses to use new treatment techniques, we were able to reduce blood usage last year by 16 percent.

Taking better aim at tumors

At the Keyserling Cancer Center in Port Royal, we upgraded our Varian linear accelerator with on-board imaging, respiratory gating and image fusing, making it possible for radiation oncologists to treat patients with even greater accuracy. Few hospitals outside of major academic medical centers offer this kind of technology.

On-board imaging allows oncologists to see the position of the tumor immediately before each treatment. Essentially a CT (computed tomography) scanner built directly into the machine, it facilitates precise tracking of the target, reducing the collateral damage to adjacent organs.

With **respiratory gating**, radiation treatment is delivered in multiple brief pulses, rather than a continuous stream.

It is particularly useful in treating women with breast cancer as it permits the oncologist to visually track the position of the breast and synchronize the radiation delivery with the natural movement of breathing, reducing unnecessary exposure to the heart and lungs.

Using **image fusing**, physicians can simultaneously overlay images from multiple sources—including CT scans of bones, magnetic resonance imaging scans of soft tissues and positron emission tomography scans of metabolic activity—to get one clear picture.

Researching cures for cancer

As an affiliate of Duke Medicine—ranked among the top 10 cancer treatment sites in the nation—BMH qualified to join national clinical trials studying new drugs and procedures that could be the next big breakthroughs in cancer care. During the past year, Keyserling Cancer Center participated in a dozen clinical trials, most of them in breast and colon cancer care.

Expanded services in Bluffton

In summer 2009, we also completed a major renovation and expansion of Beaufort Memorial Bluffton Medical Services to better serve our patients south of the Broad River. We doubled the size of the outpatient center, adding a dozen exam rooms, a rehabilitation gym and high-tech diagnostic screening, including ultrasound, digital mammography and bone density scans.

Although BMH is not immune to the financial downturn, we continue to look



Reaching out

Learn more about the services Beaufort Memorial is bringing to you and your loved ones.



Go to www.bmhsc.org.

at ways to improve patient safety and provide our community with the highest-quality medical care.

Moving forward, moving up

As the year came to a close, we moved ahead with plans to beef up our level 3 Emergency Department to meet the increasing demand for emergency medical services. The estimated \$7.5 million expansion project will add:

- As many as nine beds to our 18-bed unit.
- Much-needed space to improve the nurses' station, physicians' work area and public waiting room.

→ Contamination facilities to handle patients exposed to hazardous materials.

While BMH has completed its 2009 chapter, 2010 and the decade to come give us much joy and anticipation at the opportunities to come—opportunities to advance even further in our medical and technological capabilities, to expand our services and to continue to stand as your family's trusted community hospital.

Join us in celebrating the past year of successes and welcoming a new year, a new decade and a new era of medicine for Beaufort.



Ranking high: Our trophies from 2009

In 2009, BMH's efforts to implement new technology and prepare future medical professionals, as well as our having outstanding programs for orthopedics and gastrointestinal surgery, earned us national recognition. And that means we're achieving great care for you and those you love.

WIRED FOR CARE

In the past year, BMH adopted a variety of technological improvements, including Bedside Medication Verification. Such advances earned BMH a spot among the 2009 Top 100 Most Wired Hospitals in the nation.

The designation was even more significant as we moved up from the "Small and Rural Hospitals" category to compete against all hospitals in the nation, including the most prestigious academic medical centers.

MAKING THE GRADE

Beaufort Memorial also received top honors from

HealthGrades, the most respected healthcare ratings organization in the United States.

For the third straight year, we ranked among the top 10 percent in the nation for spine surgery and best in the area for overall orthopedics. In addition, we earned the much-coveted five-star rating for back and neck surgery, total knee and joint replacements, and gastrointestinal surgeries and procedures.

PREPARING FUTURE PROVIDERS

Beaufort Memorial was named Clinical Teaching Site of the Year by the South Carolina Area Health Education Consortium (AHEC) for on-site clinical instruction during the 2008–2009 school year.

Thanks to the efforts of many clinical staff members, 13 Lowcountry AHEC health professions students received hands-on, patient-centered instruction during their clinical rotations at BMH.

Offering

POWERFUL *protection*



• The American Cancer Society advises women to have yearly mammograms starting at age 40.

A MAMMOGRAM can find a cancerous tumor in the breast before even the most experienced doctor can feel it, giving a woman a crucial head start on potentially lifesaving treatments.

That makes mammograms one of the most powerful protections a woman has against dying from breast cancer.

But there is a caveat to that statement: For maximum protection, a woman needs to have mammograms on a regular schedule.

Having a mammogram every once in a while does not give a woman the same benefits and protection against breast cancer, cautions Mary Stutts, RT, BMH mammography supervisor.

The reason: A tumor may not be found early if a woman doesn't get mammograms on a regular basis.

The most recent data suggests that women who regularly get screened decrease their risk of dying from breast cancer by about one-third, Stutts says. But she stresses that getting mammograms on a regular basis is key to this success rate.

That's why the ACS advises women to have yearly mammograms starting at age 40.

If you're at high risk for breast cancer—for example, if you have a family history of the disease—ask your doctor about earlier screening and screening with other tests, such as an MRI.

Exams also essential

Still, despite their clear benefits, even regular mammograms are not foolproof.

Overall, mammograms may fail to find up to 20 percent of all breast cancers, the National Cancer Institute reports. As a result, regular breast exams by a health care professional are also a must.

Learn more about the **LIFESAVING POWER OF MAMMOGRAPHY** at www.bmhsc.org. At the top-right of the home page, select the “Breast Cancer” health topic center.

Along with helping doctors find any lumps a mammogram may miss, these exams are opportunities for women to learn more about breast cancer itself.

“An annual exam is a great opportunity for a woman to talk to her physician about family, health and lifestyle risk factors that may make her more likely to develop breast cancer,” says BMH Breast Care Coordinator Ronda O’Connell, RN, who helps women with breast health concerns navigate their care.

Women should have their breasts checked regularly starting in their 20s. Talk to your doctor about a screening schedule that is best for you.

Finally, if you notice a lump or other change in your breast, let your doctor know right away—even if you recently had a normal mammogram and breast exam.

Ronda O’Connell, RN: Your partner for breast health



● Ronda O’Connell, RN

If you’re looking for someone to help you make important decisions about your breast health, turn to Ronda O’Connell, RN, Beaufort Memorial’s breast care coordinator.

O’Connell’s role is to help women understand that there is a plan in place, that they have options to consider and that they have a real partner to help them every step of the way. This not only facilitates the process from diagnosis to treatment but also provides patients with peace of mind, letting them know that they don’t have to face cancer alone.

“My job is to facilitate the coordination of care in a way that helps, but does not overwhelm, women,” O’Connell says.

She works closely with all of the care and support service providers involved in a woman’s breast cancer care, including physicians, rehabilitation specialists and counselors.

“I am someone the patient or their family member can contact when they have a question or a concern about anything,” O’Connell says. “I will listen, I will care, and I will make sure their needs are met.”

To reach O’Connell, call **843-522-PINK (843-522-7465)**.

Mammography available in Beaufort, Bluffton

For your convenience, BMH offers digital mammography in two locations:

✓ In Beaufort

BMH Main Campus, first floor
955 Ribaut Road

✓ In Bluffton

Beaufort Memorial Bluffton Medical Services
Westbury Park (in the same building as Wachovia Bank, first floor)
11 Arley Way

MORE COMFORT

All mammograms are performed with the added comfort of MammoPads—soft, padded cushions that ease the pressure of the exam.

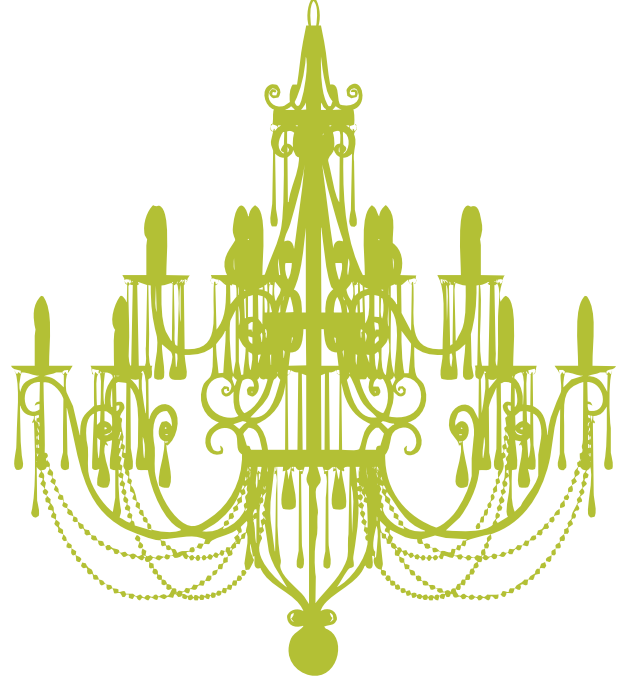
“We know that most women don’t look forward to their annual mammograms, but between the shorter exam times we can provide with digital technology and the comfort of the MammoPads that are available to anyone who wants them, we make the experience as safe, pleasant and quick as possible,” says Mary Stutts, RT, BMH mammography supervisor.

MORE OPTIONS

You may schedule an appointment without a physician’s order, but be sure to call your insurance company ahead of time to verify coverage. Most insurance plans will cover one mammogram every calendar year.

Call today! Walk-ins are welcome at the Bluffton office. Call **843-522-5015** today to schedule your annual mammogram in Beaufort or Bluffton.

Studies suggest that regular mammograms can decrease a woman’s risk of dying from breast cancer by about one-third. But the emphasis is on *regular*.



From the bottom of our hearts

AN OUTPOURING OF GRATITUDE FOR COMMUNITY'S SUPPORT

IT WAS AN EVENING TO REMEMBER, A REGAL

affair, a truly formal night. It was the 2010 Valentine Ball. We offer a sincere thank-you to everyone who helped create this event, which raised more than \$185,000 for the expansion of the Emergency Department at BMH.

Ball Co-Chairs Ty and Marc Reichel and Carolyn and Bill Nettles spent a year developing plans and engaging an entourage of volunteers. They chose to present this year's Ball in a sophisticated yet simple style, and what better timing than the completion of the Lyceum remodel, allowing us to enjoy its fresh, new look. With soft lighting and rich green and blue draping, the atmosphere was set for a night of elegance.

A unique event

What sets this event apart from others are the dozens of privately hosted dinner parties—there is no better way to welcome a guest than with great food, great drinks and



● **LEADING THE WAY:** Valentine Ball Co-Chairs (from left) Ty and Marc Reichel and Carolyn and Bill Nettles spent a year planning the 2010 event.

great company. Thank you to our gracious hosts, who opened up their homes to benefit BMH.

Also, to all who contributed so generously to this year's auction, we thank you. Auction items ranged from fancy to flashy and from fun to frivolous.

Behind the scenes

The committees for the Valentine Ball make it the success that it is each year. We are grateful to all who volunteered their time and talents toward making this such a wonderful and worthwhile event.

We especially want to thank the people and businesses whose generous sponsorships were crucial to the Ball's financial success in such challenging times.

Delicious dinners, an exceptional auction and dancing the night away all made this an intimate, elegant event. The evening truly sparkled!

Again, we thank all who helped the BMH Foundation create another successful fundraiser. Your support of the Valentine Ball continues to strengthen our hospital and the community it serves. Our gratitude is heartfelt.



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*The BMH Foundation proudly recognizes those who have hosted five or more dinner parties for the Valentine Ball since 1990:
*5+ years **10+ years*



Standing ovations are twice as nice

ON SATURDAY, MARCH 27, good music, good friends and a good cause combined to create a fantastic event in Beaufort.

For the seventh consecutive year, the Duke Symphony Orchestra (DSO) travelled to Beaufort to put on a marvelous performance benefitting BMH's Keyserling Cancer Center and Healing Arts programs. The audience of nearly 500 could not wait until the end of the concert to express their appreciation and immediately rose to a standing ovation after "Over the Rainbow," performed jointly by the orchestra and the Beaufort High School (BHS) Voices choral ensemble.

In addition to the *Wizard of Oz* medley, the orchestra performed works by Mozart, Purcell, Mendelssohn and Beethoven. The concert provided an introduction for most concertgoers to the brand-new and acoustically sophisticated Arts Center at BHS. CEO Rick Toomey's welcoming comments also conveyed special thanks to key concert sponsors Kinghorn Insurance of Beaufort; Lowcountry Anesthesia, PA; and Wachovia Wells Fargo.

DSO Conductor Harry Davidson, Voices Director Vic Varner and BMH Foundation Executive Director Alice Moss all agree that the concert was again a success, thanks to the hard work of many.

"This event really benefits everyone," Moss says. "Of course, the Keyserling Cancer Center receives the proceeds, but it's even more than that. The Duke University students enjoy the trip to Beaufort, community members enjoy the concert, and the Beaufort High School students get a unique performing opportunity."

As a grand finale, the evening ended with an unforgettable conductor's reception at historic Tidalholm, thanks to gracious hostess Hilda Holstein.

For more information about this collaboration or the Keyserling Cancer Center, visit www.bmhfoundationsc.org.



JOIN US NEXT YEAR! Request an invitation to the 2011 DSO performance. At www.bmhfoundationsc.org, click on "Keep Me Informed" on the right.

Honor your caregiver

Making a difference

Has a BMH physician or employee made your hospital experience better? Say thanks with a gift to the BMH Foundation.

Go to www.honoracaregiver.org.

COMING UP IN JUNE is the third annual Honor a Caregiver reception, which brings together patients and caregivers in celebration of the excellent standard of care at BMH. Many patients want to express gratitude for their care, perhaps because of lifesaving care they received at the hospital or because staff members went the extra mile to reassure or comfort them.

To allow patients to show their gratitude and recognize these outstanding care providers with a financial contribution to the hospital, the BMH Foundation has established the Honor a Caregiver Program.

Here at BMH, caregivers strive every day to exceed standards and provide all patients with excellent service and

compassionate care. Admission specialists, unit secretaries, nurses, therapists and doctors—everyone at BMH shares this goal.

Gifts to the Foundation are an integral part of this goal for excellence. The generosity shown through the Honor a Caregiver Program provides extra resources for improved technology and services. As an added bonus, this program nurtures the compassion and good will of caregivers and community members alike.

The reception is an exciting event for medical caregivers and patients to come together to celebrate the excellent healthcare available right here in Beaufort County.



loving honor and memory

The BMH Foundation gratefully acknowledges the following tribute gifts received from January 21, 2010, to May 4, 2010. To make a tribute gift, please call 843-522-5774 or go to www.bmhsc.org and click on "Donate Now."

In honor

Low Country Cycling Classic
sponsored by BMH
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Leave a lasting legacy

You can ensure the best possible healthcare for our community for generations to come while providing for yourself and your loved ones. There are two ways to give:

Reap what you sow

A charitable gift annuity is a great way to give while gaining income from your assets during your lifetime. It is simple to establish, pays a guaranteed amount to you for the rest of your life and can be established for as little as \$5,000.

Where there's a will, there's a way

Consider remembering the BMH Endowment Foundation in your will or charitable estate plan. You can bequeath a specific amount or designate a certain percentage of the remainder of your estate.

Call Alice Moss at 843-522-5722 to learn more or to advise us of your plans. We'd like the opportunity to thank you and welcome you into the BMH Foundation Legacy Society.



BMH, Coastal Neurology team up to treat dementia

WORKING TO IDENTIFY and address the profound effects of Alzheimer’s dementia (AD) in the community, BMH and Coastal Neurology are launching Coastal Dementia Treatment and Research, an outpatient dementia clinic for patients and their caregivers.

AD is the leading cause of dementia in the U.S., affecting 1 in 8 people over the age of 65. Advancing age is the single biggest risk factor for dementia, with 50 percent of people over age 85 having the disease.

“The goal of the clinic is to provide the highest-quality diagnostic assessments to design a comprehensive treatment plan that will serve not only the patient but also the caregiver,” says Paul Mazzeo, MD, board-certified neurologist with Coastal Neurology.

Diagnosing AD

New patients will receive an initial evaluation that includes a comprehensive neurological examination, neuropsychological

testing and other studies to determine whether the person has AD, vascular dementia, mild cognitive impairment, normal pressure hydrocephalus or other conditions.

Following a diagnosis, patients and caregivers will be counseled about the diagnosis, prognosis and treatment plan. In addition to standard pharmacological therapies, integrative medicine therapies aimed at treating dementia (including eating a Mediterranean diet—see below) may be recommended.

Make an appointment today

The clinic will be offered at Coastal Neurology—the practice of Dr. Mazzeo and Norman Bettle, MD—in their new offices at 1833 N. Paris Ave. in Port Royal, across from the Keyserling Cancer Center. It will also be available at Bluffton Medical Services.

To learn more, call **843-522-1420**. The evaluation and tests involved are covered by most insurance providers.



Mediterranean menu at BMH

Beaufort Memorial is now offering a menu of Mediterranean-inspired meals for inpatients upon physicians’ orders.

Patients receiving meals from this menu will also be offered education to help guide their meal choices after they leave the hospital and aid in their recovery and long-term health.

Want a healthier heart and mind? Go Mediterranean!

BY ROXANNE DAVIS-COTE,
CLINICAL NUTRITION MANAGER, BMH

PEOPLE ARE OFTEN LOOKING for ways to live healthier, longer, more productive lives. It’s often thought that to live this way you have to give up all of the things you love, be it sweets, fat, meat or alcohol.

Wouldn’t it be great to be able to eat a diet that still includes these foods? The Mediterranean diet may be the answer.

The Mediterranean diet represents the general, heart-healthy eating style of those who live near or around the Mediterranean Sea. It focuses on:

- Incorporating an abundance of plant-based foods such as whole grains, vegetables, fruits, legumes, nuts and heart-healthy fats in the form of olive oil.
- Choosing fish or lean poultry over other meat options, such as beef and pork.

→ Eating small-to-moderate amounts of cheese, yogurt and eggs.

→ Consuming moderate amounts of wine with meals (one 6-ounce glass for women and up to two 6-ounce glasses for men).

Over the past decade, a number of studies have taken place to better understand the Mediterranean diet’s benefits. One recent study, published in the *American Journal of Epidemiology*, supports the diet’s role in the primary prevention of heart disease in a healthy population, and other studies point to its possible effectiveness against Alzheimer’s dementia.

The Mediterranean diet involves incorporating healthy foods that are tasty, and many of them will help you feel fuller longer, which is especially important if you’re trying to maintain a healthy weight.

A Mediterranean diet is an excellent step toward a healthier mind and body!



Starting stronger

Groundbreaking research at BMH investigates best ways to hit tumors hard

BY MARIE McADEN

ONE OF THE MOST promising treatments for early-stage and advanced lung cancer is now available in Beaufort County.

In collaboration with BMH, Duke Comprehensive Cancer Center has begun enrolling area residents for its genomic clinical trials, a groundbreaking study that offers lung cancer patients the opportunity to receive personalized treatment based on their individual genetic signature. BMH is one of only a half dozen hospitals in the country invited to participate in Duke Medicine's genomic lung cancer clinical trials.

The genomic clinical trials—open to patients with early-stage or advanced lung cancer—will test a methodology developed by Duke Medicine scientists that uses the unique molecular traits of a patient's cancerous tumor to determine which chemotherapy regimen will most aggressively attack the cancer.

"Under today's best standard of care, we rely on general criteria to determine which chemotherapy to use," says Majd Chahin, MD, principal investigator for BMH's

clinical trials program. "Genomic profiling promises significantly more precise treatment for the patient."

Setting up patients for success

Knowing at the onset which drug regimen has the greatest chance of killing the tumor reduces the patient's exposure to the toxic side effects of ineffective chemotherapy.

"The first type of chemotherapy used has the best chance of positive results," Dr. Chahin says.

The early-stage lung cancer trial will involve about 117 patients with a subtype of lung cancer called nonsquamous non-small-cell in stages IB, II or IIIA. For the advanced lung cancer trial, researchers are looking for 80 patients with non-small-cell lung cancer in stages IIIB or IV.

How the trials work

In both of the lung cancer trials, a small sample will be removed from the tumor to be analyzed by Duke Medicine scientists. Using a special tool called a gene chip, they are able to record the expression of up to 30,000 genes from the tissue sample.

"We feed this information into models to predict the response the tumor will have to different chemotherapies," says Neal Ready, MD, PhD, of the Duke Comprehensive Cancer Center. "The chemotherapy treatments we are testing are the ones most often used today to treat these types of cancers."

In early-stage lung cancer patients, the tumor is removed before chemotherapy is started. Patients participating in the study will go to Duke for the surgery, and tissue taken from the tumor will be used for the genomic testing.


With advanced lung cancer patients, surgery is not an option. A biopsy of the tumor will be taken at BMH and shipped to Duke for testing.

In both cases, the patients will receive the chemotherapy treatments at BMH.

"It's a tremendous opportunity for our local patients to receive one of the most promising new approaches to lung cancer treatment," says Peter Manos, MD, a BMH lung specialist. "We expect that personalizing treatment will significantly improve the success of chemotherapy in treating patients' tumors and safeguarding their overall wellness from the negative effects of the treatment."

Tumors to the test

For more information about the genomic lung cancer clinical trials or BMH's Keyserling Cancer Center, contact BMH clinical trials research nurse Ruth Finch.

 Call 843-522-7819.

A quick quiz for the ladies

Q: How often should you get a mammogram?

A: Turn to page 12 to find out.

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WOMEN'S HEALTH

Catch the spirit!

BMH becomes a Spirit of Women network hospital, offers new programming for women

BMH RECENTLY JOINED the Spirit of Women network, a coalition of hospitals nationwide that aspire to high standards of excellence in women's health, education and community outreach.

Because women make more than 80 percent of healthcare decisions for their families, Spirit of Women encourages women to become even more active in pursuing wellness, ultimately making it easier to achieve good health.

As a Spirit of Women hospital, BMH will be offering fun, out-of-the-box health education programs and events that include free and low-cost screenings, access to healthcare professionals, and additional perks to Spirit of Women members.

Membership is easy

To become a Spirit of Women member, just go to our website, www.bmhsc.org, and click on the

Spirit of Women button on the right side of the page. Complete the application form, and submit it electronically via the website.

In a few weeks, you will receive your Spirit of Women welcome packet, including lots of interesting information about accessing local healthcare and materials focused on your needs.

Some of the perks of membership include:

- Access to a health risk appraisal tailored to women.
- Receiving our quarterly magazine, *Health Scene*.
- Advance notice of special offers and programs.
- Invitations to members-only events.
- A discount on membership in the LifeFit Wellness Program.
- Discounts on massages at LifeFit Wellness Center.

Watch for new member benefits as we expand our Spirit program.



Catch the spirit! Become a Spirit of Women member today. Register for your free membership at www.bmhsc.org.

Spirit of
Women.