



HEALTH SCENE®

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CANCER TRIALS THIS TIME, IT'S PERSONAL

You can tell a lot about a person based on their genes. ♦ And researchers at Duke University Health System are using that fact to test the effectiveness of chemotherapies—cancer-fighting drugs—on patients' tumors before they are given treatment. Thanks to two recently launched clinical trials, this opportunity will soon be opened to local patients.

"There are a number of possible chemotherapies that can be administered by a physician," says Duke Medicine's P. Kelly Marcom, MD, the physician-researcher who is leading the breast cancer trial. "Determining which patient will respond positively to which treatment can be extremely difficult."

EXCELLENT BENEFITS The new trials will study which chemotherapy treatments will be most beneficial for each individual patient based on the genomic profile of the patient's tumors, enabling physicians to predict and prescribe the most effective therapy, according to a research article published by Duke's Comprehensive Cancer Center.

Through Beaufort Memorial Hospital's (BMH) affiliation with Duke, the new trials will be open to early stage breast and lung cancer patients through the Keyserling

Cancer Center this fall.

Majd Chahin, MD, a BMH medical oncologist and principal investigator for the hospital's Clinical Trials Program, sees enormous potential benefits from these trials and is excited that the Keyserling Cancer Center was chosen as an enrollment site.

"This is the future of cancer treatment and, through our affiliation with Duke University Health System, we are able to offer these unique treatment options here and now," Dr. Chahin says. "We're very excited."

INDIVIDUALIZED TREATMENTS

Dr. Chahin and other local physicians and nurses met with Dr. Marcom in late October to understand both the goals of the trials and the enrollment criteria for local patients interested in participating.

"Clinical trials are essential for developing new and more effective treatments," says BMH breast and general surgeon Perry Burrus, MD. "I am excited for the opportunity our patients now have to participate



P. Kelly Marcom, MD



Majd Chahin, MD



DOCTORS AND PATIENTS WORK TOGETHER: To learn more about the clinical trials, visit www.bmhsc.org/cancer and click on "Genomes to Health" or call the Beaufort Memorial Keyserling Cancer Center at 843-522-7800.

in these trials. I believe that the future of breast cancer therapy will be directed by tumor genomics and that this study will help clarify which patients will benefit from specific types of chemotherapy."

Dr. Marcom says: "We firmly believe that a global assessment of a patient's breast cancer biology can revolutionize early stage breast cancer treatment by allowing the design of an individualized therapy directed by gene expression signatures. By understanding which chemotherapies will be most beneficial, patients can be spared the side effects of ineffective chemotherapies."

Dr. Anil Potti, a Duke physician-researcher involved in the lung cancer trial, has also discussed the new trial with our local doctors. The aim of the trial is to

determine chemotherapy sensitivity in early and advanced stage lung cancer patients. Currently, most early stage lung cancer patients undergo surgery but not chemotherapy.

According to Duke surgeon David Harpole, MD, 40 percent of patients with early stage lung cancer die within five years. "It's unacceptable that so many people die, even when the disease is caught early," he says.

The breast cancer study was opened to Duke cancer patients on May 1 and is now open to a select group of Duke-affiliated hospitals across the Southeast, with a goal of enrolling 270 patients. The lung cancer studies are open to select medical centers affiliated with Duke. BMH has been selected to have access to these trials.

From the President's desk

This is an exciting time to be at BMH. Patients are benefiting from so many new, innovative things, like the Duke University Health System trials for breast and lung cancer patients (see page 1).



Rick Toomey,
President and CEO

Having been in the healthcare business all of my career, news like this is so welcome! Years ago, many clinicians found that treating cancer patients was a difficult thing because cures were rare. But today cancer treatment technology has improved so much that community hospitals can access equipment and resources to cure even the most difficult cases. Our relationship with Duke makes our work even that much more rewarding because it extends our patients' access to services.

Through these new trials, we will be able to determine up front what the best, most effective treatments will be for a patient.

Focusing on better outcomes More of our gynecologists have been trained

to use the new da Vinci Surgical System to perform less invasive surgeries. Using robotics, a surgeon can operate through small, dime-sized incisions with minimal damage to the patient. Women are having hysterectomies one day, going home the next, and going back to work within the next week or two. Read about patient experiences on page 6 of this issue of *Health Scene*.

In another area of the hospital, our orthopedic and spine services are among the best in the nation, according to HealthGrades, the nation's largest independent healthcare ratings system. Our expert specialists offer patients individualized options, which result in better outcomes. See page 11 to learn more.

Also, for the first time ever, BMH was listed among the nation's Top 100 Most Wired Hospitals, right there with the likes of Duke, Johns Hopkins and other health leaders. We are fortunate to have thoughtful leaders in our Information Technology (IT) department who encourage innovation throughout the hospital. Read below about how our Pharmacy staff worked closely with IT and others to put our new Bedside Medication Verification system in place. This is just one more step in the direction of improved patient safety.

Convenience for giving Thanks go to you for stepping up to the plate with



participation in blood drives through The Blood Alliance, our community resource for blood. For your convenience, we are opening a freestanding blood-drawing center across the street from the hospital. The plan is to have it open during the day with plenty of parking, so you can drop in to give blood when time allows.

And, speaking of convenience, we offer a wide range of services to people living in the Bluffton area through the expansion of Bluffton Medical Services in Westbury Park. We now have five primary care doctors and obstetrics/gynecology specialists in the facility five days a week. We also offer a full range of tests, including screening digital mammography, and rehabilitation services. Specialists rotate in and out of our Bluffton facility throughout the week, so you really can find most of what you need right there.

And, last but not least, we are proud to be among the leading hospitals in the nation to participate with the South Carolina Hospital Association and the World Health Organization in teaching people of all ages the importance of handwashing in stopping the spread of disease.

Valentine Ball Our Foundation Board members are working on the Valentine Ball, which will be held February 6 at the Lyceum at Parris Island. Get your tickets early so you're sure to be seated at a dinner party in a local home.

Rick Toomey, DHA, FACHE
President and CEO

Investing in patient safety

The familiar barcode scanning system used at your local grocery store has become the latest technology adopted by hospitals to improve patient safety.

At BMH—one of only a handful of South Carolina healthcare providers to have implemented the system—scanning devices are now being used at the bedside to help ensure patients receive the proper medication.

"We dispense a million doses of drugs a year," says Susan Converse, a staff pharmacist at the hospital. "The bedside barcode system dramatically reduces the chance one of those drugs will be given to the wrong patient."

The use of barcode technology to confirm patient identity and medication orders has been shown to reduce medication errors by nearly 70 percent.

Check and double check Known as Bedside Medication Verification, the system works like this: As patients check in, they are given an ID wristband with



their own personal barcode linked to their computerized medical records. After reviewing the medications for allergy alerts, interactions, duplication and dosage errors, clinical pharmacists enter the doctor's medication orders into the hospital computer system. The orders then appear on the patient's drug profile.

Whenever a medication needs to be administered, the nurse waves a handheld scanner over the ID bracelet to verify the patient's identity and to link to the patient's personal medication profile. The

drugs, which have their own barcodes, are scanned as well to confirm that the patient is receiving the right dose of the right medication at the right time.

Computers were installed in every hospital room at BMH, allowing physicians to review notes entered by the nurse, including the patient's blood sugar reading and pain level, at the time the medications are administered. Before the implementation of the new technology, this information was recorded by nurses on paper forms.

"Not only does it save time, it's more accurate," Converse says. "Physicians are able to adjust the medication for their patients based on the most updated information."

Technology for safer care This new set of checks and balances cost Beaufort Memorial around \$500,000 in equipment and software and took nearly eight months to get up and running. Every drug in the hospital pharmacy had to be bar-coded, computers and scanners had to be installed in patient rooms, and staff had to be trained to use the system. According to Frank Miriello, RPh, Pharmacy director, the Pharmacy dedicated one pharmacist and one pharmacy tech, both working full time for six months, to get that ac-

complished. The system will require some ongoing Pharmacy support as well.

This investment in cutting-edge technology earned BMH a spot on this year's list of Top 100 Most Wired Hospitals in the U.S. It is the first time Beaufort Memorial has made the overall ranking, which includes larger hospital systems and major medical centers. In past years, it was rated among the Top 100 in the small and rural hospitals category.

Barcodes have been shown to reduce medication errors by 70 percent.

"Being recognized among the Top 100 Most Wired Hospitals is a testament to our commitment to improve patient safety," says BMH Vice President of Information Technology Edward Ricks. "Despite hard economic times, we felt the Bedside Medication Verification system was worth the investment to ensure we are providing the highest quality care to our patients."

For more information about Beaufort Memorial Hospital's Most Wired award, visit our website at www.bmhsc.org.

'IT'S A GREAT DAY'

The Blood Alliance partners with Naval Hospital Beaufort to expand local blood collection

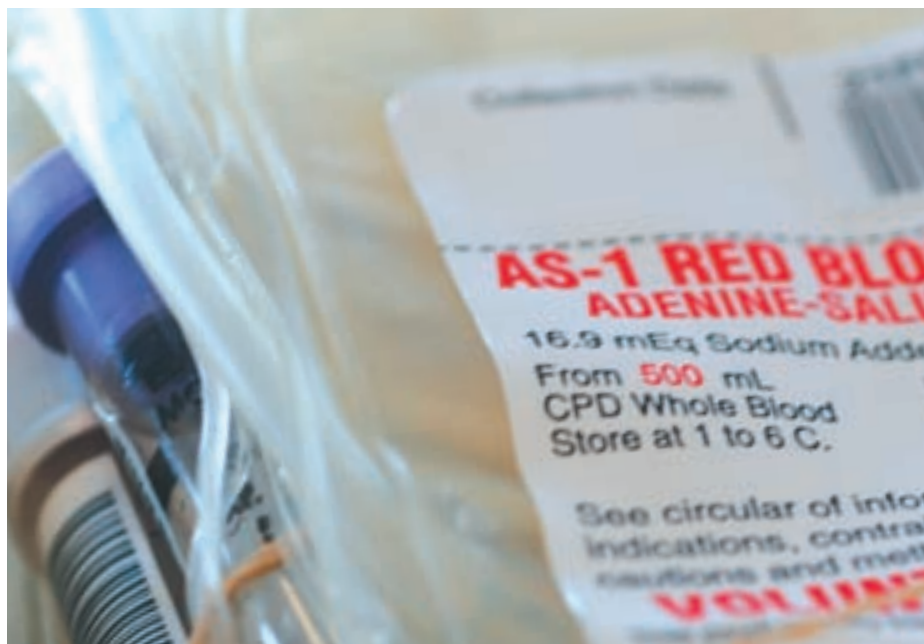
It was a long time coming, but it's all the sweeter as a result. On July 23, a Memorandum of Understanding (MOU) between Naval Hospital Beaufort (NHB) and The Blood Alliance (TBA) was signed by Capt. Mark Bernier, commanding officer of NHB, and Dale Malloy, president and CEO of TBA.

Beneficial to both parties as well as to the Beaufort community at large, the newly signed agreement authorizes TBA to supply blood products to NHB for use as needed by the military families that NHB and its two branch clinics serve. It also authorizes TBA to collect blood from those served at the local Navy installations and to augment its supply of blood.

TBA supplies all blood products used by patients at Beaufort Memorial.

Though collection locations and schedules have not yet been finalized, the first blood drive under the MOU is expected before year-end, says Michael Mathews, who manages TBA's Savannah-Beaufort region.

NHB and its clinics at the Marine Corps Recruit Depot and Marine Corps Air Station provide general medical, surgical and emer-



gency services to some 35,000 Navy and Marine Corps personnel—both on active duty and retired—and their dependents.

First established on Parris Island in 1891, the naval hospital moved in 1949 to the former site of Fort Frederick on the banks of the Beaufort River.

TOASTING THE PARTNERSHIP On August 31, a delegation from NHB traveled to TBA's Jacksonville, Fla., headquarters for a celebratory lunch with members of senior management from Beaufort Memorial and TBA.

"A simple thank-you does not quite portray how good I feel about where we are here," said Malloy, who went on to describe the partnership as the realization of a years-old dream.

Expressing his pleasure at a collaboration that "will benefit both of us," Rick Toomey, President and CEO of BMH, declared: "It's a great day!"

Capt. Bernier echoed his partners' delight. Then, smiling wryly, he confided a lesson he'd learned after 31 years of military service: "Usually if you are persistent, these things eventually get done."

Thank you for your support!

Many dedicated members of the community have served or are serving on an advisory board to further the mission of the Lowcountry Community Blood Center (LCBC)—also known as The Blood Alliance. We'd like to recognize them for their efforts to make local blood collection and local lifesaving efforts a success.

LCBC Advisory Board (past and current members)

- Ed Allen
- Colleen Bible
- Cindi Burke
- Sue Cheatham
- Ryan Christian
- Bradford Collins, MD
- Tom Costikyan
- Edward Duryea
- Jan Gernon
- Ralph Goodison
- Brandy Gray
- Dean Moss
- The Hon. Samuel Murray
- John Perrill
- Jean Quigg
- The Rev. Joe L. Simmons
- Juan Singleton
- Jay Snyder
- James Tober, MD
- Elijah Washington, MD
- John Williams

Comfort and convenience for blood donors

Blood donors, take note: Saving lives is about to get easier. On Wednesday, November 4, The Blood Alliance (TBA) opened the doors to its first donor center in Beaufort County.

The bright, inviting center—a partnership between BMH and TBA—will replace the hospital's donor room, which has been in operation since 2005. TBA is a non-profit community blood bank based in Jacksonville, Fla., that provides all the blood products used by patients at BMH and other hospitals and medical facilities in north-east Florida and parts of Georgia and South Carolina.

Located directly across from BMH's main campus, the new center is staffed by experienced, locally based staff, including a supervisor and a phlebotomist. It features two beds, two private history rooms, and plenty of drinks and snacks.

"The Advisory Board and I are very gratified by this significant milestone, because it represents this hospital's, The Blood Alliance's and the communities' desire to help one another by ensuring a reliable, locally provided blood source," says Bradford Collins, MD, a pathologist and the laboratory medical director at Beaufort Memorial.



Bradford Collins, MD

In creating its donor room four years ago, BMH had sought to increase blood donation by giving area residents a comfortable, convenient fixed site at which to donate. Small but cozy, the one-bed room on the hospital's main floor was open to donors—both those with appointments and walk-ins—a day or two every week. Each time they visited, donors were served by the same friendly, expert staff.

Not surprisingly, the donors liked the arrangement a

lot. The demand for donor room appointments soon outstripped supply. Everyone agreed that the day had come to replace the donor room with a donor center.

The 1,160-square-foot, newly renovated center provides donors with everything they're used to—comfort, convenience, friendliness, expertise—and something they're not used to: space.

Initially, the center will be open for blood collection on Wednesdays and Thursdays from 9 a.m. to 5 p.m. and Saturdays from 10 a.m. to 2 p.m.

Plans are to add more days and hours as demand dictates. TBA telerecruiters will help to keep the center's appointment book filled. The new center is at 990 Ribaut Road, Suite 101 (the former location of Positive Image). You can make an appointment by visiting www.thebloodalliance.com or calling 888-447-1479.

Donor center opens!

CANCER SCREENINGS

THESE TESTS CAN HELP SAVE YOUR LIFE

CANCER TREATMENT OFTEN works best when it is started early—sometimes even before you feel sick. But if you feel fine, how will you know that you may need treatment? It's a question that a cancer screening test is designed to answer.

Screening tests are medical exams designed to spot small, localized cancers before they cause symptoms. Treatment may be most effective at this stage of the disease.

Here are some common cancer tests for women and men.

FOR WOMEN Breast cancer. According to the Centers for Disease Control and Prevention, a mammogram is the best way to find breast cancer. Most women should get these special breast x-rays every year starting at age 40.

Some women at high risk for breast cancer may benefit from both an annual mammogram and a magnetic resonance imaging (MRI) scan, according to the American Cancer Society (ACS).

Women in their 20s and 30s should have their doctor do a clinical breast exam once every three years. Women 40 and older should have that exam every year.

Cervical cancer. About three years after a woman begins having sexual intercourse—but no later than age 21—she should have her first Pap test. For this test, some cells from the cervix are removed and examined for abnormalities.

Talk to your doctor about how often to have follow-up tests. Some women will need Pap tests about once every three years, but others should be examined annually.

Women 70 and older with a history of normal tests may be able to stop getting Pap tests, reports the ACS.

FOR MEN Prostate cancer. Two tests are used to screen for prostate cancer. A digital rectal exam involves the doctor inserting a gloved, lubricated finger into the rectum to check for abnormal growths on the prostate. There's also a test that detects prostate-specific antigen (PSA) in the blood, which may indicate cancer.



WORDS OF EXPERIENCE: "Go get checked for cancer," says colon cancer survivor Michael Hudson. "No one likes to be poked and prodded, but cancer has no age limits, no gender preference."

Some men may choose not to be screened for prostate cancer. But beginning at age 50, all men should ask their doctor about the pros, cons and limitations of the tests.


FOR EVERYONE Colon cancer. Beginning at age 50, most men and women should undergo one of several screening tests for colon cancer. Your doctor can help you decide which test is best for you.

Looking for a doctor to help you navigate your care? Call the BMH Doctor Referral Line at 888-522-5585.

According to the U.S. Preventive Services Task Force, the most sensitive and specific test for colon cancer is colonoscopy. It needs to be repeated once every 10 years if results are normal, sooner if polyps (precancerous growths) are found.

Another option is an annual fecal occult blood test, which detects hidden blood in a stool sample. Positive results should be followed up with colonoscopy.

LEARN MORE Talk to your doctor about which cancer screening tests and testing schedules are right for you, based on your unique cancer risk factors, such as your age, family medical history, diet and tobacco use.

 For more information about cancer screenings, go to the ACS website at www.cancer.org.

Cancer treatment: Help tame troublesome side effects

It might be hard to focus on the benefits of cancer treatment when the treatment itself makes you feel bad.

But there are things you can do to cope with some of the more difficult side effects, like appetite loss, fatigue, nausea and sensitive skin, says Jennifer Benedetto, a registered dietitian with Beaufort Memorial Hospital's Keyserling Cancer Center who works closely with cancer patients to help them maintain optimum health and wellness before, during and after treatment.

"Proper nutrition is as essential to recovery as the cancer treatments themselves," Benedetto says. "Without adequate nutrients, your body is unable to maintain and build healthy tissues." Before treatment begins, Benedetto recommends that patients discuss potential nutrition-related side effects—such as nausea, taste changes and diarrhea—with their physician to be prepared.

"You may not have the energy or desire to shop for or prepare healthy meals while you are undergoing treatment," she says. "Prior to beginning treatment, stock your pantry and refrigerator with nutrient-dense foods, such as yogurt, peanut butter and trail mix."

Here are some additional strategies:

■ **Get plenty of rest.** Try to organize your day so that you get important tasks done when you have the most energy. Ask others for help with chores and errands so you can get the rest you need.

■ **Take care of your skin.** People undergoing radiation therapy often report skin irritation similar to a sunburn in the area being treated. Avoid putting lotions, perfumes, deodorants, heating pads or ice packs on the treated area, and stay out of the sun.

■ **Seek support.** Side effects may go beyond physical concerns. Cancer diagnosis and treatment can also lead to feelings of anxiety, depression and fear. It may help to talk with someone close to you, a mental health professional or other patients in similar circumstances.

■ **Use available resources.** A registered dietitian skilled in cancer care is trained to help patients overcome eating challenges.

To contact Benedetto, call 843-522-7810. Or, call the American Cancer Society nutrition advice hotline at 800-ACS-2345 (800-227-2345).

Additional tests to consider

Other screening tests for cancer include those for:

■ **Skin cancer.** Of all cancers, skin cancer is the most common. To spot it early, become familiar with the moles, freckles and other features of your skin. Set aside time each month for a skin self-exam. Look for new growths, expanding growths or sores that don't heal.

Signs of melanoma—the most

serious form of skin cancer—can include changes in a mole's size, shape, color or border.

See your doctor if you notice symptoms.

■ **Oral cancer.** The lips, tongue, mouth and throat are all susceptible to cancer, especially among people who smoke, use smokeless tobacco or drink alcohol.

Your doctor or dentist may look for abnormal areas during routine exams, but you can also do a monthly self-exam.

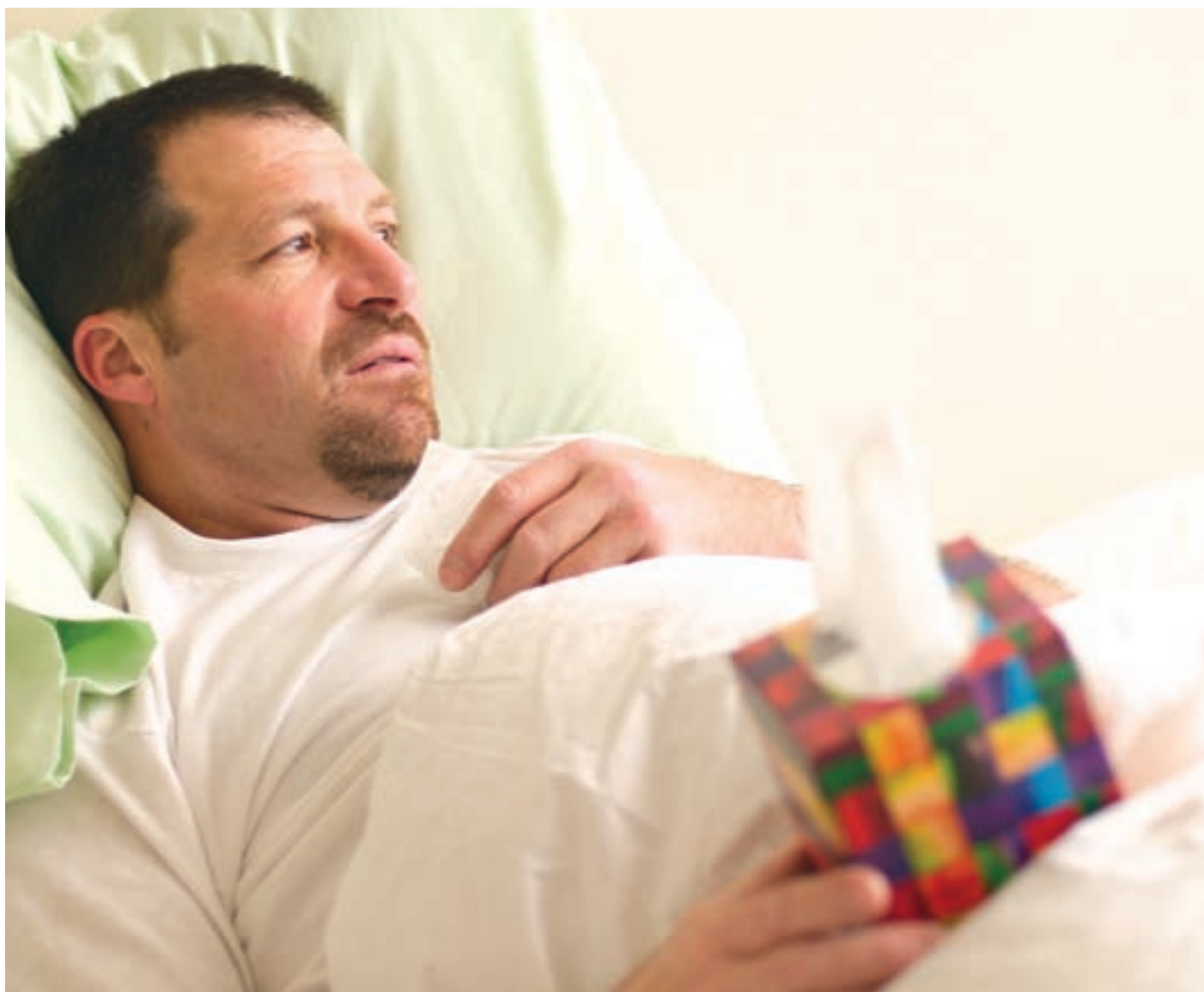
The most common symptom is a

mouth sore that bleeds easily and doesn't heal. Other possible signs include difficulty chewing or a lump in the cheek, a white or red patch in the mouth, or a sore throat.

■ **Thyroid cancer.** The next time you have a routine physical exam, ask your doctor about checking for thyroid cancer. Symptoms may include unusual lumps, nodules or swelling in the neck.

Many thyroid cancers can be found early and successfully treated.

Source: American Cancer Society



SAVE LIVES: CLEAN YOUR HANDS

Give hands a good scrub

You hold the key to preventing illness in your hands—when you wash them.

“Proper handwashing is the No. 1 way to prevent the spread of infection,” says BMH Infection Prevention Nurse Bev Yoder, RN. “Don’t be afraid to speak up and ask if anyone involved in your care has washed his or her hands, and insist on it anywhere you go.”

The ideal handwashing—with soap and clean, running water—takes about 20 seconds. If soap and clean water aren’t available, alcohol-based hand sanitizers are a good substitute.

Washing your hands may seem like common sense, but we all forget sometimes. Make sure to give your hands a scrub:

- Before preparing or eating food.
- After going to the bathroom.
- After changing diapers or cleaning up a child who’s used the bathroom.
- Before and after tending to someone who’s sick.
- After coughing, sneezing or blowing your nose.
- After handling garbage.
- Before and after treating a cut or wound.
- After handling an animal or animal waste.

You know all the players here: the water, the soap, the towel. But it’s how you combine them that can make all the difference in how clean your hands are when you finish.

To get your hands squeaky clean every time:

- Wet your hands with clean, running water and apply soap. Use warm water if possible.
- Rub your hands together to make lather, and scrub all parts of your hands.
- Continue for about 20 seconds, or the time it takes to sing “Happy Birthday” twice.
- Rinse hands well under running water.
- Dry your hands using an air dryer or a paper towel. If possible, then use your paper towel to turn off the faucet.

If you use a hand sanitizer gel, apply it to your palms and rub the product over all parts of your hands until they are dry.

Source: Centers for Disease Control and Prevention

WORTH A SHOT: FLU VACCINE

Your best shot at avoiding the flu? A flu vaccine, of course. ♦ According to BMH Infection Prevention Nurse Bev Yoder, RN, “Vaccination is the No. 1 way to protect yourself against

contracting the flu.” Influenza is a serious respiratory illness that can have life-threatening complications. In fact, flu causes about 36,000 deaths and more than 200,000 hospitalizations in the U.S. each year. Flu can lead to pneumonia, ear and sinus infections, and dehydration.

WHO SHOULD GET VACCINATED? Anyone who wants to steer clear of the fever, cough, sore throat, headache, muscle aches, runny or stuffy nose, and exhaustion that typically come with the flu usually can get vaccinated.

However, certain groups who are more vulnerable to the flu and its complications are strongly urged to do so, including: ● Children

6 months to 18 years old. ● Pregnant women. ● Adults 50 or older. ● People with certain chronic medical conditions, such as asthma, diabetes or heart disease. ● Those who live in nursing homes or other long-term care facilities. ● People who live with or care for those at high risk of getting the flu.

The flu vaccine comes in two forms: a shot and a nasal spray. But the nasal spray is available only to healthy people between the ages of 2 and 49, including women who aren’t pregnant.

There are also some people who should not get the flu vaccine: ● Anyone who has had a severe allergic reaction to chicken eggs or a previous flu shot. ● Anyone who has had Guillain-Barré syndrome. ● Children less than 6 months old.

It’s best to get the flu vaccine as soon as it becomes available each fall. You develop immunity about two weeks after you’re vaccinated. The flu season generally runs from November to April.

“You need two vaccines to be fully protected this year,” Yoder says. “The seasonal vaccine is much different from [the] H1N1 vaccine—so don’t assume one shot will have you covered.”

Although fall is the best time to get vaccinated, it’s still worthwhile to get vaccinated later in the season.

To learn more about flu signs, symptoms, prevention and local clinics, visit www.bmhsc.org and click on “Flu Update.”

Successful SURGERIES

Women agree: The da Vinci Surgical System has changed the way they look at the hysterectomy procedure by causing less pain and allowing faster recoveries

Hysterectomy. ♦ The very word was enough to send waves of terror through every inch of Alleen Porter's body. When her gynecologist recommended the procedure to resolve problems she was having with heavy periods, fibroids and endometriosis, the 36-year-old St. Helena Island assistant principal crumbled in her chair.

Having previously undergone a cesarean section and tummy tuck, Porter was all too familiar with the pain and long recovery that can come with abdominal surgery.

"I cried on my way home from the doctor's office," says the mother of two. "I didn't think I could stand another operation like that. It was torture."

SHORTER STAYS, LESS PAIN But then Porter did some research into the da Vinci Surgical System being used by her physician, Randy Royal, MD. The robotic

technology makes it easier for surgeons to perform minimally invasive laparoscopic hysterectomies. Instead of a three- or four-day hospital stay and six weeks of recovery, patients spend just one night in the hospital and are usually back to work in a week.

For Porter, it was a dream come true. Not only was she home the day after her surgery, she needed only one dose of pain medication before she was feeling better.

"It was the best choice I have ever made in my life," Porter says. "Dr. Royal did an awesome job. The incisions were perfect. It was more than just the robot; it was the precision of his hands. It's like an art."

A SURGEON'S BEST FRIEND Shortly after BMH purchased the robot-assisted technology, Dr. Royal and his partner, Glenn Werner, MD, were trained and certified to use the system. While nationwide nearly 70 percent of hysterectomies are still performed using open surgery, which requires a large, six- to eight-inch abdominal incision, using highly manipulative instrumentation, da Vinci assists



BMH surgeons in performing complex procedures through a series of half-inch incisions.

"Sutures can be difficult to tie internally," Dr. Werner says. "The da Vinci instruments are wristed so they can move in

THIS IS NOT YOUR MOTHER'S HYSTERECTOMY



For your mother's generation, hysterectomy typically meant a painful recovery and potential complications. At Beaufort Memorial Hospital, we have set out to change that experience with our investment in the most advanced technology for minimally invasive surgery, the da Vinci Surgical System.

Learn more at www.bmhsc.org/davinci, or call 888-522-5585 to find a da Vinci-trained gynecologist to meet your needs.





“It was phenomenal,” she says. “I would strongly recommend it. I was tired of being incapacitated a couple of days a month because of the bleeding, but I wouldn’t have had the kind of hysterectomy my sister had. The recovery time is just too long.”

One of the first physicians to use the hospital’s new da Vinci system, Dr. Thompson performed a total of eight surgeries—

Dr. Werner’s patient Heather Ford was a little skeptical when he suggested using the system to remove her uterus.

“At first, it looked a little strange to me,” Ford, 32, says. “But Dr. Werner explained the procedure to me in detail. He delivered my son, so I trusted him completely.”

While she was off her feet for four days following the surgery, the pain was tolerable.



“There’s not much you couldn’t handle with the da Vinci.”

—GLENN WERNER, MD

five of them hysterectomies—in her first two months.

“It’s an incredible advancement,” Dr. Thompson says. “The da Vinci allows you to be so much more precise. The images are in 3-D, so it’s as if you’re looking right inside the patient. It’s the next step for laparoscopic surgeries.”

“IT’S A MIRACLE” Carol Pizzo, another one of Dr. Thompson’s patients, had her ovaries removed using da Vinci.

“To me, it’s a miracle,” says Pizzo, who underwent a hysterectomy years ago. “I went home the same day and didn’t have to take anything stronger than Tylenol for the pain. I was a little sore for three or four days and was totally back to normal the following week.”

Drs. Werner and Royal, who have been performing laparoscopic hysterectomies for years, are sold on the benefits of the da Vinci system. Since being certified to use the state-of-the-art technology, they have performed 20 procedures with the robot.

“It’s easier to use than the older, more cumbersome instrumentation,” Dr. Werner says. “As time goes on, the technology will continue to improve and more and more gynecologists will adopt it. It’s a big plus if a patient can avoid having a traditional open hysterectomy.”

every direction. The mobility is so much better than with conventional laparoscopic instruments. It allows us to tackle more difficult cases with more confidence. There’s not much you couldn’t handle with da Vinci.”

A WELL-MADE DECISION Beaufort resident Kathleen Linn knew she would be facing an extended recovery with a traditional hysterectomy. Her sister had been laid up for two months after having the surgery last year. As much as she wanted to alleviate the heavy bleeding caused by a large fibroid tumor, the active 53-year-old wasn’t prepared to give up her daily exercise routine for eight weeks or more.

When her gynecologist, Patricia Thompson, MD, suggested she have a laparoscopic hysterectomy with the da Vinci system, she didn’t hesitate. Just one day after having the surgery at BMH she was home and off pain medications.

“It was more uncomfortable than painful,” Linn says. “It felt like I had done 200 sit-ups.”

She was feeling better so quickly, she was entertaining dinner guests by the weekend.

Meet our da Vinci-trained physicians

With six physicians trained and successfully performing minimally invasive hysterectomies, local women now have many options to consider. We’d like to introduce you to our highly skilled da Vinci-trained physicians. To reach one of these physicians or to learn more about them, call our free Doctor Referral Line at 888-522-5585.



Allahna Coggins, MD



Ardra Davis-Tolbert, MD



Randy Royal, MD



Patricia Thompson, MD



Claude Tolbert, MD



Glenn Werner, MD

“It was much worse when I broke my pelvis,” Ford says. “Once the swelling went down, I was fine.”

TAKING ADVANTAGE OF BENEFITS

Ardra Davis-Tolbert, MD, recently joined the ranks of physicians certified to use da Vinci. Like Drs. Werner and Royal, she has been performing laparoscopic hysterectomies for years because the recovery time is faster and there is a lower risk of infection, as well as significantly less pain and blood loss.

In some cases, however, fibroids in the uterus or cysts on the ovaries are so large, a bigger incision is required.

With da Vinci, more of those cases are now candidates for laparoscopic surgery.

“Traditional laparoscopic instruments are two dimensional—they move up and down and side to side,” Dr. Davis-Tolbert says. “The da Vinci instruments rotate as if it’s my actual hand inside the patient’s abdomen. As a result, we’re able to perform more difficult hysterectomies.”

Also recently certified, Allahna Coggins, MD, performed three procedures with da Vinci in August and couldn’t be any more pleased. “All three patients recovered very well,” she says. “They didn’t need anything more than Motrin.”

CARING FOR YOU



From left to right: Chris Watson, Travis Moore II, Emily Tennant, Karen Carroll and Alicia Taylor

Scholarships put healthcare careers within grasp

Two outstanding recipients have been awarded a total of \$18,000 in scholarships funded through the BMH Foundation to help them achieve their healthcare career goals.

Emily Tennant, of Bluffton, is the recipient of a \$15,000 Baccalaureate Health Care Scholarship from BMH. Tennant is enrolled in the physical therapy program at Medical University of South Carolina and has an undergraduate degree from University of South Carolina in Columbia.

The second recipient is Travis Moore II, who was awarded a \$3,000 Associates Degree Health Care Scholarship. He is enrolled in the radiologic technology program at Technical College of the Lowcountry.

The BMH Foundation made these scholarships possible through its Health Careers Scholarship Endowment. For assistance in making a gift to this endowment, call the Foundation at 843-522-5774. To inquire about scholarships or to request an application, call the BMH Human Resources office at 843-522-5995.

TRIBUTES

GIFTS OF LOVE

THE BMH FOUNDATION gratefully acknowledges the following tribute gifts received July 31 through September 29, 2009. To make a tribute gift, please call 843-522-5774 or go to www.bmhsc.org and click on "Giving."

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CAMP SEA BREEZE

SUMMER CAMP AND MORE

SOME CHILDREN WENT to summer camp this year to learn how to swim, sail or ride a horse. And some Beaufort-area children had their summer camp fun while learning how to live life responsibly with asthma.

Fifteen children ages 6 to 11 attended the annual Camp Sea Breeze thanks to the BMH Foundation. They enjoyed a week of arts and crafts; swimming; rock climbing; games; and even trips to the beach, air station and fire department—all while learning how to stay healthy with asthma.

FUN AND LEARNING BMH's Camp Sea Breeze has helped more than 200 children in the past 12 years. The



SUMMERTIME: Children attending Camp Sea Breeze took part in many fun group activities.

weeklong camp is organized by BMH Certified Respiratory Therapist Toni Rehkop, along with many other volunteers and hospital staff.

"It is so much fun working with the kids each year and satisfying to see them truly learn to manage such a serious condition," Rehkop says. "It's all about balancing fun with teaching responsibility to both the parents and children."

While the children enjoy fun activities and learn about nutrition, medication and medical equipment, parents hear guest speakers throughout the week. Some of the topics include using home equipment and nebulizers, medication dosage, and disease management, presented by Mark Senn, PhD, senior director of LifeFit Wellness Services.

"Asthma is a chronic condition that is usually a lasting disorder and can limit one's quality of life," Senn says. "By engaging in this fun but educational summer program, parents are taking responsibility to improve their child's quality of life and lifetime financial burden."

THANKS TO OUR COMMUNITY Camp Sea Breeze promotes a healthier community and continues to be a success year after year, thanks to donors and participants.

All of the children, families and workers are thankful for the funding provided by community donors to the BMH Foundation.

02.06.10

Beaufort Memorial Hospital Foundation's

Valentine Ball

A Black Tie Gala to benefit

Beaufort Memorial's Emergency Department Expansion

Pre-Ball Dinner Party...Begin the evening as a special guest at one of several privately hosted dinner parties

Silent Auction...Unique parties, vacations, jewelry, and artwork

Gourmet Desserts...Served at the Ball

Music and Dancing...Featuring "Papa-SoL"

Reserve your tickets today!

\$150 per person

For more information visit

www.valentineball.org

DEDICATED TO THE MISSION

New member of the Legacy Society is longtime advocate of BMH

The BMH Foundation is pleased to welcome the newest member of its Legacy Society—a member who is actually a very familiar face already. Bill Paddock has been deeply involved with the hospital since he was appointed to serve on the BMH Board of Trustees in 2000. He was Board chairman for six years and continues on as chairman of the Board's strategic planning committee. He has also served on the BMH Foundation Board since 2002.

Legacy Society membership is extended by the Foundation to people who support BMH by including the BMH Foundation in their will or other estate plans. When asked why he and his wife, Josie, have chosen to take this step, Paddock says that it was an important way to act on his deep interest in healthcare and his passion for Beaufort Memorial. As for how that passion developed, he is quick to list several aspects of the hospital that make him want to remain associated with it, even after his terms of service on the boards are over.

QUALITY PATIENT CARE “Quality is what it’s all about at Beaufort Memorial,” Paddock says. “Leadership is always prepared to seize an opportunity that will lessen risks or improve the quality of care for patients. BMH is willing to do what it takes—this is true at all levels of the hospital.”

Rick Toomey, hospital CEO, agrees. “Bill has helped Beaufort Memorial develop a board that focuses on quality and champions the quality cause hospitalwide,” Toomey says. “Under his leadership, BMH was among the first hospitals in the nation to participate in sharing core measures data to publicly compare quality outcome indicators.”

Physicians, too, are key to quality

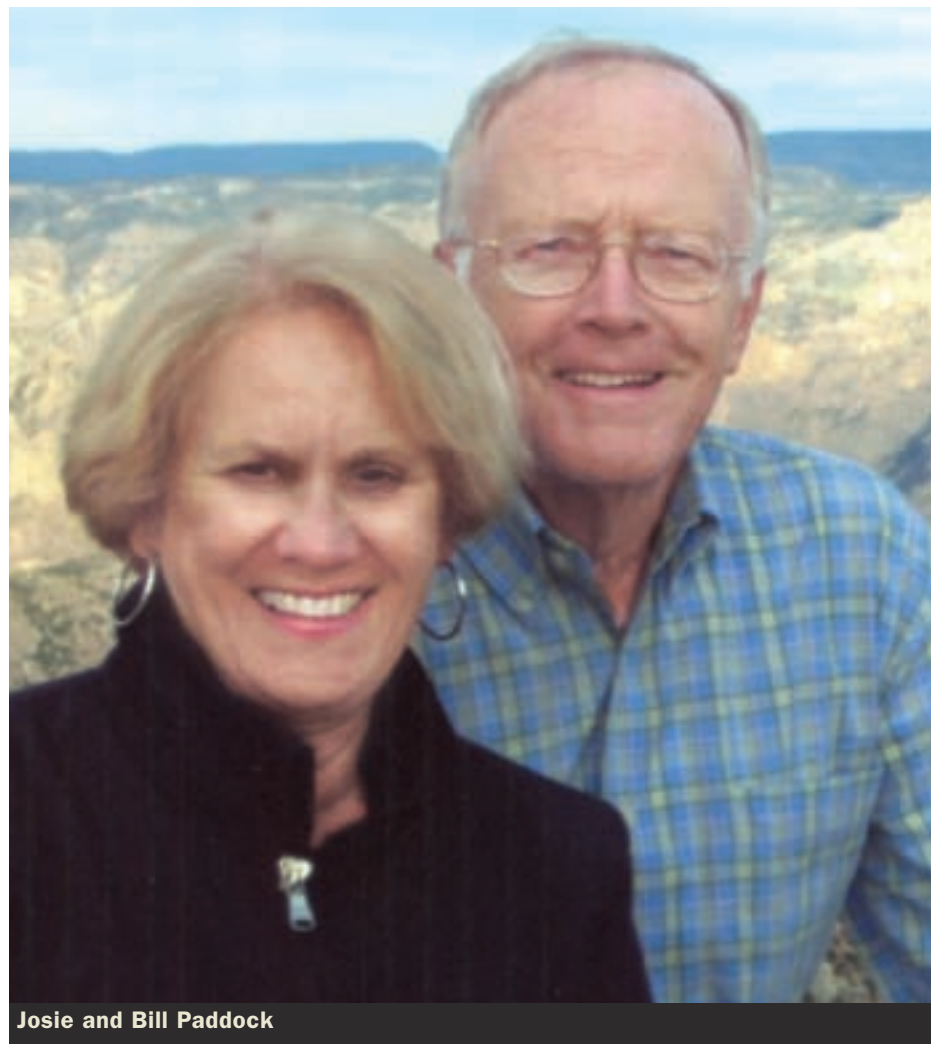
patient care. Paddock notes that many hospitals do not require all physicians to be board-certified or board-eligible in their fields of specialty, but “Beaufort Memorial is committed to maintaining this high standard.”

FINANCIAL STRENGTH As a not-for-profit hospital, BMH has obligations to serve patients who can pay little or nothing for services received or who are insured by Medicare or other government plans whose payments are fixed and often do not cover the actual cost of providing care.

“Managers and employees at every level of BMH work together within these constraints to manage costs and tap into new efficiencies whenever possible,” Paddock says. “The small margins of net revenue coupled with the generosity of the community through gifts to the BMH Foundation have afforded BMH numerous opportunities to invest in new technologies and programs that keep us at the forefront of medical care. None of this could happen without underlying financial strength that comes from excellent management throughout the system.”

LEADERSHIP IN TECHNOLOGY “Beaufort Memorial’s commitment to technology, and using it to improve patient care, is truly outstanding,” Paddock says.

In fact, Beaufort Memorial has recently been named to the Top 100 Most Wired Hospitals in the U.S. list, a ranking that includes large hospitals and academic medical centers. Paddock notes that bedside, real-time charting and interconnectivity of systems “allows doctors to retrieve and respond to all aspects of a patient’s status whether the doctor is in the hospital, the office or at home.” Having achieved the nursing and pharmaceutical components of an electronic medical record, BMH is pursuing the next step by working closely with doctors to implement their bedside



Josie and Bill Paddock

order entry systems. This very advanced system, which helps minimize risk to patients due to delays or misinterpretation of written orders, is being piloted now in the Emergency Department at BMH.

STRATEGIC THINKING The healthcare field is complex and always changing. Nevertheless, Paddock sees that the Board and executive team at BMH “stay on top of the issues, work hard to anticipate potential impacts for BMH, and develop plans to offset or minimize the negative impacts and to look to the future.”

Paddock says: “It has been an honor for me to participate in these efforts and with a team that constantly strives to stay ahead of the curve.”

DEDICATION TO MISSION “I am convinced that BMH’s not-for-profit status and caring culture attract workers who are dedicated to our mission,” Paddock says. “There is genuine commitment to the patient and to the community. I am close enough to the hospital that I see for myself how the staff members take great pride helping ensure access to care for everyone and working in an environment that respects the dignity of every patient.

“I see the enthusiasm that surrounds our community wellness and outreach efforts and the growing satisfaction as we detect early signs of disease and document actual improvements in self-management of diabetes and other cardiovascular disease.”

Looking at these five aspects, it is easy to see that Paddock has worked hard for BMH and is leaving a legacy in more ways than one—with his prior Board work and his future with the Legacy Society.

Alice Moss, executive director of the BMH Foundation, notes the link between the Legacy Society and the Foundation’s Endowment.

“An ongoing priority of the Foundation is building the endowment fund to provide a supplemental revenue stream for Beaufort Memorial Hospital,” she says. “Healthcare is expensive, regardless of who ultimately pays the costs.”

Moss notes that a sound endowment provides a buffer to help our community hospital remain strong through turbulent times and to have extra resources when needed. Planned estate gifts such as the Paddocks’ are essential to a successful endowment program.

“We are so grateful for Bill and Josie for taking this thoughtful step,” she says. “Their gift will be added to the Foundation’s Endowment Fund, which is managed for the long term to benefit patients for years and generations to come. With others, they are creating a tribute to a great hospital. Their action reminds us that, in addition to the doctors and staff who work here, concerned people throughout our community have helped make Beaufort Memorial great, whether through their volunteering, their financial contributors or, as with the Paddocks, both!”

Go Make a difference! For more information about the BMH Foundation’s Endowment Fund or Legacy Society, call Alice Moss at 843-522-5774 or visit www.bmhfoundationsc.org.



CARDIAC REHAB

GETTING BACK ON TRACK

BOB GROSSMAN IS the kind of guy you might see gracing the cover of an outdoor sports magazine.

A retired research scientist, he likes to hike canyon trails and camp on mountaintops. He watches his weight and eats a healthy diet.

So he was surprised by the chest pain and fatigue he began feeling more than a year ago. Even more shocking was the diagnosis: A major artery to his heart was almost completely clogged. He needed angioplasty to open the blockage and a stent to help keep the artery open.

Soon afterward, Grossman's doctor enrolled him in a cardiac rehabilitation program.

HELP FOR BROKEN HEARTS Cardiac rehabilitation is a medically supervised cardiovascular risk-reduction program. It's designed to help improve the health and quality of life for people who have a history of heart problems, such as heart attacks or heart failure, or who've had a heart-related procedure, such as bypass surgery or angioplasty.

"It is as important to continued cardiac health as the cardiac surgery itself," says Beaufort Memorial Hospital internist Stephen S. Luther, MD, who is Medical Director for the hospital's LifeFit Cardiac Rehabilitation Program.

A cardiac rehab program can take place in a hospital or in a separate rehab center and is usually staffed by a team of cardiologists, nurses, dietitians, exercise physiologists and specialized therapists.

Typical components of a program include: ● Exercise training. ● Cardiovascular monitoring. ● Classes on nutrition and heart-healthy living. ● Support and counseling.

Cardiac rehab can offer people like Grossman a map back to the life they often fear is lost.

"People can do a lot for themselves after a cardiac event," Dr. Luther says. "Life quality does not have to be diminished—in fact, it can often be improved significantly."

Studies show that participating in a cardiac rehab program: ● Improves fitness and helps the heart work more efficiently. ● Reduces symptoms like chest pain. ● Helps lower risk factors for heart disease, such as high cholesterol, excess weight and high blood pressure. ● Decreases death rates after heart events by about 25 percent.

Patients need a doctor's OK for cardiac rehab, and they

Get in shape: Cardiac rehab is available through BMH's LifeFit Wellness Services. To learn more, call 843-522-5635.

can expect to undergo additional testing to make sure they're physically ready for the program.

Medicare and private insurance plans may cover up to 36 sessions—three days a week for three months—of cardiac rehab.

EMOTIONAL MAKEOVER For Grossman, participating in a cardiac rehab program did more than just restore his physical health—it gave a much-needed boost to his emotional health.

"Cardiac rehab rebuilt my confidence," he says. "It showed me that I could still engage in a high level of exercise without complications and that I was fit enough to go back to the outdoor activities I love. I went into rehab feeling broken, and I left feeling like I was fixed."

In it together

If your loved one is in cardiac rehabilitation, he or she isn't going it alone.

There's the program's team of doctors, nurses, exercise physiologists and other health specialists. There are also other attendees who, like your partner,

are probably recovering from recent heart problems.

Perhaps most importantly, however, there's you.

"The evidence is clear that someone who has a supportive partner does better after a cardiovascular event than someone living on their own," says Barry

Franklin, PhD, a spokesman for the American Heart Association (AHA).

Cardiac rehab involves making lifestyle changes, such as increasing physical activity and eating more nutritious foods. It also might mean quitting smoking and finding ways to reduce stress.

Support from a partner can help make

the changes easier, reports the AHA.

Some things you can do:

- Attend educational sessions at rehab with your loved one.
- Adopt a heart-healthy diet and regular exercise program for the entire family.
- Encourage your loved one to stay motivated by adopting a positive attitude.

CARDIAC REHAB: ASK FOR IT BY NAME

IF YOU'VE SUFFERED from a cardiac event and were not referred by your doctor to cardiac rehab, you're not alone. A recent study published in the *Journal of the American College of Cardiology* revealed that barely half of more than 77,000 cardiac patients eligible to receive this service were referred to cardiac rehab between 2000 and 2007.

Despite the overwhelming evidence that participation in such programs can decrease death rates by up to 25 percent, and the fact that Medicare and many insurance plans cover it, many doctors fail to refer their patients to cardiac rehabilitation. Why?

According to a principal researcher involved in the study, many physicians just don't know enough about the programs or their benefits.

"Increased physician awareness regarding the clinical benefits of cardiac rehabilitation is critical to improving the quality of care and outcomes for patients with coronary artery disease," says Gregg C. Fonarow, MD, a professor of cardiology at the University of California, Los Angeles, whose team led the study.

Beaufort Memorial LifeFit Wellness Services Senior Director Mark Senn, PhD, hopes to raise awareness of the benefits of cardiac rehab among both physicians and patients to increase referrals to the program.

"There is just too much evidence pointing to the life-prolonging benefits of rehabilitation to ignore," he says. "When we talk about its benefits to physicians they understand and support it, but that does not always translate into referrals."

TAKE ACTION Senn, whose department also oversees the hospital's Cardiac Rehabilitation Program, wants to encourage patients to be their own best advocate and ask their physicians for a referral to cardiac rehab if one is not made upon discharge.

"Patients should not be afraid to ask their doctor for a referral," he says. "The fact is that it works, it is recommended by the American Heart Association and the American College of Cardiology, and most insurance plans cover it. There is no reason that patients shouldn't be taking this most important step in their recovery and long-term health."

For more information or questions about cardiac rehabilitation programs available through BMH LifeFit Wellness Services, call 843-522-5635.

FIVE-STAR CARE: WE'VE GOT YOUR BACK

BMH rated in top 10 percent of the nation for spine surgery outcomes

WHEN IT COMES to treating patients with back, neck, hip and knee problems, you won't find better care than what is available at BMH, according to the HealthGrades 2010 Healthcare Quality in America Study results. For the fourth year in a row, the hospital received five-star ratings for other orthopedic services, including total knee replacement and joint replacement.

Along with receiving a five-star rating, BMH received the Spine Surgery Excellence Award, which is a distinction reserved for those hospitals ranking among the top 10 percent in the nation. The hospital was also ranked Best in the Area for Overall Orthopedics.

The study found that five-star rated hospitals had, on average, an 80 percent lower rate of complications than hospitals rated by HealthGrades as one-star hospitals.

BETTER CARE FOR YOU HealthGrades, the nation's independent leader in measuring hospital quality and outcomes, measures data from all of the nation's more than 5,000 acute-care hospitals* to compare how hospitals perform in certain areas.

The results are designed to give consumers a basis for comparing facilities to see where they can receive the best services to meet their needs based on what is arguably the most important measure of success: patient outcomes.

BMH is a three-time recipient of the HealthGrades Spine Surgery Excellence Award. BMH President and CEO Rick

Toomey credits the team approach the surgeons, nurses and other clinical specialists take to treating patients who undergo spine surgery.

"The Spine Surgery program at BMH has been developed through the collaborative efforts of everyone from the surgeons, nurses and physical therapists to the imaging technologists, pharmacists and social workers," he says. "Every discipline involved in a spine patient's care has to buy into the process to ensure the best care. Their commitment to and mastery of the process is proven through their patients' outstanding results."

A MEASURE OF SUCCESS "This is further proof of what a well-coordinated clinical program can do for patients seeking quality surgical care," says Pat Foulger, RN, vice president for Quality Services at BMH. "We're so proud of the skills and commitment our surgeons, clinical and support staff have made to providing patients outstanding care close to home."

*Excludes veterans hospitals.



Checking the conclusions

American hospitals vary in the level of quality they offer, according to the twelfth annual HealthGrades Hospital Quality in America study.

Patients were 80 percent less likely to experience a major complication in five-star rated hospitals when compared with one-star rated hospitals across a range of procedures studied, such as knee replacement and hip replacement surgeries.

Top-performing hospitals also dramatically outperformed the national average, with patients experiencing, on average, 61 percent fewer in-hospital complications among the procedures studied.

Learn more at www.healthgrades.com.

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Call 888-522-5585 to learn more about our orthopedic and spine specialists and for a

FREE referral. Don't forget to mention the code "Five-star joints."

HEALTHCARE CLOSE TO HOME

Expanded care in Bluffton brings quality and convenience

IMAGINE A DAY when you can schedule your annual physical, your mammogram and your bone density screening in one place during the same visit.

That day has arrived, thanks to the recently expanded Beaufort Memorial Bluffton Medical Services facility in Westbury Park and the newly expanded Bluffton Primary Care practice located in the same building.

“To have everything under one roof is phenomenal,” says Stephen S. Luther, MD, an internal medicine specialist with Bluffton Primary Care. “I can order a lab test or mammogram and the patient can walk downstairs to have it done. It makes it much easier on them. Before the expansion, they would have to drive to Beaufort or other locations.”

EXPANDED HEALTH SERVICES Now in its 65th year of operation, the hospital is celebrating another major milestone with the newly expanded Bluffton Medical Services facility and Bluffton Primary Care practice. Three years after opening a small satellite medical center in Bluffton, BMH has tripled the size of its Bluffton facility to accommodate the growing demand for premier healthcare services in the booming south-of-the-Broad area.

Along with additional exam rooms for physicians, Beaufort Memorial Bluffton Medical Services in Westbury Park now features a spacious rehabilitation center, a full-service lab, digital mammography, bone density scanning, x-ray and ultrasound testing.

Rather than drive to Beaufort to see doctors who practice at the Duke University-affiliated, not-for-profit hospital, residents south of Beaufort can schedule appointments more conveniently at the satellite center, located in the same building as Wachovia Bank, near the intersection of Highway 278 and Buck Island Road.

PRIMARY CARE PLUS Responding to the ever-growing demand for quality primary care, Bluffton Primary Care expanded in August with the addition of longtime Hilton Head Island family practitioner David Vormohr, MD.

In early October family medical specialists Jonathan Hutchings, DO, and Heather Hutchings, DO, along with physician assistant Lynne Williams, relocated from their Hardeeville-based Coastal Primary Care practice to join forces with the physicians at Bluffton Primary Care, making the Bluffton practice the largest primary care group in the county.

The dozen new exam rooms that were incorporated

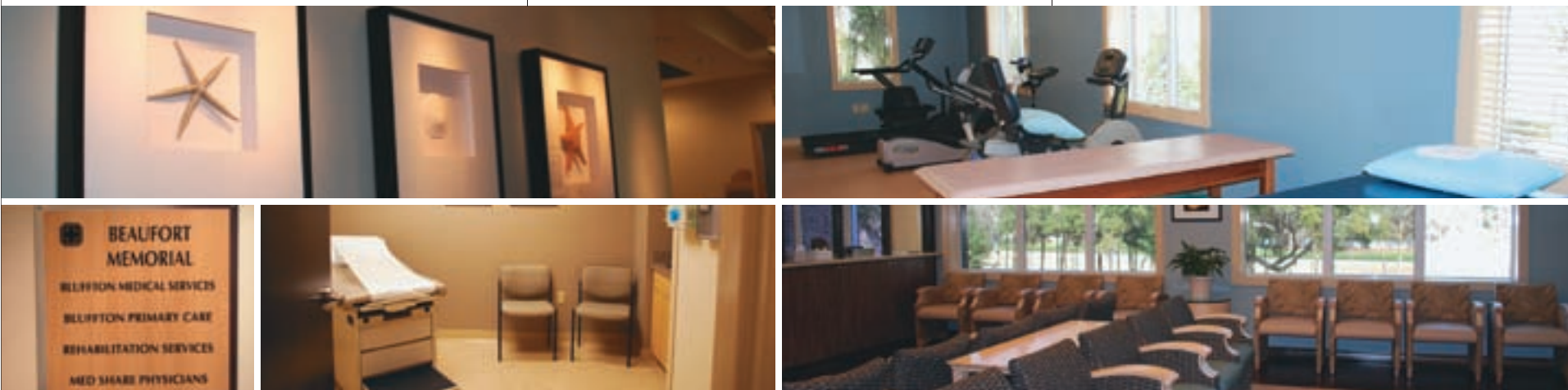
into the 8,000-square-foot expansion on the second floor of the building allowed for more doctors to participate in the practice and in the Med Share Program—a program that allows BMH-affiliated physicians to lease space from the hospital—with Bluffton Primary Care occupying one side of the building and Beaufort OB/GYN occupying the other. The addition also includes a large waiting room and a 1,500-square-foot rehab center offering physical, occupational and speech therapy five days a week.

COMMITTED TO QUALITY BMH has established itself as one of the top healthcare providers in the region. It's affiliated with Duke University Health System for heart and cancer care and ranks among the top 10 percent in the nation for general, orthopedic and spine surgery.

The hospital's sophisticated information technology allows participating physicians to view test results off-site via a computer. Such state-of-the-art capabilities have earned BMH a spot among the nation's Most Wired rural hospitals four years running. This year BMH was named among the nation's Top 100 Most Wired Hospitals.

“As a not-for-profit hospital, all our excess revenue is invested in the hospital and the community to improve programs and services,” says BMH President and CEO Rick Toomey.

For more information on Beaufort Memorial Bluffton Medical Services, call **843-706-8660**. To make an appointment with a physician at Bluffton Primary Care, call **843-706-8690**.



Beaufort Memorial Bluffton Medical Services in Westbury Park now features a rehabilitation center, a full-service lab, digital mammography, bone density scanning, x-ray and ultrasound testing.

NEED A HEALTH PARTNER?

Visit Beaufort Memorial Bluffton Medical Services.

Family Medicine

Bluffton Primary Care

- Heather Hutchings, DO
 - Jonathan Hutchings, DO
 - David Vormohr, MD
 - Lynne Williams, PA
- 843-706-8690**

General Surgery

- Beaufort Memorial Surgical Specialists
- Gordon Krueger, MD
- 843-524-8171**

Internal Medicine

Bluffton Primary Care

- Stephen S. Luther, MD
- 843-706-8690**

Neurology

- Coastal Neurology
- Norman Bettle, MD
 - Paul Mazzeo, MD
- 843-522-1420**

Obstetrics/Gynecology

- Beaufort OB/GYN
- Meredith Mitchell, MD
 - Pat Thompson, MD

Orthopedic Surgery

Active Lifestyles Orthopedics

- Ralph Moore, MD
- 843-524-1522**

Lowcountry Bone & Joint Specialists

- H. Kevin Jones, MD
- 843-524-3015**

Pediatrics

- Sea Island Pediatrics
- Karen Keane, DO
 - Tim Keane, DO
- 843-524-1078**

Pre-Op/Anesthesiology

Lowcountry Anesthesia, PA

- Gary Thompson, MD
- 843-522-5117**

Vascular Surgery

Beaufort Memorial Surgical Specialists

- Chad Tober, MD
- 843-524-8171**

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