



# M E D I L I N E

A MEMORIAL HOSPITAL COMMUNITY RELATIONS PUBLICATION

FEBRUARY 2010

**BEST PLACES**  
to work in **PA**<sub>2009</sub>



*Sally Dixon*

## MESSAGE FROM SALLY...

*I am pleased to announce that Memorial Hospital has partnered with Spirit of Women, a network of more than 80 hospitals around the country that have united to advance the cause of women's health. Spirit is a national movement for women's wellness led by local hospitals, such as Memorial, and supported by corporate partners and national media with the mission to motivate women to make positive changes in their lives by emphasizing their total well-being – mind, body and spirit.*

*Memorial will offer a variety of Spirit of Women programs that will include national signature events, such as Day of Dance and Girls Night Out;*

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## Memorial Welcomes Joe Iandolo

Memorial Hospital is pleased to welcome Joe Iandolo as the administrative director of Cardiovascular Services.

Joe will be overseeing the cardiovascular service line at Memorial, which will include interventional cardiac procedures, non-invasive procedures and the cardiac catheter laboratory.

“I am excited to work with the team at Memorial Hospital and bring a choice for cardiac care to the York community,” said Joe.

Before joining Memorial Hospital, Joe was the cardiology program director at Lancaster Regional Medical Center.

“This is a great opportunity to help make a difference in the community by building this service,” said Joe.

Joe grew up in Brooklyn, New York and moved to the area while attending York College. He lives in Lancaster with his wife and three children. In his spare time, Joe enjoys running and spending time with his family. He is very involved in his children's activities and helps coach his son's sports teams.



*Joe Iandolo*

## Surgical Services Now Computerized

Memorial Hospital's Surgical Services Department recently began using a new specialized computer system, which enabled them to transition from paper documentation to electronic documentation. There are numerous advantages to the system, and one of the most important benefits is our improved ability to analyze data.

Another key advantage of computerized documentation is improved patient safety. The electronic record is always legible and the system prompts the user to enter key information.

An electronic tracking board is a unique customer service enhancement that accompanies the computer system. Family members have the ability to view a mounted television monitor in the waiting room to receive updates on their loved one's status during surgery. Patients are identified on the tracking board by the unique number assigned to them to ensure confidentiality.

“This is an exciting time for Memorial Hospital's Surgical Services Department. Patient care is enhanced and the Department is more efficient,” said Alice Mierzwa, nurse manager of Surgical Services.

For more information about the computerized system, please call Alice at 849-5353.

# Healthy Literacy

Health literacy is defined as the degree to which individuals have the capacity to obtain, process and understand basic health information needed to make appropriate health decisions and get services needed to prevent or treat illness. The lack of health literacy in York County is an identified problem in York and the Healthy York County Coalition has formed the Health Literacy Task Force to address the issue.

Research performed by Aligning Forces for Quality states that one in three patients in York County who have chronic conditions have limited health literacy. Individuals with diabetes have a health literacy rate of 26 percent; patients with coronary artery disease have a 30 percent rate; and people with heart failure have a health literacy rate of 43 percent.

Low health literacy can affect anyone but is more prevalent among older adults, minority populations, those who have low socioeconomic status and medically underserved people. Patients with low health literacy may have difficulty with the following:

- Locating providers and services
- Filling out complex health forms
- Sharing their medical history with providers
- Seeking preventive health care
- Knowing the connection between risky behaviors and health
- Managing chronic health conditions
- Understanding directions on medicine

The Health Literacy Task Force recommends the following for health care providers:

- Incorporate health literacy initiatives into your practice
- Increase access to evidence based practice health related information in plain language
- Raise public awareness of the importance of health literacy
- Empower patients to be active participants in their health
- Charge health care teams to create a partnership with patients.

For more information about health literacy, please contact the Healthy York County Coalition at 851-2333.

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# Heart Failure Zones

Memorial Hospital, along with other local health care facilities, recently began utilizing a form to help discharged patients who are at risk for heart failure. The form, titled “Heart Failure Zones: How I Feel and What I Should Do,” describes symptoms and then categorizes patients into three different “zones”. Patients are given the form prior to discharge and they are instructed to rate themselves daily based on the outlined criteria.

Patients who fall into the Green Zone have great control over their condition and should continue on the same path they are currently following. Patients who are in the Yellow Zone are instructed to call their physician because they may need to have medication or the care plan adjusted. Patients in the Red Zone are advised to call 911 for emergency care.

If one of your patients calls the office to tell you he is in the “Yellow Zone”, that means he is actively monitoring how he feels and needs to be examined due to changes in his health.

## MESSAGE FROM SALLY...


(continued)

*monthly email newsletters on women's health topics; women's health publications; quarterly programs; health fairs; and more.*

*Spirit of Women will give Memorial Hospital the chance to be recognized as the local resource for women's health education and community outreach. Memorial is committed to women's health initiatives because we believe that knowledge and support are keys to wellness. Women make nearly 80 percent of all health care decisions for their families, and we want those decisions to include Memorial Hospital.*

*Membership in Spirit of Women is free. To join, visit [www.mhyork.org](http://www.mhyork.org). We also have membership brochures available. If you would like brochures for your patients, please call 849-5492.*

*Sincerely,  
Sally J. Dixon  
President and CEO*



PLEASE  
REMINDE YOUR  
PATIENTS TO  
PRE-REGISTER!

**One Call Scheduling  
& Pre-Registration!**

717-815-2351

 Memorial Hospital  
[www.mhyork.org](http://www.mhyork.org)



## New Nurse Managers Named



Christine Gibbs



Deb Wood

Memorial Hospital recently named two new nurse managers. Christine Gibbs is the newly appointed manager of 1-West and Deb Wood is the 2-West nurse manager. Both Christine and Deb are long-time members of the Memorial family and have transitioned smoothly into their current roles.



## MEDICAL STAFF INFORMATION CHANGES

**Kerry Fagelman, M.D.**

Voluntary Resignation

**Renee P. Howard, M.D.**

From Active to Courtesy

**Judith M. Knoll, D.O.**

Voluntary Resignation

**Gregory B. Lanpher, M.D.**

Deceased

**Chester J. Madzellan, D.O.**

From Active to Honorary

**Paul T. Shellenberger, D.O.**

From Active to Honorary

**Jennifer E. Sloane, M.D.**

Voluntary Resignation

**William S. Tung, M.D.**

Voluntary Resignation

## VNUS Closure® Procedure Brings Comfort to Legs

Venous reflux disease is a common health problem, especially among people who are obese, people who have a profession that requires them to stand, women who have had multiple pregnancies and individuals who are genetically predisposed to the condition.

Venous reflux disease affects the circulation of blood in the lower extremities. The tiny valves that normally force blood back up towards the heart no longer function, causing blood to pool up in the legs and the veins of the legs to become distended.

Venous reflux disease commonly produces varicose veins, the abnormally swollen and discolored superficial leg veins that affect more than 25 million Americans. Varicose veins can range from small, thin purple lines just under the skin (known as “spider veins”) to thick, bulging veins that can protrude well beyond the skin surface. In any form, varicose veins serve as indicators of venous reflux, a progressive disease that can cause significant circulatory problems as it worsens.

Dr. Ignacio Prats, Leader Surgical Associates, has been performing the VNUS Closure® procedure at Memorial Hospital for the past few years to treat venous reflux disease. Using ultrasound, Dr. Prats positions the Closure® catheter into the diseased vein through a small opening in the skin. The tiny catheter powered by radio-frequency energy delivers heat to the vein wall. As the thermal energy is delivered, the vein wall shrinks and the vein is sealed closed. Once the diseased vein is closed, blood is re-routed to other healthy veins.

“This procedure uses the latest minimally invasive technology to fix a common issue. There is one small incision and minimal sedation. Patients are back to their normal activities within days,” said Dr. Prats.

For more information about the VNUS Closure® procedure, please call Dr. Prats’ office at 741-3449.

## Pennsylvania Osteopathic Medical Association Clinical Assembly

The Pennsylvania Osteopathic Medical Association’s (POMA) 102nd Annual Clinical Assembly and Scientific Seminar will be held at the Valley Forge Convention Center in King of Prussia, on April 28 through May 1. Forty hours of American Osteopathic Association (AOA) continuing medical education (CME) credits are anticipated (34 hours Category 1A and six hours Category 1B). The program includes lectures for various disciplines, including osteopathic manipulative medicine (OMM) and electronic medical/health record (EMR/EHR) workshops and Pennsylvania and Florida licensure requirements. For more information, please visit [www.poma.org](http://www.poma.org) or contact Mario E.J. Lanni at 717-939-9318.



# Contracted Health Plans

For your reference, below is a list of the health plans Memorial Health Systems is currently contracted with. If you have any questions, please call Carrie Frey, manager of Reimbursement and Budget, at 849-5450.

## MEDICAL STAFF ADDITIONS

**Benjamin V. DuBois, M.D.**  
**MidAtlantic Cardiovascular**  
1838 Greene Tree Road, #535  
Baltimore, MD 21208  
410-653-3923  
Fax 410-653-1296  
Specialty: Cardiology

**Sandra J. Fortna, M.D.**  
**Wellspan Infectious Disease Specialists**  
1001 South George Street  
York, PA 17405  
851-2417  
Fax 851-3712  
Specialty: Infectious Diseases

**Frank H. Morris, M.D.**  
**MidAtlantic Cardiovascular**  
7501 Osler Drive, Third Floor  
Towson, MD 21204  
410-583-1170  
Fax 410-583-1267  
Specialty: Cardiology

**Matthew R. Voss, M.D.**  
**MidAtlantic Cardiovascular**  
333 North Calvert Street, #500  
Baltimore, MD 21218  
410-366-5600  
Fax 410-889-4952  
Specialty: Cardiology

- Advantra Medicare+Choice
- Aetna US Healthcare
- Aetna Medicare
- Aetna Better Health *(not accepted by Home Health Services, White Rose Hospice or Surgical Center of York)*
- Alliance PPO
- Amerihealth Mercy Health Plan
- Beech Street
- Capital Blue Cross
- Capital Blue Cross Senior Blue
- Cigna Healthcare *(not accepted by Home Health Services)*
- Devon Health Services
- EHP, Inc. (Significa Insurance Group)
- First Health Network
- Gateway Health Plan *(not accepted by Home Health Services or White Rose Hospice)*
- Gateway Health Plan Medicare Assured *(not accepted by Home Health Services, White Rose Hospice or Surgical Center of York)*
- Geisinger Gold Medicare Advantage Plan
- Geisinger Health Plan *(not accepted by Home Health Services or White Rose Hospice)*
- Great West Healthcare *(not accepted by Home Health Services)*
- Health Payors Organization *(not accepted by Home Health Services or White Rose Hospice)*
- HealthAmerica/HealthAssurance
- HealthAmerica Medicaid HMO
- Highmark Blue Shield
- Highmark Blue Shield Freedom Blue
- HumanaChoice *(not accepted by Home Health Services, White Rose Hospice or Memorial Primary Care)*
- Integrated Health Plan *(not accepted by Memorial Primary Care)*
- Intergroup
- Keystone Health Plan
- MAMSI
- MDIPA
- Multiplan *(not accepted by Home Health Services or White Rose Hospice)*
- NCPPO *(only accepted by Memorial Primary Care)*
- OneNet
- Optimum Choice
- PPO Next *(only accepted by Surgical Center of York)*
- Prime Health/Universal Health Care Group Medicare Advantage Plans
- Prime Health Network (non-Medicare) *(only accepted by Surgical Center of York)*
- Private Healthcare Systems *(not accepted by Home Health Services or White Rose Hospice)*
- South Central Preferred
- Sterling Option Medicare Advantage Plan *(not accepted by Home Health Services or White Rose Hospice)*
- Today's Options PFFS and PPO
- Unison Advantage Medicare Advantage Plan
- Unison Health Plan
- United Medicare Complete Choice
- UnitedHealthcare
- UPMC for You
- UPMC for Kids
- USA MCO *(not accepted by Home Health Services, White Rose Hospice or Memorial Primary Care)*

