SAVING LIVES WITH MAMMOGRAMS

CHILDREN WHO NEED A FAMILY

5 MINUTES TO BETTER HEALTH

TIME FOR A NEW KNEE OR HIP?

TALES YOUR HEARTBEAT TELLS

why honesty is good for you

see page 10

COLD VS. FLU AND WHAT TO DO
Marking a key anniversary

In 1951, people across the nation were entertained by a new television show called *I Love Lucy*. A gallon of gas only cost 19 cents! That same year, in the small community of Pensacola, Fla., a new hospital opened its doors to its first patient on Oct. 17. Sixty years later, Baptist Hospital has grown into the largest community-owned, not-for-profit health care provider in northwest Florida.

Today, our staff of more than 6,000 employees provides services at four hospitals, a nursing home, mental health facilities, outpatient centers, Andrews Institute for Orthopaedics & Sports Medicine and Baptist Medical Group. Baptist Health Care has helped save thousands of lives by remaining true to our Mission of providing quality health care for our neighbors living in the Gulf Coast region.

Along the way, we have received numerous accolades, including the most prestigious national award that a business can earn: The Malcolm Baldrige National Quality Award, presented by President George W. Bush in 2003. It is our people who define our organization. Often we provide care to patients who are afraid and just want to know that they can trust someone to go through the experience with them and comfort them.

I dedicate this issue of *Gulf Coast Health & Life* to our compassionate staff, who work day in and day out to take care of our neighbors. They are who we are really celebrating.

We are committed to sustaining compassionate health care in our community for the next 60 years and are honored to be your first choice for health care.

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FOR YOU AND YOUR FAMILY

TRAVEL WELL
Are you planning an overseas journey over the holidays? Before you pack, visit the U.S. Centers for Disease Control and Prevention’s Travel Health website: cdc.gov/travel. You’ll find everything you need to know about illnesses, vaccinations you might require, tips for travel if you have special health needs and other current health information.

NO FLU FOR YOU!
Between 5 and 20 percent of Americans contract influenza each year. The flu can be serious or even deadly for elderly people, newborn babies and people with certain chronic illnesses. The best way to protect yourself is with the influenza vaccine, and the best time to get it is right now, in the fall.
Source: National Institute of Allergy and Infectious Diseases

EXERCISE: HEART HELPER
Not a super athlete? No sweat! New research shows that even small amounts of exercise—say, two-and-a-half hours of moderate activity a week—can reduce the risk of heart disease by about 14 percent. Of course, more exercise is even better. Those who exercised for five hours a week reduced their risk of heart disease—including heart attacks, angina and bypass surgeries—by 20 percent compared with non-exercisers, says the study, published in the journal Circulation.

A BIG ‘YES’ TO MAMMOGRAMS
A 30-year study of mammography screening, the longest ever conducted, has found that mammograms reduce breast-cancer deaths even more than most experts have long believed. The Swedish research involving 133,000 women, published in the journal Radiology, found 30 percent fewer breast-cancer deaths in the screening group compared with a group that had not been screened.

SPLISH, SPLASH ... OOPS!
About 234,000 U.S. teens and adults are treated in hospital emergency rooms for injuries sustained in bathrooms every year. Eighty percent of these injuries are due to falls.
Source: Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report

A SMART START AT 40
The Baptist Cancer Institute and the American Cancer Society recommend regular prostate screenings beginning at age 40. The two tests most often used to detect prostate cancer are the prostate-specific antigen (PSA) blood test and a digital rectal physical exam (DRE) performed by the physician. Detecting disease in the early stages increases men’s chances for successful treatment.

BETTER HEALTH IN 5 MINUTES
There are 1,440 minutes in each day, and while it often seems you could use more, the fact is that there’s plenty of time for small steps toward a big goal—like improving your health. The Centers for Disease Control and Prevention has created a list of things you can do in five minutes or less to help protect yourself and your family, including:
• Wash your hands (20 seconds)
• Buckle a seat belt (4 seconds)
• Test smoke alarms (10 seconds per alarm)
• Eat healthy (2 minutes to make a salad)
• Take the stairs (2 minutes to walk two flights)
• Make a doctor’s appointment (2 minutes)
• Take a break (5 minutes)
For more ideas, go to cdc.gov/family/minutes/

SEARCHING FOR HEALTH ONLINE
AMONG ADULTS 18 AND OLDER, A HIGHER PERCENTAGE OF WOMEN THAN MEN USE THE INTERNET TO LOOK UP HEALTH INFORMATION.

Source: National Center for Health Statistics
SUSAN AND KEN HUMPHRIES WERE NO STRANGERS TO
ADOPTION AND FOSTER CARE. SINCE 1999, THE CRESTVIEW COUPLE HAD PROVIDED
FOSTER CARE TO 78 CHILDREN THROUGH THE FAMILIESFIRST NETWORK OF LAKEVIEW CENTER AND ADOPTED FOUR — ALL OF THEM SPECIAL-NEEDS CHILDREN. BUT THE PLIGHT OF THREE SIBLINGS THEY BEGAN FOSTERING FIVE YEARS AGO SHOCKED THEM.

VICTORIA, TYLER AND AARON — NOW 16, 15 AND 13, RESPECTIVELY — HAD BEEN IN AND OUT OF FOSTER CARE FOR MOST OF THEIR LIVES BEFORE COMING TO LIVE WITH THE HUMPHRIES. AT ONE POINT, THEIR BIRTH PARENTS HAD TAKEN THEM BACK AND FLED TO TEXAS WHILE RUNNING FROM LAW ENFORCEMENT. THEY HAD BEEN ABUSED "EVERY WAY IMAGINABLE," SAYS SUSAN. THE KIDS WERE SO EMOTIONALLY SCARRED THEY WOULD CONSTANTLY "BLOW THEIR PLACEMENTS" — FOSTER FAMILIES SIMPLY COULDN'T HANDLE THEM AND WOULD SEND THEM BACK INTO THE FOSTER CARE SYSTEM. "THESE WERE THE MOST ABUSED KIDS WE HAD EVER ENCOUNTERED," SUSAN SAYS. IN FACT, THEY WERE DEEMED "UNADOPTABLE." BUT THE HUMPHRIES WOULDN'T ACCEPT THAT. HAVING ALREADY ADOPTED DAKOTA, NOW 14, IN 2001, AND MICHAEL (12), KENSLY (10) AND MADISON (8) IN 2005, THEY BROUGHT THE THREE TROUBLED CHILDREN BACK INTO THEIR HOME PERMANENTLY.

"IT WAS A GOD THING," SUSAN SAYS. "GOD CALLED US TO DO IT. WE DON'T THINK WE'RE BETTER PARENTS THAN ANYONE ELSE; WE JUST KNOW THAT EVERY CHILD DESERVES A CHANCE. THESE KIDS DID NOT DESERVE WHAT HAPPENED TO THEM."

THANKS TO THEIR EFFORTS, THE THREE ARE NOW THRIVING. TYLER PLAYS FOOTBALL. AARON AND VICTORIA COMPETE IN THE SPECIAL OLYMPICS. THEY ARE DOING WELL IN SCHOOL. IT HASN'T BEEN EASY, AND THERE ARE STILL CHALLENGES EVERY DAY. THE KEY, SUSAN SAYS, IS BUILDING TRUST. "LOVE IS NOT ENOUGH," SHE EXPLAINS. "MOST OF US COME FROM NORMAL HOUSEHOLDS WHERE LOVE MAKES THE DIFFERENCE, BUT WITH ADOPTION LOVE IS NOTHING IF THEY DON'T TRUST YOU. THEY HAVE BEEN ABANDONED SO OFTEN, IF THEY THINK YOU WILL ABANDON THEM TOO, THEY WILL NOT LOVE YOU. AS YOU GRADUALLY BUILD TRUST BY ACCEPTING THEM FOR WHO THEY ARE, THEY COME AROUND."

KEN, 47, A RETIRED MILITARY MEDICAL ADMINISTRATOR WHO NOW WORKS AT EGLIN HOSPITAL, AND SUSAN, 47, WHO STAYS WITH THE CHILDREN, SAY IT'S MORE THAN WORTH IT. "AT NIGHT I THINK, 'HOW DID I SURVIVE THE DAY?'" SUSAN ADMITS. "BUT IN THE MORNING I THINK HOW BLESSED I AM TO BE THEIR MOM. IT
is the most rewarding thing ever. Ever!”

That’s typical of adoptive families, says Peggy Custred, associate adoption coordinator for the FamiliesFirst Network of Lakeview Center. In 2010, FamiliesFirst placed 172 children from its foster care system with adoptive parents — the agency calls them “forever families.” But with 100,000 children waiting for adoption across the country, including from 25 to 50 in Baptist Health Care’s four-county area, there is a need for more willing parents.

Adopting a child who has been abused, neglected or abandoned is very different from what most people expect. Prospective adoptive parents start the process by taking a 30-hour class. Those classes, which are free (as just about everything, including legal work), can be instrumental in adoptive parents’ success, say Daniel and Laura Krietler, both 29, of Pensacola. They adopted Austin, who turns 3 in November, and are providing foster care to another child. “The classes felt like a long process, but in the end we were thankful to have had them,” says Daniel, who teaches Bible studies at East Hill Christian School. “The instructors gave great perspective and didn’t gloss over the difficulties, which was very helpful.”

The low costs involved were also important, adds Laura, who works from home as a medical coder. “People assume adoption is very expensive, but in fact it can be virtually free,” she says. “We didn’t have to take a loan or have a ton of cash to do this.” Adoptive families are eligible to receive for the child a monthly maintenance subsidy and Medicaid until the child is 18 years of age as well as a Florida college tuition waiver.

Adoptive families are “really special people,” says Custred. “They face a lot of challenges. But every time we successfully connect a child with a ‘forever family,’ we feel that’s a happy ending. Even if things get rocky at times, the child still has a vital connection — a family that lasts a lifetime.”

November is National Adoption Month, and adoptive parents are being honored at two special events:

• ADOPTION WALK AND FUN DAY
  SATURDAY, NOV. 12
  This first annual event, called “Footprints to a Forever Family,” is a collaborative effort between FamiliesFirst Network and other community adoption agencies. Hosted by Grand Marshal Sue Straughn, news anchor of WEAR-TV, the 1.8-mile walk starts at 10 a.m. at The Gulf Coast Kids’ House and ends at Bayview Park, which will host a Family Fun Day from 11 a.m. to 2 p.m. There will be a brief ceremony, hot dogs, agency booths and activities for kids and families. To register or for more information visit FamiliesFirstNetwork.org or call 800.313.8874.

• ART OF ADOPTION HEART GALLERY OF THE GULF COAST
  FRIDAY EVENING, NOV. 18
  The Heart Gallery is a national project in which professional photographers donate their time creating sensitive and compelling portraits of children waiting for “forever families.” Our local Heart Gallery, now in its seventh year, is holding a reception in conjunction with Gallery Night in downtown Pensacola. Join us at Soirée Catering and Events at 196 N. Palafox St. in Pensacola, from 5:30 to 8 p.m.

The nine youngsters pictured above vary in age, gender, race and personality, but they have one thing in common: they’re available for loving new parents to help them finish the job of growing up and embark on an adult life full of promise. Please call 850.453.7745 or 800.307.8874 — or visit eLakeviewCenter.org — to find out more.

FOR MORE INFORMATION
ABOUT THE EVENTS DESCRIBED AT RIGHT — OR ABOUT ADOPTING A SPECIAL-NEEDS CHILD — CALL 850.453.7745 OR 800.307.8874. YOU CAN ALSO VISIT ELAKEVIEWCENTER.ORG/ FAMILIESFIRSTNETWORK/ADOPTION.ASPX OR EMAIL PEGGY.CUSTRED@BHCPNS.ORG.

THESE CHILDREN NEED HOMES

Did you know?
In 2011, the Federal Government extended a tax credit, in the form of a refund, of $13,170 per child to parents who adopted a special-needs child during that year.
LYNN CREAM KNOWS ALL TOO WELL WHAT breast cancer can do. The 46-year-old engineer and manufacturing executive has watched her grandmother and aunt battle the disease, and has seen it claim the life of her godmother. “She wasn’t vigilant enough about testing, so I make sure that I am,” says CREAM, who lives with her husband in Pensacola. “I get my mammogram every year.”

That’s the best advice for any woman age 40 and older, says Kimberly A. Garcia, M.D., a radiologist at Baptist Medical Park – Nine Mile. “Mammography is the only imaging study proven to save lives among breast cancer patients,” she says. “Being screened to catch breast cancer early improves the odds of survival.”

Because one of every six lives lost to breast cancer is that of a woman diagnosed in her 40s, most health care organizations recommend that most women begin regular mammography at 40. Those with a family history of cancer should start 10 years before reaching the age at which the disease was diagnosed in a close family member (mother or sister). “All women should discuss their history with their gynecologist or family care doctor,” says Dr. Garcia.

Crea says her mammograms have twice detected fibrous breast tissue. Each time, further testing by ultrasound cleared her of any danger. She has been getting her screening at Baptist Medical Park – Nine Mile for years. “It’s convenient to my house and my work, my primary care physician is right there in the medical park and it’s easy to get an appointment,” she says. “There is never a long wait, and the doctors explain everything. When I have to come back, they show me the X-rays and tell me all my options.”

Patients can come as walk-ins or schedule an appointment, says Dr. Garcia. “We are accredited by the American College of Radiology, which sets very rigorous standards for equipment and training,” she says. “Accreditation shows that we provide the highest level of service for our patients. Baptist is all about patient care.”

MAMMOGRAPHY IS PROVEN TO CATCH BREAST CANCER EARLY, WHEN IT CAN BE MOST SUCCESSFULLY TREATED

FOR MORE INFORMATION
Baptist Medical Park – Nine Mile, Baptist Hospital, Gulf Breeze Hospital and Baptist Medical Park – Navarre all offer same-day and next-day mammogram appointments. To schedule a mammogram or obtain more information, call 877-469-7500 and select option 3 or visit eBaptistHealthCare.org/DigitalMammography.

IN 2009 BAPTIST MEDICAL PARK – NINE MILE INVESTED MORE THAN $2 MILLION IN THE LATEST IMAGING TECHNOLOGY, AND THE AREA’S FIRST WIDE-OPEN 3T MRI.
LORRAINE TUDOR, A SPRIGHTLY OCTOGENARIAN WHO lives in Arizona, needed a total left hip replacement, and she could have chosen any number of hospitals in her area to have it done. Instead, she got on the phone, tracked down the surgeon who had replaced her right knee and right hip in Arizona years before and then flew all the way to Pensacola, Fla., so that Brett R. Smith, M.D., now co-director of Baptist Health Care’s Andrews Institute Total Joint Center, could do her surgery.

Why? Because for Tudor, a retired nurse, being confident that this operation would be done correctly was well worth the extra cost of travel. “You do what works, and Dr. Smith did a beautiful job on me before,” she says. “So it was a foregone conclusion that it had to be him. In eight years of practice he’s never had a patient develop an infection, and his expertise commands excellence in the OR and in after-care. I wouldn’t dream of choosing anyone else.”

Dr. Smith, who was on a fellowship at the Institute for Bone and Joint Disorders in Phoenix when he did Tudor’s earlier procedure, says it’s not unusual for patients to travel for such surgeries, because getting it done right the first time is critical. “The success rate for first-time total hip and knee replacements far exceeds that of repeat surgeries,” he says. “There is a long list of possible complications, so pre-operative planning and using the right antibiotics to prevent infection are keys to success,” he says.

Another key is choosing a surgeon who does a lot of joint replacements. “Research shows that those who do fewer than 30 a year don’t have as good a track record as those who do more,” says Dr. Smith. He performs hundreds of these procedures a year, and so do his colleagues at the Andrews Institute. And he says that about half of his surgeries involve fixing problems that have developed following previous replacement operations done elsewhere.

That’s something you want to avoid. “With every additional surgery it becomes necessary to remove more bone, which can lead to fractures or loss of function,” says Dr. Smith. “Plus, there is more scar tissue, which can cause stiffness and loss of motion.”

Prospects are much brighter with first-time replacements when they’re done properly. “After a successful first hip or knee replacement, the activities patients can return to are unlimited,” Dr. Smith says. “They include walking, swimming, cycling, golf, tennis, aerobic conditioning — almost anything one wishes to do.”

“I cannot think of anything at all that he could have done better,” says Tudor. “You judge the success of an operation based on function and pain. I had a lot of pain before the surgery and I have no pain now. I go shopping, I travel and I am grateful to say that I’m an active 80-year-old woman. In my mind, I’m 35!”
They say that when you fall in love, your heart skips a beat. That’s a good thing! However, if your heart is out of rhythm for any other reason, you could be at risk for real health problems.

When the heartbeat is too fast, too slow or irregular, that’s called arrhythmia (pronounced ah-RITH-me-ah). “Most arrhythmias are harmless, but some can be serious or even life-threatening,” says Sumit Verma, M.D., an electrophysiologist specializing in the diagnosis and treatment of heart rhythm disorders with Cardiology Consultants, an affiliate of Baptist Health Care.

The heart’s electrical system, which controls the beating rhythm, is complicated, says Dr. Verma, but knowing how it works can help you understand why it sometimes goes wrong. The heart has four compartments, or chambers. The walls of the heart contract to squeeze blood through the chambers. These contractions are controlled by an electrical signal that begins in the heart’s natural “pacemaker” (which is called the sinoatrial node). Nerve impulses and hormones in the blood influence the rate of the contractions. A problem in any of these can cause an arrhythmia.

Atrial fibrillation, or A-Fib, is the most common type of arrhythmia. A-Fib occurs if rapid, disorganized electrical signals cause the heart’s two upper chambers, the atria, to fibrillate, which means to contract very fast and irregularly. In A-Fib, blood pools in the atria and isn’t pumped completely into the heart’s two lower chambers, called the ventricles. As a result, the heart’s upper and lower chambers don’t work together as they should.

During an arrhythmia, the heart may not be able to pump enough blood to the body. Electrophysiologist Ian Weisberg, M.D., shares that common symptoms of arrhythmias include:

- fast or slow heartbeat
- skipping beats
- lightheadedness or dizziness
- chest pain
- shortness of breath
- paleness
If you suspect arrhythmia, make an appointment with your primary care doctor. He or she will refer you to a cardiologist if necessary. To find a primary care physician in your neighborhood, visit BaptistMedicalGroup.org. Many offer same-day appointments.

Dr. Alsheikh. “We can also monitor pacemakers and other devices wirelessly, without the need for an office visit, allowing us to provide arrhythmia management in a timely and convenient way for patients.”

In many cases, therapies that include implanting pacemakers and other devices, or ablation — surgery to remove the part of the heart tissue that is causing arrhythmia — can allow patients to go off medication completely. “They can return to a normal heart rhythm and normal life again,” says Dr. Verma.

THE GULF COAST’S CENTER FOR HEART-RHYTHM CARE

The electrophysiologist team of Cardiology Consultants specializes exclusively in the diagnosis and treatment of complex heart disorders at the Heart Rhythm Center at Baptist Hospital in Pensacola. Together they offer the most experience in comprehensive care for heart-rhythm disorders in the region.

As heart-rhythm specialists, Sumit Verma, M.D.; Thabet Alsheikh, M.D.; and Ian Weisberg, M.D., are committed not only to caring for patients but also to bringing their expertise into the community. “We will do more programs to help identify those at risk, especially young athletes and students,” Dr. Verma says. “By having all our resources concentrated in one place, we are better able to focus our energy on education and prevention.”

For more information about the Heart Rhythm Center physicians or available services, call 850.444.1717 or visit eBaptistHealthCare.org/HeartRhythm.
When it comes to your doctors, telling the truth is the best policy.

Honesty is healthy.

No one wants to admit she skipped her last mammogram or snuck one too many candy bars here and there. And often, women are admittedly just too busy to take the time to address a little dizziness or fatigue.

But all of these “little secrets” can be hazardous to your health. Four of the Gulf Coast’s top physicians weighed in to tell us how women can take control of their health care by opening up about their lives.

1. Give complete medical—and family—history details. People fail to mention family histories of cancer, heart disease, mental illness and other problems for a variety of reasons, says Elise T. Gordon, M.D., a primary care sports medicine physician at Baptist Health Care’s Andrews Institute for Orthopaedics & Sports Medicine in Pensacola. “Often they forget, or they don’t want to think about it,” she says. They may even feel unconsciously that if they don’t acknowledge something it will go away.

   “Or maybe they just don’t think these things are important,” says internist Logan Richards, M.D., with Baptist Medical Group in Gulf Breeze.

   But every piece of medically relevant information, no matter how trivial it seems—or how deep in the past—may provide an important piece of the puzzle. “Family history helps us determine your risk...
for diseases later in life,” says Dr. Richards. And that can determine what screenings you need, and when, to find any problems early, when they are most easily treated.

“I had a patient who didn’t mention her family history of breast cancer when I asked,” Dr. Richards says. “Her mother and sister had died of it at an early age, and she was scared. When she finally opened up, I told her how important it was that I knew about it, so I could help her. Eventually she did have a mammogram, which found a growth that was benign. After going through the process she was more comfortable talking about it, and she had a mammogram every year.”

**Tell the truth on ‘Healthy lifestyle’ questions.** “We all seek approval, and patients visiting the doctor are no exception,” says Erika Schneider, M.D., OB/GYN with Baptist Medical Group – LadiesFirst OB/GYN. “We all know we should be leading a healthy life, so if we have areas where we are falling short, it is tempting to make things sound better than they are.” But everything you do — or don’t do — is important. “Even minor things can affect health,” says internist Vicki L. Roy, M.D., also of Baptist Medical Group in Gulf Breeze. “If you smoke just one cigarette a day, it tells me a lot about other things, like why you may be feeling short of breath.”

Why do patients fib? Many patients believe the doctor will think poorly of them for skipping exercise or making too many trips to the ice cream parlor. But that’s not the case, says Dr. Richards. “I want all patients to know we are not here to judge them. We are here to help them and present options for them to protect their health,” he says. Dr. Gordon agrees. “I don’t try to be your parent,” she says. “I want all patients to know we are not here to judge them. We are here to help them and present options for them to protect their health,” he says. Dr. Gordon agrees. “I don’t try to be your parent,” she says. “I want all patients to know we are not here to judge them. We are here to help them and present options for them to protect their health,” he says.

Dr. Gordon agrees. “I don’t try to be your parent,” she says. “I talk about which changes you can make. You are a grown-up, and I treat you that way.”

**Give attention to symptoms.** “I once had a patient with whom I’d been talking for 20 minutes,” says Dr. Roy. “As she was leaving, she said, ‘Oh, I forgot about the other day. I was making raspberry jam, and I felt tightness in my chest and got sweaty. I think it was acid reflux from too much jam.’ I called her back in and took an electrocardiogram, and it showed signs of a heart attack. She went right to the hospital, where she needed triple-bypass surgery.”

It’s common for everyone to ignore symptoms, but women may be more likely to do so than men because they’re the family caregivers. “Moms feel they are the linchpin of the family,” says Dr. Gordon. “Many of them believe they shouldn’t be sick. Women are terrible at putting themselves first. But I tell my patients that to take care of others, you need to take care of yourself.”

“You may ignore symptoms based on fear and uncertainty, but taking the lead in your own health care is the first step to feeling empowered and in control,” says Dr. Schneider.

**Get recommended screenings on schedule.** “Part of my job is to remind patients how important preventive health is,” says Dr. Roy. “Screenings allow us to find disease early and sometimes we are able to cure the disease and/or prevent cancer before it occurs.”

“It is so easy to downplay the importance of screenings, but the bottom line is they are our best shot at keeping you healthy,” says Dr. Schneider.

Doctors know — sometimes firsthand — that it’s not easy to find the time to keep up with the suggested schedule of health vaccinations, tests and screenings. “Colonoscopies, Pap smears — who wants to do that?” says Dr. Gordon. “As a working mom, I even put my own mammogram off for a while. But a few years ago I said, ‘I have to do this.’ Again, it’s about putting yourself first. You can’t afford not to take the time to do it.”

“My mom used to say an ounce of prevention is worth a pound of cure,” says Dr. Roy, “and I truly believe that.”

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**FOR WOMEN, IT’S A MATTER OF TRUST**

In many ways, women are more attentive to health than men. But some women have trouble opening up honestly with their doctors. Usually, it’s because of a lack of trust. If you don’t feel comfortable sharing everything with your physician, then you probably should keep searching until you find a doctor that you feel more at ease with.

“The most important thing is to develop a relationship with a physician you really trust, and if that takes going to several doctors, then you need to do that,” says internist Logan Richards, M.D. “Once you trust someone, everything is a lot easier.”

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**FOR MORE INFORMATION**

Looking for a new doctor? You can meet caring doctors in your neighborhood and learn about their skills, their education, even their personalities — by visiting the physician directory at BaptistMedicalGroup.org/doctors. You can even request an appointment online.

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**DID YOU KNOW?**

October is “open enrollment” season — the time you select your health plan and primary care physician. That makes it a good time to explore all the options that could make your health care experience better. Baptist Health Care invites you to learn more about its physicians at BaptistMedicalGroup.org.
STAYING WELL

in the news
NOTEWORTHY PEOPLE, PROJECTS AND AWARDS AT BAPTIST HEALTH CARE

da Vinci ARTISTRY
Baptist Hospital, which proudly leads the region in experience and expertise using the robotic da Vinci™ S HD Surgical System, recently completed its 1,000th case employing the device. Since the hospital introduced da Vinci robotics to the region, surgeons have used the technology for urology, gynecology, general surgery, heart and vascular surgeries and — most recently — lung surgery. Robotic surgery offers patients many benefits, including less pain and faster healing.

IT’S A FAMILY AFFAIR
Life’s most precious moment is welcoming a new baby, and the new Baptist Hospital Family-Centered Maternity Care believes that moment should be shared with family. Baptist encourages a family-centered experience by providing consistent staff to care for both mother and baby and to support the entire family during this special time. To learn more about Baptist Health Care’s complete childbirth services, visit eBaptistHealthCare.org/MotherBaby or call 850.434.4567.

MOVERS AND SHAKERS
• Logan Richards, M.D., and Vicki Roy, M.D., internal medicine physicians, have joined Baptist Health Care’s newest primary care office in Gulf Breeze. Both physicians are eager to care for you and your family and welcome new patients over the age of 18.

• Erika Schneider, M.D., our newest OB/GYN physician, is passionate about making a difference in patients’ lives and offers attentive gynecologic and obstetric care to women of all ages and risk levels. She provides convenient office locations in Pensacola and Gulf Breeze and is currently welcoming new patients.

• John Tucker has been named administrator of Baptist Health Care’s Atmore Community Hospital. Tucker was selected to lead the 51-bed community hospital after former administrator Bill Perkins was named Vice President of Operations for Baptist Hospital.

HEARTY COLLABORATION
Baptist Health Care and Cardiology Consultants are teaming up to build a world-class, patient-centered cardiovascular program for northwest Florida and south Alabama, shaping the future of heart and vascular care in our region. Together the partners offer the most cardiologists with the most experience and also the largest number of locations to meet all of your heart care needs. Learn more at eBaptistHealthCare.org/Heart.

PRECIOUS MEDAL
The American College of Cardiology Foundation has honored Baptist Hospital with its Gold Performance Achievement Award for sustaining high standards of excellence in cardiovascular care. This award recognizes the achievement of aggressive goals outlined by the college and the American Heart Association for outstanding care for heart-attack patients. Reflecting the successful partnership of Baptist Health Care and Cardiology Consultants, the prize proves that when physicians work closely with hospital staff, patients are the winners.

A SUCCESS STORY WORTH A READ
Every company has its story, but they’re not all chosen as all-time “greatest hits.” In the last 12 years, Harvey Schachter of The Globe and Mail, Canada’s largest-circulation national newspaper, has reviewed more than 1,200 business and management books. Recently he picked his 10 favorites, and the list included The Baptist Health Care Journey to Excellence, written in 2005 by Baptist Health Care’s President and CEO, Al Stubblefield. “By committing to deliver the best possible customer service,” notes Schachter, the organization improved to a level where “its hospitals routinely rank in the top one percentile for patient satisfaction in the United States.”
Bill Dickson, representing the estate of Sybil Nellums, presented a $140,000 gift to the BHC Foundation to benefit Baptist LifeFlight. LifeFlight provides lifesaving transport for more than 2,000 people each year. Mr. Dickson is the nephew of W. C. and Sybil Nellums, longtime generous supporters of Baptist Health Care.

WOMEN’S BOARD PRESENTS $50,000 TO BENEFIT LAKEVIEW CHILDREN’S BUILDING
The Women’s Board of Baptist Health Care Foundation presented Lakeview Center with $50,000 to benefit the library in the new children’s building. Lakeview provides services for more than 5,000 children in the community each year. The new building is currently under construction on the Lakeview campus to bring all children’s services and programs under one roof. To support the children’s building visit BaptistHealthCareFoundation.org and click on the Donate page, or mail donations to Baptist Health Care Foundation, Children’s Building Fund, P.O. Box 17500, Pensacola, FL 32501.

WOMEN’S BOARD PRESENTS BAPTIST HEALTH CARE FOUNDATION WITH $20,000 GIFT
The Women’s Board of Baptist Health Care Foundation hosted jewelry sales, a fashion show and other fundraisers to raise dollars that benefit Baptist Health Care programs and services. In July, the group presented a ceremonial check for $20,000 to the Baptist Health Care Foundation that helps support the only locally owned, not-for-profit health care provider in northwest Florida and south Alabama. Contributions stay local to benefit community members and patients who receive care at BHC facilities.
COLD OR FLU?
A runny nose, cough and sore throat may have you wondering: Is it the flu, or just a common cold?

Influenza — the flu — usually causes more severe symptoms than a cold, but it’s not always easy to tell the difference between the two. The chart below can help you determine what symptoms match how you may be feeling to help ensure the best remedy:

<table>
<thead>
<tr>
<th>FLU</th>
<th>COLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>sudden onset</td>
<td>slow onset</td>
</tr>
<tr>
<td>high fever</td>
<td>no fever</td>
</tr>
<tr>
<td>severe exhaustion</td>
<td>mild exhaustion</td>
</tr>
<tr>
<td>headache</td>
<td>no headache</td>
</tr>
<tr>
<td>decreased appetite</td>
<td>normal appetite</td>
</tr>
<tr>
<td>muscle aches</td>
<td>no muscle aches</td>
</tr>
<tr>
<td>chills</td>
<td>no chills</td>
</tr>
</tbody>
</table>

KNOW YOUR HISTORY
Do you know what your grandfather died from? What caused your Great Aunt Bertha’s blindness? Do your brothers or sisters have high blood pressure? Knowing your family health history can be an important asset in making sure you get the most appropriate health care. The Department of Health and Human Services’ Family History Initiative can help.

The goal is to trace which common diseases (heart disease, cancer, high blood pressure, diabetes) and rare disorders (hemophilia, cystic fibrosis, sickle-cell anemia) affected your parents, grandparents and other blood relatives.

A handy Web-based tool at hhs.gov/familyhistory lets you organize your family’s health history. You can then print it out to review with your family doctor — or share the information with other family members, who also may find it helpful.

Source: U.S. Dept. of Health and Human Services

5 SHOTS AT GOOD HEALTH
Immunizations don’t end in the fourth grade. Protective immunity can fade over time, and we become more susceptible to serious diseases caused by common infections as we grow older. Adults need these vaccinations:

1. **TETANUS, DIPHTHERIA, PERTUSSIS**: one booster dose for adults through age 64, and for adults 65 and older who will have close contact with infants and have not previously received the Tdap vaccine
2. **INFLUENZA**: annual immunizations for all ages
3. **PNEUMONIA**: one vaccination for adults age 65 and older and those with specific health conditions
4. **SHINGLES**: one immunization for adults age 65 and older
5. **HUMAN PAPILLOMAVIRUS (HPV)**: one shot for women 26 years old and younger

Other vaccinations you may need include those that protect against hepatitis A; hepatitis B; chicken pox (varicella); and measles, mumps and rubella. Ask your doctor if you’re due for one or more of these protective vaccinations.

Source: Centers for Disease Control and Prevention

TEETH AND GUMS: SENTINELS OF HEALTH
Good oral health gives you much more than an attractive smile. There is a direct connection between the health of your teeth and gums and the health of the rest of your body. The bacteria in your mouth that cause periodontitis, a serious gum infection, can also get into your bloodstream, producing health problems elsewhere:

- **CARDIOVASCULAR DISEASE**. Several types of cardiovascular disease may be linked to oral health, including heart disease, clogged arteries, stroke and bacterial endocarditis (an infection of the heart’s lining or valves).
- **PREGNANCY COMPLICATIONS**. When a woman is pregnant, bacteria in her mouth can migrate to the placenta or amniotic fluid, possibly contributing to premature birth.
- **DIABETES DIFFICULTIES**. For people with diabetes, poor oral health can make the condition harder to control. The relationship works the other way, too, as diabetes can increase your risk of gum disease and a variety of oral infections.

For your health’s sake as well as that of your appearance, be sure to practice good oral hygiene. Brush, floss and see your dentist regularly.

Source: Centers for Disease Control and Prevention
baptist health care presents
LIFESTYLE, INNOVATION AND PREVENTION

“YOUR FEET AND YOU”:
GENERAL FOOT CARE FOR ALL AGES
Presented by Bradford Egly, D.P.M.
Atmore Community Hospital
Mayson Auditorium
Wed., Nov. 2, 9 – 10 a.m.
Jay Hospital, Royal Room
Wed., Nov. 16, 9:30 - 10:30 a.m.

“THE HISTORY OF
BAPTIST HEALTH CARE”
Presented by Jerry Maygarden
Baptist Medical Park – Nine Mile Road
Azalea Room
Thurs., Nov. 3, 11:30 a.m. Lunch
Noon – 1 p.m. Seminar
Baptist Hospital, Medical Meeting Rooms
Wed., Nov. 9, 11:30 a.m. Lunch
Noon – 1 p.m. Seminar

“RECOGNIZE AND PREVENT
SKIN CANCER”
Presented by George vonHilsheimer, M.D.,
dermatology
Baptist Medical Park – Navarre
2nd Floor Conference Room
Fri., Nov. 11, 9 - 10 a.m.

“YOUR BACK PAIN AND WHAT
IT’S TRYING TO TELL YOU”
Presented by Michael Harris, M.D., Andrews
Physical Medicine & Rehabilitation
Andrews Institute Athletic Performance &
Research Pavilion, Conference Room B
Tues., Nov. 15, 11:30 a.m. Lunch
Noon – 1 p.m. Seminar

“COULD YOU HAVE A
THYROID PROBLEM?”
Presented by Vicki Roy, M.D., Baptist
Medical Group, Internal Medicine
Andrews Institute Athletic Performance &
Research Pavilion, Conference Room B
Thurs., Dec. 1, 11:30 a.m. Lunch
Noon – 1 p.m. Seminar

“CHRISTMAS SOCIAL”
Atmore Community Hospital
Mayson Auditorium
Bring your favorite holiday dish to share!
Wed., Dec. 7, 9 – 10 a.m.

“HEALTH AND WELLNESS
FOR 2012”
Presented by Jamieson Peterman, A.R.N.P.
Baptist Medical Park – Navarre
2nd Floor Conference Room
Fri., Dec. 9, 9 – 10 a.m.

“WELLNESS SEMINAR”
Presented by Erika Schneider, M.D.,
Baptist Medical Group, OB/GYN
Baptist Hospital, Medical Meeting
Rooms Wed., Dec. 14, 11:30 a.m.
Lunch, Noon – 1 p.m. Seminar

“HEALTH AND THE HOLIDAYS”
Presented by Mark Thiele, M.D., Baptist
Medical Group Family Medicine
Baptist Medical Park – Nine Mile Road
Azalea Room
Thurs., Dec. 15, 11:30 a.m. Lunch
Noon – 1 p.m. Seminar

“TIPS FOR A HEALTHY,
HAPPY NEW YEAR”
Jay Hospital, Royal Room
Wed., Dec. 21, 9:30 – 10:30 a.m.

FOR MORE INFORMATION
To register for these programs, please call 850.434.4080.
Reservations are required.

SAVE THE DATE!
HEALTHY LIVING EXPO 2012
Enjoy free health screenings, vendors,
entertainment and more!
• Wed., Jan. 11, 9 a.m. – 1 p.m.
  Andrews Institute, Gulf Breeze
• Fri., Jan. 13, 9 a.m. – noon
  Jay Hospital
• Thurs., Jan. 19, 9 a.m. – 1 p.m.
  Baptist Hospital
• Tues., Jan. 24, 9 a.m. – 1 p.m.
  Baptist Medical Park – Nine Mile Road
• Fri., Jan. 27, 9 a.m. – noon
  Atmore Community Hospital
Call 850.469.2356 for more information.