

MED-CENTER

Pulse

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A Publication of ECMC Corporation

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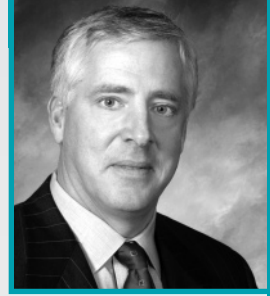


ECMC Corp. Heart Walk Team: A record number of ECMC and Erie County Home employees 'walked the walk' for the 2007 American Heart Walk held September 15.

WESTERN NEW YORK'S HOSPITAL OF CHOICE



A Message from President & CEO Michael Young



Michael A. Young
M.H.A., F.A.C.H.E.
President and Chief Executive Officer

As you know, Dr. Richard F. Daines, the New York State health commissioner, released a five-page letter recommending the new board's structure and members. The board members include three from ECMC, three from Kaleida Health, three from the University at Buffalo, and five from the community at large. The medical staff presidents of each hospital system will be *ex officio* board members, representing physician interests in the new arrangement.

The ECMC Board of Directors are pleased that Dr. Daines has made a decision and relieved that we can now get moving with negotiations that will result in a new entity that will provide excellent health care in Western New York based on superior clinical outcomes. We take careful note of Dr. Daines' inclusion and choice of five members on this new board from the community at large – people whom we challenge to put the interests of residents and patients first as we devise this new model of quality health care for them.

This will be a very complex process with many, many steps to objectively evaluate the performance of all the hospitals involved. The first of which is to ensure that the State back the corporate governance structure with the necessary funds to help it succeed. Since ECMC and UB are public entities and these upcoming negotiations to devise this new system are so important to residents here, we fully expect that this new board will operate in a public forum with 100 percent transparency. This process will establish the exact nature of our relationship between ECMC and this new governance structure in the coming months and years.

As the number one Trauma Center in New York State, it is imperative that we continue to play a leadership role in providing exceptional clinical outcomes, maintaining patient and physician satisfaction, and improving our cost per case. Please keep your focus on these three things and providing the exceptional patient care and service that this community has come to expect. This has earned us the respect among the honorable members of the medical, business, and WNY community, and we will continue to espouse quality of care and a patient centric system as the focus of all discussions.

This is Buffalo's chance to develop national-class health care that attracts new patients to Buffalo, like the Cleveland Clinic does for the City of Cleveland. If the new Board of Directors focuses strictly on economic development for downtown Buffalo or clinical research, Buffalo will continue to provide healthcare that is considered average as compared to many other national-class hospitals. This conversation must be about the two most important customers in healthcare: **The patients and the doctors.**

Like development on Buffalo's waterfront, this is our opportunity to "get it right" for the next 25 years. Please contact your community leaders to get involved in this process to make sure we focus on **Quality Patient Care.** This is our community's future and your family's health.

A handwritten signature in black ink that reads "Michael A. Young". The signature is fluid and cursive.

Michael A. Young
M.H.A., F.A.C.H.E.
President & Chief Executive Officer

Sea of ECMC Green Leads Walk for Heart Association

Cover Story

A record number of ECMC and Erie County Home employees walked the walk at the American Heart Association (AHA) Heart Walk on Saturday, September 15, 2007. In all, about 250 walkers sported ECMC green scrub shirts, demonstrating their pride in the hospital. With "I support ECMC" stickers, face painters who added the ECMC initials to little faces, and plenty of ECMC T-shirts given away (some 1,000 in all!), it is safe to say that ECMC had the biggest presence at the Walk.

The largest ECMC team to ever take part in the AHA Heart Walk raised approximately \$21,500 for the association. Very soon, thank-you posters will be placed throughout the hospital with the names of employees and employee teams who raised the most money.

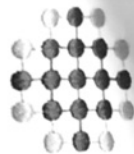
Special thanks to **Lisa Nelson**, Administrative Assistant to the Chief Medical Officer, for all of her time and efforts in internal coordination and follow-up for ECMC staff participation in this year's Heart Walk! "Lisa Nelson came to me last year and said, 'We could make ECMC participation in the Heart Walk so much better.' "We gave Lisa the freedom to run with her ideas, which helped to make ECMC's involvement in this event this year such an overwhelming success," explained ECMC Vice President of Cardiovascular Services Jacqueline Blackley, RN, MS, JD.



ECMC exclusive at Heart Walk, the 'Ask The Experts' program made available ECMC clinicians—including Cardiology physician Dr. Eram Chaudhry and Stroke Program Coordinator Deborah Grande, RN, BSN—to answer questions and provide heart health information during the event.



ECMC and Erie County Home staff members brought family and friends to walk the Heart Walk.



UB|MD

*Brian Murray, M.D.
S.U.N.Y. at Buffalo Associate Professor of Medicine
ECMC Research Director and Medical Director of the
Hemodialysis Unit.*

Dr. Murray Presents at Cleveland Clinic *Tests Designed for Kidney Disease Prevention*

SUNY at Buffalo Associate Professor of Medicine; ECMC Research Director and Medical Director, Hemodialysis Unit, Dr. Brian Murray recently presented at the Cleveland Clinic regarding Chronic Kidney Disease (CKD) Prevention. The 40-minute presentation included information on the use of new tests to more efficiently identify patients with CKD. Cleveland Clinic staff members, as well as primary physicians and fellow nephrologists were in attendance.

The purpose of the CKD instructional session was to promote quality care. Dr. Murray explained that CKD patients are currently under-served and not identified early enough to receive the proper treatment to slow the progression of the disease. Dr. Murray went on to explain that “traditionally, kidney disease has been identified using a test for serum creatinine. But the problem tends to be, most physicians don’t recognize the disease using that test until the kidney disease is very advanced. That leads to patients not being treated early enough and referred too late to a kidney specialist.”

The newly recommended test isn’t exactly new. It is an estimate of the Glomerular Filtration Rate (GFR). Several years ago, the National Kidney Foundation recommended GFR as an alternative means to allow the disease to be identified earlier. The GFR is calculated by using the patient’s age, gender, race, and their serum creatinine level. There is no need for additional blood draw because essentially, the lab already has all the desired information.

Originally, there was a study done approximately 15 years ago by the National Institute of Health concerning diets and kidney disease, called Modification of Diet in Renal Disease (MDRD). Protein was manipulated in patient diets. There was no significant difference in the outcomes of patients. “However, it was analyses of data from that trial that led to the development of Estimated GFR. That is why it is called: MDRD GFR,” Dr. Murray explained.

The CKD Task Force of Western New York, an initiative of the Niagara Health Quality Coalition, pioneered the use of GFR for early identification of at-risk patients by adding the MDRD Estimated GFRs to all lab reports where a serum creatinine is requested, which they felt would assist primary care physicians to identify CKD early. Buffalo is unique in that it was the first area in the country to achieve community-wide implementation of this test, where as it was only being done sporadically in other areas. Dr. Murray stated, “I think it is fair to say that Buffalo, or the WNY area, was the first to implement this in a widespread fashion.”

Dr. Murray also mentioned that many regions are now following this practice with the help of commercial laboratories such as QUEST Diagnostics, VA Medical System, and Kaiser Permanent.

A distinguished expert in his field of nephrology, Dr. Brian Murray is a member of the American, as well as the International Society of Nephrology, and has been a member of the ECMC staff since 1985.

ECMC Lifeline Foundation Appoints Coone Executive Director:

New director brings extensive experience, skill to post

The ECMC Lifeline Foundation recently appointed Gia Alessandra Coone to the position of Executive Director. In this role, she will oversee the Foundation's operations and fundraising activities.

"Gia Coone brings to the ECMC Lifeline Foundation extensive experience in fundraising and non-profit management at the local, regional and national levels. With a proven professional now in place as executive director, our Foundation can move more expeditiously to carry out its mission in support of ECMC Corporation objectives. Ultimately this will enable us to further advance our initiatives to provide an entirely new level of health care to the Western New York community," stated ECMC Lifeline Foundation Board Member and ECMC Corporation President/C.E.O. Michael A. Young, M.H.A., F.A.C.H.E.

Most recently, Coone served as Executive Director of the American Heart Association of Western New York, where she functioned as market leader for the Buffalo Niagara Region and expanded the volunteer base, leadership board and fundraising activities for the organization. In 1997, Coone became Executive Director of the Cancer Research Foundation of Texas and successfully increased revenues by more than 35%. In addition to overseeing the departments of development, public relations and volunteer services, she served on the Foundation and Advisory boards of the organization.

Coone currently serves on the board of directors of the Association of Fundraising Professionals (AFP) and has held the positions of Vice-President-External Relations, Chair-National Philanthropy Day and, in 2007, was named President-elect of the AFP Board. She is a graduate of Leadership Buffalo-Class of 2005, a



*Gia Alessandra Coone, Executive Director,
ECMC Lifeline Foundation*

member of The Twentieth Century Club, St. Gregory the Great Catholic Church, and Sisters of St. Francis Annual Dinner Planning Committee. She has served as a faculty member of the Center for Non-profit Management in Dallas, and as a mentor in the Buffalo Niagara Partnership's program. Gia and her husband, James, reside in Williamsville.

ECMC “Camp 9-1-1”: Safety and Injury Prevention for Children



“Camp 9-1-1” is designed to provide children, ages 10 through 13, with an introduction to emergency medical services, emphasizing safety, injury prevention, bystander care, learning, and fun, through an enjoyable interactive program. Camps were held 7/31, 8/02, 8/21 and 8/30.

Learning opportunities for children included: Vehicle Rollover Demonstrations by the New York State Police Department, to show children what happens in an accident when vehicle occupants do not wear seat belts; trained “police dog” demonstrations using animals trained for the Erie County Sheriff’s Department by Russ Medina; Children touring the ECMC Emergency Department, rooftop helipad with Mercy Flight helicopter; Children learning/practicing CPR,

bystander care, and touring a Rural Metro ambulance; the FBI on Internet Safety; children competing in a safety obstacle course; and Veterinarian Susan Mineo with an interactive station on how to care for your pets.

“Camp 9-1-1” is sponsored/funded by the Erie County Medical Center (ECMC) Department of Emergency Medicine. Interest in the “Camps” has been growing each year for the past 7 years. The Camps ran each Camp-day from 9:00 A.M. to 3:00 P.M. and are offered free of charge for those children who have been pre-registered. For more information about remaining Camp(s) for 2007, those interested should contact camp coordinator Cara Raczka at 716-898-3525



Trained police dog demonstrations held in a Camp 9-1-1 safety and injury prevention session for children. The dogs are trained for the Erie County Sheriff’s Department by Russ Medina and associates.



VOLUNTEER NEWS: Fundraising Fashion Show



The ECMCC Volunteer Board is currently selling tickets for this year's fashion show. They are available in the Gift Shop for \$ 30.00; this price includes lunch. This is a fundraising event for ECMC. It will be held on Saturday October 27, from noon until 4:00 P.M. at The Protocol Restaurant at 6766 Transit Rd., Williamsville, N.Y. The fashions will be presented by J.C. Penney's of Galleria Mall, there will be a Chinese auction and our emcee will be Melissa Holmes from Channel 4 news.

In the past the monies raised have gone to purchasing items for the hospital including nursing sign monitors, Skilled Nursing Facility (SNF) TVs, items for Behavioral Health, a Panasonic dome camera for security, Nursing sign monitors, Hoyer slings, etc. Come out for a fun afternoon and help benefit our hospital! For additional information call the Gift Shop 898-3269 or the Volunteer Office 898-3266.

Dates to Remember

Oct. 4th- General Volunteer Meeting

Oct. 18th- Volunteer Executive Board Meeting

Oct. 27th- Fashion Show at The Protocol from noon-4pm. Tickets \$ 30.00 available in the Gift Shop, 898-3269.

New Volunteers are always needed for these events and many others. If you are or anyone you know is interested, call Kathi at 898-3266 or 898-5337.

Erie County Hospital Retiree Association Notice

A Memorial Luncheon for ECHRA will be held:
October 11th @ Ilio DiPaolo's,
3785 South Park Avenue, Blasdell, NY.

CHECK IN TIME: 11:15A.M.

For INFORMATION & REGISTRATION:
Christine--947-4969.

August Nurse of the Month

August Nurse of the Month is **Jennifer Sweetland, R.N.** Jennifer is an asset to the Rehab Department on the 8th Floor North. She serves on committees and readily adapts to any situation. Her interaction with patients and families is stellar. Her positive demeanor extends to everyone she meets and comes in contact with. Jennifer is an excellent preceptor helping new employees learn the ropes. Congratulations, Jennifer!



Correction: Darryl Ibbotson, RN, was incorrectly listed in last month's issue of Pulse as the August Nurse of the Month. Darryl is actually the September Nurse of the Month.

Holiday Recipe Contest



The Nurse Recognition Committee would like to invite you to submit your favorite Holiday recipe. They will be hosting a bake off on December 12 starting at 11:00 A.M. with the announcement of the winners at 1:00 P.M. Judging will be provided by local chefs. Please join in the excitement as ECMC hopes to continue this on an annual basis. All recipes submitted will be bound for publication in our first annual employee Holiday cookbook. Funds from the sale of the book will benefit the Nurse Recognition Committee and the projects they support. Share your favorite recipe for a chance to spread some cheer and win prizes, including three surprises for the winning recipes. Please forward recipes to Peggy Cieri or Linda Morgan by November 10.



Operation Christmas Child's Shoebox Collection

Wanted. . . shoeboxes! It is time once again to prepare for Operation Christmas Child's Shoebox Collection. We hope to surpass last year's generosity toward this World's underprivileged children.

For those who may not be familiar with the program, it involves filling a shoebox from your closet with various items for children, like school supplies, toys, toiletries, candy, etc. Then, boxes need to arrive at ECMC in mid-November, where we will take them to the main collection center for our area. Their ultimate destination will be to the hands of smiling, grateful children worldwide.



Our "shopper elves" will be available for those who have no time, but wish to contribute. Place your donation into an empty shoebox and we'll do the rest. Empty shoeboxes are also needed, so please donate your extras! The Pastoral Care Office will once again be our headquarters, and that is where donations shall be collected. For more information, please contact Nancy Polanski at 898-3532.

New Faces at ECMC

Management orientation was held this month for new employees.
Let's welcome these professionals to our team.

| NAME | TITLE | DEPARTMENT |
|----------------------|-------------------------------|-------------------------------|
| JOANN BAKER | LPN | NURSING |
| KATHLEEN BAUMET | TECHNICIAN | MEDICAL RECORDS |
| MELISSA BICKELMAN | LPN | NURSING |
| AMANDA BOCHNIARZ | RN | NURSING |
| SANDRA BRUSCHI | RN | NURSING |
| DAVID CIURCZAK | TECHNICIAN | RADIATION |
| CHRISTINE CORCORAN | SPECIALIST | PATIENT CARE |
| DAVID DIINA | RN | NURSING |
| MAUREEN DOESSINGER | ACC | ACCOUNTING |
| ROBERT FOLEY | TECHNICIAN | RADIATION |
| BRITTANY GANEY | LAB TECHNICIAN | LABORATORY |
| ROBIN GREEN SPERLING | RN | NURSING |
| DAPHNEY HUNTER | LAB ASSISTANT | LABORATORY |
| DANIEL LENGEL | SPECIALIST | PATIENT CARE |
| HOLLY LEZYNSKI | RN | NURSING |
| BRUCE LIEBEL | REIMBURSEMENT DIRECTOR | FISCAL SERVICES |
| TIMOTHY MCKEOWN | RN | NURSING |
| TAMEEKA MILLER-JONES | RN | NURSING |
| MARY ANN O'BRIEN | CORPORATE COMPLIANCE DIRECTOR | ADMINISTRATION |
| KAREN POTEMPA | RN | NURSING |
| RAMONA RICHARDSON | LPN | NURSING |
| LINDA ROGACKI | RN | NURSING |
| TAMARA SCHWEITZER | LPN | NURSING |
| CHRISTINE STONE | LPN | NURSING |
| SUZANNE THROM | JOB DEVELOPMENT SPECIALIST | CHEMICAL DEPENDENCY |
| MONICA TRANE | LPN | NURSING |
| WILLIAM TURNER | RN | NURSING |
| ALLISON UWIMANA | TECHNICIAN | HEALTH INFORMATION MANAGEMENT |
| AMY WEINSTEIN | RN | NURSING |
| SHANNON WILLIAMS | SPECIALIST | PATIENT CARE |
| SHAREESE WORKS | TECHNICIAN | REHABILITATION |

Pumpkins in the Park

11th Annual 5K Run/Healthwalk

Saturday, October 20, 2007



Place:

Delaware Park

Time:

WALK begins at 10:00 a.m.

RUN begins at 10:30 a.m.

Race Packet, Pick-up & Registration

Saturday, October 20, 2007

8:30 a.m. – 9:45 a.m.

PARKSIDE LODGE

Entry Fee

\$20.00 Pre-race

\$22.00 Day of Race (U.S. Funds Only)

Children Under Twelve: \$5.00

All Checks Payable to **ECMC Lifeline Foundation**

Mail To:

ECMC Lifeline Foundation

462 Grider Street, Buffalo, NY 14215

(716) 898-5881 or (716) 898-5855



Awards:

Trophies to overall female and male winners

(No duplicate awards)

Trophies to first three winners in each age group

Runner Age Groups:

10 & under, 11 to 13, 14 to 19, 20 to 24, 25 to 29

30 to 34, 35 to 39, 40 to 44, 45 to 49, 50 to 54, 55 to 59

60 to 64, 65 to 69, 75 to 79, 70 to 74, 80 & over

Post Race/ Picnic Info:

Refreshments at Delaware Park Parkside Lodge

Adult T-shirt for all adult runners & walkers

Bonus Prizes:

- All runners or walkers bringing at least \$50.00 in sponsorships per person to the registration table at the time of the race will be entered into a special prize drawing.
- ECMCC Departmental and other Corporate Teams will be judged as a team with additional prizes awarded for Largest Team, Most Enthusiastic and Best Halloween Costumes or Theme.
- Special prize if you break the Buffalo, NY 5K record.

Please fill out the entry form below and mail back to:

ECMC Lifeline Foundation
462 Grider Street, Buffalo, NY 14215

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <input type="text"/> | | | | | | | | | | <input type="text"/> | | | | | | | | | | <input type="text"/> | | | | | | | | | | | | | | | | | | | |
| LAST NAME | | | | | | | | | | FIRST NAME | | | | | | | | | | MI | | | | | | | | | | | | | | | | | | | |
| <input type="text"/> | | | | | | | | | | | | | | | | | | | | <input type="text"/> | | | | | | | | | | | | | | | | | | | |
| HOUSE NUMBER & STREET | | | | | | | | | | | | | | | | | | | | BUSINESS NAME/TEAM (IF APPLICABLE) | | | | | | | | | | | | | | | | | | | |
| <input type="text"/> | | | | | | | | | | <input type="text"/> | | | | | | | | | | <input type="text"/> | | | | | | | | | | | | | | | | | | | |
| CITY | | | | | | | | | | STATE | | | | | | | | | | ZIP CODE | | | | | | | | | | | | | | | | | | | |
| <input type="text"/> | | <input type="text"/> | | <input type="text"/> | | PLEASE CHECK ONE: | | | | | | | | | | <input type="checkbox"/> | | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | |
| SEX | | AGE ON | | SHIRT SIZE | | | | | | | | | | | | RUN | | WALK | | | | | | | | | | | | | | | | | | | | | |
| | | RACE DAY | | (M, L, XL) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

By signing below, I hereby waive for myself, my heirs, executors, administrators and assign all rights and claims for damages I may have against ECMC Lifeline Foundation, Inc., the Race Organizers, and any and all sponsors for any injuries suffered by me while participating in this race.

Signature: _____

Parent must sign if runner/walker below 18 years of age

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Just For Fun!

Fun Facts on Food & Health from Stunning-Stuff.com:

You burn more calories sleeping than you do watching television!

Chocolate contains the same chemical, phenyl ethylamine that your brain produces when you fall in love!

Wearing headphones for just an hour will increase the bacteria in your ear by 700 times!

Apples, not caffeine, are more efficient at waking you up in the morning!

A sneeze travels out of your mouth at over 100 mph!

There are more bacteria in your mouth than the human population of the U.S.A. and Canada combined!

In a year, your heart can beat up to 40,000,000 times!

MED-CENTER

Pulse

Med-Center Pulse is a monthly publication of the Public Relations/ Communications Department of ECMC Corporation

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Contributing Editor: Robin Farrah Brox

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E-Mail: jcirillo@ecmc.edu

Pulse Publication/Submission Schedule for 2007

ALL SUBMISSIONS ARE REQUIRED IN ELECTRONIC FORM (either as text in E-mail or in Microsoft Word on diskette/CD). Photographs should be forwarded as digital files/scans.

Due dates for article/digital photograph (if applicable) submission:

2007 ISSUES:

First weekday of month prior to month of publication

WESTERN NEW YORK'S
HOSPITAL OF CHOICE
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