

# LiveWell



## SPECIAL 25<sup>TH</sup> ANNIVERSARY SECTION

CANCER TREATMENT  
MADE EASY

PAIN-FREE FOR THE  
FIRST TIME IN YEARS

CELEBRATING  
**25**  
YEARS



**Genesis**  
HEALTHCARE SYSTEM



## A COMMUNITY WIN

Recently, *Fortune* Magazine/Merative named Genesis a 100 Top Hospital for 2022. In addition, we were awarded the Everest Award, one of only 25 organizations selected from the 100 Top Hospital list recognized as achieving the fastest rate of improvement over the past five years. Although Genesis won these awards, this achievement would never have been possible without you, our patients, your families, local businesses and the community. In short, this achievement belongs to our whole community.

Without your trust in our exceptional doctors and professional team members, we would not be performing at this high national level.

We have spent the last quarter of a century listening to your needs and doing all we can to meet and surpass them. We have used your support to recruit the best physician teams. We have recruited the best physicians and team for the cancer center, heart doctors who perform innovative surgeries and other surgeons who excel in minimally invasive procedures that, in some instances, enable patients to return home the same day of their procedure. Learn more about the newest group of physicians to join Genesis starting on page 4.

Your feedback and support also drove us to establish a culture where we constantly pursue clinical excellence, continually seek better options for treatment and find creative ways to impact community health. Learn more about these initiatives in our special 25<sup>th</sup>-anniversary section within this magazine.

As significant as anything, you have trusted us with your health. Within this issue, you can learn how Diane Wills trusted us to help her overcome cancer and how Belinda Hohman came to us to improve the quality of her life with a knee replacement.

In summation, your support and decision to choose Genesis positioned us to grow, improve and reach a level worthy of nationwide recognition.

We thank you and wish you good health.

 | Matthew J. Perry  
President & CEO



# CONTENTS

## FEATURE STORIES

- 8** | A community win for all:  
Genesis is a top 100 hospital
  - 10** | Genesis made my cancer  
treatment easy
  - 12** | Pain-free for the first time in years
- 
- 4** | Spotlight on Kinan Kassir, M.D.
  - 5** | Welcome new physicians
  - 6** | Hiring now
- 
- 14** | Injections help cervical dystonia patient
  - 15** | Five ways to stay active during winter
  - 16** | Breast cancer feedback leads to fewer worries
  - 17** | Solutions for common foot problems for women
  - 18** | Recipe: Turkey stuffed peppers
- 
- 19** | Special 25<sup>th</sup> anniversary section
  - 20** | The highest quality care
  - 22** | Positioning providers to provide the best care
  - 24** | Going beyond healthcare to keep the community healthy
  - 26** | The latest technology for the best treatment
  - 28** | Growing through the years for you
  - 30** | Memories from the last 25 years
  - 31** | Got (dairy-free) milk?





## SPOTLIGHT ON KINAN KASSAR, M.D.

### Interventional Cardiology

"One of the nice things about interventional cardiology is you can see the impact instantaneously on patients' lives. When I open a closed artery during a heart attack or place a new valve and watch the pressure decrease, I know I made a difference," said Kinan Kassar, M.D., who joined the Genesis Heart & Vascular Group in July, specializing in interventional cardiology.

Cardiology is continually being divided into specialties. Dr. Kassar said the availability of a cardiologist locally with training in different areas, such as interventions, structural heart and imaging, is important. A cardiologist must be able to look at a patient's condition as a whole and interpret data to determine the best treatment plan.

"Patient management here is about prescribing medications and helping our patients have access to them," Dr. Kassar said. He also said it's essential to counsel patients to help them make healthier choices.

Part of the care includes utilizing Genesis' advanced technology or finding innovative ways to use existing technology. "Computed tomography has been used to image the body for decades but is new for the coronary field," Dr. Kassar said. "It's a valuable tool for physicians to investigate coronary artery disease in low to moderate risk patients complaining of angina."

Dr. Kassar said computed tomography also helps determine a patient's cardiovascular risk and guides preventative measures through coronary calcium scoring. Additionally, CT scan imaging has become the most important method for planning certain procedures.

Dr. Kassar's experience practicing medicine in Syria made him mindful of certain aspects of patient care, including

how socioeconomic status, access to healthy food and other challenges affect medication compliance.

"Interventional cardiology requires a full understanding of the patient's condition," Dr. Kassar said. "Multidisciplinary decision-making and collaboration between specialties create the best treatment plan," he said.

Following a workday, Dr. Kassar usually rides his bike or runs. "Spending time outdoors helps me recharge for the next exciting day in the cath lab," he said.

Dr. Kassar's office is in the Genesis Heart & Vascular Institute, 955 Bethesda Drive, First Floor, Zanesville. His phone number is 740-454-0804. Dr. Kassar is accepting new patients by physician referral.

#### **Doctor of Medicine:**

University of Damascus, Damascus, Syria

#### **Residency in Internal Medicine:**

West Penn Allegheny Health Network, Pittsburgh, Pennsylvania

#### **Fellowships:**

Cardiology, interventional and structural cardiology at West Penn Allegheny Health Network, Pittsburgh, Pennsylvania

#### **Board-certified:**

The American Board of Internal Medicine and Cardiovascular Disease, the National Board of Echocardiography, Cardiovascular Computed Tomography Board Exam and the Nuclear Cardiology Board Exam



# WELCOME



## Nina L. Couette, D.O.

### *Genesis Rheumatology Center*

Arthritis patients have a common fear, which Nina L. Couette, D.O., who joined Genesis Rheumatology Care Center in August, specializing in rheumatology, dispels. "They fear they will have to live with pain and develop joint deformities," she said. "That is false. To overcome this misconception, we educate patients and utilize medications to help modify the disease process."

Dr. Couette said she chose rheumatology as a specialty because of the long-term relationships she develops with patients.

Rheumatologists also work closely with their colleagues because the diseases rheumatologists manage are often complex and can affect any organ system. "A common misconception is that our diseases—such as rheumatoid arthritis—are limited to the joints, but this is a systemic process and can affect nearly any part of the body," Dr. Couette said.

"While antinuclear antibody positivity is common in the general population, testing in patients with a low pre-test probability of an underlying rheumatic disease can lead to misdiagnosis, patient stress and increased healthcare costs," she said.

Our region is unique, Dr. Couette said, because the health system provides care for patients in several Southeastern Ohio counties, including some who may lack access to rheumatologic care. "I look forward to helping make care more accessible for these patients," she said.

In her free time, Dr. Couette enjoys running, wake surfing and spending time with her dog. Dr. Couette's office is located in the Genesis Rheumatology Care Center, 2525 Maple Ave., Suite 1, Zanesville. Her office phone number is 740-453-6554. Dr. Couette is accepting new patients by physician referral.

### **Doctor of Medicine:**

Michigan State University College of Osteopathic Medicine, East Lansing, Michigan

### **Residency in Internal Medicine:**

Eastern Virginia Medical School, Norfolk, Virginia

### **Fellowship in Rheumatology:**

The Ohio State University Medical Center, Columbus, Ohio

### **Board-certified:**

The American Board of Internal Medicine and American College of Rheumatology



## Shaina Schochat, M.D.

### *Genesis Primary Care*

Expect the unexpected, said Shaina Schochat, M.D., who joined Genesis Primary Care in August, specializing in internal medicine.

"Sometimes a case seems straightforward but can surprise you, so you always have to be ready," she said. "Additionally, as a general practitioner, I enjoy building relationships with patients over time."

Dr. Schochat previously practiced in a rural critical access hospital and an urban academic healthcare center. "I have a wide range of experience," she said. "I'm well-versed in communicating with patients and their families and tailoring treatment plans to meet personalized healthcare goals."

Dr. Schochat's practice includes acute and chronic disease management, wellness visits, coordinating care with specialists and working with healthcare team members.

Away from the office, Dr. Schochat enjoys running, trying new recipes and playing with her one-year-old daughter.

Dr. Schochat's office is at Genesis Primary Care, 1210 Ashland Ave., Zanesville. She is accepting new patients. Her office phone number is 740-454-0370.

### **Doctor of Medicine:**

Wright State University of Boonshoft School of Medicine, Dayton, Ohio

### **Residency in Internal Medicine:**

Indiana University School of Medicine, Indianapolis, Indiana

### **Board-certified:**

Internal medicine, member of the American Medical Association and the American College of Physicians

# HIRING NOW

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## CLINICAL AND NON-CLINICAL POSITIONS

Take your career to the next level at Genesis HealthCare System. We are hiring for the Genesis Coshocton Medical Center at 48439 Genesis Drive, Coshocton, Ohio, 43812.

Jobs are available for the following, among others:

- RNs, LPNs and MSTs
- Respiratory Therapists
- Physical, Occupational and Speech Therapists and Assistants
- Ultrasonographers (Vascular Cardiology)
- CT Techs
- Paramedics and EMTs
- Certified Equipment Processing Techs
- Medical Lab Techs and Phlebotomists
- Environmental Services Techs (housekeeping)
- Food and Nutrition Associates
- Patient Registration and Customer Relations Associates

As a member of our team, you'll enjoy a competitive pay and benefits package and work with dedicated colleagues to play a special role in caring for our patients in the Coshocton region. Some positions may have options for remote work.

To apply online, visit: [genesishcs.org/careers](https://genesishcs.org/careers). Enter "Coshocton" in the key word field.



Learn more at [genesishcs.org/coshocton](https://genesishcs.org/coshocton).



# A COMMUNITY WIN FOR ALL

Genesis is a top 100 hospital in the nation

merative  
100 Top  
Hospitals®  
2022



You can feel confident in choosing your healthcare close to home, right here in Southeastern Ohio. Your community hospital is one of the top 100 in the nation.

According to *Fortune* Magazine and Merative, a data, analytics and technology partner for the health industry, Genesis HealthCare System is top among its peers for excellence in clinical outcomes, operational efficiency, patient experience and overall financial health.

Merative, formerly IBM Watson Health, established the list to help identify best practices that may help other healthcare organizations achieve consistent, balanced and sustainable high performance.

Merative has identified the top hospitals from a rigorous evaluation of 2,650 short-term, acute care, non-federal hospitals in the U.S.

## Winning the top award despite COVID-19 challenges

For more than two years, we have been working as a community to battle COVID-19. We were in good company with every other health system in the nation. Challenges included the virus, supply and business disruptions and workforce shortages. Those challenges make this year's 100 Top Hospitals list, based on 2020 data, unlike any other in the study's 28-year history.

**"Recognition as one of the *Fortune*/Merative 100 Top Hospitals demonstrates Genesis' ongoing commitment to prioritizing patient-centered care."**

**Scott Wegner, M.D.**

Chief Medical Officer, Genesis HealthCare System

## Quality measures reflect high performance

According to the Merative study, when compared to similar hospitals, Genesis had better results on key clinical and operational performance indicators. These include survival rates, patient complications, healthcare-associated infections, 30-day mortality and 30-day hospital-wide readmission rates, length of stay, throughput in emergency departments, inpatient expenses and ratings from patients.

## Community health measures

The *Fortune*/Merative 100 Top Hospitals list also incorporates a community health measure into its ranking process. Hospitals were surveyed across three components:

- Assessing hospital contributions to community health as a provider of critical services for community health and preventive care.
- Identifying ways that hospitals contribute to community health as a community partner by teaming up with local organizations to implement critical programs.
- Focusing on ways that hospitals promote community health through their practices as anchor institutions supporting local economic and social progress. The community health measure is weighted equally with other ranking measures.

## Genesis also won the prestigious Everest Award

The Everest Award winners are a special group of the 100 Top Hospitals award winners that, in addition to achieving benchmark status for one year, have simultaneously set national benchmarks for the fastest long-term improvement on a national balanced scorecard. In 2022, Genesis was one of only 25 organizations to achieve this level of performance.

## Frontline employees drive quality and safety

The High-Reliability Patient Safety Council and the Care Coordination Council empower frontline workers to implement best practices once they determine solutions to issues. Standardizing care has led to efficiencies and a higher quality of care.

Epic, Genesis' electronic medical record system, has propelled the health system forward by enabling the power to track results and then develop evidenced-based practices based on the scenario.

## What if all hospitals were of the highest quality?

Based on comparisons between the 100 Top Hospitals study winners and a peer group of similar hospitals that were not winners, it was reported that if all hospitals performed at the level of this year's winners:

- Over 104,000 additional lives could be saved in-hospital
- Over 55,000 additional patients could be complication-free
- Over \$12.5 billion in inpatient costs could be saved
- The typical patient could be released from the hospital almost a half-day sooner
- Over 18,600 fewer discharged patients would be readmitted within 30 days

The national award and the Everest Award are based on a set of measures that reflect performance across the whole organization.

**Using independent public data and proprietary analytics, the 100 Top Hospitals study recognizes hospitals that have clearly demonstrated top performance in care, efficiency and community value.**

Learn more at [genesishcs.org/top100](https://genesishcs.org/top100).





*Diane Wills continues to do the things she loves after overcoming cancer.*

**"I was in good hands from start to finish."**

# GENESIS MADE MY CANCER TREATMENT EASY

**By Diane Wills**

When I had difficulty swallowing earlier this year, I brushed it off. My neck would swell a little and then go back down. I thought it was a thyroid issue.

Then, it got worse.

I started choking on food. Pills started getting wedged in my throat. I knew I had to make an appointment with my primary care provider. When he examined my throat, he referred me to an ear, nose and throat doctor.

On April 15, I got a CAT scan, which led to a biopsy that revealed lymphoma. I was referred to Dr. Bastola and saw him on April 22. I was so grateful for how quickly Genesis responded.

I was scared to death going into the appointment, and when they asked me to rate my stress level from 1 to 10, I said "10." Dr. Bastola told me the biopsy showed non-Hodgkin's diffuse large B cell lymphoma, and it was aggressive. By aggressive, he meant the cells divided rapidly. The good news was, as it was aggressive it would respond well to chemo. I felt so relieved.

Nurse Navigator Annette Barr immediately had the necessary tests completed. I received the results from the blood work and echocardiogram the same day. I was impressed I received my test results so quickly.

Six days later, I started chemo.

I had seen the Genesis Cancer Care Center from Maple Avenue for years. My husband and I always thought it seemed nice, but we hoped never to have to use it.

Yet, on April 28, I was ready to start my first round of chemo. Everyone was so nice and welcoming, from the receptionists to the nurses. I felt good just walking into the center.

Three days after my first round of chemo, the Cancer Care Center staff called to check on me. I told the nurse I could no longer feel the mass in my throat.

In the three weeks between rounds of chemo, I recovered at home. I was extremely fatigued for a few days, then I'd feel better ... and then we'd start the cycle over. Through it all, I had a great support system in my family and friends, the team at the Cancer Care Center and God. Before I was diagnosed, I routinely went to a local workout facility with my husband, and I think that helped with the side effects.

Dr. Bastola initially thought I'd do six rounds of chemo, but the PET (positron emission tomography) scan after my third round was clear of cancer cells. He said we'd have to do one more round of chemo to make sure the cancer was gone.

At the end of June, after my fourth round of chemo, I went back to Dr. Bastola. He told me I was in remission. I was amazed at how quickly the cancer went away, and I was so grateful to Dr. Bastola that I hugged him and cried.

Now, I feel great. I'm taking life day by day. I'm spending time with Dave, my husband of 51 years, my two children, five grandchildren and my first great-grandchild. I was very careful during chemo, but I'm spending time with my friends again. At the end of July, I went back to the gym for the first time since chemo. I started slowly, but I'm building my strength back up.

I could not be more grateful for the care I received. Knowing I had cancer was terrifying, but Dr. Bastola and the Cancer Care Center team made my treatment feel easy. I went in with a positive attitude and prayers, and God was with me every step of the way. I was in good hands from start to finish.



**Shyamal Bastola, M.D.**  
Fellowship-trained and Board-certified  
Genesis Cancer Care Center



# PAIN-FREE FOR THE FIRST TIME IN YEARS

## KNEE SURGERY WAS THE RIGHT ANSWER



*Belinda Hohman is enjoying life again after knee surgery.*

"There was no question that I wanted Genesis to treat me. My daughter was delivered there. They've given my mom nine lives."

When Belinda Hohman was 16, she tore her meniscus playing softball. She had surgery, and they took cartilage out of her knee. In the years after, she suffered a lot of pain.

"Belinda had degenerative osteoarthritis, which is the medical term for age-related wear and tear that naturally happens in most people," said Corey A. Jackson, D.O., Board-certified Orthopedic Surgeon at the Genesis Orthopedic Center. "The fact that her knee was missing its shock absorber sped up that process."

"I stopped traveling in 2017 because I felt like I was holding my family back by not being able to keep up with them," Belinda said. "I was scared to death to have a knee surgery, so I tried other methods."

She took over-the-counter medicine, but that didn't stop the pain. She received steroid injections, but that didn't stop the pain. She tried a gel injection. She went to physical therapy. She lost weight. No solutions were permanent. Eventually, she started meeting with orthopedic surgeons.

"There was no question that I wanted Genesis to treat me. My daughter was delivered there. They've given my mom nine lives," said Belinda.

### Dr. Jackson cared

When she met Dr. Jackson, she knew he was the one for her. "I told him about my fears and cried, but he was very kind and patient. He listened to me. I felt that he really cared about what I had to say," she said. "He's the kind of person who tells it like it is. I felt safe and knew I could finally do this."



**Corey Jackson, M.D.**

Board-certified Orthopedic Surgeon  
Genesis Orthopedic Center

Dr. Jackson showed her the pieces that he would place in her knee. "With a standard knee replacement like Belinda's, I remove all of the arthritis in the knee and replace it with metal and polyethylene, which is a medical-grade plastic," he said.

When the time came to go into surgery, Belinda was still scared, but she knew she was in capable hands. "The surgery went smoothly," Dr. Jackson said. "I used a GPS navigation system, which is essentially a video camera attached to a computer constantly looking at her knee during surgery. This helped make the knee replacement as perfect as possible."

After the surgery, nurses and physical therapists helped her walk short distances during her stay in the hospital. "It was too painful to walk up the stairs before my surgery, and less than a day out of surgery, I was walking stairs again," said Belinda.

### Returning to a full life without pain

In the weeks after surgery, she went to physical therapy at Genesis' New Concord location. "I had a team of three people – Kyle, Jennifer and Jackie – who were truly awesome," said Belinda. "It was hard work, but they pushed and encouraged me."

In four weeks, Belinda was cleared to drive again. In six weeks, she was fully cleared to return to work. "I've been working in education for 43 years. I love what I do," she said.

"Belinda is doing exceptionally well," said Dr. Jackson.

Belinda is thrilled to be able to spend time and travel with her family again, including her daughter and granddaughter.

"The bottom line is that Dr. Jackson and his team have given me my life back," said Belinda. "When the time comes to get the other knee done, I know I'll pick up the phone and be ready for surgery."





# INJECTIONS HELP CERVICAL DYSTONIA PATIENT

In 2012, Bernie Schubach was diagnosed with cervical dystonia. The painful attacks left his neck scrunched and made it difficult to do basic tasks. Bernie said, "It's physically tiring when cervical dystonia isn't properly treated. I had to use a lot more energy. There was also a social stigma that came with it. When my neck scrunched, it left my head tilted."

Cervical dystonia is the result of abnormal muscle tone. Your central nervous system suppresses your muscle tone, but when the signal your brain sends to the muscle gets disrupted, it can cause erratic muscle firing. That means the muscle will hurt even if you didn't do anything. With cervical dystonia, it's specifically the muscles in your neck that hurt.

Bernie's neurologist at the time recommended he get Botox injections to help with the attacks. Since then, he has received injections every three months.

While cervical dystonia is not curable, Botox injections are a way to keep attacks at bay.

"When my neurologist left, they couldn't find anyone else to do the injections for me. That's when I started seeing Dr. Wang. I liked that he used EMG guidance. My previous neurologist didn't use it," said Bernie.

## Providing precision care

"At Genesis, we use electromyographic (EMG) guidance for Botox injections. This allows us to find the muscle firing abnormally and inject the Botox directly into it," said Even Wang, M.D., Fellowship-trained and Board-certified Neurologist at the Genesis Neuroscience Center.

"Genesis is great because it's not too far away. I live in New Albany," Bernie said. "The team at Genesis makes it easy to get the care I need. I've never had a problem with refills, and they're always helpful with reimbursement for the Botox Savings Program. It's very convenient."

"Botox helps manage cervical dystonia, but it can also help with spasticity, post-stroke care and migraines," Dr. Wang said. "It's important to know that Botox and cosmetic fillers are different. Botox injections use botulinum toxins. While Botox is used to reduce wrinkles, it works by blocking the signal between the nerve and the muscle. This causes the muscle to relax and helps with attacks. Fillers add volume to the injected area but don't have the same medical effect."

"Bernie has been doing great, and the Botox injections have helped him be stable," said Dr. Wang.

Bernie's life is easier with the Botox injections. He loves to go on bike rides with his wife Jaime. Bernie and Jaime have a full house. "We have two kids, three dogs and three birds," Bernie said. "Botox injections have helped reduce the energy it took for me to perform basic tasks."



# FIVE WAYS TO STAY ACTIVE DURING WINTER



When it's too cold, icy or cumbersome to take that walk around your block, consider this: One and a half hours of strength exercise a week in the comfort of your home can account for the walk you might be missing out on due to bad weather. A study at the University of Michigan showed that 95% of participants confirmed that adverse weather curtails their workout, which is why we suggest strength training indoors during the cold season.

Many may have an at-home gym. For those who don't, the weight training we refer to requires little to no equipment. It ranges from using your body weight and adding resistance bands to small dumbbells. The National Institute of Health suggests that weight training exercises performed intermittently will lessen the risk of cardiovascular disease.

"Patients who perform aerobic exercises have a lower risk of developing heart disease compared to those who aren't as active," said Duane Pool, M.D., Board-certified in Cardiovascular Disease, at Genesis Heart Lung & Vascular Institute.

Before you try out our top five indoor strength exercises, check with your doctor first for the regimen that's right and safe for you.

## Deep squats

Squats are a great way to build your quad muscle. When muscle mass increases, it encourages oxygen circulation and alleviates the load on the heart. Start by standing with your legs shoulder-width apart and dip both hips in a downward motion as if sitting on an invisible chair. Hold the position, raise and repeat.

## Wall pushups

Wall pushups are a great way to tone the arms. Stand arm's length away from a wall while facing it. Stretch your arms. Keep your palms against the wall, shoulder-width apart. Using your body weight, push yourself toward and away from the wall.

## Leg lifts

Resistance bands are budget-friendly and easy to use. Best of all, it does not take up storage space. Wear a resistance band around your ankle. Lie on your right side with your legs straight. Lift your left leg up and down, keeping your left leg parallel to your right. Switch to the opposite side and repeat.

This exercise will tighten the core and lower body.

## All Fours

This is another great workout that tones the core and lower body.

Place your hands and knees flat on the floor. Keep your back straight and lift one leg up as if you're stomping the ceiling.

## Bicep Curl

Our final pick is your traditional curl with a 5-10 lb. dumbbell. Stand with your back straight and pull your forearm in toward you and away from your body.



# BREAST CANCER FEEDBACK LEADS TO FEWER WORRIES

When Kelly Ashby went for a routine OB/GYN appointment in March 2022, her mammogram showed an abnormality. There was a mass on her left breast, which worried her.

"I thought, oh, no," said Kelly.

She had previously needed mammograms every six months instead of annually due to her medical history. "The waiting was always the hardest part. I'm so grateful to Genesis for reducing the time," said Kelly.

Her doctor told her to go to Genesis Imaging for a follow-up. She was able to get an appointment for the next day.

An ultrasonographer did an ultrasound to examine the abnormality. Kelly thought that following the ultrasound, she would be released and wait for the doctor to call. However, the technician told her she wasn't done.

## Immediate explanations

"Dr. Lafferty came to see me during that appointment," said Kelly.

Peter Lafferty, M.D., Board-certified Diagnostic Radiologist with Riverside Radiology and Interventional

Associates (RRIA) at Genesis said, "Everyone who has a follow-up exam is seen by a radiologist who reads the results for the patient right then."

This is one of the ways Genesis continues to make improvements. In 2021, Genesis brought in RRIA, a LucidHealth Company, to provide breast imaging services. This means that radiologists play a key role in patient care and interact with each patient who has a diagnostic mammogram follow-up. This enables patients to talk to their radiologist while still at their appointment and not go home wondering about the results.

"LucidHealth's program compresses the time frame for screenings and results," said Dr. Lafferty. "When we interact with patients directly, we're able to discuss results, follow-up tests, care plans or guidance."

"I left feeling incredible. Usually, when you leave, you wait and worry," said Kelly. "I received quality, compassionate care at Genesis without needing to travel elsewhere."

## Screenings make a difference

Regular screenings are now easier than ever, and are still important. Genesis makes it as easy as possible. The goal is to have a patient in and out of a routine screening in 15 minutes.

"The American College of Radiology feels that breast screenings have led to a reduction in mortality rates," said Dr. Lafferty. "On average, there has been a 1% reduction every year for the past three decades. "Screenings can help catch pre-clinical breast cancer, which doesn't show up in a physical breast exam. Screenings and exams by physicians and patients are key to catching cancer at the earliest possible stage."

During the pandemic, breast cancer screenings decreased, but the need did not. It's important to follow the guidelines. Early detection can save your life.



# SOLUTIONS FOR COMMON **FOOT PROBLEMS** FOR WOMEN



*Your feet do a lot of work. Whether walking, standing or exercising, your feet put in long hours. Here's a look at some of the most common foot problems for women and ways to reduce foot pain.*

## POSSIBLE PAIN POINTS

### 1. **Adult-onset flat feet**

When the posttial tibial tendon, which helps hold up your arch, begins to break down, it can cause a painful flattening of the arch. Symptoms might include pain and swelling, often on the outside of the ankle. If not treated, the pain can intensify.

### 2. **Heel pain**

Heel pain tends to be caused by overuse, so the best treatment is prevention. Experts suggest replacing athletic shoes after they have about 300 miles on them, even if they still look new.

### 3. **Nerve problems**

Sometimes compressed nerves in other parts of the spine or legs can also cause foot symptoms. Be sure to tell your physician about any other problems you're having when seeking help for foot problems.

### 4. **Bunions**

Bunions begin with a leaning of the big toe, gradually changing the angle of the bones over the years and slowly producing the characteristic bump.

### 5. **Plantar Fasciitis**

Heel pain is often caused by plantar fasciitis. Faulty foot structure is the most common cause of plantar fasciitis. In women, it may result from wearing nonsuppurative shoes, such as flip-flops and ballet flats.

## HOW TO AVOID FOOT PAIN

### 1. **Try a foot bath**

Warm water and Epsom salts may be just the ticket to alleviate foot pain and sore muscles. It can even reduce swelling in your feet.

### 2. **Stretch**

Try stretching exercises to help your sore feet. Stretching can prevent cramping and promote flexibility.

### 3. **Exercise**

Keeping your feet flexible and strong is key to avoiding foot pain. Walking regularly for exercise is the best way to keep your feet limber and healthy.

### 4. **Switch your shoes**

Your shoes could be the culprit of your foot pain. Wearing shoes beyond their life span, the wrong style or an incorrect shoe size can impact the health of your feet.

### 5. **Ice your feet**

Icing your feet can reduce inflammation that causes soreness. Apply ice to sore feet by filling a plastic bag with ice or rolling your feet on a frozen water bottle. Try to ice the affected area for 5 to 15 minutes a few times a day to help reduce inflammation.

### 6. **Contact your doctor**

Contact your doctor if you suspect a more severe foot condition or if you have severe foot pain. If you have diabetes and experience foot pain, call your doctor immediately.



# — Turkey stuffed peppers —

## Ingredients:

- 1 lb. 93% lean ground turkey
- 2 garlic cloves, minced
- 1 medium onion, minced
- 1 teaspoon cumin powder
- ¼ teaspoon salt (optional)
- ¼ teaspoon pepper
- 6 large bell peppers
- 1 cup low-sodium chicken broth, divided
- ¼ cup tomato sauce
- 1 ½ cups cooked brown rice
- 6 tablespoons low-fat, sharp cheddar cheese, shredded

## Instructions:

- Heat oven to 400°F.
- Lightly spray olive oil in a medium nonstick skillet on medium heat.
- Add onion and garlic and sauté for 2 minutes. Add ground turkey, salt, pepper and cumin and cook for approximately 5 minutes until the meat is cooked.
- Add ¼ cup of tomato sauce and ½ cup of chicken broth, mix well and simmer on low for about 5 minutes.
- Turn off the heat and add cooked brown rice.
- Cut the tops off the peppers. Remove all seeds. Spoon the meat mixture into each pepper evenly. Place peppers in a 9 x 13-inch baking dish.
- Pour the remainder of the chicken broth on the bottom of the pan. Cover with aluminum foil and bake for about 35 to 40 minutes or until the internal temperature is 165 degrees Fahrenheit.
- Remove from the oven, add a tablespoon of shredded cheese to the top of each pepper, and bake for 5 minutes or until the cheese is melted.

## Nutritional information:

- Calories: 499 calories
- Total Fat: 35 g
- Sodium: 946 mg
- Cholesterol: 131 mg
- Carbohydrates: 24 g



Approved by:

**Maurine Maneely,**  
Registered Dietitian



CELEBRATING  
**25**  
YEARS

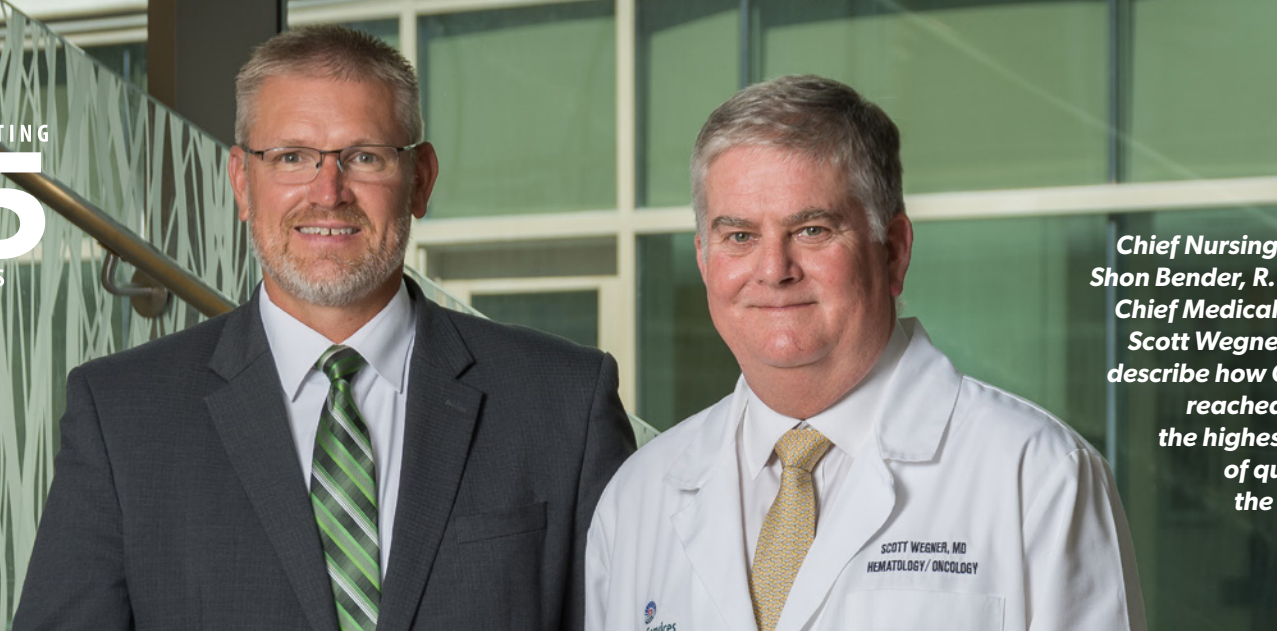


**Genesis**  
HEALTHCARE SYSTEM

**For 25 years**, you have trusted us with your healthcare and supported us as we changed on our journey to become better. Together we have built the Genesis of today, a top 100 hospital in the nation. We have also established a model that we can use to grow and continually improve to bring you better healthcare. Enjoy the following pages as we look back and forward.







*Chief Nursing Officer  
Shon Bender, R.N., and  
Chief Medical Officer  
Scott Wegner, M.D.,  
describe how Genesis  
reached one of  
the highest levels  
of quality in  
the nation.*

## PROVIDING THE HIGHEST QUALITY CARE

“Running a hospital and practicing medicine is one of the most extraordinarily complex undertakings in the world,” said Genesis Chief Medical Officer Scott Wegner, M.D. “Human beings are complicated, and human beings with illnesses are even more complicated. Maintaining a safe and high-quality environment is a never-ending job.”

### Learning from the best

Over the last several years, the top health systems in the world moved to adopt a more standardized approach to treating patients. The idea is to reduce inconsistencies in care and ensure every patient receives the best care every time. The philosophy came from the aviation industry, which pioneered this process-focused approach to ensure safety. Through exhaustive research, airlines determined the best ways to do everything that impacted safety and made it standardized to do each one of those things the same way every time. They also recognized the importance of empowering every employee to identify and call out safety issues. The result was safer flights.

Incorporating this method into medicine means that teams of healthcare employees, from doctors to nurses to technicians and beyond, work together to identify and implement best practices to treat serious conditions like heart attacks, strokes, cancer and more. The goal is to remove any risk of deviation from the best treatment plan and utilize the experience and knowledge of all team members to benefit the patient.

**“With our standardized approach,  
we have been able to teach and perform  
the best method of treating illnesses to  
the point that the best approach is our  
only approach.”**

**– Scott Wegner M.D.**

“At Genesis, our employees latched onto the idea of creating a culture of quality,” said Genesis Chief Nursing Officer Shon Bender, R.N.

“They all realize the next patient in the door could be their neighbor or a loved one, and they want to make sure every patient receives the best care.”

So, Genesis HealthCare System adopted this standardized approach to medicine and continues to practice and perfect it daily. One example is at the start of every shift, healthcare teams huddle together to discuss the patients in the hospital to ensure all employees are current on each patient’s conditions and care plans. This enables every doctor, nurse and everyone else to continue providing the proper care to get the patient well quickly.

### National recognition

This standardized approach to quality improvement generated exceptional clinical outcomes for patients and resulted in Genesis being named a 100 Top



**Genesis team members discuss patient care** - Photo taken by the Times Recorder

Hospital by *Fortune* Magazine and Merative Health. Merative is an independent organization that evaluates how hospitals perform in many areas of quality and safety, such as the number of hospital-acquired infections, length of hospital stay and care-related complications. For details on the award, refer to the *A community win* for all article on page 8 of this publication.

“As with anything in life, there are often many ways to accomplish your goal,” said Dr. Wegner. “With our standardized approach, we have been able to teach and perform the best method of treating illnesses to the point that the best approach is our only approach.”

“I am so proud of our teams,” said Shon. “Over the last 25 years, they have transformed Genesis into a place that delivers the same level of care as the best hospitals in the nation. In fact, with the recognition of the 100 Top Hospital award, we have been designated as one of the best. It makes me happy to think we provide that level of care to our community.”



**Team member treating a patient**

**“Over the last 25 years, they (employees)  
have transformed Genesis into a place  
that delivers the same level of care as the  
best hospitals in the nation.”**

**– Shon Bender, R.N.**





*Chief Medical Officer  
Scott Wegner, M.D., and  
Chief Operating Officer  
Chris Schoelles, R.N., share  
why the Genesis Medical  
Group is best for patients.*

## POSITIONING PROVIDERS TO PROVIDE THE BEST CARE

Being a physician is demanding, but the Genesis Medical Group makes it easier. "Sometimes called the Physician Network, we're essentially a group of nearly 200 physicians and almost 200 advanced practice providers (APPs) led by Genesis HealthCare System," said Genesis Chief Medical Officer Scott Wegner, M.D., Fellowship-trained and Board-certified Oncologist. "We're committed to the Genesis mission, to provide compassionate, exceptional and affordable healthcare."

Unlike private practice groups, medical groups have no individual economic incentives. The Genesis Medical Group's sole focus is to provide the best medical care. "We're a cooperative group that works well with each other to help our patients. It's a great organization," Dr. Wegner said.

"As opposed to a lot of hospitals that interact with privately employed physician groups, we have alignment with our physician group, and that is critical," said Physician Network Chief Operating Officer Chris Schoelles, R.N. "It allows us to do things other systems can't do."

### Providers only focus on patients

"At Genesis, physicians can focus on their patients while the administrators take care of the staff, the building and everything else," said Schoelles. "That's a huge difference because it allows our physicians to do what they do best -- care for patients."

Dr. Wegner said physicians in private practice see their patients and then do the payroll, work with insurance companies, code and bill and ensure the staff is happy.

**"Due to our model and success, we only recruit and retain the highest quality physicians and APPs."**

**– Scott Wegner M.D.**

"All I have to do when I'm a Genesis-employed physician is take care of patients because the Genesis administrative team takes care of the rest," he said.

Dr. Wegner said it's a nationally evolving trend that many physicians want the opportunity to care for patients without distractions. "When I came here 12 years ago, there was only a handful of employed physicians," he said. "We made a commitment to grow the group to become a patient-focused, mission-driven medical group."

The Genesis Medical Group is an attractive place to work. "Due to our model and success, we only recruit and retain the highest quality physicians and APPs," Dr. Wegner said.

The key to a medical group's success is the dyad partnership, whereby physicians assume primary responsibility for the organization's clinical vision, and administrators support that vision. "In all phases of our group, in all specialties, we have partnerships between physicians and talented administrators," Dr. Wegner said.



**Genesis Primary Care - Somerset**



**Genesis Physician Services - Coshocton**

Leading the way is the Medical Group Leadership Team, composed of physicians from all specialties. It charts the course for the medical group's operations.

"We provide high quality, technically advanced care to the highest degree in Zanesville. That's a huge accomplishment," Schoelles said.

"No matter where Dr. Wegner and I go together, we'll run into one of his grateful patients. It's always heart-warming to see that level of engagement in a community hospital," Schoelles said. "I've worked other places, and that's not always what happens."

### Providing accessible care to rural communities

The Genesis Medical Group is growing because the health system is expanding into Perry County, Coshocton and Cambridge.

"Our expansion into rural areas that need care the most is a challenge for most medical groups," Schoelles said. "We've done extremely well recruiting, retaining and allowing physicians to go to those areas in need and establish successful practices."

Schoelles said by moving into rural areas, Genesis is able to provide care to families that previously did not have easy access to healthcare and may not have seen a doctor in years. "That's a big step forward," he said. "We can help so many more people."



**Genesis Health Center - Cambridge**

**"At Genesis, administrators take care of the staff and everything else, so our physicians can do what they do best, care for patients"**

**– Chris Schoelles, R.N.**





**Chief Population Health Officer  
Linda Suplee describes how  
Genesis is addressing factors  
outside of healthcare to improve  
our community's health.**

## GOING BEYOND HEALTHCARE TO KEEP THE COMMUNITY HEALTHY

Living healthy lives is hard for patients when they have personal obstacles that can prevent them from seeking healthcare. Therefore, Genesis' Chief Population Health Officer Linda Suplee is dedicated to creating programs that remove barriers outside of Genesis to enable everyone to receive the care they need.

Genesis has a 25-year history of supporting community health. Several years ago, the campus went tobacco-free and the healthsystem often collaborates with the local health department on projects. "Most recently, Genesis supported the community by establishing COVID-19 testing and vaccination clinics. We also quickly launched virtual visits during the pandemic as part of our digital health services, making it easier for patients to obtain care in a safe and effective way," Suplee said.

### Removing obstacles

"We examine factors that make it difficult for people to seek healthcare, like finances, food security and transportation issues," Suplee said. "It's a broader view to include overall wellness and the issues that impact health, including the ones outside healthcare's control."

Genesis collaborates with the community to provide resources that address obstacles. As healthcare reimbursement changes, Genesis shares responsibility for individuals and how they seek care, how well they are and the cost of care. "That's us addressing social determinants or obstacles in their lives," Suplee said.

**"We examine factors that make it difficult  
for people to seek healthcare, like  
finances, food security and  
transportation issues."**

In the last couple of years, while Genesis simultaneously dealt with COVID-19, it developed a community health needs assessment in collaboration with five local county health departments.

"We are working with various government agencies, local providers and health departments," Suplee said.

"In addition, Genesis facilitates a Social Determinants of Health Steering committee for the community where we review data to determine why people do not seek healthcare in our community."

The committee regularly meets and includes representation from area transportation, the health department, food banks, the United Way and the housing community. "Bringing attention to the problems is the first step to overcoming them," Suplee said.



**Genesis offers COVID-19 community testing**



**Genesis Case Manager assisting patient**

### Healthcare for everyone

"We examine all populations in our community that might need support. Right now, we're closely monitoring the aging and substance abuse disorder populations. In addition, we focus on assisting local employers. During COVID-19, we launched several new services for employers to keep their employees safe and healthy and to keep production moving. Our services were available to a wide range of employers, including education, food services and manufacturing," Suplee said.

For the aging population, Genesis has also developed a post-acute care network with town hall meetings every other month. "Our health partners include skilled nursing, long-term care and assisted living. We are committed to ensuring our aging population can receive care as their needs change," Suplee said.

Genesis Population Health is committed to ensuring an excellent patient experience through routine screenings, care, hospitalization and chronic condition management.

"All aspects of care are considered and addressed. In the last two and a half years, we built a system-wide care management team consisting of nurses and social workers," Suplee said. "We have a group of care managers on the in-patient side and transitional care managers to help patients transition from hospitals to other levels of care. We also have chronic disease care managers and procedure care managers. We have someone to help individuals at every stage of receiving care."

"We're focused on achieving the Genesis mission. We are keeping healthcare affordable, making sure it's exceptional and that we treat patients with compassion," Suplee said.



### Watch the interview

Linda Suplee discusses how Genesis is tackling obstacles outside of healthcare to help our community. Simply use the camera on your smartphone to take a picture of the QR code, or visit [genesishcs.org](https://genesishcs.org).





# THE LATEST TECHNOLOGY FOR THE BEST TREATMENT

Twenty-five years ago, returning home on the same day following a major surgery was a fantasy. Today, thanks to minimally invasive robotic technology, in many cases, it is a reality. "During the decade plus that Genesis has offered robotic-assisted surgery, we've gone through several upgrades in robotic-assisted surgical technology," said Stuart Chow, D.O., Fellowship-trained and Board-certified Trauma Surgeon specializing in robotic-assisted surgery. "As our surgeons increase their expertise in robotic-assisted surgery, we're performing complex procedures offered in larger medical centers."

Dr. Chow said Genesis offers the most advanced robotic-assisted instrumentation system available, which provides three-dimensional visualization of anatomy and technological integration with other equipment to improve efficiency and safety.

Advanced robotic-assisted instrumentation allows surgeons to perform minimally invasive surgery or more complex surgeries that in the past required a large incision or several small incisions. "The ability to perform surgeries using small incisions benefits the patients with less postoperative pain and shorter stays in the hospital," Dr. Chow said. "Most of the procedures performed robotically allow patients to go home on the day of surgery."

Robotic-assisted surgery continues to gain in popularity as it becomes more common, and patients learn of its advantages. "Patients are choosing minimally invasive surgery when it's available as an option, and the volume of robotic-assisted procedures has risen significantly," Dr. Chow said. Genesis has performed almost 3,000 robotic-assisted surgeries. However, even with all the technological advancements, there's still a fine line between fact and science fiction.

## The facts about robotic-assisted surgery

"A common misunderstanding related to robotic-assisted surgery is that the robot performs the procedure," Dr. Chow said. "Robotic instrumentation is an extension of the surgeon's hands who controls the robot's every movement." In addition, the robot has built-in safety features the surgeon uses to help perform surgery safely and efficiently.

"Another misunderstanding is that every surgical procedure can be done utilizing a robot. Although many procedures can be performed with the robot, some procedures are best done through a larger incision by hand," Dr. Chow said.

## Higher standards

Genesis' primary focus has always been patient safety and quality surgical care. "Close surveillance of patient surgical outcomes are monitored daily through our process and patient safety programs," Dr. Chow said. "Outcomes falling outside our expectations are scrutinized, investigated and acted upon if necessary." Genesis uses national surgical registries and benchmark outcome targets to compare its surgical outcomes and assure the standard of quality care is optimized. "However, at Genesis, we set our targets, so we perform better than the national cohort of hospitals," he said.

Dr. Chow said many of Genesis' surgical specialties are credentialed to perform robotic-assisted surgery. General surgeons, urologists and cardiothoracic and gynecological surgeons perform most of the robotic-assisted surgeries at Genesis.

"Robotic-assisted surgery benefits the surgeon and the patient," Dr. Chow said. "It allows surgeons to visualize the patient's anatomy in greater depth and clarity." Surgeons can access areas that could only be done through large incisions in the past. Robotic-assisted surgery benefits the patient greatly by having less postoperative pain, quicker recovery, fewer complications from large incisions, and return to a normal lifestyle, including work, at a faster rate.

"Genesis continues to invest in and focus on providing the best surgical care with new robotic technology, state-of-the-art operating rooms and integrated systems," Dr. Chow said. "We continue to engage surgeons in multiple surgical specialties and surgical outcome analytics to provide the best surgical care for patients. I am grateful to be able to do this to help our patients."

*Genesis recently upgraded to new robotic-assisted equipment and doubled the number of machines to offer more patients the benefits of robotic-assisted surgery.*

*Specially trained surgeons control every movement of robotic-assisted surgery.*



# GROWING THROUGH THE YEARS FOR YOU

## PROVIDING HIGH-QUALITY ORTHOPEDIC AND NEUROSCIENCE CARE

Orthopedic and neuroscience care has transformed to a higher level of quality care in the 25 years Genesis has been in existence. Through the years, these two types of healthcare services evolved to be comprehensive programs with physicians and staff dedicated to ensuring you and your family have the best care available, right here at Genesis.

As the new Genesis Hospital was planned, we met with patients and families to learn what you needed, and the same was true for what was to become the Genesis Neuroscience & Orthopedic Center. The two programs were housed in the same space in the Physician Pavilion. Patients could see their orthopedic, neurology or neurosurgery physicians without needing to enter the main hospital. The continuum of care, from diagnosis to treatment and rehabilitation if needed, became a seamless path, making the experience a smoother one for patients and their families.

In the seven years since the Neuroscience & Orthopedic Center opened, the Orthopedic and Neuroscience programs have grown immensely. More physicians and advanced practice providers (certified nurse practitioners and physician assistants) joined the teams. This growth enabled us to care for more people from our community.

We soon realized our growth was only limited by physical space. The answer? Build a new facility for Orthopedics, enabling both programs to continue to grow and provide high-quality healthcare for you.



### New Genesis Orthopedic Center

The Orthopedic program moved into a new facility of its own in December 2021 at 2904 Bell St., Zanesville. Now all orthopedic providers – surgeons, advanced practice providers and sports medicine surgeons, physicians and athletic trainers – are in one modern, convenient location. Imaging tests can be performed in the center as well as some treatments. A dedicated rehabilitation gym for physical and occupational therapy is in the center, as well as an Orthopedic Walk-in Clinic for those minor injuries and problems.



### Genesis Neuroscience Center

When the Orthopedic program moved, the Neuroscience program remained in the same location, now called the Genesis Neuroscience Center. The team of neurosurgeons, neurologists, advanced practice providers and support staff remain dedicated to providing the best neurological care possible to you and your family. An example of this dedication and commitment is the purchase of ORBEYE, a 4k-3D video microscope system that shows high resolution images on large video screens during surgery. Neurosurgical patients benefit from the use of this technology.

### Genesis Outpatient Rehabilitation

Another area that has been growing through the years is Genesis Rehabilitation Services. To meet the increased need for physical, occupational and speech therapy, we opened Genesis Outpatient Rehabilitation in 2020. Located at 3297 Maple Ave., Zanesville, the new facility features welcoming spaces for therapies and programs like Parkinson's disease, women's health, sports therapies and more. There are now five locations for outpatient rehabilitation in our service area, with a sixth opening in the Coshocton Medical Center in the spring of 2023.



### Looking to the future

Our Orthopedic and Neuroscience programs have come a long way in improving the quality of care we give you and your family. We appreciate that you and your family rely on us for high-quality care. We will continue to build on our promise – our mission – to you and our communities for the next 25 years and beyond.



# 25 YEARS AT GENESIS

A few employees share why they stayed at Genesis for a quarter of a century.



"My favorite thing about being at Genesis is the relationships with patients. I enjoy seeing them over the years, hearing their stories and watching their families grow."

**Melissa Cook**  
*Physical Therapist*



"I have two families. My own and my work family. That is just one of the reasons I continue to stay at Genesis."

**Gregory Heclo,**  
*Education Consultant*



"I chose to stay at Genesis because I've always enjoyed my job and Genesis is like family."

**Debbie Steed**  
*Anesthesia Technician*



"I have gained countless friendships over the years and appreciate the opportunities Genesis has provided me personally and professionally."

**Shelley Fuller**  
*Executive Assistant to the President/CEO*



"This is a great organization and my second home."

**Stacey Aukland**  
*Financial Clearance Supervisor*



"I am semi-retired, but I continue to work so I can be a part of the wonderful Genesis team. It also enables me to make a difference in people's lives."

**Barb McAvoy**  
*Access Center Specialist*



# Got (dairy-free) milk?

## DISCOVER THE HEALTHIEST MILK ALTERNATIVE

The question, “Got milk?” now comes with a follow-up question: “What kind of milk?” Due to dietary allergies, intolerances, diet preferences and environmental concerns, many people are turning from cow’s milk and drinking plant- and nut-based milk alternatives. The number of people with dairy-related digestive issues continues climbing. Experts estimate that 68% of the world’s population struggles with lactose absorption.

Thankfully, in recent years, a plethora of milk replacements have become available and accessible. Dairy-free milk products span from soy, coconut, almond, oat, rice, pea, hemp and quinoa bases. These diverse dairy-free products come in various brands, product types and flavors, which also means a variety in nutritional value.

### **Dairy-free milk alternatives are not equal in nutritional value**

In April 2022, McGill University published a new study comparing the nutrition in cow’s milk to the four most common milk alternatives: almond, rice, soy and coconut milks. While cow’s milk came out with the highest nutritional value, researchers recognized unsweetened soy milk as the most nutritious dairy-free milk option.

In the McGill University study, researchers found that pea-based drinks contained the most phosphorus (which helps create, maintain and repair tissues and cells), selenium (which helps make DNA and protects against infections) and zinc (which helps create DNA, builds proteins and supports a healthy immune system).

The study also showed that soy milk contained the most magnesium (which supports our muscle and nerve functions) and protein.

### **Pick your milk options carefully**

Nutritional value varies from brand to brand amongst dairy-free milks. Even within the same alternative milk base and the same brand, there are differences. That’s why it’s important to read labels carefully. While manufacturers may fortify some dairy-free milks with vitamins and minerals, others come with added sugars or artificial sweeteners. For example, many almond and hemp milks contain 13 g of sugar per cup. Paying close attention to labels will help you milk the most nutrition out of your milk alternative.

Go to [genesishcs.org](https://genesishcs.org) and click “Wellness Resources” for more tips.





# Put your best **fork** forward



## DIABETES & WEIGHT MANAGEMENT

**NOV. 17**

*Spirit of*  
**Women®**

### Ready to go digital?

We have added a digital version of *LiveWell* magazine for your convenience. Email [livewell@genesishcs.org](mailto:livewell@genesishcs.org) to receive your digital version and you can:

- Read *LiveWell* on your phone or tablet on the go
- Share health tips from each issue
- Watch patient videos

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