

LiveWell

2017

AUTUMN ISSUE

A GENESIS HEALTHCARE SYSTEM PUBLICATION

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CELEBRATING
20
YEARS



Genesis
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Family is a priority for Kimberly Alexander. Read about how she was able to be with her family soon after undergoing breast and reconstructive surgery the same day at Genesis.

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Whether you're a competitive athlete or a weekend warrior, Genesis offers Sports Medicine programs to help you improve your techniques and also limit injuries.

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New Genesis Perry County Medical Center – Breaking Ground

The new Genesis Perry County Medical Center (GPCMC) in Somerset is scheduled to open in summer 2018. Get a sneak peek of the GPCMC by looking at the artist's renderings of both the inside and the outside of the new medical center.

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Back to Work and Play – After Minimally Invasive Spine Surgery

Clint Cameron had suffered from excruciating back pain. Find out how he was able to get back to enjoying life thanks to minimally invasive spine surgery at the Genesis Neuroscience & Orthopedic Center.

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Find out the latest news at Genesis. Learn about a new addiction withdrawal management program, read about a new Stop the Bleed kit designed to save lives and more!

genesishcs.org



REACHING OUT TO CARE FOR YOU

We have had a lot of exciting developments at Genesis in the past several months, and I'd like to update you on the rapid progress we're making in expanding convenient access to the care you need.

In August we broke ground for the new Genesis Perry County Medical Center (GPCMC). We chose to build a medical center that includes an Emergency Department (ED) in Perry County to help save lives. Currently, Perry County does not have a hospital, urgent care facility or ED. Local Emergency Medical Services (EMS) has to transport patients out of the county resulting in critical delays in care. In cases of trauma, heart attack or stroke, arriving within 60 minutes of the onset of symptoms increases survival. You'll find renderings of the new GPCMC in Somerset inside this issue of *LiveWell*.

A new Heart, Lung & Vascular office opened in Licking County in August. The office provides heart and vascular services as well as vein disease management. Our Genesis physician specialists Ahmed Habib, M.D., interventional cardiologist; and electrophysiologists Grant Chow, M.D., and Shaun Bhatti, M.D., will all see patients in this new office. The new Heart, Lung & Vascular office is accepting patients either by physician referral or by contacting the office at (740) 899-4480.

I am pleased to announce that we were very successful in recruiting the physician class of 2017. We recruited four new primary care physicians and many specialists to serve your health care needs. You can learn more about our new physicians on the following page and find out how to make an appointment.

Genesis has some of the best physicians in the state. In this edition of *LiveWell*, you'll read about Clint Cameron, a local man, who was grateful to have minimally invasive spine surgery by Jeffrey Lobel, M.D., neurosurgeon, Genesis Neuroscience & Orthopedic Center. Dr. Lobel is one of a few surgeons in the region who perform this minimally invasive surgery.

We're continually bringing specialists to Genesis to provide expert care for you – specialists like Shannon Hanley, M.D., breast surgeon, Genesis Breast Care Center. You'll find a story inside this edition on Kimberly Alexander, a local woman facing breast cancer. Kimberly was able to have breast and reconstructive surgery at Genesis on the same day, avoiding another surgery. Kimberly is thankful for the expert care and being treated like family at Genesis.

Whether you're being treated by a specialist or a family doctor, know that you can put your trust in us. We're reaching out because providing you expert care is the reason we're here – and is our mission at Genesis.

Matthew J. Perry | Matthew J. Perry, President & CEO



WELCOME TO NEW PHYSICIANS



Shaun Bhatti, M.D.

Electrophysiology

Dr. Bhatti joined the Genesis Heart, Lung and Vascular Group. He earned his doctor of medicine at the University of Alabama School of Medicine in Birmingham. He completed his internal medicine residency at Virginia Commonwealth University in Richmond and completed a fellowship in cardiology and a fellowship in electrophysiology at the University of Maryland Medical Center in Baltimore. Dr. Bhatti sees patients at the Genesis Heart & Vascular Center, 955 Bethesda Drive, Zanesville, and in the Licking County office at 671 S. 30th St., Heath. He can be reached at (740) 454-0804.



Alan Cheng, M.D.

Electrophysiology

Dr. Cheng joined the Genesis Heart, Lung and Vascular Group. He earned his doctor of medicine at Yale University School of Medicine in New Haven, Connecticut. He completed his internal medicine residency and fellowships in cardiology and electrophysiology at Johns Hopkins Hospital in Baltimore, Maryland. Dr. Cheng sees patients at the Genesis Heart & Vascular Center, 955 Bethesda Drive, Zanesville. He can be reached at (740) 454-0804.



Callie Kuchta, D.O.

Obstetrics/Gynecology

Dr. Kuchta joined the Genesis OB/GYN Group. She earned her doctor of osteopathic medicine from the Lake Erie College of Osteopathic Medicine in Erie, Pennsylvania. She completed her residency in obstetrics/gynecology at Botsford General Hospital/Beaumont Health System in Farmington Hills, Michigan. Dr. Kuchta's office is located in the Genesis Physician Pavilion at 945 Bethesda Drive, Suite 330. She is accepting new patients; call (740) 454-8800 to make an appointment.



Jessica Lafyatis, D.O.

Obstetrics/Gynecology

Dr. Lafyatis joined the Genesis OB/GYN Group. She earned her doctor of osteopathic medicine from Ohio University Heritage College of Osteopathic Medicine in Athens. She completed her residency in obstetrics/gynecology at Doctors Hospital/Ohio Health in Columbus. Dr. Lafyatis' office is located in the Genesis Physician Pavilion at 945 Bethesda Drive, Suite 330. She is accepting new patients; call (740) 454-8800 to make an appointment.



Christopher McClung, M.D.

Urology

Dr. McClung joined the Genesis Urology Group. He earned his doctor of medicine degree from Jefferson Medical College in Philadelphia. He completed his residency in urology through the Loyola University Medical Center in Maywood, Illinois. He also completed a reconstructive urology and urologic trauma fellowship through the University of Washington in Seattle. Dr. McClung's office is located at 751 Forest Ave., Suite 301, Zanesville. His office phone number is (740) 455-4923.



Razvi Razack, M.D.

Gastroenterology

Dr. Razack joined Genesis Digestive Disease Specialists. He earned his doctor of medicine at the Northeastern Ohio Medical University in Rootstown, Ohio. He completed his residency in internal medicine and his fellowship in gastroenterology at Rutgers New Jersey Medical School in Newark, New Jersey. Dr. Razack's office is located at 999 Garden Road, Zanesville. His office phone number is (740) 454-8193.



Trevor Short, M.D.

Internal Medicine

Dr. Short joined Genesis Primary Care Physicians. He earned his doctor of medicine at Wright State University Boonshoft School of Medicine in Dayton, Ohio. He completed his internal medicine residency at The Ohio State University Wexner Medical Center in Columbus. Dr. Short's office is located in PrimeCare of Southeastern Ohio, 1210 Ashland Ave., and his office phone number is (740) 454-8551.



Omar Sinno, M.D.

Obstetrics/Gynecology

Dr. Sinno joined PrimeCare of SEO and the Genesis medical staff. Dr. Sinno earned his doctor of medicine degree from the Medical College of Wisconsin in Milwaukee. He completed an obstetrics and gynecology residency through The Ohio State University Medical Center in Columbus. His office is located at 975 Bethesda Drive, Building 7, Zanesville. His office phone number is (740) 454-6808.



Phu Tran, M.D.

Hematology/Oncology

Dr. Tran joined Genesis Cancer Services, specializing in hematology/oncology. He earned his doctor of medicine at Creighton University in Omaha, Nebraska. He completed his internal medicine residency at the University of Pennsylvania Medical Center in McKeesport, Pennsylvania and completed his hematology/oncology fellowship at the University of California Irvine Medical Center in California. Dr. Tran's office is located at the Genesis Cancer Care Center at 2951 Maple Ave., and his office phone number is (740) 454-5271.



THE POWER OF PEOPLE

Genesis Breast Care Center Guides Woman on Her Cancer Journey

Many of Kimberly Alexander's family members had experienced cancer – different types but the same disease that can spread throughout a person's body. She had even prayed that she'd never have to really know or experience it ... but now that she's a cancer survivor, Kimberly said she's learned about compassion, strength, support and the power of people through her cancer journey at the Genesis Breast Care Center.

"I've learned to be thankful for everyone who steps into my life. The medical team and the caregivers were strangers in the beginning, and now I feel like I'm a part of their family and a part of their lives. I am so grateful for every person who helped me through this journey," Kimberly said.

"I was absolutely overwhelmed by her sincerity and compassion. She (Dr. Hanley) was wonderful."

– Kimberly Alexander

Kimberly Alexander, from Crooksville, enjoys attending high school football games with her daughter Lacey. She was able to have breast and reconstructive surgery at the same time at Genesis so she didn't miss time with her children.



Kimberly's journey began at her annual breast exam in May 2017. She felt some initial concern at that appointment because her mammogram from the year before had identified three benign cysts on her right breast. The cysts were removed, but she still felt on edge.

"After my annual exam, I was diagnosed with Stage II breast cancer in my right breast. It was a bombshell. I felt like I was in a slow dream world for a long time – even though things started moving quickly," Kimberly said.

At the Genesis Breast Care Center, health care experts strive to provide answers and treatment options promptly. Within a matter of days, Kimberly had a second mammogram and an ultrasound to confirm the diagnosis. A biopsy, genetic testing, MRI and a discussion with Shannon Hanley, M.D., breast surgeon at the Breast Care Center, came quickly.

"Dr. Hanley described my results and presented possibilities for treatment. She even had a pencil and notepaper, and wrote everything down for me since she knew I probably wouldn't be able to remember it all ... I was absolutely overwhelmed by her sincerity and compassion. She was wonderful," Kimberly said. Kimberly chose to have both breasts removed with breast reconstruction. Due to Kimberly's non-smoking status, small tumors and unaffected lymph nodes, she qualified to have breast surgery and reconstruction the same day. Dr. Hanley collaborated closely with Kimberly's plastic surgeon, Tyler Angelos, M.D., so Kimberly could avoid an additional surgery – saving recovery time both physically and emotionally.

"It does something for the woman's psyche to wake up and have something there," explained Dr. Hanley. "Breast surgery is constantly improving. We're making smaller and smaller incisions, and making the breast look cosmetically very good. It's not only about removing the cancer; it's also about helping the woman feel good about herself afterward."

The Genesis Breast Care Center provides a full spectrum of breast care, including benign masses, skin issues, nipple discharge, breast pain, gynecomastia (the development of breast tissue in men) and all types of breast pathology.



Shannon Hanley, M.D.

Breast Surgeon, Genesis Breast Care Center

In each case, the health care professionals at Genesis utilize the latest technology and treatments, as well as a team approach. Medical oncologists, radiation oncologists, surgeons, nurse navigators and other close-knit team members communicate and collaborate to create personalized plans that meet and exceed national standards.

"It's a unique situation sitting in the same room with my colleagues. We devise a plan together," Dr. Hanley said. "We communicate very well together, and I don't think you get enough of that personal communication in larger hospitals."

Kimberly agrees. She believes the personal touch made a huge impact on her as a person. In fact, as her health care team, family, friends and community rallied around her, she says a life lesson about the power of people made an impression on her soul. "I've learned to live in the moment and stop dwelling on minuscule things that do not matter much in the bigger picture of life," she said. "I honestly believe God wanted me to realize how special each and every one of us is, not only to Him, but to the lives of all the people we've touched."

3-D Mammography Available at Genesis

Genesis now has 3-D mammography. The technology is most beneficial for women whose breasts are dense – meaning there is more non-fatty tissue and less fatty tissue. The dense breasts may make tumors or other conditions more difficult to detect in the early stages. However, 3-D mammograms are available for any patient.

"This state-of-the-art technology enables breast tissue to be examined layer by layer," said Michael Slone, director, Genesis Imaging Services. "Instead of viewing all of the complexities of breast tissue in a flat image as in conventional 2-D mammography, fine details are more visible and no longer hidden by the tissue above or below. The 3-D system results in higher detection rates and fewer false alarms when screening for breast cancer and other abnormalities."

The 3-D mammography system was made possible through a donation of \$150,000 from Eight Keys Foundation, led by President Rachel Longaberger Stucky, as well as matched funds from the Genesis Pro-Am Golf Tournament.

If you'd like to request a 3-D mammogram, talk with your physician. If you don't have a doctor and need a mammogram, call Genesis Central Scheduling at (740) 454-4242, and ask about a self-requesting mammogram.

GENESIS SPORTS MEDICINE PROGRAMS

Designed for You

Genesis offers specialized programs to help your kids – and you as well – get back to the sports you enjoy. You'll find a lineup of our sports medicine programs below.

Concussion Management Program

It's fall sports season and that means the possibility of injuries. Did you know that Genesis Rehabilitation Services offers a baseline concussion test for student athletes? The baseline can help determine when it's safe for students to return to play after suffering a concussion.

Genesis also offers a concussion management program to test children of all ages for injury and make evaluations before returning to play. Physical therapists and athletic trainers at Genesis receive special training to assess concussions.

The experienced physical therapists use a standardized test, the Sport Concussion Assessment Tool (SCAT 3), to evaluate children after a concussion in any sport. The physical therapists coordinate rehabilitation with the student's referring physician and school's athletic trainer to provide feedback and make recommendations based on international concussion guidelines. The athlete is monitored and progressed through each stage of the Return-to-Play program and is re-tested after each step. Genesis has three athletic trainers who also provide the Return-to-Play programs for athletes at Zanesville High School and West Muskingum High School.



Sportsmetrics™ Training to Prevent Knee Injuries

Genesis Rehabilitation Services offers the area's only certified Sportsmetrics trainers. The Sportsmetrics program is designed to help female athletes in middle school or above, reduce the risk of a knee injury such as an ACL tear. ACL tears are 10 times more likely to occur in women than in men. During a six-week training program, participants learn to:

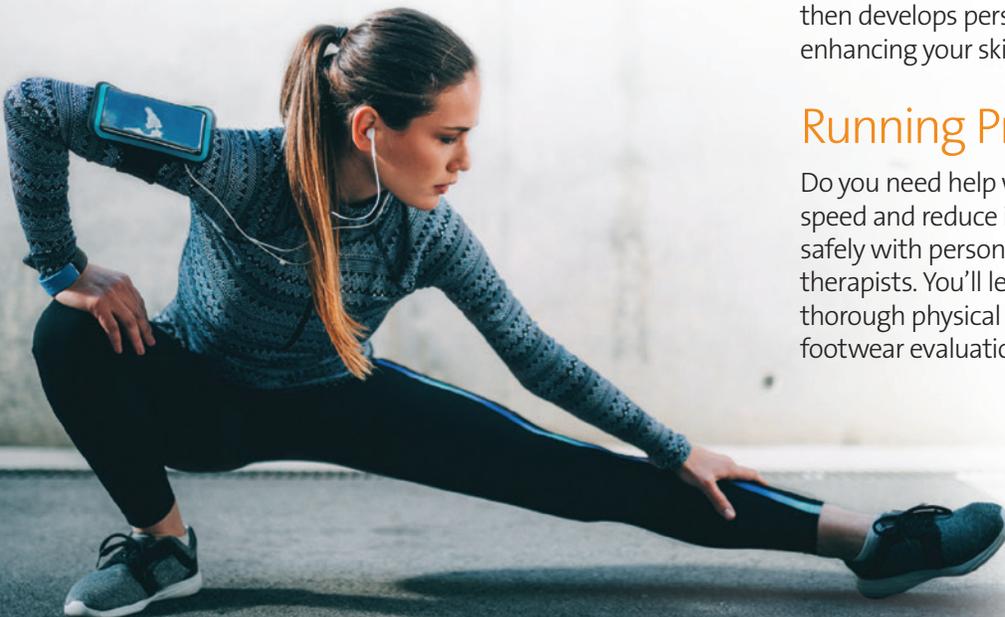
- Develop overall leg strength
- Perfect jumping and landing techniques
- Improve flexibility
- Safely engage in high-intensity strength training
- Properly perform sprinting and cutting movements

Improve Your Throwing Techniques

Whether you're a high school baseball player or a weekend softball player, Genesis has a program to help improve your throwing techniques. You can improve your throwing technique and decrease your risk of injury with guidance from Genesis Rehabilitation Services therapists. A therapist records you on video, closely examines your throwing motion, and then develops personalized recommendations for safely enhancing your skills.

Running Program

Do you need help with your running form to help increase speed and reduce injuries? You can learn to run properly and safely with personalized advice from our certified physical therapists. You'll learn how to improve your stride after a thorough physical assessment, computer analysis and footwear evaluation.



Find out how to improve your game. For more information about these programs, go to genesishcs.org or call Genesis Rehabilitation Services at (740) 455-5151.

NEW GENESIS PERRY COUNTY MEDICAL CENTER

Breaking Ground

It was a monumental day as ground was broken for the new Genesis Perry County Medical Center (GPCMC). Currently, Perry County does not have a hospital, urgent care facility or Emergency Department (ED). The new medical center is bringing 24/7 emergency medical care locally to Perry County.



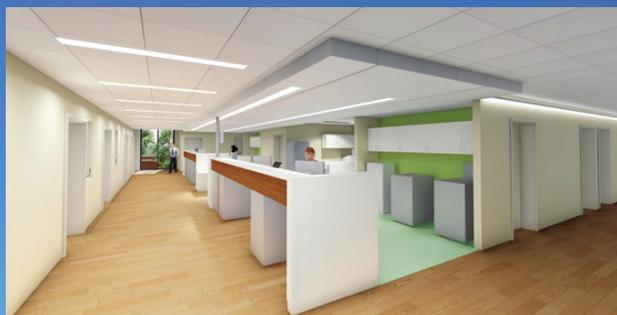
Matthew Perry, Genesis CEO, highlighted Genesis' commitment to providing improved local access to comprehensive emergency services for the residents of Perry County.



Breaking ground for the Genesis Perry County Medical Center are (left to right): John Zimmerman, M.D., Genesis Emergency Medicine; Tom Johnson, Somerset mayor; Matthew Perry, CEO, Genesis HealthCare System; Randy Cochrane, board chair, Genesis HealthCare System; Jack Dittoe, board member, Genesis HealthCare System; Angela DeRolph, Perry County health commissioner; and Mike Henderson, Perry County EMS.



The renovated main lobby and registration area will have a spacious and welcoming environment as shown in the artist's rendering. Outpatient Services at the new GPCMC include laboratory, imaging, X-ray ultrasound, echocardiogram, pulmonary function test, CT scanning MRI and rehabilitation therapies.



A modern nurses' station in the Emergency Department is one of the features of the new medical center. The full-service ED will include: 24/7 emergency care including heart attack, stroke, complex medical conditions and serious injuries; board-certified ED physicians; and specially trained RNs.

The new GPCMC includes a new ED located on the left side of the drawing.



BACK TO WORK AND PLAY

After Minimally Invasive Spine Surgery

"I've never been through anything so painless in my life. It was outpatient surgery; I checked in at 6:30 a.m. and was heading home by 1:30 p.m. I was a new man and felt like a million bucks. The pain was gone!"

– **Clint Cameron**

Clint Cameron is back working on the Adamsville family farm and oil and gas business thanks to the minimally invasive spine surgery at Genesis.

Clint Cameron has led a rugged lifestyle working in the trenches of the local oil and gas business for more than 30 years. The 53-year-old Adamsville man spends his days lifting, turning and moving his body – and the family business – along. As the years have added up, so has the strain on his back.

Help for Pain

Clint has had severe back pain for years and had several surgeries. In 2014, he underwent a spinal fusion (melding the L3-L4 vertebrae together) in the lower area of his spine. The pain subsided for a while. Then in May 2017 he was doing an easy task – something so simple he doesn't even remember what it was – when the excruciating pain returned. "I thought to myself, 'I have something wrong with my spine. I remember this pain from last time,'" Clint said.

A heavy numbness, called stenosis, overcame his feet and the pain traveled up his lower legs. Clint was always on the go, and now he found it uncomfortable simply walking – especially up and down inclines. Golfing, one of his favorite activities, was too painful. And trying to work on the family farm and mowing was nearly impossible.

After a visit with his family physician and an MRI, Clint learned he had a herniated disc. He received a referral to Jeffrey Lobel, M.D., neurosurgeon at the Genesis Neuroscience & Orthopedic Center. Clint had been through a couple surgeries before, so he wanted to try other remedies first. Dr. Lobel recommended a variety of non-surgical methods, including epidural shots and lower leg exercises. Unfortunately, Clint's severe pain persisted.

Patient Makes Decision

"After a month or two of different treatments, I went to Dr. Lobel and said I knew it was time to have this surgery," Clint said. "Dr. Lobel let me make the decision. As soon as he knew I was ready, we moved forward." Dr. Lobel performed Clint's lumbar discectomy in July 2017 by making a 7/8-inch incision on Clint's side and inserting a tube to microscopically remove the pressure on the nerve.



"We have a great team of doctors and nurses here. I've been to other hospitals for surgery, and I wanted to stay here. I'm proud of our hospital and would recommend care at Genesis to anyone in our community."

– **Clint Cameron**

"I've never been through anything so painless in my life," Clint recalls. "It was outpatient surgery; I checked in at 6:30 a.m. and was heading home by 1:30 p.m. I was a new man and felt like a million bucks. The pain was gone!"

Fast Relief

Genesis has a proven record of helping patients suffering from pain through spine procedures like Clint's. "The minimally invasive surgery and small incision can help patients return to their normal activity quicker and reduce recovery time," said Dr. Lobel. "We have fantastic surgeons, low infection rates and low repeat surgery rates.

"Genesis is one of the best places in Ohio to go for spine surgery," Dr. Lobel said. "We offer technologically advanced surgeries not available at all of the larger hospitals. Doctors from larger hospitals and international physicians come to Genesis to learn about our techniques for minimally invasive spine surgery."

Caring Community

Dr. Lobel enjoys serving a community where patients appreciate the care he provides. "It's nice being in an area where people say 'thank you.' I frequently have patients who come here because I cared for their mom or a friend from church. I enjoy seeing patients around town who remember me."

Clint is thankful this expert care is available. He is back working in the oil and gas business and taking care of the family farm. "We have a great team of doctors and nurses here. I've been to other hospitals for surgery, and I wanted to stay here. I'm proud of our hospital and would recommend care at Genesis to anyone in our community."

"Genesis is one of the best places in Ohio to go for spine surgery. We offer technologically advanced surgeries not available at all of the larger hospitals. Doctors from larger hospitals and international physicians come to Genesis to learn about our techniques for minimally invasive spine surgery."

Jeffrey Lobel, M.D.

Neurosurgeon, Genesis Neuroscience & Orthopedic Center

You can find more information about the care offered at Genesis Neuroscience & Orthopedic Center at genesishcs.org.

HAPPENINGS



Genesis Offers Withdrawal Management Service

Partners with New Vision Service

Genesis HealthCare System has partnered with one of the leading substance withdrawal and medical stabilization and management organizations in the United States. New Vision™ and Genesis began offering this much-needed service to our community in September. New Vision at Genesis Hospital will offer medical stabilization services to help people overcome withdrawal symptoms from drug and alcohol addictions.

“Genesis is one of the few hospitals in the area offering this inpatient care, and we’re pleased to bring this to the community in an effort to help break the cycle of addiction,” said Abby Nguyen, chief nursing officer, Genesis HealthCare System.

The New Vision™ service serves willing adults with a medically supervised hospital stay for inpatient stabilization, which usually lasts three days. The inpatient stay includes prescreening, assessment, admission, medical stabilization and discharge planning. Upon admission, an assessment will be completed with an evaluation of the patient’s medical history, a physical, a laboratory workup and a nursing assessment. Most insurance plans are accepted.

Plans are developed before the patient leaves the hospital for referrals to appropriate treatment programs. For additional information, call New Vision at Genesis at (740) 454-5680.

Pictured in the photo above left to right in the front row are Anna Roller, New Vision and Shannon Nezbeth, Genesis Acute Care Services; in the back row are Michelle Belt, Danny Napier and Todd Coleman, New Vision.



Permanent Patient Admitted to Genesis

A patient simulator is now occupying a bed in the Education Services simulation lab at Genesis Hospital. The adult simulator is completely wireless and can be programmed for various levels of care, from trauma, to an operating room to an intensive care unit room.

A second simulator is in the nursing lab at Ohio University Zanesville (OUZ). The collaboration between Genesis and OUZ benefits nurses in training and student nurses. The simulators are used for teaching activities and provide real-life case scenarios. Using a simulator provides the opportunity to practice and is a popular training tool because it offers a learning environment. The simulators show vital signs, clinical signs and symptoms; reproduce breath and heart sounds, pulse readings, drug reactions and other bodily reactions. The simulators were made possible through a grant from the Genesis HealthCare System Foundation.

Shown in the photo above are Kayli Wenner, PCT, Nursing, pictured on the left, practices on the patient simulator at clinical orientation with Sandy Proctor, education consultant, Education Services.

Level III Trauma Center Re-verified

The Trauma Center at Genesis has been re-verified as a Level III trauma center. This achievement recognizes our trauma center’s continued dedication to providing optimal care for injured patients. Level III means we have the immediate availability of specialized staff, equipment and services to treat severe and critical injuries.

A surveyor for The American College of Surgeons’ (ACS) Committee on Trauma said in an exit conference that it was “unusual” to have zero deficiencies in a program survey. “This achievement attests to the commitment by the Genesis administration, physicians, nurses, therapists and countless staff to providing expert trauma care to the community,” said Stuart Chow, D.O., medical director, Genesis Trauma Center.



Genesis Opens New Physician Office in Licking County

The Genesis Heart, Lung & Vascular Group has expanded its physician practice with a new office 671 S. 30th St. in Heath.

“We are pleased to be able to provide heart and vascular services to our neighbors in Licking County,” said Ahmed Habib, M.D., interventional cardiologist. “The services we offer include vein disease management for conditions like varicose veins; electrophysiology, which involves diagnosing and treating electrical problems of the heart; and non-invasive cardiology procedures such as electrocardiograms (EKGs), echocardiograms and vascular studies.”

Physicians seeing patients in the Genesis Heart, Lung & Vascular Group Heath office in addition to Dr. Habib are Grant Chow, M.D., and Shaun Bhatti, M.D., who specialize in electrophysiology. All insurances will be accepted including Medicare and Medicaid. Patients ages 18 and older are being accepted by physician referral or by calling the office at (740) 899-4480.

Shown above are staff members in the Licking County Heart, Lung & Vascular office, shown left to right in the front row, are Grant Chow, M.D.; Ahmed Habib, M.D.; and Lisa Addy, practice coordinator. Back row, left to right, are Tabitha McKenzie, director; Caitlin Husk, ultrasonographer; Casey Drury, sonographer; and Jennifer Longfellow, practice manager.

Genesis Named Most Wired

Genesis HealthCare System was named one of the Most Wired® hospitals by the American Hospital Association’s (AHA) Health Forum.

A survey of 2,158 hospitals nationwide was conducted to see how organizations are using IT to improve health care in quality and safety; clinical integration; business and administrative management; and infrastructure. The Most Wired survey and benchmark study is a leading industry barometer on hospital use and adoption of IT.

The 19th Annual Health Care’s Most Wired® survey reported that the Most Wired hospitals are using smart phones, telehealth and remote monitoring to create more ways for patients to access health care services and capture health information.



Stop the Bleed

Free Kits and Training in Our Community

Genesis Emergency & Trauma Services is offering life-saving kits and training throughout the community as part of the Stop the Bleed campaign. Stop the Bleed is a national campaign to provide bystanders in emergency situations the tools and knowledge to stop life-threatening bleeding.

Genesis is the first in the area to offer the kits and training to local schools. “We’re pleased to be able to offer life-saving kits and training,” said Stuart Chow, D.O., medical director, Genesis Trauma Services. More than 500 free kits and training have been provided to Morgan, Perry and Muskingum county schools. “This is a free service to help train teachers and administrators to help save a life before first responders arrive,” Dr. Chow said.

The campaign by the American College of Surgeons was developed after the Sandy Hook school tragedy. If bleeding is severe, it can kill within minutes – possibly before trained responders arrive. Providing bystanders with tools and information on how to stop the life-threatening bleeding can save lives.

“The teachers and administrators in our local schools are excited to have these kits close at hand and the training to know what to do in an emergency,” said Jane Kilgore, Genesis Trauma program manager. Genesis Trauma Services plans to offer the Stop the Bleed program to other organizations in the community. “The tools and training could be used in a power tool accident, a mishap in the kitchen or any time an accident results in heavy bleeding,” she said.

Funding for the Stop the Bleed campaign was made possible through a grant from the Genesis HealthCare System Foundation, the Muskingum County commissioners and the Muskingum Medical Academy. If you’d like more information about the Stop the Bleed campaign, go to genesishcs.org or call Jane Kilgore at (740) 454-5638.

Stuart Chow, D.O., medical director, Genesis Trauma Services and Jane Kilgore, Genesis Trauma program manager, display a Stop the Bleed kit in the photo above.

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CHANGE SERVICE REQUESTED

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Tree of Love

Lighting Ceremony

The spirit of the holiday season glows in the Tree of Love, an annual fundraiser by Genesis Volunteers. The ceremony is free and open to the public, and includes holiday music, entertainment and refreshments. It's a great way to kick off the holiday season.

Find out more information and how to make a donation for a tree, bulb or poinsettia by going to genesishcs.org > search Tree of Love.

Friday, Nov. 17

6 p.m.
Genesis Hospital Main Entrance

