

LiveWell

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SUMMER ISSUE

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Genesis
HEALTHCARE SYSTEM

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Beverly "Jane" Konkler used to make the long trip to Columbus for her heart care. But after an emergency and being treated by Grant Chow, MD, cardiac electrophysiologist, Jane has had a change of heart. Genesis is her home for heart care now.

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Caring for Your Heart

Do you know the signs and symptoms of a heart attack? Find out here. You can also learn more about the Genesis Heart & Vascular Center and the recent HeartChase event.

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Earning an "A" Grade in Patient Safety

Genesis recently received an "A" Hospital Safety Score for spring 2016. The grade "A" is based on 30 hospital patient safety measures. Read all about the "A" grade and initiatives in place to keep patient safety a priority.

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Hip, Hip, Hooray – New Hip Leads to an Active Life

Janet Burke Swaney had debilitating pain from osteoarthritis in her hip that made it hard for her to function. After total hip replacement surgery by Jason Cox, DO, Genesis Orthopedic Group, Janet is back to enjoying an active life once again.

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Happenings

Read the latest news about Genesis, including several awards, Homeland Security training attended by Emergency & Trauma Services employees, a unique therapy program for pediatric patients, and the Good Samaritan celebration.

WELCOME TO NEW PHYSICIANS



Shaun R. Roof, DO

Ear, Nose and Throat

Dr. Roof recently joined the Genesis ENT Group, specializing in otolaryngology (ear, nose and throat). He earned his doctor of osteopathic medicine at The University of Health Sciences College of Osteopathic Medicine, Kansas City, Missouri. He completed his residency in

otorhinolaryngology/facial plastic surgery at Doctors Hospital in Columbus, and Case Western Reserve University in Cleveland. Dr. Roof's office is located at Medical Arts Building II, 751 Forest Ave., Suite 303, and his phone number is (740) 454-5200.



Sandeep Singla, MD

Interventional Cardiology

Dr. Singla joined the Genesis Heart, Lung & Vascular Group, specializing in interventional cardiology. He earned his doctor of medicine at Maulana Azad Medical College in New Delhi, India. He completed his fellowship in interventional cardiology at Mount Sinai Medical Center in Miami Beach.

Dr. Singla's office is located at Genesis Heart, Lung & Vascular Group, 955 Bethesda Drive, first floor, Physician Pavilion, and his office number is (740) 454-0804.



Gretchen Weber, MD

General Surgery

Dr. Weber joined Genesis Surgical Associates, specializing in general surgery. She earned her doctor of medicine at West Virginia University School of Medicine in Morgantown. She completed her residency in general surgery at Christiana Care Health System in Newark, Delaware.

Dr. Weber's office is located at Genesis Surgical Associates, 2916 Van Gader Drive, and her office number is (740) 453-0661.



Neelima Gorantla, MD

Interventional Radiology

Dr. Gorantla recently joined Radiology Associates of SEO, Inc. and the Genesis medical staff. She earned her doctor of medicine degree from the University of Cincinnati College of Medicine, and completed her fellowship in vascular interventional radiology from The Ohio State University in Columbus. Her office is located at Radiology Associates of SEO, Inc., and her office number is (740) 452-9319.

Asegid Kebede, MD

Pulmonary/Critical Care

Dr. Kebede joined Genesis Pulmonary/Critical Care Group, specializing in pulmonary and critical care medicine. He earned his doctor of medicine at Jimma University in Ethiopia. He completed his residency in internal medicine at St. John's Episcopal Hospital/State University of New York Downstate Medical Center. Following residency training, Dr. Kebede completed a fellowship in pulmonary and critical care medicine at State University of New York. He is board-certified in pulmonary disease and critical care medicine by the American Board of Internal Medicine.

MAKING THE GRADE IN PATIENT SAFETY



Your health and safety are our top priorities. Genesis is committed to delivering the highest quality of health care to you and your family, and that includes the safest care. Our efforts were recognized when we received an "A" grade for spring 2016 from The Leapfrog Group, a leading national patient safety watchdog group, for being among the safest hospitals in the United States. Genesis was one of only 44 hospitals in Ohio to earn this Hospital Safety Score grade. You can read more about our "A" in this issue of *LiveWell*.

For many, summertime means getting outdoors and enjoying favorite activities with family and friends. That's great, unless you have pain that keeps you from doing what makes you happy. Janet Burke Swaney knows this all too well. She suffered debilitating pain in her hip and leg that made it difficult for her to do much of anything. She consulted with Jason Cox, DO, orthopedic surgeon, and made the decision to have a total hip replacement. After a successful surgery by Dr. Cox, Janet is once again enjoying her walks around Lake Park near her home in Coshocton.

We are pleased to welcome another surgeon to our comprehensive orthopedic program. Edmund Brinkis, MD, joins us this summer as medical director of the Genesis Orthopedic Group. Meet Dr. Brinkis in the article to the right, and learn why he chose this specialty and why he is dedicated to helping patients live with less pain.

Sometimes a negative event can lead to a positive experience, and with it, a change of heart. This was the case with Beverly "Jane" Konkler when she passed out at home. Her son brought her to Genesis Hospital even though Jane had always gone to Columbus for her care. She was diagnosed with a heart rhythm problem that was expertly corrected by Grant Chow, MD, a cardiac electrophysiologist. Jane was so impressed with the care she received from everyone here that she moved all of her heart care to Genesis.

All of these stories and more can be found in *LiveWell*. You'll learn about other new physicians who have joined the medical staff and how to take care of your heart. You can also find out what else has been happening at Genesis as we continuously work to provide you with the best possible health care.

Genesis is here for you, rain or shine. I'm hoping for lots of sunshine and a healthy, happy summer for you and your family.

Matthew J. Perry, President & CEO

The grades used in the Leapfrog Hospital Safety Score® program are derived from expert analysis of publicly available data using national evidence-based measures of patient safety. The Leapfrog Hospital Safety Score® program grades hospitals on their overall performance in keeping patients safe from preventable harm and medical errors. For more information, visit www.hospitalsafetyscore.org.



MEET EDMUND BRINKIS, MD

Orthopedic Surgery

Dr. Edmund Brinkis, an experienced, fellowship-trained joint replacement orthopedic surgeon, is now combining two of his passions at Genesis – working with his hands and helping people. He recently joined the Genesis Orthopedic Group as medical director.

As a child, Dr. Brinkis used his hands to take things apart. He was curious and wanted to see how things worked. Eventually, his parents became so frustrated with all of the broken parts, they began requiring him to fix and put them back together. These early experiences sparked a passion and fine-tuned Dr. Brinkis' highly skilled hands. Today, he uses those hands to fix people – particularly in regards to their joints.

"I specifically picked joint replacement because I like seeing immediate improvement in my patients," Dr. Brinkis said. "A person who is suffering can, in a fairly short amount of time, have joint replacement and then experience a life free of pain. I enjoy seeing these patients being up and active again just as much as I enjoy performing their surgery perfectly."

For the past five years, Dr. Brinkis quoted the motto, "Perfect is always acceptable," while teaching orthopedic residents at the University of Florida. He also served as medical director of the orthopedic floor and the division chief of Adult Reconstructive Services at the University of Florida. Dr. Brinkis gained invaluable and unique experience caring for patients with highly complex and problematic orthopedic surgeries.

"I love what I do because I genuinely care about my patients," Dr. Brinkis said. "Each and every patient is important, and on a daily basis I receive affirmations that I am in the right place, doing the right thing to help others."

Before Florida, Dr. Brinkis practiced in Ohio for about six years. He and his wife are thrilled to be back in "the heart of it all," as Ohio is also home to two of their children, a granddaughter and many extended family members.

Dr. Brinkis earned his undergraduate degree at the University of California at Los Angeles (UCLA) and his doctorate degree at New York Medical College. He also completed his orthopedic surgery residency at the State University of New York (SUNY). He then further honed his orthopedic skills with fellowship training at one of the top adult reconstruction fellowships in the country, the Rothman Institute at Jefferson University Hospital in Philadelphia, Pennsylvania.

With almost 15 years' experience in adult reconstructive surgery, Dr. Brinkis is looking forward to helping new patients at the Genesis Orthopedic Group, Garden Level, Suite D, Physician Pavilion, 955 Bethesda Drive, Zanesville. His phone number is (740) 586-6828.

A CHANGE OF HEART

Electrophysiology Program Exceeds Expectations

Beverly “Jane” Konkler just didn’t feel right. She had black and blue bruises from falling frequently, and her blood pressure had dropped extremely low. When she called her husband, who was out of town, he could tell she wasn’t saying things she’d normally say. Concerned, her husband sent a nearby son to check on her. By the time the son arrived, Jane had already passed out in her home.

Jane’s son drove her directly to Genesis Hospital, even though he knew his mother would normally bypass the local hospital and make the two-hour drive to Columbus when she needed health care. That choice changed everything – including Jane’s heart.



With a healthy heart, Jane Konkler can now enjoy spending time with her family and playing with Mister Riley, her Shih Tzu.

Impressive Care

“It was impressive to see the town we live in provide that type of care,” said Tim Wyatt, another of Jane’s sons. “The doctor took time to do tests and figure out what the real problem was, and then he fixed it. Some of the best doctors in the world are right here in our little town of Zanesville.”

Jane’s heart needed a pacemaker, as her “natural pacemaker” was giving out. Once inside the procedure room, Grant Chow, MD, an electrophysiologist at Genesis, noticed that Jane’s “natural phone cable” that connects the top and bottom of the heart was also near failing. To make matters more complicated, Jane had been on a high dose of blood thinner medication.

“We stabilized her quickly, implanted a biventricular ICD pacemaker, managed her bleeding, and got her heart as close to normal as possible. Now she’s healed up nicely,” Dr. Chow said. “The kind of technology available here at Genesis is definitely not common in community hospitals. I’m proud to say that we have the same major capabilities as the lab I came from at the Johns Hopkins Hospital in Maryland. Our staff is also equally trained and extraordinary. That’s really something special.”

Full Spectrum EP Program

Electrophysiology (EP) involves the treatment of arrhythmias, or abnormal heart rhythms, to restore a normal heartbeat. The Genesis EP program is equipped and prepared to provide a full spectrum of heart care, including pacemakers, defibrillators, cardioversion, and medical and catheter ablation management. Two talented physicians provide that care, Dr. Chow and the founding physician of Genesis’ EP program, Magdy Migeed, MD, FACC, FHRS.



“Another advantage we have at Genesis that’s different from other hospitals is our availability,” Dr. Chow said. “If a patient has a question or concern, they can call and talk with a real live nurse or doctor right away. That’s not the norm, and we see it as a valuable asset for our patients.”

“I was treated the best I’ve been treated in a hospital in my entire life ... This new hospital is far more outstanding compared to anything I’ve seen for a while. I decided to move all my heart care from Columbus to Genesis.”

– Jane Konkler

Happy, Healthy Heart

Jane’s heart emergency occurred in February of this year, and she looks back at the experience with a grateful, happy and healthy heart.

“As far as the care goes, it could not be delivered any better,” Jane said. “I was treated the best I’ve been treated in a hospital in my entire life. Dr. Chow and the staff went above and beyond to make sure I completely understood what was happening. They took their time, they genuinely cared, and they went way above and beyond the call of duty. This new hospital is far more outstanding compared to anything I’ve seen for a while. I decided to move all my heart care from Columbus to Genesis.”

That’s quite a change of heart.

“The kind of technology available here at Genesis is definitely not common in community hospitals. I’m proud to say that we have the same major capabilities as the lab I came from at the Johns Hopkins Hospital in Maryland. Our staff is also equally trained and extraordinary. That’s really something special.”

– Grant Chow, M.D.

Electrophysiologist, Genesis Heart, Lung & Vascular Group

CARING FOR YOUR HEART

Do you know the signs and symptoms of a heart attack? While some heart attacks are intense, most start with mild pain or discomfort. Not everyone who has a heart attack experiences chest pain. Often those experiencing symptoms aren't sure what's happening and wait too long before getting help.

Know the Signs

- Chest discomfort
- Discomfort in other areas of the upper body
- Shortness of breath
- Breaking out in a cold sweat, nausea, lightheadedness

Even if you're not sure it's a heart attack, don't wait to call 911 because minutes matter. Delaying treatment can result in heart damage and/or death. The Emergency Medical Services (EMS) can begin treatment when they arrive.



Team Stress Lab hams it up at this year's HeartChase. Members are Genesis employees (left to right) Mike Thomas, Kayla Wiseman, Lundy Lowry and Kody Fulkerson.



HeartChase

Genesis Hospital was the site of HeartChase, a fun event in collaboration with the American Heart Association, to educate our community on leading a heart-healthy life. More than 20 teams competed in heart-healthy challenges at the Genesis Heart & Vascular Center. There were free screenings along with face painting, clowns and a dunk tank. The event raised \$42,000, a record for Zanesville HeartChase.



HeartChase®

Heart & Vascular Center

We've designed a state-of-the-art center to care for our family and friends in Southeastern Ohio. The Genesis Heart & Vascular Center is dedicated to providing the best possible heart care closer to home. The heart catheterization lab has the latest technology to enable our interventional cardiologists to treat blocked arteries that cause heart attacks.

You'll find that we have a comprehensive heart and vascular program supported by a group of highly trained specialists and staff. The specialties are medical cardiology that includes diagnosis and tests like EKGs and stress tests; interventional cardiology with minimally invasive procedures to open narrowed or blocked arteries; cardiac electrophysiology to treat the electrical system of the heart; and cardiovascular, thoracic and vascular surgery to do complex open heart surgeries including valves.



Displaying our "A" grade left to right are Elaina Wahl, RN, patient safety manager, and Abby Nguyen, RN, chief nursing officer. In the back left to right are Al Burns, chief operating officer; Daniel Scheerer, MD, chief medical affairs officer; and John Zimmerman, MD, medical staff president.

EARNING AN "A" GRADE IN PATIENT SAFETY



Genesis received an "A" grade for being among the safest hospitals in the U.S. from The Leapfrog Group, one of the leading hospital safety rating organizations in the nation. Our "A" lets you know that Genesis is fully committed to patient safety and is a safe choice for you and your family and loved ones.

"I've practiced medicine in this community for 34 years, and safety has always been a top priority," said Daniel Scheerer, MD, chief medical affairs officer. "National recognition from a reputable organization like The Leapfrog Group is evidence that Genesis provides a safe environment for our patients."

The grade was for spring 2016. Genesis was one of only 44 hospitals in Ohio to earn this distinction.

How Is Patient Safety Determined?

The Hospital Safety Score uses 30 measures of hospital safety data to assign A, B, C, D and F grades to more than 2,500 U.S. hospitals. The scores are calculated by top patient safety experts, peer-reviewed, fully transparent and free to the public.

To see Genesis' full score and to access consumer-friendly tips for when you're in the hospital or visiting a loved one at the hospital, visit hospitalsafetyscore.org.

Keeping Safety a Priority

Genesis is continuously finding new, and sometimes fun, ways to keep patient safety a priority. A new program this year called "Great Catch" recognizes staff, doctors and volunteers who report a potential safety problem. Identifying hazards or possible errors and correcting them before they happen keeps our patients safe.



Andrew Espenlaub, DO, Hospice & Palliative Medicine, demonstrates proper hand hygiene.

Practicing proper hand hygiene is one of the most important ways to keep patients safe. On World Handwashing Day, May 5, Genesis held a fun event to educate everyone about proper hand hygiene. Activities included education through interactive games and a simulated patient room contaminated with "glow germs" so attendees could see where those pesky germs hide.



HIP, HIP, HOORAY

New Hip Leads to an Active Life

A sharp jabbing pain started in the front left groin area and consistently shot down Janet Burke Swaney's left leg as she walked. Some days her hip completely gave out on her, and she caught herself just in time. Some days she could hardly take a few steps because of the debilitating pain. It was greatly affecting her daily life. Once, while walking, she heard her bones click loudly. At that point, she knew something needed to be done.

An X-ray and medical exam revealed the culprit as osteoarthritis in Janet's hip. She received three injections at a surgical center as a first attempt to improve the situation, but the flexible tissue between her bones had worn down too far. It was time to see an orthopedic surgeon and pursue a total hip replacement. Jason Cox, DO, Genesis Orthopedic Group, came highly recommended.

"I'd tell others to talk with a doctor and don't let the pain keep going – you can have so much relief."

– Janet

Janet Burke Swaney walks around one of her favorite hometown treasures – Lake Park in Coshocton – thanks to a new hip.

Better Than Expected

"I was nervous and scared, and so afraid I'd be laid up – but it was nothing like I expected," Janet recalls. "In the hospital I experienced very little pain, and they got me up and walking the evening of the surgery. I was only at the hospital two nights, and before I left, I was walking quite a distance around and even going up and down steps. In a month's time I was walking on my own, without a walker or cane. I thought I'd come home and not be able to move for a while – it was nothing like that."

Thanks to recent advancements in total joint arthroplasty and the growing orthopedic program at Genesis, many patients receive close-to-home orthopedic care that greatly exceeds expectations.

"Twenty years ago, patients had a weeklong hospital stay before the surgery and a lengthy stay afterward," said Dr. Cox. "In just the past three years we've completely revolutionized the way we minimize pain. It's made all the difference. We used to use only narcotics to manage pain. Now we use several different ways to prevent pain. When I walk into patients' rooms the morning after surgery, they're no longer squirmy and uncomfortable; they're usually just hanging out, ordering breakfast and doing really well."

Satisfied Patients

Not only has the length of hospital stay and pain management vastly improved, but the life expectancies of the artificial joints have increased. The life expectancy for hip and knee implants stands between 20 and 30 years, giving patients decades of opportunities to live active, high-quality lives. All these factors combined are why total hip replacements receive 90 percent patient satisfaction scores nationwide and equally impressive feedback at Genesis.

"The orthopedic floor ranks as one of the highest in the hospital, and our patient satisfaction scores soar. Our patients make a point to tell me how impressed they are with the new hospital, our new office in the Physician Pavilion and the care they receive from our amazing staff," Dr. Cox said. "It's truly a pleasure to care for patients here."

Making Informed Decisions

When asked one thing he'd like new or potential patients to know about orthopedic procedures at Genesis, Dr. Cox said: "We all know someone who has had a similar procedure, and it may or may not have gone well. I caution patients to remember that comparison isn't the best idea. My advice would be to come see me and learn about the procedures and what normal outcomes are. We can also discuss what you can do to prepare for surgery that can improve your outcome – before we even get in an operating room."

"I believe in patients having control of their situation," said Dr. Cox. "I like to explain things, draw pictures and clearly lay out options for treatments (and we almost always start with conservative, non-operative treatment), and then give the choice to the well-informed patient."

Words of Wisdom

Remembering her initial trepidation, Janet has a few words of wisdom to offer, too. "I wish I hadn't waited until it got so bad that I couldn't stand it. I won't wait that long for the next one," Janet said. "I'd tell others to talk with a doctor and don't let the pain keep going – you can have so much relief."

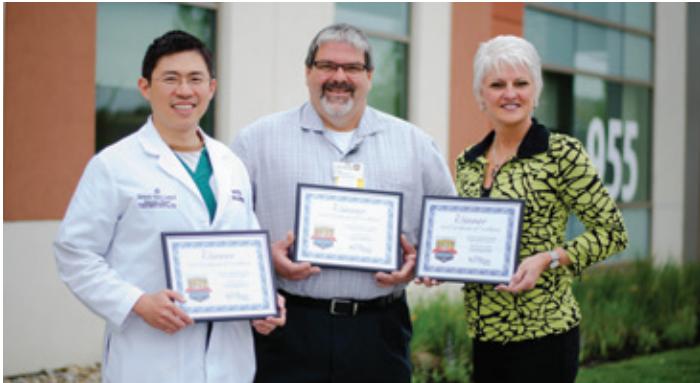
And that relief has led to an active life for Janet. With a new hip and a renewed spirit, Janet can enjoy her walks around Lake Park in Coshocton once again.

"Twenty years ago, patients had a weeklong hospital stay before the surgery and a lengthy stay afterward. In just the past three years we've completely revolutionized the way we minimize pain. It's made all the difference."

– Jason Cox, DO
Genesis Orthopedic Group



HAPPENINGS



Best in Muskingum County

Genesis Hospital was voted the best in Muskingum County for medical care, home care and the best place to work. The recognition is a result of a survey by the Zanesville Times Recorder. Our team of staff and volunteers was recognized for providing compassionate, quality health care in our community. Pictured left to right representing Genesis are Grant Chow, MD, cardiac electrophysiologist; Mike Dille, field administrator, Genesis HomeCare; and Dianna LeVeck, Chief Human Resources Officer.

Hospital of the Year Award

Genesis received the Hospital of the Year award from Lifeline of Ohio at an awards ceremony in Columbus earlier this year. The award was received for demonstrating outstanding collaboration in support of organ, eye and tissue donation, and for the comprehensive donation policies and procedures and donation recovery outcomes. Out of 75 hospitals Lifeline of Ohio serves from Columbus to Parkersburg, West Virginia, Genesis was selected as the top hospital for 2015.



Genesis Chosen as Torch Stop

The hospital was chosen as a stop for the Torch Run for Life to raise awareness for organ, eye and tissue donation. The torch traveled through Zanesville, and community members walked from the Genesis HealthCare Foundation to Genesis Hospital on Maple Avenue. Donor recipient Adam Burkhardt shared his story along with Sue Edwards, wife of a donor. The torch was on a six month journey to end in Cleveland for the Transplant Games of America in June.



Employees Receive Homeland Security Training

Emergency & Trauma Services employees received in-depth training from the Department of Homeland Security to respond operationally to a multi-casualty incident involving contamination from natural, accidental or intentional causes. The team traveled to Akron for the two-day training for the Hospital Emergency Response Training Certification (H.E.R.T.) and participated in a mock disaster. Pictured left to right in the front row are Chuck Fowler, Amanda Hayes, Kelly Adams, Kylene King and Ivan Llorente. In the back row are Jason Adams, Michael Gusler and John Dix.



Good Samaritan Celebration

A celebration was held to honor the rich history of Good Samaritan Medical Center and the continued legacy of the Franciscan Sisters whose ministry continues at Genesis Hospital. Community members joined the Franciscan Sisters of Christian Charity to say farewell to the hospital building. About 150 attended the event to celebrate Good Samaritan.

Community members and employees shared memories of Good Samaritan. "When I picture Good Sam in my mind, I'll always see her the way she looked at night," said Karen Eyberger, manager, Human Resources. "I say 'she' because she always reminded me of a beautiful ship. Thank you for a wonderful ride."



Pediatric Rocks

The Pediatric Unit at Genesis Hospital provides a unique therapy program for young people. Children in the hospital participate in art therapy by painting rocks and displaying the artwork outside their window. The art program provides a healing environment and helps relax the youngsters. The children as well as the families and visitors enjoy seeing the rocks outside the patient rooms. The Genesis Pediatric unit is located next to the Emergency Department, and cares for children ages newborn through 17 years for conditions ranging from minor injuries to childhood illnesses to chronic diseases.

Recognized for Quality Respiratory Care

Genesis Hospital earned Quality Respiratory Care Recognition (QRCR) under a national program to help patients and families make decisions about the quality of respiratory care services available in the hospital. About 700 or 15 percent of the hospitals in the United States have applied for and received this award.

The QRCR program was started by the American Association for Respiratory Care (AARC) in 2003 to help consumers identify those facilities using qualified respiratory therapists to provide respiratory care. Hospitals earning the QRCR designation ensure patient safety by agreeing to adhere to a strict set of criteria governing their respiratory care services.



Stroke Gold Plus Award

Genesis received the "Get With The Guidelines®-Stroke Gold Plus" quality award for the second year in a row. This award signifies we implemented specific quality measures outlined by the American Heart Association/American Stroke Association for treating stroke patients.

Genesis also qualified for the Target: Stroke™ Honor Roll for meeting quality measures developed to reduce the time between the patient's arrival at the hospital and treatment with the clot-buster tissue plasminogen activator, or t-PA. If given intravenously in the first three hours after the start of stroke symptoms, t-PA has been shown to significantly reduce the effects of stroke and lessen the chance of permanent disability.

The photo above includes Bryan Bjornstad, MD, medical director, Genesis Neurosciences (left), and Keela Barker, director, Genesis Neurosciences (top), as they received the Get With The Guidelines®-Stroke Gold Plus award from American Heart Association representatives Amy Graham and Tim Lewis.



WHAT LEGACY WILL YOU LEAVE?

We all desire significance – to lead happy and fulfilled lives surrounded by family and friends.

For many of us, there is a compelling need to make a difference ... to leave a lasting impact on the people most dear to us and the world in which we live. The search for significance and desire to plan for the future leads many to ponder their legacy. What kind of legacy will you leave?

Please contact us to learn how you can make a difference in the lives and causes you love.



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Spirit Kids *Fun, Safety & Sports*

Join Spirit to help keep your children safe and healthy. Your child can participate in various activities including soccer, basketball and baseball. You'll get great tips on choosing nutritional snacks, and we will provide information on keeping your children safe during activities. We will have a special program to teach children how to escape potential abductors. Many other activities and great door prizes will also be part of this popular annual event.

Wednesday, Aug. 10

Time: 5 to 7 p.m.

New Location:
The Fieldhouse
300 Sunrise Center Rd.

Admission Fee: Free

Registration: Go to genesishcs.org and click on "Education & Events," or call (740) 454-4002 or 800-322-4762, ext. 4002.

