

PulseBeat

extraordinary care



PROVIDING HEALTH CARE INFORMATION SINCE 1971

JANUARY 2005

AN AFFAIR OF THE HEART

February 16, 4-9 p.m.
Free at the Eugene Hilton
Includes Red Hot Mamas Open House

Since February is American Heart Month — why not celebrate as you learn more about heart health. “An Affair of the Heart,” an evening of health information and pampering, is sponsored by McKenzie-Willamette Medical Center, KMTR NewsSource 16 and Clear Channel radio stations (99.1 KOOL, 104.7 KDUK and 1120 KPNW). This **FREE** event features health information, presentations and discussions (with special focus on heart health), along with health-related activities, such as bone-density screenings and blood-pressure checks. Charlene Carter, of Carter & Carter Financial, presents a seminar “Smart Women Finish Rich.” Additionally, participants may indulge themselves with spa and massage samples, prizes, shopping, beverages, food and a fashion show.

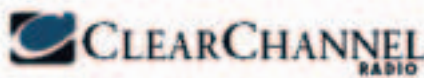
As part of “An Affair of the Heart,” McKenzie-Willamette Medical Center will launch Red Hot Mamas,* a **FREE** educational program for menopausal women. The Red Hot Mamas Open House will include small group conversations with physicians, such as Dr. Phoebe Ashley (see story page 2), and other medical professionals about heart health and osteoporosis during menopause. Participants will have the chance to sign up for a monthly email newsletter and to help determine program topics for 2005.

Come and enjoy this special evening just for women, — you deserve it — and the price is right!

ABOUT RED HOT MAMAS

To ease a woman’s navigation through the unique life phase that is menopause, in 2005 McKenzie-Willamette Medical Center is offering the Red Hot Mamas program. The program will feature bi-monthly discussions with local medical professionals and other women experiencing this life transition. Women attending the meetings will have the opportunity to ask specific questions about menopause and to receive handouts of medically researched information. Those who sign up for membership in this **FREE** program will receive postcard reminders of upcoming programs by mail or email, as well as a monthly email newsletter.

Come to the Open House Kick-off that is included as part of “An Affair of the Heart” to learn more. (Can’t make it to the Kick-off? Call 744-8505 or email wecare@mckweb.com to sign-up for the program.)



*PRIME PLUS® and PRIME PLUS/Red Hot Mamas® are registered trademarks of Karen L. Giblin.

DID YOU KNOW?

- Heart disease is the number one cause of death in women.
- Stroke, which involves blood flow to the brain, is the third leading cause of death in women.
- For postmenopausal women, lifetime risk of:
 - Death from coronary heart disease is 31%
 - Death from breast cancer is 2.8%
 - Death from hip fracture is 2.8%

Only 30 percent of women have chest pressure prior to their heart attack. Instead, the most common symptoms for women are:

- unusual fatigue,
- shortness of breath,
- indigestion
- dizziness

(Sleeplessness may also be part of the picture. Of course, not sleeping

well doesn’t necessarily mean you’re having a heart attack; but when coupled with these other symptoms, insomnia needs to be considered as possibly symptomatic.)

For more information, visit the American Heart Association web site, www.americanheart.org or call the local American Heart Association, 344-6345.



Photo courtesy of John Gussenhoven

Modern Medicine

By Amber Fossen, Reporter for *The Springfield News*

There's a new addition at McKenzie-Willamette Medical Center that could add years to the lives of local residents who have — or might develop — a heart condition.

McKenzie-Willamette Medical Center's new Cardiac Catheterization Laboratory is now ready to meet the community's demands. The new Lab, scheduled to open January 5 is already being put to use, and hospital staff members are optimistic about what the future holds for quality cardiovascular healthcare.

Dr. Jay Chappell, a cardiologist with Oregon Cardiology, PC, said the new Cath Lab has broad ramifications for cardiovascular care.

"I think it's a good marker for the growth this hospital is starting to see in providing a broader range of services and being able to take care of more complex patient needs," Chappell said.

The Lab allows physicians to take angiograms, or pictures, of the heart and blood vessels to figure out what the proper course of treatment should be.

"Before (having the Cath Lab), oftentimes, we had to wait for an opening at Sacred Heart to perform diagnostic testing," Chappell said.

The Lab is equipped with a GE Innova 3100 flat panel detector, which provides high-quality digital images for physicians to use during procedures that require great precision. Billy Lucas, cardiac catheterization and special procedures technician, said the flat panel provides digital images like never before and is the first of its kind in the area — indeed, only a handful can be found in Oregon.

"It's dramatic, very dramatic," said Lucas. "It feels like we skipped two generations (of technology)."

A computer located just outside the Lab allows physicians to call up patient information and access everything the hospital is doing in respect to cardiovascular disease. Chappell said the information can be sent to colleagues and will connect private and outpatient offices with both McKenzie-Willamette and Sacred Heart to create a network among healthcare providers. This system will let doctors access information at any location and enable them to get second opinions almost instantly, according to Chappell.

Hospital officials said Lab services will also include treatments such as angioplasty and stenting, and the hope is one day to address congenital defects in the heart.

**It's dramatic, very dramatic...
It feels like we skipped two generations (of technology)**

"Eventually, maybe even open-heart surgery," Chappell said. "This is just the first step in what may develop into a more comprehensive cardiology program." Chappell said the new Lab is a sign that McKenzie-Willamette Medical Center is evolving in a positive way. Now instead of dreaming of what can be done, he said, the attitude is more like, "when do you want to do it?"

According to the Center for Disease Control and Prevention, roughly 950,000 Americans die of cardiovascular disease each year, and about 61 million Americans have some form of cardiovascular disease. So far, McKenzie-Willamette Medical Center's new Cath Lab has been well used, seeing approximately 10 patients weekly.

Lucas said it's hard to predict the level of Lab demand after only a few weeks of use. "It's just way too early to tell — but we've certainly started off with a bang."

Reprinted, by permission, from the December 29, 2004 edition of The Springfield News

McKenzie-Willamette's Cath Lab Staff Has Extensive Experience

Fred Nuemann has been an RN for 15 years, and has experience from the ER, CCU, and most recently with Oregon Cardiology in their outpatient cath lab.

Christina Jackson has been an RN for 12 years with most of that in the ICU/CCU setting.

Brook Taylor has been a Cardiac Cath/Special Procedures Tech (RT) for 9 years, including the last 4 at Sacred Heart where he did a wide range of diagnostic and interventional cardiac and peripheral procedures.

Billy Lucas has been a Cardiac Cath/Special Procedures Tech (RT) for 23 years and has done over 15,000 various angiograms.

Both **Brook Taylor** and **Billy Lucas** have extensive intra-aortic balloon pump experience.

Carlene Eldridge has been an RT for over 35 years, with 8 years special procedures experience here at MWMC.



Physician Profile: Dr. Phoebe Ashley

Since September 2003, Dr. Phoebe Ashley, through her practice with Oregon Cardiology, PC, has been providing McKenzie-Willamette Medical Center patients with cardiac care. Ashley and husband, Dr. Michael Menen (also a cardiologist), chose to settle in Oregon for its rugged beauty, proximity to family and friends, and the cardiovascular practice opportunities. "We chose Oregon Cardiology (OC) because we liked their practice style. The physicians in OC practice state-of-the-art cardiology; we wanted to stay on the cutting edge of cardiovascular medicine, after completing our fellowships," Ashley said.

Hailing from Eureka, California, Dr. Ashley works out of OC's Springfield office. Immediately before coming to Oregon, she was an assistant professor of medicine in the division of cardiology at the Albuquerque Veterans Medical Center and the University of New Mexico, where she taught bedside cardiovascular medicine and cardiovascular physiology.

When asked why she chose to specialize in cardiovascular medicine for women, Ashley stated, "In my first year of fellowship, I was called to the emergency room to resuscitate a 54-year-old, diabetic woman suffering a heart attack. Due to throat pain, she had been misdiagnosed as having a cold. From that experience, I realized that women's cardiovascular medicine warranted greater focus."



Dr. Phoebe Ashley and her husband,
Dr. Michael Menen.

Despite long hours in a busy practice, Ashley and Menen have jumped right into local community service. Dr. Ashley enjoys speaking publicly on cardiovascular disease and is a guest lecturer in the Department of Anatomy and Physiology at the University of Oregon. Recently, Dr. Menen was elected to the board of directors for the "Make A Wish" Foundation. Both cardiologists will share the position of Medical Director for McKenzie-Willamette's ICU.

For fun and relaxation, the couple, along with their three-year-old son Aidan, likes to go camping and fishing. The family enjoys both downhill and cross-country skiing. (Ashley is also an avid water skier, who would have considered going pro if she had not been accepted into Medical School. She hasn't yet found time to fit water skiing into her jam-packed Oregon schedule.)

Editor's Note: On February 16, Dr. Phoebe Ashley will be a featured discussion leader at the Red Hot Mamas Open House, part of "An Affair of the Heart" to be held at the Eugene Hilton (see page 1 for details).



**AN AFFAIR OF THE HEART
—INCLUDES RED HOT MAMAS
OPEN HOUSE**

“An Affair of the Heart” is sponsored by McKenzie-Willamette Medical Center, KMTR NewsSource 16 and Clear Channel radio stations. The event features spa and massage, healthy heart information, finance and health seminars, prizes, beverages, food, and a fashion show. Also included in An Affair of the Heart is McKenzie-Willamette Medical Center’s launch of the Red Hot Mamas, a new educational program for menopausal women.

(See page 1 for details.)

February 16, 4-9 p.m.

FREE at the Eugene Hilton (PRIME PLUS® and PRIME PLUS/Red Hot Mamas® are registered trademarks of Karen L. Giblin)

HEALTH & WELLNESS

**MEDITATION FOR HEALTHY LIVING
FREE SIX-WEEK CLASS**

This is one hour a week, just for you, just to breathe, to reflect, to be. Basic meditation techniques will be introduced and practiced through six weekly sessions, with emphasis on healing of the body and psyche. “Lotus position not required—we sit in chairs.”

(Class limited to 20 people)

April 11 - May 16, 6-7 p.m.

**FOCUSED MEDITATION GROUP
FREE EIGHT-WEEK CLASS**

Focused meditation with an emphasis on healing of the body and psyche. Subject matter will vary; class works best for those who have taken the six-week beginning class or have other similar meditation experience.

February 14 - April 4, 6-7 p.m.

Both of the above, FREE meditation classes meet in MWMC Willamette Room and are led by John Mackey, MD. Registration required. Call Kathy McDowell, RN, COHN, 744-8470. Please leave a message with your name and phone number.

MASSAGE THERAPY SERVICES

Give yourself the gift of a relaxing and therapeutic massage. Call for an appointment. Gift certificates are available. Find out about our licensed massage therapists—Martha, Tracy and Noah—by visiting our web site at www.mckweb.com.

Monday-Friday, 9:30 a.m.-8 p.m.

NEW! Saturday appointments available. Call 744-6000



**CASCADE
ADULT CENTER**

(Formerly Adult Day Health Center)

**Coupon good for free day
of activities and lunch.**

New participants only.

**Must call ahead to schedule:
726-4484**

DIABETES EDUCATION

Program focuses on learning self-management skills involving healthy food choices, physical activity, stress reduction, and diabetes medications. Group classes and individual sessions are available. Our program is accredited by the American Diabetes Association and offers the services of certified diabetes educators.

Our services include:

- Personalized nutrition counseling
- Insulin administration and self-adjustment training
- Insulin pump training

Call 228-3020 (new phone number) to begin a program just for you.

FREE BLOOD PRESSURE SCREENING

**Offered 24 hours a day;
wait depends upon ER activity.
Emergency Department, MWMC**

SENIOR WELLNESS

**ADULT DAY HEALTH CARE—NOW
THE CASCADE ADULT CENTER**

Our ongoing daytime program for frail elderly or disabled adults offers a structured program of social health and support services in a stimulating, home-like atmosphere. We also offer a program for individuals with early stage Alzheimer’s Disease or other types of dementia. Some insurance companies and Medicaid will cover a portion or all of the fees.

**Cascade Adult Center
1621 Centennial Blvd.**

Mon.-Fri., 7:30 a.m.-5:30 p.m.

726-4484

Fee: \$40-60/day (based on level of care)

EARLY MEMORY LOSS

10-sessions of informal classes for people in the early stages of dementia and their families. Focus is on education about memory disease, accessing services, living with memory disease and how it can affect your family as well as planning for the future.

Two separate discussion groups: one for people in the early stage and one for their families. Those with memory disease should be aware of their disease and be able to communicate their concerns. Sponsored by Cascade Adult Center, Alzheimer’s Association, and New Horizons.

Please call for dates and to register.

Mondays and Thursdays, 1-3 p.m.

Cascade Adult Center

Preregistration required.

Call Andrea Gillispie at 726-4484

Fee: \$30 per family

AARP DRIVER SAFETY/55 ALIVE

A two-day classroom refresher course for drivers 50 years of age or over. Attendees may be eligible for a reduction on their automobile insurance. Preregistration is required.

2005 CLASS DATES

**February 7, 9; May 23, 24;
August 15, 16; November 9, 10
9 a.m.-1 p.m., Umpqua Room
726-4789 • Fee: \$10**

LIFELINE RENTALS

Home Care has emergency response systems available for rent for short-term recovery, or on a long-term basis.

228-3050 (new phone number)

**CHILDBIRTH
PREPARATION**

For information or to register for the following programs and services call 741-4649.

WOMEN’S HEALTH & BIRTH CENTER

tours at McKenzie-Willamette Medical Center are offered several times a month and are free.

MATERNITY CARE COORDINATORS

When you choose to deliver at our Birth Center, you’ll team up with our Maternity Care Coordinator who will make sure your birth preferences are known prior to your arrival. We offer orientation classes as well as phone or individual appointments.

CHILDBIRTH PREPARATION

Designed especially for women who hope to deliver with minimal pain intervention. Our six-week series for expectant mothers and their support person will focus on the application of breathing and relaxation skills to help from beginning of labor through delivery.

Tuesday or Wednesday, 6:30-8:30 p.m.

Call for specific dates.

Umpqua Room • Fee: \$60



CHILDBIRTH REFRESHER COURSE

Designed especially for women who hope to deliver with minimal pain intervention. This two-hour class for expectant mothers and their support person will focus on the application of breathing and relaxation skills to help from beginning of labor through delivery.

Monday, February 28 & April 18

6:30-8:30 p.m.

Umpqua Room • Fee: \$25/couple

SATURDAY PRENATAL RETREAT

No time in your schedule for a five-week prenatal series? Join us for a one-day, comprehensive review of labor & delivery, and relaxation & breathing techniques. Designed for first-time parents or those who have delivered previously, but have never taken a childbirth class. A lunch break will be given and snacks served in the morning & afternoon.

Saturdays, February 19, April 9 or May 21

9 a.m.-5:30 p.m.

Umpqua Room • Fee: \$65

SUCCESSFUL BREAST FEEDING

Find out how breast feeding maximizes your baby’s health and facilitates bonding. Learn how to prepare, what to expect and how to overcome common problems.

**Tuesdays, February 8, April 19 or May 31
6:30-8 p.m.**

Umpqua Room • Fee: \$15

YOUR NEW BABY

If you are a proud parent of a new baby or expecting one soon, join us for an overview of your baby’s health and development in the first few months of life including normal behavior, appearance, growth and development and safety issues. The class will allow time to address any special questions or concerns of the group.

Mondays, February 21, April 11

6:30-8:30 p.m.

Umpqua Room • Free



SIBLING PREPARATION

This class will help “big” brothers and sisters, ages 3-7, prepare for the arrival of “their” new baby. We will talk about feelings, frustrations and family adjustments that occur when baby comes home, do some artwork for baby’s crib and take a tour of our Birth Center.

SUPPORT GROUPS

Saturday, March 12 or May 14

10:30-11:30 a.m.

Umpqua Room

Fee: \$10 (1 child) or \$15

(2 or more children)

BETTER BREATHERS

First Tuesday, 2-3:30 p.m.

Room to be announced

726-4616 • Free

CAREGIVERS SUPPORT

Tuesdays or Wednesdays, 1-3 p.m.

Adult Day Health Center

1621 Centennial Blvd.

726-4484 • Free

GRIEF SUPPORT

Tuesdays, 10:30 a.m.-12 p.m.

Home Care Conference Room

Cascade Health Solutions

2650 Suzanne Way, Eugene

726-4581 • Free

Thursdays, 7-8:30 p.m.

Willamette Room, MWMC

726-4478 • Free

UNITED OSTOMY ASSOCIATION

Sundays, First Sunday of each month

Contact Sally Hannah, 485-9633

Welcome Home!

To all BlueCross® BlueShield® Preferred Provider Plan Holders

If you're on the BlueCross BlueShield Preferred Provider Plan, welcome home to McKenzie-Willamette Medical Center. We love having you back. While you were gone, we've been working hard to make McKenzie-Willamette Medical Center even more extraordinary. We've added a state-of-the-art Cardiac Catheterization Lab, updated facilities, and we have even more exciting changes in store! Welcome home.

McKenzie-Willamette Medical Center has direct contracts with the following insurance providers. If your company is not on the list, give us a call at 726-4400.

America's Health Plan (AHP)
BlueCross BlueShield (PAR, PPP)
Confederated Tribes
Employers Health Alliance
First Health Network
Galaxy Health Network
Great-West Healthcare of Oregon (PO, POS)
Healthcare Direct (LLC)

HealthNet of Oregon
Health Payors (HPO)
Lifewise/PremeraFirst
Managed HealthCare
Northwest/Caremark (PPOS)
Multiplan
National Provider Network
ODS (PPO, POS, HMO)
PacificCare (All Plans)

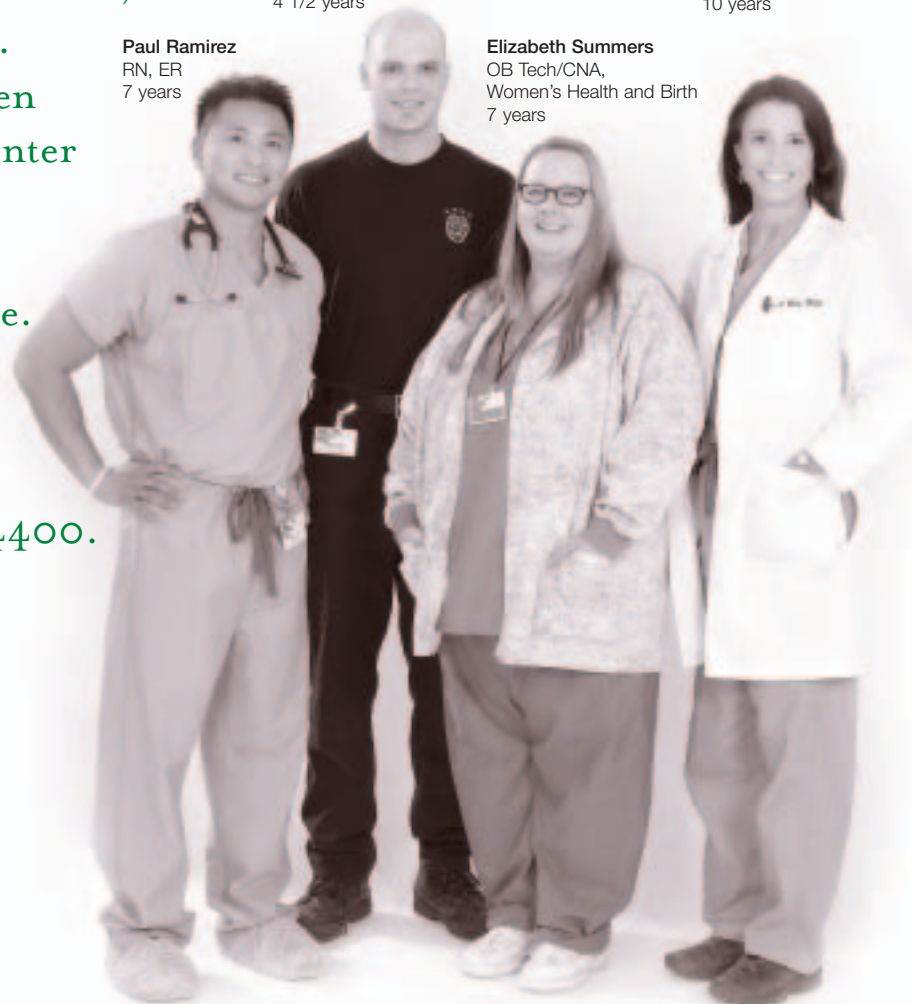
PacificSource Health Plans (All Plans)
Private HealthCare Systems (PHCS)
Providence Health Plans (All Plans)
Samaritan Health Services
Secure Horizons
United Healthcare
United Payors & Providers (Up & Up)
Wilson & Paschall, Inc.

William Adair
Security Officer/Plant Operations
4 1/2 years

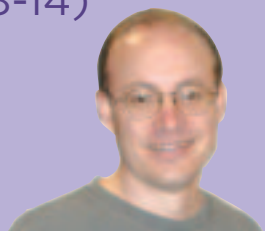
Dr. Zena Monji
Center for Women's Health
10 years

Paul Ramirez
RN, ER
7 years

Elizabeth Summers
OB Tech/CNA,
Women's Health and Birth
7 years



National Child Passenger Safety Awareness Week (Feb. 8-14)



By Todd Huffman, MD

Riding in a motor vehicle is the most dangerous thing your child does — no matter what his or her age. As a parent, you can do much to prevent serious injury or death by heeding the following tips on car safety.

Perhaps most important is that EVERYONE riding in the car should be properly restrained. Your child is more likely to buckle up if you do. Insisting your child wear his safety restraint while not wearing one yourself is another manner of practicing the dreaded "do as I say, not as I do" style of parenting.

ALL children under 12 years of age should ride in the rear seat of the vehicle. If you have more children than rear seats, the oldest child should ride in the front seat, with the front airbag turned off. (It astounds me how often I see young children riding in the front seat of a vehicle, and how often the child is bouncing around, obviously unbuckled.)

Infants under 1 year of age have heavy heads and relatively

weak necks, which increases their risk of head and neck injuries in an accident. Babies should ALWAYS ride in a car seat that faces backwards (toward the rear of the vehicle) in the back seat of the vehicle. Do not place your baby in a forward-facing car seat until she is both 12 months of age and 20 pounds.

Children older than 1 year who weigh at least 20 pounds can ride facing forward but should stay in the back seat. Most car

seats are designed for children weighing up to 40 pounds; children who weigh more than 40 pounds are too big for a car seat and too small to use a regular seat belt safely. The solution is a booster seat, preferably one with a high back, which will help to protect your child's head and neck. Booster seats raise your child's body a few inches above the seat of the car so that the regular lap and shoulder seat belts fit properly. Oregon law requires booster seats until the child is both 6 years of age and 60 pounds.

Finally, once your child is older than 12 years and at least 4 feet, 6 inches tall and 80 pounds, she can ride in the front seat safely. Of course, she still needs to wear her seat belt. Seat belts reduce the risk of serious injury in an accident by over 50 percent.

Drive safely!



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How to Get to the Medical Center

