

# Healthy Living

at a higher standard

Fall 2008



## Your Source for Oncology Services

How to Know  
When It's an  
Emergency page 2

Leading the Fight  
Against Obesity page 4

Blake Medical Center  
Brandon Regional Hospital  
Central Florida Regional Hospital  
Community Hospital  
Doctors Hospital of Sarasota

Edward White Hospital  
Englewood Community Hospital  
Fawcett Memorial Hospital  
Largo Medical Center  
Northside Hospital

Oak Hill Hospital  
Osceola Regional Medical Center  
Regional Medical Center Bayonet Point  
South Bay Hospital  
St. Petersburg General Hospital



# Is It *Really* an Emergency?

While minor illnesses are better treated by your personal physician, after office hours, the hospital Emergency Department (ED) may be the only option for care.

HCA Hospitals of West and Central Florida are committed to providing patients quality, compassionate and prompt care in the ED. For life-threatening situations such as a heart attack or stroke, 13 hospitals meet or exceed national treatment guidelines through Joint Commission Primary Stroke Center Accreditation and 12 hospitals, including all nine Heart Centers, have earned Chest Pain Accreditation.

In addition to providing high quality care, these hospitals have successfully reduced wait times through a strong focus on efficiency.

According to the American College of Emergency Physicians, you may have a true medical emergency if you experience any of the following symptoms:

- ▶ changes in vision
- ▶ coughing or vomiting blood
- ▶ difficulty breathing
- ▶ fainting or sudden dizziness or weakness
- ▶ mental confusion
- ▶ sudden difficulty speaking
- ▶ sudden or severe pain
- ▶ suicidal feelings
- ▶ uncontrollable bleeding
- ▶ unusual abdominal pain



To schedule an appointment with a physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit [www.HCAdocs.org](http://www.HCAdocs.org).

## Searching for Dr. Right



Choosing a primary care physician can be a complicated process. The American Academy of Family Physicians offers some tips to help make your decision a little easier.

ASK YOUR FAMILY and friends, but be open minded about their opinions. A physician that isn't a good fit for your neighbor might be perfect for you.

**Call the office.** Once you have narrowed down your options, call the physician's office to ask some specifics, including the type of insurance they accept, office hours, and whether walk-in or same-day appointments are available.

**Meet the doctor.** After finding a physician who meets your needs, schedule an appointment to talk with him or her. During the appointment, gauge if

you are comfortable with the physician, if you have enough time to ask questions, and whether he or she answers your inquiries in a way that you understand.

"Don't wait until you are sick to find a doctor," says Matt Marshall, physician liaison at Doctors Hospital of Sarasota. "You want a doctor who is on your health plan and in your community. You also want a doctor who has office hours that work with your schedule. And you want a doctor you can relate to because open communication is so important in health care."

**Call (877) 4-HCA-DOCS (1-877-442-2362) for a free referral to an HCA West or Central Florida physician, or visit [www.HCAdocs.org](http://www.HCAdocs.org). All HCA West and Central Florida hospitals feature physician directories on their Web sites that are searchable by specialty or physician name.**

# Committed to Better Breast Health

If you are a woman, you have a one in eight chance of being affected by breast cancer during your lifetime, according to the National Cancer Institute. But you can fight against breast cancer odds through regular screenings and by taking steps to reduce risk factors.

HOSPITALS AND BREAST care facilities in HCA's West and Central Florida Division are committed to providing the latest in technology and services to help guard against, find, and defeat breast cancer. The most important step women can take for breast health is to know their own bodies, according to Linda Lemon-Steiner, FACHE, MPH, RN, chief operating officer, Doctors Hospital of Sarasota.

"Preventable care is a woman's first line of defense against breast cancer," says Linda. "In Sarasota County alone, one out of four women who needed breast cancer screening didn't get it. Why? Women focus on their family's health—and neglect their own. Women feel uncomfortable with the test. Denial is a factor. The Breast Care Center at Doctors Hospital addressed each of those concerns with individualized care in an atmosphere of caring support."

## Early Detection Essential

In addition to breast self exams, the American Cancer Society recommends that women in their 20s and 30s receive clinical breast exams at least every three years, while women in their 40s should have their breasts examined by a medical

provider annually. After age 40, women should also receive a mammogram each year.

Women should consult with their doctors to learn their risk for breast cancer based on personal and family health histories. Those at higher risk may need to start breast imaging screenings before age 40, and their physicians may recommend breast magnetic resonance imaging (MRI) as a screening tool.

"Yearly mammograms should be done without fail for women over 40," says John P. Rioux, MD, FACS general surgeon at Fawcett Memorial Hospital. "We are finding very early stages of breast cancer now, which means treatment may be more effective. But it is the combination of everything—breast self exams, clinical exams, and mammograms—that is so vital for early diagnosis and treatment with more favorable outcomes."

*Call (877) 4-HCA-DOCS (1-877-442-2362) for a free physician referral for a breast exam or to ask about breast care services in your area. Visit [www.HCAdocs.org](http://www.HCAdocs.org) for more information about breast health.*

## GOING DIGITAL

To provide patients with the latest in screening technology, 11 HCA West and Central Florida facilities will offer digital mammography by the end of 2008. This technology allows for more detailed images of breast mammogram studies and is especially helpful for women with dense or fibrous breasts.

You can find digital mammography at the following facilities:

- ▶ Blake Medical Center
- ▶ Community Hospital – The Future Medical Center of Trinity
- ▶ Doctors Hospital of Sarasota
- ▶ Fawcett Memorial Hospital
- ▶ Florida Breast Institute at Largo Medical Center
- ▶ Heathrow Imaging in Lake Mary
- ▶ Oak Hill Hospital
- ▶ Breast Care Center of Osceola Regional Medical Center
- ▶ Parsons Imaging at Brandon Regional Hospital
- ▶ South Bay Hospital
- ▶ St. Petersburg General Hospital

## By the Numbers

According to the American Cancer Society, more than **182,000** American women will be diagnosed with breast cancer in 2008. Of these women, some **40,000** will lose their lives to the disease. But the disease is beatable. When detected early, the five-year survival rate for women whose breast cancer is detected at an early stage is **98 PERCENT.**



# Leading the Fight against Obesity

It is being called an epidemic, but obesity is a treatable and beatable condition. Even where traditional methods such as diet and exercise fail, surgical options are offering obese patients hope for a healthier life.

“OBESITY IS QUICKLY becoming the leading cause of preventable death in America,” says Matthew Bagan, DO, general and bariatrics surgeon at Fawcett Memorial Hospital. “People need to realize that the options for weight-loss surgery are quickly growing more advanced. Patients can choose alternatives to traditional weight-loss surgery that fit with their individual needs and lifestyles.”

## Fostering Teamwork

The LAP-BAND® and the adjustable gastric banding procedures, as well as traditional gastric bypass, are available to local patients. Surgeons work to find the best option for each individual patient as part of a team-oriented approach to weight loss.

“We feel it is important to form a partnership with our bariatric patients,”

says Sandy Anderson, RN, BSN, bariatrics clinical manager at Fawcett Memorial Hospital. “One of the common misconceptions about weight-loss surgery is that patients do not have to do anything to lose weight. Patients must exercise and monitor their food intake in order to achieve maximum results. The best way to ensure success is to not only provide patients with the most advanced procedures but to also give them the nutrition and fitness information required to make a lifestyle change.”

## Endless Benefits

Patients who undergo weight-loss surgery and commit to making significant lifestyle changes can see amazing results.

“Co-morbidities including Type 2 diabetes, hypertension, and sleep apnea

can lessen—or even disappear in some cases,” says Gary M. Bunch, MD, FACS, general surgeon on the medical staff of Blake Medical Center. “Usually patients report a weight loss of three to four pounds every two weeks.”

When done correctly, weight-loss surgery can drastically alter a patient’s life by giving him or her a level of health and mobility they might not have thought possible. Fawcett Memorial Hospital and Blake Medical Center want to invite the community to attend one of our seminars and learn more about weight-loss surgery. Educating people about their weight-loss options improves lives.

*To learn more about weight-loss procedures, visit [www.fawcethospital.com](http://www.fawcethospital.com) or [www.blakemedicalcenter.com](http://www.blakemedicalcenter.com). For a physician referral, call (877) 4-HCA-DOCS (1-877-442-2362).*

## Am I a Candidate for Weight-Loss Surgery?

Weight-loss surgery is not the best option for someone who wants to lose 10 pounds, but for a patient with a significant amount to lose, it can be an effective solution.

“Generally, good candidates have a body mass index (BMI) over 35, as well as one of the co-morbidities associated with obesity—

sleep apnea, hypertension, Type 2 diabetes, or heart disease,” says Matthew Bagan, DO, general and bariatrics surgeon on the medical staff at Fawcett Memorial Hospital. “I encourage anyone who believes they are a candidate to speak with his or her physician.”

## Colorectal Cancer Screening Saves Lives?

A colorectal cancer screening is the single most important preventive care measure you can take to catch the disease in its earliest, most treatable form, according to Adam Lipkin, MD, FACS, general surgeon at Englewood Community Hospital. For those age 50 or greater, new guidelines from the American Cancer Society recommend one of the following:

- ▶ a colonoscopy every 10 years
- ▶ a sigmoidoscopy every five years
- ▶ a double-contrast barium enema every five years
- ▶ virtual colonoscopy every five years

Stool tests are also available, though they must be regularly repeated and may lead to a recommendation for colonoscopy. Screening may be recommended earlier than age 50 for those with a family history of colorectal cancer.

*Schedule your colorectal screening today by calling the physician referral line at (877) 4-HCA-DOCS (1-877-442-2362).*

# Advanced Colorectal Surgery » at Englewood Community Hospital

For decades, Englewood Community Hospital has offered surgical facilities for treating colorectal cancer.

IN 2008, an estimated 108,070 people in the United States will be diagnosed with colon cancer while an estimated 40,740 new cases of rectal cancer arise, according to the National Cancer Institute, but Englewood Community Hospital is helping patients battle this disease through the latest in colorectal care and procedures.

“Englewood Community Hospital is a well-established and distinguished facility,” says Adam Lipkin, MD, FACS, general surgeon at Englewood Community Hospital. “As a smaller facility, staff members can be much more focused on your care in a more personal manner.”

### A Laparoscopic Approach

If you have been diagnosed with colorectal cancer or severe or recurring attacks of diverticulitis, laparoscopic surgery may be a treatment option for you.

“Any colorectal operation is a serious undertaking and needs to be planned accordingly,” says Dr. Lipkin. “We are experienced in minimizing risks and improving outcomes so that the surgery can be performed with the least amount of postoperative pain possible through a minimally invasive approach.”

With laparoscopic colorectal surgery, patients receive a number of benefits that traditional, open method cannot provide, including:

- colon function returns to normal more rapidly
- faster return to normal activities
- less pain
- quicker recovery time
- shorter hospital stay
- smaller scar

“Colorectal issues should not be a taboo subject,” says Dr. Lipkin. “A frank discussion with your doctor and regular screenings for colorectal cancer could save your life. Ask your physician for his or her recommendations about when to start colonoscopy screenings. Everyone age 50 or greater should be regularly screened for colorectal cancer.”

*For more information on colorectal surgeries or screening for colorectal cancer, visit [www.EnglewoodCommunityHospital.com](http://www.EnglewoodCommunityHospital.com). For a physician referral, call (877) 4-HCA-DOCS (1-877-442-2362) or visit [www.HCAdocs.org](http://www.HCAdocs.org).*





# Quality Cancer Care

Cancer is a scary word, and the **American Cancer Society** estimates that **nearly 1.5 million Americans** will receive a cancer diagnosis before the end of 2008. Advanced technology and treatment options at HCA West and Central Florida hospitals offer oncology patients **comfort with advanced care and hope for better outcomes.**

COMPASSIONATE TEAMS of board-certified physicians, nurses, technicians, and support personnel provide a full spectrum of oncology care, from diagnosis to treatment, for cancer patients throughout West and Central Florida. Oncology units and diagnostic treatment centers within the HCA West Florida Division promote total patient recovery through an integrative approach to cancer care.

## Your Source for Oncology Services

Oncology care at HCA hospitals in West and Central Florida begins with diagnostics. From full-service laboratories to imaging and biopsies, HCA West and Central Florida facilities are outfitted with the advanced equipment and expertise to help physicians identify cancer.

Once diagnosed, cancer patients can find treatment options at HCA West and Central Florida facilities that include traditional and new chemotherapy and radiation treatments

and surgical procedures, as well as resources for patient education and navigation and support groups.

“How quickly a patient recovers from cancer treatment has so much to do with the combination of excellent surgical technology and extraordinary compassion,” says Richard Golub, MD, FACS, colorectal surgeon at Doctors Hospital of Sarasota. “At Doctors Hospital of Sarasota, I know my patients will experience this high level of care in the surgical suite and at the bedside. Successful oncology treatment is truly the iron fist in a velvet glove.”

## CyberKnife

Another high tech tool in the fight against cancer being utilized at HCA West and Central Florida Division is CyberKnife®. This equipment enables physicians to treat tumors considered inoperable due to location or proximity to vital body structures.

Through precise radiation beams guided by an image guidance system,

CyberKnife targets tumors. It can compensate for even the slightest human movements, allowing radiation to be delivered to the patient without the use of a invasive body frame. In addition, CyberKnife’s precision means patients need no anesthesia, experience no pain or blood loss, and can typically resume normal activities immediately after treatment.

## When You Need Cancer Care

HCA West and Central Florida Division facilities offer patients battling cancer and their families a source of strength, care, support, and hope through compassionate personalized care and a commitment to providing the most effective and advanced treatments and technology.

*For more information about cancer services at HCA West and Central Florida facilities, visit [www.HCAdocs.org](http://www.HCAdocs.org) or call (877) 4-HCA-DOCS (1-877-442-2362).*

## DIGITAL MAMMOGRAPHY

HCA facilities support women’s breast health through detection, treatment, and beyond. Today, the Blake Medical Center, Doctors Hospital of Sarasota, and Fawcett Memorial Hospital offer the latest technology in their communities with digital mammography.

Digital mammography is today’s most advanced type of breast screening, making exams quicker and more comfortable for women. Studies have shown this technology may detect up to 20 percent more breast cancers for women under the age 50 or women with dense breast tissue, and it is the recommended technology for these women.

# Laparoscopic Surgery » Advanced Procedures and Results

Your mom is scheduled to have a surgical procedure at an HCA West Florida Division hospital. Instead of facing several days in the hospital and several weeks of recovery and post-surgical pain, she, like many patients, may be a candidate for a laparoscopic procedure that offers faster recovery times and proven results.

“PATIENTS are often surprised at how many procedures are offered using minimally invasive techniques,” says Jose Erbella, MD, FACS, general surgeon at Blake Medical Center. “Many common procedures can be performed on an outpatient basis, allowing patients to come to the hospital for surgery in the morning and be sleeping in their beds at home the same evening.”

## Your Guide to Laparoscopy

Most minimally invasive procedures are performed while the patient is under general anesthesia. The surgeon then creates a small keyhole incision through which a miniature camera or scope is inserted. These specialized instruments give surgeons an accurate view inside the patient’s body. Several other small incisions are made so doctors can insert small tools to perform the operation.

Beyond the benefits of a faster recovery and shorter hospital stay, research has proven that minimally invasive procedures also offer a reduced infection rate and can lessen the need for post-surgical pain medicine.

A few of the most common laparoscopic procedures include:

- appendectomy
- biopsy
- colectomy
- gallbladder removal
- hernia repair
- hysterectomy
- urinary incontinence procedures

While laparoscopic procedures can offer qualifying patients wonderful benefits, it is important to realize that laparoscopic surgery is not the solution for every patient. “We want our patients to understand that there are a vast array of surgical procedures to correct common health problems,” says Dr. Erbella. “Anyone who needs advanced surgical care can find healing options at our facilities.”

***For a referral to an HCA West or Central Florida physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit our online physician directory at [www.HCAdocs.org](http://www.HCAdocs.org).***



## Taking Minimally Invasive Surgery to the Next Level

Single-incision laparoscopic surgeries (SILS)—the next generation of surgical technology—allow patients to recover much quicker than in the past. At HCA hospitals in Central and West Florida, SILS is used to perform appendectomies, anti-reflux procedures, colectomy, gallbladder removal, gastrectomy procedures for peptic ulcers, hernia repair, and weight-loss procedures.

“With SILS, patients are reporting the need for less pain medication, which often translates into shorter recovery times,” says Jose Erbella, MD, FACS, general surgeon at Blake Medical Center. “We are performing surgery through a half-inch incision in the patient’s navel, which is why many patients have no noticeable scarring after an operation. Essentially, we are able to offer surgery without visible scars for several procedures.”

*For a referral to an HCA West Florida physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit our online physician directory at [www.HCAdocs.org](http://www.HCAdocs.org).*



# HCA West Florida Division

31975 US Highway 19 N Fl 2  
Palm Harbor, FL 34684

PRSRST STD  
U.S. POSTAGE  
**PAID**  
HCA West  
Florida Division

THIS PUBLICATION IS PROVIDED BY HCA HOSPITALS IN CENTRAL AND WEST FLORIDA. IT IN NO WAY SEEKS TO DIAGNOSE OR TREAT ILLNESS OR TO SERVE AS A SUBSTITUTE FOR PROFESSIONAL MEDICAL CARE. PLEASE SEE A PHYSICIAN FOR DIAGNOSIS AND TREATMENT OF HEALTH PROBLEMS.

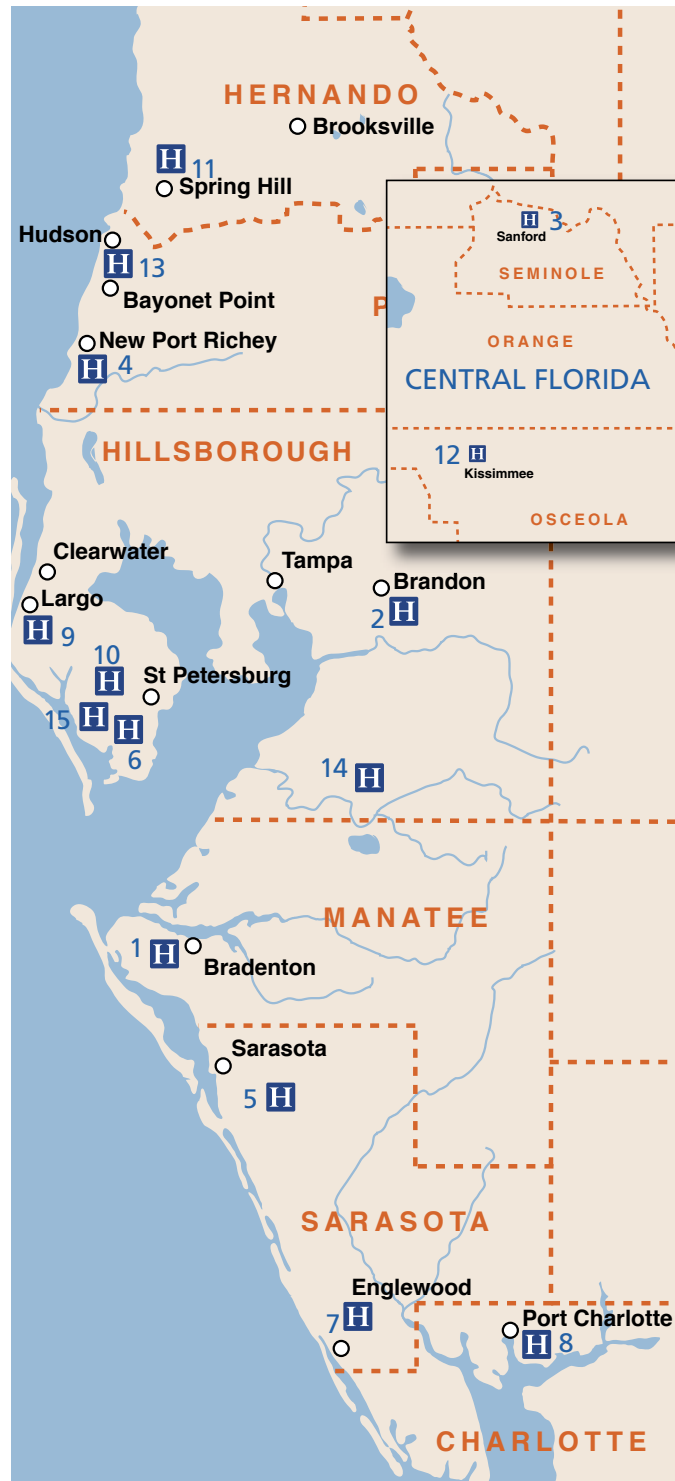
## IN A HEARTBEAT, It Can Happen

You or a loved one could need lifesaving care due to cardiovascular issues or stroke. For close-by care that you can count on, turn to an HCA West or Central Florida facility near you. Consult the map for your neighborhood location, or call (877) 4-HCA-DOCS to learn more.

*If you or someone you know is experiencing signs of stroke or cardiovascular distress, call 911 immediately.*

- ♥★ 1 **BLAKE MEDICAL CENTER**  
2020 59th Street West  
Bradenton, FL 34209  
(941) 792-6611  
[www.blakemedicalcenter.com](http://www.blakemedicalcenter.com)
- ♥★ 2 **BRANDON REGIONAL HOSPITAL**  
119 Oakfield Drive  
Brandon, FL 33511  
(813) 681-5551  
[www.brandonhospital.com](http://www.brandonhospital.com)
- ♥★ 3 **CENTRAL FLORIDA REGIONAL HOSPITAL**  
1401 West Seminole Boulevard  
Sanford, FL 32771  
(407) 321-4500  
[www.centralfloridaregional.com](http://www.centralfloridaregional.com)
- ♥★ 4 **COMMUNITY HOSPITAL**  
5637 Marine Parkway  
New Port Richey, FL 34652  
(727) 848-1733  
[www.communityhospitalnpr.com](http://www.communityhospitalnpr.com)
- ♥★ 5 **DOCTORS HOSPITAL OF SARASOTA**  
5731 Bee Ridge Road  
Sarasota, FL 34233  
(941) 342-1100  
[www.doctorsofsarasota.com](http://www.doctorsofsarasota.com)
- ★ 6 **EDWARD WHITE HOSPITAL**  
2323 9th Avenue North  
St. Petersburg, FL 33713  
(727) 323-1111  
[www.edwhitehospital.com](http://www.edwhitehospital.com)
- ♥ 7 **ENGLEWOOD COMMUNITY HOSPITAL**  
700 Medical Boulevard  
Englewood, FL 34223  
(941) 475-6571  
[www.englewoodcommhospital.com](http://www.englewoodcommhospital.com)
- ♥★ 8 **FAWCETT MEMORIAL HOSPITAL**  
21298 Olean Boulevard  
Port Charlotte, FL 33952  
(941) 629-1181  
[www.fawcetthospital.com](http://www.fawcetthospital.com)
- ♥★ 9 **LARGO MEDICAL CENTER**  
201 14th Street Southwest  
Largo, FL 33770  
(727) 588-5200  
[www.largomedical.com](http://www.largomedical.com)
- ♥★ 10 **NORTHSIDE HOSPITAL & TAMPA BAY HEART INSTITUTE**  
6000 49th Street North  
St. Petersburg, FL 33709  
(727) 521-4411  
[www.northsidehospital.com](http://www.northsidehospital.com)
- ♥★ 11 **OAK HILL HOSPITAL**  
11375 Cortez Boulevard  
Brooksville, FL 34613  
(352) 596-6632  
[www.oakhillhospital.com](http://www.oakhillhospital.com)
- ♥★ 12 **OSCEOLA REGIONAL MEDICAL CENTER**  
700 West Oak Street  
Kissimmee, FL 34741  
(407) 846-2266  
[www.osceolaregional.com](http://www.osceolaregional.com)
- ♥★ 13 **REGIONAL MEDICAL CENTER BAYONET POINT**  
14000 Fivay Road  
Hudson, FL 34667  
(727) 819-2929  
[www.rmchealth.com](http://www.rmchealth.com)
- 14 **SOUTH BAY HOSPITAL**  
4016 Sun City Center Blvd.  
Sun City Center, FL 33573  
(813) 634-3301  
[www.southbayhospital.com](http://www.southbayhospital.com)
- ★ 15 **ST. PETERSBURG GENERAL HOSPITAL**  
6500 38th Avenue North  
St. Petersburg, FL 33710  
(727) 384-1414  
[www.stpetegeneral.com](http://www.stpetegeneral.com)

♥ Accredited Chest Pain Center  
★ Primary Stroke Center



### Need a Doctor? Consult-A-Nurse®

Consult-A-Nurse is a free community service provided by your neighborhood HCA hospital. The service offers physician referrals, class and event registration, and a resource that explains services and procedures performed at your local HCA facility. Contact our Consult-A-Nurse line 24 hours a day at (877) 4-HCA-DOCS (877-442-2362).