



CAPE FEAR VALLEY HEALTH

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MAKING ROUNDS

CAPE FEAR VALLEY **HEALTH** *and* **WELLNESS** MAGAZINE

SUMMER 2011



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CAPEable

of PRESERVING LIFE'S *little* MOMENTS

ALWAYS ON THE GO. You're not one to let a medical problem slow you down. We understand that. That's why we have a full array of services designed to keep you at your best. Like the only joint replacement program in the Sandhills to be awarded two Gold Seals of Approval™ from The Joint Commission. And the only accredited Chest Pain Center in the region.

From our Cancer Treatment and CyberKnife Center to our Level III Neonatal Intensive Care Unit, we've got the advanced services you're looking for in a hospital.

We're **CAPEable** of saving lives, of restoring health, of providing hope. And all done with an exceptional degree of caring. So you can enjoy to the fullest, every one of life's little moments.

Pictured on the cover is **CAPEable** employee Julie Scott, RN, 8 SOUTH

MAKING ROUNDS SM THE OFFICIAL MAGAZINE OF CAPE FEAR VALLEY HEALTH SYSTEM

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Cape Fear Valley
P.O. Box 2000
Fayetteville, NC 28302-2000

If your address is incorrect or you would like to be removed from our mailing list, please call 615-4929 or send an email to: preynolds@capefearvalley.com.

EDITOR : Donnie Byers
PUBLIC RELATIONS COORDINATOR
dbyers@capefearvalley.com

www.capefearvalley.com


CAPE FEAR VALLEY HEALTH



Cape Fear Valley has earned
The Joint Commission's Gold Seal of Approval™

The greater Fayetteville area is standing proud these days.

For the third time in city history, Fayetteville was named an All-America City. During the past year, Fayetteville also received national recognition on a number of fronts.

In August 2010, the Bureau of Economic Analysis released data that showed Fayetteville's per capita income for 2009 surpassed other metro communities in the state. Then in October, the Milken Institute ranked Fayetteville the 18th Best Performing Large City in the nation, a leap of 144 places since 2003! And in January, Fayetteville was featured in a CNBC report that focused on a few select communities in the U.S. that performed remarkably well during the economic downturn.

The growth in the greater Fayetteville area is also fueling growth at Cape Fear Valley Health's flagship hospital. The medical center expects to have 31,400 admissions this year – a 14 percent increase since the beginning of 2008. Our Emergency Department has seen even more dramatic growth. Visits are expected to top 130,000 this year, a 30 percent increase.

In September we'll break ground on Phase I of our medical campus on U.S. 401 in Hoke County. We'll begin construction of Health Pavilion Hoke, our outpatient center, which will include an urgent care, pharmacy, medical specialty space,



family practice to supplement Hoke Family Medical Center and imaging services, including digital x-ray, digital mammography and ultrasound.

In June, Cape Fear Valley Health filed a Certificate of Need with the state to build a 65-bed hospital adjacent to Health Pavilion North just north of the I-295 Interchange. If approved, this hospital will have an emergency department, medical/surgical beds, intensive care beds, two operating rooms and ancillary services, such as laboratory, imaging and pharmacy.

And the growth doesn't stop there. In May Cape Fear Valley Health performed its first robotically assisted surgery on a prostate cancer patient. In June we welcomed members of the Chamber of Commerce of Fayetteville-Cumberland County to an open house for our Cancer Treatment and CyberKnife Center, which will open to patients in September.

As Cumberland County's largest non-governmental employer, with more than 5,400 employees and a medical staff of over 540 physicians, Cape Fear Valley Health is truly an economic engine for our community. The health system's employees receive nearly \$265 million in salaries and wages, dollars that are spent for goods and services in the cities and towns of our region.

It's not just Cape Fear Valley's growth that is noteworthy. As you can see in our annual report (pages 24-29), Cape Fear Valley is a top performer in quality.

On behalf of the Board of Trustees and the leadership of Cape Fear Valley Health, I want to thank you for putting your trust in us. We are proud of our commitment to our community's health and the role we play in our region's financial health.

Changing the face - and hands - of MODERN SURGERY

[BY DONNIE BYERS]

LEONARDO DA VINCI MAY HAVE BEEN A CREATIVE THINKER WAY AHEAD OF HIS TIME, BUT HE PROBABLY NEVER IMAGINED SURGERY BEING PERFORMED LIKE THIS.

In May, Cape Fear Valley Health set a milestone when it performed its first robotically assisted surgery on a prostate cancer patient. The attending surgeon literally rolled in his first assistant, a new da Vinci® Surgical System robot, to aid in the radical prostatectomy.

Like the visionary it was named after, the da Vinci robot uses unparalleled anatomical accuracy and highly intricate, three-dimensional detail to its advantage. And surgeons who have used the technology are raving about its prowess.

Robots have long played surgeons on the big screen in science fiction movies, but this machine looks more like auto assembly line-material than human android. The da Vinci robot is a hulking piece of equipment with spider-like arms that can mimic the natural movement of human arms and hands.

It's this ability to fluently move its upper appendages that makes da Vinci robots ideal for the operating room. Each arm can skillfully work in the tiniest of spaces, which would otherwise be impossible to reach by human hands. Think of it as

minimally invasive laparoscopic surgery taken to the extreme. The robot is no lumbering giant either. It's mechanical arms and hands are so delicate and precise that they can peel back the skin of a grape or create miniature origami models no larger than a quarter.

The da Vinci also never gets fatigued or requires rest breaks like its human counterpart. It silently stands above the patient during surgery, doing whatever its operator instructs from a nearby command console.

The surgeon's hands and feet control the robot's arms while looking through a high-tech viewing system. Every move the robot makes mimics the surgeon.

The FDA approved the use of da Vincis in 2000 for general laparoscopic procedures, but the robots have been used in everything from hysterectomies and liver resections to heart surgery and spine cases.

Christian deBeck, M.D., Director of Medical Robotics at Cape Fear Valley Health and a Urologist with Cape Fear Valley Urology, was at the helm of the

da Vinci during its maiden operation at Cape Fear Valley. He says the possibilities are almost endless for da Vincis in the operating room.

"The robot's instrumentation and precision is pretty amazing," says Dr. deBeck. "It addresses all these different types of surgeries, for both men and women."

Dr. deBeck helped launch a similar robotic-surgery program in Wilmington. He says the da Vinci's biggest advantage over traditional laparoscopic surgery is the detailed imagery it shows of inside the patient.

The console's three-dimensional/ high-definition viewing system provides true depth of field, versus the two-dimensional picture simpler laparoscopic cameras provide. That extra bit of detail makes a big difference when surgeons are operating on delicate organs and tissue.

Paul Sparzak, D.O., trained on the da Vinci robot early in his medical career. The Cape Fear Valley OB/ GYN physician says it only took a few procedures before he knew robotics had a bright future in the operating room. "It lets us do really difficult cases



Each of the robot's probe tips can be swapped out for different tasks, such as cutting, cauterizing or grabbing tissue.

moer easily," says Dr. Sparzak. "There's nothing out there really like it."

Other health systems have become true believers, as well. Robotic surgery in general is experiencing explosive growth in American hospitals, with da Vincis capturing much of that growth. They have spread from just a few hundred operating rooms seven years ago to being used in nearly 1,400 today.

And the beneficiaries of that growth are patients.

The da Vinci uses small pincer-like laparoscopic probes on the ends of each of its arms that enter into the patient through tiny incisions, also known as ports. The incisions are less

than the width of an adult thumbnail. As a result, the smaller incisions hurt less, bleed less, and are less likely to become infected.

Each of the robot's probe tips can be swapped out for different tasks, such as cutting, cauterizing or grabbing tissue. The robot is so advanced that it even changes its own accessory tips from a nearby tray. Once the surgery procedure is mapped out, the robot automatically arms itself with the appropriate tips.

One of the accessories is called an Endo-Wrist, which is more maneuverable than the human wrist. It can rotate 360-degrees. This makes manipulating needles and knives inside the patient almost limitless.

Samuel Clemmons, RN, BSN, CNOR, is the Patient Care Manager for the Main Operating Room at Cape Fear Valley Medical Center. He says members of his operating room staff have had to undergo weeks of training to fully learn the da Vinci's capabilities. The training is a worthwhile investment, he says, for such a high-tech piece of equipment.

"It's simply amazing what you can see and do with it," Clemmons says. "It's a state-of-the-art technology that the public will clamor for because it will allow them to recover that much quicker."





Growing Pains

[BY DONNIE BYERS]

At first glance, Zachary Johnson looks like the picture of health. Sporting a closely cropped buzz cut, chubby cheeks and a vigorous appetite for outdoor activities, it's hard to tell anything is wrong with him. It's only when you see him alongside his classmates or friends that you notice what's different about him.

The stocky Hope Mills Middle School student is much shorter and younger-looking than most boys his age. He is 15 but looks more like he's 10 or 12. He also lacks the telltale signs of puberty he should be experiencing, including a deepening voice, muscular development and body hair growth.

Bothered by the visual disparity, Zachary asked his parents to take him to a doctor. He was later diagnosed with Growth Hormone Deficiency. The condition stems from an underdeveloped pituitary gland in the brain, causing the body's hormone system to falter and physical development to crawl to a standstill.

The diagnosis both frightened and relieved his parents, because they originally feared their son might

have brain cancer. It would have been crushing news since Zachary already struggles with asthma, a learning disability and Tourette Syndrome, a condition characterized by involuntary motor and vocal tics.

"He has some things going on that normal kids his age don't have to deal with," says Zachary's father, Danny. "He's a trooper, though."

Zachary is being treated by Brunilda Cordero, M.D., a Pediatric Endocrinologist with Cape Fear Valley Pediatric Endocrinology. She sees rare childhood conditions like his on a daily basis and can diagnose many of them right in her office through testing. Her treatment plans are often just as simple.

In Zachary's case, his parents inject him nightly with growth hormone using a needle device that logs data, just like diabetes glucometers. Dr. Cordero can later read the data during patient office visits.

Most teens would flinch at the thought of having to endure a steady stream of shots, but not Zachary. He even willingly accepts the slight bruising of his skin when he gets too many shots in one area. His parents

remedy the problem by alternating injection sites.

"They don't hurt," Zachary says in a soft, polite voice.

More importantly, they appear to be working.

The aspiring athlete was 4-feet, 11-inches tall when he first started seeing Dr. Cordero a year ago, and is now 5-feet, 4-inches tall. He has grown 3 centimeters in the past four months alone. Dr. Cordero can hardly contain her delight over his progress.

"Growing five inches in a year is good!" says Dr. Cordero. "We're hoping for him to grow to be five feet, 11 inches, eventually."

Since coming to Cape Fear Valley four years ago, Dr. Cordero has used her expertise and soft-spoken bedside manner to grow her practice from a few hundred local patients to approximately 3,000 patients from all over Southeastern North Carolina and half of South Carolina.

The out-of-state contingent is growing rapidly because Pediatric Endocrinologists are scarce in the U.S. Dr. Cordero is the only specialist



of her kind between Raleigh and Wilmington. She sees newborns to 18-year-olds and treats a wide range of conditions and illnesses. Conditions may be as common as vitamin deficiency or low blood sugar (hypoglycemia) to more complex problems, such as hypothyroidism and delayed sexual development.

Obesity is the most common problem she treats, and it's often an underlying condition of some other problem the patient has. There are so many obesity cases that her practice is partnering with Cape Fear Valley HealthPlex to open a childhood obesity clinic. It will be located in Dr. Cordero's office in the Medical Arts Center in downtown Fayetteville.

The clinic will have a pediatrician, dietitian and exercise physiologist working together in a team-oriented

approach to help children lose weight. The help is needed.

Studies show that childhood obesity has tripled in the past 30 years, leading to both immediate and chronic health problems among children, including stroke and type-2 diabetes.

Healthy weight loss and better eating habits are a good start, but many of Dr. Cordero's obese patients often have to take prescription weight-loss drugs or cholesterol-fighting statins, such as Lipitor. Statins are used to decrease the risk of heart attack and stroke by lowering the build-up of artery-hardening plaque in blood vessels.

Other problems Dr. Cordero frequently sees are diabetes, both type 1 and type 2, and hypertension. Some of her hypertension patients are as young as age 5.

**BRUNILDA CORDERO, M.D.,
PEDIATRIC ENDOCRINOLOGIST**
Cape Fear Valley Pediatric Endocrinology
Medical Arts Center, Suite 410
101Robeson Street, Fayetteville

- Treatment expertise includes:**
- Diabetes
 - Obesity
 - Low blood sugar
 - Problems with Vitamin D
 - Growth problems
 - Early or delayed puberty
 - Thyroid disorders
 - Pituitary gland disorders
 - Adrenal gland disorders
 - Ambiguous genitalia/intersex
 - Reproductive disorders
 - Vitamin deficiency

"It all boils down once again to obesity," Dr. Cordero says. "Obesity is a running theme around here."

Regardless of the disease or condition, Dr. Cordero says they are all treatable if caught early enough. This is good news for patients like Zachary, who must still undergo another year of treatment. But judging from his response, he doesn't mind much – especially if he grows anywhere near 6 feet tall like his two older brothers.

"All of his relatives keep saying 'Oh wow, Zach! You've really grown!' every time they come over to see him," says Zachary's mother, Cindy. "Of course that really excites him."



KEEP YOUR MEDS
STRAIGHT WITH A
FREE MEDICATION
CHECKUP

Medication Review

[BY GINNY DEFFENDALL]



“Rebecca helped me save money. I’ve saved a great deal on my medication.”

– Eva Goins

6 A pill to control blood sugars, another for high cholesterol, a multivitamin for general health, a tablet to ease arthritis pain.

As the body grows older, we require more and more medications to treat what ails us. Has keeping up with all your prescriptions become a costly bother that is almost too much to bear?

North Carolina residents ages 65 or older and take part in a Medicare Prescription Drug Plan are entitled to a free medication check-up. This check-up goes beyond asking your pharmacist a question when you pick up your prescription. It is a service that involves a one-on-one review of all your medications, and it is available

at both Center Pharmacy and Health Pavilion North Pharmacy!

“A medication check-up takes between 30 and 45 minutes,” says Rebecca Brady, PharmD, pharmacist at Center Pharmacy. “We go over every medication the patient is taking, what they are for and how adherent the patient is to the dosing schedule. Then we discuss possible drug side effects.”

Individuals interested in having a medication check-up should bring their medications to the appointment, including prescription and over-the-counter medications, herbal products and dietary supplements.

“Many patients over 65 see multiple doctors,” says Brady. “They are in and

out of the hospital and medications are frequently changed or added to their regimen.

“We look for possible drug interactions that could occur from adding new medications into the mix. We also discuss less-expensive alternatives to certain medications that could be more affordable for those on a fixed income.”

Eva Goins, 67, had her medication check-up at Center Pharmacy and she is so glad she took the time.

“I have never had anyone offer anything like this to me before,” says Goins. “Rebecca sat with me and we talked. She really took the time to look at all of my medicines. She

told me that if I had asthma, I really needed to carry an inhaler and she recommended I talk to my doctor. So I did. She is a wonderful person!”

Your medication check-up pharmacist can inform you of any generic versions of drugs you are taking, as well as any medications that Medicare will allow you to fill three months at a time for one co-pay. Your pharmacist can point these medications out to you and lower your overall cost at the drug counter each month.

Your check-up may also alert you to duplicate therapies in your medication regimen.

“It’s not uncommon to find patients taking two kinds of

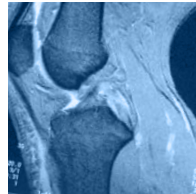
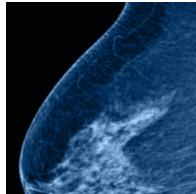
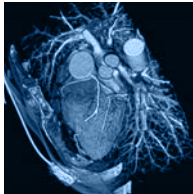
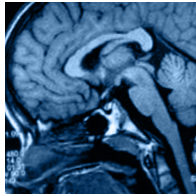
cholesterol medicines or two stomach acid reducers,” says Brady. “In these instances I offer to contact the physician for the patient, since only the physician can change a patient’s prescription.”

A medication check-up can benefit many more people just like Eva Goins. If you use several medications, have several health conditions, problems with any of your medications or simply want to reduce your out-of-pocket medication costs, consider having your own medication check-up done.

Studies show that people who meet with their pharmacist experience lower healthcare costs, fewer trips to the emergency department,

fewer hospitalizations, and better understanding of how to take their medications. Patients also learn to better manage health conditions, such as diabetes, asthma, high blood pressure, high cholesterol and depression.

You do not need to be a Center Pharmacy or Health Pavilion North Pharmacy customer to receive a medication check-up, but you do need to make an appointment. To schedule your medication check-up, call Center Pharmacy at (910) 615-1800 or Health Pavilion North Pharmacy at (910) 615-3900.



Beyond X-rays

[BY GINNY DEFFENDALL & DONNIE BYERS]

AS AVERAGE LIFE EXPECTANCY CONTINUES TO GROW, ODDS ARE THAT ALL OF US WILL EVENTUALLY NEED AN IMAGING STUDY OR RADIOLOGY PROCEDURE AT ONE POINT IN OUR LIFE. BUT HOW MANY OF US REALLY KNOW WHAT TO EXPECT WHEN GOING IN FOR AN APPOINTMENT?

The term “X-rays” has become a household word and needs no explanation, but rapid advancements in imaging technology over the years have brought several other diagnostic procedures to the forefront of modern medicine.

There are mammograms for breast cancer screenings, Magnetic Resonance Imaging (MRI) for illnesses and injuries, angiographs for heart studies, and Computed Tomography (CT) scans for internal injuries and bleeding, among others.

All of these services and more are offered through Cape Fear Valley Health as outpatient procedures. And many of them can be performed in one convenient location at Cape Fear Valley Diagnostic Center, near the campus of Cape Fear Valley Medical Center off Owen Drive.

One of the Diagnostic Center’s premier services is digital mammography for breast exams and cancer detection. Digital

mammograms are similar to traditional mammograms, but capture images in digital format instead of celluloid film negatives. This makes getting patient results back a lot quicker since there is no film to develop.

Digital mammography also produces a sharper picture, outputs less radiation, and has higher sensitivity to lesion detection within dense breasts. This makes them ideal for younger patients.

What really sets digital mammograms apart, however, is the actual machinery used to take the pictures. Digital mammogram machines are better at conforming to breasts, making them more comfortable for the patient.

“This helps patients better tolerate the compression,” says Teresa Thompkins, a Mammography Supervisor, “because it fits the shape of their individual breasts better.”

MRIs are no less impressive technology

and have become a widely accepted diagnostic practice in today’s medicine. The giant port-holed scanners are often used instead of X-ray machines because they contrast soft tissue better. This is a useful trait when imaging the brain, muscles, heart and certain cancers in the body.

The machines work by creating powerful magnetic fields to generate detailed digital images of inside the patient’s body.

In addition to MRIs, Cape Fear Valley Health also offers Magnetic Resonance Angiography (MRA). This subspecialty procedure images human arteries so they can be studied for blood vessel conditions, such as stroke, abnormal narrowing and aneurysms.

MRA scanners use magnetic fields similar to MRIs, as well as radio wave pulses, to create pictures for study. In many cases, MRAs can provide information when X-rays, ultrasounds or CTs cannot.



CT scanners are also like X-ray machines but create image “slices” of a patient’s body instead of single images. The sliced images are taken from different angles and then stitched back together by computer to create either a two-dimensional or three-dimensional model of the body. This is useful for diagnosing illnesses or mapping out radiation treatment plans.

Because they are non-invasive, CT scanners are often used to diagnose diseases like diverticulitis, appendicitis, or diseases of the liver, kidneys, spleen, pancreas, bowel and colon.

“CTs can quickly identify the source of pain,” says Bruce Distell, M.D., a Radiologist with Carolina Regional Radiology. “If the pain is caused by an infection or inflammation, it can spread to the rest of the abdomen. CTs can reduce risk of infection and complications because of their speed and accuracy.”

Cape Fear Valley Health also has the area’s only PET/CT scanner. It

combines a CT Scanner and Positron Emission Tomography (PET). This nuclear imaging technique shows what the body looks like on the inside and what it is doing biochemically. As a result, PET/CTs are often used to stage cancers in patients and monitor how well they respond to treatment.

Cape Fear Valley Health’s Radiology Department also offers Interventional Radiology services, a growing treatment strategy that diagnoses and treats patients through minimally invasive techniques.

Procedures include angiography, also known as mapping of blood vessels, and aneurysm coiling, where tiny coils are packed into an aneurysm in the body to promote blood clotting to close off the aneurysm before it ruptures.

Vertebroplasty and kyphoplasty are also offered as interventional radiology procedures. Both are minimally invasive and are used for vertical compression fractures, often

associated with osteoporosis and natural aging.

In vertebroplasty, physicians inject a special cement mixture through a biopsy needle into the fractured bone to stiffen it. The cement can harden within minutes and structurally becomes part of the once-fractured vertebra section.

In kyphoplasty, a balloon is first inserted through the needle into the fractured bone area to create a cavity to better control where the cement goes. The balloon also restores some of the compressed height of the vertebra. Once the balloon is removed, the cement is injected into the cavity where the balloon was.

Both of these outpatient procedures are just two of the many available at Cape Fear Valley Health. To learn more about what is available, visit www.capefearvalley.com or contact your primary care physician.

Marion Gillis-Olion

Marion Gillis-Olion, Ph.D., may be a big city girl, but that doesn't mean she lacks small-town values.

Growing up in Newark, N.J., she regularly helped her mother cook breakfast for elderly neighbors and then personally delivered the food. While out, she always made time for a chat or just listened to what her often-lonely neighbors had to say.

Her family also volunteered every Easter for their church's Palm Sunday Breakfast. It meant rising at the crack of dawn to take orders and bring food out to waiting customers, many of whom were also elderly or needy. Tips

weren't part of the routine, but weren't expected either.

The experience stuck with the life-long educator as she went on to graduate from college and then attain her master's and doctorate degrees from The Ohio State University. While in graduate school, she met her eventual husband, LaDelle Olion. The two have built a lasting relationship together, both personally and professionally.

The newly married couple started off their teaching careers at the University of Arkansas at Pine Bluff, then joined the staff of the University of Virginia. Her husband was finally pried away

when he was recruited to Fayetteville State University's graduate school, where he has served as Dean for 18 years. His wife followed him to the school a year later to become an Associate Professor of Elementary Education in the Department of Curriculum and Instruction.

In the 28 years since, she has served in various positions, including Director of the Early Childhood Learning Center, founding Chairperson for the Department of Elementary Education, Dean of the School of Education, and Vice Chancellor of Academic Affairs. Today, she is the Director of Self Study and the school's Liaison to the Southern Association of Colleges and Schools (SACS), the regional body for the accreditation of degree-granting higher education institutions in the Southern States.

In hindsight, joining Fayetteville State University was a good decision for Gillis-Olion. But she had other reasons for coming to the university.

"I was seven months pregnant," she says with a chuckle. "I figured it would be a good idea to be in the same state when I gave birth."

Two months later, the couple's oldest son, Brice, was born at Cape Fear Valley Medical Center. Their second son, Brian, was born three years later. Gillis-Olion's familiarity with the health system continued to grow over



"I wanted to learn how the hospital works on the inside," she says. "I already knew from a patient perspective."

— Marion Gillis-Olion, Ph.D.

the years as she brought her gravely ill mother for doctors' appointments.

Her mother died this past year, but Gillis-Olion has nothing but praise for how Cape Fear Valley has treated her family over the years. So when the chance to serve on the health system's Board of Trustees came along, naturally she accepted.

"I wanted to learn how the hospital works on the inside," she says. "I already knew from a patient perspective."

And learn she has. The health system is currently undergoing tremendous growth and policy change, with its Board of Trustees overseeing much of it. Gillis-Olion says growth is always welcome, but she is more concerned with how Cape Fear Valley is getting its message and services out into the community.

She wants the health system to expand clinic services and hours and provide for better physician access, so patients who need specialists can get the referrals they need. Think of it as her "neighbors helping neighbors" mentality shining through.

Since coming to Fayetteville, Gillis-Olion has volunteered with numerous community groups. She has worked on various non-profit boards and committees, including the Boys and Girls Club of Cumberland County, Partnership for Children, United Way and the Women's Giving Circle of Fayetteville.

Many of her colleagues admit they don't have a lot of time for hobbies or special interests due to busy work schedules, but Gillis-Olion makes time. One of her favorite diversions is to watch cooking shows for inspiration in the kitchen. She's

currently on a Chinese kick and raves about her wok.

When she was younger, her mother would always let her be the official taste-tester to ensure dinner was ready to eat. Now a mother herself, Gillis-Olion realizes just how precious those moments around the dinner table were. She throws a Christmas Eve "Gumbo Party" every year for friends and family. And after everyone has had their fill of Louisiana-style stew, it's off to the living room to discuss parenting issues and other topics of interest with friends.

"Yeah," she says. "Our house is where everyone looks forward to coming for Christmas and New Years Eve now."





EAT SMART;
move more

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African Americans in North Carolina have a greater risk of developing heart disease, diabetes and cancer than the general population.

Researchers are unsure about the cause of this health disparity, but believe it may be caused by stress, lack of access to preventive healthcare, cultural norms and environmental factors.

We can't always change our economic status, or the environment in which we live, but making a few simple changes, such as simply eating smarter and moving more, can greatly reduce our chances of developing health problems later in life.

EAT SMART.

How do you eat smart? Start by including more calcium-rich foods like milk and more whole grains in your diet. Whole grains include brown rice, wheat, rye and oats. Add in fruits and vegetables. The more colorful, the better. Make sure your protein sources are low-fat. Take the skin off your chicken before eating it to lower your fat intake. Choose lower-fat cuts of beef and include beans for a low-fat protein.

Make sure your portion size is reasonable and limit your intake of sugary beverages. Enjoy the taste of unsweet tea or trade your sugary soda for water or diet soda.

Eating smart also means eating breakfast every morning. Taking time for a quick bite in the morning will raise your metabolism, making it easier to lose weight. It will also energize your brain and keep you going strong until lunchtime.

Make the morning rush easier on yourself by preparing your breakfast the night before. Pack some sliced fruit and cheese, a sandwich or a carton of yogurt and brown bag your breakfast in the morning.

Eating as a family can improve your finances as well as your health. Instead of ordering in, sit down as a family and eat a home-cooked meal. Not only

umoja festival

Saturday, August 27
Health Fair Noon - 3 p.m.
Smith Recreation Center *at* Seabrook Park



CAPE FEAR VALLEY HEALTH

► Join us for **FREE cholesterol and blood sugar screenings.** Exhibits, door prizes and more!

will this improve your health, it will teach your children to eat right and look after their own health as well.

Evenings can be busy for many families. Cut down on your cooking time by planning weekly menus, cooking enough for two meals and freezing half for another night and keeping your pantry stocked with staples, such as tuna, pasta, rice and canned beans.

MOVE MORE.

In addition to a good diet, a healthy lifestyle includes a certain amount of physical activity. Research indicates that adults need at least 150 minutes

of moderate intensity physical activity each week for optimal health. This activity can be split up throughout the week, but should be spread over at least three different days.

Regular physical activity will lower your risk for early death, heart disease, stroke, type-2 diabetes, and colon and breast cancers. It can also reduce depression, control your weight, and improve your muscular fitness, as well as your heart and lung function.

You don't have to join a gym to improve your physical fitness. There is plenty you can do on your own. For example, take the stairs instead

of the elevator, enjoy an after-dinner walk with the family, ride bikes with your children or simply dance around your living room to get your heart pumping.

Be flexible and creative. It should be as much about enjoying activity as it is about exercise.

Improving your health does not need to include drastic lifestyle changes. You can take charge of your own health simply by committing to eat smart and move more. For more information on how you can take charge of your health, visit www.capefearvalley.com/takecharge.

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Cape Fear Valley Health Foundation supports the healing mission of Cape Fear Valley Health. Through the generosity of caring individuals and corporations in our community, the Foundation is able to provide help, hope and healing to families in need right here at home. The Foundation and its Friends groups work with granting agencies, area businesses, national corporations, community leaders, caring neighbors, parents, physicians, Cape Fear Valley employees and others to raise funds to support these programs and services.



FRIENDS of the **CANCER CENTER**



FRIENDS of **CHILDREN**



FRIENDS of the **HEART CENTER**



FRIENDS of **NURSING**



FRIENDS of **REHABILITATION**



FRIENDS of **STANTON HOSPITALITY HOUSE**



JUNIOR GOLF CLASSIC

The Friends of Children Junior Golf Classic was held on April 9. Thirty junior golfers ages 10 to 18 played in the tournament. Fayetteville native and pro golfer Chip Beck was the special guest. Beck conducted a golf clinic for the players and gave individual instruction. The top two teams earned a spot in the 16th Annual Friends of Children Golf Classic on May 12. For more information, contact Sabrina Brooks at (910) 614-1449 or sbroo@capefearvalley.com.



EASTOVER QUEENS

The 2011 Eastover Queens raised more than \$4,000 through their pageant for Cape Fear Valley Health Foundation's Friends of Children to benefit the Neonatal Intensive Care Unit.



AUPAIRCARE

Au pairs from AuPairCare made and donated teddy bears they built at Build-A-Bear Workshop® to Cape Fear Valley Health Foundation's Friends of Children. The bears will be given to children hospitalized at Cape Fear Valley. The bears were presented to Howard Loughlin, M.D., Pediatrician and member of the Friends of Children Advisory Council, and Kimberley Colquitt, Patient Care Manager of the Children's Center. There are currently 20 au pairs from around the world placed with host families in our area. Visit www.aupaircare.com for more information or call Amy Watson, Area Director for AuPairCare in the Sandhills area, at 910-339-4617.



FIREANTZ HOCKEY

The FireAntz Hockey Team held a Kid's Night and a Jersey Auction to benefit the Cape Fear Valley Health Foundation's Friends of Children during their 2011 season. Pictured presenting the proceeds are Dean Russell - Assistant General Manager for the FireAntz, Kimberley Colquitt - Patient Care Manager for Pediatrics and the Pediatric Intensive Care Unit at Cape Fear Valley Health, FireAntz Mascot Slapshot, Sabrina Brooks - Friends Group Coordinator, Bill Hurley - Cape Fear Valley Health Foundation's Board President and Sally Caldwell - Friends of Children Advisory Council member.



METHODIST

Members of the Methodist University women's basketball team and Coach DeeDee Jarman present a check for \$3,087 to Deanna Benson-Reed, Coordinator of Cape Fear Valley Health Foundation's Friends of the Cancer Center. The donation is from the annual Pink Zone event, which was held on February 5, 2011. Proceeds will provide free mammograms for local women in need.



SOUTHVIEW

Bryan Pagan, South View High School's Girls Soccer Coach and members of the soccer team present a check for \$2,855 to Deanna Benson-Reed (left), Cape Fear Valley Health Foundation's Friends of the Cancer Center Coordinator, and Kathy Verkuilen (right), Cape Fear Valley Health Foundation's Administrative Director. The donation represents proceeds from the annual Kicking for Cancer Soccer Tournament held February 19, 2011.

TO MAKE A CONTRIBUTION

We gratefully accept checks, credit cards and cash to support our patients in need. Checks (made out to Cape Fear Valley Health Foundation) may be sent to:

101 Robeson Street, Suite 106
Fayetteville, NC 28301
Attn: Donor Relations Coordinator

If you'd like your gift to be used for a specific area in the hospital, please make a notation on the memo line of your check.

If you'd like to make a gift by credit card, please contact our office at (910) 615-1358.

TRIBUTE GIVING

If you'd like your gift to honor or remember a loved one, or to celebrate a special occasion, please let us know. We will send an acknowledgement to the person you are honoring or to the family of those you are remembering. When sending a tribute gift, please let us know the name and address of the honoree or the name and address of the person you wish to receive acknowledgement of your gift. If you have questions, please call (910) 615-1285 and we will be happy to help you.

THIRD PARTY OPPORTUNITIES AND PROCESSES

Cape Fear Valley Health Foundation appreciates the many groups and organizations throughout our region who have raised money on our behalf. If your business, social club, civic group, church, sorority, fraternity, scout troop, sports team, class or other group plans to have a fundraiser on our behalf, please contact our office at (910) 615-1285. We ask for advance notice of at least one month prior to your planned event so that we may give you the paperwork and guidelines needed for approval to use our name, logo or other information.

Cape Fear Valley Health Foundation announces **BOARD APPOINTMENTS and OFFICERS**

Cape Fear Valley Health Foundation Board of Directors elected officers for the 2011 term and approved the selection or reappointment of board members.

ELECTED OFFICERS ARE:

Bill Hurley, President
Lucy Jones, Vice President
John Dawson, Secretary
Joseph W. Levister, Jr., Associate Secretary
Graham A. Bell, Treasurer
John G. Buie, Jr., Associate Treasurer

BOARD MEMBERS ARE:

B. Ray Adcock
Christin Bellian
Frances H. Bowyer
William M. Brooks, Jr.

Jesse H. Byrd
Scott Cameron, M.D.
Tony Cimaglia
Thomas Costello
Alisa Debnam
Duane DeGaetano
Michael Green
Charles B.C. Holt
Susan Lock
Maureen McNeill
Lonnie M. Player
Liza Shah
Sanjeev Slehria, M.D.

Margaret Stanton
Jimmy Townsend
Kathy Fuller Wright

Cape Fear Valley Health Foundation supports and helps advance the healing mission of Cape Fear Valley Health by supporting services in a compassionate environment for all people in partnership with our community.

FRIENDS GROUPS OF THE

Foundation

Six Friends groups are part of the Foundation. These groups, and the volunteers that direct them, help develop programs to assist patients with needs that contribute to the healing process, but that go beyond the scope of Cape Fear Valley's mission to provide medical care and treatment.

medical equipment. Services include asthma and diabetes education, burial assistance and meal vouchers for families in extreme need, toys for children in the pediatric playroom, and other items to make a hospital visit or stay less stressful for the parents and the child.

FRIENDS of the HEART CENTER provides continuing support and fellowship to help heart patients and their families maintain a heart-healthy lifestyle. Members of the group share firsthand knowledge of heart surgery and other treatments and programs.

FRIENDS of NURSING supports education and career development for those in the nursing profession to further enhance patient care in our community. Friends of Nursing provides resources and support for health-related programs that are created and maintained by nurses.

FRIENDS of REHABILITATION helps enhance independence for hundreds of people right here at home, who have disabilities. Among the services offered are temporary ramps to enable newly disabled patients to re-enter their homes, as well as instruction for high school students on the dangers of automobile and diving accidents.

FRIENDS OF STANTON HOSPITALITY HOUSE provides a place of shelter and comfort for families of loved ones undergoing medical treatment at one of the nearby medical facilities. Stanton Hospitality House offers a temporary, affordable home away from home, where the financial and emotional burdens of illness and hospitalization can be lessened.

P.O. Box 87526
Fayetteville, NC 28304-7526
Medical Arts Center
101 Robeson Street, Suite 106
Fayetteville, NC 28301-5520
tel (910) 615-1285 fax (910) 615-1551



MINORITY HEALTH PROFESSIONALS

Beverly Grayman-Rich, RN, and Sen. Eric Mansfield, M.D. (right), past secretary and president of the Minority Health Professionals, present a donation of \$1,500 to Cape Fear Valley Health Foundation's Board President Bill Hurley and Foundation Administrative Director Kathy Verkuilen. The donation will be used for nursing education through Friends of Nursing.



ERA STROTHER REAL ESTATE

Joel Schur (left) and Jesse Byrd (right) accept a donation of \$1,100 from Denise Strother, president and COO of ERA Strother Real Estate. The donation is the proceeds from a 50/50 raffle held by ERA Strother Real Estate in partnership with The Temple Theatre of Sanford. Schur and Byrd serve on Cape Fear Valley Health Foundation's Friends of the Cancer Center Advisory Council.

CLEMENT BAPTIST CHURCH

Pam Wrench (center) and Martha Barnhill (right) present blankets collected by the members of Clement Baptist Church in Autryville to Sabrina Brooks, Cape Fear Valley Health Foundation's Friends Group Coordinator. The congregation collected 100 infant blankets to be given to families in need as their babies are discharged from the hospital.



CHARMETTES

Members of the NC Chapter of the Charmettes, Inc. and Cumberland County Schools present turbans, hats and bandanas to Deanna Benson-Reed, Cape Fear Valley Health Foundation's Friends of the Cancer Center Coordinator. The items were made by students at area schools. They will be donated to patients undergoing treatment at The Cancer Center. This is the sixth year the Charmettes and Cumberland County Schools have participated in this program.

Pictured left to right: Deanna Benson-Reed; Carolyn Surret, Cancer Center Volunteer; Chip Lucas, Director of Career and Technical Education for Cumberland County Schools; Delma Brown, Mary Hughley-Wright, Maxine Andrews McCall, of the Charmettes; and Shirley Euell, Cancer Center Volunteer.



PHYSICIAN BRIEFS

PROFESSIONAL recognition

Sam Fleishman, M.D., has been appointed President-Elect of the American Academy of Sleep Medicine (AASM). He will become the President of the AASM in June 2012. Dr. Fleishman has been active nationally in the field of Sleep Medicine.

John E. Poulos, M.D., FACP, AGAF, FACP, recently spoke at Digestive Disease Week, the world’s largest gathering of physicians and researchers in the fields of gastroenterology, hepatology, endoscopy and gastrointestinal surgery. Dr. Poulos, and co-authors Peter Kalogerinis, PA-C, Jeff Caudle, CRNA, and Vidhi Patel, gave a presentation titled, “Endoscopy Unit Efficiency and Patient Satisfaction Utilizing Propofol in Comparison to Balanced Sedation and Midazolam and Fentanyl.” Digestive Disease Week is conducted annually by the American Gastroenterology Association, American Association for the Study of Liver Disease, and the American College of Gastroenterology.

The Endoscopy Center at Fayetteville Gastroenterology Associates was recently featured in the Society of Gastroenterology Nurses and Associates magazine in the Endoscopy Unit Spotlight. The center is recognized by the American Society of Gastrointestinal Endoscopy as a Center of Excellence and has 25 nurses and associates who help perform 9,000 endoscopic cases annually. Its physician staff includes J.R. Jones, M.D.; William F. Vorder Bruegge, M.D.; Vallisitararam Kodali, M.D.; John Poulos, M.D.; Arvind Kumar, M.D.; Dimiter Zafirov, M.D.; and Anthony Daniels, M.D.

RELOCATIONS and NEW PRACTICES

Bryan Dunston, D.D.S., recently relocated his practice, Sandhills Pediatric and Family Dentistry, to 55 Amarillo Lane in Sanford. Appointments can be made by calling (919) 499-9950.



Sam Fleishman, M.D.



John E. Poulos, M.D.

Correction: In the Spring issue of *Making Rounds* it was stated the Vincent Vissichelli, D.M.D., relocated his practice, Spring Lake Dental Group. His practice remains at 103 Superior Drive in Spring Lake. Appointments can be made by calling (910) 497-3200.



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Whether they are seeing a patient in their office, delivering a baby, performing surgery, or treating a stroke patient in the Emergency Department, Cape Fear Valley’s specialty practices fill a special need in our community.

There’s no need to travel long distances for quality specialty care. We’ve got our community covered.

CAPE FEAR VALLEY Medical Practices



THREE RIVERS MEDICAL CENTER

Three Rivers Medical Center

John Crawley, PA-C, Physician Assistant, provides quality care to children ages 6 and up, adults and seniors at Three Rivers Medical Center. It is located at 580 West McLean Street in St. Pauls. Patients can have laboratory testing and diagnostic X-ray done at Three Rivers Medical Center, saving them a drive to Lumberton or Fayetteville. Office hours are Monday, Tuesday, Thursday and Friday, from 8 a.m. to 5 p.m. and Wednesday, from 8 a.m. to 1 p.m. The practice is accepting new patients.

For an appointment, please call (910) 615-3570.

Behavioral Health Care

Children, adolescents and adults can seek outpatient mental health services and substance abuse services at Cape Fear Valley Behavioral Health Care. Licensed Counselors and Clinical Social Workers provide individual and family therapy. Psychiatrists specialize in the diagnosis and treatment of mood, anxiety and psychotic disorders, as well as other psychiatric disorders. Behavioral Health Care is located at 3425 Melrose Road.

To make an appointment, please call (910) 615-3700.

Cape Fear Valley OB/GYN

Cape Fear Valley OB/GYN provides a variety of services, including gynecology, colposcopy for abnormal Pap tests, high-risk and low-risk obstetrics, midwifery services, in-office ultrasound, endometrial ablation, Essure sterilization, treatment of pelvic floor disorders and incontinence, and daVinci robotic surgery.

Physicians include:

Fauzia Baqai, M.D.
Christine Booth, M.D.
Wilfredo Rodriguez-Falcon, M.D.
Paul Sparzak, D.O.
Ada Ventura-Braswell, M.D.

Nurse Midwives include:

Hope Beatty, RN, BSN, MSN, CNM
Demose Davoes, RN, BSN, CNM
Shawn DiViney, RN, BSN, CNM
Vernetta Ferrell, RN, BSN, MSN, CNM
Laura Kostura, RN, BSN, MSN, WHNP, CNM

Maternity and Women’s Health Practitioners include:

Kelly Collier, PA-C
Kelly Fogarty, RN, MSN, WHNP

A social worker, two ultra-sonographers and a nurse educator are on staff. The nurse educator works individually with each pregnant

woman to teach her about her pregnancy, delivery and breastfeeding.

To make an appointment, please call (910) 615-3500.

Correction: In the Spring issue of *Making Rounds* it was incorrectly stated that Camille Andrews, D.O., practiced at Cape Fear Valley OB/GYN. Dr. Andrews practices at A Woman’s Place in Fayetteville.

Cape Fear Valley Sleep Center

Cape Fear Valley Sleep Center specializes in the treatment of both sleep and wakefulness disorders, such as insomnia, sleep apnea, narcolepsy and restless legs syndrome. Dr. Samuel Fleishman, Medical Director of Cape Fear Valley Sleep Center, is board certified in sleep medicine and a Fellow of the American Academy of Sleep Medicine.

The Sleep Disorders Clinic will be moving to Highsmith-Rainey Specialty Hospital later this summer.

For an appointment, please call (910) 615-6389.

CAPE FEAR VALLEY HEALTH : NEW

PHYSICIANS



Beverly Lessane, M.D.



William Laurence, Jr., M.D.



Daniel Ravel, DDS



Sushma Kapoor, M.D.



Dominic Storto, D.O.

FAMILY MEDICINE

Beverly Lessane, M.D., has been approved for the Associate Staff in Family Medicine at Bladen County Hospital and has joined Bladen Medical Associates in Elizabethtown. She received her medical degree from the University of North Carolina School of Medicine in Chapel Hill. Dr. Lessane completed an internal medicine residency at Eastern Virginia Graduate School of Medicine in Norfolk, Va.

William Laurence, Jr., M.D., has been approved for the Associate Staff in Family Medicine and has joined Hoke Family Medical Care in Raeford. He received his medical degree from Jefferson Medical College of Thomas Jefferson University in Philadelphia, Pa. He completed his family residency at Womack Army Medical Center at Fort Bragg. Dr. Laurence is board certified in family medicine and was previously affiliated with Womack Army Medical Center at Ft. Bragg.

Daniel Ravel, DDS, has been approved for the Associate Staff in Pediatric Dentistry and has joined

Village Family Dentistry. He received his Doctor of Dental Surgery degree from the University of Illinois College of Dentistry in Chicago, Ill. He completed his pediatric dentistry residency at the U.S. Army Medical Department at Fort George Meade in Maryland. Dr. Ravel is board certified in pediatric dentistry and was previously affiliated with Womack Army Medical Center at Fort Bragg.

Sushma Kapoor, M.D., has been approved for the Associate Staff in Family Medicine and has joined Southern Regional AHEC. She received her medical degree from the Krishna Institute of Medical Sciences University in Karad, India. She completed her residency in family medicine at JFK Family Medicine in Edison, N.Y. Dr. Kapoor is board certified in family medicine and was previously affiliated with Allendale County Hospital in Fairfax, S.C.

Dominic Storto, D.O., has been approved for the Associate Staff in General Surgery and has joined Owen Drive Surgical Clinic. He received his medical degree from the Philadelphia

College of Osteopathic Medicine in Philadelphia, Pa. He completed his residency in general surgery at Kennedy Health System in Stratford, N.J. Dr. Storto is board certified in general surgery and was previously affiliated with Womack Army Medical Center at Fort Bragg and Scotland Memorial Hospital in Laurinburg.

Surafeal Abraha, M.D., has been approved for the Associate Staff in Internal Medicine and has joined Valley Medical Associates, Cape Fear Valley’s hospitalist program. He received his medical degree at Gonder College of Medical Sciences in Gonder, Ethiopia and completed his residency in internal medicine at Kingsbrook Jewish Medical Center in Brooklyn, N.Y. Dr. Abraha is board certified in internal medicine and was previously affiliated with Johnston Memorial Hospital in Smithfield.

Katherine Bevan, D.O., has been approved for the Associate Staff in Emergency Medicine and has joined Cape Fear Valley Emergency Department. She received her medical degree from Midwestern

University – Arizona College of Osteopathic Medicine in Glendale, Ariz. She completed her residency in emergency medicine at SUNY Upstate Medical University in Syracuse, N.Y. Dr. Bevan is board certified in emergency medicine and was previously affiliated with Samaritan Medical Center in Watertown, N.Y.

Amie Collins, M.D., has been approved for the Associate Staff in Emergency Medicine and has joined Cape Fear Valley Emergency Department. She received her medical degree from the University of Miami School of Medicine in Miami, Fla. Dr. Collins completed her Emergency Medicine residency at West Virginia University Hospitals in Morgantown, W.Va. She is board certified in emergency medicine and was previously affiliated with Scotland Memorial Hospital in Laurinburg.

Nurani Kester, M.D., has been approved for the Associate Staff in Emergency Medicine and has joined Cape Fear Valley Emergency Department. He received his medical degree from the University of Texas Medical School at San Antonio in San Antonio, Texas. Dr. Kester completed his Emergency Medicine residency at Brooke Army Medical Center in San Antonio. He is board certified in emergency medicine and was previously affiliated with David Grant Medical Center in Fairfield, Calif.

David Rollins, M.D., has been approved for the Associate Staff in Emergency Medicine and has joined Cape Fear Valley Emergency Department. He received his medical degree from the University of Arkansas for Medical Sciences in Little Rock, Ark. Dr. Rollins completed his residency at Earl K. Long Medical Center in Baton Rouge, La.



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Annual Report 2010

CAPE FEAR VALLEY HEALTH YEAR IN REVIEW



As the nation’s economy continues on its path to recovery, the U.S. healthcare industry is leading the way through strong growth and renewed hiring. Cape Fear Valley Health’s growth for 2010 mirrored the industry’s resurgence on several levels. Here are just some of the highlights:

Today, Cape Fear Valley Health employs more than 5,400 people, strengthening the health system’s status as Cumberland County’s largest private employer. The health system will need to hire even more employees in coming years to handle all of its projected growth. It all starts with Hoke County.

Last year, the state approved the health system’s request to build a new \$92 million, full-service hospital, just outside of Raeford near the Cumberland County line. It will have 41 acute-care beds, nine observation beds, two operating rooms, four birthing suites and a C-section room. The facility will also have a 24-hour Emergency Department. Once complete, the new facility is expected to create 200 new jobs.

The state also approved our request to build a new outpatient center, Health Pavilion Hoke, on the new hospital’s campus, across from Paraclete XP SkyVenture on U.S. 401. The facility will offer digital X-rays, mammography, ultrasound, an urgent

care center, a pharmacy and office space for family practitioners and specialists.

Construction on Health Pavilion Hoke is already underway with the help of a \$40 million, low-interest loan from the USDA’s Rural Development office.

The health system also opened Convenient Care for Hoke, the county’s only urgent care facility, near downtown Raeford, and Cape Fear Valley’s Clinic at Walmart, on U.S. 401 in Raeford. Both facilities show the health system’s ongoing commitment to bring vital healthcare and jobs to our neighboring county.

Closer to home, Cape Fear Valley Health launched a new urology practice and broke ground on a year-long expansion project to house the health system’s new CyberKnife® system.

Cape Fear Valley Urology opened June 1, offering state-of-the art medical care for both common and complex urologic conditions. The scope of service includes treatment for prostate, kidney and bladder cancers, kidney stones, sexual dysfunction, urinary incontinence and other genitourinary disorders.

The physicians can perform outpatient surgeries and procedures right in the office, including vasectomies, prostate

biopsies and cystoscopies.

The CyberKnife® expansion project is slated to end in September. Once finished, physicians will be able to use the robotic radiosurgery system to treat both cancerous and non-cancerous tumors anywhere in the body, including the brain, prostate, kidneys and liver.

The system works by delivering precise beams of high-dose radiation to tumors digitally mapped inside the body. No cutting or traditional surgery is required. Cape Fear Valley Health’s CyberKnife® will be just the fifth such system in the state, and the only one between Chapel Hill and Charleston.

Last year wasn’t just about growth for Cape Fear Valley Health. The health system was also recognized in 2010 for consistent patient care quality under an on-going federal quality study.

The Health Quality Incentive Demonstration (HQID) is a pay-for-performance project created to improve patient care quality. Just 225 hospitals nationwide are participating.

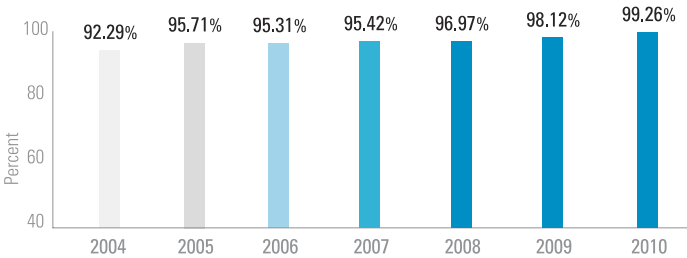
Cape Fear Valley Health was named a Top Performer in the Hip & Knee surgery category and received Performance Attainment Awards for scores in Heart Attack, Heart Failure, Pneumonia and Surgical Care. The health system also received a Top

QUALITY REPORT CARD 2010

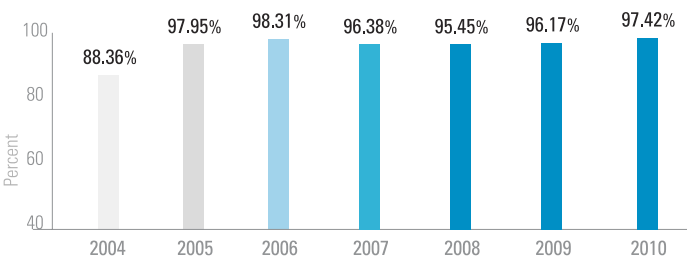
HOSPITAL QUALITY INCENTIVE DEMONSTRATION RANKINGS

The Hospital Quality Incentive Demonstration (HQID) Project was created by Medicare in partnership with Premier, Inc., in order to incentivize hospitals to improve quality. Cape Fear Valley Health received a Top Performer Award for Hip and Knee Surgery. We also received Performance Attainment Awards for Heart Attack, Pneumonia and Heart Failure, as well as a Top Improvement Award for heart bypass.

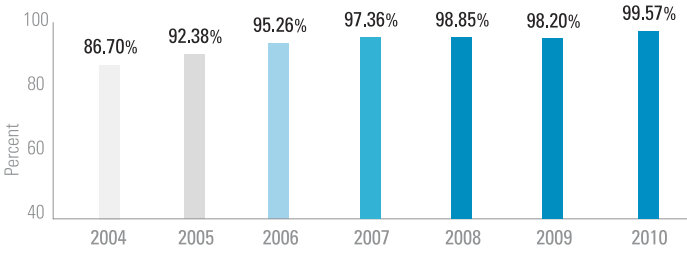
Cape Fear Valley Health is one of approximately 225 hospitals nationwide that volunteered to participate in the project. You can get additional information about our scores at www.hospitalcompare.gov.



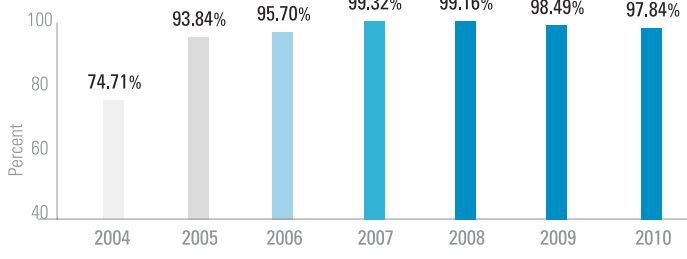
Heart Attack - Performance Attainment Award



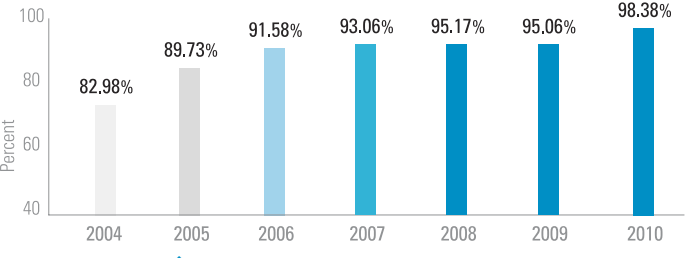
Congestive Heart Failure - Performance Attainment Award



Heart Bypass - Top Improvement Award



Hip & Knee - Top Performer Award

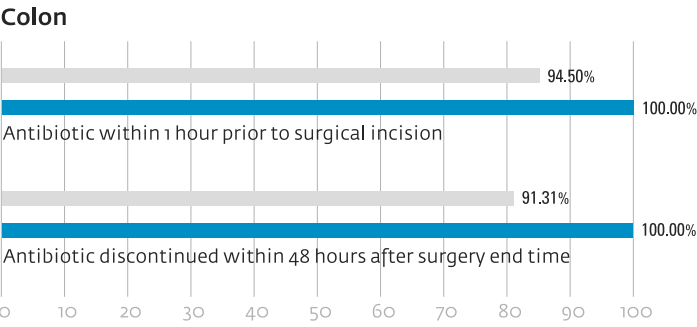
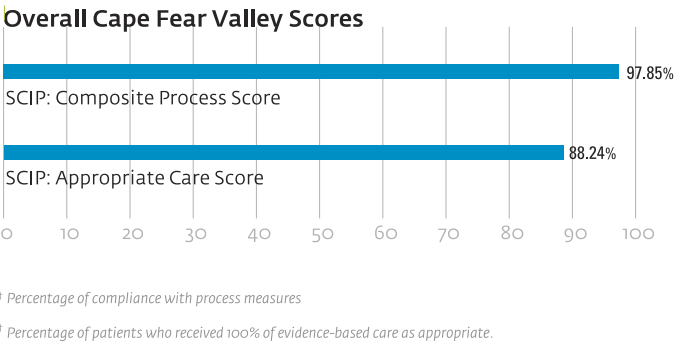
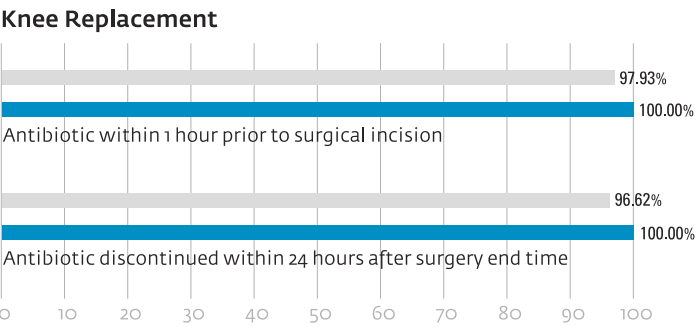
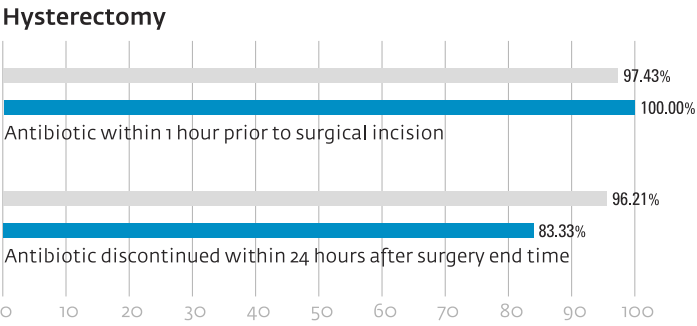
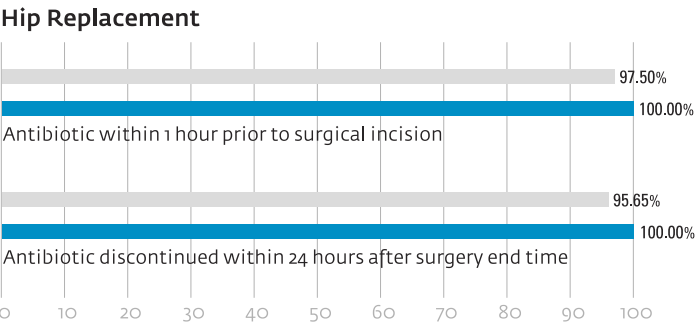
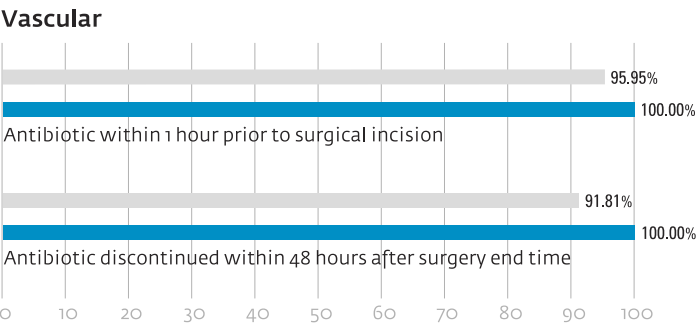
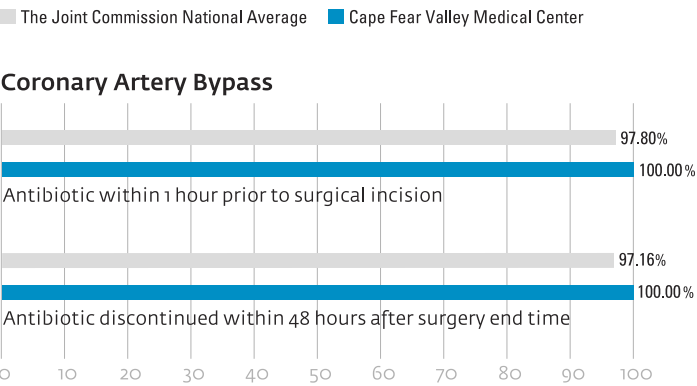


Pneumonia - Performance Attainment Award

continued on page 27

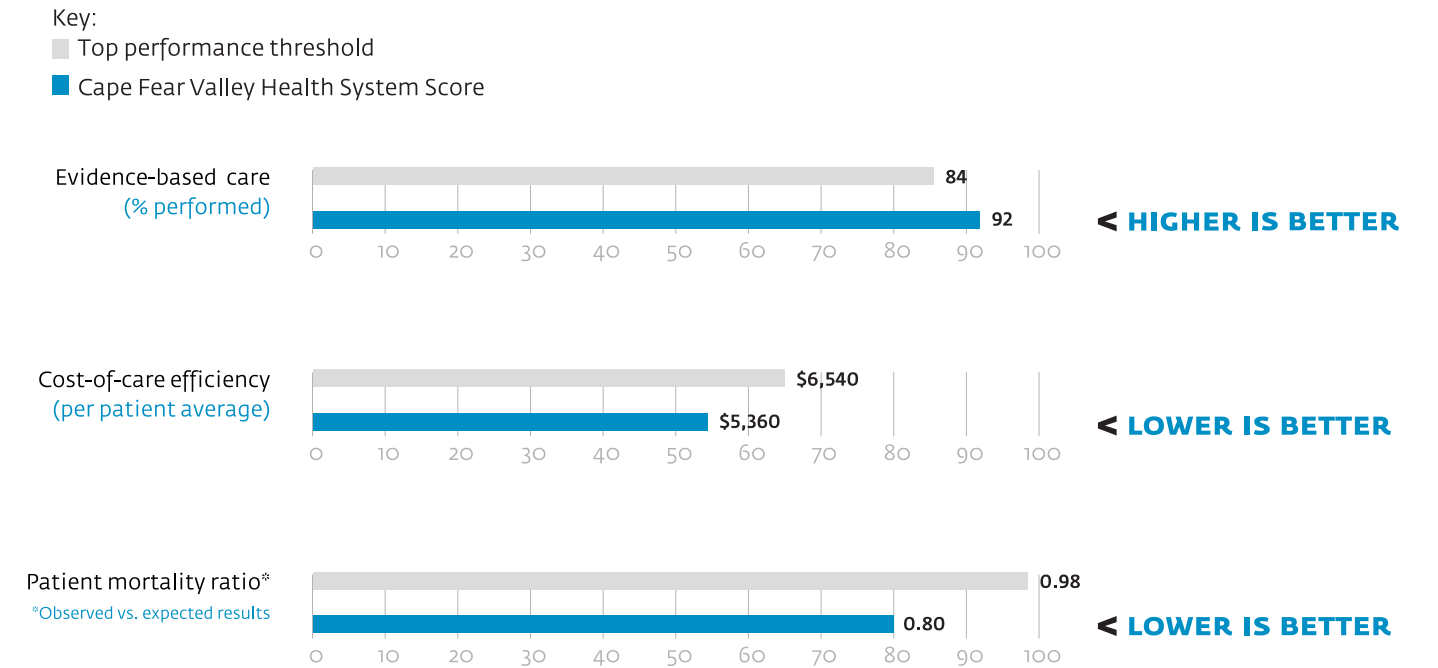
SCIP SCORES

The Surgical Care Improvement Project (SCIP) is one component of the HQID Project. Its focus is to improve the care surgical patients receive and reduce preventable surgical deaths by implementing several evidence-based practices. Cape Fear Valley received a Performance Attainment Award for Surgical Care. The graphs below show Cape Fear Valley’s compliance with those measures.



QUEST PERFORMANCE TARGETS

Cape Fear Valley Health’s drive for improved healthcare continued in 2010 with its participation in QUEST, a pilot program launched by Premier and the Institute for Healthcare Improvement (IHI). QUEST began in 2008 as a voluntary, three-year project involving just 166 U.S. hospitals with the goal of setting distinct, but aggressive, performance targets and then allowing the hospitals to share best practices to reach quality improvement goals. Target goals include saving lives, safely reducing cost of care, delivering the most reliable and effective care, improving patient safety and increasing patient satisfaction. Cape Fear Valley Health received the QUEST Top Performer award in 2010 for improvements in evidence based-care, cost of care efficiency and patient mortality.



YEAR IN REVIEW *continued from page 24*

Improvement award for Coronary Artery Bypass Surgery.

We’re also participating in the QUEST Collaborative with 230 other hospitals across the U.S., focused on improving quality, efficiency, safety and transparency. As a Top Performer in Evidence-Based Care, our physicians,

nurses and other healthcare professionals work to ensure patients receive appropriate care at all times.

This means a significant improvement in the odds patients will survive serious illness or injury. Our mortality rate has declined by 30 percent during the past three years, lower than 22 peer

hospitals in N.C.

The best thing about being part of QUEST, however, is that Cape Fear Valley Health is always learning ways to save more lives, provide higher quality and reduce costs for the patient.

BOARD OF TRUSTEES

Over the years, Cape Fear Valley Health has remained committed to its core mission of helping everyone in the community, without regard to income or social status. At the same time, our health system must be a responsible member of the local community, providing workplace diversity and contributing to the local economy.

With more than 5,400 employees and more than 540 physicians on staff, Cape Fear Valley Health is Cumberland County’s largest private, non-governmental employer and the 9th-largest healthcare system in the state. And we’re still growing.

We’re constantly adding new highly skilled, well-paying clinical positions to our staff. Altogether, our annual workforce salaries and wages total nearly \$265 million, which equates to more than \$590 million a year in local spending.



John Henley, M.D.
Board Chairman
Otolaryngologist



Donald Porter
Vice Chairman
Executive Director
Hoke County Economic
Development



Billy King
Secretary/Treasurer
County Commissioner



Divyang Patel, M.D.
Chief of Staff
Cardiologist



Bradley Broussard, M.D.
Vice Chief of Staff
Orthopedic Surgeon



Jeannette Council, Ed.D.
County Commissioner



Earnest Curry
Senior Project Manager
IBM



Jerry Dean
Banker



Mary Dickey, RN, MSN, Ed.M.
Faculty
Fayetteville State University



Kenneth Edge
County Commissioner



Marshall Faircloth
County Commissioner



Charles Evans
County Commissioner



Jimmy Keefe
County Commissioner



Ed Melvin
County Commissioner



Marion Gillis-Olson, Ph.D.
Professor of Education
Fayetteville State University



Rueben Rivers, M.D.
Internist



W. Dickson Schaefer, M.D.
Orthopedic Surgeon



Sanjeev Slehria, M.D.
Gastroenterologist



Jennifer Twaddell, RN, MSN
Assistant Professor
Department of Nursing
University of North Carolina
at Pembroke



Denise Wyatt, Ph.D.
Associate Vice President
Fayetteville Technical
Community College



William Hurley
Cape Fear Valley Health
Foundation
(non-voting)



James Martin
Cumberland County Manager
(non-voting)

FACTS AND FIGURES
for fiscal year 2009-2010

WE EARNED (Gross Revenue)

Earnings from Inpatient Services	\$1,160,988,896
Earnings from Outpatient Services	\$757,090,255
Other Revenue	\$19,190,495

TOTAL GROSS REVENUE	\$1,937,269,646
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WE WERE NOT PAID

For Medicare	\$562,191,856
For Medicaid	\$253,559,013
For TRICARE	\$77,138,817
For managed care & other contracted services	\$306,262,680
For charity care	\$75,997,696
For bad debt	\$76,394,788
Total Unpaid Services	\$1,351,544,850

TOTAL NET REVENUE	\$585,724,796
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OUR EXPENSES WERE

For Employee Salaries, Wages & Benefits	\$324,579,654
For Medical Supplies & Other Expenses	\$206,870,999
For Depreciation	\$30,134,345
For Interest Expense	\$14,031,140

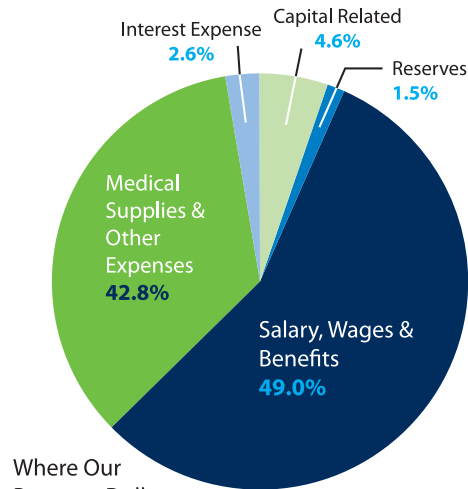
TOTAL EXPENSES	\$575,616,138
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Reserve (for Operations & Plant Expansion)	\$10,106,658
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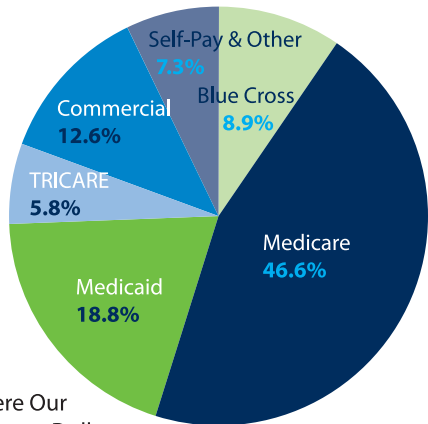
ECONOMIC IMPACT

Employee Salaries and Wages	\$264,864,397
x 2.24 (Multiplier)	

TOTAL IMPACT	\$592,379,921
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Where Our
Revenue Dollars
Were Spent



Where Our
Revenue Dollars
Came From

Total number of employees
5,310

Number of adult volunteers
373

Number of junior volunteers
100

Number of medical staff physicians
540

Percentage of physicians with board certification
93%

Number of physicians recruited
29

Number of calls handled by CareLink
406,867

Number of HealthPlex members
5,164

Number of Passport to Health members
28,836

Number of Inpatient Admissions
31,595

Number of Outpatient Admissions
379,345

Number of ExpressCare visits
69,197

Number of Emergency Department visits
122,758

Units of blood collected
8,983

Value of prescriptions filled through Cumberland County
Medication Access Program
\$6.7 million

Auxiliary contributions
\$176,354

United Way contributions
\$47,767

NEWS *briefs*



Forget Me Not For A Good Cause

The Forget Me Not Project, a national initiative raising awareness about Alzheimer’s disease, came to Fayetteville in April, in conjunction with Cape Fear Valley Health’s Take Charge of Your Health minority outreach program. All the project’s events were held at the Holiday Inn I-95 and included a VIP reception, prayer breakfast, free health fair and inspirational play.

Participating celebrities included TV sitcom actress Bernadette Stanis from “Good Times,” R&B singer Melba Moore, Scott Savol of American Idol, and others.



Cape Fear Valley Health Does The Dogwood Festival

Cape Fear Valley Health participated in this year’s Fayetteville Dogwood Festival by allowing visitors to try their luck by spinning the wheel for prizes, while educating them about health system services. Giveaways included tote bags, lunch bags, neon glow sticks and the ever-popular dogwood tree saplings.

Winning Kampaign For Kids

Cape Fear Valley Health and the Fayetteville Observer teamed up in May to raise approximately \$12,000 for charity by selling special editions of the Fayetteville newspaper. Proceeds of the sale will go to support Cape Fear Valley Health Foundation’s Friends of Children to support projects for children, such as a clothes closet for hospitalized children, asthma education, and Stanton Hospitality House accommodations for parents of infants in the Neonatal Intensive Care Unit.



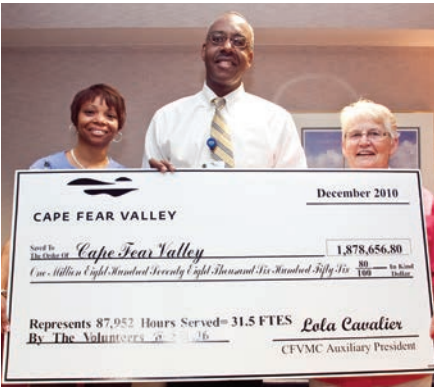
Cape Fear Valley Health Chosen For Landmark Nursing Study

Cape Fear Valley Health is one of 112 hospitals nationwide chosen to participate in a landmark study of how well new nursing graduates transition into their chosen career.

The Transition to Practice Study (TTPS) will run from July 2011 through December 2012, evaluating patient safety and quality outcomes in transition-to-practice programs among the participating hospitals. The National Council of State Boards of Nursing (NCSBN) is conducting the study.

All new nurses must undergo transition-to-practice training to help deal with the rigorous demands of nursing. Under the study, patient outcomes, such as infection rates, medication errors, patient-satisfaction and nurse retention rates will be sent to NCSBN for study.

NCSBN is a not-for-profit organization created to provide state boards of nursing an avenue to act and counsel together on matters of common interest, such as public health, safety and welfare, including the development of nursing license examinations.



Big Check For Big Savings

The Cape Fear Valley Health System Auxiliary recently presented a big check to the Volunteer Department showing just how much the group saved the health system last year. The amount? Nearly a cool \$1.9 million through 87,952 donated volunteer hours.



Digital Mammography Receives Accreditation

Bladen County Hospital’s new digital mammography unit has received full accreditation from the American College of Radiology. The hospital offers Bladen County’s only digital mammography services through the Women’s Diagnostic Center. The

service has been available to the public since March.

Digital mammography uses digital images rather than traditional film images. The digital images are screened by a Computer-Aided Detection system that detects small anomalies or suspicious growths that may go unnoticed with traditional film.

Bladen County Hospital Lab Receives Accreditation

Bladen County Hospital Laboratory was awarded accreditation by The Joint Commission. The Joint Commission evaluated the laboratory’s performance in complying with nearly 300 quality control standards, related to quality control, safety, infection control, leadership, management and ongoing performance improvement. The Joint Commission is the gold standard in healthcare accreditation. It accredits more than 18,000 healthcare organizations nationwide, including approximately 3,000 clinical laboratories.

Cape Fear Valley Receives ENERGY STAR Rating

Two Cape Fear Valley Health hospitals have earned ENERGY STAR certification. The prestigious rating is the national symbol for superior energy efficiency and environmental protection.

The U.S. Departments of Energy

and Environmental Protection Agency awards the certification to products and facilities that meet strict energy-efficiency guidelines designed to reduce energy costs and consumption. To qualify, a rating of 75 out of 100 points must be met, based on electrical, natural gas, water and fuel efficiency. This data is validated by an independent engineer prior to submission for ENERGY STAR approval.

Just three North Carolina hospitals have received ENERGY STAR certification. The two belonging to Cape Fear Valley Health are Cape Fear Valley Medical Center and Bladen County Hospital. Cape Fear Valley Medical Center scored 85 and Bladen County Hospital scored 79. The scores placed both facilities in the top 15 percent of energy-efficient hospitals nationwide.

Cape Fear Valley Health has been able to improve its energy performance while maintaining high standards of quality for patients and visitors, while also saving the health system up to \$1.2 million a year.



CAPE FEAR VALLEY HEALTH *in the* Community

CLASSES

BREASTFEEDING CLASSES

Wednesdays, Aug. 3, 17, 24, 31
Sept. 7, 14, 21, 28
7 – 8:30 p.m.
Aug. 10, 6:30 – 7:30 p.m.
FREE! Classes taught by an International Board-Certified Lactation Consultant. Fathers are welcome and encouraged to attend.
To register, call 615-LINK (5465).

PREPARED CHILDBIRTH CLASSES

Mondays, Aug. 15, 22, 29 and Tuesday, Sept. 6
Mondays, Sept. 19, 26 and Oct. 3, 10
Monday, Oct. 24, Tuesday, Nov. 1 and Mondays, Oct. 7, 14
6 – 9 p.m.
\$30 per couple
This series of four classes will help you and your birthing partner prepare for your special delivery!
To register, call 615-LINK (5465).

SATURDAY ACCELERATED CHILDBIRTH CLASSES

Saturday, Sept. 10, Oct. 1, Nov. 5
9 a.m. – 5 p.m.
\$30 per couple
To register, call 615-LINK (5465).

FAMILY BIRTH CENTER TOURS

Tuesdays Aug. 2, 16, 23, 30
Tuesdays, Sept. 6, 20, 27
Tuesdays, Oct. 4, 18, 25
7:30 – 8:30 p.m.
Take a tour to see the safety and security of the Family Birth Center. Fathers are encouraged to attend. **FREE!** **To register, please call 615-LINK (5465).**



ARTHRITIS OF THE HIP & KNEE

Thursday, Aug. 11, Sept. 8, Oct. 13
Cape Fear Valley Education Center
3418 Village Drive, Fayetteville
Does arthritis cause you pain and limit your mobility? An orthopedic surgeon will discuss the signs and symptoms of arthritis and available treatments.
To register, call 615-7996.

HEALTH MAINTENANCE

Monday, Wednesday, Friday
5:30 – 6:45 p.m.
Cape Fear Valley Rehabilitation Center Gymnasium
This is a cardiovascular and strength training class for all ages and fitness levels.
\$30 per month.
\$25 automatic draft.
To register, call Tana at 615-7812.

WARM WATER WELLNESS

Tuesdays & Thursdays at 4 p.m.
Mondays & Wednesdays at 4:30 p.m. and 5:30 p.m.
Fridays at 4 p.m.
Cape Fear Valley Rehabilitation Center Pool
This is low-intensity water aerobics for all ages and fitness levels.
\$30 per month.
\$25 automatic draft.
This class requires a physician's referral.
To register, call Tana at 615-7812.

ARTHRITIS WATER CLASSES

Mondays, Wednesdays, Fridays
11:30 a.m. and 12:15 p.m.
Tuesdays & Thursdays at Noon
Cape Fear Valley Rehabilitation Center Pool
This class helps improve flexibility, strength, balance, coordination and posture, while increasing range of motion, vitality and energy level.
\$30 per month.
\$25 automatic draft.
This class requires a physician's referral.
To register, call Tana at 615-7812.

TAI CHI

Tuesdays & Thursdays
9 a.m. and 6 p.m.
Saturdays at 9 a.m.
Cape Fear Valley Rehabilitation Center Gymnasium
Improve your balance and coordination through Tai Chi's slow, deliberate movements and posture holding. It is a great stress reliever and a fantastic exercise for all ages.

CANCER SUPPORT GROUPS

Facing Forward, a support group for women living with cancer, meets the second Tuesday of each month in the conference room at the Cape Fear Valley Cancer Center from 6 to 7:30 p.m. Facing Forward discusses cancer-related topics and issues dealing with women's wellness in a supportive group setting. **For more information, please call (910) 615-6791.**

Coming Together Children's Support Group meets on the third Thursday of every month (except July, August and September) from 6 to 7:30 p.m. in the Cape Fear Valley Cancer Center conference room. The support group helps children whose parents are diagnosed with life-threatening illnesses, and is open to children ages 5 through 18. Parents are invited to attend and learn how they can best assist their children during this difficult time. **Please call (910) 615-6791 to register or for more information.**

Man Talk holds informative meetings for male cancer patients and survivors. The group meets on the first Tuesday of each month from 6 to 7:30 p.m. in the Cape Fear Valley Cancer Center conference room. **For more information, please call (910) 615-4626.**

Caregivers Support Group meets on the second Tuesday of each month from 6 to 7:30 p.m. in the Cape Fear Valley Cancer Center. This group provides an opportunity for caregivers to come together in a supportive environment to discuss their needs and concerns. **For more information, please call (910) 615-3849.**

The Look Good, Feel Better program meets on the third Monday of each month at 9 a.m. in the Cape Fear Valley Cancer Center conference room and at 6 p.m. in the Health Pavilion North Cancer Center. Licensed cosmetologists help women with cancer learn how to apply make up and style wigs or scarves to compensate for the changes in the skin and hair that cancer treatment may cause. **To register, please call (910) 615-7618.**

OTHER CAPE FEAR VALLEY SUPPORT GROUPS

A.W.A.K.E., a support group for those with sleeping disorders and their family members, meets every third Tuesday in January, March, May, July, September and November from 6 to 7 p.m. in Room 102 of the Medical Arts Center at 101 Robeson Street. **For more information, please call (910) 615-6389.**

Defibrillator Support Group meets on the second Thursday of January, April, July and October from 6:30 to 8 p.m. in Room 102 of the Medical Arts Center at 101 Robeson Street. **For more information, please call Laurie Costello at (910) 615-8753.**

Stroke Support Group meets on the third Wednesday of every month from 6:30 to 8 p.m. in Room 102 of the Medical Arts Center at 101 Robeson Street. **For more information, please call Laurie Costello at (910) 615-8753.**



Taking Charge Of Your Care meets on the first Thursday of every month from 6 to 7:30 p.m. in the conference room at Cape Fear Valley Cancer Center and the fourth Tuesday of every month from 11:30 a.m. to 1 p.m. in the Health Pavilion North Cancer Center. It is an educational group for cancer patients and their families or caregivers. Topics include information on community resources, stress management, fatigue, relationships and caregiving. There are opportunities at each meeting for sharing and support. The group is facilitated by a licensed social worker and is open to the public. **For more information, please call the Oncology Social Worker at (910) 615-3849.**

Spinal Cord Injury Support Group meets on the first Monday of every month at 3 p.m. in the Patient Cafeteria at Cape Fear Valley Rehabilitation Center. **For more information, please call James Jones at (910) 615-4051 or Shequitta Massenburg at (910) 615-6066.**

CAPE FEAR VALLEY HEALTH *in the* Community

COMMUNITY SUPPORT GROUPS

Alzheimer's Caregiver Support Group, for those caring for loved ones with Alzheimer's disease, meets on the third Tuesday of each month at Life St. Joseph of the Pines at 4900 Raeford Road. **For more information, please call Sam Hutchinson at (910) 615-1633.**

Arthritis Support Group meets on the fourth Monday of every month (except February, July and December) at 7 p.m. at Cape Fear Valley Rehabilitation Center, Auditorium Room A. **For more information, please call Diana Coppernoll at (910) 488-9352.**

Bereavement Support Group meets at Cape Fear Valley HomeCare and Hospice in the Bordeaux Shopping Center Professional Center, Suite 203, at 1830 Owen Drive, on the first and third Thursdays of every month from noon to 2 p.m. The group is for those who are coping with the death of a loved one. **For more information, please call (910) 609-6710 or (910) 689-2395.**

Compassionate Friends, a support group for families who have experienced the death of a child, meets on the first Tuesday of the month at 7:30 p.m. in Room 102 of the Medical Arts Center at 101 Robeson Street. **For more information, please call Jennifer German at (910) 245-3177.**

Fayetteville Brain Injury Support Group meets on the second Tuesday of each month at 6:30 p.m. in the Patient Dining Room at Cape Fear Valley Rehabilitation Center, located behind Cape Fear Valley Medical Center in Fayetteville. **For more information, please call Ellen Morales at (910) 486-1101.**

Hepatitis & Chronic Liver Disease Support and Education Group meets on the third Wednesday of January, March, May, July, September and November at 6:30 p.m. in Suite 102 of the Medical Arts Center at 101 Robeson Street. Those with hepatitis or liver disease, and their family members and friends, are invited to attend. **For more information, please call Billie Kennedy at (910) 864-7828.**

Parkinson's Disease Support Group meets on the second Saturday of each month at 10 a.m. in Room 102 at the Medical Arts Center at 101 Robeson Street. No meeting will be held in January. **For more information and location confirmation, please call Kent Rosborough at (910) 424-6732.**

Marfan Syndrome Support Group meets the last Saturday of every month from 2 to 5 p.m. in Cape Fear Valley Rehabilitation Center Auditorium B. **For more information, please call Karen Moore at (910) 583-5518.**



put your **HEART** in
CAPEable HANDS

Sure you worried about heart disease. You've worried about your husband's heart for years. But, like a lot of women, you never dreamed your doctor would be talking to *you* about it, or about your options. If you have heart disease, you're in good company. At Cape Fear Valley Heart & Vascular Center slightly more than a third of our cardiac surgery patients are women.

Many cardiac surgeons recommend **OFF-PUMP BYPASS SURGERY** for their women patients. At Cape Fear Valley, nearly half of our cardiac surgery patients choose off-pump bypass surgery, a newer procedure that allows the patient's heart to continue beating during surgery.

A study published in the journal *Circulation* in 2002, comparing outcomes in more than 21,000 women, found that women who had off-pump bypass surgery fared *far better* than those who had conventional bypass surgery.

Mortality and complication rates were lower by a large margin, and off-pump patients had a shorter hospital stay than those who had bypass surgery using the heart-lung machine.

Men can benefit, too. A recent study completed by Cleveland Clinic found fewer cognitive side effects with off-pump surgery and less need for dialysis or blood transfusions.

Heart disease *can* be worrisome, but less so when you put your heart in **CAPEable** hands.



CAPE FEAR VALLEY
HEART & VASCULAR CENTER





Changes will improve flow and decrease Emergency Department wait times.

During the first week in August, the Children's Emergency Department will move to the opposite side of the building. *Why are we doing this?*

Our Emergency Department [ED] is on track to see more than 130,000 patient visits this year! That's an increase of more than 7 percent over last year.

In fact, our Emergency Department is among the top 25 busiest in the nation.

Moving the Children's Emergency Department will enable us to expand and improve flow for our adult emergency patients, thereby decreasing wait times.

The Children's Emergency Department will move into newly renovated space inside the old ED on the Melrose Road side of campus.

It will have 17 exam rooms, two resuscitation rooms and free parking. *It's all designed for **IMPROVED CAPE**ability.*