

president's message

Thomas E. Cecconi President & CEO



Mercy Medical Center recently celebrated the grand opening of our latest service to the Stark County community, The Mercy Boutique, with a blessing and dedication ceremony.

The Boutique, created as a sanctuary for cancer survivors and individuals with other medical conditions, carries custom breast prostheses, mastectomy forms, bras, wigs, lymphedema pumps, compression sleeves and stockings, swim suits, swim forms and head coverings. The Boutique will also feature a certified hair stylist for wig consultation and styling and a selection of aromatherapy products, jewelry and other accessories.

We invite you to visit the new Boutique. It is located next to the Mercy Breast Care Center inside the glass building off the 12th Street entrance and serves as a wonderful addition to Mercy and the entire Stark County community. I would like to sincerely thank the Mercy Service League for their dedicated fundraising efforts on behalf of the Boutique. They have made this unique, one-stop shopping experience a reality for so many patients who have been seeking a sanctuary for hope and healing.

A Place for Hope and Healing Continued from page 1

Thanks to the Mercy Service League and Accent Market Design Group

The Boutique was made possible thanks to the dedication of the Mercy Service League. Through fundraisers and private donations, the Service League raised \$115,000 to construct The Mercy Boutique.

The beautiful design and tranquil environment of the Boutique was created pro bono by Accent Market Design Group. Interior designers Tracy Lewis and Tammy Hull donated more than 300 hours of their expertise to transform the space into an inviting, soothing place.

"The Boutique really came together once Tracy and Tammy offered to donate their time to design it," Wofsey said. "We are sincerely grateful for the time and love they put into the project, and cannot thank the Mercy Service League enough for making the Boutique a reality."



Store manager Sheryl White, right, shows accessories to a guest.

CSAHS/UHHS-Canton, Inc., Mercy Medical Center, 1320 Mercy Drive N.W., Canton, OH 44708



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A Place for Hope and Healing...

Mercy opens Boutique for cancer patients

Mercy Medical Center celebrated the opening of their latest service to the Stark County Community – The Mercy Boutique. Opened March 7, The Mercy Boutique was created as a sanctuary for cancer survivors and individuals with other health conditions and offers products for clients experiencing the image-altering effects of illness and its treatments. It is managed by Margret's Mastectomy Shoppe, a well-known regional resource.

Offering privacy in a calm and soothing environment, The Mercy Boutique offers a one-stop-shop-experience. Products carried include custom breast prostheses, mastectomy forms, bras, wigs, lymphedema pumps, compression sleeves and stockings, swimsuits, swim forms and turbans. A selection of aromatherapy products, jewelry and other accessories are also available.

"When illness takes a toll on our physical bodies, it can make an impact emotionally as well," said Diane Wofsey, RN, Care Coordinator, Mercy Breast Care Center.



Diane Wofsey, RN, Care Coordinator adjusts a display at the new Mercy Boutique with Denise Brine, Mercy Service League.

"The loss of control in appearance related issues can have a direct effect on self-esteem."

As a full-service boutique, certified professionals are available to fit clients with lymphedema pumps, compression sleeves and custom and non-custom stockings. The Boutique also carries an assortment of skin care products specially designed for those undergoing radiation therapy. Surgical bras and a selection of bras adapted for women who lack finger dexterity due to stroke or arthritis are also available.

A hair stylist certified in cosmetology will be available by appointment for wig consultation and styling. Cancer patients undergoing chemotherapy often meet with the stylist prior to treatments so that they can create a hairstyle that best matches their natural hair color and texture.

The idea for the Boutique came to Wofsey after seeing how successful a similar endeavor was in Atlanta.

"Patients have complained that there is nowhere to go for these products and that when they do find them, it's a very small selection," she said. "This shop is going to mean a lot to patients in our area who have had to travel great distances to find what they need."



Continued on page 8

QUALITY HEALTHCARE CLOSE TO HOME

In addition to Mercy Medical Center's main campus in Canton, Mercy has six satellite Health Care Centers that bring important health services right to your neighborhood. You don't have to travel far to receive high quality care. See below for a list of locations and the services provided at each Health Care Center:

Carrollton

125 Canton Road
330-863-2756 or 330-627-7641

Services:

- STATCARE Immediate Care Center
- Laboratory
- Mammography and Ultrasound
- Radiology
- Cardiac Diagnostics/ECHO's
- Physician Offices
- Physical Therapy

Dover

340 Oxford Ave.
330-343-0222

Services:

- STATCARE Immediate Care Center
- Radiology
- Laboratory

Louisville

1302 West Main Street
330-875-0096

Services:

- Mammography and Ultrasound
- Radiology
- Laboratory



North Canton

6200 Whipple Ave., NW
330-966-8884

Services:

- STATCARE Immediate Care Center
- Health Fitness Center
- Sports Medicine
- Pool Therapy
- Occupational Hand & Upper Extremity Therapy
- Pediatric Physical, Occupational and Speech Therapy
- Laboratory
- Radiology
- Work Health & Safety Services

Jackson/Massillon

7452 Fulton Drive, NW
330-830-6110

Services:

- STATCARE Immediate Care Center
- Osteoporosis Screening
- Mammography and Ultrasound
- Radiology
- Laboratory
- Sports Medicine

Lake

11932 King Church Ave., NW
330-877-5000

Services:

- Internal Medicine
- Radiology
- Outpatient Laboratory Services
- Sports Medicine/Physical Therapy

Mercy Receives Clinical Excellence Award

Mercy Medical Center is proud to announce its Emergency Chest Pain Center (ECPC) recently received another award for providing exceptional cardiac care. The ECPC was honored with the Center of Excellence Award from the Dade Behring Corporation, a leader in the field of Clinical Diagnostics. This award was presented to Mercy for the outstanding efforts achieved by the ECPC in improving cardiac outcomes and changing medical and nursing practices through quality care initiatives.

In June 2003, Mercy became the first hospital in the United States to receive accreditation from the Society of Chest Pain Centers and Providers. The nonprofit organization accredits Chest Pain Centers to ensure all hospitals are meeting or exceeding quality of care measures in acute cardiac medicine. That same year, Mercy Medical Center was named to U.S. News & World Report's list of Best Hospitals, ranking in the top 50 for heart care and heart surgery in the country.

From left, Mercy President and CEO, Thomas E. Cecconi, Frank Kaeberlein, MD, ECPC Co-Director, Claudia Wilkins, Point of Care Coordinator, Laboratory and Ahmed El Ghamry Sabe, MD, ECPC Co-Director accept the award from Kevin Burns, Vice President, Dade Behring.



SPRING MERCY EVENT

Great Expectations Baby Fair returns with Robin Swoboda April 30



Robin Swoboda

The Great Expectations Baby Fair, Mercy Medical Center's popular event for expecting mothers which debuted last spring, returns to the Kent State University Stark Professional Education & Conference Center Saturday, April 30 from 10 a.m.

to Noon. A free and fun educational event for anyone planning a future pregnancy, Great Expectations will also feature local media personality Robin Swoboda, morning show co-host for 95.5 FM The Fish. The conference center is located at 6000 Frank Avenue NW in Canton.

HEALTH INFORMATION

From maintaining a healthy pregnancy to learning to care for your newborn, this is the place to find the answers. Mercy physicians, nurses, lactation consultants and other health professionals will be available to speak with women and their families. Learn more about Mercy's Maternity Services including its Neonatal Special Care Nursery, a facility qualified to care for babies with complications and other special needs. There will also be information available regarding childbirth education, breastfeeding, natural family planning, fitness, cord blood storage and postpartum depression.

MEET PHYSICIAN SPECIALISTS

Our specialists will be available to answer your questions.



Adeyemi Sobowale, MD
Medical Director, Mercy Neonatology



Jeff B. Chapa, MD
High Risk Maternal-Fetal Specialist



Anju Mader, MD
Pediatric Hospitalist



Mark Blaser, MD
Pediatric Hospitalist

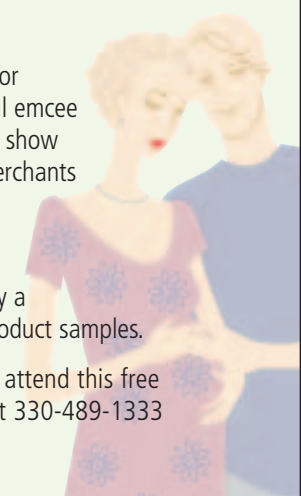
MATERNITY FASHION SHOW

Robin Swoboda, who formerly anchored the news for WEWS Channel 5 as well as FOX 8 in Cleveland, will emcee a maternity fashion show starting at 11:00 a.m. The show will present a variety of clothing styles from local merchants featuring women at various stages of pregnancy.

GIFTS

Just as you'd find at a baby shower, guests will enjoy a complementary brunch buffet, shower favors and product samples.

Seating is limited and reservations are required. To attend this free event, please call Mercy's Healthcare Connection at 330-489-1333 or 800-223-8662 by Monday, April 25.



On Call

Jeff Chapa, MD
Mercy Medical Center



Expert Care for Complicated Pregnancies

Mercy babies and their mothers now have a new ally in their corner. Jeff B. Chapa, MD, has joined Mercy Medical Center in Obstetrics and Gynecology as a specialist in maternal-fetal medicine. A subspecialty of obstetrics, maternal-fetal medicine specialists have the expertise to provide care for women when there is higher than normal risk for complications in pregnancy.

Dr. Chapa will provide expecting mothers with prenatal ultrasound examination, perinatal consultation, genetic counseling and prenatal diagnosis. Affiliated with the University Hospital


Health System's MacDonald Physicians, Inc., and the Mercy Professional Care Corporation, Dr. Chapa will provide services at Mercy two days a week.

A 1996 graduate of St. Louis University School of Medicine in St. Louis, Missouri, Dr. Chapa completed his OB/Gyn residency at University Hospitals of Cleveland, Case Western Reserve University in 2000. He finished fellowships in maternal-fetal medicine in 2003 and medical genetics in 2004 at the University of Chicago in Chicago, Illinois.

Certified by the American Board of Obstetrics & Gynecology in maternal-fetal medicine, Dr. Chapa is affiliated with American College of Obstetricians & Gynecologists, the Society for Maternal-Fetal Medicine, and the American College of Medical Genetics. In 2000, he received the Cleveland OB/Gyn Society Research Award.

For more information or to make an appointment, Dr. Chapa's office can be reached at 330-580-4706.

Mercy supports American Cancer Society's Relay For Life



Canton Relay For Life Luminaria

\$5.00 donation for each White luminaria
\$25.00 donation for each Gold Luminaria

	Choose One		Choose One	
	Honor	Memory	White \$5.00	Gold \$25.00
Name				
1.				
2.				
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More people than ever before are surviving cancer. If you are a cancer survivor or know someone who is, join Mercy Medical Center and sign up for the American Cancer Society's Canton Relay For Life to be held June 10-11 at Don Scott Field at McKinley High School. Mercy is proud to serve as the Platinum Sponsor for the 2005 Canton Relay. To join a team, call the American Cancer Society at 330-497-7100.

One of the most moving events of the Relay for Life is the Luminaria Ceremony held on Friday evening at dusk. The luminaria glow in the night while the names of survivors and those lost to cancer are read aloud. If you would like to remember a loved one who has battled cancer, luminaria candles can be purchased by mailing your check and the form here to the American Cancer Society at 925 South Main Street, North Canton, Ohio 44720.

Taking control of the pain

Mercy's Impact Program offers hope for pain medication addiction

It started out innocently enough. Greg was prescribed a pain medication for chronic back pain he'd suffered with after a work injury. After a while, it didn't seem like the pills were enough to relieve his pain. He began to take more than the prescribed dose. Soon, he was finishing each bottle before it was time for a refill. Sometimes he supplemented his pills with other drugs or took them with alcohol.

It wasn't enough. Sometimes Greg would take the drug when he felt anxious or depressed and not necessarily in real pain. His pain wasn't going away and to make it worse, he was growing more and more emotionally unstable. When his doctor refused to prescribe him more pills, he went to another physician. And another. And another. Nothing was working for him. His family and co-workers began to notice odd behavior, and life as he

knew it began to fall apart. Greg could not accept that he had a problem. He thought he was simply trying to ease his back pain. Addiction was for alcoholics and street drug abusers. Not a father of two working full-time.



Addiction can happen to anyone. And abuse of pain medication, specifically, can sneak up subtly.

Addiction counseling professionals report that prescription pain medication abuse is a growing problem. "Over the past ten years, we have seen a definite rise in the number of individuals we treat for pain medication addiction," said Bernadette Charles, LISW, CCDIII-E, Program Coordinator for the IMPACT Program. Mercy Medical Center offers personal support and professional care to alcohol and drug abusers and their families through IMPACT, which stands for Intensive Multidimensional Rehabilitation Program for Alcohol and Chemical Dependency Treatment.

While the majority of people who take prescription painkillers are using them responsibly, the number of people admitted to addiction treatment centers because of nonmedical use of pain relievers rose 42.4 percent from 1994 to 1999 according to the Treatment Episode Data Set, a federal treatment data system. The 2001 National Household Survey on Drug Abuse also stated that the number of new individuals abusing pain relievers increased from 400,000 in 1980 to 2 million in 2000.

Abuse of medication can lead to dependency – both physical and usually for the addict, a psychological dependence.

"As the abuser takes more of a drug, they develop a tolerance for them and crave larger doses," said William Fiegenshuh, MD, Medical Director of IMPACT. "It takes more of a substance to achieve the same effect. As it progresses, they may develop addictive tendencies and begin to live with bad consequences," he said. When the individual stops taking the drug, they may suffer from uncomfortable withdrawal symptoms. Addiction begins to take over. But it doesn't have to.

Programs like IMPACT exist to help individuals regain control of their life and let go of their addiction to painkillers. Mercy's program offers a variety of inpatient and outpatient treatment options with varying lengths of stay. Physicians, nurses and licensed counselors work together to develop the best treatment program for each individual case. The program is designed to help abusers recover both physically and emotionally.

"IMPACT has assembled a highly educated, skilled staff to treat chemical dependency," said Charles. "We take an empathic and holistic approach to the care we provide and treat every person with dignity and respect. The program gives them the tools and techniques to avoid a relapse of dependency."

Accredited by JCAHO and the Ohio Department of Drug and Alcohol Addiction Services, IMPACT offers a wide range of care for abusers and their families. After an initial assessment, pain medication addicts will first go through an inpatient detoxification to get their body to adjust to not having the drugs in their system and help them through the withdrawal symptoms.

"Going through detox in our hospital setting is highly encouraged to pain medication abusers because we are able to control and ease the withdrawal symptoms that drive so many of these people to continue taking the drugs," said Dr. Fiegenshuh.

Counselors are also part of the process to help abusers work through the emotional aspects of their addiction. "After detox, it is extremely important for them to continue with our intensive outpatient treatment program so that we can help them control the psychological addiction to the drug," said Chris Dunkel, PCC, NCC, Therapist. "Our most successful patients are those that continue with counseling long after detox."

IMPACT's intensive program includes frequent therapy sessions to provide support and problem-solving guidance. The program is structured to provide highly effective holistic treatment to patients while they maintain their real-world duties to employers, family, school, etc. The program also assists family members in coping with their loved one's addiction and to provide a support system for the individual.

"Often prescription abusers will not admit they have an addiction because they have a legitimate reason to be taking the medication – for pain," said James Martin, LSW, Counselor. "We help them recognize their addiction and overcome it."

"It's important to understand, when used correctly to treat pain, most patients do not become addicted to painkillers," said Dr. Fiegenshuh. "Roughly 88 percent of prescription pain medication users are using them properly. It's estimated that 12 percent are abusing them in some way."

Coping with pain after addiction

In addition to withdrawal, many addicts also fear going off the drugs because of the original pain that caused them to take the drug in the first place. "We help ease those fears and treat their original pain with alternative methods of pain management," said Fiegenshuh.



William Fiegenshuh, MD

Mercy Medical Center's Pain Management outpatient program provides innovative therapies to individuals suffering from syndromes of severe back pain, headaches, chronic joint pain, pain caused by malignancies, neuropathic pain and other pain-related conditions. Patients are evaluated through a comprehensive diagnostic process to determine the true cause of pain. A treatment program is then tailored to meet their needs.

"There are a myriad of different ways we can treat pain without the use of narcotics," said David Gutlove, MD, Medical Director of Mercy Pain Management. "From steroid injections to acupuncture to physical therapy, the modality depends on the patient."



David Gutlove, MD

Pain can be controlled without drugs using methods such as building endurance through physical therapy, beginning a weight management program or by practicing relaxation techniques or biofeedback. Other procedures that Mercy's Pain Management program uses to ease pain include steroid injections, nerve blocks, nerve stimulation therapy or applying topical anesthetics.

"We expect the patient to take an active role in their pain management and utilize various modalities that they will learn to help control, not necessarily eradicate their pain," said Dr. Gutlove.

For more information on Mercy's IMPACT or Pain Management programs, call the HealthCare Connection at 330-489-1333 or 800-223-8662.

Regardless of gender, age, race or social standing, sadly, all members of society are vulnerable to crimes involving sexual violence. Ohio's sexual assault unit reports that one in three women will be sexually assaulted in their lifetime. When crimes of a sexual nature do occur, victims deserve competent and compassionate care.

Because of the trauma involved and the criminal nature of these events, caring for victims of sexual violence is a specialty within hospitals. Effective collection of evidence is of paramount importance to successfully prosecuting sex offenders. If medical and nursing staff is not properly trained to provide such care, information and evidence can be lost. Just as critical, is treating victims with sensitivity and helping to restore their sense of dignity.

of assault that would not be detectable by the human eye alone. The camera significantly enhances victims' chances of prosecuting their assailants.

Last year, Mercy began a SANE training program of its own to increase the number of qualified nurses in the region. Training involves more than 100 hours of work both in the classroom and in the field. Nurses train with law enforcement, the court system, rape crisis counselors, the health department and Stark County Crime Lab to be able to provide the best care for sexual assault survivors.

Mercy is now proud to announce that Jean Morgan, Forensic Nurse Examiner and SANE program coordinator, has become the first nurse in Stark County to receive national certification from the International Association of Forensic Nurses. She is one of only 40 certified nurses in Ohio. A relatively new branch of nursing, this certification grants nurses SANE-A status – a credential recognizing that the highest standards of forensic nursing for sexual assault nurse examiners have been achieved. It is granted to registered nurses who have served as an examiner for more than two years and completed required training and testing.



Jean Morgan, FNE, SANE-A

It has only been in recent years that health care facilities have begun to recognize their responsibility to have trained staff available to provide this specialized service for victims of sexual assault. Of the 88 counties in Ohio, fewer than half have certified sexual assault nurse examiners.

WHAT TO DO IF YOU OR SOMEONE YOU KNOW HAS BEEN RAPED

- GO TO A SAFE PLACE
- CALL THE POLICE
- DO NOT EAT, DRINK, BATHE, DOUCHE, GO TO THE BATHROOM, BRUSH YOUR TEETH OR CHANGE YOUR CLOTHES (THIS MAY DESTROY EVIDENCE THAT MAY BE PRESENT)
- GO TO THE HOSPITAL FOR AN EXAMINATION
- CALL RAPE CRISIS (330) 452-1111
- CALL A FRIEND OR FAMILY MEMBER YOU TRUST

Advocates for victims of sexual assault Certified forensic nurse examiners make all the difference

Mercy Medical Center continues to lead Stark County in providing expert care to victims of sexual assault and rape. In 1999, Mercy became

the first hospital in Stark County to employ nursing staff specially trained to treat rape victims through the Sexual Assault Nurse Examiner program (SANE). Mercy remains the only healthcare facility in the area that uses highly sophisticated forensic equipment, including a colposcope, to evaluate patients and carefully collect evidence. A colposcope is a computerized camera that can greatly magnify injuries, enabling examiners to detect evidence

MERCY IN THE COMMUNITY

WHAT'S YOUR GRADE IN HEALTH?

Mercy holds health screenings at Canton Schools

Some parents of Canton City School children learned more than just the status of their child's academic progress at recent parent-teacher conferences. Mercy Medical Center offered free health screenings to parents, staff and children at Allen and Compton Elementary Schools in February and March.

Mercy nurses provided blood pressure and cholesterol testing at the schools on four different conference nights. As results are available on the spot, attendees had the opportunity to speak with nurses about ways to keep their blood pressure down and reduce cholesterol if they found their levels to be too high. All who receive a health check are also given a document explaining the results of the tests along with advice on everyday lifestyle adjustments they can make to live more healthfully.

"These health screenings are part of our partnership with these schools (Mercy PALS)" said Karen Feller, Mission Outreach Coordinator, Mercy Medical Center. "Our theory is go where they

gather. Holding the screenings during parent-teacher conferences allows us to connect with parents in the area and help them monitor their health."

This is the sixth year Mercy has offered health screenings at the schools during conferences and more parents take part every year. Last year, Mercy tested more than 90 people. As an added incentive to have a screening, Mercy also offered attendees the chance to win area food store gift certificates. Recently, the Mercy Service League began replicating this service in Summit School, also in the Canton City System.

Janet High, RN, an emergency room nurse at Mercy Medical Center, performs blood pressure screenings at Compton Elementary School.



Age has its benefits Mercy Senior Friends is your link to discounts, information and fun

Mercy Senior Friends (formerly The National Association of Senior Friends) is now run locally to offer a more personal touch and enhanced services to those 50 and older. From health and financial advice to discounts on prescription drugs, the benefits are endless! A single one-year membership is just \$15.00.

- Mercy Senior Friends members enjoy:
- Pharmacy discounts
 - Free Health screenings and seminars
 - Hospital discounts
 - Newsletter
 - Social events and volunteer opportunities
 - Travel program

- VIP privileges at Mercy Medical Center include:
- Free parking and valet services
 - A complimentary, daily meal for spouse or caregiver while member is a patient.
 - Cafeteria and gift shop discounts
 - Insurance claims filing assistance

For more information or to join Mercy Senior Friends, call 330-489-1333 or 800-233-8662.



Mercy Senior Friends