


Regional MATTERS

A PUBLICATION OF BARTOW REGIONAL MEDICAL CENTER



Fast**ER** Smarter**ER** Close**ER** What A Hospital Should Be

Sneezing? Sniffing?
Breaking Out in a Rash?
The Allergy Clinic Has the Answers

A Family Approach to a Big Problem

OB/GYN Returns to Lakeland Roots

Shoulder Surgery that
Makes a Difference

Specialists at the Sleep Lab
Can Help You Get a
Good Night's Sleep

MESSAGE FROM THE CEO

Welcome to the first issue of *Regional Matters*, a community newsletter of health news and information about services at Bartow Regional Medical Center. One issue could not possibly do justice to the hospital's range of services, which are continually expanding to meet your needs, so the newsletter will be appearing four times a year.

Bartow Regional Medical Center has experienced tremendous growth during the last year and a half. Our Emergency Room has doubled its volume of patients, and four new treatment rooms have been added to accommodate them. But with all that growth, the waiting times have decreased. The average length of stay in our ER is now one of the shortest in Polk County.

We have spent over \$4.5 million since April 2005 to purchase the latest medical technology and expand our services. Our new cardiac catheterization lab diagnoses and treats cardiovascular disease, and interventional radiology imaging systems make possible minimally invasive treatments for a variety of problems. Among the other new services we offer are dialysis and lithotripsy: minimally invasive treatment to eliminate kidney stones.

Most important, we have recruited 40 new physicians from among the best practitioners in Polk County. Their specialties include cardiology, cardiothoracic surgery, vascular surgery, general surgery, orthopaedics, pediatrics, family medicine, internal medicine, emergency medicine and wound care.

I invite you to read *Regional Matters* to learn just a few of the reasons Bartow Regional Medical Center is becoming the health care provider of choice for the communities of South Lakeland, Bartow, Mulberry, Ft. Meade and Highlands City. I look forward to hearing your comments and suggestions.

Sincerely,

Justin Davis

Chief Executive Officer



PARENTS CAN HELP PREVENT CHILD OBESITY

Small Steps to Big Gains in Weight Loss

Childhood obesity can be a big problem, but there are many little things parents can easily do to prevent their children from developing a weight problem or to help them to lose weight, says Deborah K. Ford, M.D., a board-certified pediatrician at Bartow Regional Medical Center.

"I try to get parents to understand that this is a family problem. Everyone has to get invested in a family plan of exercise and healthy eating habits," says Dr. Ford, who has been practicing pediatrics since 1989, first in Virginia and for the past five years here in Bartow at her Kids First Pediatrics office on our medical center campus.

Dr. Ford says it's never too early or too late to get your family started on the journey to better health. "Obesity can begin at birth. If parents feed infants every time they cry, their children begin to associate food with comfort. When parents use food as a treat or reward, it links food with behavior instead of nutrition."

She urges families to take these simple steps to form healthy habits for a lifetime:

- ▶ Don't make your children feel bad about their weight or tell them you are putting them on a diet. Provide love and encouragement. Talk about your family's need to make healthier choices.
- ▶ Set a good example by exercising and eating well yourself.
- ▶ Involve children in meal planning and in making healthier restaurant choices. Eat meals together at the dining room or kitchen table.
- ▶ Keep junk food and sweetened drinks and sodas out of the house. Offer healthy snacks, such as fruits, Jello, low-fat yogurt or raisins, and lots of water.
- ▶ Involve children in sports, limit television and computer time and plan fun family activities, such as cycling or park outings.

If you think your child has a weight problem, contact your pediatrician for an evaluation and to learn more about what you can do to help.

Or call **863-533-1128**. ☐

It's Far More than a Weight Problem

Overweight children are at risk of developing serious health problems, including:

- ▶ Diabetes
- ▶ High blood pressure
- ▶ Sleep apnea
- ▶ Orthopaedic problems, liver disease and asthma.



Preparing and sharing healthy meals with your children is a good way to show them that nutrition is something to be taken seriously.

A New Way to Get RELIEF from CHRONIC WOUNDS

“For patients seeking relief from the pain of chronic wounds, the key to healing may be in the air around them,” says Juan Bravo, M.D., medical director of the Center for Wound Care and Hyperbaric Medicine at Bartow Regional Medical Center. “Problem wounds can be helped to heal by an infusion of pure oxygen into the body. This technique, called hyperbaric oxygen therapy, is a powerful new addition to the growing specialty of wound care.”

The Center for Wound Care and Hyperbaric Medicine features a hyperbaric chamber where patients can breathe 100 percent oxygen. This produces an oxygen-rich blood

flow which helps preserve damaged tissues, increase blood vessel formation, control infection, and ultimately promote healing. It is particularly effective for patients with failed grafts or non-responsive diabetic ulcers.

Dr. Bravo notes that wounds which can be helped with hyperbaric treatment usually result from four conditions:

- ▶ Diabetic ulcers
- ▶ Venostasis ulcers, caused by reduced blood flow in the limbs
- ▶ Hardening of the arteries
- ▶ Neuropathy (absence of sensation)

People with diabetes must be especially vigilant about injury to their limbs. Diabetes can cause neuropathy, permit-

ting infections to spread unnoticed to the bone and necessitating amputation in some cases. If you have diabetes, be sure to consult your doctor at the first sign of any problem.

In addition to hyperbaric oxygen therapy, the Center uses a variety of sophisticated techniques to heal chronic wounds. These include the use of growth hormones; bio-engineered skin equivalents (skin grown in the lab); and bio-active wound dressings (dressings which contain anti-infection wound medications).

Dr. Bravo has been practicing as a certified wound specialist since 2003. “It’s a fascinating specialty, and one



Dr. Juan Bravo

which has really grown over the past two years,” he notes. A seven-year resident of Polk County, Dr. Bravo has also practiced family and emergency medicine.

“Non-healing wounds can lead to serious medical problems, including amputation,” says Dr. Bravo. “If you see any signs of a problem wound, including discoloration or deterioration of the skin in a particular area, see your doctor or call the Center at **863-534-8436**.” □

WORDS of WISDOM on Women’s Wellness

Dr. Todd Bader Urges Annual Pap Test

Bartow Regional Medical Center welcomes Todd Bader, M.D., FACOG, a highly qualified, board-certified obstetrician and gynecologist, back to the community. In his 10 years of practice, he has delivered thousands of babies and has provided gynecological health care to hundreds of women. Dr. Bader attended the Medical School of South Florida and did his residency at the University of Alabama in Birmingham. He practiced in Lakeland from 1996 until 2001, and then in Denver before returning to the area in September. He is on staff at the medical center, and his Women’s Health Specialists of Central Florida practice is conveniently located on the medical center campus. Dr. Bader shares some answers to his patients’ frequently asked questions.

What is your most important gynecological health advice to your patients?

Have an annual women’s wellness exam that includes a Pap test. Cervical cancer is the second leading cause of cancer deaths in women worldwide. It kills more than 3,900 women in the United States each year. Typically, there are no symptoms of cervical cancer in the early stages. That is why this test is so

important. It can detect abnormal cervical cells at an early stage when it is most treatable and curable.

Who should have this test and how often?

Women should begin having a Pap test within three years of becoming sexually active and no later than age 21. The test should be done every year, especially for women with HIV infection or weakened immune systems.

Do women who have had a hysterectomy need a Pap test?

These women still need an annual breast screening and pelvic exam. I recommend that they also include a Pap test every two to three years because although they are low-risk, the exam is the best way to pick up any abnormal vaginal cells.

Call your doctor today to schedule your annual women’s wellness exam. For more information, please call **863-533-3700**. □



Dr. Todd Bader, FACOG



When **EMERGENCY** Bartow Regional Medical



Advanced equipment is one reason you are assured of receiving high-quality ER care at Bartow Regional Medical Center.



Emergency Services that Make a Difference

If you need to visit the emergency room, you will find the services you need close to home at Bartow Regional Medical Center:

- ▶ Patients seen by a triage nurse within minutes of arrival
- ▶ Fast Track system reduces wait time
- ▶ Advanced equipment
- ▶ Computerized X-ray and patient tracking systems
- ▶ Staffed by board-certified emergency medicine physicians
- ▶ Open 24 hours a day, seven days a week

For more information, visit our website at:
http://www.bartowregional.com/s_er.cfm.

New **Fast Track System** Means **More Care,**

Nobody wants — or expects — to visit the emergency room. But accidents do happen and people do get sick. So it's nice to know that there's a hospital close by that is equipped to deal with emergency situations with the highest quality care.

Bartow Regional Medical Center's full-service Emergency Department provides experienced physicians, highly skilled staff and advanced equipment, available 24 hours a day, seven days a week.

"We've instituted a number of changes to make our emergency services better than ever," notes Brian James, M.D., Medical Director of Emergency Services. "One of those changes is our Fast Track system, which enables patients to move through the emergency department more smoothly."

With the Fast Track system, patients are seen by a triage nurse within minutes of their arrival. Patients who have non-emergency conditions, such as cuts or

broken bones, are then seen by a physician in an area separate from where more urgent cases are treated. The more specialized focus of staff and resources results in quicker turnaround time for everyone.

"The system has really worked," says Dr. James. "We're seeing more patients this year, yet the time it takes between walking through our doors to being discharged has actually decreased by more than 30 percent."

"Our goal is to keep the total length of stay for a patient in our Emergency Department to 2 hours or less," notes Debbie Eubanks, R.N., Clinical Director of the Emergency Department. "That's pretty phenomenal for our area."

Bartow Regional Medical Center has also invested in new equipment for the emergency department, including computerized X-ray technology. With this technology, images are stored electronically rather than on film. "This means I can easily share images with other specialists," explains Dr. James. "It makes for better communication with the people who will be following up with our patients."

Physicians outside the facility can also view X-ray images from either their home or office computers. This allows them to review a case more quickly and in greater detail than ever before.

Emergency services have also been enhanced by a new Cardiac Catheterization

No need to travel miles out of town to have your emergency needs met by skilled physicians and a highly skilled staff.



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Strikes Center is Ready



BARTOW OPENS NEW Cardiac Cath Lab

In April, Bartow Regional Medical Center added an important new feature to its array of patient services: a new Cardiac Cath Lab (catheterization laboratory). “The Cath Lab enables us to take pictures that show blockages or abnormalities in the coronary arteries,” explains Lisa Wolfe, Cath Lab manager. “Prior to the opening of the lab, patients who required this testing had to travel to other facilities that are more than ten miles away.”

The information provided by cardiac catheterization helps physicians confirm whether a patient has heart disease, evaluate the patient’s heart muscle function, and determine whether the patient requires further treatment.

In addition to providing these crucial diagnostic services, the cath lab has just added interventional radiology services. “This means we now have the ability to open blocked arteries in non-coronary areas throughout the body,” explains Wolfe. Procedures available include angioplasty, use of a balloon-tipped tube to enlarge a narrow artery, and stenting, insertion of a small tube which remains in the artery to keep it open.

“Our lab is used by board-certified cardiologists and staffed by an experienced group, several of whom have more than 15 years of experience in the field,” says Wolfe. “We also provide bedside patient monitoring in our holding area, which is not available in most facilities.” □



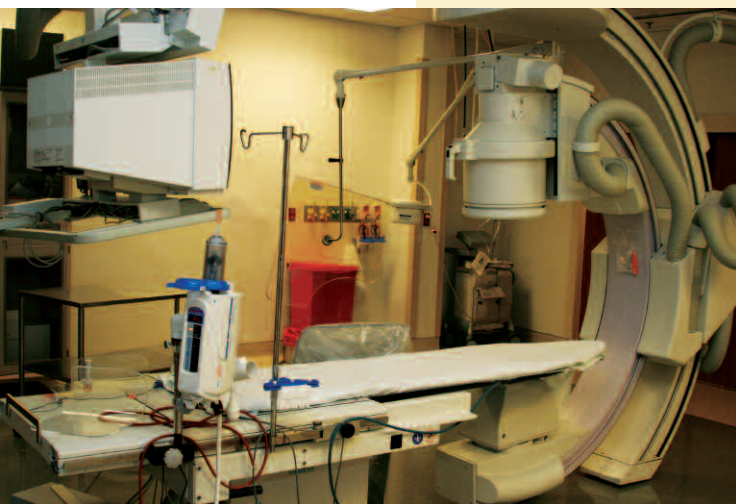
Nurse First is a rapid response program for every patient visiting our emergency department. You can count on Bartow Regional Medical Center when you are seeking timely professional medical care, whether in an emergency or for any other medical service.

Less Wait

Lab, which opened this summer (see sidebar). The lab enables physicians to diagnose blockages in the heart’s chambers and arteries.

The emergency department also instituted a new computerized patient tracking system. “The system lets us know the status of each patient at all times,” says Eubanks. “We know whether they are in the lobby, triage or an exam room and exactly how long they’ve been waiting.”

“What it really comes down to is our team,” she adds. “You can have the best equipment in the world, but it won’t make a difference without the commitment and skill of the staff. Our administration sets high expectations, and our staff takes pride in meeting those expectations.” □



During a cardiac emergency, every minute counts. That’s why Bartow Regional Medical Center has a cath lab accredited to perform emergency procedures.

SOLUTIONS FOR FAILED ROTATOR CUFF SURGERY

By **Stuart Patterson, MD, FRCSC, FAAOS**
Board Certified Orthopaedic Surgeon

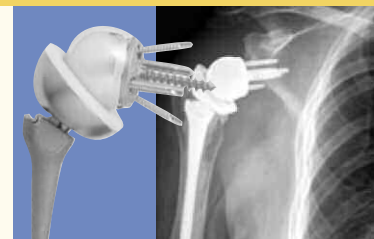


**If you suffer from joint pain
and can no longer move
freely, perhaps it's time to
consider the benefits of
orthopaedic surgery.**

In the normal shoulder, the ball and socket joint functions normally due to the presence of muscles and tendons that attach to the bones. When some of these muscles/tendons (rotator cuff) tear, the joint can become unstable, and if this is not corrected in a timely fashion, the cartilage “cushions” on the bone ends wear off, resulting in arthritis.

When the torn tendon is repaired, normal function can be restored to the shoulder. However, in some situations these tendon repairs fail or there is a delay in repairing the tendon. Over time, without treatment, the muscles attached to the torn tendons deteriorate, and as a consequence it may not be possible to repair a long-standing rotator cuff tear. Some of these shoulders may be reconstructed by transferring “spare”

When it comes to shoulder disorders, one of the biggest problems faced by patients and surgeons has been the painful rotator cuff-deficient shoulder. These patients may have rheumatoid arthritis, failed treatment of shoulder fractures or massive rotator cuff tears that are too large to repair.



Over time, rotator cuff tears may cause arthritis.



Dr. Stuart Patterson

shoulder tendons to the upper arm. This is only done when arthritis is not present. These procedures usually provide excellent outcomes in active patients 65 years of age, or less. The surgery usually takes three hours and requires a short hospital stay of one or two nights. Physical therapy is required to regain function after the surgery. This procedure usually results in predictable pain relief, joint stability and improved motion. Most patients are able to return to all activities in three to six months.

For the older patient (older than 65 years) and

those with arthritis, the best reconstructive option for the painful rotator cuff-deficient shoulder is currently a reverse total shoulder arthroplasty (RTSA). This procedure has been performed successfully in Europe for many years. These designs place a ball on the socket side of the shoulder and a socket on the ball, a reverse of the normal design.

These joint replacements take advantage of the normal deltoid muscle to provide motion. The surgery usually takes a three hours and requires short hospital stay of one or two nights. Physical therapy is required to regain function after the surgery. This procedure usually results in predictable pain relief, joint stability and improved motion. Most patients are able to return to activities within a few months. □

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Dr. Herman Matallana

ALLERGIES

Are ONE of His Specialties



Dr. Herman Matallana

The specialty practiced by Herman Matallana, D.O., is called otolaryngology, but “Ear, Nose and Throat specialist” is the term most people are familiar with. Dr. Matallana recently opened an allergy clinic in his office. (See sidebar.) Other conditions treated by practitioners of his wide-ranging specialty include laryngitis, snoring and sleep apnea, sore throat, swollen salivary glands, and infected tonsils and adenoids.

is completing his board certification in this country. Dr. Matallana himself is bilingual in English and Spanish, as is most of his staff, including the person who handles billing, the office manager and the receptionist.

“There are many sub-specialties among otolaryngologists,” says Dr. Matallana. “One of mine is facial reconstructive surgery, which I perform on patients at Bartow Regional who have suffered facial traumas. Another is allergies, a problem requiring careful diagnosis and treatment that look not just at individual issues, but at the whole body.”

His philosophy of treating the whole patient derives from his training as an osteopath, although he no longer performs cervical spine manipulations because his specialty doesn’t leave him time to keep in practice. “What I learned from my training in osteopathy was that when someone comes to you with chronic headaches or sinus problems, you don’t just treat the symptoms without first asking yourself what else may be involved,” he says.

“For example, the problem may be stress-related. And sometimes the cause turns out to be an allergy.”

Dr. Matallana’s new offices are at 604 Robin Road in Lakeland, telephone **863-701-9510**. □

Diagnosis and Relief of Allergies

Allergies come in two varieties, explains Dr. Herman Matallana: allergies to food and to inhaled allergens (the term for substances that produce allergic reactions). After Dr. Matallana takes down a patient’s history to focus the investigation, his medical assistant performs a blood test to determine the cause of a food allergy, or a skin test to diagnose an allergy to inhaled allergens from grasses, trees, pollen and molds.

Once the cause has been diagnosed, there are three kinds of treatment for allergy to inhaled allergens:

- ▶ Antihistamines to treat symptoms
- ▶ Injecting a low dose of the allergen that is causing the problem and gradually increasing the dose until the body develops an immunity to it.
- ▶ Administering allergens through a substance placed under the tongue (the sublingual method) rather than by injection. This method is not yet approved by the Food and Drug Administration, but Dr. Matallana reports that many of his patients prefer it as a treatment modality.

Food allergies are treated by identifying and eliminating the culprits from the patient’s diet. Common food allergies include eggs, shrimp, peanuts and milk.

For more information about Dr. Matallana’s allergy clinic, call 863-701-9510.

“Allergies require careful diagnosis and treatment that looks not just at individual issues, but at the whole body,” says

Dr. Herman Matallana.

Dr. Matallana, who did his residency at the St. Louis des Peres Hospital in St. Louis, came to Bartow when he was recruited by the hospital in 2002. He recently moved his offices to Lakeland, permitting him to continue treating patients in the Bartow area while expanding his service area to Claremont, Winterhaven and Plant City.

“I’m fifteen minutes from Bartow Regional, which is still the only hospital where I send my patients,” he says. “I am very happy with the facilities and the care my patients receive there.”

Because his service area includes a sizeable Latin American population, Dr. Matallana’s practice is bilingual. His medical assistant, Rainaldo Hernandez, is a Cuban physician who

To treat allergies you need a careful diagnosis and a treatment plan that looks not just at isolated issues, but at the whole body.

Sleepless in Bartow?

Helping You Get a Good Night's Sleep
Pulmonary Specialist Oversees Sleep Lab

Chronic sleep-related problems can affect your attention span, concentration and response time. They can also affect your health. "Sleep disorders are associated with increased risk of diabetes, heart disease and stroke," says Perwaiz Rahim, M.D., FACP, FCCP, Medical Director of the Central Florida Sleep Diagnostic & Treatment Center. "Relieving symptoms can make a difference to both short- and long-term health."

There are many kinds of sleep disorders [see sidebar], so



Dr. Perwaiz Rahim shows a patient his X-ray.

treatment begins with diagnosis. In a comfortable, hotel-like setting at the sleep lab, patients are monitored and diagnostic data gathered. When the patient arrives at the Sleep Lab in the evening, a technician attaches electrodes that monitor brain-wave activity, eye movement, breathing, heart rhythm, muscle tone and leg movement. Each bedroom has a private bath, so the clinical experience is as comfortable and private as possible.

Dr. Rahim, who is board-certified in treatment of sleep disorders, works with the patient's primary care physician in diagnosing and treating the problem. Results of sleep studies are typically shared with referring physicians within 72 hours of testing.

Dr. Rahim is also board-certified in internal medicine and critical pulmonary care. Besides caring for patients in



Who's taking your zzz's?

Here are the most common culprits diagnosed at the Central Florida Sleep Diagnostic & Treatment Center:

Sleep apnea, which causes a person to awaken many times during the night and feel sleepy during the day. Untreated sleep apnea can increase risk of stroke and other cardiovascular diseases.

Narcolepsy Excessive daytime sleepiness, even after sleeping enough at night

Restless leg syndrome Creeping, crawling, painful sensations in the legs that make it difficult to fall asleep

Snoring Excessively loud breathing may be caused by abnormalities in the nose or throat.

the hospital's Intensive Care Unit, he treats chronic pulmonary problems such as emphysema, asthma, pulmonary fibrosis, allergies and lung cancer in his practice.

At his office he offers clinics in smoking cessation and obesity, which is a frequent cause of sleep apnea. He also offers clinics in insomnia, a "wakefulness disorder" that is not usually diagnosed and treated at the Sleep Lab.

If you think you are getting enough sleep at night but still feel tired during the day, ask your doctor whether a sleep study is right for you, or just call the Sleep Center at **863-534-3707**. □

One-Call Scheduling Convenience

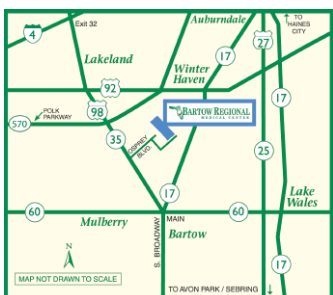
Convenience and customer service are the cornerstones of Bartow Regional Medical Center's Imaging Center. It all begins with One-Call Scheduling. All imaging tests and many other outpatient appointments are scheduled through this one number. You can arrange your visit, provide your health insurance and referral information, and learn what you need to know about your procedure.

Call 863-514-1406 today for your appointment, and let our trained professionals handle the rest.



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