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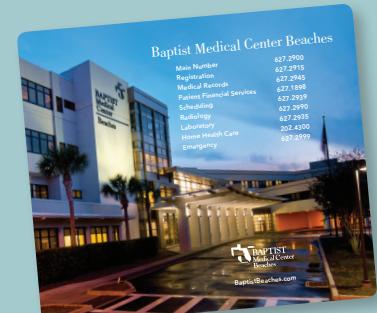
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Jacksonville Beach, Florida 32250

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Baptist Beaches: The Heart of Health Care in Your Community



INSIDE: Building Strength and Friendships in Cardiac Rehab



Free Mouse Pad

Call **202.CARE (2273)** for a Baptist Beaches mouse pad with the hospital numbers you need.

New Cardiac Cath Lab Will Help Physicians Get to the Heart of the Matter Quickly

Two Labs in One



Equipped with the most advanced X-ray and monitoring equipment available, the new cardiac catheterization lab at Baptist Beaches will allow physicians to evaluate the heart quickly and with precision.

For the 2,200 patients admitted to Baptist Medical Center Beaches with chest pain each year, every second counts. Although only 20 to 30 percent of those patients are having a heart attack, the ability to make that determination quickly can have a significant impact on the patient's ability to recover and resume an active, healthy life.

As a certified chest pain center, Baptist Beaches has undergone rigorous evaluation to ensure our specially trained team meets national standards for "door-to-balloon time." Door-to-balloon time refers to the time it takes for a patient to be identified as having chest pain to the time they enter a catheterization lab for balloon angioplasty.

Meeting or exceeding the national standards means physicians have a better chance of saving healthy heart muscle.

"Time is muscle," says Carlos Sotolongo, MD, director of the Baptist Beaches Chest Pain Center. "The longer you go, the bigger the heart attack; the bigger the heart attack, the worse patients do in the long run."

When preliminary tests indicate there could be blockage in the coronary arteries, a cardiac catheterization is the next step in diagnosing the problem and determining the best course of treatment.



Cardiac catheterization can pinpoint the exact cause, location and extent of almost any heart problem.

The addition of a state-of-the-art Cardiac Catheterization Lab in April will provide a life-saving service that could benefit thousands of Beaches residents.

"When you can save 20 or 30 minutes by doing the procedure on-site, that's huge," says Dr. Sotolongo.

State-of-the-Art Diagnostics

Considered the "gold standard" in diagnosing heart disease, cardiac catheterization is a minimally invasive procedure in which a thin, flexible tube, or catheter, is inserted into the artery or vein in the patient's arm or leg. Once the catheter is inserted, the physician advances it to the heart using X-ray guidance. Contrast dye is injected through the catheter to outline the arteries and show any blockage that may be present.

"We can also look at the heart function and measure different pressures in the chambers of the heart for abnormalities," says Bernardo Utset, MD, medical director of the Cardiac Catheterization Lab.

Unlike a stress test, which can only show that blockage exists, cardiac catheterization can pinpoint the exact cause, location and extent of almost any heart problem.

Hybrid Lab Will Include Interventional Radiology

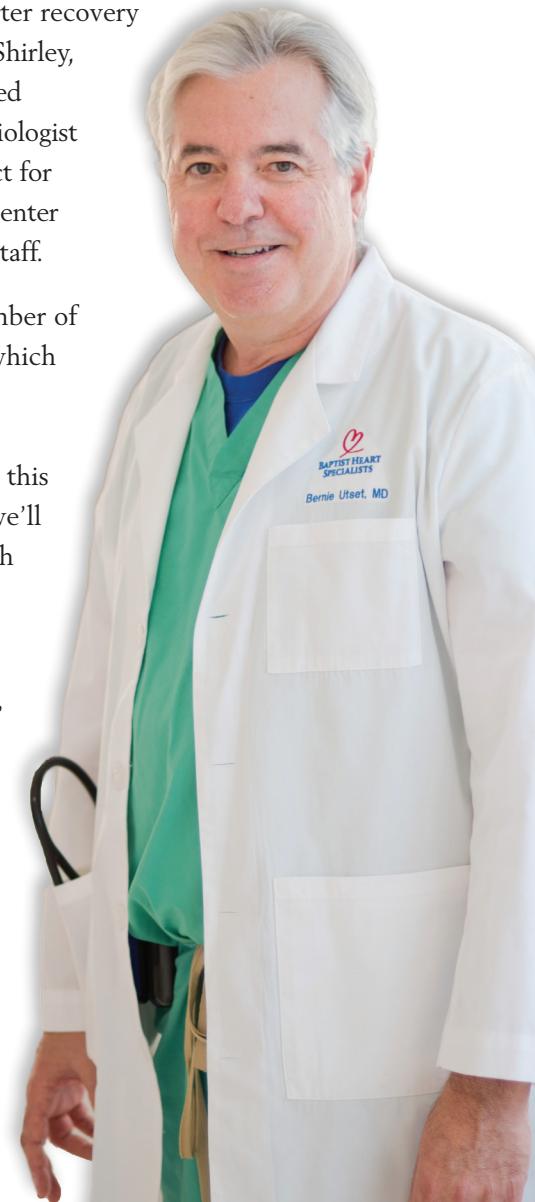
Because cardiac catheterization and interventional radiology require the same X-ray and monitoring equipment, the new Cardiac Cath Lab will be a hybrid that allows for both types of procedures to be performed in one location.

Bernardo Utset, MD
Medical Director, Cardiac Catheterization Lab

Combining the two labs into one space allows many conditions that once required surgery to now be treated through interventional radiology. Interventional radiologists use their expertise in reading X-rays, ultrasound and other medical images to guide small instruments such as catheters through blood vessels and other pathways to treat disease through the skin, thereby avoiding large cuts associated with traditional surgery.

"These treatments generally involve less pain and shorter recovery time," says Steve Shirley, MD, board-certified interventional radiologist and president-elect for Baptist Medical Center Beaches medical staff.

"We do a fair number of vertebroplasties which stabilize fractures in the spine," says Dr. Shirley. "With this new equipment we'll be able to see with the highest resolution, and resolve the pain for most patients."



When to Seek Medical Attention

When it comes to your heart, physicians prefer to err on the side of caution.

If you have any of the following symptoms, call 9-1-1 immediately.

- Chest pain or discomfort that often feels like a heavy weight, or like a squeezing, aching or burning sensation
- Pain that radiates from the left side of the chest and spreads to the arms, shoulders, neck, back or abdomen
- Intense sweating, weakness, lightheadedness, shortness of breath, nausea and "indigestion"

Men are more likely to have severe pain in the chest, while women typically have pain in the shoulders, upper back, neck and jaw.

If you have any heart-related concerns, consult your primary care physician.

Cardiac Rehabilitation Offers Heart Patients Hope and Healing



Sara Holloway-Smith advises and encourages cardiac rehab patients during weekly exercise classes.

Following a heart attack, some patients fear they will never again be active and healthy.

Cardiac/Pulmonary Rehab Coordinator Sara Holloway-Smith helps alleviate those fears, but she doesn't do it alone. Fellow cardiac rehab patients encourage the newcomers as well.

"When they see someone who's been with us for 20 or 30 sessions, and they're walking fast on a treadmill with a 3 or 4 percent incline, it gives someone who's just getting started hope and reassurance that they're going to be OK," Holloway-Smith says.

Each week, the Wilson-Epstein Center for Diagnostic and Rehabilitative Services at Baptist Beaches hosts between 100 and 120 cardiac rehabilitation patient visits.

"Most cardiac patients don't want to frighten their spouse or children, so they don't share their anxieties and fears with them," Holloway-Smith says. "But in this setting, it's very safe. Everybody's been through a similar experience."



"Studies have shown that patients who go through a cardiac rehab program reduce their risk of a recurrent cardiac event anywhere from 40 to 60 percent. Our program provides an important service to cardiac patients during the most vulnerable time, right after a cardiac procedure or after a heart attack. Our dedicated staff and volunteers help them move on with their lives."

Pamela Rama, MD, Medical Director
Cardiac Rehabilitation Center

Dealing with the emotional ups and downs of recovery is one of the topics addressed in the cardiac rehab process. Physicians, dietitians, exercise specialists and psychologists all work together to provide patients information about heart health, physical fitness, nutrition and stress management.

Building Endurance and Lifelong Friendships

Since cardiac rehab exercise classes are scheduled, patients find themselves with the same group of people three days a week for up to 12 weeks. Oftentimes, a strong bond develops among the participants.

As patients get stronger, they are released from outpatient cardiac rehab and encouraged to continue exercise programs at home or at a fitness center. Many, however, take advantage of the ongoing cardiac rehab services available at Baptist Beaches.

So strong is the bond among this elite group, the patients continue to meet for special events long after they have been

released to pursue active, healthy lives independently. They get together for an annual Cardiac Rehab Reunion in March; they participate in the American Heart Association Heart Walk together in September; and when the holidays roll around, they gather for a festive feast where everyone brings a heart-healthy side dish along with the recipe to share with others who have "been there."

"Some of them have been with me for 12 to 14 years. They're part of the family," Holloway-Smith says.

The cardiac rehab program at Baptist Beaches accepts patients from all area hospitals with a physician referral.

If we can help you obtain the necessary physician referral for our cardiac rehab services, call us at 904.202.CARE.



Past and present cardiac rehab participants accept the Heart Walk challenge each September.

Local Estate Attorney Clay B. (Chip) Tousey, Jr. Thrives After Heart Attack

One minute Chip Tousey was serving a tennis ball at Sawgrass Country Club. The next minute he was lying in a hospital bed at Baptist Medical Center Beaches surrounded by family. Between those two minutes, friends, emergency medical technicians and physicians waged a 24-hour campaign to save his life.

"After people go into cardiac arrest, they're very unstable," says Jeffrey Smowton, MD, medical director of emergency services at Baptist Beaches. "It's touch and go for the first 24 hours certainly."

A Dramatic Rescue

When Tousey collapsed on the court, his tennis partners went into action immediately. One began administering CPR and another went to the club house in search of a defibrillator. Luckily, they found one.

Tousey's friends called 9-1-1, and emergency medical technicians continued to work on him until he arrived at the emergency room.

"He was unconscious, but he had a pulse at that point," Smowton says. "They really saved his life."

A New Normal

Once stabilized, doctors performed a heart catheterization and implanted an internal automatic defibrillator device in his chest. The internal defibrillator is programmed to shock the heart back into rhythm in the event of a cardiac arrest.



Upon release from the hospital, Tousey was told he could resume normal activities. He returned to work immediately but was unsure about pushing himself too much physically.

He credits the cardiac rehabilitation program and coordinator Sara Holloway-Smith with helping him overcome the uncertainty.

"Sara is fabulous. She helped me get my confidence back and taught me that I could exercise, and it wasn't going to kill me. That was really a great gift."

Eight years later, Chip Tousey is still playing tennis but has recently added mountain climbing with friends and family in Telluride, Colorado to his fitness program.

"People have said to me, 'Weren't you mad that this happened to you?' Absolutely not! I'm just glad I survived it," Tousey says.

Comprehensive Breast Care Services Earn Baptist Beaches Full Accreditation

Multi-disciplinary cancer care teams develop treatment plans for individuals dealing with breast cancer. The teams include surgeons, medical oncologists, radiation oncologists, radiologists, pathologists and an RN breast care coordinator.



Awarded to hospitals that voluntarily commit to providing the highest level of care, three-year full accreditation designation from the National Accreditation Program for Breast Centers (NAPBC) means the best in breast care is available right here in your neighborhood.

"It's like the Good Housekeeping Seal of Approval," Cancer Care Coordinator Beth Bartleson says. "With NAPBC accreditation, patients know they have access to the top level of care and physicians."

To earn the designation, Baptist Beaches was evaluated on 27 standards in the categories of leadership, clinical management, research, community outreach, professional education and quality improvement.

Expert Digital Mammography

Because early detection is crucial in the successful treatment of breast cancer, this ability to identify potential problems can be a life-saving

advantage. That's why we use digital technology for mammograms, which are read by an all-female, board-certified team of breast radiologists.

Multi-disciplinary Care Teams

If the diagnosis is breast cancer, a breast care coordinator is immediately assigned to the patient to help navigate through her appointments, treatments and healing process. Our patients benefit from a multi-disciplinary team approach, where physicians and clinicians work together to develop a personalized treatment plan.

A Holistic Approach at Wilson Cancer Care Center

Understanding that overcoming cancer is more than a physical challenge, Baptist Beaches offers education services to the patient and family; stress reduction and relaxation programs; nutritional counseling; pastoral care and family counseling; and exercise, physical therapy and yoga. At Wilson Cancer Care Center, all programs and services are designed to meet the needs of breast cancer patients, whether those needs are of the mind, body or spirit.



Who's Your Buddy?

Since the chances of beating breast cancer increase significantly when detected early, First Coast News and Baptist Health teamed up 20 years ago to create Buddy Check 12.



A system that encourages friends to remind each other to make time for monthly breast self-examinations and routine mammograms, Buddy Check 12 has saved hundreds of lives in Northeast Florida.



In honor of Buddy Check's 20th anniversary, why not schedule a mammogram for you and a buddy today?

Call our scheduling center at 904.202.2222.



First Coast News Anchor Jeannie Blaylock with Buddy Check breast cancer survivors



Baptist is the official breast health partner for Buddy Check.

Our Cancer Care Coordinator Helps Patients Navigate their Journey to Recovery

When a large commercial ship enters the murky waters around Mayport, a specially licensed mariner boards the towering vessel in the open seas, takes command of the boat and guides it up the St. Johns River. These highly skilled harbor pilots use their knowledge of the river's currents, bottom contours and landmarks to ensure those foreign to the hydrography reach their marine terminal safely.

Registered nurse Laurie Piscitelli views her role as cancer care coordinator in much the same way. "I help guide the patient through very unfamiliar waters."

Since cancer is a complex disease, a number of healthcare professionals are involved in the patient's care. Throughout treatment, the patient will have contact with surgeons, radiologists, nurses, social workers, pharmacists and numerous others. In addition to keeping the names and faces straight, a patient can quickly become overwhelmed with the foreign terminology, multiple appointments and complicated care instructions.

This is where Piscitelli comes in.

Armed with knowledge of the hospital's processes and procedures, the local resources available to patients and the obstacles that may surface, Piscitelli helps patients and their families navigate the journey to better health.

A professional nurse for 39 years, Piscitelli has worked in many nursing disciplines, including the nine years she provided "hands on" care in an



oncology unit. For the past eight years, she has worked in employee health, but Piscitelli was eager to return to oncology when the cancer care coordinator position was created through the generous support of longtime beaches residents Tylee and Pat Wilson.

Seeing how much the breast care coordinator was able to assist patients during treatment, the Wilsons dreamed of expanding this type of personalized care to other cancer treatment programs. Thus, the cancer care coordinator position was created to focus on lung, colon and prostate cancer, which are currently the most prevalent types of cancer.

In addition to working one-on-one with patients, Piscitelli develops educational programs that encourage community residents to maintain healthy lifestyles and to take charge of their health by getting the appropriate health screenings.

"That's what I'm after," she says. "Prevention's the biggie."

Philanthropy Enhances Our Care

Over the years, the generous support of donors has helped transform Baptist Beaches to a state-of-the-art medical center in the heart of the beaches community. The programs, services and facilities listed are programs that will be enhanced by philanthropy:

Facility Updates and Expansion



- An outpatient surgery center with four operating rooms equipped with advanced surgical technology to provide outpatient surgery services at the beaches
- Wilson Cancer Care Center, which houses a wide range of resources to better serve the needs of cancer patients
- Emergency Center renovations of the entrance, waiting room and registration area to improve access and decrease wait times
- Labor and delivery waiting room renovations to increase the comfort of expectant mothers and their families

- A new cardiac catheterization lab to help physicians identify the presence and extent of heart disease with greater precision.

Advanced Medical Technology

- Lightspeed Pro 16 CT Scanner that allows radiologists to view organs in action during diagnosis
- Signa MRI machine that uses radio frequencies to diagnose abnormalities in the body including cancer, infections, herniated disks and multiple sclerosis
- da Vinci® Surgical System allowing for more minimally invasive surgeries, which results in smaller incisions and faster recovery for the patient

Make a Gift

Your support for Baptist Health's not-for-profit mission will help people of all ages throughout our community. Mail your check tax-deductible check to Baptist Health Foundation, 841 Prudential Drive, Suite 1300, Jacksonville, FL 32207, or donate online at <https://foundation.baptistjax.com/givenow>

We are Locally Owned and Governed

Guided by a volunteer Board of engaged business and civic leaders, Baptist Beaches is a not-for-profit organization owned by the community — not by shareholders. Local governance means we are uniquely structured to understand, respond to and anticipate community needs. It ensures our accountability to the communities we serve.

Our current Baptist Medical Center Beaches Board of Directors includes:

Ernest P. (Ernie) Bono, Sr., Chair
John K. Anderson, Jr.
Sonny Bhikha
Nancy Broner
Samuel A. Christian, MD

Peter J. Ghiloni
Nathaniel R. Herring, Jr.
Howard C. Serkin
Carol C. Thompson
William R. Wainwright, MD

Baptist Health CEO Hugh Greene and COO John Wilbanks serve as Ex Officio members.

Meet Jason Simpson

Jason Simpson may be new to his role as Development Director at Baptist Medical Center Beaches, but he's no stranger to the community.

After graduating from Slippery Rock University in Pittsburgh, Pa., Simpson traveled to Ponte Vedra for a 16-week internship and the opportunity to soak up the sun in a vacation destination. He never left.

"I fell in love with this community and the people," Simpson says.



His love for the Beaches community inspired his decision to become the hospital's development director. "Fundraising is really about service and trying to improve a community," says Simpson, who came to Baptist Beaches from United Way of Northeast Florida. "So, it's just wonderful to be working for such an important organization in a community that I love."

One of his first tasks will be to raise matching funds for a \$200,000 challenge grant to help finance a state-of-the-art, diagnostic Cardiac Catheterization Lab. The Baptist Beaches' lab will enhance convenience for patients and eliminate the need to travel downtown for the procedure.

As for the challenges he may encounter in achieving his mission, Simpson is undaunted.

"We have a great tradition of philanthropy at our hospital, and it's growing," Simpson says. "I think people recognize that health care and Baptist Beaches are good ways to give back to the community and to make a difference in the lives of their friends and families."

You Can Make a Difference

Now more than ever, philanthropy will help determine the success of medical facilities throughout the United States. To find out how you can make a difference at Baptist Beaches, contact Jason Simpson at **904.627.2912** or email Jason.Simpson2@bmcljax.com.

