

A PUBLICATION BROUGHT TO YOU BY MEMORIAL HOSPITAL OF UNION COUNTY

# wellaware

WINTER 2007

## Where to Turn When Your Child Has Asthma

**Fast Care  
for Minor  
Emergencies**

**For Your  
Convenience**  
Making Leaving  
the Hospital  
Easier than Ever



**MEMORIAL HOSPITAL**  
UNION COUNTY  
*Committed to care. Devoted to caring.*



# When It's **NOT** an Emergency

Have a cut that needs medical attention or a child with a low-grade fever? Can't wait to get in to see your primary care physician? Urgent Care by Memorial Hospital of Union County is here to help.

- ✓ close to home
- ✓ fast service
- ✓ lower cost than ER
- ✓ excellent customer service
- ✓ help when you can't see your primary physician
- ✓ board-certified or board-eligible physicians
- ✓ caring nurses
- ✓ diagnostic lab services
- ✓ imaging services
- ✓ late hours
- ✓ open seven days a week
- ✓ no appointment necessary

The Urgent Care Center is an alternative to the emergency room for people who need immediate attention, but have conditions that are not life threatening. The facility provides diagnostic lab and imaging services and treats aches, pains, and minor injuries in a timely manner.

Physicians providing care at the center typically treat three to five patients per hour, and are board-certified or board-eligible. Most have also worked in busy hospital ER settings.

The center, which is located adjacent to the Union County Family YMCA at 1140 Charles Lane in Marysville, allows members of the community to get medical care close to home, especially when their primary care physicians are not available.

## RELY ON US

Another benefit of using the Urgent Care Center is that the cost is often lower than a visit to the ER. Varying from insurer to insurer, co-pays typically are \$25–50 for urgent care, compared to \$75–100 for ER services.

Best of all, when you come to the Urgent Care Center, you will receive the excellent customer service you have come to expect from Memorial Hospital.

***Urgent Care is open at  
1140 Charles Lane in Marysville***  
*Monday-Friday: 4 p.m.-10 p.m.*  
*Weekends: 10 a.m.-10 p.m.*  
***Call (937) 578-4310 for more information.***



### Reasons to visit the Emergency Department at Memorial Hospital of Union County:

- severe bleeding or abdominal pain
- difficulty breathing
- broken bones
- trauma or injury to the head
- sudden dizziness or difficulty seeing
- chest pain or pressure

### Reasons to visit Urgent Care by Memorial Hospital of Union County:

- sprains or strains
- ear infections
- upper respiratory infections
- sore throats
- minor burns and rashes
- cuts or wounds that may require stitches
- diarrhea, fever, or vomiting

ON THE COVER: Justin Krueger, MD, a board-certified internal medicine and pediatrics physician on staff at Memorial Hospital of Union County is seen here with Rachel Snyder. Read more on page 4.



**Chip Hubbs**, CEO/President  
**Dennis Stone**, Chairman,  
 Board of Trustees

**Nancy Conklin**, Vice President,  
 Marketing and Development  
**Melanie Ziegler**, Editor  
**Jason Hollback**, Editor

wellaware is published quarterly by the  
 Public Relations, Marketing, and Development Office  
 of Memorial Hospital of Union County. © 2007

500 London Avenue, Marysville, OH 43040 • (937) 644-6115 • (800) 686-4677 • Physician referral: (937) 578-2573 • www.memorialhosp.org

# COVERING Cancer Patients with Care

Cancer patient Stephanie Sheridan cuddles up with a handmade quilt created by community volunteers. >>



At Memorial Hospital of Union County, our oncology services provide for more than your physical well-being. A new program called Comfort Quilts aims to offer comfort and peace during the cancer treatment process.

Began in October 2006, Comfort Quilts gives handmade quilts to cancer patients so they can be comfortable and warm when they undergo chemotherapy—which can last up to several hours for each session.

“The quilts are made by people in the community—including quilting guilds, church groups, individuals, and school organizations,” says Noreen Runyan, RN, BSN, Parish Nurse Coordinator and Comfort Quilts Program Co-Director. “Quilts are symbols of love and comfort,

and they act as a visual reminder to cancer patients that they are not alone in their battle against the disease—their community is behind them.”

## COMPREHENSIVE CARE

Comfort Quilts is not the only way Memorial Hospital cares for cancer patients. Memorial offers a comprehensive line of oncology services from diagnosis to remission.

“Our chemotherapy and infusion services are delivered by highly trained

oncology physicians and nurses who work together as a team to treat the patient,” says Runyan. “We feel this team approach and the atmosphere in which treatment is delivered makes the cancer services at Memorial not only personalized, but also very special.”

*If you would like more information on how you can help comfort cancer patients by joining the Comfort Quilts project, please call Noreen Runyan at (937) 578-2237.*

## From Your Heart to Ours and Back Again



Gala attendees Sue Kruse (left) and Joanne Seiffert enjoy good conversation at the event.

The Memorial Hospital of Union County Auxiliary celebrated glad tidings and another year of giving with its sparkling holiday gala.

The doors to Made From Scratch in Dublin opened at 6 p.m. on November 4, 2006, and Memorial Hospital of Union County Auxiliary Gala attendees entered for an enchanting, excitement-filled evening. More than 200 guests enjoyed a gourmet meal and bid on a variety of wonderful wares—including handmade quilts, sports memorabilia, dining packages, jewelry, a cruise, and golf clubs—all while showing their support for high-quality healthcare.

Magical touches in the form of sponsorships and donations came from a variety of groups, businesses, and individuals.

Variety and fun make the annual gala the most anticipated fundraising event of the year. But the gala is about much more than festivities. It is also an opportunity for community members to support an important cause.

The theme for the 2006 gala was “From Your Heart to Ours.” The more than \$30,000 generated from this event will help Memorial Hospital make leading-edge cardiac diagnostic technology available close to home with the addition of the dual source computed tomography (CT) scanner this spring. For more information about Memorial Hospital Auxiliary events, call (937) 578-2360.

What will you be doing on Saturday, November 3, 2007? Mark your calendars for the next annual Memorial Hospital of Union County Auxiliary Gala.

Pediatric

# Asthma Problems

Imagine running a 26-mile marathon and then trying to breathe through a pinched straw. If your child has asthma, that's exactly what it feels like when he or she suffers an asthma attack.

**M**ore than 6 million children and adolescents age 18 and younger suffer from asthma, a common condition that causes the lungs' airways—the bronchial tubes and bronchioles—to become inflamed and swollen. When an asthma attack or flare-up occurs, a combination of events fall into place that makes it even more difficult for the affected child to breathe. Mucus clogs the bronchial tubes, which makes the inflammation worse and causes the tubes to swell, and the muscles around the airway constrict and further reduce the airway size.

“Because the child will suddenly start wheezing, coughing, and experience breathing problems, an asthma attack can be life-threatening,” says Justin Krueger, MD, board-certified internal medicine/pediatrics physician on staff at Memorial Hospital of Union County. “That’s why it’s important for kids with asthma to have their problem diagnosed early, and then work together with their families and their physicians to make sure an asthma attack is treated quickly.”

## 4 Signs Your Child Needs Hospital Help

While most asthma attacks can be treated at home with medication prescribed by your child's pediatrician, you should immediately go to the hospital if any of these events occur:

Your son or daughter is having difficulty speaking.

1

You can easily see the areas at the bottom of your child's neck or between the ribs as he or she inhales.

2

When rescue medications don't work after five or 10 minutes, or if the flare-up symptoms go away and return quickly.

3

Your child's color—especially the lips or chest—begins to change to blue or gray.

4



Asthma can be diagnosed at any time during your child's life, including infancy.

However, about half of all kids with asthma will have developed symptoms by the time they reach the age of 2, and 80 percent of children with the disease will have symptoms by age 5. Many children grow out of asthma by adulthood.

## SIGNS AND SYMPTOMS

While not all children with asthma will experience traditional signs and symptoms, it's important for children who regularly experience these symptoms to see a physician for further diagnosis:

**Chest tightness.** Many children with asthma will say that it feels like someone is sitting on their chests.

**Coughing.** Children with asthma often experience coughing at night or early in the morning that makes it difficult for them to sleep.

**Shortness of breath.** Asthmatic children often feel like they're out of breath or can't get enough air into their lungs.

**Wheezing.** Because the airways are constricted, whistling and wheezing while your child breathes is a common asthma-related problem.

If your child begins experiencing symptoms of asthma, the pediatrician will listen to your child's breathing and examine him or her for symptoms of the disease. Because asthma medications are generally not dangerous, children younger than age 5 who exhibit symptoms of asthma are usually placed on medication to see if symptoms can be controlled.

For children ages 5 and older, the physician might use a tool called a **spirometer** to measure the amount and speed of air blown out of the lungs after taking a deep breath. If your child has asthma and the airways are inflamed, he or she won't be able to blow air as effectively as other children.

If asthma symptoms are present but the spirometer test results are normal,

# Memorial Health Forum

Do you have more questions about asthma and children? Then you'll definitely want to attend "Controlling Asthma in the Pediatric Population," the first program in Memorial Hospital of Union County's new speaker series. This program will be presented on Tuesday, February 20th at 7 p.m. by Justin Krueger, MD and Peter Mustillo, MD. Both are board-certified internal medicine and pediatrics physicians on staff at Memorial Hospital. They will discuss the signs and symptoms of asthma and educate the community about this common, yet very serious, health problem.

**To find out more information about "Controlling Asthma in the Pediatric Population" or any other future program in Memorial's new speaker series, visit [www.memorialhosp.org](http://www.memorialhosp.org). To register for any of these classes, call (937) 578-2573.**



Dr. Krueger listens to Molly the Doll's heart with her proud owner, Rachel Snyder.

the physician may follow up with tests that examine for problems that can cause similar results, such as allergies, gastroesophageal reflux disease, or sinus disease. The physician might also perform a chest X-ray or electrocardiogram to see if lung or heart disease is the cause of the symptoms.

## GETTING TREATMENT

When a child is diagnosed with asthma, it's important to educate the child and his or her caregivers about how to treat an asthma attack.

"Asthma is a chronic disease, so we should educate everyone about the condition when the child is as young as possible," Dr. Krueger says. "Beginning in the preschool and kindergarten years, allow them to participate in their treatment and teach them about the disease. As teenagers, they'll be able to do the treatment themselves, as long as an adult is monitoring them for consistency."

Asthma treatment varies from child to child, depending on the severity and

frequency of attacks. However, most children will be on both **quick-relief medications** and **long-term control medications**.

**Quick-relief medications** are taken to immediately relieve the symptoms of an asthma attack and help control the attack in minutes. These medications, which are inhaled, relax the muscles around the airway and allow immediate relief for breathing difficulties. **Long-term control medications**, which are taken daily, work to reduce airway swelling and can be given through an inhaler, a tablet form, or a liquid.

"Long-term complications of asthma can cause serious problems, so it's best to get diagnosed as quickly as possible, then follow your physician's instructions to control the disease," Dr. Krueger says. "With the right medications, a child with asthma can have a very normal life."

*To find a physician to help diagnose or treat your child with asthma, visit [www.memorialhosp.org](http://www.memorialhosp.org).*

# A Great Year of Giving



## Your Gift Makes a Difference

The Development Council at Memorial Hospital of Union County partners with you to build, strengthen, and promote the future growth of your community's health-care services through donations.

We've developed several categories of giving and invite you to consider a donation at whatever level you're comfortable.

Areas include:

- **Major gifts**—Contributions are \$25,000 or more and are used for the enhancement of the hospital.
- **Special prospects**—Gifts given are \$10,000 or more over a maximum of 10 years and are designated for the Development Fund. Donors also become part of the Diamond Society and have unique opportunities.
- **Planned giving**—These gifts of any amount take into consideration the donor's overall estate and financial status. Donors are also recognized as part of our family legacy program.
- **Business honor roll**—This connection with area businesses builds good relationships and allows them to give annually through a standard charitable donation, the golf classic, and the gala.
- **Annual support**—Donors who give \$100 or more yearly become members of the Medallion Club and are invited to an annual celebration to say thanks for their philanthropy efforts.

**When you give a donation to Memorial Hospital of Union County, we promise to be a good steward of your gift—take 2006, for example.**

**T**he Development Council, which was founded in 2000, boasted another great year in 2006 thanks to your generous gifts. The council set a goal to raise nearly \$500,000 toward the purchase of a dual source computed tomography (CT) scanner. This equipment provides clearer diagnostic images captured in less time than ever before for scans of organs such as the heart, brain, and lungs. It will also be the first technology of its kind in the surrounding area.

"We couldn't do this without the gracious support of our donors," says Nancy Conklin, Vice President of Marketing and Development at Memorial Hospital. "Their assistance allows us to provide leading-edge technologies and enhance patient care in ways that may not be possible without their gifts."

### IT'S ALL ABOUT RELATIONSHIPS

Memorial Hospital relies on donors to support special projects such as raising funds for the dual source CT scanner. Since its inception, the Development Council has raised about \$2 million for various community and hospital enhancements, including the Miracle Life Center, computer-aided detection (CAD) System in mammography, a colonoscope, annual flu vaccinations, and participation in business health fairs and other health screenings.

"It's all about building relationships," says Jesse Conrad, Chair of the Development Council at Memorial Hospital. "We reach out and invite all local residents who want to become involved because this is your community, and *your* hospital, literally."

*To learn more about development activities at Memorial Hospital, call (937) 578-2573.*

## Need a Doc?

Whether you're new to the area, looking for a physician with an office closer to your home, or need to locate a specialist, Memorial Hospital of Union County's Physician Referral Service can help.

By simply calling **(937) 578-2573** between the hours of 8 a.m. and 4 p.m., Monday through Friday, you'll be connected to a referral service employee who will listen to your physician requirements and then make a recommendation for the provider who best suits your needs.

If you'd rather find a physician through the Internet, visit our Web site at [www.memorialhosp.org](http://www.memorialhosp.org) and click on our physician locator. There, you can search for a physician by specialty or name and learn his or her office location and phone number, board certifications, education, and training.



### Welcome, Dr. Qadoom

Memorial Hospital of Union County proudly welcomes our new physician, Mahmoud Qadoom, MD. Dr. Qadoom is board certified in internal medicine, pulmonary medicine, sleep medicine, and critical care medicine. He received his medical degree at the University of Jordan and completed his internship, residency, and fellowship at the University of Louisville, Kentucky. He serves as a special asset at Memorial because he will offer around-the-clock inpatient consultations for those with pulmonology and critical care needs. Dr. Qadoom will also be available in the Ambulatory Care Clinic to follow up on patients and to provide sleep medicine services.

"What is most important to me is establishing good relationships with patients as I diagnose their problems," says Dr. Qadoom. "I want to be more than a physician. I also want to be a friend."

● *To make an appointment with Dr. Qadoom, call (937) 578-2275.*

## Proud to Be Smoke Free



In compliance with the Smoke Free Workplace Act recently signed into law, Memorial Hospital of Union County has changed its smoking and tobacco policies for patients, visitors, and employees.

Patients at Memorial Hospital will not be permitted to smoke or use tobacco products while receiving services at our facility. Those who use tobacco products and need assistance with the withdrawal symptoms may receive a nicotine replacement that coordinates with their care.

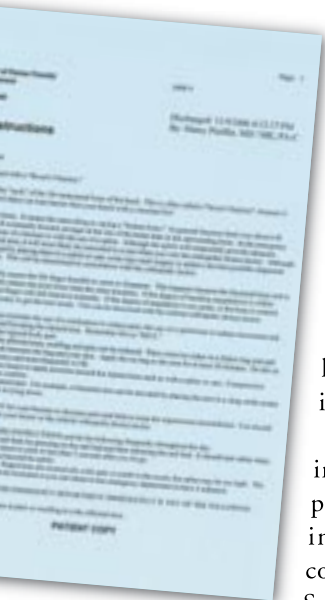
As stipulated in the law, Memorial Hospital will not allow individuals to smoke outdoors near any window, door, or ventilation system. For visitors, nicotine gum will be available for purchase in the gift shop. We have also established one single outside smoking area, located on the east side of the building, just past the Emergency Department entrance.

Effective January 1, 2008, Memorial Hospital will be an entirely smoke- and tobacco-free campus. At that time, the use of tobacco products on any hospital-owned property will not be permitted.

*If you would like information and resources to help you quit smoking or using tobacco, please call Memorial Hospital's Health Center at (937) 578-2580.*

# In Case of Emergency

When you're resting at home after a medical emergency, your visit to the Emergency Department (ED) can seem like a blur. In an effort to make sure you know what steps to take next, Memorial Hospital of Union County instituted a new discharge education and information program.



**DISCHARGE 123** is a computer software program that generates printed information about a patient's diagnosis, follow-up appointments, medications, and specific directions about what to do when the patient returns home. The instructions, which physicians can individualize, let patients know what to expect during recovery and give a list of signs and symptoms that would indicate a need for further treatment.


"Not only are the discharge instructions easy to read, but each patient receives more thorough information than the physician could write out by hand," says Nate Schreiner, RN, BSN, MBA, Director

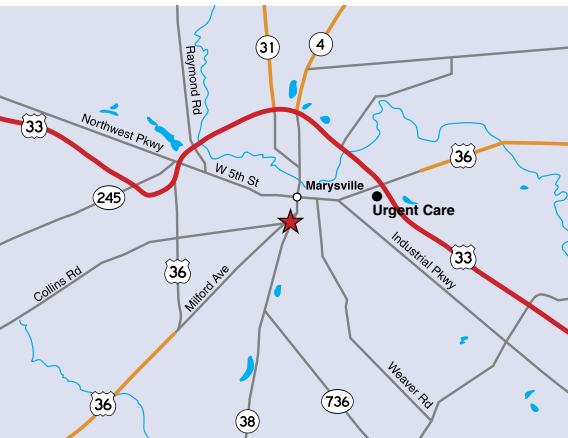
of the Emergency Department at Memorial. "With all the information they need right at their fingertips, patients can return home with confidence."

Besides being spared the task of deciphering a doctor's handwriting, patients also experience shorter wait times between treatment and discharge thanks to the new program. Through efforts such as Discharge 123, Memorial Hospital strives to redefine your expectations of a visit to the ER.



Marcy Pfeiffer, MD, shares a Discharge 123 printout with a patient.

 For more information about the emergency services available at Memorial Hospital visit [www.memorialhosp.org](http://www.memorialhosp.org).



This publication in no way seeks to serve as a substitute for professional medical care. Consult your physician before undertaking any form of medical treatment or adopting any exercise program or dietary guidelines.

PRSR STD  
US Postage  
PAID  
Marysville, OH  
Permit No. 22