

CHOICES

Global Problem, **LOCAL SOLUTIONS**

While the majority of today's developed countries are able to follow the World Health Organization's (WHO) screening recommendations for reducing the risk of transfusion-transmissible infections (TTI) in the blood supply, that's not the case for all countries. In fact, WHO states that of the 162 countries that accept donated blood from their residents, 41 aren't able to test their blood for all TTIs.

BECAUSE PHYSICIANS IN THESE countries are concerned about the possible spread of disease and infection as a result of unsafe blood transfusions, they're looking elsewhere for education about safe alternatives to blood transfusions—and they're turning en masse to The Institute for Patient Blood Management and Bloodless Medicine and Surgery at Englewood Hospital and Medical Center.

For more than a decade, The Institute has served as a resource for American physicians, residents, medical students, and representatives of academia who wanted to learn more about the art and science of blood management. Today, however, The Institute is taking a global approach to its teachings by providing specialized training opportunities for international physicians—including those from Australia, Austria, Ghana, Japan, New Zealand, South America, and numerous other countries—who want to learn about the blood conservation techniques being used at Englewood Hospital.

"I share my passion for improved patient outcomes through the demonstration of techniques that better prepare patients for surgery, minimize blood loss during surgery, and do not hamper immune systems after surgery," says Herbert Dardik, MD, Chief of Surgery and Vascular Surgery at Englewood Hospital and Founding Director of The Institute. "Practicing blood management has made me a better surgeon. My hope is that our example will help others



Dr. Wagner Martins Homero, Brazil



Dr. Julie McMorrow, Western Australia



Louis Terada, Japan



Dr. Nathaniel Usoro, Nigeria

see how adopting a blood-conserving mindset is better for all patients."

Global Appeal

The concerns about the spread of disease from tainted blood are very, very real in undeveloped countries. For example, in Nigeria—a country where most hospitals don't have the abilities to screen blood—about 3.5 million people are HIV-positive, with an estimated 14 percent of the HIV population infected by tainted blood transfusions. Nigerian physicians are among those who have traveled to The Institute in recent years to learn blood management techniques.

"We are committed to spreading the message about the safety and benefits of blood management around the world," says Sherri Ozawa, RN, Clinical Director of The Institute. "There is no better way for people interested in blood management to learn than to see where it is done best, and that's here at The Institute."

For more information about the technologies and techniques used at The Institute, visit www.bloodlessmed.com.



**The Institute for
Patient Blood Management &
Bloodless Medicine and Surgery**

Englewood Hospital and Medical Center



THE GOLDEN RULE

WHEN CARING FOR HIS patients, Barry M. Zingler, MD, Chief of the Division of Gastroenterology at Englewood Hospital and Medical Center, aims to follow one of the most basic philosophies in life: “the golden rule.”

“Taking care of patients in the bloodless medicine program at Englewood Hospital is really easy—it’s all about respect and treating others the way you would like to be treated,” says Dr. Zingler. “I always come back to this philosophy, as my children will attest, because it’s such a simple, true, and helpful way of approaching life.”

In his spare time, Dr. Zingler enjoys listening to music, exercising, and spending time with his wife, Melanie, and three daughters, Stephanie, Brooke, and Jodi.

For a physician referral to The Institute, visit www.bloodlessmed.com or call 1-888-766-2566.

A PASSION FOR MEDICINE AND ART

AFTER HAVING PERSONAL EXPERIENCES related to thyroid disease, Bryan T. Ho, MD, became a board-certified otolaryngologist—also known as an ear, nose and throat physician (ENT). Since that time, Dr. Ho, a committed member of the medical team at The Institute for Patient Blood Management and Bloodless Medicine and Surgery at Englewood Hospital and Medical Center, has built a successful practice based on his goal of taking care of each patient as though they’re his friends and family members.

In his spare time, Dr. Ho serves on the International Advisory Board of the Foundation for Photo/Art in Hospitals—an organization whose goal is to bring framed photographs to hospitals across the country.

“Scientific studies prove nature art has a positive effect on a patient’s healing and helps relieve stress and anxiety,” Dr. Ho explains. “It’s a mission that’s very close to my heart.”

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HELPING PATIENTS HEAL

FRED WOLODIGER, MD, BOARD-CERTIFIED surgeon at The Institute for Patient Blood Management and Bloodless Medicine and Surgery at Englewood Hospital and Medical Center, worked in a pharmacy when he was a teenager and made the decision to pursue a career in medicine after being encouraged to do so by his boss.

“I met some excellent mentors during my surgical rotation in medical school and decided on general surgery,” says Dr. Wolodiger. “My favorite part of my job is operating and being able to watch a patient improve, heal, and recover. I listen to each patient and decide on a proper course of action—if surgery is not appropriate, I don’t operate.”

Dr. Wolodiger is a long-distance runner who has run nine marathons, including two in Boston and four in New York, and—believe it or not—Dr. Wolodiger can solve a Rubik’s cube.

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RESTORING THE HEART'S NATURAL RHYTHM

If you live 70 years, your heart will beat an average of more than 2.5 billion times. At some point during all those beats, 780,000 people each year will develop an arrhythmia—abnormal rhythm—that causes them to enter the hospital. If you're diagnosed with an arrhythmia, the Arrhythmia Center at Englewood Hospital and Medical Center offers electrophysiological treatments that can get your heartbeat back to normal.



ARRHYTHMIAS COME IN MANY forms. They can be benign or, in some cases, potentially dangerous. Some occur with symptoms, while others don't. They can arise in the top or bottom chambers of the heart—usually the first distinction a physician tries to make when determining a treatment. The two basic kinds of arrhythmia are bradycardia and tachycardia. The former occurs when the heart beats fewer than 60 times per minute, while the latter is when the heart rate exceeds 100 beats per minute.

“If a patient experiences symptoms, they're usually in the form of a fluttering in the chest, dizziness, or passing out; dizziness and passing out can be worrisome,” says Grant Simons, MD, FACC, Director of the Arrhythmia Center. “The main predictor of whether an arrhythmia is dangerous or not is if a patient has structural heart disease, a history of heart attack, or other reasons to have a weak heart muscle.”

Advanced Treatments, Patient-Centered Care

According to Dr. Simons, the vast majority of heart rhythm disorders don't require an invasive procedure but rather require either no treatment or medications. If a procedure is required, physicians at the Arrhythmia Center can perform catheter ablation, in which a catheter is inserted into a groin vein and guided to the heart under X-ray. The Arrhythmia Center was the first facility in New Jersey to use the Sensei® Robotic Catheter System, which enables physicians to map the heart's abnormal circuits and target the arrhythmia with

radio waves under robotic guidance. Other available treatments include cryoablation—removing an arrhythmia with extreme cold—and implantable devices such as pacemakers and defibrillators.

“At the Arrhythmia Center, we try to distinguish ourselves not only by being at the forefront of technology, but also by having excellent physicians who have extensive experience in providing patient-centered care,” Dr. Simons explains. “We have the infrastructure and expertise to offer bloodless medicine to all patients who desire it.”

For more information about the Arrhythmia Center, visit www.bloodlessmed.com and select “Cardiology Services.”



Dmitry Nemirovsky, MD



Grant Simons, MD



David Feigenblum, MD

If you feel your heart flutter or skip a beat, don't panic—almost everyone experiences these sensations at some point, and they don't necessarily indicate a serious arrhythmia. If you continue to experience fluttering or skipped beats occasionally, make an appointment with your physician to learn the source of the abnormality and discuss treatment options.

OVERCOMING OBSTACLES

It was just another day at the gym for Gayle Cesiro, 54, of Levittown, New York, when an improperly performed crunch resulted in a broken rib. When she went to the hospital for care, Gayle received a diagnosis that cast doubt on the future of her health.

AFTER UNDERGOING A MAGNETIC resonance imaging scan to determine the severity of her broken rib, Gayle's doctor gave her a piece of startling news: A 4-centimeter tumor had been discovered on the lower left lobe of one of her kidneys during the scan. Doctors performed a biopsy that showed Gayle's tumor was malignant and would have to be removed surgically.

"Any time your health is at risk, you experience extreme anxiety," says Gayle. "Once my diagnosis was confirmed, my doctor assured me that I would recover. Each step of the treatment process—the first being surgery to remove my tumor—was clearly explained to me."

Finding the Right Help

As Gayle prepared for her surgery, only one remaining obstacle stood in the way: Suffering from thalassemia—also known as Mediterranean anemia—Gayle struggled with a naturally low blood count. Although thalassemia typically would not pose problems during conventional surgical procedures that might require transfusions, Gayle wanted her procedure performed bloodlessly. In order for her wishes to be followed, Gayle's blood supply would have to remain elevated prior to and throughout the surgery.

Gayle's desire for a bloodless procedure led her to The Institute for Patient Blood Management and Bloodless Medicine and Surgery at Englewood Hospital and Medical Center. By working with the medical experts on the staff at The Institute, Gayle was able to



Michael Stifelman, MD

Gayle Cesiro

undergo procedures that boosted her own blood supply in the weeks leading up to her surgery. Once physicians deemed her blood supply was high enough, Gayle scheduled her surgery.

The Surgical Solution

On June 14, 2010, Gayle underwent surgery to remove the tumor from her kidney. Employing the latest robotic surgical technology, surgeons used six small incisions to remove the tumor. Thanks to the advanced techniques offered by The Institute, Gayle's surgery was extremely successful.

"At The Institute, we focus on offering perfected surgical techniques for patients seeking a bloodless solution," explains Michael Stifelman, MD, general surgeon with The Institute. "The staff at The Institute made every effort to help Gayle through this trying time. From helping raise her blood supply before surgery to her recovery, the team approach at The Institute made a tremendous difference for her."

Surgeons were able to remove the entire tumor from Gayle's kidney, and she has since made a tremendous recovery.

"I put my trust in the physicians and staff members at The Institute, and they helped me through an uncertain time," adds Gayle. "Had it not been for the support and quality care I received at The Institute, my outcome could have been very different."

For more information about bloodless surgery at The Institute, visit www.bloodlessmed.com.



Robert Konken

THE SILENT THREAT

For Robert Konken, 52, of Brewster, New York, having a routine colonoscopy seemed like the next step after age 50. A man in good health, Robert felt he had nothing to fear—until his physician read him the results.

THE COLONOSCOPY REVEALED THAT

Robert had a suspicious polyp in his colon that needed to be surgically removed for evaluation.

“We sought The Institute for Patient Blood

Management and Bloodless Medicine and Surgery at Englewood Hospital and Medical Center for my procedure because of its bloodless medicine program,” says Robert. “I’ve been a physical therapist for more than 30 years and was extremely impressed with the streamlined and simple care process The Institute had in place.”

Robert had a laparoscopic resection of the transverse colon to remove the polyp successfully.

“We removed the middle portion of his colon containing the polyp through pinky-sized incisions,” says Jeffrey Strain, MD, FACS, general surgeon at The Institute. “Within 10 days, he was back to his regular routine.”

The Results?

Robert’s suspicious polyp was benign (non-cancerous), but if he hadn’t scheduled the recommended colonoscopy, it could have potentially developed into life-threatening cancer within five years. Thanks to the advanced skills of his surgeon and Dr. Strain’s dedication to performing the procedure using

bloodless techniques, Robert was able to have the polyp removed and his wishes respected.

“I strongly encourage all men to receive colonoscopies after age 50,” says Robert. “I had no symptoms and live a healthy lifestyle. If I hadn’t scheduled the routine test, I would never have known what was present.”



Ibrahim Ibrahim, MD, and Jeffrey Strain, MD

To learn more about The Institute’s bloodless services, visit www.bloodlessmed.com.

MANAGED MEDICARE: IS IT THE RIGHT CHOICE FOR YOU?

When it comes to Medicare coverage, you want to keep your options open and be able to get the individualized care that’s right for you. But do Medicare managed care plans fit your needs better than traditional Medicare?

MEDICARE MANAGED CARE PLANS aim to fill in gaps left by basic Medicare, and they can lower recipients’ medical bills. However, these plans can vary greatly and may not allow patients to see specialists or providers who are deemed out of network. Some plans may offer more choices in coverage that will lead to higher premiums over time.

If working with physicians who practice bloodless medicine is a priority for you, it’s important that you closely evaluate your Medicare managed care options to ensure you’re able to receive treatment from a physician who practices bloodless techniques.

Basic Medicare is a fee-for-service plan that takes care of medical services and certain medications.

Health Maintenance Organization (HMO) is the least expensive managed care plan, but has the most restrictions, including stipulating that care must be in network and all care must go through primary care physicians. Prior approval may be needed for some services, and members have limited appeal rights.

HMO with Point-of-Service (POS) option increases the cost of a regular HMO but allows patients to see out-of-network physicians.

Preferred Provider Organization (PPO) is similar in usage to an HMO’s POS option, but the cost is lower when patients see an out-of-network physician, even though the overall cost of the plan is more expensive than HMO with POS.

Provider Sponsored Organization (PSO) is made up of a group of medical providers who contract directly with patients. Patients must pay premiums and co-payments for services rendered. PSOs are typically available in rural areas where no HMOs are available.

For more information about the medical services available at The Institute for Patient Blood Management and Bloodless Medicine and Surgery at Englewood Hospital and Medical Center, visit www.bloodlessmed.com.



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Englewood Hospital and Medical Center

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