

Carolinas Health

Summer 2008

The magazine of Carolinas Medical Center-NorthEast

SETTING THE STANDARD IN CANCER CARE

ATTACKING ASTHMA

Tips to help your child breathe easy

Support our breast cancer campaign!

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SEIZURE DISORDERS

What you need to know



Carolinas Medical Center
NorthEast

PARTNERING for the COMMUNITY

CHS to provide medical care at NCRC

The North Carolina Research Campus (NCRC) under construction in Kannapolis has named Carolinas HealthCare System the exclusive provider of inpatient and outpatient medical services. Although many organizations moving to the new campus will perform research, CHS will be the official medical care provider.

Two physician groups—Cabarrus Family Medicine and the NorthEast Physician Network—will support the initiative through medical staffing. These two groups currently attend to more than 195,000 patients and have provided medical care to the Kannapolis community for many years.

NCRC is a \$1.5 billion, 350-acre public/private biotechnology–research hub focused on food and nutrition. The project is the brainchild of David H. Murdock, owner of Dole Foods.

CONTINUING A TRADITION OF CARE

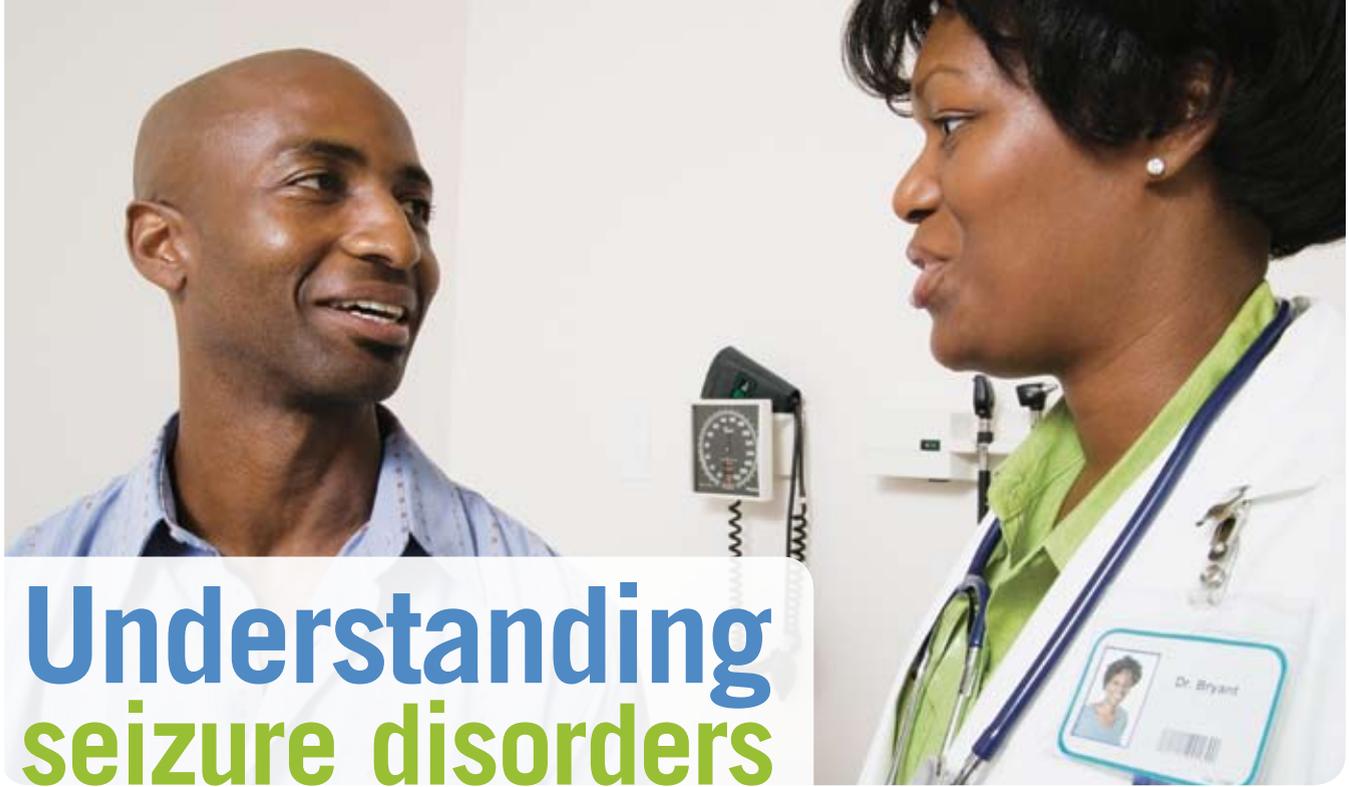
“We’re honored to formalize our relationship with the North Carolina Research Campus,” says Joe Piemont, CHS president and chief operating officer. “It’s our belief that CHS is uniquely suited for this exclusive partnership based on our comprehensive array of services from preventive care to advanced specialty care, medical education and research. This announcement is a natural and logical extension of our commitment to serve the communities of Kannapolis, Concord and beyond, and we look forward to working with the NCRC to create an unparalleled environment for patient care and research.”

Once construction is finished, physicians and staff will occupy a 40,000-square-foot medical office building near the campus entrance at the intersection of Dale Earnhardt Boulevard and South Chestnut Street.

Lynne Scott Safrit, president of Castle and Cooke and a longtime resident and supporter of growth in Kannapolis, will lead the NCRC project.

“I’m pleased to confirm the continuation of the great tradition of healthcare service and excellence that’s been consistently provided to our residents for more than 70 years by the former NorthEast Medical Center and now Carolinas HealthCare,” says Ms. Safrit. “This agreement is a tribute to the care that’s been provided in the past and all we anticipate accomplishing together in the future.”





Understanding seizure disorders

Did you know that seizures don't just affect those with epilepsy? "While epilepsy [also known as a seizure disorder] affects an estimated 2.5 million Americans, anyone can have a seizure under the right conditions," says Ilona S. Humes, MD, an epileptologist/neurologist at NorthEast Neurology.

Head injuries, strokes and infectious diseases can trigger seizures. "For some people who have epilepsy, flashing lights, loud noises or a lack of sleep can bring on a seizure," explains Dr. Humes. In a small percentage of children a high fever can cause a seizure, she adds.

The most common types of epileptic seizures include:

Generalized tonic-clonic (grand mal) seizures, which occur when the brain is swamped with extra electrical energy. The seizure begins with a cry; the person falls to the ground, muscles stiffen and rapid jerking movements begin. Consciousness is restored in a few minutes, but the person feels exhausted, with no memory of the seizure.

Absence (petit mal) seizures, which can be so subtle they're easily mistaken for daydreaming. They are most common in children—the child typically loses awareness of his/her surroundings for just a few seconds. Blinking, chewing, head turning or arm waving often accompanies the seizure.

Simple partial seizures, which sometimes begin with an eerie sensa-

tion known as an "aura," during which the victim may see, hear or smell things. It normally gives the person just enough time to move to a safe area before losing consciousness. Jerking movements or tingling in one part of the body may follow.

Complex partial seizures, which are often preceded by an aura. When it subsides the person enters a trancelike state, roaming aimlessly, chewing, fidgeting with clothing or, in extreme cases, disrobing or running in fear. The seizure lasts about three minutes.

DIAGNOSIS AND TREATMENT

Your doctor will complete a careful medical history, a detailed account of a typical seizure, an electroencephalograph (EEG) and a scan of your brain to help diagnose a seizure disorder. In most cases, medication can adequately control recurrent seizures; if not, surgery may be recommended. 🌐

WHAT IS AN EPILEPTOLOGIST?

An epileptologist mainly treats those with epileptic seizures and consults with a team of medical experts to tailor a treatment plan for each patient.

Epileptologists practice in four key areas: patient care, research, teaching and public services. They are board certified in neurology, pediatric neurology, or neurosurgery and clinical neurophysiology.



Ilona S. Humes, MD

Help and hope for women

Giving Hope breast cancer campaign launches



GRAND OPENING: Employees and supporters attend the ribbon-cutting ceremony for CMC-NorthEast's Breast Health Center.

In January, the NorthEast Foundation launched Giving Hope, a three-year, \$5.5 million community campaign to support Carolinas Medical Center-NorthEast's Breast Health Program.

Donations will be used to purchase digital mammography technology for the new Breast Health Center and a new mobile mammography vehicle complete with digital equipment. In addition, \$500,000 of the funds will be used for community outreach programs, including screening mammograms for women who can't afford them.

More than 100 community leaders are visiting family, friends and neighbors, to seek gifts for the program and

to remind women about the importance of screening mammograms, performing monthly breast self-exams and getting clinical breast examinations by their healthcare provider. This campaign is focused on saving the lives of women who will be diagnosed with breast cancer. 



MAKE A DIFFERENCE

Send donations to the NorthEast Foundation by using the envelope enclosed or by calling the foundation office at **704-403-1369**.

MEET OUR DOCTORS

Join us as we welcome the following physicians who have recently joined our growing family. To find a physician near you, call ASK FIRST at **1-800-575-1275** or visit **www.cmc-northeast.org**.

REBECCA BEAL-LANDIS, MD
Cabarrus Family Medicine-
Harrisburg

RICHARD FELLMAN, MD
NorthEast Psychiatric Services

KIM FOUST, MD
Carolina Internal Medicine

DAWN FYLER, MD
NorthEast Psychiatric Services

**CARMELLA GISMONDI-
EAGAN, MD**
Concord Internal Medicine

ALAN HARSCH, MD
NorthEast Pediatric
Pulmonology

JAY LEVY, MD
Pediatric Urology
Associates

ANGELA LOUIE, MD
NorthEast Psychiatric
Services

KECHA LYNSHUE, MD
NorthEast Pediatric
Endocrinology

JOSEPH MOLITIerno, MD
Pediatric Urology Associates

GREGORY PAPE, MD
NorthEast Critical Care
Associates

ALLISON POPE, MD
Poplar Tent Family Physicians

LACLAIRE STEWART, MD
Suburban Pediatrics

NELLY WELSCH, MD
NorthEast Psychiatric
Services

Help your child BREATHE EASY

They can be triggered by the most innocuous things: the grass underfoot, a downy pillow, a cuddly pup. But once they start, asthma attacks can leave your child struggling for air. Asthma attacks are more than just frightening. Studies show children today are dying of asthma at twice the rate they did in 1980. While it can't be cured, asthma can be controlled.

A THREE-WAY PARTNERSHIP

“The most important thing to do if your child has asthma is to establish a relationship with your child’s doctor,” recommends Alan Harsch, MD, a pediatric pulmonologist with NorthEast Pediatric Pulmonology, located at the Jeff Gordon Children’s Hospital Pediatric Pavilion.

Your doctor should work with you and your child to develop a detailed asthma action plan for school and home. Ask him or her to help your child identify the triggers that cause the bronchial tubes to swell (see “Common Culprits” below). Once you’ve identified the triggers, you can limit your child’s attacks by eliminating them from his or her environment.

MEDICATIONS TO THE RESCUE

When triggers can't be controlled, medications can halt or prevent an attack. “Asthma medications fall into two categories: maintenance medications and rescue medications,” says Dr. Harsch. “Maintenance medications like anti-inflammatory drugs can prevent the bronchial tubes from swelling. They must be taken every day to be effective.”

Rescue medications, on the other hand, are taken when symptoms flare up. One type of rescue medication called bronchodilators helps open the airways during an attack.

With a combination of medications, monitoring and your doctor’s help, your child can remain healthy and active. 🌿



Alan Harsch, MD

EXPERT CARE FOR YOUR CHILD

Dr. Harsch is board certified in pediatrics and pediatric pulmonology. His office is located at NorthEast Pediatric Pulmonology, 100 Medical Park Dr., Suite 310. To make an appointment, call **704-403-2660** or visit **www.northeastpedspulmonology.org**.



AT HOME

- Forbid smoking in your home.
- Replace heating and air conditioning filters at least once a month.
- Remove carpeting and heavy draperies (especially in the bedroom).
- Eliminate dust-collecting knickknacks.

COMMON CULPRITS

Allergy symptoms and asthma attacks are often triggered by:

- viral infections
- pollen
- physical exertion
- cigarette smoke
- animal dander
- dust mites
- perfume

Setting the standard in cancer care

Patients who are diagnosed with complex or rare cancers make up a small percentage of new cancer cases each year. So, it's often difficult for them to find a medical facility with oncologists or surgical teams that have experience in treating these cancers.

Luckily, there is one such place that's close to home. Blue Cross and Blue Shield of North Carolina has recognized Carolinas Medical Center-NorthEast's Batte Cancer Center as a Blue Distinction® Center for Complex and Rare CancersSM.



Blue Distinction® is a designation awarded by Blue Cross and Blue Shield to hospitals that have proven expertise in delivering quality healthcare. The designation is based on rigorous, evidence-based standards that are established by a group of leading clinicians, medical societies and professional organizations.

Blue Distinction Centers for Complex and Rare Cancers are hospitals within participating Blue Cross and Blue Shield network service areas that offer comprehensive cancer care programs for adults. Expert care is delivered by multidisciplinary teams with subspecialty training and distinguished clinical expertise in treating complex and rare types of cancer.

CMC-NorthEast had to meet the following requirements to be named a Blue Distinction Center for Complex and Rare Cancers:

- use multidisciplinary team input, including subspecialty trained teams for complex and rare cancers
- demonstrate a depth of expertise across cancer disciplines in medical oncology, surgery, radiation oncology, pathology and radiology
- provide ongoing quality management and improvement programs for cancer care
- use clinical data registries and provide access to appropriate clinical research for complex and rare cancers
- have a sufficient volume of experience in treating rare and complex cancers

There are 84 such centers in the United States and only five in North Carolina, including one at Carolinas Medical Center in Charlotte.

“We are very happy and honored to be recognized by Blue Cross and Blue Shield of North Carolina for our expertise in the care and treatment of patients with cancer,” says Thomas Steffens, MD, medical director of Batte Cancer Center. 

COMPREHENSIVE CANCER CARE

Batte Cancer Center treats a wide range of cancers, including:

- bone and soft tissue cancers
- brain cancer
- breast cancer
- gastrointestinal cancers
- gynecologic cancers
- head and neck cancers
- hematologic cancers
- lung cancer
- melanoma
- prostate and urologic cancers

Mark your calendar

LiveWELL
Carolinas!
Work. Eat. Learn. Live.



We're committed to improving the health and wellness of your family by offering a wide variety of community health events, educational seminars and wellness classes. To view a complete listing of upcoming events and classes, visit www.cmc-northeast.org/event_calendar or call ASK FIRST at **704-403-1275**.

CAMP OPEN AIRWAYS

Camp Open Airways provides boys and girls ages 5 to 10 with an opportunity to have outdoor adventures while learning to manage their asthma. Medical staff will be in attendance to provide your child with a safe and happy experience.

WHEN: Monday, July 21–Thursday, July 24

WHERE: Kannapolis YMCA

COST: \$25 per child (scholarships are available)

CALL: ASK FIRST at **704-403-1275** to register

MOBILE MAMMOGRAPHY

CMC-NorthEast is helping busy women take the first step towards early breast cancer detection. We offer digital mammography to the community with our mobile mammography coach. Please call to find out if the coach is coming to your church or community center, or to schedule your mammogram at our Breast Health Center.

CALL: **704-403-1729** for more information

PREPARED CHILDBIRTH CLASSES

These classes are designed to prepare expectant mothers and their partners physically and mentally for the experience of childbirth. Basic anatomy, physiology, use of breathing patterns and relaxation methods are all included in a five-week course or a single Saturday class. A tour of the Hayes Family Center concludes the class. Registration is suggested prior to the fifth month of pregnancy to ensure enrollment and completion of the series.

WHEN: Please call for class schedule

WHERE: CMC-NorthEast

CALL: ASK FIRST at **704-403-1275** for more information

BOOT CAMP FOR NEW DADS

Taught by fathers, this class enables new dads to step up to the challenge of being a dad and feel confident bringing their new baby home. Topics include breastfeeding, diaper changing and supporting mom.

WHEN: Please call for class schedule

WHERE: CMC-NorthEast, Women's Center classrooms

CALL: ASK FIRST at **704-403-1275** for more information

COMMUNITY EVENTS

CMC-NorthEast is proud to sponsor and participate in the following community events. Visit us at these events to receive a complimentary blood pressure screening and sunscreen (while supplies last).

Harrisburg July 4th celebration: Friday, July 4

China Grove Farmer's Day: Saturday, July 19

Autumn Jubilee: Saturday, Oct. 4 and Sunday, Oct. 5, Dan Nicholas Park, Rowan County

Midland Magic: Saturday, Oct. 4 and Sunday, Oct. 5

CALL: ASK FIRST at **704-403-1275** for more information

TOUR DE TOTS

CMC-NorthEast is pleased to present the 3rd annual Tour de Tots charity bike ride for the Jeff Gordon Children's Hospital. The 31- and 62-mile courses will take you through scenic Cabarrus County. More than 200 cyclists are expected at this charitable event, which promotes community health and wellness and raises awareness of the children's hospital. Please join us for food and fun activities for children, including face painting and a bike parade.

WHEN: Saturday, Sept. 6

CALL: ASK FIRST at **704-403-1275** for more information

HEALTHY BEGINNINGS FOR NEWBORNS

This class helps expectant parents learn how to care for their newborn. An infant's physical and emotional development and safety will be discussed. Participants will have a chance to practice infant CPR but won't receive certification. Expectant parents will gain the confidence they need to bring home their newborn.

WHEN: Please call for class schedule

CALL: ASK FIRST at **704-403-1275** for more information

PROSTATE SCREENING

Prostate cancer is the most diagnosed cancer among men. A simple prostate screening can save your life. You're at risk if you're over age 50 or if you're over age 40, have a family history of the disease and are African American.

WHEN: Please call for a complete schedule of upcoming health screenings

CALL: ASK FIRST at **704-403-1275** for more information

www.cmc-northeast.org



If a mammogram can save an entire family, what's your excuse?

Where would your family be without you? How would they cope if you were taken by breast cancer? A mammogram at the CMC-NorthEast Breast Health Center is now easier, more convenient and more comfortable than ever before.

With the new digital mammography, the images are the most detailed and accurate to date. Also, a soft foam cushion is placed between you and the machine. Together they make this the easiest mammogram you've ever had, so no more excuses for not having this invaluable screening.

With a 98 percent national survival rate when caught early, it's your best chance at beating this disease. Call today and discover how our uncompromising excellence and commitment to care give you more of everything. It's who we are at CMC-NorthEast.



Carolinan Medical Center
NorthEast

CMC-NorthEast Breast Health Center
1045 NorthEast Gateway Court NE
Concord, NC 28025
704-403-1729 to schedule a mammogram

Uncompromising Excellence. Commitment to Care.



Carolinan Medical Center
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Carolinan Health is published for Cabarrus and Rowan County residents as a community service of Carolinan Medical Center-NorthEast. There is no fee to subscribe.

The information contained in this publication is not intended as a substitute for professional medical advice. If you have medical concerns, please consult your healthcare provider.

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