health connection

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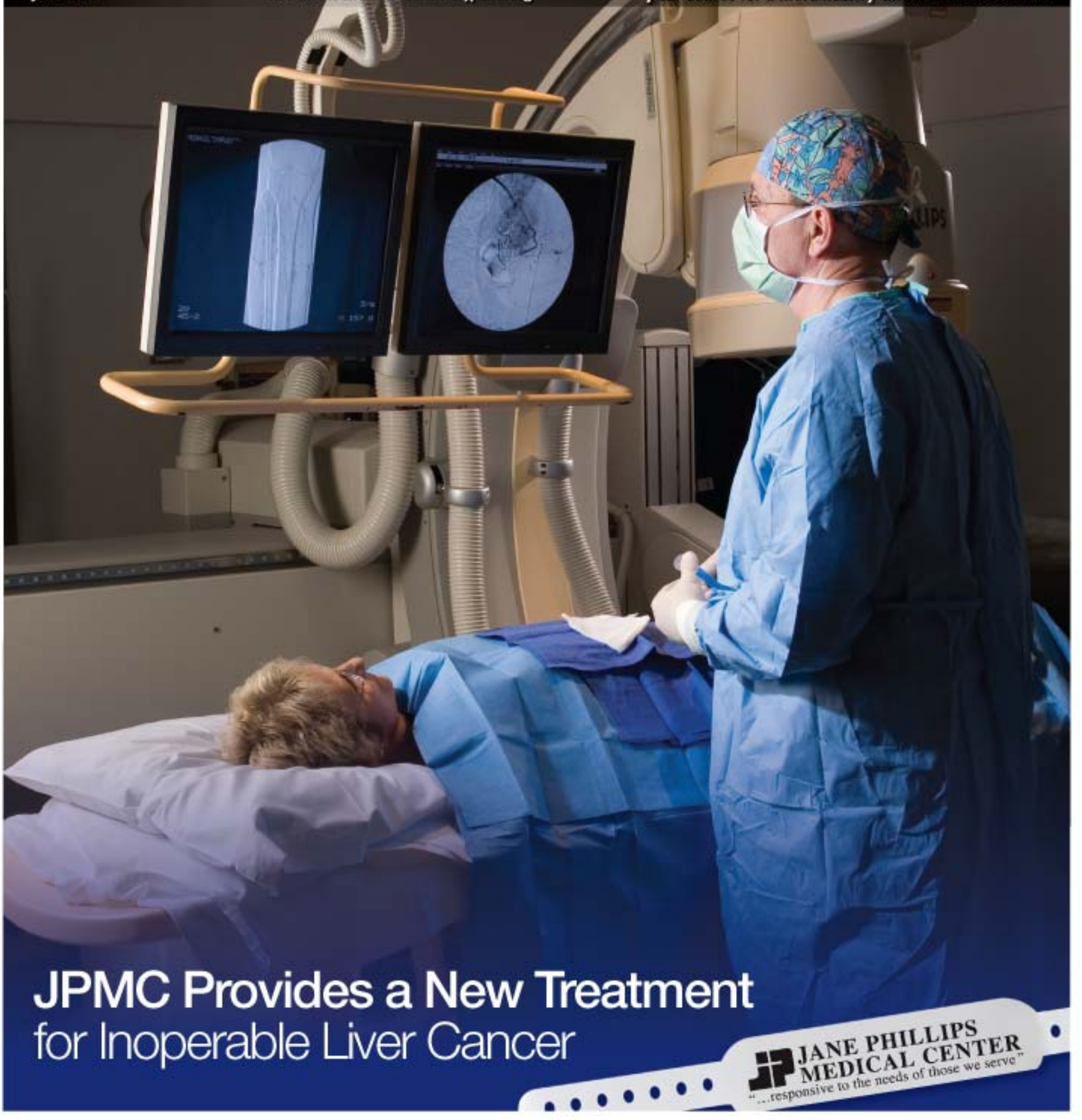

JPMC Provides a New Treatment
for Inoperable Liver Cancer

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Jane Phillips Medical Center and Interventional Radiologist Douglas M. Coldwell, Ph.D., M.D., are performing a new treatment for inoperable liver cancer using SIR-Spheres, an innovative product used to deliver targeted, internal radiation therapy directly to the site of the tumor.

This new therapy is called Selective Internal Radiation Therapy, also known as SIRT.

Jane Phillips Medical Center is the only hospital in the state of Oklahoma to perform SIRT using SIR-Spheres therapy. "SIRT is a non-surgical therapy that uses millions of tiny polymer (plastic) beads or microspheres which contain a radioactive element, yttrium-90 (Y^{90}), called SIR-Spheres, to deliver radiation directly to the site of the liver tumors. SIR-Spheres are very small, approximately 32 microns in size, and are about one-third the diameter of a strand of hair.

"This unique, targeted therapy spares healthy tissue while delivering up to 40 times more radiation to the liver tumors than would be possible using conventional radiotherapy," said Dr. Douglas Coldwell.

"Dr. Coldwell is very experienced at using these microscopic beads to treat inoperable liver cancer," said David R. Stire, JPMC President/CEO. "Dr. Coldwell, an expert in the field of interventional radiology and Sir-Sphere therapy, is also a renowned speaker and published author on the subject. We are very fortunate to have someone of his caliber join our JPMC medical staff team."

"SIR-Spheres is generally not regarded as a cure, but has been shown to shrink the tumors more than chemotherapy alone," said Dr. Coldwell. "Quality of life can improve, and life expectancy may increase. For a small number of patients, treatment with SIR-Spheres can cause marked shrinkage of the liver tumor allowing for surgical removal at a later date."

The procedure is performed as an outpatient procedure under local sedation in the radiology suite. A small incision is made in the patient's groin and a flexible catheter is guided into the liver under x-ray vision. The catheter is moved through the hepatic artery and positioned by Dr. Coldwell to allow for targeted infusion of the SIR-Spheres to the liver tumors. SIR-Spheres take about 15 minutes to be infused and the whole procedure takes about one hour from beginning to end.

The microspheres with the radioactive yttrium-90 are carried by the bloodstream directly to the tumors in the liver where they preferentially lodge in the small vessels feeding the tumor and deliver their dose of radiation for a period of approximately two weeks. "Unlike conventional external beam radiation, which can only be applied to limited areas of the body, SIR-Spheres selectively irradiate the tumors and therefore have the ability to deliver more potent doses of radiation directly to the cancer cells over a longer period of time," said Dr. Coldwell.

Radiation is an effective agent for destroying tumors and is widely used in cancer treatment. However, organs in the body are sensitive to radiation and high doses can seriously affect or injure a patient. "SIR-Spheres and the SIRT technique enable specific targeting and destruction of the tumors within the liver, while sparing the normal healthy tissue," said Dr. Coldwell. "Because liver tumors are hypervascular and derive most of their blood supply from the hepatic artery while healthy liver tissue is fed predominantly by the portal vein. By administering the SIR-Spheres in hepatic artery they are carried preferentially to the tumor thereby sparing the normal liver. Once infused into the hepatic artery, SIR-Spheres travel in the bloodstream to the tumors, where they become lodged around the tumors. The dose of radiation from the SIR-Spheres in conjunction with their proximity to the tumor destroys the tumor and preserves the healthy liver tissue. The SIRT procedure allows a more pin-pointed delivery of radiation to liver tumors than other radiotherapy techniques, making it more effective in killing the cancer," said Dr. Coldwell.

"SIR-Spheres therapy is regarded as a regional treatment; that is, the anti-cancer effect is concentrated in the liver and there is no effect on the cancer at other sites," said Dr. Coldwell.

After the procedure is completed, the patient may be sent to have a special scan to check the level of radioactivity of the SIR-Spheres in their liver. Each patient is monitored for a few hours after the procedure and most patients are discharged within 24 hours.

"SIR-Spheres are used to treat secondary liver cancer where the cancer originates in the bowel (colon) and then spreads to the liver. This type of cancer is called metastatic colorectal cancer."

Patients suitable for treatment with SIR-Spheres need to establish that they:

- Have inoperable metastatic cancer, that is, cancer that originated elsewhere and has spread to the liver.
- Have the liver as the major site but not the only site of disease.
- Have sufficient remaining healthy liver still functioning satisfactorily (this can be determined by a simple blood test).
- Meet the pre-selection criteria established by the doctor's pre-treatment testing.

An angiogram will be needed to determine that the liver's vasculature is acceptable to receive SIR-Spheres microspheres.

Those who may be a candidate for the procedure, may call Dr. Coldwell at 918/331-1598 for a consultation.

SpeakUP™ ... know your rights

What are your rights as a hospital patient?
Jane Phillips Medical Center and The Joint Commission offers the following questions and answers to help patients find out about their rights regarding care and treatment.

Knowing your rights can help you make better decisions about your care.

Can your family or friends help with your care?
Find out if there is a form you need to fill out to name your personal representative, also called an advocate. Ask about your state's laws regarding advocates.

How can an advocate help with your care?
They can get information and ask questions for you when you can't. They can remind you about instructions and help you make decisions. They can find out who to go to if you are not getting the care you need.

Can your advocate make decisions for you?
No, not unless they are your legal guardian or you have given them that responsibility by signing a legal document, such as a health care power of attorney.

Can other people find out about your disease or condition?
The law requires health care providers to keep information about your health private. You may need to sign a form if you want your health care providers to share information with your advocate or others.

What is "informed consent?"
This means that your health care providers have talked to you about your treatment and its risks. They have also talked to you about options to treatment and what can happen if you aren't treated.

What happens if something goes wrong during treatment or with my care?
If something goes wrong, you have the right to an honest explanation and an apology. The explanation and apology should be made in a reasonable amount of time.

How do you file a complaint?
First, call the hospital or health system so that they can correct the problem. Next, if you still have concerns, complaints can be sent to the licensing authority or to The Joint Commission. The Joint Commission provides a complaint form on its website at www.jointcommission.org.

Questions to ask before you enter the health care facility:
- Can you have an advocate? Do you need to sign a document so your advocate can get important information about your care?
- What will be done to make sure you don't get an infection?
- Is there a form you need to sign about life-saving actions, like resuscitation?
- Is there a form you need to sign about life support?
- Does the organization allow members of your religion to visit and pray with you?
- What kind of security does the facility have?
- Is there a 24-hour guard or alarm system?
- Whom do you speak to if a problem arises?
- How does the organization handle complaints?
- Are there any procedures that cannot be done at this facility for religious reasons?
- Can you get a copy of your medical record and test results?

Questions to ask your doctor:
- How often will your doctor see you during your stay?
- Who is responsible for your care when the doctor is not available? For example, on weekends and late at night.
- What happens to you if life-saving actions are taken?
- If your test or procedure shows that you need another procedure right away, can you get it done here? Or will you need to go to a different facility?

What are your rights?

- You have the right to be informed about the care you will receive.
- You have the right to get information about your care in your language.
- You have the right to make decisions about your care, including refusing care.
- You have the right to know the names of the caregivers who treat you.
- You have the right to safe care.
- You have the right to have your pain treated.
- You have the right to know when something goes wrong with your care.
- You have the right to get an up-to-date list of all of your current medications.
- You have the right to be listened to.
- You have the right to be treated with courtesy and respect.

Ask for written information about all of your rights as a patient.

be safe in the sun

Skin cancer is a growing epidemic! There are over one million new cases of skin cancer diagnosed in the U.S. each year, outnumbering all other cancers combined. Below are tips to help you enjoy the outdoors and protect yourself from cancer and the other risks of sun exposure.

Are Some People More Prone to Sun Damage?

Everyone's skin and eyes can be damaged by the sun and other UV rays. Although people with light skin are more likely to have sun damage, darker skinned people, including African Americans and Hispanic Americans, also can be affected.

People with darker skin tan more easily than others. But tanning is still a form of skin damage. Tanning occurs when UV radiation is absorbed by the skin, causing an increase in the activity and number of melanocytes, the cells that make the pigment melanin. Melanin helps to block out damaging rays up to a point, which is why darker skinned people burn less easily.

Those with lighter skin are more likely to burn. Sunburns are thought to increase your risk of skin cancer, especially melanoma. But UV exposure can raise skin cancer risk even without causing a sunburn.

Aside from skin tone, other factors can also affect your risk of damage from UV light. You need to be especially careful in the sun if you:

- have lots of moles, irregular moles, or large moles
- have freckles and burn before tanning
- have fair skin or blond, red, or light brown hair
- were previously treated for skin cancer
- have a family history of skin cancer, especially melanoma
- live or vacation at high altitudes (UV radiation increases 4% to 5% for every 1,000 feet above sea level)
- live or vacation in tropical or subtropical climates
- work indoors all week and then get a tan on weekends
- spend a lot of time outdoors
- have certain autoimmune diseases, such as systemic lupus erythematosus (SLE, or "lupus")
- have had an organ transplant
- take medicines that lower your immunity
- take oral contraceptives (birth control pills)
- take tetracycline, sulfa drugs or certain other antibiotics
- take naproxen sodium or certain other nonsteroidal anti-inflammatory drugs
- take phenothiazines (major tranquilizers and anti-nausea drugs)
- take tricyclic antidepressants
- take thiazide diuretics (medicines used for high blood pressure and some heart conditions)
- take sulfonylureas (a form of oral anti-diabetic medication)

Ask your doctor, nurse, or pharmacist about the risk of any medicines you may be taking that could be harmful to you if you are exposed to sunlight.

How Do I Protect Myself From UV Rays?

It isn't possible or practical to completely avoid sunlight, and it would be unwise to reduce your level of activity to avoid the outdoors. Small amounts of sunlight also help the body to make vitamin D, which can be important for good health. But too much sunlight can be harmful. There are some precautions that you can take to limit your amount of exposure to UV rays.

Some people think about sun protection only when they spend a day at the lake, beach, or pool. But sun exposure adds up day after day, and it happens every time you are in the sun. Following these practical steps can help protect you from the effects of the sun. These steps complement each other—they provide the best protection when used in combination.

Limit Direct Sun Exposure During Midday

UV rays are most intense during the middle of the day, usually between the hours of 10 a.m. and 4 p.m.

UV rays reach the ground even on cloudy days. UV rays can also pass through water, so don't assume you're safe if you're in the water and feeling cool. Be especially careful on the beach and in the snow because sand and snow reflect sunlight, increasing the amount of UV radiation you receive.

Some UV rays can also pass through windows. Typical car, home, and office windows block most of the UVB rays but a smaller portion of UVA rays, so even if you don't feel you're getting burned your skin may still get some long-term damage. Tinted windows help block more UVA rays, although this depends upon the type of tinting. UV radiation that comes through windows probably doesn't pose a great risk to most people unless they spend extended periods of time close to a window that receives direct sunlight.

Cover Up

When in the sun, wear clothing to protect as much skin as possible. Clothes provide different levels of protection, depending on many factors. Long-sleeved shirts, long pants, or long skirts are the most protective. Dark colors generally provide more protection than light colors. A tightly woven fabric protects better than loosely woven clothing. Dry fabric is generally more protective than wet fabric. If you can see light through a fabric, UV rays can get through too. Be aware that covering up doesn't block out all UV rays. A typical light T-shirt worn in the summer usually provides less protection than a sunscreen with a Sun Protection Factor (SPF) of 15 or higher.

The ideal sun-protective fabrics are lightweight, comfortable, and protect against exposure even when wet. A few companies in the United States now make sun-protective clothing. They tend to be more tightly woven, and some have special coatings to help absorb UV rays. Some sun-protective clothes have a label listing the Ultraviolet Protection Factor (UPF) value—the level of protection the garment pro-

vides from the sun's UV rays (on a scale from 15 to 50+). The higher the UPF, the higher the protection from UV rays.

Wear A Hat
A hat with at least a 2– to 3–inch brim all around is ideal because it protects areas often exposed to the sun, such as the neck, ears, eyes, forehead, nose, and scalp. A shade cap (which looks like a baseball cap with about 7 inches of fabric draping down the sides and back) also is good. These are often sold in sports and outdoor supply stores.

A baseball cap can protect the front and top of the head but not the back of the neck or the ears, where skin cancers commonly develop.

Use A Sunscreen With A Sun Protection Factor (SPF) Of 15 Or Higher
A sunscreen is a product that you apply to the skin for some protection against the sun's UV rays, although it does not provide total protection.

Experts recommend products with an SPF of at least 15. The SPF number represents the level of protection against UVB rays provided by the sunscreen—a higher number means more protection. Always follow the label directions. Most recommend applying sunscreen generously to dry skin 20 to 30 minutes before going outside so the chemicals have time to absorb into your skin. When applying it, pay close attention to your face, ears, hands, and arms, and generously coat the skin that is not covered by clothing. If you're going to be wearing insect repellent or makeup, sunscreen should be applied before those products.

Do not use sunscreens on babies younger than 6 months. Instead, use hats, clothing, and shading to protect small babies from the sun.

Wear Sunglasses That Block UV Rays
Research has shown that long hours in the sun without eye protection increases the chances of developing eye disease. UV-blocking sunglasses can help protect your eyes from sun damage.

The ideal sunglasses do not have to be expensive, but they should block 99% to 100% of UVA and UVB radiation. Check the label to be sure they do.

Examining Your Skin
Get Your Skin Checked By Your Doctor.

As part of a routine cancer-related checkup, have your doctor check your skin carefully annually. He/She should be willing to discuss any concerns you might have about this exam.

Melanomas: The "ABCD rule" is an easy guide to the usual signs of melanoma. Be on the lookout and tell your doctor about any spots that match the following description:

- **A** is for **ASYMMETRY**: One half of a mole or birthmark does not match the other.
- **B** is for **BORDER**: The edges are irregular, ragged, notched, or blurred.
- **C** is for **COLOR** The color is not the same all over and may include shades of brown or black, sometimes with patches of red, white, or blue.
- **D** is for **DIAMETER**: The spot is larger than 6 millimeters across (about ¼ inch—the size of a pencil eraser) or is growing larger.

Other important signs of melanoma include changes in size, shape, or color of a mole or the appearance of a new spot. Some melanomas do not fit the ABCD rule described above, so it is very important for you to notice changes in skin markings or new spots on your skin.

Other warning signs are:

- a sore that does not heal
- a new growth
- spread of pigment from the border of a spot to surrounding skin
- redness or a new swelling beyond the border
- change in sensation—itchiness, tenderness, or pain
- change in the surface of a mole—scaliness, oozing, bleeding, or the appearance of a bump or nodule.

Be sure to show your doctor any area that concerns you.

Bluestem Foundation Fund-raisers Scheduled

The Bluestem Foundation's annual fund-raiser dinner, Glitz, will be held on Friday, September 21, 2007 at 6:30 p.m. on the "shorelines" of Jane Phillips Medical Center.

The event features a nautical theme and includes dinner, a silent auction, contests, and a live auction.

Tickets are $100 each and a portion of each ticket is tax deductible. The public is invited to attend. Call 918/331-1431 to make reservations or for more information.

In addition, the Glitz Open golf tournament will be held on Thursday, September 27. The tournament will feature both morning and afternoon rounds at Adams Golf Course. Cost is $500 per team. The morning round starts at 8:30 a.m. and the afternoon round starts at 1:30 p.m. To register a team, contact Mike Wilt at 918/331-1364 or by email at mwilt@jpmc.org.

Both fund-raisers benefit Jane Phillips Medical Center's continuing staff education.

Our patients are not just a number to us…
JPMC…keeping patients safe.

"The new system is an important development in greatly reducing the possibilities for errors in administering medications and assuring better outcomes for our patients," said David R. Stire, JPMC President/CEO.

Jane Phillips Medical Center is a national leader in offering innovative approaches to patient safety and the bar code technology with a bar code medication scanning system designed to eliminate some of the most common—and most dangerous—medication errors.

"The new system is an important development in greatly reducing the possibilities for errors in administering medications and assuring better outcomes for our patients," said David R. Stire, JPMC President/CEO.

Jane Phillips Medical Center is one the first hospitals in the Bartlesville and Tulsa areas to adopt the patient safety initiative.

How does it work? When physicians prescribe a medication, the written orders are transcribed by a pharmacist. The system verifies whether the patient has any identified allergy to the medicine, and that the prescription is compatible with other medicines the patient is taking. The patient's medication is then sent to the nursing unit, each medication with a unique barcode attached.

Each time a nurse prepares to administer medication, he/she scans with a hand-held scanner his/her ID badge, the patient's ID bracelet which has a barcode on it, and the barcode on the medication. Through a wireless communication system, the nurse is alerted if there is a mismatch related to the five "rights" of medication—the right patient, the right medication, the right dose, the right time, and the right administration.

"Patient safety has always been a top priority throughout Jane Phillips Medical Center, and the incorporation of this new system allows us to take the next step in providing the highest level of quality care," said Stire.

Jane Phillips Medical Center Announces Promotions

David R. Stire, Jane Phillips Medical Center President/CEO announces the following promotions.

Marc Rafferty, Pharm.D, has been promoted to Vice President of Clinical Services. In this new role, Marc Rafferty has administrative responsibility for Pharmacy, Lab, Heart & Vascular Center, Wellness Connection, Cardiac Rehab, Inpatient and Outpatient Physical Medicine, Diagnostic Imaging, Neuroscience Lab, and the Cancer Center.

Rafferty previously served as the Pharmacy Service Manager since 2002.

Before coming to JPMC, Rafferty served as the Clinical Pharmacy Coordinator for the Chickasaw Nation Health System where he served the health care needs of Native Americans throughout Southern Oklahoma and developed anticoagulation and cholesterol-management programs. During that time, Rafferty received the Pharmacist of the Year Award for 2001 from the Oklahoma Area of the United States Public Health Service, and was the first civilian to receive this honor, for his formulary work involving drug therapy for Native Americans with HIV infection.

Marc Rafferty

Scott Phillips

Rafferty has served as an Adjunct Assistant Professor related to experiential teaching for the University of Oklahoma College of Pharmacy since 2000, and sits on the Advisory Board for the Platt College Pharmacy Technician Program in Tulsa. He holds a Bachelor's degree in Pharmacy and a Doctorate of Pharmacy degree from the University of Oklahoma.

Scott Phillips has been named Vice President Physician Services. He has administrative responsibilities for Clinical Pathways/Best Practices, Medical Credentialing/Peer Review, Quality Improvement, Utilization Review, Medical Staff Services, Physician Recruitment/Retention, Medical Management/Gemini, Professional Facilities, Professional Collections (Ceres), Synergy Hospitalists, JPHC, LLC-JP DI/Sleep Services, and Specialty Physicians, Inc.

Vice President Clinical Services. Prior to that he served as Cardiovascular/Pulmonary Services Director and Director of Clinical Services.

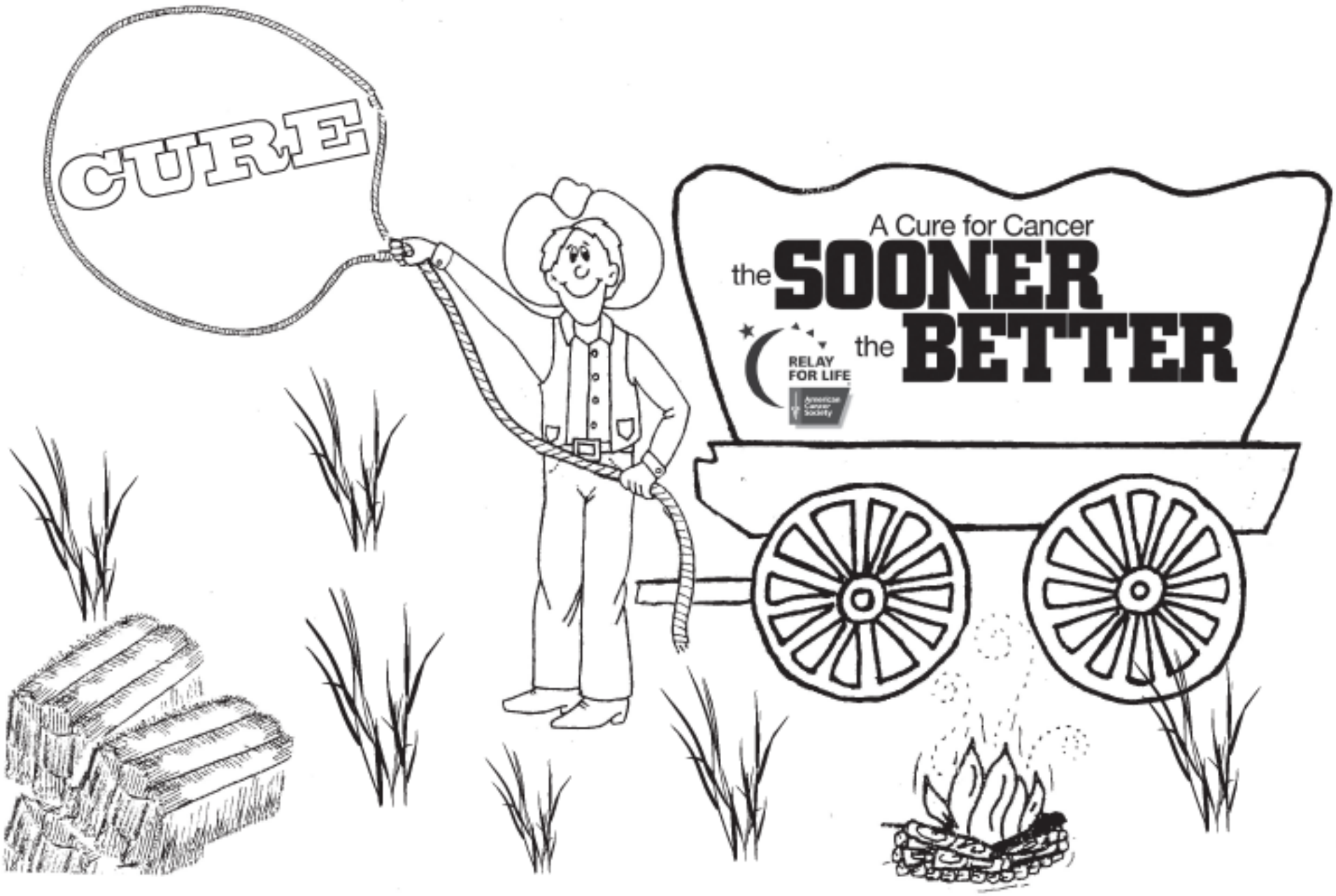
Before joining JPMC, he began his healthcare career at St. Francis Regional Medical Clinic (now Via Christi) in Wichita, Kansas.

Phillips received his Master's of Health Science in Healthcare Administration and his Bachelor's of Health Science in Respiratory Care/Healthcare Administration from Wichita State University.

Phillips is a member of the American College of Healthcare Executives, the American College of Cardiovascular Administrators, and the National Board for Respiratory Care. He is a registered respiratory therapist and licensed respiratory care practitioner in Oklahoma.

Relay For Life Coloring Contest

Hey, Kids! If you would like to participate in this year's American Cancer Society's Relay For Life coloring contest, send your colored picture to Relay For Life, P.O. Box 1094, Bartlesville, OK 74005 by June 18. We will also be accepting pictures the night of Relay, June 22, until 6 p.m. at the Kidzone located in the SE corner of the Dewey High School football stadium. Pictures will be on display and judged that night.



Name_____

Age_____

Phone #_____

Jane Phillips Medical Center is a diamond sponsor for the 2007 Relay For Life event. Join JPMC's Physical Medicine Center and Home Health teams at Relay on Friday, June 22 at the Dewey High School football field. Join us in the fight against cancer.