

Play it Forward

cancer 1. a malignant growth or tumor caused by abnormal and uncontrolled cell division. 2. the disease resulting from an evil influence that causes cancerous adj. [Latin: crab, creeping]



 JANE PHILLIPS
MEDICAL CENTER

JPMC Gets Help for Breast Cancer Programs

October is Breast Cancer Awareness month and once again Jane Phillips Medical Center will be receiving fundraising assistance for its breast cancer programs. For the second year in a row, the Cherokee Casino at Ramona has volunteered to help raise funds through its "Play It Forward" promotion throughout the month of October. Funds will be donated to the Bluestem Regional Medical Development Foundation, which supports the mission of JPMC.

Throughout October, every point earned on a Star Rewards card will be matched by the casino in the form of a financial contribution. When a guest wins a jackpot of \$1,200 or more, the casino will add \$25 to the Bluestem Foundation contribution.

With a fundraising goal of \$20,000, a rolling meter will display the progress of this fundraiser inside the casino, and daily updates will be displayed on the highway pylon.

Last year, Cherokee Casino Ramona and its guests reached the goal in the inaugural year.

"We're extremely excited to continue

this partnership with Cherokee Casino Ramona," said Mike Wilt, executive director of the Bluestem Foundation. "Last year's effort was an overwhelming success that really helped us, so we're looking forward to doing it again."

From 2002-2006, the American Cancer Society reports more than 150 women per 100,000 in Oklahoma were diagnosed with breast cancer.


"It is important that we continue to work together to help raise funds and bring awareness to the fight against cancer," said Rusty Stamps, Casino Operations Manager for Cherokee



Casino Ramona. "We look forward to continuing our partnership with the Bluestem Foundation and Jane Phillips Medical Center."

According to the American Cancer Society, more than 190,000 cases of invasive breast cancer were estimated to be diagnosed among women in

2009. It was also estimated more than 40,000 women were expected to die from breast cancer.

Cherokee Casino Ramona is located off U.S. Highway 75 north of Ramona. For more information visit www.cherokeestarrewards.com or call 918/535-3800. 

Jane Phillips Medical Center celebrates National Breast Cancer Awareness Month

In honor of National Breast Cancer Awareness Month (October) women who receive their mammograms at any of the three JPMC diagnostic imaging locations will receive a special gift and will be eligible for a chance to win a special pamper basket that includes a free massage from Jane Phillips Wellness Connection, as well as a nice robe and jewelry.

National Breast Cancer Awareness Month is recognized across the country every year as a way to educate people about the risks associated with the disease.

During National Breast Cancer Awareness Month, Jane Phillips Medical Center and the American Cancer Society (ACS) will work to increase awareness about the disease and the importance of early detection.

One in eight women will be diagnosed with breast cancer in their lifetime. One woman every 2-1/2 minutes will be diagnosed with breast cancer. Over 230,000 American women will be diagnosed with breast cancer this year and approximately 40,000 of them will die from the disease. But women are not the only ones impacted; in fact, breast cancer also occurs in men. This year alone,

over one thousand men will be diagnosed. However right now there are more than 2.5 million breast cancer survivors in the United States.

JPMC is a proud supporter of and sponsor for breast cancer awareness.

"JPMC's dedication demonstrates our commitment and support to the families who have endured the hardships of breast cancer and to offer hope, strength, and encouragement to the many women, men and their families who are affected by breast cancer every day," said David R. Stire, JPMC President/CEO.

JPMC is committed to maintaining high standards for screening and early detection. Women and men can call one convenient scheduling number

for a mammogram appointment (918/331-3020) or visit three convenient locations:

JP Imaging Center
2661 SE Washington Blvd.
Bartlesville, OK 74006

Jane Phillips Medical Center—2nd floor
3500 SE Frank Phillips Boulevard
Bartlesville, OK 74006

Medical Park Center—1st floor
3400 SE Frank Phillips Blvd.
Bartlesville, OK 74006

All locations feature the latest in digital technology. Mammography remains a strong and important tool for the early detection of breast cancer

(continued on page 6)

Breast Cancer & You:

What You Need To Know

What is breast cancer?

Cancer is a disease in which cells in the body grow out of control. When cancer starts in the breast, it is called breast cancer. The breast is made up of three main parts: glands, ducts, and connective tissue.

Sometimes breast cells become abnormal and grow faster than normal cells. These extra cells form a mass called a tumor. Some tumors are "benign," or not cancerous. Other tumors are "malignant," meaning they are cancerous and have the ability to spread to other parts of the breast and body and disrupt normal functions in those areas.

Can breast cancer be found early?

Screening refers to tests and exams used to find a disease, like cancer, in people who do not have any symptoms. The goal of screening exams, such as mammograms, is to find cancers before they start to cause symptoms. Breast cancers that are found because they can be felt tend to be larger and are more likely to have already spread beyond the breast. In contrast, breast cancers found during screening exams are more likely to be small and still confined to the breast. The size of a breast cancer and how far it has spread are important factors in predicting the prognosis (outlook) for a woman with this disease.

Most doctors feel that early detection tests for breast cancer save many thousands of lives each year, and that many more lives could be saved if even more women and their health care providers took advantage of these tests. Following the American Cancer Society's guidelines for the early detection of breast cancer improves the chances that breast cancer can be diagnosed at an early stage and treated successfully.

Who gets breast cancer?

All women are at risk for breast cancer. Men can also get breast cancer, but this is rare. Not counting skin cancer, breast cancer is the most common cancer in women of all combined major racial and ethnic groups in the United States. Among

Hispanic women, it is the most common cause of death from cancer, and it is the second most common cause of death from cancer among white, black, Asian or Pacific Islander, and American Indian or Alaska Native women. Over 230,000 American women will be diagnosed with breast cancer this year, and approximately 40,000 women will die from the disease.

How can I prevent it?

Scientists are studying how best to prevent breast cancer. Ways to help lower your risk of getting breast cancer include:

- Stay physically active by getting regular exercise.
- Maintain a healthy weight.
- Avoid using hormone replacement therapy (HRT), or find out the risks and benefits of HRT and if it is right for you.
- Limit the amount of alcohol that you drink.

What raises a woman's chance of getting breast cancer?

Several factors may affect your risk of developing breast cancer, including:

- Getting older.
- Not having children, or having your first child later in life.
- Starting your first menstrual period at an early age.
- Beginning menopause at a late age.
- Having a personal history of breast cancer or certain benign breast diseases, such as atypical ductal hyperplasia.
- Having close family relatives (such as a mother, sister, father, or daughter) who have had breast cancer.
- Having a genetic condition, such as certain mutations in your BRCA1 or BRCA2 genes.
- Having been treated with radiation therapy to the breast or chest.

- Being overweight, particularly after menopause.
- Using hormone replacement therapy for a long time.
- Using oral contraceptives.
- Drinking alcohol.
- Being physically inactive.

What are the symptoms?

When breast cancer starts out, it is too small to feel and does not cause signs and symptoms. As it grows, however, breast cancer can cause changes in how the breast looks or feels. Symptoms may include:

- A new lump in the breast.
- A lump that has changed.
- A change in the size or shape of the breast.
- Pain in the breast or nipple that does not go away.
- Flaky, red, or swollen skin anywhere on the breast.
- A nipple that is very tender or that suddenly turns inward.
- Blood or any other type of fluid coming from the nipple that is not milk when nursing a baby.

If you have any of these symptoms, talk to a health care professional. They may be caused by something other than cancer, but the only way to know is to see a health care professional.

Is there a test that can find breast cancer early?

Mammograms are the best tests for finding breast cancer early. Mammograms are a series of X-ray pictures of the breast that allow doctors to look for early signs of breast cancer, sometimes up to three years before it can be felt. When breast cancer is found early, treatment is most effective, and many women go on to live long and healthy lives.

When should I get a mammogram?

According to the The American Cancer Society for early breast cancer detection:

Women age 40 and older should



have a screening mammogram every year and should continue to do so for as long as they are in good health.

- Current evidence supporting mammograms is even stronger than in the past. In particular, recent evidence has confirmed that mammograms offer substantial benefit for women in their 40s. Women can feel confident about the benefits associated with regular mammograms for finding cancer early. However, mammograms also have limitations. A mammogram will miss some cancers, and it sometimes leads to follow up of findings that are not cancer, including biopsies.
- Women should be told about the benefits, limitations, and potential harms linked with regular screening. Mammograms can miss some cancers. But despite their limitations, they remain a very effective and valuable tool

(continued on page 8)

JPMcG PRESENTS

GLITZ 2011

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MOTOR SPEEDWAY**

THANK YOU TO

**BLUESTEM FOUNDATION
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(continued from page 2)

Jane Phillips Medical Center celebrates National Breast Cancer Awareness Month

and early detection saves lives.

The digital mammography systems provide physicians with clear and precise all-digital images. This powerful technology helps physicians detect and diagnose breast cancer. Mammograms are among the best early detection methods yet 13 million women 40 years of age or older have never had a mammogram, according to the National Breast Cancer Foundation, Inc.

Providing the best diagnostic equipment possible to patients is a vital step toward good preventive health.

There are many advantages to a

digital mammography system. The images are clear and easy to read and the technology offers a better view of the breast, especially near the skin line, chest wall and in women with diverse breast tissue types.

The digital image is ready to read within ten seconds. Patients no longer need to wait for film development before knowing whether the images are usable.

Digital mammograms roughly take half the time of film. And if a second opinion is needed, the image can be sent electronically to a consulting physician virtually instantaneously. **JP**



FIBER in your diet

Foods High In Fiber

Fruits and vegetables that contain 5 grams or more fiber per reference amount (20% or more of the daily value per reference amount) qualify to carry the label "high in fiber."

Apple	Pear	Raspberries
Blackberries	Pigeon Peas	Spinach
Lentils	Pink Beans	Small White Beans
Lima Beans	Pinto Beans	Winged Beans

Good Source of Fiber

Fruits and vegetables that contain 2.5 grams but less than 5 grams fiber per reference amount (10-19% of the daily value per reference amount) qualify to carry the label "good source of fiber."

Artichoke	Dates	Onions
Banana	Figs	Oranges
Blueberries	Figs, Dried	Peas, Split
Broccoli	Green Beans	Plums, Dried
Brussels Sprouts	Guavas	Sweet Potato
Chickpeas	Kiwifruit	White Beans JP



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What Kind of Exercise Best Prevents Osteoporosis?

By Mike Bass, Manager Wellness Services, Jane Phillips Medical Center

Bones like to work hard. The worst thing for bones is a zero-gravity environment, followed by bed rest. A sedentary lifestyle is not so great either, bones follow the “use it or lose it” philosophy. Bones respond to force by laying down more mineral and strengthening their structure to accommodate increased loading. Thinking about the forces produced by physical activities can help you to understand what kinds of exercises cause the greatest adaptation in bone tissue.

Do exercise that doesn't cause injury. Since inactivity causes bone mineral loss, your number one job is to avoid injury and illness that could interfere with physical activity. This means that even if high-impact activities, such as running increase bone strength, you should ignore this recommendation if running worsens or cause problems for you. Check with your health care provider if you have any health concerns. A physical therapist or fitness specialist can help you to increase your exercise program slowly and gradually and help you avoid sports injuries.

In the long run, exercise generally helps prevent injury, especially if it improves strength and balance. Research has shown that regular physical activity can help to prevent falls, which can lead to fracture. It is especially interesting that regular physical activity reduces risk of bone fracture with a fall, even when no change in bone mineral density occurs. Regular physical activity seems to improve bone strength, even with no increase in mineral deposition.

If testing shows that you are at very high risk for or have already developed osteoporosis, you may also need

medications to help increase bone strength. Sometimes exercise and diet is not enough to prevent or treat osteoporosis.

Weight-bearing exercise causes the greatest increase in bone strength when mechanical force is placed on the bones, causing deformation of bone cells. This force appears to be the signal that tells bones that they need to get stronger. Weight-bearing activities such as tai chi, walking, running, and many types of sports and weightlifting place more force on the bones than weight-supported activities such as cycling and swimming.

Dynamic exercise. Do activities that produce constantly changing forces result in more improvement than continuous force. Walking and running with the striking of the foot on the ground alternating with cessation of force are examples of dynamic exercise when talking about bones. Cross-country skiing, rowing and elliptical training machines generally do not deliver large changes in force. While these activities provide terrific cardiovascular stimulation, they do not have as great an impact on bone strength. Similarly, wearing a weighted vest to perform low-intensity activity does not provide much bone stimulation. Jumping in a weighted vest, however, exerts a great deal of bone stimulation.

High-impact and high-intensity exercise. Lifting heavy weights causes more bone adaptation than lifting lighter weights. Running exerts greater force than walking. Jumping, hopping, and skipping provide more impact than running.

Many sport activities provide good bone stimulation. Sport activities often combine running with jumping and hitting and handling balls, so you get additional impact beyond running, as with soccer, basketball, and volleyball. Racquet sports provide impact in many ways and plenty of hard running.

High-impact aerobics classes often include jumping moves in many

directions. Step aerobics and running stairs also provide good impact. Plyometric training incorporates high-impact work of variable directions and resistances.


What if these high-impact activities are out of reach for you? Simply increasing your walking pace increases the force your body receives as you take steps. So, if you can walk, walk a little faster. If you can walk fast add a few steps of slow jogging. Take the stairs more quickly. Add heavier weight to your workouts as you are able.

Bones need a healthy environment to build bone strength. You must consume adequate calories and protein and enough calcium, potassium, magnesium, and vitamins D and K. Plenty of fruits and vegetables provide good nutrition and help build a good environment for bone growth. Avoid smoking, excessive alcohol, and excessive protein intake. Limit salt and empty calories.

JPMC Wellness Connection Services

Key components of Jane Phillips Medical Center's medical fitness center include specialized programs services and supervision that provide the following (1) a transition between clinical interventions/rehabilitation and fitness services according to the accepted program guidelines from medical and disease prevention and (2) prevention and health risk reduction programming. First we identify and utilize your individually unique profile. This enables our health care team to design a dynamic, safe and supervised program as a necessary component to achieving high level wellness, preventing disease and treating disease through the incorporation of exercise and rehab based therapies.

For questions about the above information, contact the Mike Bass, JPMC Wellness Connection, at 918/331-1227.

(Please note this article is designed to support your personal physician's treatment or advice, not replace it.) 



JPMC Earns Gold Award for Heart Care

Jane Phillips Medical Center has again been recognized by the American College of Cardiology (ACC) and included in *U.S. News & World Report's* Best Hospitals edition. JPMC was one of only 167 hospitals nationwide to earn the ACC's Get With The Guidelines (GWTG) Gold Performance Award. The honor recognizes JPMC's commitment to and success in meeting the ACC's "Best Practices" standards for the treatment of coronary heart disease (CAD), heart failure (HF), and stroke.

"This really is a major accomplishment for the hospital and our hospital cardiology practice," said Stan DeFehr, MD, BlueStem Cardiology. "The ACC set a high standard when they wrote these guidelines several years ago and it requires a close integration with the cardiologists and the hospital to achieve these goals."

DeFehr credited the cardiology staff at the hospital including Cath Lab personnel, cardiology nurses, office staff and mid-level providers for playing a critical role in achieving the award.

"For the community of Bartlesville

and the surrounding area this means the availability of excellent cardiovascular care for both inpatient and outpatient settings," DeFehr said.

Last year, JPMC and BlueStem Cardiology earned the Silver Award for 85% or higher adherence to certain measures over 12 consecutive months. At the time it was the highest honor possible. The Gold Award recognizes meeting those standards for 24 consecutive months.

Jane Phillips Medical Center also continues to exceed both state and national averages for treating heart attack patients who come through the Emergency Room. Since October

of 2010, 32 heart attack patients who came to JPMC had a "door-to-balloon" time well below the national 90-minute target. The average door-to-balloon time was 67 minutes. In that nine-month period, only one patient's door-to-balloon time exceeded 90 minutes.

According to national guidelines developed by the American College of Cardiology and the American Heart Association, hospitals should complete emergency "balloon" procedures in 90 minutes or less from the time heart attack patients arrive at the facility. The 90-minute span is known as "door-to-balloon time" or "D2B."

Improving the quality of care for acute heart attacks is an ongoing process at JPMC and involves ambulance crews, emergency room physicians, emergency nurses, Cath Lab personnel and BlueStem cardiologists.

"We are committed to producing

excellent results and improving wherever possible," Dr. Mehrle said. "The next step in this process is to improve the time that it takes for the patients to get from home to the Cath Lab."

That project is a joint effort between the American College of Cardiology and American Heart Association entitled Mission Lifeline.

"We remain committed to excellence in heart care," said David R. Stire, President/CEO. "The number of acute heart attack patients eligible for treatment is expected to grow over the next decade due to increasing incidence of heart disease and a large aging population. JPMC remains dedicated to delivering quality heart care close to home," Stire said.

The hospital is currently constructing a new \$4 million cardiology building. Construction is expected to be completed in November and open for patients in December. **JP**

(continual from page 3)

Breast Cancer & You: What You Need To Know

for decreasing suffering and death from breast cancer.

- Mammograms for older women should be based on the individual, her health, and other serious illnesses, such as congestive heart failure, end-stage renal disease, chronic obstructive pulmonary disease, and moderate-to-severe dementia. Age alone should not be the reason to stop having regular mammograms. As long as a woman is in good health and would be a candidate for treatment, she should continue to be screened with a mammogram.

Women in their 20s and 30s should have a clinical breast exam (CBE) as part of a periodic (regular) health exam by a health professional, at least every 3 years. After age 40, women should have a breast exam by a health professional every year.

- CBE is a complement to mammograms and an opportunity for women and their doctor or nurse to discuss changes in their breasts, early detection testing, and factors in the woman's history that might make her more likely to have breast cancer.
- There may be some benefit in having the CBE shortly before the mammogram. The exam should include instruction for the purpose of getting more familiar with your own breasts. Women should also be given information about the benefits and limitations of CBE and breast self exam (BSE). Breast cancer risk is very low for women in their 20s and gradually increases with age. Women should be told to promptly report any new breast symptoms to a health professional.

Breast self exam (BSE) is an option for women starting in their 20s. Women should be told about the benefits and limitations of BSE. Women should report any breast changes to their health professional right away.

Women at high risk (greater than 20% lifetime risk) should get an MRI and a mammogram every year. Women at moderately increased risk (15% to 20% lifetime risk) should talk with their doctors about the benefits and limitations of adding MRI screening to their yearly mammogram. Yearly MRI screening is not recommended for women whose lifetime risk of breast cancer is less than 15%.

What happens if my mammogram is abnormal?

If your mammogram is abnormal or more tests are required, do not panic. Many women need additional tests, and most are not diagnosed with cancer. An abnormal mammogram does not always mean you have cancer. It does mean that you will need to have some additional X-rays or other tests before your doctor can be sure. Other tests may include an ultrasound (picture taken of the breast using sound waves) or a biopsy (removing tissue samples to be looked at closely under a microscope). You may be referred to a breast specialist or a surgeon, because these doctors are experts in diagnosing breast problems. **JP**

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