

FALL 2010

Inside

 ANMED HEALTH



From cancer
came a calling:
one woman's
story

Learn what's new
with this year's flu

**Minor care for kids
now open at the
North Campus**

AnMed Health

Lights Before Christmas



AnMed Health invites you to a free community Christmas celebration

Friday, December 3 from 6 p.m. to 8 p.m.
at the AnMed Health Women's and Children's Hospital
2000 East Greenville Street in Anderson

Enjoy refreshments, performances by local musicians, children's crafts and photos with Santa. (Santa's photo studio closes at 7:30 p.m.)

Tree Lighting Ceremony at 7 p.m.

Holiday Food Drive for the Good Neighbor Cupboard
During this event, you can help families in need by bringing the following items for AnMed Health Integrative Medicine's Super Food Drive:

- dried beans
- brown rice
- canned fruits and vegetables
- canned fish and salmon
- nuts
- peanut butter



**For more information
call 864.512.1269**

ANMED HEALTH
We're in this together.

Collaboration is the key to continued success

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ON THE COVER: Dr. Meenu Potdar and nurse Whitney Peace examine a patient at AnMed Health Kids' Care.

As summer ended and fall began, AnMed Health began a new collaborative effort by joining Health Sciences South Carolina (HSSC), a biomedical research collaborative. South Carolina is the only state where all major research universities and six teaching hospital systems have joined forces to improve the quality of health care. Established in 2004, HSSC includes the state's largest research intensive universities and health systems. Members include Greenville Hospital System University Medical Center, Palmetto Health, Spartanburg Regional Healthcare System, Clemson University, the Medical University of South Carolina and the University of South Carolina.

Anderson may not seem like a site for biomedical research. But on any given day, thousands of AnMed Health patients are participating in clinical trials. AnMed Health's cardiovascular physicians are currently involved in 30 clinical trials and research studies. On average, AnMed Health has 160 clinical trials open for cancer patients through our affiliation with the National Cancer Institute through the Upstate Carolina Community Clinical Oncology Program. Trials are available for all major disease sites, and include some aimed at cancer prevention and symptom management.

AnMed Health is also a teaching hospital system, offering a three-year post-graduate training program in family medicine. Since 1975, the AnMed Health Family Medicine Residency Program has trained more than 200 family medicine physicians. Our family medicine residents learn the entire spectrum of medicine, from labor and delivery to geriatrics and everything in between.

HSSC is leading efforts to provide better training for health care workers, to develop a statewide strategic plan for e-health, and to develop a statewide health information technology infrastructure that will support research and advanced patient care. So what does AnMed Health bring to the table? Earlier this year, the majority of HSSC's members were located in the state's urban centers. AnMed Health, located in a semi-rural and semi-urban community, has a patient population that tends to be more representative of the rest of the state than hospitals in major cities. Our close relationship with Clemson University could also create unique opportunities for research.

A core part of the AnMed Health mission is to optimize the health of our patients, staff and community. This partnership matches our strategic goals related to research, patient care and quality. It also aligns with our belief that collaboration among institutions is critical to facing the challenging and changing environment in health care. We are excited to join in HSSC's efforts, and we look forward to building a stronger and healthier state.

We're in this together,



John A. Miller, Jr., FACHE, CEO

Inside ANMED HEALTH

Inside AnMed Health is published quarterly for AnMed Health staff, friends and the community.

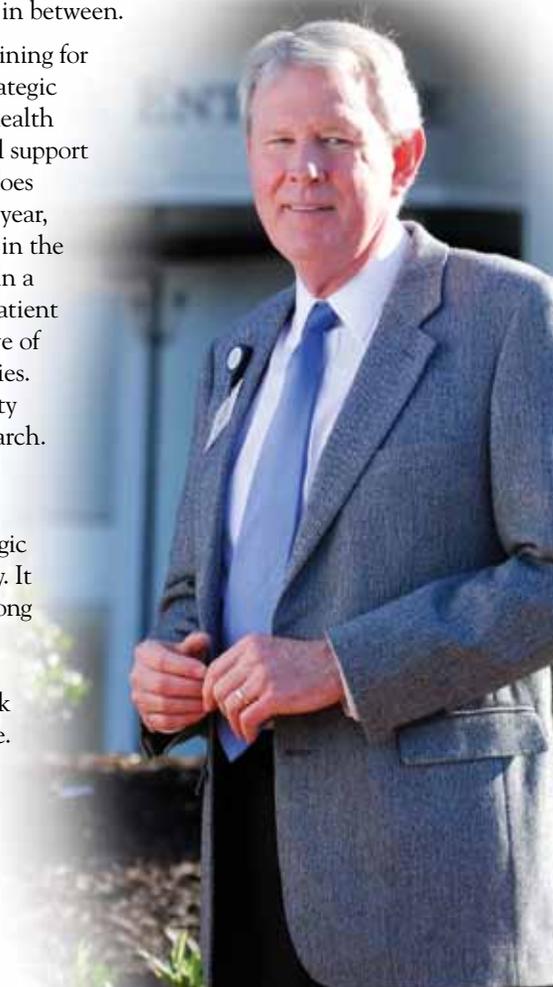
CONTACT
Marketing Department
864.512.3703

MISSION
To passionately blend the art of caring with the science of medicine to optimize the health of our patients, staff and community.

VISION
To be recognized and celebrated as the gold standard for healthcare quality and community health improvement.

 **ANMED HEALTH**
We're in this together.

800 North Fant Street • Anderson, SC 29621
864.512.1000 • www.anmedhealth.org





An avid gardener, Carolyn Shirley shops at Soileau's Greenhouses in Anderson. After being diagnosed with breast cancer, she planted her own garden of hope – an area filled with pink knockout roses.

Cancer made me stronger

A radio ad may have very well saved Carolyn Shirley's life.

In January 2008, she went for a physical and got a good report. After looking at her blood work, her doctor said it was hard to believe she was 59 years old. She was on her way home from the doctor's office and heard an ad on the radio. The ad said even if you exercise, eat all the right things, drink green tea and have no family history, you can still get breast cancer. She'd heard the ad before and didn't think too much about it. But when she walked into her house there was a television program on about living to be 100. She thought, "Maybe that could be me."

It was then that Shirley realized she hadn't had a mammogram in a year and a half. So, she picked up the phone and made an appointment. Shirley had never

had annual mammograms. She didn't consider herself to be high risk. Her family had histories of other cancers but not breast cancer.

Three days after her mammogram, Shirley received a call asking her to come back for a diagnostic mammogram. The diagnostic mammogram led to a biopsy. She had a 1.2 centimeter tumor in one of her breasts. There was a 40 percent chance it was cancer. Shirley stayed positive and made an appointment to see Dr. Bill Buice, the same physician who had performed her father's colon cancer surgery.

Dr. Buice scheduled her for an MRI and a biopsy. On April 14, the news finally came. It was invasive breast cancer. Shirley looked at her daughter and her husband. She saw

the tears in their eyes and the first thing that came to mind was, "Fight. You've got to fight."

After her appointment, Sandra Friddle, a breast cancer survivor and case manager, took Shirley by the hand and told her, "Breast cancer is not a death sentence." Friddle would know. A breast cancer survivor herself, Friddle was able to encourage and console Shirley when her fears crept in. At that time, Shirley's only experience with breast cancer was when a close friend died from the disease.

The day of her diagnosis, Shirley knelt beside her bed and prayed. She'd always been active in her church, but this was a new test of her faith. She asked God to

>>>

take care of her, and she put her fears in His hands.

Shirley had a lumpectomy on April 21. The surgery went well and was followed by four rounds of chemotherapy and 37 rounds of radiation. Throughout the process, Shirley was struck by the personalized attention she received. During her surgery, chemotherapy and radiation, the staff was efficient, professional and took her case seriously.

"If I had any questions, my questions were answered. I didn't have to wait," she said. "I was treated as if I was the most important person in the world at the time. The focus was totally on getting me well."

When Shirley's hair started falling out, she and her daughter went to impressions appearance shoppe with a photo from her last year as a school teacher. Melanie Covington, a customer service representative at impressions, helped Shirley and her daughter find a wig that matched the photo perfectly. It was such a good match that after she started wearing it, a woman stopped her in the Anderson Mall to ask who did her hair.

"Nobody could match my hair any better than Melanie did," Shirley said. "It was so natural you couldn't tell, and it looked exactly like me."

During the treatment process and in the weeks after, Shirley found strength in the 1 in 8 Breast Cancer Support Group. The group meets the second Monday of each month at 6:30 p.m. at the Cancer Association of Anderson.

It was through the Cancer Association that Shirley also discovered Survivor School, a program led by Dr. Chasse Bailey-Dorton of AnMed Health Integrative Medicine. The 10-week class teaches cancer survivors how to ease back into a new normal. Even when the cancer is gone, many survivors experience an ongoing fear that it will return. The class teaches survivors to use diet, exercise, journaling, yoga and relaxation to overcome anxiety, cope with side effects and regain a sense of well-being.

Each class starts with meditation, which sets a relaxing environment for the whole session. Shirley said Dr. Bailey-Dorton's personality put everyone at ease, allowing class members to get to know each other and feel free to discuss whatever is on their minds.

"Her being a breast cancer survivor

herself meant a lot to me" Shirley said. "You automatically form a bond with those who have been there and done that."

Since her diagnosis, Shirley has gotten involved with a number of cancer-related causes. She served on the planning committee for the 2010 Concert of Hope. She also works with the American Cancer Society as a coordinator for Reach to Recovery, a program that connects newly-diagnosed breast cancer patients with survivors. The goal is to inspire new survivors and let them know that there is hope.

"I receive a great blessing from this," Shirley said. "I feel like as a survivor, I have been called to reach out to others. I want to do this everyday. It could be a phone call or sending cards. I send a lot of cards."

His message to new cancer patients is three-fold: trust God, trust your medical team and stay positive.

"No. 1 is you look above. You ask God to be with you, to help you through this.

He will not leave you. The second thing is to totally put your trust in the AnMed Health medical team. They're all great. No. 3 is a positive attitude. Don't listen to these people that are saying, 'My cousin died at 31 of breast cancer,' or 'Chemotherapy killed this person.' Do not go there. You've got to focus on your individual case," Shirley said.

In light of all she's been through, Shirley's 60th birthday was an extra special occasion. Sixty was a milestone she had prayed to reach for years. Her mother, grandmother and three aunts all died from massive heart attacks between the ages of 47 and 59. A year after her cancer diagnosis, Shirley's prayers were answered. She reached 60 and celebrated by hosting a table at the Girlfriend's Tea, an annual fundraiser for the Cancer Association of Anderson. Her table theme: "Sixty, sexy and a survivor."

This year, Shirley turned 61.

Don't go at it alone

Learn more about the programs and services that helped Carolyn along her journey.

AnMed Health Cancer Learning Center • 864.512.4640

- Located inside the AnMed Health Cancer Center at 2000 East Greenville Street
- Features a variety of booklets, brochures, pamphlets, journals and handbooks
- Items available for check-out include textbooks, cookbooks, treatment guides, survivor stories, video cassette tapes and DVDs
- Internet access for online research

Cancer Association of Anderson • 864.222.3500

- Located at 215 East Calhoun Street in Anderson
- Provides financial assistance, support groups, a library of educational materials and connections with other survivors
- Office is open Monday through Thursday from 8:30 a.m. to 5 p.m. and Friday from 8:30 a.m. to noon

impressions appearance shoppe • 864.512.4761

- Located inside the AnMed Health Cancer Center at 2000 East Greenville Street
- Carries a wide variety of products for cancer patients, including wigs, scarves, prosthesis, skin care, lymphedema products and inspirational gift items
- Open weekdays from 8:30 a.m. to 5:30 p.m.

Survivor School • 864.222.3500

- Classes are held at the AnMed Health Cancer Center at 2000 East Greenville Street
- Taught by Dr. Chasse Bailey-Dorton, an eight-year breast cancer survivor and integrative medicine specialist
- Classes are free thanks to grants from the Palmetto Peloton Project and Susan G. Komen for the Cure Mountains to Midlands Affiliate
- To join an upcoming session, contact julie@cancerassociationanderson.org

1 in 8 Breast Cancer Support Group • 864.222.3500

- Meets the second Monday of each month at 6:30 p.m. at the Cancer Association of Anderson



As with any illness, the first step to staying healthy is to understand what you're dealing with and how it spreads.

What will you do to avoid the flu?

We've all been there. One day you're fine, then the coughing starts. You're hot then cold and you ache all over. The flu is an equal-opportunity infector with the ability to slow down even the healthiest individuals. But don't despair. There are many proven ways to decrease your chance of getting sick.

As with any illness, the first step to staying healthy is to understand what you're dealing with and how it spreads. The flu is caused by a virus. Like a cold, it attacks the nose, throat and lungs. For most people, the flu goes away in a week or two. However, it can lead to other problems such as pneumonia, ear and sinus problems, dehydration and worsening asthma symptoms.

The flu spreads through coughing and sneezing. This is why it's so important to stay home when you're sick. People can catch the flu by coming into close



Dr. David Potts

contact with someone who is sick or by touching your face after you've touched an object with the virus on it. Avoiding contact is important, but even if you think you're in the clear, you may not be. According to the CDC, flu symptoms can develop up to four to five days after you've been exposed to

the virus. Based on previous years' data, the S.C. Department of Health and Environmental Control estimates that 10 percent of the South Carolina population – about 400,000 people – will catch the flu this year.

“The best thing anyone can do to avoid getting sick is to get a flu vaccine and wash your hands,” said Dr. David Potts, infectious disease specialist at AnMed Health.

For the first time, the CDC is recommending that everyone 6 months and older get a flu shot, Dr. Potts said.

That doesn't mean this flu season will

be any worse than in years' past. So far, this year's flu season is shaping up to be a normal one. H1N1 has faded into a typical mix of circulating strains, and, according to the CDC, the new recommendation is simply an effort to protect as many people as possible from the flu.

The flu vaccine reduces a person's odds of getting the flu by 70 to 90 percent. There are many reasons people choose not to get the shot, and most are based on myth. The most common myth: The flu shot will give you the flu.

“You may get a sore arm, but the concept that it gives people the flu has been dismissed by a number of medical studies,” Dr. Potts said. “The vaccine is made with a dead virus, so it can't give you the flu.”

Each year, the flu vaccine is updated to combat the viruses that are most likely to cause illness during the upcoming flu season. This year's vaccine protects against the H1N1 virus that caused so much illness last year, and two other influenza viruses (an H3N2 virus and an influenza B virus).

The best time to get a flu shot is now. Flu season in the United States runs from October to May with the peak typically falling between late December and March. If you go to an AnMed Health family physician or pediatrician, you can find your practice's flu shot schedule at www.AnMedHealth.org. A vaccine finder is also available at www.flu.gov.

I got the flu shot, but I still got sick. How come?

There are several reasons someone might get flu-like symptoms after they've had a flu shot.

1. It takes two weeks for your body to gain full protection from the flu shot. So, if you're exposed to the flu virus shortly before getting the flu shot or in the two-week period after getting the shot, you could get sick before the shot takes effect.
2. A number of non-flu viruses, such as rhinovirus, also circulate during flu season and cause flu-like symptoms. The flu shot will not protect people from respiratory illnesses that aren't caused by the flu virus.
3. The flu shot's ability to protect a person depends largely on the similarity or “match” between the viruses in the vaccine and those in circulation. Sometimes, a person can be exposed to a flu virus that is different from those in the vaccine.
4. Some people can remain unprotected from flu despite getting the vaccine. This is more likely to occur among people that have weakened immune systems or the elderly. However, even among these people, a flu vaccine can still help prevent complications.

Source: www.flu.gov





A family waits to see the doctor at AnMed Health Kids' Care. Kids' Care doctors treat a variety of non-life-threatening illnesses and injuries. Kids come in with colds, the flu, asthma attacks, respiratory infections, cuts, sprains and strains.

Kids' Care provides parents an alternative to the emergency room

It's bedtime and little Johnny is coughing miserably. You know he won't get a wink of sleep, but the doctor's office has been closed for hours. Where do you go? What do you do?

Every parent has been there, and it's one of the reasons AnMed Health Kids' Care exists. On any given day, the physicians at Kids' Care treat a variety of non-life-threatening illnesses and injuries. Kids come in with colds, the flu, asthma attacks, respiratory infections, cuts, sprains and strains.

Pamela Brownlee brought her 10-year-old son to Kids' Care after he was hit in the shin with a helmet during a football game. Across the waiting room, Shannon McElveen sat with her daughter Samantha who had severe lower back pain and couldn't get into her pediatrician's office. A few chairs over, Tanya Gibson waited with both her daughters. One picked up a runny nose and fever at day care, and it wasn't long before the other was sniffing as well.

These moms aren't alone. In a community survey of more than 200 parents, 74.4 percent of respondents said they would be very likely to use a pediatric urgent care and another 16.7 were somewhat likely to use the service. During its first week open, Kids' Care saw as many as 51 patients in one day. On average, the

Minor Care and Kids' Care provide convenient alternatives to the emergency room. Residents experiencing any of the following symptoms should call 911 immediately:

- chest pain,
- loss of consciousness,
- heavy bleeding,
- difficulty breathing,
- severe headaches or abdominal pain,
- major trauma or burns,
- sudden weakness or change in vision.



Patients sign in at the registration desk at Kid's Care.

doctors see about 30 patients a day.

Kids' Care opens from 10 a.m. to 9 p.m. Monday through Friday and from noon to 7 p.m. Saturday and Sunday. The office is staffed by board-certified pediatricians who are specially-trained in treating children from birth through adolescence.

"Kids' Care is designed to fill the gap on weekends and in the evenings when most pediatricians' offices are closed," said Tina Jury, AnMed Health's chief nursing officer. "You can't predict when a child will get sick or hurt, but there's peace of mind in knowing that if something happens, a pediatrician is nearby and ready to help."

Being staffed by pediatricians is an important distinction, said Dr. Meenu Potdar, medical director for Kids' Care. After medical school, pediatricians go through an additional three to six years of training in treating children.

"I'm a pediatrician so I'd always want my kids to be seen by a pediatrician. They're trained in working with kids, and I think it makes a real difference in how kids are treated and the care they receive," Dr. Potdar said.

Kids' Care replaced the Minor Care at the AnMed Health North Campus, putting it in perfect proximity to AnMed Health's other pediatric services. (Adults

seeking medical treatment should go to the Minor Care at 500 N. Fant St. on the AnMed Health Medical Center Campus.) If children need to be admitted to the hospital, the pediatric unit of AnMed Health Women's and Children's Hospital is right upstairs. And, because the same pediatric groups serve both Kids' Care and the hospital, doctors can easily build a cohesive care plan, Dr. Potdar said.

In severe situations, the emergency room is still the right place to go. But McElveen, who works as an Emergency Department nurse, said that since Kids' Care opened she's already seen fewer children seeking care in the emergency room for non-life-threatening injuries. The emergency room is not only the most expensive place to seek care; it's also an adult environment with seriously ill patients.

Kids' Care is designed with children in mind from the play center in the waiting room to the underwater theme of the treatment area.

"The emergency room is just not somewhere you want your kids anyway," McElveen said. "From the minute it was rumored that Kids' Care was coming, we were like, 'Yes!'"

To learn more about Kids' Care, go online to www.AnMedHealth.org.

A conversation with Dr. J. Michael Stone

Dr. J. Michael Stone knew when he graduated from Wofford College that he'd come back to the Upstate eventually. After medical school at MUSC and a residency at Wake Forest University Baptist Medical Center, he found the perfect fit at AnMed Health Anderson Pediatrics.

Q. When did you know you wanted to be a doctor?

A. As a teenager, I had some friends undergoing cancer treatment. Other than seeing my grandparents cared for, that was my first major exposure to hospital care and pediatric care.

Q. What's your favorite part of your job and why?

A. Interacting with the kids. Even sick kids who feel bad appreciate a moment of silliness.

Q. As a pediatrician, you deal with a lot of new moms. I think every new mom dwells on three topics: their child's sleeping habits, eating habits and developmental growth. Do you have any advice to help children develop good sleeping habits early?

A. Children, and adults, sleep the best in a cool, quiet, dark bedroom. That usually means no TV, no radio, no cell phone and no more light than a nightlight. No baby should ever sleep with his parents. It's dangerous.

Q. How do parents know if their child's growth is on track?

A. I rely on growth charts where I can track a child's height, weight and head size under age 3 to make decisions on development, nutrition and exercise.

Q. The American Academy of Pediatricians used to recommend starting babies on solid food between 4 and 6 months. Then they said to wait until babies are 6 months or older. Now, it seems the recommendation is back to 4 months. What do you think?

A. I usually recommend starting with very simple foods like infant cereal around 4 months. It's simple to digest and easy to prepare. When the baby learns to take his spoon well, then it's time to progress



Dr. J. Michael Stone

slowly. I advise parents to avoid more allergenic foods until much later.

Q. If a child hasn't hit a certain milestone, should the parents be worried?

A. That's a big part of why regular checkups are so important, especially during the first five years. A pediatrician will look at the development of the whole child, not just individual milestones. Milestones are guidelines, not a rigid checklist.

Q. What's the most important thing you try to emphasize to new parents?

A. Relax and have fun. First-time parents have a steep learning curve, and a baby takes a lot of work, but it can be fun and exciting if you'll let it be fun and exciting.

THE 411 ON DR. STONE

Specialty: Pediatrics

Practice: AnMed Health Anderson Pediatrics

Location: 705 North Fant Street, Anderson, SC 29621

Phone: 864.226.3484

Q. When you're not working, what's your favorite thing to do?

A. If I'm not at work, I'm probably at church or at home with my wife and two daughters.



Classes teach cancer patients, families benefits of art therapy

On the third Friday of each month, the education room at AnMed Health LifeChoice turns into an art studio as cancer patients and their families learn the value of art therapy. The classes are designed to show how different art forms can provide relaxation and stress relief.

Breast cancer patient Connie Haywood said the class was a great way to bond with other cancer survivors and Cancer Center staff.

"It's also a time to relax and laugh, which is so very important in our journey of survivorship," Haywood said.

Classes are from noon to 1 p.m. For more information or to register, call Latisha Richardson at (864) 512-4640 or email latisha.richardson@anmedhealth.org.

AnMed Health earns statewide award for diversity excellence

AnMed Health received the 2010 Excellence in Workplace Diversity Award from the South Carolina Chamber of Commerce. AnMed Health was one of three companies recognized during the 6th Annual South Carolina Excellence in Workplace Diversity Awards in Columbia.

AnMed Health is the first health system in South Carolina to use Deaf-Talk video conferencing technology to improve communication with deaf and hard-of-hearing patients. The Institute for Diversity in Health Management, an affiliate of the American Hospital Association, has named AnMed Health "Best in Class" for effectively engaging diverse communities and "Promising Practices" in delivering culturally competent patient care. AnMed Health also has been recognized for its model language program in U.S. News & World Report's 2006 Best Hospitals issue and was the first not-for-profit business to be named a Diversity Leader by The Riley Institute of Furman University.

AnMed Health honored by South Carolina Governor's Quality Forum

AnMed Health received a Bronze Award from the South Carolina Governor's Quality Forum. The award is given to organizations whose progress toward implementing the Baldrige criteria is worthy of recognition.

The Baldrige criteria are the standards for the Malcolm Baldrige National Quality Award. The award recognizes performance excellence in organizations in the business, health care, education and nonprofit sectors. It is the only formal recognition of performance excellence given by the President of the United States to both public and private organizations.

The South Carolina Governor's Quality Award is based on Baldrige criteria and shares a similar application and examination process. A trained board of examiners and judges evaluate candidate organizations, make site visits and recommend award recipients. Winners are celebrated and recognized at the annual South Carolina Governor's Quality Award Conference.

AnMed Health applied for the Governor's Quality Award hoping to learn how the health system measures up to a nationally-recognized set of quality standards.

Bill Manson, AnMed Health's president and chief operating officer, said, "The Baldrige Award is one of most prestigious awards an organization can receive in the area of quality and management excellence. The criteria provide a framework for success used by many outstanding companies. We are pleased we were recognized in our first year of participation and will use the written feedback to continue our 'excellence' journey."

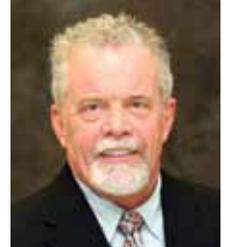
Meet our newest daVinci surgeons

Three more physicians have joined AnMed Health's robotic surgery team: Dr. Chris Jennings of AnMed Health Carolina OB-GYN, Dr. Paul Frassinelli of Piedmont Surgical Associates and Dr. Mandy Mitchell of AnMed Health Anderson OB-GYN.

The da Vinci Surgical System combines the benefits of minimally invasive surgery with the precision of robotic technology. Surgeons operate the robot from a console that provides a high-definition, 3-D view inside the body. The system seamlessly translates the physician's hand, wrist and finger movements to surgical instruments inside the patient. Because the surgery is performed with only a few dime-sized incisions, patients recover faster, experience less pain and see virtually no scarring.

At AnMed Health, the robot is used primarily for prostate and gynecology procedures, but Dr. Frassinelli is the first general surgeon using the da Vinci.

Curious if da Vinci surgery is right for you? Ask your doctor or find information online at www.AnMedHealth.org/davinci.



Dr. Chris Jennings



Dr. Paul Frassinelli



Dr. Mandy Mitchell

Residents find peace of mind with AnMed Health Lifeline

Living alone can be scary for anyone, but especially for older adults and residents who are at risk for medical emergencies. For Una Kirkland, AnMed Health Lifeline is truly a lifeline.

“I don’t know what I would do without Lifeline,” Kirkland said. “It is hard living alone, but Lifeline is always there to help me and make sure I’m okay.”

The Lifeline system includes a button on a pendant and a transmitter. The pendant is worn around the neck or wrist. Anytime day or night, subscribers can push the button to contact a caring and trained professional who will assess the situation and get the help they need. The system allows seniors and those with disabilities to live in their own homes with confidence.

Lifeline has been there for Kirkland many times when she was home alone, frightened and in need of medical help. Kirkland’s closest family lives in Piedmont. She’s been disabled since 1992 and is unable to afford the Lifeline monthly subscription fee. She receives the Lifeline service with the help of the AnMed Health Lifeline Fund, a special fund established to provide



people in need with this life-saving service.

Although Kirkland suffers from several health challenges, including emphysema, bronchitis, osteoporosis and heart disease, she manages fairly well on her own. She has lived alone since her mother passed away in 2002. She loves her home and is not at a point where she can consider nursing homes or other living arrangements.

“Living alone is hard, but it’s the only choice I have. I feel better knowing

that help will be here when I need it,” Kirkland said. “They are very nice people. Even if I don’t go to the hospital, they stay on the line until someone comes to help, and they will even call back later to see how I’m doing.”

More than 1,253 AnMed Health Lifeline subscribers rely on the system to call for help in an emergency or accident. The Lifeline Fund helps 100 of those subscribers each year.

The following criteria could indicate a real need for Lifeline:

- Advanced age – Anyone older than 65 living alone has a higher risk of medical emergencies due to falls, accidents, missed medications, stroke or other unexpected medical conditions.
- Falls – Someone older than 65 who has fallen or has the tendency to fall is at risk for a serious fall that could lead to serious injury.
- Medical conditions – Someone with a chronic medical condition, such as heart disease and diabetes, is at a greater risk of losing consciousness.

Lifeline’s monthly subscription fee starts at \$36 for the basic system.



Give the gift of independence

The AnMed Health Lifeline Fund accepts donations throughout the year. The fund helps provide Lifeline service to residents like Kirkland who can’t afford the monthly fee. During the holiday season, make a gift to Lifeline in honor or in memory of a loved one during the Lights for Lifeline campaign. The AnMed Health Foundation will mail an acknowledgement card informing recipients that someone donated in their honor or in memory of a loved one.

“Many people look forward to Lights for Lifeline and send gifts to several people for the holidays,” said Pat Gurley, AnMed Health Lifeline coordinator. “It’s a meaningful holiday gift that will help someone in need in our community.”

AnMed Health will hold its second annual Star Lighting ceremony at 5:30 p.m. on Tuesday, Nov. 30. During this event, officials will light the star on top of AnMed Health Medical Center in honor of all Lights for Lifeline donations. The lights will shine throughout the holiday season as a reminder of the gifts of kindness made this year.

Lights for Lifeline donation forms are available at www.AnMedHealth.org. Go to “Foundation,” then “How to Give” and click on the “Lights for Lifeline” section.

CORRECTION: A piece of equipment was incorrectly identified in the Spring 2010 issue of Inside AnMed Health. In a photo on page 12, speech therapist Shannon Ross was showing Zack Thomason how to use an iPod Touch as an augmentative communication device. Software called Proloquo2Go allows the iPod Touch to speak for Zack.

Power of the Philanthropic Dollar

It is often misunderstood as to why hospitals need philanthropic support. The general perception is that hospitals have high gross revenues and charge for their services, so why do they need donations? Although it may appear that hospitals are big money makers, the reality is that with drastically reduced reimbursements for services, increased operating costs and increased government scrutiny, most hospitals are fighting for survival.

Considering that the power of the philanthropic dollar is far greater than a dollar generated through revenue, every donated dollar has a significant impact on the hospital's ability to meet the community's health care needs.

Consider this scenario: A hospital has gross revenues of \$100 million with an operating margin of 5 percent, or \$5 million. What would be the value of \$5 million in philanthropic gifts? For the hospital, it would be the equivalent of an additional \$100 million in gross revenues because philanthropic

Every donated dollar has a significant impact on the hospital's ability to meet the community's health care needs.

contributions go straight to the bottom line. Plus, it is much easier to raise \$5 million through charitable donations than to increase gross revenues by \$100 million.

AnMed Health was founded with philanthropy. Founder Jenny Gilmer rallied community support and raised money to see a hospital built in Anderson. Philanthropy has played a role in every major expansion since, including the AnMed Health Women's and Children's Hospital, the Cancer Center, the Cardiac and Orthopedic Center and enhancements to AnMed Health Medical Center. The power of philanthropy extends to meeting the everyday medical needs of those in the community who struggle to make ends meet. AnMed Health Children's Health Center, Westside Family Medicine, the Medical Outreach Van, Pediatric Therapy Works, the Lifeline Fund and the Chaplain's Fund all exist as a result of philanthropy.

Philanthropy has played a critical role in making AnMed Health what it is today – a leading health care system with roughly 3,500 employees working together for the greater good.

Giving Opportunities

Donations to the AnMed Health Foundation go a long way to support the needs of AnMed Health community programs. In addition, the Foundation raises money for capital need – medical equipment, facilities or resources – that will enhance the quality and level of care provided to AnMed Health patients.

PROGRAMS SUPPORTED THROUGH CONTRIBUTIONS TO THE FOUNDATION:

AnMed Health Westside Family Medicine serves an area where a majority of residents do not have health insurance and often go without proper medical care. The primary care practice provides preventive health, wellness and medical care in a family-oriented setting.

At **AnMed Health Children's Health Center**, infants and children are able to see a caring physician for sick and well visits and receive needed vaccinations to promote a healthy future.

Pediatric Therapy Works is a unique and comprehensive therapy program that provides a new world of opportunity each year to more than 600 children with developmental delays and disorders.

The Medical Outreach Van makes nearly 200 stops each year and offers free or low-cost health screenings, including blood pressure, blood sugar and total cholesterol screenings.

The Chaplain's Fund is a safety net for hundreds of patients who need a critical prescription or medical supplies that they simply cannot afford.

For elderly or disabled persons living alone and feeling vulnerable, **The Lifeline Fund** provides in-home emergency response service to those who cannot afford it.

Use the enclosed gift envelope or go to www.AnMedHealth.org to make a donation to the AnMed Health Foundation.

Thank your medical team through the Grateful Giving program

When patients receive life-saving treatments or experience the miracle of childbirth, they often ask, "How can I ever thank you for the care I've received?" The AnMed Health Foundation is introducing a new Grateful Giving program for patients who want to thank a doctor, nurse or staff member who cared for them during their stay.

Through this program, patients or their loved ones can make a gift to recognize a caregiver in a meaningful way. Patients may designate their donation to a particular program, such as the Peggy G. Deane Nursing Professional Development Fund, which supports nurses seeking to advance their education. The caregiver will be notified that a gift was made and will be recognized if more than five donations are made in his or her honor.

"We are excited about this program and the opportunity it gives to patients looking for a way to give back," said Lynn Stoddard, annual giving coordinator for the AnMed Health Foundation. "We appreciate the support of our nurse leaders who will be rolling out the program and distributing information request cards to patients who express an interest in doing something nice for a caregiver."

When the Foundation receives information request cards, they will mail a brochure with details about the Grateful Giving program to the patient or family member who filled out the card.

A Heart for Giving

Mary Anne Lake's commitment to AnMed Health is a matter of honoring her late husband, Dr. Leonard W. Douglas. Dr. Douglas was a family practitioner in Belton and served as chief of AnMed Health's medical staff in the early 1970s. He died suddenly in his office in 1985.

"I was simply in shock after his death and lived in an emotional fog for about three years," Lake said. "My friends encouraged me to get involved at AnMed Health as a way to heal and give back to an organization that meant so much to both of us."

Since the late 1980s, Lake has dedicated herself to giving her time and resources to AnMed Health. She became a member of the Board of Trustees and currently serves on the Development Advisory Board, which provides strategic direction for the AnMed Health Foundation's organizational and fundraising initiatives.

"When I first got involved with the Development Advisory Board, I felt it was a wonderful, dedicated group that was extremely involved in the hospital and the community," Lake said. "I have come to admire the many members who volunteer their time and effort and continue to be amazed by all that AnMed Health does for the community."

"Many people see the large buildings and think that because AnMed Health is the largest employer that it has money, but what they don't realize is how much care is provided to patients who cannot pay for service and how much they give back to the community," she said. "Charitable care is happening every day at AnMed Health, and much of what they do is a well-kept secret."

Lake personally stands behind her commitment to philanthropic giving, and is a long-time donor to the Foundation. Through planned giving and donations to special events and causes, she has placed the highest priority on financially supporting the Foundation.

"Those who are fortunate are called to give back," she said. "It is so important to support organizations that have significance to you and the community, and I've seen first-hand the role AnMed Health plays in our community, and it is more than worthy of my help."

After her first husband died, Kirk Oglesby, then CEO at AnMed Health, his wife, Bobbie, and many other friends, reached out and provided Lake with support during a very difficult time. She attributes a large part of her decision to become involved as a volunteer and donor to Mr. Oglesby.

"I admire Kirk as much as anyone I know," she said.

"My philosophy and advice to people is to make giving a priority and to research organizations that they feel closest to and support causes that are important to them," Lake said. "Consider giving as part of your long-range plan and as part of your legacy when you're gone. What better way to honor and inspire others than by fulfilling your commitment to give and serve."

Lake is married to Bob Lake, a former state senator from Newberry. Together they enjoy traveling and spending time reading and relaxing on the porch at their home on the Isle of Palms.



Pediatric Therapy Works Holds Walk

AnMed Health Pediatric Therapy Works raised more than \$5,600 during a Walk and Silent Auction organized by its parent group. The event was held on Saturday, Sept. 18 at the AnMed Health North Campus. Therapists, patients, families and supporters participated in the walk and placed bids on silent auction items. The donated items included a spa package to Saluna Salon and an Electrolux refrigerator to gift cards and themed gift baskets. In light of recent cuts in health care reimbursement, the funds raised will help Pediatric Therapy Works continue to provide occupational, physical and speech therapy services to children in the community.

Stage Set for Camellia Ball

The sight of a picturesque, winter woodlands will await guests at the 17th annual Camellia Ball on Feb. 5, 2011. The Camellia Ball raises money to support AnMed Health Pediatric Therapy Works. Sponsorships are available and range from \$500 to \$2,500. For information about the event and sponsorship opportunities, contact Lynn Stoddard at 864.512.6800 or visit the Foundation News & Events page at www.AnMedHealth.org.

Foundation Hosts Donor Recognition Event

Each year, the AnMed Health Foundation hosts a special event to recognize and thank donors for their support throughout the year. This year, donors gathered at the home of John and Peggy Deane and enjoyed an evening networking, reflecting on the year and learning how their contributions helped patients in need.

The Foundation's annual donor report, due out later this year, will recognize donors who made contributions between Oct. 1, 2009 and Sept. 30, 2010. The donor walls at the AnMed Health Oglesby Center and AnMed Health Medical Center will acknowledge donors making gifts of \$1,000 or more as well as those who participated in the AnMed Health employee campaign.



Sharon Randall visits AnMed Health to support the Infusion Center

South Carolina native Sharon Randall – a nationally-syndicated and award-winning columnist – returned to Anderson on Oct. 21 to share her stories and insight with more than 300 local fans. The visit raised money to support the AnMed Health Cancer Center Infusion Center.

Randall, known for her conversational columns that eloquently describe “everyday people and ordinary things,” has a personal connection to cancer, having lost her mother to lung cancer at age 70 and her first husband to cancer in 1998. Proceeds from the event will help the Infusion Center provide transfusions, chemotherapy infusions and other critical procedures to cancer patients who cannot afford treatment.

“I love speaking at places where my column has appeared for years,” Randall said. “It’s like going to a family potluck without having to take a covered dish. That’s especially true in Anderson. I always feel right at home, and it’s an honor to help raise support and awareness for all the wonderful work at AnMed Health.”

Her presentation, “On the Porch,” delivered a powerful message about family, which she draws from her own personal experiences. Randall shared stories of growing up in North and South Carolina, the comforts of home, and the strength of family in good times and bad.

Now a Las Vegas resident, Randall grew up in Landrum and the Blue Ridge Mountains of North and South Carolina. AnMed Health supporter Gill Powell connected with Randall several years ago after reading a column in which she seemed quite homesick.

“I was going to Las Vegas with some of my friends and sent Sharon a letter inviting her to have lunch with some home folks from South Carolina while we were in town,” Powell said. “She not only had lunch with us, but spent the entire day with us. She is the most down to earth person, and I am just delighted that she came to Anderson to spend time with some of her home folks while supporting AnMed Health.”

Randall is a columnist for Scripps Howard News Service. Her weekly

column, “Bay Window,” which appears in the Independent-Mail on Mondays, is distributed to nearly 400 newspapers and read by an estimated 6 million people nationwide.

The AnMed Health Foundation would like to extend its appreciation to Sharon Randall for her support of our fundraising efforts and to our event sponsors and organizers:

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Robot improves safety, efficiency at AnMed Health Pharmacy

There's a new member of the pharmacy staff at 700 E. Greenville St. D. Spencer, the RxMedic robot at AnMed Health Pharmacy, has the ability to fill prescriptions for up to 256 commonly-prescribed medicines.

AnMed Health is the first hospital-owned retail pharmacy to purchase a RxMedic. By matching prescription barcodes to barcodes on the pill bottles, the robot pulls medicine, counts pills, and labels and caps the bottles. To ensure accuracy, the robot also photographs the pills inside each bottle. Pharmacists compare that picture to the manufacturer's photo database to ensure each patient gets the right pill in the right quantity.

700 E. Greenville St. is the busiest of the three AnMed Health Pharmacy locations. In just a few short months, the robot has already improved workflow. Pharmacy Manager Ann Barnes said the robot is filling anywhere from 150 to 165 prescriptions a day. That frees up valuable time for her staff to provide the personal service their clients deserve.

"There's a huge difference between the human touch and the robot counting refills," she said. "As the hospital grows and has more reach in the community, our business will grow and we want to be prepared for that."



AnMed Health Pharmacy's RxMedic is located at 700 E. Greenville St., the retail pharmacy on the AnMed Health Medical Center Campus.