

≡ Dr. Gold Keeps on Giving



Longtime Beloit physician honored for mentoring outstanding medical students.

Dr. Kenneth Gold, Internist

Dr. Kenneth Gold, a long-time internist with Beloit Memorial Hospital and Beloit Clinic, has a medical career filled with honors and accomplishments. He recently added the Max Fox Preceptor Award from the University of Wisconsin to his impressive career. This award honors a physician who plays an important role in developing outstanding medical students from the University of Wisconsin. Since 1998, Dr. Gold has been a preceptor for many medical students.

In addition to being one of the longest-practicing physicians in the Beloit area, he is also the past recipient of the Internist of the Year from the Wisconsin Medical Society of Internal Medicine.

“Our community has been very fortunate to have a dedicated and talented physician like Dr. Gold affiliated with our hospital since 1968,” remarks Greg Britton, President and CEO of the hospital.

≡ New Emergency Room Is First-Class Operation

Continued from page 1

NEW X-RAY SYSTEM FIRST PLACEMENT IN U.S.

Medical Imaging Services is now located within the ER for quicker scans and reads. In addition to the latest generation of digital X-ray machine, it also features a new 16-slice CT scanner, especially designed for ER/trauma needs.

The Emergency Room is making headlines in the technology world. ER Healthcare has announced that our hospital selected the new Optima XR640 digital radiographic system for X-rays needed by emergency room patients. Beloit is home to the first placement of this generation of GE digital X-ray system.

“Imaging Services are part of an emerging technology that continually offers more advancements and flexibility,” states Mardell Jacobsen, Director of Imaging for the hospital. As a GE Showsite, Beloit Memorial Hospital has been host to healthcare providers from all over the globe who come to see the equipment in an actual patient setting.

There will be a community Open House during the summer of 2010 when all three phases of the new Emergency Room are complete.

Ami Garner, ER Tech, (left) and Holly Ford, RN, program the new medication dispensing unit in the finished Phase I of Beloit Memorial Hospital's Emergency Room.



Dan Green, RN, and Kevin Erdman, PA, collaborate on a patient's needs.

5 Ways to Ward off Cancer

You can't predict the future, but you may decrease your cancer risk by making wise lifestyle choices. Dr. Annabelle Tolentino, Internist with Beloit Memorial Hospital and Beloit Clinic, shares some important healthcare facts with you.

The American Cancer Society recommends:

- 1 Change your diet.** Good nutrition could prevent more than one-third of all cancers – and may help those already diagnosed with the disease.
 - Eat a low-fat diet that's rich in beans, grains, and fruits and vegetables (at least five servings a day).
 - Eat less red meat (18 ounces or less per week) and less processed meat such as bologna, hot dogs and bacon.
 - Drink alcohol in moderation.
 - Limit salt intake.

- 2 Get help to quit smoking.** Cigarette smoking accounts for at least 30% of all cancer deaths, but your risk decreases within minutes of quitting. Many people need to quit multiple times before they can give up the habit for good. Your doctor can recommend new quit strategies – just keep trying!

- 3 Get active.** Aim for at least 30 minutes of activity daily – either all at once or spread throughout the day. “Active people are less likely to gain weight, and typically have healthier levels of circulating hormones,” Dr. Tolentino adds, “both of which are associated with cancer prevention.”

- 4 Limit your sun exposure.** Skin cancer is the most common type of cancer. Guard against sun damage by using sunscreen with a sun protection factor (SPF) of 15 or higher, avoiding the sun when it's strongest (between 10 a.m. and 4 p.m.), wearing sunglasses and protective clothing, and staying out of tanning beds. “You should inspect your skin monthly for any changes in moles or skin color,” Dr. Tolentino recommends, “and get your skin checked by a doctor every three years.”

- 5 Get recommended cancer screenings.** They are one of the best ways to prevent cancer – or catch it early when it may be the most treatable. Important screenings include Pap tests and mammograms for women, and testicular exams and prostate cancer screenings for men. Men and women ages 50 and older are also advised to get screened for colorectal cancer.



Dr. Annabelle Tolentino-Tecarro, Internist

Taking steps toward a healthier lifestyle can lower your risk for cancer and other health conditions and help you feel your best. If you don't have a doctor, please call Beloit Clinic at (608) 364-2240 to make an appointment with Dr. Tolentino.





Routine mock drills prepare Beloit Memorial Hospital staff for emergency measures.

Beloit Memorial Hospital is well-prepared for any emergency and your safety continues to be our main concern.



A simulated emergency drill requires transporting patients in a timely manner.

MESSAGE FROM THE PRESIDENT

Expecting the Unexpected

PREPARED FOR POTENTIAL H1N1 OUTBREAK AS WELL AS OTHER EMERGENCIES

There is really no such term as unexpected for most hospitals. Expecting almost any outbreak, chemical spill, explosion or bus accident is something we do every day at Beloit Memorial Hospital. With today's concern regarding a potential H1N1 outbreak, we want you to rest assured knowing the hospital leadership has a detailed plan if such a health concern arises.

We have Safety and Emergency Response Committees meetings regularly to create master action plans for a tornado, biomedical concern or school disaster. These committees create detailed outlines and conduct mock disaster drills so that employees are confident in their roles during a crisis.

In the case of the H1N1 outbreak, there are several goals: reducing the transmission of the virus (changing visiting policy, screening visitors), vaccinating target groups (through outreach centers), effectively communicating information and preparing for possible surges in patients.

Our Emergency Management Committee is involved with local and state planning for a potential outbreak of the H1N1 virus. We have a pandemic plan ready to go, if needed, and also a surge capacity plan in the case of a large number of admissions due to the flu.

We continue to work closely with Rock County Health Department in all matters of public health. In our community, the hospital also works closely with city fire and police units to provide safe handling of these emergencies.

We have not experienced an outbreak of the type and magnitude that we are preparing for, and are not sure that it will occur. No one is. For the most part, the cases of flu that are now being reported are making people ill, but not sick enough to require hospitalization.

If you think you may have H1N1 flu symptoms, you are encouraged to call your regular doctor for his or her recommendations, rather than leaving home and exposing others.

Disaster and emergency plans are continually reviewed and updated as new information arises. Beloit Memorial Hospital is well-prepared for such emergencies and your safety continues to be our main concern.

Sincerely,



Gregory K. Britton
President and CEO
Beloit Memorial Hospital

≡ Debunking Breast Cancer Myths

Breast cancer awareness has increased over the past decade with walks for the cure, celebrities speaking out about their experiences and proceeds of pink-ribboned products going to breast cancer research. But even amid a greater level of awareness, rumors and myths about breast cancer continue to circulate.

Dr. Peter Mahler, Radiation Oncologist with Beloit Memorial Hospital, answers some common misconceptions about breast cancer, and the truth behind them.

Myth: Breast cancer is only hereditary.

Fact: While family history plays a part, it is not the only risk factor. Some women who have no family history can get breast cancer, and others who have a strong family history may never get it. Talk with your health care provider about women in your family who have had cancer to determine what screenings are appropriate for you.

Myth: Antiperspirants and deodorants cause breast cancer.

Fact: Internet rumors have been circulating for years linking antiperspirants and deodorants to breast cancer. The claim is that either harmful substances, such as aluminum, in deodorants leach into the skin, raising the risk of cancer, or that they block the body's ability to release toxins, causing

a build up that ultimately leads to cancer. Neither the National Cancer Institute nor the FDA have found any link between the use of antiperspirant or deodorant to breast cancer.

Myth: Eating soy causes breast cancer.

Fact: Soy products are low in fat, cholesterol and can be a healthy addition to your diet, but some claim the phytoestrogens contained in soy have an estrogen effect, which can lead to breast cancer. Studies are inconclusive as to whether the amount of phytoestrogens in soy products is high enough to be correlated with breast cancer. Talk to your healthcare professional to find out whether soy is right for your diet.

Myth: Birth control pills (BCP) cause breast cancer.

Fact: Hormones can affect your likelihood of getting breast cancer, and birth control pills alter the hormones in a woman's body. According to the American Cancer Society, studies suggest that women who are using birth control pills have a slightly higher risk of developing breast cancer. This increased risk fades over the first 10 years after stopping the use of BCP. Talk to your health care professional to choose a contraceptive that is right for you.

Myth: All I need to do is my monthly breast self-exam and I will be fine.

Fact: While it is good to examine your breasts monthly and feel for lumps and changes, mammograms are an important step in catching breast cancer early. The American Cancer Society recommends that most women age 40 and older should have a yearly mammogram. Women at particularly high risk of developing breast cancer may benefit from earlier annual screenings or breast MRI scans. Talk with your doctor.



Dr. Peter Mahler,
Radiation Oncologist





≡ Sleep Disorders Can Lead to ≡ Long-Term Health Troubles

You know that you feel better when you awake from a full, restful night's sleep. But do you realize that sleep problems, in addition to being a drain on your quality of life, can pose serious health threats?

"Blood pressure usually falls during sleep, but interrupted sleep can adversely affect this normal decline, leading to high blood pressure," states Dr. Sushrut Patel, Pulmonologist and Sleep Specialist with Beloit Memorial Hospital and Beloit Clinic. "Sleep disorders are linked to a greater risk of heart attack, stroke, irregular heartbeat and heart failure."

Insufficient sleep also impairs the body's ability to use insulin, which can lead to diabetes. In addition, it can affect the amount of a hormone linked to obesity that's secreted, increasing the chance for weight gain.

Finally, daytime drowsiness increases the risk for accidents at work and on the road.

If you're not getting adequate sleep, you're not alone. About 70 million – or more than one in five – Americans suffer from sleep disorders. If you or your loved ones suspect you may have a sleep disorder, talk with your healthcare professional. (A bed partner may be more aware of a problem than you are!) Most sleep disorders can be managed effectively once they are diagnosed.



A sleep study at Beloit Memorial Hospital, (608) 364-5481, or NorthPointe's Sleep Solutions in Roscoe, (815) 525-4810, can help uncover a sleep disorder. If a sleep disorder is diagnosed, a sleep specialist will work with you to design a treatment plan that works for you.

Dr. Sushrut Patel, Pulmonologist and Sleep Specialist

Not Enough Zzzs? Watch out for These Common Culprits

Sleep apnea. People with sleep apnea experience pauses in breathing while asleep that last from several seconds to more than a minute. These may occur five to 30 or more times an hour, and are often associated with loud snoring. Apnea sufferers sometimes gasp, snort or make a choking sound when breathing resumes. The breathing disruptions interfere with the deepest and most restorative levels of sleep.

Restless legs syndrome (RLS). If you have this disorder, you may not notice it, but your bed partner does. RLS causes

unpleasant crawling, prickling, burning or tingling sensations in the legs and feet when at rest and an almost irresistible urge to move them for relief. RLS can make it difficult to fall asleep and stay asleep.

Narcolepsy. A person with narcolepsy is likely to become drowsy or to fall asleep at inappropriate times and places. These sleep attacks can last from several seconds to more than 30 minutes and may occur even if the person has had a normal amount of nighttime sleep. The disorder, or at least a predisposition to it, is usually

hereditary, but it is occasionally linked to brain damage.

Insomnia. Almost everyone has occasional insomnia, which is marked by difficulty falling or staying asleep or waking up too early. Stress, jet lag, temperature extremes, noise and medication side effects are common culprits. If insomnia is chronic (occurring most nights and lasting a month or longer), one of the sleep disorders listed above or some other underlying physical or mental disorder may be the cause.

TAKE THIS SIMPLE TEST

Are You Drowsy During the Day?

The Epworth Sleepiness Scale, which is commonly used to help detect sleep disorders, assigns a score to your level of daytime sleepiness. Use the following scale to choose the most appropriate number for your chance of dozing in each situation.

0 = no chance 1 = slight chance 2 = moderate chance 3 = high chance

Situation	Chance of Dozing
Sitting and reading	_____
Watching TV	_____
Sitting inactive in a public place	_____
Being a passenger in a car for an hour or more	_____
Lying down in the afternoon	_____
Sitting and talking to someone	_____
Sitting quietly after lunch (no alcohol)	_____
Stopped for a few minutes in traffic while driving	_____
Total (add the scores)	_____



.....
If your score is 10 or higher, you should discuss your sleepiness with a doctor. You may benefit from the advice of a sleep specialist. For an appointment with Dr. Patel, call (608) 364-2240.





IT'S NOT ALL IN YOUR HEAD

Stress Can Make You Sick

What adds stress to your life? Finances, work, health issues and relationships are common responses from many Americans.

When you encounter a stressful situation, your body reacts with physical, mental and emotional responses. A little stress can be helpful, keeping you alert and ready to avoid danger. But when you experience too much continuous stress – without relief or relaxation – it can have negative effects on your health.

Stress can lead to headaches, upset stomach, high blood pressure, chest pain and problems sleeping.

THE MIND-BODY CONNECTION

In recent decades, doctors have begun to more thoroughly understand the mind-body connection. The result is more effective therapies for ailments that once might have been dismissed as being all in your head. There are also steps you can take to combat the harmful effects of stress:

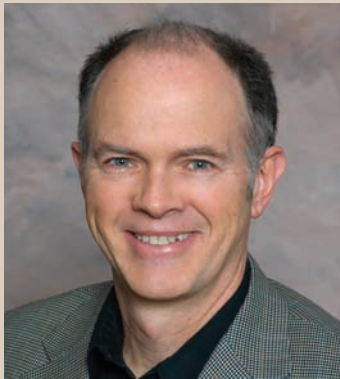
- **Exercise** to release endorphins that make you feel good and help use up excess cortisol and adrenaline.
- **Eat regular, balanced meals.** Fuel your body with fruits, vegetables, whole grains and lean protein
- **Get plenty of sleep.**

- **Relax** for a little while each day – whether with deep breathing, yoga, meditation, soothing music or a good book.
- **Maintain social contacts.** A friend with a sympathetic ear can help you talk through troubles, and helping others can give you a new perspective and move the focus off your own situation.

SEEK HELP

See your doctor about ailments that don't respond to these simple self-help measures. Beloit Memorial Hospital's Counseling Care Center has trained physicians and therapists to help you cope with stress that's affecting your health. Call **(608) 364-5686** for additional information.

New Faces



Michael Coogan, M.D.
Emergency Medicine
Beloit Memorial Hospital
(608) 364-5151

Dr. Coogan received his medical degree from Loyola University in Illinois and completed his emergency medicine residency at the University of Illinois in Chicago. He is board certified in emergency medicine and joins Southern Wisconsin Emergency Associates.



Leighton Johnson, M.D.
Orthopedic Surgery
Beloit Clinic (608) 364-2230
NorthPointe Clinic (815) 525-4500

Dr. Johnson received his medical degree from the University of Illinois in Chicago and completed his orthopedic surgery residency at the University of Miami, Florida. He is board certified in orthopedic surgery and has practiced in Indiana and California. Dr. Johnson sees patients at both Beloit Clinic and NorthPointe Clinic in Roscoe. He and Dr. Klein comprise the Orthopedic Team at NorthPointe.



Nadine Thomas, M.D.
Cardiology
Beloit Clinic (608) 364-2400
NorthPointe Clinic (815) 525-4500

Dr. Thomas received her medical degree from Howard University in Washington, D.C., and completed her internal medicine residency at Franklin Square Hospital Center in Baltimore, MD. She returned to Howard University to complete her cardiology fellowship. Dr. Thomas joins Dr. Egbujiobi and Dr. Taveras at Beloit Clinic and also sees patients at NorthPointe in Roscoe.

☰ Lifeline Celebrates 25 Years

HELP AT THE TOUCH OF A BUTTON

Lifeline, Beloit Memorial Hospital's emergency home response program, celebrates 25 years in the Stateline community this year.

"Lifeline has grown remarkably," explains Judy Simonds, Lifeline Coordinator with Beloit Memorial Hospital. "We currently assist 660 residents in Beloit, Clinton, Rockton, Roscoe, Loves Park and other neighboring communities to help them stay in their homes.

With the security of knowing someone can easily be reached in the case of a fall or other emergency, seniors and those with health conditions can have peace of mind that someone will be there for them."

LIFELINE FACTS

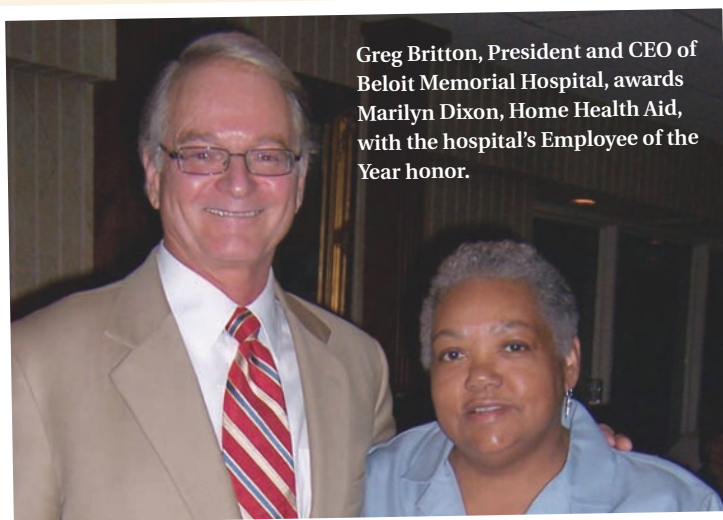
Cost: \$25 per month with a \$20 one-time installation fee.

What: Lifeline is a simple program. Subscribers wear a personal help button on a wristband or necklace that, when pushed, reaches immediate help in the case of a fall or medical emergency.

Who: Beloit Memorial Hospital's trained staff of volunteers install a small unit to your telephone. The volunteer-based program helps keep subscription costs low. For more information, please call (608) 364-5480.



Judy Simonds, Lifeline Coordinator, (left) and Lifeline volunteer installer, Lucille Braden, display the small and efficient equipment used by subscribers.



Greg Britton, President and CEO of Beloit Memorial Hospital, awards Marilyn Dixon, Home Health Aide, with the hospital's Employee of the Year honor.

Another Outstanding Employee

Marilyn Dixon, Home Health Aide with Beloit Memorial Hospital, was selected as Employee of the Year by a group of her hospital peers. Marilyn is always thinking of how she can best care for her patients and in response, her patients adore her. She always has a smile on her face and never says never. The hospital selects an Employee of the Year annually along with a Wellness Employee, Teamwork Employee and a Safety Award.



Clinton and Margarete Voigt, who owned Voigt Music Center in Beloit for 61 years, recently celebrated Clinton's 89th birthday.

Patient Thanks Hospital for Service with a Smile

"I appreciated the wonderful service rendered by your medical staff and volunteers. Every person entering my room greeted me with kind words and a smile on their face. There is not a frowning face at Beloit Memorial Hospital."

Excerpts from a letter sent by Clinton Voigt, Beloit.

FOUNDATION VIEW



**BELOIT MEMORIAL HOSPITAL
FOUNDATION, INC.**



Bob Metzger, Dr. Tom Lang and Miguel Jimenez of the winning team celebrate a successful putt. (Not shown, Daniel Jimenez.)

Pro-Am Chair Keith Kruse and Coordinator Sarah Starmer welcome featured PGA Tour Player Chez Reavie to the 2009 Pro-Am.



Nancy Packard, Vicki Kruse, Sue Kneuppel and June Hart enjoy their gift roses and a good laugh.

FOUNDATION PRO-AM RAISES FUNDS FOR EMERGENCY CENTER

≡ A Promising Future Becomes Pro-Am Theme

Pro-Am planners built the 24th annual Pro-Am concept on the hope of a promising future. With that in mind, they booked youthful 27-year-old Chez Reavie, a PGA Pro with one victory in his rookie year on tour, and pinpointed the proceeds for the hospital's new Emergency Center. The event was held at the Country Club of Beloit with a full field of golfers and dinner guests.

This year's Pro-Am netted more than \$112,000 toward the expansion and remodeling of Beloit Memorial Hospital's Stateline Emergency Center, a two-year project that will triple the size of the current Emergency Room. Phase one of the three-phase \$11.6 million project opened its doors in early July, seeing patients in the new treatment rooms. The project is slated for completion in summer 2010.

Rather than the traditional golf clinic, Pro-Am dinner guests were treated to a Q and A with Reavie after dinner. Chez was very complimentary about his fellow PGA tour pros, including Phil Mickelson, who was very welcoming to Chez in his rookie year. "I didn't even think he knew my name," joked Chez. In addition, he emphasized that the players take their jobs seriously and plan to spend a long time on the tour. "Weight training is a big part of the longevity of tour players. People like Tom Watson can stay competitive because of it."

Keith Kruse, of TriCor Insurance, chaired the successful event and gave heartfelt thanks to the participants. "In these times, it's even more meaningful to see this kind of support," he emphasized. "This hospital is

here for all of us and we are proud of its excellence."

The event attracted the maximum of 96 golfers and 204 dinner guests. The winning group, with a two low-best ball score of 114, was Tom Lang, Bob Metzger and brothers Miguel and Daniel Jimenez. The low pro of the day was Ryan Helmimen, a state pro from Sentry World, with a score of 68.

"Our sponsors and community support continue to amaze us," commented Ann Sitrick, Executive Director of the Foundation. "The four major sponsors of the Pro-Am, Hole and Event Sponsors, Silent Auction Donors, Hole-in-One Auto Dealers and many others continually do their best to make this event a shining star."

The 24th Annual Pro-Am Golf Event

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Sarah Starmer

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PLACES TO BE



Visit our calendar Web pages at
www.BeloitMemorialHospital.org

COUNSELING CARE CENTER

Call **(608) 364-5686** for more information about the following services.

Alcohol or Drug Abuse Assessment

Anger Management or Anxiety Group for Adults and Children

Cancer Patient/Family Therapy
Individual or family therapy designed for cancer patients and their families.

Children of Divorce

Depression Group for Women

Developmental Disability Group
Skill-building treatment group for adults with developmental disabilities.

Dialectical Behavior Therapy (DBT) Group

Develop skills to help you think, control negative emotions and relate better to others.

Rebuilding After Divorce Group

Helps women move forward after their marriage ends.

Women Rebuilding Their Lives

Marriage/Family/Parenting and more.

FAMILY CARE CENTER

For more information or to register for any of the classes, call **(608) 364-5237**.

Big Brother/Big Sister Classes

Sibling prep class, one Saturday each month. 10 a.m.-noon, BMH Auditorium. \$5/child (\$10 family). Gift bags and refreshments are provided.

Birth Preparation Classes

Prepare for your delivery and future parenthood with this four-session class. Cost is \$25 to those delivering at Beloit Memorial Hospital and \$50 if delivering elsewhere.

Birth Refresher Classes

Free class consists of two, three-hour sessions, refreshing you on breathing and all aspects of birth. Cost is \$10 if delivering at Beloit Memorial Hospital, and \$20 if delivering elsewhere.

Breastfeeding Classes

Pave the way for a successful breastfeeding experience before you have your baby or after. The free class is held six times a year from 6-8:30 p.m. in the Family Care Center.

Family Care Center Tours

Having a baby? Check out our special delivery services.

HEALTH AND FITNESS

Diabetic Counseling and Support Group

By appointment, call **(608) 364-5138**.

Foot Care Clinics

"Treat Your Feet" clinics offered at many outreach centers. Call **(888) 932-2245**.

Free Hearing Screenings for Persons 35 and Older

Call our certified audiologists at **(608) 364-5244**.

Lifeline

Emergency Personal Response System with help at the touch of a button. Call **(608) 364-5480**.

Living Successfully with Diabetes

A comprehensive Diabetes Education program offered several times a year. Call **(608) 364-5137**.

Mammogram Mondays – Now at NorthPointe

Walk-in screening mammogram clinic held every second and fourth Monday, 5-8 p.m. Most insurance accepted. Call **(815) 535-4000** for more information. Hospital mammograms available by appointment at **(815) 364-5249**.

Massage Therapy – Now Extended Evening Hours!

Let our certified Massage Therapist help you feel better. Call **(608) 364-5173**. Cost is \$45/hour. Massage services also available at NorthPointe Spa.

New Pulmonary Rehab Program and Better Breathers Club

Call Liz at **(608) 364-5191** for more information.

Seniors Stay Active and Strong

Individual strengthening and endurance exercise program for people over age 60. Call **(608) 364-5173**.

SUPPORT GROUPS

All support groups are free.

Alzheimer's Support Group for Caregivers

Meets second and fourth Tuesday, 1-2:30 p.m. at BMH. Call **(608) 314-8500**.

A.W.A.K.E. Support Group

For those with sleep apnea and their families. Call Bonnie at **(608) 364-5481**.

Cancer Support Group

For more information, call **(608) 364-5130**.

Chronic Pain Support Group

Meets first Wednesday of the month, 1-2:30 p.m. Call Sharon at **(608) 364-5686**.

Courageous Survivors Support Group

For those recovering from stroke, amputations and other illnesses or conditions. Call **(608) 364-5203**.

Diabetes Support Group

Call Barb/Nancy at **(608) 364-5138**.

Lap-Band® Support Group

For patients who have had Lap-Band surgery. Call **(608) 364-1429**.

Ostomy Support Group

Meets on a monthly basis. Call for schedule at **(608) 363-5705**.

YOUNG ADULT/CHILDREN

Counseling for Individuals and Groups

Social skills, coping with divorce, anxiety and more. Call **(608) 364-5686**.

Operation Timothy

Hospital orientation and tour for first graders. Thursdays, October through May. To register, call **(608) 364-5237**.

Safe Sitter

Meets for two separate sessions to educate adolescents to safely care for younger children. Fee of \$35 for one-day class from 9 a.m.-4 p.m. Call **(608) 364-5657** for class dates at BMH and NorthPointe. Watch for details!

FALL EDUCATION SERIES

Physician Presentations and Q & A

Free evening presentations on important health topics such as diabetes, Alzheimer's disease, osteoporosis and more. Call **(608) 364-5637** for complete schedule and location.