HealthFest

Hundreds of people came to the Civic Center on June 1 to save money on their health care, sample healthy foods and get vital health information.

HealthFest featured blood work and screenings such as peripheral artery disease, stroke, osteoporosis, heart, hearing and vision.

Participants also discussed medications with pharmacists, received help preparing living wills and medical powers of attorney and learned about nutrition, skin damage, lung care, BMI and healthy weight loss.

Middle school and high school students took advantage of the free sports physicals.

A big thanks to all the CAMC folks who worked to make this happen for our community.

“Kids Bucks” for Women and Children’s Hospital

CAMC Women and Children’s Hospital serves thousands of children in need within our own communities, many of whom cannot afford proper health care.

Seventy percent of the patients cared for at that hospital are considered underserved or at-risk. To care for the children of our region, CAMC is continually looking for new ways to support the uninsured and disadvantaged, as well as to continually provide the most technologically-advanced care available.

To meet this need, the CAMC Foundation is partnering with local convenience store chain, One Stop, to raise money for programs at Women and Children’s Hospital.

From now until July 19, more than 30 One Stop locations will sell “Kids Bucks,” dollar-sized paper certificates, for $1. Customers who purchase the bucks will sign them and the convenience stores will post them in the windows to showcase the support of the hospital.

“We’ve wanted to do a program like this for a long time,” said Gail Pitchford, president of the CAMC Foundation. “Not only will this campaign help raise money for vital programs at Women and Children’s Hospital, but it will also bring a greater sense of awareness to the incredible services we provide to the children in our region.”

The participating stores will be identified with a poster in the store window. Cashiers will have the bucks available at the checkout counters. All proceeds from the fundraiser will go to CAMC Women and Children’s Hospital.

In the future, the foundation hopes to expand the program to include other local retailers.

For a list of participating locations, visit camcfoundation.org.

SVI Laboratory Services is changing its name

CAMC LabWorks

Same great service – two convenient locations

- Chesterfield Avenue - Kanawha City
  3004 Chesterfield Ave., Charleston, WV 25304

- CAMC Memorial Hospital
  Medical Staff Office Building
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  Charleston, WV 25304

Visit us for all of your lab work needs

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camc.org/labworks
Dr. Rosencrance appointed interim leader of the WVU Charleston Division

J. Gregory Rosencrance, MD, has been named interim associate vice president and campus dean for the Charleston Division of the West Virginia University Health Sciences Center by Chancellor Christopher C. Colenda, MD, MPH. Dr. Rosencrance is professor and chair in the WVU department of medicine and president and CEO of WVU Physicians of Charleston. He has been a faculty member since 1991.

“Dr. Rosencrance’s experience and commitment to academic medicine will be key to a successful transition during the search for a permanent regional dean,” said Dr. Colenda. “His leadership and energy will be instrumental in perpetuating an exceptional education experience for our students and strengthening our academic partnerships with Charleston Area Medical Center and our other partners.”

As CEO of WVU Physicians of Charleston, Rosencrance leads an organization of more than 100 doctors that comprise the faculty and clinicians on WVU’s Charleston campus. Additionally, he serves as the chief of staff-elect for CAMC. He completed his undergraduate studies at West Virginia University and went on to earn his medical degree from the Marshall University School of Medicine in 1988. He then completed his residency in internal medicine at CAMC.

The vacancy was created by the retirement of Clark Hambarger, MD, which is effective June 30.

“Dr. Hambarger has been an exemplary leader for the Charleston Division, strengthening the faculty, advocating for our students and cementing our partnership with Charleston Area Medical Center and the entire healthcare community in the Kanawha Valley,” said Colenda.

A search is underway for a permanent leader for the campus. John C. Linton, PhD, is serving as the chairman for the search committee.

Providers: two ways to get information via text

Context: secure messaging between providers

Context provides a secure environment for HIPAA-compliant provider-to-provider text messaging. CAMC is an administrative user of Context, and credentialed physicians, residents, physician assistants and nurse practitioners can sign up to receive access.

Context is available as a free mobile app on the iPhone and Android phones only. Individuals requesting access will be sent an email from the CAMC Context administrator with logon credentials, which can be input once the user has downloaded the app. Providers who want to use Context should download the app and then call the CAMC Help Desk at (304) 388-4357 to sign up for access.

Information and tips about Context:
• Orders must not be sent via Context
• Photos must be taken within the Context app to be held securely and be HIPAA-compliant. Photos taken within Context are not stored in the device’s photo album.
• Credentials and Context access are for the intended user only and must not be shared.

CAMC is implementing a solution for attending physicians, residents and midlevel providers to receive Soarian updates and information via text. Users can sign up by texting “CAMC” to (304) 896-0150 and will receive information as it becomes available. This is one-way informational messaging, and standard messaging rates apply.

Got symptoms? Just click camc.org

What is the first thing you do when you’re not feeling well, but aren’t sure what your symptoms mean? If you’re like the majority of Americans, you head to your computer or smartphone to research online. According to Pew Internet, 59 percent of U.S. adults who use the Internet have looked online for health information, with 35 percent researching information about a specific health condition.

To continue meeting the health and wellness needs of the region’s residents, CAMC recently launched its new Health Information Center, available on camc.org. It features thousands of articles on health topics, all regularly updated and reviewed by medical professionals.

The Health Information Center includes:
• Symptom checker for adult and pediatric patients, to help users evaluate symptoms and get condition information
• Adult and pediatric health libraries with information about diseases and conditions, diagnoses and treatments, procedures and wellness
• Reference sections including a drug interaction checker, vitamin and supplement information and alternative medicine resources
• Interactive wellness tools, such as risk assessments, health quizzes, along with recipes and tips to maintain healthy lifestyles
• Multimedia room with videos, procedure animations and podcasts.

Many of the articles are also linked to webpages about CAMC’s services and physicians who treat those specific conditions. The Health Information Center can be accessed by visiting camc.org and clicking on “Symptom Checker and Health Info,” and is also available on camc.org’s mobile site.

The countdown begins! Are you working toward your MyHealth incentives for 2013? All activities must be completed by Dec. 31, 2013 in order to receive your $100 incentive. There is still time! Earn 100 points by completing your MyHealth wellness profile, getting your blood work, getting your annual flu shot, having your routine annual physical, and by participating in one of the programs listed under “Earn Wellness Points.” Go to www.myhealth.motivation.cc to get started.

The wellness profile is a questionnaire that will help you assess your individual health risks. It is not a replacement for a regular doctor visit, but is a quick and easy way to determine your health status by asking you specific questions about your current health habits, and your personal health status. It will help you assess a variety of risk factors including heart health, cancer risk, safety risk, etc. Complete the wellness profile before June 30 and you will be entered into a drawing to receive a $50 value BONUS gift, in just one simple step!

When you complete the wellness profile you receive a personalized feedback report including:
• An evaluation of your overall relative lifestyle risk
• Information about any health risks that may apply to you
• Suggestions on how to reduce or eliminate your risk

For more information call Evan Thomas, MS, CSCS, health and wellness coordinator at (304) 388-7593.

Steven Berry, MD, joins the department of emergency medicine. Berry received his medical degree from West Virginia University School of Medicine. He completed an emergency residency at CAMC.
Lynn Brookshire: logging out as CIO

It’s hard to imagine CAMC without all the computers in patient care areas and offices and so many people using electronic systems in their daily jobs. But the technology we use today was just an infant when Lynn Brookshire started here March 23, 1992.

“When I started 21 years ago we had automation in patient accounting, registration and the laboratory,” said Brookshire, who is retiring as chief information officer. “There were also limited PCs in finance, some on nursing units, and some use of email among managers. I believe there were about 600 PCs in all of CAMC.”

Now there are about 6,000 computers.

Although most people think of Brookshire as the CIO, a position she’s held the past 14 years, she was originally hired as the manager for information services education and training.

“That was a department of three besides me,” Brookshire said. “Two trainers who taught registration and health unit coordinators how to use our main system that was called PCS. The other person created ‘professional trainers’ how taught registration and our main system that was called PCS. I/S has experienced many changes and completed many upgrades during the past 21 years.

“We have done so much as a group,” Brookshire said. “There are more than 50 active projects at any given time with varying degrees of complexity. We were early adopters of radiology picture archiving systems, which greatly reduced film costs and made images available to many of our physicians from nearly anywhere. We also made the conversion to what we call electronic medical records in the late 1990s.

“This was a lot of change that ultimately made information more accessible and easier for physicians to sign their records, too. The big task now is computerized physician order entry,” Brookshire continued. “I’m so proud of all the work, changes to make it better.”

And the winner is...

CAMC recently won several national awards for its advertising campaigns.

The national organ transplant waitlist now exceeds 110,000 people, with three out of every four people waiting for a kidney. Sadly, about 18 people die each day waiting for organs because the need is far greater than the supply.

To help raise awareness about the importance of organ donation, the Kidney Transplant Center at CAMC General Hospital, the Center for Organ Recovery and Education (CORE) and the CAMC Foundation will sponsor the eighth annual “Power of Organ Donation Night” at Appalachian Power Park Friday, July 19.

Texas native Nefeterius McPherson will share her special connection to West Virginia as a result of organ donation. McPherson received a liver from Taitlyn Shae Hughes of Martinsburg, WV, on Nov. 6, 2011, after she died of a brain hemorrhage.

Hughes, just 12 years old, was a West Virginia University fan. Today, McPherson is an advocate for organ donation – and a WVU fan in honor of the young girl who loved WVU football and gave her a second chance at life.
Debbie Boland will serve as interim chief information officer as CAMC completes the search for a replacement.

Duncan will coordinate the Childbirth Education Program for Women and Children’s Hospital.

Congratulations to Jennifer Tinnel, RT (R), Memorial Hospital, for advancing to Level 2 radiologic technologist.

Congratulations to Sara Phillips, RT (R), Memorial Hospital, for advancing to Level 2 radiologic technologist.

Care management congratulates Tina Tomei for her advancement to the position of manager for case coordination.

Congratulations to Memorial Hospital central service technician Justin Daggs for achieving his national certification.

DR: Dean Ornish Program for Reversing Heart Disease

The next Spectrum class starts July 11. Spectrum is for individuals who want to prevent disease, reduce the risk for developing chronic conditions, or learn lifestyle changes that can help manage diabetes, high blood pressure, heart disease and cancer.

The Spectrum Program is a six-week lifestyle improvement program consisting of weekly two-hour educational sessions also focusing on nutrition, exercise, social support and stress management.

2013 Golf Classic

On Aug. 19, the CAMC Foundation will sponsor its annual Golf Classic. Proceeds from the tournament are used to fund children’s safety net services, including NICU, trauma, clinics and preventative and educational programs at CAMC Women and Children’s Hospital.

The tournament is held at Berry Hills Country Club, Edgewood Country Club and Sleepy Hollow Golf Club.

For more information, call the CAMC Foundation at (304) 388-9860.

Lynn Brookshire

Continued from 3

Brookshire says the biggest challenges, like most others have faced in health care, included dealing with frequent changes in technology and new privacy laws with limited resources.

“Sometimes it felt like I was running back to back marathons without proper training.”

Brookshire is trading that running for time with family and hobbies.

The Charleston native says she’ll continue to be at West Virginia Power games and volunteer with the Master Gardeners at the Manna Meal Garden.