

HCA West Florida Orlando

Healthy Living

at a higher standard

Fall 2008



Your Source for Oncology Services

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When It's an
Emergency page 2

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Blake Medical Center
Brandon Regional Hospital
Central Florida Regional Hospital
Community Hospital
Doctors Hospital of Sarasota

Edward White Hospital
Englewood Community Hospital
Fawcett Memorial Hospital
Largo Medical Center
Northside Hospital

Oak Hill Hospital
Osceola Regional Medical Center
Regional Medical Center Bayonet Point
South Bay Hospital
St. Petersburg General Hospital



Is It *Really* an Emergency?

While minor illnesses are better treated by your personal physician, after office hours, the hospital Emergency Department (ED) may be the only option for care.

HCA Hospitals of West and Central Florida are committed to providing patients quality, compassionate and prompt care in the ED. For life-threatening situations such as a heart attack or stroke, 13 hospitals meet or exceed national treatment guidelines through Joint Commission Primary Stroke Center Accreditation and 12 hospitals, including all nine Heart Centers, have earned Chest Pain Accreditation.

In addition to providing high quality care, these hospitals have successfully reduced wait times through a strong focus on efficiency.

According to the American College of Emergency Physicians, you may have a true medical emergency if you experience any of the following symptoms:

- ▶ changes in vision
- ▶ coughing or vomiting blood
- ▶ difficulty breathing
- ▶ fainting or sudden dizziness or weakness
- ▶ mental confusion
- ▶ sudden difficulty speaking
- ▶ sudden or severe pain
- ▶ suicidal feelings
- ▶ uncontrollable bleeding
- ▶ unusual abdominal pain



To schedule an appointment with a physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit www.HCAdocs.org.

Searching for Dr. Right



Call (877) 4-HCA-DOCS (1-877-442-2362) for a free referral to an HCA West or Central Florida physician, or visit www.HCAdocs.org. All HCA West and Central Florida hospitals feature physician directories on their Web sites that are searchable by specialty or physician name.

Choosing a primary care physician can be a complicated process. The American Academy of Family Physicians offers some tips to help make your decision a little easier.

ASK YOUR FAMILY and friends, but be open minded about their opinions. A physician that isn't a good fit for your neighbor might be perfect for you.

Call the office. Once you have narrowed down your options, call the physician's office to ask some specifics, including the type of insurance they accept, office hours, and whether walk-in or same-day appointments are available.

Meet the doctor. After finding a physician who meets your needs, schedule an appointment to talk with him or her. During

the appointment, gauge if you are comfortable with the physician, if you have enough time to ask questions, and whether he or she answers your inquiries in a way that you understand.

"No matter the type of physician you are seeking or what your health concerns may be, choose a physician you can talk to," says James Willis, DO, family practice physician at Osceola Regional Medical Center. "Open lines of communication are important in health care."

Committed to Better Breast Health

If you are a woman, you have a one in eight chance of being affected by breast cancer during your lifetime, according to the National Cancer Institute. But you can fight against breast cancer odds through regular screenings and by taking steps to reduce risk factors.

HOSPITALS AND BREAST care facilities in HCA's West and Central Florida Division are committed to providing the latest in technology and services to help guard against, find, and defeat breast cancer. The most important step women can take for breast health is to know their own bodies, according to Patricia Turner, MD, breast imaging radiologist at Osceola Regional Medical Center.

"So often I hear women say they just don't do breast self exams," says Dr. Turner. "All women absolutely should do these exams. If there is something abnormal developing, you have the best chance to find it early. You know your own body better than your doctor does, and you can check for changes more frequently."

Early Detection Essential

In addition to breast self exams, the American Cancer Society recommends that women in their 20s and 30s receive clinical breast exams at least every three years, while women in their 40s should have their breasts examined by a medical provider annually. After age 40, women

should also receive a mammogram each year.

Women should consult with their doctors to learn their risk for breast cancer based on personal and family health histories. Those at higher risk may need to start breast imaging screenings before age 40, and their physicians may recommend breast magnetic resonance imaging (MRI) as a screening tool.

"Yearly mammograms should be done without fail for women over 40," says Dr. Turner. "We are finding very early stages of breast cancer now, which means treatment may be more effective. But it is the combination of everything—breast self exams, clinical exams, and mammograms—that is so vital for early diagnosis and treatment with more favorable outcomes."

Call (877) 4-HCA-DOCS (1-877-442-2362) for a free physician referral for a breast exam or to ask about breast care services in your area. Visit www.HCAdocs.org for more information about breast health.

GOING DIGITAL

To provide patients with the latest in screening technology, 11 HCA West and Central Florida facilities will offer digital mammography by the end of 2008. This technology allows for more detailed images of breast mammogram studies and is especially helpful for women with dense or fibrous breasts.

You can find digital mammography at the following facilities:

- ▶ Blake Medical Center
- ▶ Community Hospital – The Future Medical Center of Trinity
- ▶ Doctors Hospital of Sarasota
- ▶ Fawcett Memorial Hospital
- ▶ Florida Breast Institute at Largo Medical Center
- ▶ Heathrow Imaging in Lake Mary
- ▶ Oak Hill Hospital
- ▶ Breast Care Center of Osceola Regional Medical Center
- ▶ Parsons Imaging at Brandon Regional Hospital
- ▶ South Bay Hospital
- ▶ St. Petersburg General Hospital

A Grand Opening

The Orlando market **WELCOMED**

a new breast center in July when

the Breast Care Center at

Osceola Regional Medical

Center opened. The Breast

Care Center, housed within

the Osceola Imaging

Center, provides

patients

with

A SINGLE

LOCATION for

all their breast health needs.

For more information, see "Meeting

Your Breast Care Needs" on page 4.

Meeting *Your* Breast Care Needs

The new Breast Care Center of Osceola Regional Medical Center is available to meet your breast care needs as a comprehensive, advanced imaging center.

OPENED IN JULY, the center aims to offer the busy woman the best of both worlds—a place with the most advanced technology featuring digital mammography, a 3T magnetic resonance imaging (MRI) machine, and a tastefully designed center with free, accessible parking. To accommodate women who would prefer their tests the same day, walk-ins are welcomed.

“Women are looking for the latest diagnostic technology available, peace of mind, and ease,” says Peter Aguirre, imaging director of the Breast Care Center. “Osceola Regional Medical Center understands women and the latest trends in health care. We are proud to meet their needs in our center and offer this specialized service to women in our community.”

Diagnostic Success

The acquisition of the latest in digital mammography and the sophisticated 3T MRI separates the Breast Care Center as the only facility to provide the 3T MRI in Osceola and South Orange counties. Equipment and services available at the center include:

- **SENOGRAPHE™ DS.** The Senographe DS is the culmination of several years’ worth of advances in digital mammography. The Senographe DS instantly produces superior images and provides features designed for the patient’s comfort.
- **GE 3T MRI.** The 3T MRI features a much thinner image slice and resolution, greater degree of accuracy, and imaging precision with a shorter time for breast scans.
- The **VOLUSON 730 PRO** offers four-dimensional images in real time, giving physicians unprecedented ultrasound images.
- **OTHER SERVICES INCLUDE:**
 - › bone densitometry
 - › computer-aided detection (CAD)
 - › minimally invasive ultrasound-guided biopsy

Compassion When You Need It

In addition to the advanced imaging and diagnostic technologies, the Breast Care Center at Osceola Regional Medical Center provides a high level of personalized care. The staff is complete with specially trained physicians, female technologists, and the addition of a breast care coordinator.

“The role of our breast care coordinator is to act as an advocate for our patients,” says Peter. “She facilitates the scheduling of appointments, offers community resources, and provides support to women as needed.”

To learn more about breast care options, visit www.osceolaregional.com, and select “Breast Care” from the “Services” menu or call (407) 518-4200.



Passing the Tests

Mammograms and bone mineral density or DEXA tests are among the most important diagnostic tools available to women, helping to detect and treat breast cancer and osteoporosis.

Technology to diagnose both of these conditions is available at the Breast Care Center of Osceola Regional Medical Center.

Call to schedule an appointment if you fall into one of these categories:

- Women age 40 and greater. It is recommended that women in this group commit to an annual mammogram for optimal breast health. Some physicians may recommend earlier screenings if you have a personal or family history of breast cancer or other risk factors.
- Women age 65 and greater. It is recommended that women in this group have a DEXA test. Younger women may need the test sooner if they have osteoporosis risk factors.

CyberKnife... The Edge of Technology

There is no miracle cure for cancer—but patients with inoperable cancer who have received lifesaving treatment with CyberKnife® may feel otherwise due to their experience with this powerful piece of technology.

HARNESSING THE DUAL capabilities of computer-controlled robotics and image-guided radiation, CyberKnife is unlike any other cancer treatment option.

The Future Is Here

Patients who come to Central Florida Regional Hospital's CyberKnife Center for treatment do not have to change into a hospital gown or check in for an overnight stay. Instead, they can relax on a table for between 30 to 90 minutes and listen to music. While the patient receives treatment, precise beams of real-time radiation focus on the tumor.

After the treatment is over, patients are free to go about their normal lives—get back to the office to finish some paperwork, make a trip to the mall to buy a friend's birthday gift, or go to the gym for a quick workout.

The procedure is painless and enables patients to receive doses of radiation that are concentrated and precise, minimizing damage to other structures in the body. Patients can be treated for conditions that include brain, lung, spine, liver, and pancreatic cancers in as few as five sessions.

A Continuing Evolution

When CyberKnife first debuted at Central Florida Regional Hospital in 2006, it was primarily employed to treat cancers of the brain and spinal cord. Thanks to the addition of new technology such as the Xsight™ Lung Tracking System and advanced training for members of the medical staff, CyberKnife is now being employed to treat cancers in other areas of the body.

“At this point, we just want to get the word out to the community about this amazing technology,” says Christi Kotwica, RN, BSN, CyberKnife manager and

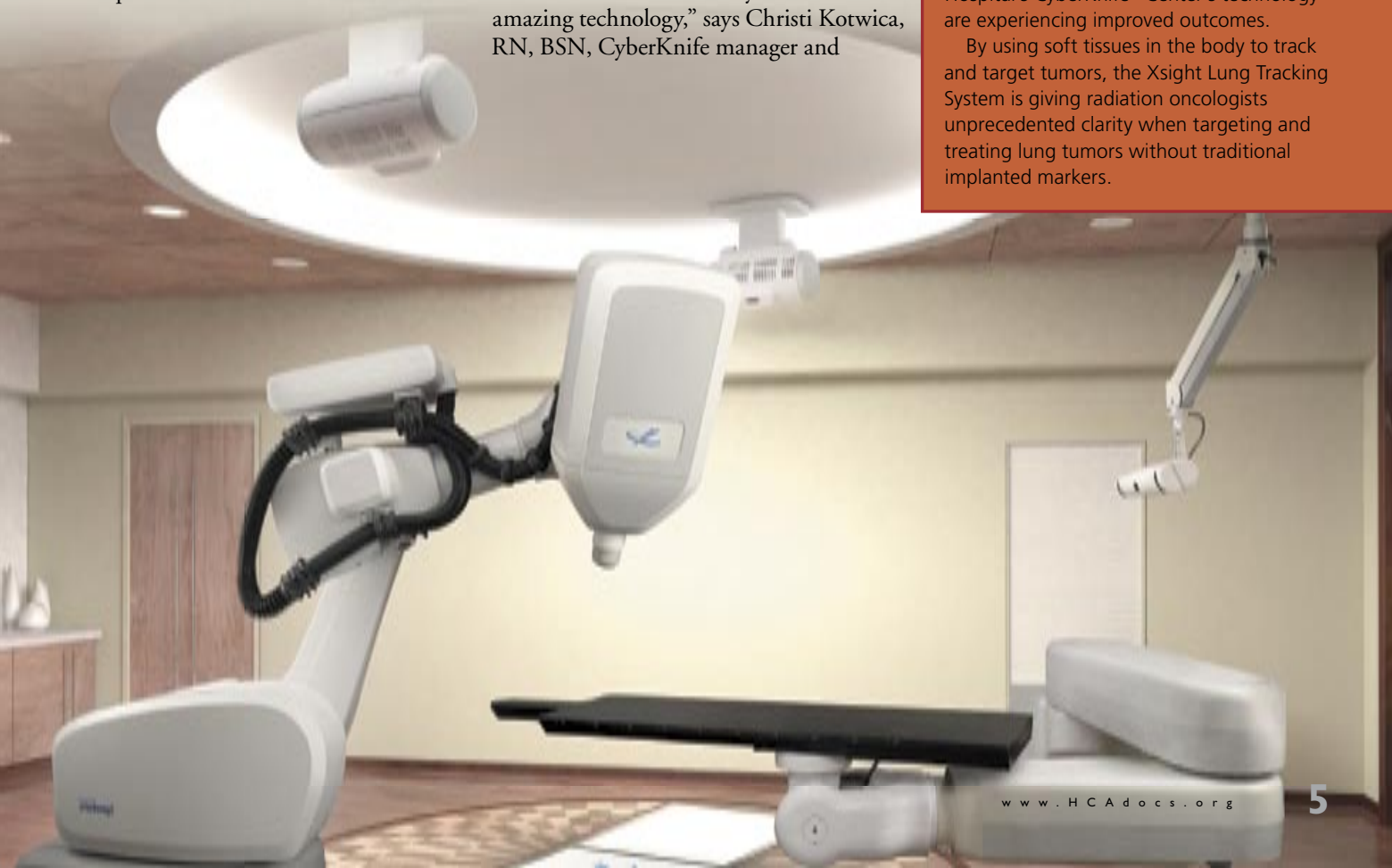
patient navigator at Central Florida Regional Hospital's Cyberknife Center. “CyberKnife is a form of very targeted radiation therapy for tumors and can be used independently or in conjunction with other modalities, such as chemotherapy.”

For more information about CyberKnife, visit www.centralfloridaregional.com or call the CyberKnife center during office hours at (407) 833-7510 or toll free (888) 777-3181. After office hours, please call (800) 445-3392, and one of our nurses can assist you.

Get Excited About Xsight

Thanks to the Xsight™ Lung Tracking System, patients undergoing treatment for lung cancer with Central Florida Regional Hospital's CyberKnife® Center's technology are experiencing improved outcomes.

By using soft tissues in the body to track and target tumors, the Xsight Lung Tracking System is giving radiation oncologists unprecedented clarity when targeting and treating lung tumors without traditional implanted markers.





Quality Cancer Care

Cancer is a scary word, and the **American Cancer Society** estimates that **nearly 1.5 million Americans** will receive a cancer diagnosis before the end of 2008. Advanced technology and treatment options at HCA West and Central Florida hospitals offer oncology patients **comfort with advanced care and hope for better outcomes.**

COMPASSIONATE TEAMS of board-certified physicians, nurses, technicians, and support personnel provide a full spectrum of oncology care, from diagnosis to treatment, for cancer patients throughout West and Central Florida. Oncology units and diagnostic treatment centers within the HCA West Florida Division promote total patient recovery through an integrative approach to cancer care.

Your Source for Oncology Services

Oncology care at HCA hospitals in West and Central Florida begins with diagnostics. From full-service laboratories to imaging and biopsies, HCA West and Central Florida facilities are outfitted with the advanced equipment and expertise to help physicians identify cancer.

Once diagnosed, cancer patients can find treatment options at HCA West and Central Florida facilities that include traditional and

new chemotherapy and radiation treatments and surgical procedures, as well as resources for patient education and navigation and support groups.

"In cancer management, the goal is to remove or kill the cancerous cells, preferably before they have an opportunity to spread," says Alan Keller, MD, general/vascular surgeon at Osceola Regional Medical Center. "Surgical procedures often provide the most expedient way to accomplish this."

CyberKnife

Another high tech tool in the fight against cancer being utilized at HCA West and Central Florida Division is CyberKnife®. This equipment enables physicians to treat tumors considered inoperable due to location or proximity to vital body structures.

Through precise radiation beams guided by an image guidance system, CyberKnife targets tumors. It can

compensate for even the slightest human movements, allowing radiation to be delivered to the patient without the use of a invasive body frame. In addition, CyberKnife's precision means patients need no anesthesia, experience no pain or blood loss, and can typically resume normal activities immediately after treatment.

When You Need Cancer Care

HCA West and Central Florida Division facilities offer patients battling cancer and their families a source of strength, care, support, and hope through compassionate personalized care and a commitment to providing the most effective and advanced treatments and technology.

For more information about cancer services at HCA West and Central Florida facilities, visit www.HCAdocs.org or call (877) 4-HCA-DOCS (1-877-442-2362).

DIGITAL MAMMOGRAPHY

HCA facilities support women's breast health through detection, treatment and beyond. Today, the Breast Care Center of Osceola Regional Medical Center and Heathrow Imaging in Lake Mary offer the latest technology in their communities with digital mammography.

Digital mammography is today's most advanced type of breast screening, making exams quicker and more comfortable for women. Studies have shown this technology may detect up to 20 percent more breast cancers for women under the age 50 or women with dense breast tissue, and it is the recommended technology for these women.

Laparoscopic Surgery » Advanced Procedures and Results

Your mom is scheduled to have a surgical procedure at an HCA West Florida Division hospital. Instead of facing several days in the hospital and several weeks of recovery and post-surgical pain, she, like many patients, may be a candidate for a laparoscopic procedure that offers faster recovery times and proven results.

“PATIENTS are often surprised at how many procedures are offered using minimally invasive techniques,” says Napoleon Estrada, MD, FACS, general surgeon at Osceola Regional Medical Center. “Many common procedures can be performed on an outpatient basis, allowing patients to come to the hospital for surgery in the morning and be sleeping in their beds at home the same evening.”

Your Guide to Laparoscopy

Most minimally invasive procedures are performed while the patient is under general anesthesia. The surgeon then creates a small keyhole incision through which a miniature camera or scope is inserted. These specialized instruments give surgeons an accurate view inside the patient’s body. Several other small incisions are made so doctors can insert small tools to perform the operation.

Beyond the benefits of a faster recovery and shorter hospital stay, research has proven that minimally invasive procedures also offer a reduced infection rate and can lessen the need for post-surgical pain medicine.

A few of the most common laparoscopic procedures include:

- appendectomy
- biopsy
- colectomy
- gallbladder removal
- hernia repair
- hysterectomy
- urinary incontinence procedures

While laparoscopic procedures can offer qualifying patients wonderful benefits, it is important to realize that laparoscopic surgery is not the solution for every patient.

“We want our patients to understand that there are a vast array of surgical procedures to correct common health problems,” says Dr. Estrada. “Anyone who needs advanced surgical care can find healing options at our facilities.”

For a referral to an HCA West or Central Florida physician, call (877) 4-HCA-DOCS (1-877-442-2362) or visit our online physician directory at www.HCAdocs.org.



A Better Quality of Life

Hemorrhoids and varicose veins are both painful conditions that impact millions of Americans every year. New procedures are giving patients the ability to find relief from symptoms.

- More than half of Americans will have hemorrhoids by age 50, according to the National Institutes of Health. Now hemorrhoids can be eased through procedure for prolapse and hemorrhoids (PPH), a minimally invasive surgery that uses a circular stapling device to lift the problem tissue. Patients typically see results within a few weeks.
- VNUS® Closure® is a minimally invasive treatment for varicose veins. This outpatient procedure is an alternative to traditional vein stripping procedures. Generally, patients are up and walking the same day.

For more information or for a referral to a physician who performs these procedures, call (877) 4-HCA-DOCS (1-877-442-2362).



HCA West Florida Division

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Treating the body. Comforting the spirit.

The Breast Care Center of Osceola Regional Medical Center is focused on creating positive experiences and providing the absolute finest women's breast care available.

We offer the latest imaging services, including **Digital Mammography**, in an all-in-one location to provide comfort and reduce anxiety. The Breast Care Center of Osceola Regional Medical Center is conveniently located at the corner of Oak and Rose Street, inside our Osceola Imaging Center with easy private parking.

Our Breast Care Coordinator will provide one-on-one support and guide you through diagnosis, treatment and recovery.

To schedule a mammogram, please call (407) 518-4200.
For more information about the Breast Care Center, please visit OsceolaRegional.com



BREAST CARE CENTER
Osceola Regional Medical Center

730 West Oak Street • Kissimmee, Florida 34741 • OsceolaRegional.com



New Hope For Treating **INOPERABLE TUMORS**

Treatment at the Central Florida Regional Hospital Cyberknife Center – painless, non-invasive, ultra-precise radiosurgery that can help patients with cancer beat the disease and get on with living.

- No pain, scalpels or anesthesia
- No recovery time
- New hope for inoperable or surgically complex tumors
- Successful treatment in as little as one to five visits

For more information, please call **1-800-445-3392**

the **CYBERKNIFE** Center
at Central Florida Regional Hospital



200 N. Mangoustine Ave. ■ Sanford, FL 32771 ■ CentralFloridaRegional.com

