RADIATION THERAPY ZAPS CANCER CELLS

MAKE YOUTH SPORTS SAFE

OUTPATIENT SURGERY = QUICK RECOVERY

TO FIND THE LATEST NEWS, VISIT GCHealthandLife.org
In the midst of change, it can be easy to lose focus. But not for an organization of more than 6,000 dedicated health care professionals passionately committed to improving lives and communities.

This summer, we wish a happy retirement to Al Stubblefield, president and CEO of Baptist Health Care since 1999. Though his leadership will be missed, Baptist Health Care remains committed to maintaining the best team in health care as we continue our journey to become the best health care system in America.

As part of our Mission to improve quality of life for the people and communities we serve, Gulf Coast Health & Life provides readers with inspiring stories and an array of helpful health information. This edition is packed with stories of compassion, collaboration and innovation, some of the key attributes that make Baptist Health Care a preferred place to receive care.

Some of the must-read features of this edition include tips for preventing youth sports injuries on page 5, a roadmap to a healthy heart on pages 6-7, and insight into the fascinating connection between mental and physical health on page 10. Our content is specially developed for you — our busy and empowered readers — to help you live a happy, healthy, full life here on the Gulf Coast.

At Baptist Health Care, we exist to improve how people live. We’ve been part of this community, owned by this community, for more than 60 years and we are proud to be part of the heart of our community. We hope you enjoy the Summer edition of Gulf Coast Health & Life as much as we enjoyed putting it together!

MARK FAULKNER
PRESIDENT AND CHIEF EXECUTIVE OFFICER
BAPTIST HEALTH CARE

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BAPTIST HEALTH CARE
HEALTHY HABITS
FOR YOU AND YOUR FAMILY

Your Check-Up CHECKLIST
Here are four ways you can get the most out of your annual doctor visit.

> Review your family history. Has anything changed in your family’s health? Tell your doctor.
> Ask if you are due for screenings or vaccinations. Is it time for a mammogram? Prostate check? Tetanus shot? Your doctor will know.
> Bring a list of questions. Write down your concerns so you don’t forget to ask.
> Think about the future. Do you have long-term goals, such as losing weight, quitting smoking or getting pregnant? Ask your doctor the best ways to tackle your health issues.

SOURCE: Centers for Disease Control and Prevention

HOT FOR FOOTBALL?
As football squads head back to the field this summer, new research reminds us of the dangers of practicing in the heat. Heat-related deaths among high school and college football players nearly tripled between 1994 and 2009, a new study finds. Nearly three players died each year during that time period, while there was an average about one death per year during the previous 15 years.

TAKE STEPS TO KEEP PLAYERS SAFE:
> Know the true temperature outdoors.
> Make sure players increase workouts slowly over time so they can adjust to outdoor temperatures.
> Remind trained staff members to watch for signs of hyperthermia among players.
> Have an emergency plan in place to address heat-related illness immediately.

SOURCE: National Institutes of Health

1800 degrees
That’s the temperature of a Fourth of July sparkler. Fireworks send thousands of people to the hospital each year, many of them children. Play it safe this summer and leave fireworks to the pros.

SOURCE: PreventBlindness.org

BLUE IS FOR BOYS — AND MEN
June is Men’s Health Month, dedicated to raising awareness of preventable health problems in men and boys. And just as women don red and pink to promote their health concerns, men can Wear Blue.

Learn more at: MENSHEALTHNETWORK.ORG/WEARBLUE.

PROTECT AGAINST MELANOMA
New research has found a dramatic increase in the rates of melanoma, a potentially fatal form of skin cancer, among men and women ages 18 to 39. Specifically, the incidence of melanoma increased eightfold among young women and fourfold among young men from 1970 through 2009.

BE SURE TO TEACH YOUR FAMILY TO PRACTICE SAFETY IN THE SUN.

SOURCE: National Institutes of Health

READY FOR MOTHER NATURE
Are you prepared for hurricane season? What about other potential types of disasters — tornados, floods, lightning, wildfires, or hazardous materials spills? Escambia County’s Division of Emergency Management is ready to help in an emergency situation. For guidance on how to prepare your family, home and business for disaster, visit BEREADYESCAMBIA.COM.

PICNIC POINTERS
We all love to eat outdoors during the summer, and it’s important to protect against the bacteria that cause foodborne illnesses.

TO KEEP YOUR FOOD SAFE THIS SUMMER:
> Always wash your hands with warm water and soap for at least 20 seconds before and after handling food.
> Always marinate food in the refrigerator. Don’t use sauce that was used to marinate raw meat or poultry on cooked food.
> When grilling foods, preheat the coals on your grill for 20 to 30 minutes, or until the coals are lightly coated with ash.
> Use a food thermometer to ensure that food reaches a safe temperature. Hamburgers should be cooked to 160 degrees, while large cuts of beef such as roasts and steaks should be cooked to 145 degrees for medium rare or to 160 degrees for medium. Poultry must reach a temperature of 165 degrees. Fish should be opaque and flake easily.
> When taking foods off the grill, do not put cooked food items back on the same plate that held raw food, unless it has been washed with hot water and soap first. And in hot weather (above 90 degrees), foods should never sit out for more than one hour before going in the refrigerator.
> A full cooler will maintain its cold temperatures longer than one that is partially filled, so use plenty of extra ice or freezer packs to ensure a constant cold temperature.

SOURCE: Fight BAC!
YOUTH SPORTS ARE SUPPOSED TO BE ABOUT FUN, FRIENDLY
competition, and developing healthy bodies and minds. But lately, they
have become more about winning at all costs. One of those costs is the
increasing number of kids getting hurt on the playing field.

Each year more than 3.5 million children ages 14 and younger are
treated for sports-related injuries, according to the American Academy of
Orthopaedic Surgeons. “Injuries have reached epidemic proportions,”
says James R. Andrews, M.D., director of the Andrews Institute of
Orthopaedics & Sports Medicine. “I have seen my patient population
and surgical cases get increasingly younger.”

Dr. Andrews wants to change this dangerous trend. “The time is
right for people to listen,” he says. Dr. Andrews began the national
“STOP Sports Injuries” campaign during his tenure as president of the
American Orthopaedic Society of Sports Medicine to address the
growing epidemic.

The Andrews Institute is at the forefront of this campaign. The
Institute performs about 3,000 free sports physicals for high school
students annually, and hosts seminars and workshops throughout the
year to provide information to coaches, parents, young athletes and the
community. It provides a certified athletic trainer to every high school
in Escambia and Santa Rosa counties, as well as Foley High School in Foley,
 Ala., at no cost to the schools. Those trainers treat an average of 7,100
injuries per year. The Institute’s athletic trainers provide sports

medicine coverage at area sporting events throughout the year.

This fall, the Institute will continue with its Student-Athlete Injury
Clinics for free injury evaluations by an orthopaedic physician and
trainers. The clinics will be held each Saturday, from 8 to 10 a.m., Sept.
1 through Nov. 12. The clinic is for student athletes of all ages and all
sports. No appointment is necessary.

Why is the Andrews Institute so committed to injury prevention? It’s
simple, says Dr. Andrews: “We have a responsibility to do what’s best for
kids to enjoy a healthy lifestyle and excel at their sport.”

OVERUSE IS MISUSE
Moms and dads remember the days when every sport had a season. That’s
become as old-fashioned as dial telephones. Today children tend to play
the same sport all year. That’s one of the biggest causes of the epidemic of
youth sports injuries.

Overuse injuries — problems caused by doing the same action
repeatedly — are a concerning trend, says Dr. Andrews. The solution, how-
ever, is simple. “Children, parents and coaches need to realize that kids need
to take a break from playing one sport year round,”
he says. “Sports should be fun for children.”

TO FIND OUT MORE
For a variety of health and safety information ranging from
concussions and heat-related issues to stretching and
(If to the “prevention” tab at the top right and click on
“Health & Safety Info.”)
IF THE WORD “SURGERY” STILL MAKES YOU THINK OF long hospital stays, large incisions and lengthy, painful recoveries, you might be living in the past. Over the past few years, more and more operations have been done in an outpatient setting. Thanks to advances in technology, anesthesiology and doctor know-how, a remarkable number of procedures that once required those lengthy, uncomfortable operations can now be performed in a minimally invasive way at facilities such as the Baptist Medical Park – Nine Mile Surgery Center.

Outpatient surgeries done with less invasive procedures offer numerous benefits. Because they are done with instruments that enter the body through small openings — often less than an inch wide — there is less blood loss, smaller scars, reduced pain and lower risk of complications such as infection. And they require less anesthesia, resulting in a faster return home. For example, gall bladder surgery once required five to six days in the hospital. Today, most of them are outpatient procedures.

The Baptist Medical Park–Nine Mile Surgery Center features three state-of-the-art surgical suites, a dedicated gastroenterology suite and a world-class operating room team. “It is well organized and clean, and patient care is very smooth, from walk-in to walk-out,” says gastroenterologist Mounzer Soued, M.D. “It’s a great staff, very well trained and very hard working. It’s not just a job to them. They treat patients as family members.”

The center is equipped to perform imaging studies like X-ray and MRI, run lab tests on blood and urine samples and hold consultations with your medical team. Adds Dr. Soued, “Everything happens in one place so there’s no reason to go anywhere else.”

“It’s not huge and overwhelming,” says Saul Ullman, M.D., ophthalmology. “No one likes big and impersonal. This is a unique combination — it’s state of the art, but in a homey way.”

WHAT WE OFFER
The Baptist Medical Park – Nine Mile Surgery Center performs more than 7,000 procedures annually. Services are offered in multiple specialties such as ophthalmology, pain management, gastroenterology, ear nose and throat, general surgery, gynecology, orthopaedics, plastic surgery and vascular surgery.

CONVENIENCE, ACCESS.
OUTPATIENT SURGERY GETS YOU BACK TO NORMAL IN NO TIME.

HAVING SURGERY?

John W. Tyson, M.D., Mounzer Soued, M.D., and Saul Ullman, M.D. are independent members of the medical staff of Baptist Health Care and not employees or agents of Baptist Health Care.
On the road to a healthy heart

You’ve made the decision to live a more heart-healthy life. Good for you! But starting the journey can feel a bit daunting. Where to begin? What to do?

That’s where the experts come in. The physicians of Cardiology Consultants, a team of board-certified cardiovascular specialists in the region, have created a road map to help you on your journey.

“Heart disease may be a leading cause of death, but you can reduce your risk by adopting specific heart-healthy behaviors,” explains G. Ramon Aycock, Jr., M.D., F.A.C.C. “Doing so also will help counteract some of the risk factors one cannot control, including family history and age.”

The five simple steps on the next page will help you establish a heart-healthy lifestyle.

So what are you waiting for?

Regional Road Warriors

In the United States, one of every three deaths is caused by heart disease and stroke. That’s equal to 2,200 deaths per day. It’s a frightening statistic, and one that the board-certified physicians of Cardiology Consultants are fighting to change through community education and increased access to heart and vascular care across the region.

If you have questions while traveling the road to a healthy heart or need expert advice along the way, Cardiology Consultants physicians are here to help. With 29 board certified cardiovascular specialists on staff and a growing list of regional office locations, chances are this elite heart care team is just down the road.

To learn more or to make an appointment at the office location nearest you, visit CardiologyConsultants.com or call 850.484.6500.

Pensacola Offices
Baptist Hospital
Heart Rhythm Center
Baptist Medical Park - Nine Mile
Sacred Heart Hospital

Regional Outreach Offices
Atmore
Brewton
Gulf Breeze
Jay
Navarre
STOP SMOKING
Smoking is by far the leading preventable cause of death and disability in the United States, and one of its primary targets is the heart. The American Heart Association estimates that cigarette smoking results in a two-to three-fold increased risk of dying of coronary heart disease. The reason: Smoking robs the heart of oxygen-rich blood and magnifies the effects of other risk factors, such as blood pressure, blood cholesterol levels and physical inactivity.

Quitting isn’t easy; but working with your doctor is key. He or she can help design a smoking cessation plan that may or may not include medications aimed at reducing your cravings, making it easier to kick the habit for good.

EXERCISE 30 MINUTES MOST DAYS OF THE WEEK
That’s the basic goal. But finding 30 minutes a day to exercise isn’t easy. Don’t worry — you can break that up into more manageable bits of time. Walk your dog for 10 minutes before work, then take another 10-minute walk on your lunch break, and then ride a bike around the block with your family after work. There’s your 30 minutes.

You also can incorporate more movement into your daily life. Park your car at the far end of the parking lot at work or the shopping mall and walk to the entrance. Bypass the elevator or escalator and take the stairs when possible. Even standing while you’re on the phone instead of sitting burns a few extra calories.

Still having trouble getting started? Enlist the help of friends. Start a walking club in the neighborhood or at work. It’s easier to stay motivated when you have others cheering you on.

EAT A HEART-HEALTHY DIET
Major dietary changes almost never stick, and that’s why it’s better to start small, with easy substitutions.

For instance, eat whole grain bread. Switch to lower-fat meats like turkey. Substitute mustard for mayo and salt-free pretzels for potato chips. Learn to love baby carrots as a snack. Always choose nonfat dairy products.

The worst diet don’ts are processed foods — donuts, fast food, designer coffee drinks and above all, soda. Be sure to eat a healthy breakfast at home to help you avoid the drive-thru. Opt for water instead of other drinks. Water is what your body craves, not added sugars, chemicals and preservatives.

Drink water before you eat, to pre-fill your tummy. Eat your veggies first, for the same reason. And don’t skip meals because that will likely cause you to overeat later.

Finally, practice portion control. Eat what you want, just less of it. Take home 1/3 of your meal in a doggy bag when you dine out. Eat slowly because it takes about 20 minutes for the food you eat to trigger a “full” feeling. If you eat too fast, you’re likely to eat more than you really need.

MAINTAIN A HEALTHY WEIGHT
How do you know what constitutes a healthy weight? Doctors typically use two measures: body-mass index (BMI) and weight circumference.

BMI is a ratio of your height and weight. It’s determined through a complex math formula, but your doctor or one of the many online calculators can determine yours. The goal is to keep your BMI below 25. Waist circumference may be an even better predictor of heart health. Women should keep their waist below 35 inches and men below 40 inches to lower risk for heart disease.

Step No. 1 is to learn your BMI and waist numbers. Then, if they’re too high, ask your doctor to recommend the best way to bring them back to where they belong.

KNOW YOUR NUMBERS
Numbers matter when it comes to heart health. Here are the numbers you should know.

130: LDL — THE “BAD” CHOLESTEROL — SHOULD BE UNDER 120 MG/DL FOR THOSE WITH INTERMEDIATE RISK FOR HEART DISEASE; AND EVEN LOWER IF YOUR RISK IS HIGHER.

40/50: WOMEN NEED HDL — THE “GOOD” CHOLESTEROL — ABOVE 50 MG/DL; MEN SHOULD STRIVE FOR 40 MG/DL AND HIGHER.

150: TRIGLYCERIDES, ANOTHER FORM OF BLOOD FAT, SHOULD BE KEPT BELOW 150 MG/DL.

120/80: KEEP BLOOD PRESSURE AT 120/80 OR LOWER.

100: FASTING GLUCOSE (SUGAR) LEVELS SHOULD BE BELOW 100 MG/DL.

Your personal physician can determine these numbers with simple tests. Once you know your numbers, your doctor can help you set goals for improving them and choosing the best options — medication, lifestyle changes or a combination of the two — to start you on the road to a heart-healthier you.

G. Ramon Aycock, M.D., F.A.C.C., is an employee of Cardiology Consultants, an independent affiliate of Baptist Health Care.

GULF COAST HEALTH & LIFE
A LARGE DOSE OF HOPE

RADIATION THERAPY GIVES CANCER PATIENTS A GOOD CHANCE FOR A CURE.
When DNA cancer cells by damaging their DNA and gamma rays, to shrink tumors and kill high-energy radiation, such as X-rays.

Specifically, it led Dr. Adams to radiation oncology. These doctors oversee radiation therapy treatments to treat cancer. About half of all cancer patients receive some type of radiation therapy at some point during the course of their treatment, and radiation oncologists develop specific treatment plans for each patient and ensure that each treatment is given safely and accurately. They monitor progress and adjust treatments as needed to make sure the radiation is hitting the cancer and avoiding healthy tissue. They also work closely with other cancer doctors, such as medical oncologists (doctors who oversee chemotherapy) and surgeons, to coordinate care.

Radiation oncologists such as Dr. Adams are specially trained to prescribe and deliver radiation therapy treatments. After college and medical school, they undergo five years of additional training in cancer medicine, in the safe use of radiation to treat disease and in managing any side effects caused by radiation.

With more than 15 years experience in providing state-of-the-art radiation treatment for patients on their journey to a cancer-free life, Dr. Adams now leads Baptist Medical Group’s radiation oncology program. "Curing a terrible disease and comforting the families of those patients is the most rewarding thing I do," he says. "I love giving hope to patients who really need it."

Of course, that hope is nurtured with state-of-the-art technology and his high level of expertise. Radiation therapy uses high-energy radiation, such as X-rays and gamma rays, to shrink tumors and kill cancer cells by damaging their DNA. When DNA is damaged beyond repair, the cancer cells stop dividing or die. The dead cells are broken down and eliminated by the body.

The tumor receives radiation either from a machine outside the body (external-beam radiation therapy) or from radioactive material placed in the body near cancer cells (internal radiation therapy, also called brachytherapy). Baptist Medical Group offers all types of therapies, but Dr. Adams specializes in a particular option called Intensity Modulated Radiation Therapy, or IMRT. (See sidebar.)

“‘The type of radiation therapy prescribed by a radiation oncologist depends on many factors,” says Dr. Adams. These include the type of cancer, its size and location and other health factors. It also depends on the potential side effects, which can be serious. Radiation not only kills cancer cells, it also can damage nearby healthy cells.

Doctors consider potential damage to normal cells when planning a course of radiation therapy. It helps them decide where to aim radiation during treatment.

In some cases, the therapy is intended to cure the cancer by eliminating a tumor, preventing cancer recurrence, or both. In those cases, it may be used alone or in combination with surgery, chemotherapy, or both. In cancers that cannot be cured, radiation therapy may be given to relieve symptoms and reduce suffering.

In either case, Dr. Adams and everyone on the Baptist Cancer Institute team believe in developing a caring, positive relationship with patients. “That is incredibly important in helping them through their cancer journey,” he says. “Our team provides attentive and professional care. We take the time to listen to your questions, and we provide you and your loved ones with clear answers. Our staff is courteous, dedicated and always working to put patients first.”

WHAT IS IMRT?
Both Baptist and Gulf Breeze Hospitals offer Intensity Modulated Radiation Therapy or IMRT. This type of therapy uses hundreds of tiny radiation beam-shaping devices, called collimators, to deliver a single dose of radiation. The collimators can be stationary or can move during treatment, allowing the intensity of the radiation beams to change during treatment sessions. This allows different areas of a tumor or nearby tissues to receive different doses of radiation.

Unlike other types of radiation therapy, IMRT is planned in reverse (called inverse treatment planning). In inverse treatment planning, the radiation oncologist chooses the radiation doses he or she wants to be delivered to different areas of the tumor and surrounding tissue, and then a high-powered computer calculates the required number of beams and angles of the radiation treatment. This is the opposite of traditional (forward) treatment planning, in which the radiation oncologist chooses the number and angles of the radiation beams in advance and computers calculate how much will be delivered from each of the planned beams.

The goal of IMRT, Dr. Adams explains, is to increase the radiation dose to the areas that need it and reduce radiation exposure to specific sensitive areas of surrounding normal tissue. IMRT can reduce the risk of some side effects, such as damage to the salivary glands, when the head and neck are treated, “IMRT can effectively treat cancer and provide patients the greatest possible chance of a cancer-free life,” says Dr. Adams.

TO FIND OUT MORE
To learn more about the Baptist Medical Group’s Oncology program, available at Baptist and Gulf Breeze Hospitals, call 850.469.7975 or visit BaptistMedicalGroup.org/baptist-medical-group-oncology.

James Adams, M.D., is an employee of Baptist Medical Group, an independent affiliate of Baptist Health Care.
Two sides of the SAME COIN

PHYSICAL AND MENTAL ILLNESS OFTEN GO HAND-IN-HAND. THANKFULLY, THERE’S HELP FOR BOTH.

WHEN TWO OR MORE ILLNESSES OCCUR AT THE SAME TIME, health experts call it “co-morbidity.” There are many examples of this, but one of the most common is the connection between physical and mental illness. The majority of people with mental disorders — 68 percent — also have physical health problems. And 29 percent of people with physical health issues also have mental health challenges.

Mary E. Cohen-Colson, M.D., has long been fascinated with this connection. She studied both psychiatry and internal medicine in a combined program at the University of Virginia Medical School. Board certified in both specialties, she now practices at Summit Group. The connection, she says, isn’t too surprising: “Those with a chronic illness or disability may become anxious and depressed because their lives have been changed. Chronic pain, losing your job, being unable to interact with your children and spouse all have a tremendous impact on mental health.”

On the other side of the coin, certain physical problems have psychiatric symptoms as well. “Hypothyroidism can lead to depression. Multiple sclerosis often includes mood symptoms. Parkinson’s disease patients often develop depression related to the disease itself,” she says. “There is also evidence that people with heart disease who are depressed have an increased risk of future attacks and mortality than those who are not depressed.”

Her combined expertise gives her a unique perspective on these patients. “I think about them in a more holistic fashion,” she says. “That’s particularly helpful with geriatric patients, who may have multiple medical as well as psychiatric problems. I can get a sense of what is medical and what is psychological.”

That helps her tailor treatment. “It’s tricky to balance the medications and how they work together,” she says. “Keeping meds as simple as possible can kill two birds with one stone.” For example, one type of blood pressure medicine can also treat anxiety, while a certain antidepressant may be able to help with sleep disorders.

And treatment works. “More than 80 percent of cases can be treated successfully with medication, psychotherapy or both,” says Pam Kolek, director of the behavioral health service line at Baptist Hospital and Lakeview Center. “That’s really significant.”

The key, of course, is to seek help. “No one needs to live through unnecessary suffering,” says Dr. Cohen-Colson.

MENTAL ILLNESS: FACTS & FIGURES

» One in four adults – approximately 57.7 million Americans – experiences a mental health disorder in a given year.
» Major depressive disorder is the leading cause of disability in the United States and the second leading cause of disability worldwide.
» In the United States, the indirect cost of mental illness is estimated at $79 billion a year. Most of that amount is due to lost productivity.
» Treatment works, but many people with mental illness do not receive the treatment they need.

Source: The National Alliance on Mental Illness.

Mary E. Cohen-Colson, M.D., is an employee of Lakeview Center, Inc.
The old adage “an apple a day keeps the doctor away” is good nutrition advice, but spending your free time helping others may actually keep you healthier: Studies show that volunteering and good health go hand in hand.

Charles Burns and Marjorie Stone, age 81 and 88 respectively, both say their continued good health is in part because of their volunteer work with Baptist Health Care.

“Volunteering keeps you fresh and alert,” says Burns, a surgery waiting room volunteer at Baptist Hospital. “I just can’t see sitting at home, watching TV or doing nothing. I walk more during a typical volunteer shift than I do during my daily walks at home. As long as I’m able, I plan to keep volunteering. It’s a great way to stay active and give back.”

Stone, a volunteer in SurgiCare, says the interaction with the patients and team members is very positive. “It makes me feel needed,” she says. “Providing help to others is a great feeling.”

Volunteers are a key component of Baptist Health Care’s award-winning culture of service excellence and quality. BHC volunteers range in age from teenagers to adults in their 90s, and perform tasks such as greeting and escorting patients and family members, relaying information to family members, non-clinical patient care support, and office work.

Breanna Sedig, 18, began volunteering in Baptist Hospital’s cardiology wing in November, and quickly won the hearts of team members and patients.

“Volunteering is the best thing I’ve ever done,” says Sedig, an aspiring nurse. “I’ve learned that the little things mean a lot to patients. I talk to every patient, try to make sure they are comfortable and let them know that if they need anything, I am here to help.”

There’s no question that volunteers help ensure an even higher quality of care, says Terry Thompson, a surgery waiting room volunteer.

“The patients benefit and so do the volunteers. Volunteering increases your self-worth and teaches you new skills that you can apply in other ways. I believe there’s a volunteer opportunity to suit anyone at Baptist.”

Did you know?

INDIVIDUALS WHO VOLUNTEER LIVE LONGER

INTERESTED IN VOLUNTEERING?
These Baptist Health Care locations may have a position for you. No experience is required, just a desire to serve others and a commitment of at least four hours per week for six months or more.

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<th>Phone Number</th>
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<td>Atmore Community Hospital</td>
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<td>Baptist Hospital</td>
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<td>Baptist Manor</td>
<td>850.479.4000 ext. 249</td>
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<tr>
<td>Baptist Medical Park – Navarre</td>
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in the news

NOTEWORTHY PEOPLE, PROJECTS AND AWARDS AT BAPTIST HEALTH CARE

STUBBLEFIELD RETIRES, FAULKNER NAMED NEW CEO

Al Stubblefield has retired as CEO of Baptist Health Care. Stubblefield served 13 out of 27 years at Baptist Health Care as CEO. He continues to be engaged as president of Baptist Leadership Group and BHC president emeritus. As of June 1, 2012, Mark Faulkner will serve as the fourth CEO in the organization’s history. Faulkner has been a key leader of BHC for more than 19 years. He joined BHC as an administrative resident in 1993 and has progressively held larger roles including executive vice president and chief operating officer of BHC and president of Baptist Hospital, Inc., administrator of both Baptist and Jay hospitals and vice president of operations at Baptist Hospital.

NEW CARDIAC CATH LAB

There's good news for heart and vascular care in our region: The new cardiac catheterization lab at Gulf Breeze Hospital is now open. A $1 million investment, the lab offers convenient access to diagnostic testing and treatment services including imaging for coronary heart disease, heart valve disease and blockages of the arteries in the legs. To learn more, visit GulfBreezeHospital.org or call 850.932.1775.

NEW ULTRASOUND EQUIPMENT

Baptist Health Care recently installed five new LOGIQ E9 ultrasounds at Baptist and Gulf Breeze hospitals and Baptist Medical Park — Nine Mile. BHC is the first in the Pensacola area to offer these advanced imaging services. This latest technology improves image quality and will reduce patient exam times.

STEVE SARROS

Steve Sarros has joined Baptist Health Care as vice president and chief information officer. Sarros brings broad experience in health care IT, having spent the last 25 years in roles of increasing responsibility. His strong IT background with large, complex health care systems and experience leading IT strategic planning will be an asset to the Baptist family.

GULF BREEZE HOSPITAL: 100 TOP HOSPITALS

Gulf Breeze Hospital was named a 2012 Thomson Reuters 100 Top Hospitals® winner. Thomson Reuters uses objective research and independent public measures of overall organization performance – including patient care, operational efficiency, and financial stability – to recognize U.S. hospitals that deliver higher quality and more efficient care compared to other hospitals of similar size or teaching status.
JON HUMPHREYS WAS ABOUT TO TURN 19 IN JANUARY 1996 when, driving across the Pensacola Bay Bridge, he was struck head-on by a drunk driver. His body was shattered — hip, knees, forearm, skull and nose all broken, plus internal injuries. It took the “Jaws of Life” two hours to get him out of his car. He doesn’t remember much about the accident, but he does remember one thing: “There was a guy from the Baptist LifeFlight crew, his name was Chris. He helped calm me down by talking to me and reassuring me that I’d be OK.”

Baptist LifeFlight whisked Humphreys to Baptist Hospital. “I woke up four days later. I felt like I died, then came back,” says Humphreys. Now age 35 and with a wife and two small children, he adds: “LifeFlight most definitely saved my life.”

Coincidentally, LifeFlight also is 35. Baptist Hospital established this hospital-based medical helicopter program in 1977, the first such service in Florida and one of only three in the United States. Today the Baptist LifeFlight program operates four helicopters 24 hours a day, serving south Alabama, south Mississippi and northwest Florida.

LifeFlight helicopters can be airborne within minutes of a call, traveling at more than 150 miles per hour to transport critically ill or injured patients to the hospital. In 2011, Baptist LifeFlight flew 2,183 patients. This swift and critical care is expensive, however. It costs an average of $12,500 per flight. Baptist Health Care absorbs much of the expense, relying on donations to the Baptist Health Care Foundation for support.

Humphreys is just one of thousands of people who know the value of Baptist LifeFlight. “If you want vital resources there when you need them, this is a must,” he says. “Donating to LifeFlight would ensure this as a lasting resource, a permanent fixture in the community. When time matters, LifeFlight is a necessity.”

SUPPORT LIFEFLIGHT
Please consider making a donation to support this critical need in our community. You can support LifeFlight by donating to the Foundation online at BaptistHealthCareFoundation.org or via mail at Baptist Health Care Foundation, 1717 North “E” St., Tower 1 Suite 409, Pensacola, FL 32501.
SUMMER SKIN SAVERS
7 WAYS TO GUARD AGAINST THE SEASON’S THREATS

FOR MORE TIPS ON HEALTH AND WELLNESS FOR YOU AND YOUR FAMILY, ATTEND ONE OF THESE FREE BAPTIST HEALTH CARE SEMINARS THIS SUMMER »

“SUMMER SAFETY”
Presented by Richard Matthews, M.D., Baptist Medical Group, July 13 at Baptist Medical Park – Navarre, 2nd Floor Conference Room, 9 to 10 a.m.
Don’t let summer fun turn into injuries. Attend this free seminar and hear helpful tips for keeping you and your family safe this summer.

“SUMMER SAFETY AT WORK AND PLAY”
Presented by Ramon Ryan, M.D., Baptist Medical Group, July 26 at Baptist Medical Park – Nine Mile Road and University Parkway, Azalea Room, 11:30 a.m. lunch, Noon to 1 p.m. seminar
As summer heats up, so do injuries at home and on the job. Learn a variety of helpful tips to keep you healthy and injury-free.

FOR MORE INFORMATION
To learn more about our health and wellness opportunities or to register for any of the listed seminars, please call 850.469.7897 or visit GetHealthyPensacola.com.
You know all about UVA and UBA rays, but are you doing all you can to protect your skin from summer’s dangers?

1 CHECK YOUR MEDS — and your perfume too. Certain medications (such as antidepressants, blood-pressure drugs and antibiotics), prescription retinoids (like Retin-A) and over-the-counter retinol products can cause photosensitivity, an increased likelihood of burning with sun exposure, so check with your doctor. There’s a similar problem with certain fragrances (such as bergamot and musk), which can cause a burn-like reaction in the sun.

2 EAT SKIN-FRIENDLY FOODS.
Research on the protective benefits of foods rich in antioxidant such as beta-carotene and lycopene (found in tomato paste) shows they may afford skin some natural protection, equal to about SPF 2 or 3.

3 BEAT BODY BREAKOUTS.
These can happen when sweat and oil get trapped against skin by tight-fitting exercise gear made from synthetic fabrics. To prevent body acne, wear loose-fitting clothing made from natural fibers or moisture-wicking materials. Shower after exercising with a body wash containing 2 percent salicylic acid or 5 to 10 percent benzoyl peroxide. (If breakouts persist, see a dermatologist, who can prescribe a stronger acne medication.)

4 PAMPER YOUR PORES.
If you’re oily or acne-prone, opt for a lightweight gel sunscreen (look for the words “oil-free” and “noncomedogenic” on the label).

5 DRESS SUN-SMART.
Wear a hat with a wide brim that goes all the way around instead of a baseball cap, that only covers the top half of your face. Don’t forget sunglasses, and remember that bigger is better as larger frames cover more of the orbital area around the eye, which is super susceptible to sun damage. Consider wearing a swim shirt while in the water because water magnifies UV rays by about 25 percent. When choosing a cover-up, opt for a darker color as it shields skin better than a lighter hue.

6 DON’T SKIMP ON SUNSCREEN — OR MISS SPOTS.
Sure, you put on sunscreen. Most people don’t apply enough (one ounce) don’t reapply often enough (every two hours) or don’t cover every exposed area. Most-frequently missed places include the tops of feet, the back of the neck, ears and lips.

7 BANISH BUGS WITH B-6.
If you’re the person mosquitoes always attack first, try taking vitamin B-6 each day. It causes sweat to produce an odor that people can’t detect, and one that insects don’t like.

1.5 THE NUMBER OF TIMES MORE LIKELY YOU ARE TO DEVELOP BASAL CELL CARCINOMA (THE MOST FREQUENTLY OCCURRING FORM OF SKIN CANCER) IF YOU USE A TANNING BED.
Source: The American Academy of Dermatology

65% THE PERCENTAGE OF MELANOMA CASES ATTRIBUTED TO ULTRA-VIOLET RADIATION FROM THE SUN.
Source: The Skin Cancer Foundation

626 THE NUMBER OF PEOPLE IN FLORIDA WHO DIE OF MELANOMA EVERY YEAR.
Source: epa.gov/sunwise/statfacts.html

CHILDHOOD BURNS ONE BLISTERING BURN IN CHILDLHOOD OR ADOLESCENCE MORE THAN DOUBLES A PERSON’S CHANCES OF DEVELOPING MELANOMA LATER IN LIFE.
Source: Wake Forest University School of Medicine

“MEDICALLY SUPERVISED WEIGHT-LOSS”
Presented by Sandra Moody A.R.N.P., Baptist Medical Group, July 11 at Baptist Hospital, Medical Meeting Rooms, 11:30 a.m. lunch, Noon to 1 p.m. seminar.
If you’re overweight and looking for help to get healthy, learn the facts about medically supervised weight loss and if it’s right for you.

“HEART RHYTHM DISORDERS AND TREATMENTS”
Presented by Sumit Verma, M.D., F.A.C.C., July 17 at Andrews Institute Athletic Performance & Research Pavilion, Conference Room B, 11:30 a.m. to 1 p.m., and Thabet Alshekh, M.D., F.A.C.C., Sept. 26 at Atmore Community Hospital, Mayson Auditorium, 9 to 10 a.m.
Does your heart skip a beat? Join Cardiology Consultants to learn the causes, symptoms and innovative treatments available.

“What’s New in Rural Community Medicine”
Presented by Shane Hargel, M.D., Atmore Family Medicine, Aug. 22 at Atmore Community Hospital, Mayson Auditorium, 9 to 10 a.m.
One of Atmore’s newest family practice physicians, Dr. Shane Hargel, will discuss how advances in medicine can ensure better health for you and your entire family.