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600,000, 45, 3....

In stroke care, numbers mean everything. More than 600,000 people throughout the United States are affected by stroke each year. On average, someone in America suffers a stroke every 45 seconds and every three minutes someone dies from this condition.

In developing its Neurovascular Service Line, Catholic Health also looked at the numbers and made an important decision to seek New York State Stroke Center Designation for each of its

four hospitals. Kenmore Mercy was the first hospital to be named a Designated Stroke Center in 2006, followed by Sisters Hospital and Mercy Hospital in 2007. St. Joseph Hospital, which is currently following the protocols for Stroke Center designation, has submitted its application and is awaiting final approval from the State.

"With our hospitals situated in key
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Mercy Hospital Emergency Room Gets Bigger, Better, Faster



Western New York's busiest Emergency Department will encompass 46,000 square feet spanning the entire length of the hospital's façade on Abbott Road.

On October 30, 2008, Mercy Hospital of Buffalo will break ground for its long awaited, state-of-the-art Emergency Department (ED). The \$32 million project features a 46,000 square-foot addition located along the front of the hospital that will triple the size of the current ED and continue to enhance emergency care available throughout Catholic Health.

"We would like to thank the New York State Department of Health for working with us to create this much needed facility to expand and enhance emergency services at Mercy Hospital," said Joseph McDonald, CHS President and CEO. "The project has been in the planning stages for quite some time as we've

seen Mercy's ED volume rise significantly in recent years. We are ready to move quickly once the approval process is complete."

Currently operating one of the busiest emergency departments in the region, Mercy Hospital is responding to a critical community need for expanded emergency services. Emergency room visits have steadily increased in recent years, with over 37,000 patients seeking care at the hospital in 2007 and another 30,000 at the Mercy Ambulatory Care Center in Orchard Park. Along with Kenmore Mercy, Sisters and St. Joseph hospitals, Catholic Health is a major provider of emergency care in the region serving nearly 140,000 patients annually.

The new addition will change the hospital's facade along Abbott Road in Buffalo for the first time since it moved to its present location from Tift Street in 1928. When completed, the new ED will feature 34 private patient treatment rooms, including three airborne isolation rooms, and two cardiac/trauma resuscitation rooms, along with expanded space for physician staff, nursing and support services. The exterior design incorporates plenty of green space and gardens to complement the Olmsted-designed Cazenovia Park located across the street from the hospital.

The City of Buffalo has given the green light for the construction of an elevated helipad to accommodate Mercy Flight. The new helipad will mark the return of air-ambulance service, which was discontinued in 1996 due to architectural changes to the building adjacent to Mercy Hospital.

"We learned a lot from St. Joseph Hospital's ED success and will replicate many of the process and design features that have resulted in more efficient care and better service," said Dr. Richard Elman, Chair of the Department of Emergency Medicine at Mercy Hospital. "Our overall design goal is to create a facility that offers greater flexibility in more comfortable, patient-friendly surroundings to provide our patients

with the best possible care in the shortest possible time.”

The estimated 18-month construction project will not disrupt current hospital and ED services. The new

ED is expected to be ready for occupation by December 2009 with the final completion projected for early 2010.

“We appreciate the hard work of all

our staff who made it possible to reach this stage of the project,” said C.J. Urlaub, President and CEO of Mercy Hospital. ■

Catholic Health Circles the Region with Designated Stroke Centers

(continued from page 1)

geographic locations throughout the region, Catholic Health is creating a network of Designated Stroke Centers within minutes of anywhere in Erie County,” said Holly Bowser, Vice President of Neurovascular Services for Catholic Health. “By improving access to care, we hope to make a significant impact in reversing the long-term effects of stroke in our community.”

For patients and the medical community, this designation provides added assurance that our hospitals meet the state’s stringent guidelines for offering the most advanced stroke care available. For renowned neurosurgeon and neurointerventionalist, Lee Guterman, Ph.D., M.D., Medical Director of Stroke Services for Catholic Health, the system’s philosophy of circling the region with high quality stroke centers reinforces his message that “lost time equals lost brain.”

Aided by the latest radiographic imaging tools including 64-slice CT technology, state-of-the-art surgical and interventional facilities, and a highly trained team of neurovascular specialists, Dr. Guterman is performing some of the most leading edge interventional procedures available anywhere in Western New York. The latest addition to the Catholic Health Stroke team includes Peterkin Lee-Kwen, M.D., Director of the Stroke Center at Mercy Hospital.

“It’s no secret that stroke and neurovascular conditions are one of the leading causes of death and disability in the region,” Dr. Guterman continued. “But the good news is that we are making remarkable progress in developing new and better ways to diagnose and treat strokes, with incredible results.”

Using a variety of media including billboards, radio, print ads, and a host of stroke education and screening programs, Catholic Health is helping to educate the public on the importance of getting to the nearest Stroke Center at the first sign of stroke. Early intervention, which includes clot-busting tPA and other

treatments, are giving patients the best chance for a complete recovery.

“Despite tPA’s promising results, less than 25 percent of eligible stroke patients receive this critical therapy,” Dr. Guterman explains. “Part of the problem is most patients are poorly informed and don’t seek treatment until they are beyond the three hour window of opportunity. By constantly educating the public on the warning signs of stroke and the importance of immediate treatment, we can significantly improve recovery and survival rates.”

By achieving Stroke Center Designation, bringing the latest medical technology to the region, and assembling a team of highly trained clinical specialists and support personnel, Catholic Health has seen a steady increase in the number of stroke patients seeking treatment at its hospitals. More important, we are also seeing an increase in the number of stroke patients going home without permanent disabilities.

“Those are the types of numbers we like to see,” Dr. Guterman added. ■

Catholic Health Accolades



The outstanding work performed by Catholic Health physicians, nurses, ancillary healthcare professionals, and administrators has not gone unnoticed. In 2008, Catholic Health received a number of honors from various regulatory and rating organizations. The honors bestowed upon Catholic Health and its various healthcare ministries include:

Verispan's Top 100 Integrated Health Networks (IHN)

Verispan announced the release of the 2008 Verispan IHN 100, the 11th edition of its annual assessment of the 100 most highly integrated healthcare networks (IHNs). Verispan's report, regarded as the nation's premier rating system, evaluates IHNs on their performance and degree of technical integration.

Data Advantage's 100 Best Value Hospitals

All four Catholic Health Hospitals were

included on the top 100 list, ranking no lower than 44th in the nation. The Data Advantage Hospital Value Index™ is a new comprehensive index to measure the relative value of care that hospitals provide to patients. The Hospital Value Index™ analyzed more than 1,500 general acute-care hospitals in America's 100 largest cities, serving approximately 180 million consumers, to create the most comprehensive assessment of a hospital's value.

Solucient Top 100 Hospitals

Kenmore Mercy Hospital was recognized for Knee Replacement & Performance Improvement.

The *100 Top Hospitals: National Benchmarks for Success* and *100 Top Hospitals: Cardiovascular Benchmarks for Success* identify the nation's top providers, using the two most recent years of data. These studies benchmark the industry's management and clinical outcomes to help hospital boards and executives ask the right questions about organizational performance and assess the effectiveness of their own strategies and execution.

The *Performance Improvement Leaders* study identifies hospital management teams that have led their organizations to achieve the fastest rate of

consistent annual organizational improvement over five years. This study allows boards and executives to compare the year-over-year consistency and speed of organization-wide improvement against peers and understand the alignment of their organization's various units and how they contribute to permanent improvement.

Cleverley & Associates Community Value Provider Index Five Star Facilities

Sisters of Charity Hospital has been recognized as a Top 100 hospital and a Five-Star facility in the United States by Cleverley & Associates, a health-care data and consulting practice in Ohio.

This is the third year Sisters Hospital has made the Top 100 list and its fifth year as a five-star facility, according to Cleverley's Community Value Provider Index.

Mercy Hospital and St. Joseph Hospital also made the Cleverley list of Five Star facilities.

Hospitals operating with a high degree of community value, according to Cleverley, are those that are low cost, low charge, and use a strong financial position to reinvest back into the provision of care at the facility. Hospitals with scores in the top 20 percent are designated as "Five Star" facilities. A subset of this group is the "Top 100" which contains the highest scoring facilities in the country. ■

New Treatment for Barrett's Esophagus Offered At Sisters Hospital

Dr. Daniel S. Camara and Dr. Stanley J. Pietrak, both gastroenterologists at Sisters Hospital, are the first in Western New York to offer HALO System treatment to patients with Barrett's esophagus. Barrett's esophagus is a metaplastic condition in which there is replacement of the normal squamous mucosa of the esophagus above the lower esophageal sphincter with a columnar gastric or intestinal type of mucosa. It is predominantly acquired as a protective mechanism against long-standing gastro-esophageal reflux and subsequent reflux esophagitis. The columnar epithelium is more resistant to injury from refluxing gastric contents. It is rarely seen congenitally. The prevalence of Barrett's esophagus in patients with reflux esophagitis is about 10%. Barrett's metaplasia is considered to be a premalignant condition associated with a significantly increased risk of developing esophageal adenocarcinoma.

The HALO system provides uniform and controlled ablative therapy at a consistent depth to remove the layer of the diseased esophageal tissue, allowing replacement by normal cells. The procedure, which in clinical studies had a median procedure time of 26 minutes, is performed without inci-



Dr. Daniel S. Camara and the new HALO System.

sions using conscious sedation in an out-patient setting. First, a physician uses a HALO sizing balloon catheter to dilate the esophagus and determine its inner diameter. A correctly sized ablation catheter is then inflated within the diseased area of the esophagus. The HALO³⁶⁰ energy generator is activated to deliver a rapid (less than one second) burst of ablative energy, which removes a very thin (less than one millimeter) layer of the diseased esophagus. Controlled delivery of energy avoids injury to normal,

healthy underlying tissues. New healthy tissue replaces the ablated Barrett's tissue in three to four weeks for most patients, according to trial results.

Minor discomfort, which may be experienced by some patients, has been managed with medication. Following ablation therapy, patients resume acid suppression therapy.

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Dr. Michael F. Galang Assumes New Role As Chief Information Officer



Catholic Health has selected a physician to lead the healthcare organization's Information Technology (IT) division. Michael F. Galang, D.O., a

family practice physician has been named Chief Information Officer (CIO) and will assume his new responsibilities effective November 1, 2008. Dr. Galang will be closing his private practice in Orchard Park, NY as he assumes his full time post with Catholic Health.

"The integration of complex clinical information systems into the practice of medicine is increasing technology's impact on clinical quality. We are extremely fortunate to have a physician with the unique combination of clinical, administrative and technical expertise to lead our strategic technology initiatives," said Joseph M. McDonald, President and Chief Executive Officer.

Dr. Galang most recently served as the

Chief Medical Information Officer for Catholic Health's Equinox initiative, a post he will maintain as he assumes responsibility for all of Catholic Health's IT. Dr. Galang also holds a key leadership role in Catholic Health's membership in the WNY Clinical Information Exchange (HEALTHeLINK) and serves as chair for the organization's Clinical Information Technology Advisory Committee (CITAC).

A recognized leader in the application of technology in clinical practice, Dr. Galang was recently appointed to a national post as a member of the Certification Commission for Healthcare Information Technology (CCHIT) as a member of the Personal Health Records Work Group.

Prior to Catholic Health, he was the

Catholic Health Physician Elected to Top Post of AUA



Datta G. Wagle, M.D. has been elected as President-elect of the American Urological Association (AUA) at the

Northeastern Section of AUA's annual conference in Santa Fe, New Mexico.

The nomination means Dr. Wagle will serve a three-year tenure starting in May, 2009 as president-elect and become President of American Urological Society in May, 2010. It is the first time in the AUA's 110 year history that a Western New York physician will be named as its president.

Dr. Wagle is a senior partner at Main Urology Associates, PC (Williamsville) and chief of Urology at St. Joseph and Sisters of Charity hospitals, part of Catholic Health. He is a founding member of the Board of Directors of

Catholic Health, serving from 1998 to 2008, and currently serves on a special Catholic Health Blue Ribbon Committee, overseeing the consolidation of Sisters of Charity and St. Joseph hospitals.

"I am truly humbled by this nomination," Dr. Wagle said. "It has always been my view that it is both a privilege and an obligation to serve, and an honor to represent my colleagues, my community and my country."

A board certified urologist and fellow of the American College of Surgeons, Dr. Wagle is also a clinical assistant professor of urology at the State

Medical Director of Clinical Quality at Promedica Health Group. Dr. Galang also served as the Medical Director of Buffalo Family Practice.

Dr. Galang holds a master's degree in health care management from Harvard University and is completing a master's degree in medical informatics at Northwestern University. He received his medical degree from the Chicago College of Osteopathic Medicine and his family medicine residency from the Stanford University Family Practice Residency Program at the San Jose Medical Center. He completed undergraduate studies at the University of California, San Diego where he received degrees in Biology and Drama.

A California native, Dr. Galang has made Western New York his home since 1990.

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University of New York at Buffalo and adjunct clinical associate professor of surgery at New York College of Osteopathic Medicine.

Dr. Wagle is a member of 21 national and international organizations. He has served on 15 different medical boards and 79 organizational committees locally, regionally, statewide and nationally.

In 2003, he was appointed by former Governor George Pataki to serve on the state's Administrative Review Board for Professional Medical Conduct – the highest decision-making body for public safety and physician discipline in the state. It was the first time a representative from Buffalo had been appointed to the board. ■

We Are Catholic Health — Period.



You may have noticed a subtle, yet important change recently – Catholic Health has dropped the word “System” from our brand identity. “After a decade as ‘CHS’ it’s time for our brand to reflect the true mission of our ministries and to de-emphasize the organizational structure that is associated with the word ‘System,’” said John Stavros, Senior Vice President for Marketing and Public Relations.

Although it remains the legal name of our organization, Catholic Health System is being replaced by Catholic Health in all marketing, advertising, and public relations materials. The Catholic Health Board of Directors approved the rebranding strategy earlier this year. The rollout will be gradual and materials will be changed as they are reordered or further developed.

“Our communities will continue to have a strong relationship with individual ministries, as will associates and physicians, but it is important that we communicate that it is Catholic Health that remains the common thread throughout our organization,” said Stavros. In addition to the name change, there are subtle changes to the logo as well. The most notable and obvious is the dropping of the word “System” in our corporate logo. The logos of our individual ministries will also see minor changes with the addition of the words “Catholic Health” in small type above the ministry name, as well as a slight change in the typeface used for the logos.

“More than just words on a piece of paper, however, successful branding is achieved by the experience each individual takes away from his or her contact with Catholic Health, whether it’s a physician, associate, patient, or community member,” Stavros continued. “We all have emotional connections to certain brands like Disney, Cadillac, or Pepsi Cola, and that’s what we’re trying to achieve with Catholic Health.” ■

ABOUT CATHOLIC HEALTH

Our Mission: We are called to reveal the healing love of Jesus to those in need.

Our 2020 Vision: Inspired by faith and committed to excellence, we will lead the transformation of healthcare in our communities.

Our Values: Reverence, Compassion, Justice, Excellence

ABOUT THE PHYSICIAN RESOURCE

The Physician Resource is a quarterly publication intended to illuminate the resources, programs, and initiatives available to physicians and mid-level providers that make Catholic Health's continuum of care the clinical environment of choice for private practice physicians in Western New York. It is published by the Marketing and Public Relations Office of Catholic Health.



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