



News Link

DECEMBER 2011/JANUARY 2012

Investing In Our Future WCA Announces Agreement to Explore Strategic Affiliation



UPMC Hamot

WCA Hospital and UPMC Hamot in Erie, Pennsylvania, have agreed to explore a strategic affiliation between the two health systems. If both parties are in agreement after identifying potential ways to enhance access to high quality care, expand services and improve efficiencies, and subsequent processes are completed, WCA would be the only New York State hospital to have such an affiliation with UPMC Hamot and the UPMC (University of Pittsburgh Medical Center) system.

“Our discussions are in the best interests of our patients, our communities, and two organizations,” said Betsy T. Wright, WCA Hospital President/CEO. “As the result of health care reform and the ever-changing health care landscape, hospitals across the nation are exploring innovative ways to enhance access to high-quality care while operating with even greater efficiencies.”

“Our discussions are in the best interests of our patients, our communities, and two organizations.”

—BETSY T. WRIGHT, FACHE
WCA HOSPITAL PRESIDENT/CEO

See AFFILIATION on Page 4

WCA Raises Final Steel Beam For New Emergency Department



IN PHOTO, (LEFT TO RIGHT): NYS ASSEMBLYMAN ANDREW GOODELL; CLEMONT AUSTIN, PRESIDENT OF E.E. AUSTIN & SON, INC.; DENNIS ROBERT, PRINCIPAL OF FREEMANWHITE, INC.; EMELIA LINDQUIST, R.N., NURSE MANAGER OF WCA EMERGENCY DEPARTMENT; CONGRESSMAN BRIAN HIGGINS, UNITED STATES HOUSE OF REPRESENTATIVES; LEONARD FRANCO, MD, CHAIR OF WCA EMERGENCY DEPARTMENT; LISA VANSTROM, OFFICE OF NYS SENATOR CATHARINE YOUNG; LILLIAN VITANZA NEY, MD, CAMPAIGN CHAIR; BETSY T. WRIGHT, WCA PRESIDENT/CEO; BRENDA IRELAND, CHAIR OF WCA HOSPITAL BOARD OF DIRECTORS; AND WILLIAM GEARY, MD/PH.D., WCA HOSPITAL MEDICAL STAFF PRESIDENT.

On Tuesday, September 27th, WCA Hospital raised the final steel beam into place for our community hospital's new Emergency Department. The celebratory event, entitled *Raising the Beam to Realize Our Dream*, celebrated construction progress and gave thanks to the many individuals, businesses, organizations, and foundations that made construction possible by financially supporting WCA's capital campaign.

See STEEL BEAM on Page 5

Holiday Message From Betsy T. Wright, President / CEO

Dear Friends of WCA,

During the Holiday Season, more than ever, our thoughts turn gratefully to those who have helped shape our hospital and made our progress possible this year. We have accomplished so much and have come so far through your support, your hard work, and your dedication.

It is a wonderful time for reflection and thanks for your pledge to deliver the best care to our patients and their families whom we are so privileged to serve. To our board and hospital leadership, physicians, employees, volunteers, and our generous and charitable community, thank you for your spirit of giving and kindness.

As another year draws to a close, we wish you and your family good health. May your Holiday Season be filled with joy, peace, and hope for the New Year.

Most sincerely,

Betsy

2 Physicians At WCA Named Top Doctors

Two physicians on the medical staff at WCA Hospital were chosen as one of “America’s Top Doctors®” in Western New York by *Buffalo Spree Magazine*.

Selected were **Frank Arnal, MD**, board certified in internal medicine with subspecialties in pulmonology, sleep medicine and critical care, Medical Director of the WCA Sleep Center, and a physician member of Jamestown Area Medical Associates; and **Virginia Campion, MD**, board certified pediatrician, on the medical staff at WCA.

“We congratulate these exceptional physicians for their special recognition,” said Betsy Wright, WCA President/CEO. “WCA has a rich history of serving our community’s health care needs and we are very fortunate to have this caliber of highly-skilled, compassionate and dedicated physicians on our hospital’s medical staff.”

A native of New York City, Dr. Arnal received his medical degree from Columbia University, College of Physicians and Surgeons in New York City, New York. He completed a residency in internal medicine from Tufts University, Baystate Medical Center, in Springfield, Massachusetts, and a fellowship in pulmonary and critical care medicine from Brown University in Rhode Island Hospital, Providence, Rhode Island. Arnal is a member of the American Academy of Sleep Medicine and Fellow of the American College of Chest Physicians. Dr. Arnal recently earned his Certificate of Added Qualifications in Sleep Medicine from the American Board of Internal Medicine.

Virginia Campion, M.D., a native of Williamsville, New York, received her medical degree from State University of New York at Buffalo School of Medicine and Biomedical Sciences in Buffalo, New York. She completed a pediatric residency at Johns Hopkins Hospital in Baltimore, Maryland, and is board certified by the American Board of Pediatrics. Her medical practice is located at Jamestown Pediatric Associates located on 816 Fairmount Avenue, Jamestown, New York.

For a complete listing of America’s Top Doctors®, visit www.buffalospree.com.



FRANK ARNAL, MD



VIRGINIA CAMPION, MD

WCA Welcomes Physicians To Medical Staff

ANESTHESIA: Michael Allison, DO

FAMILY PRACTICE: Annabi Djalo, MD

GENERAL SURGERY: Galo Grijalva, MD

HOSPITALIST/MEDICINE: Leia Sykes, MD

INTERNAL MEDICINE: Tomasz Woloszyn, MD

OB/GYN:

Mandeep Brar, MD

Kevin Cunningham, MD

John Fitzpatrick, MD

Dalip Khurana, MD

Andre Persaud, MD

RADIATION ONCOLOGY:

Theresa Pagliuca, MD

Lio Yu, MD

For a complete listing of hospital physicians, including contact telephone, address, and speciality, visit our home page at www.wcahospital.org/findadoctor.

WCA Hospital Board Of Directors Awarded Advocacy Award

The Healthcare Trustees of New York State (HTNYS) recently honored **Brenda Ireland, WCA Hospital Board of Directors Chair, and hospital board of directors’ members with the prestigious 2011 HTNYS Political Action Committee (PAC) Award** in recognition of their outstanding leadership and advocacy efforts on behalf of WCA Hospital and their communities in shaping health care reform at the local, state and national levels.

Mrs. Ireland, who serves on the HTNYS Board of Governors, accepted the honor during the Healthcare Trustees of New York State’s 2011 Annual Award Dinner held in Bolton Landing, New York, where more than 500 healthcare trustees, chief executive officers, and health care leaders from across the state gathered for the annual conference.

See AWARD on Page 5

FAST FACTS

Your Favorite Hospital!

For a fifth consecutive year, WCA Hospital was voted your **#1 Favorite Hospital in Chautauqua County** by regional consumers, according to the 2011 *Post-Journal* Reader's Choice Awards. This recognition confirms the efforts and dedication of our board of directors and hospital leadership, physicians, employees, and volunteers who strive to deliver the best possible care. Thank you!

WCA Provides Valet Parking

WCA now offers Valet Parking. The service is operated from the WCA Hospital Emergency Department/Outpatient Entrance located on Prather Avenue. Hours of operation are Monday through Friday, 6:00 a.m. - 4:00 p.m. (Holidays excluded). A nominal fee of \$3.00 is charged per vehicle. Self-Parking is still available.

From Surgery to Rehab to Recovery

The WCA Center For Orthopedics, Sports Medicine & Rehabilitation offers patients 24 hour emergency orthopedic care, community-based orthopedic surgeons, sports medicine, physical therapy, occupational therapy, and speech and hearing services. To schedule an appointment at the new Center, call 664-8400.

Apply For Jobs On Line!

Is a friend or family member searching for an employment opportunity? At WCA, we make applying for a job easy. Just visit www.wcahospital.org for employment opportunities and complete our easy on-line application.



AFFILIATION

From Page 1

While we stand strong today, we realize that with the uncertainties of health care reform, we need to be responsible and consider a strategic affiliation with a regional system when we are in a position of strength and both parties can provide mutual benefit.”

Wright stated that the agreement is the first step in a process geared toward creating a long-lasting relationship with a strategic partner that will support and strengthen WCA as a regional hospital and comprehensive health care system. WCA Hospital will remain an independent, not-for-profit hospital.

Wright added that a key priority for WCA is to find a strategic affiliate that shares WCA’s mission, vision and values; its vision for the future; and is passionate about high-quality care and committed to local health care and the communities it serves. “We believe that UPMC Hamot and WCA share complementary missions and values and have confidence that the agreement will provide many benefits to WCA including our ability to recruit physicians and provide additional local specialty services to the benefit of everyone we serve.”


UPMC Hamot is a 412-bed, tertiary care facility, located in Erie, Pennsylvania. UPMC Hamot has been recognized by U.S. News & World Report-America’s Best Hospitals, Top 50 for Pulmonary Medicine, Most Wired, and

Thomson Reuters 100 Top Hospitals for overall performance, as well as Thomson Reuters 100 Top Hospitals for outstanding outcomes in heart care, neurological services, urology, orthopedics, gerontology and critical care medicine. UPMC and Hamot affiliated on February 1, 2011.

“As we look at the future of health care,” said John Malone, President and CEO of UPMC Hamot, “we believe that our region will depend on strategic alliances to provide the highest quality health care. We have had a long and mutually beneficial relationship with WCA for many years and believe this would be a long-term partnership to benefit the entire region.”

WCA Hospital Board of Directors chair, Brenda Ireland said, “This step is the culmination of nearly two years of thoughtful deliberation by our board. With a unanimous vote, we agreed that a relationship with UPMC Hamot would serve the best interest of the Jamestown community and the patients we serve. This arrangement will position WCA for future success and, most importantly assures local control of Jamestown area health care. WCA Hospital and the hospital board retain their independence. This is not a merger of any kind. All WCA assets are retained. The efforts of the WCA Foundation will support only WCA Hospital.”

The agreement signifies the beginning of a due diligence period between the two organizations. Once completed, if both parties determine they want to move forward, WCA Hospital and UPMC Hamot will begin working on a definitive agreement and preparing the necessary filings with the appropriate regulatory agencies.



The Newest Ally in the Fight Against Breast Cancer... For women diagnosed with breast cancer, WCA Hospital offers the “new” **Respiratory Gating System**—a noninvasive system that allows for pinpoint imaging and radiation treatment of the breast. In traditional approaches, a patient would breathe normally when receiving radiation therapy. During the gating technique, a patient holds her breath for 15 to 20 seconds. This keeps the chest and internal organs from moving and staff can precisely target the tumor and protect the heart. The WCA Cancer Treatment Center is the first in our area to use this technology. Ask your physician to refer you to the Cancer Treatment Center, 664-8670. Appointments are scheduled with minimal wait times.

STEEL BEAM

From Page 1

The program took place on Prather Avenue across from the site of the new Emergency Department.

To help commemorate the occasion, the public was invited to join the WCA Family in signing the actual beam being used in Tuesday's ceremony. This ten-foot beam had been painted and bears the WCA Hospital logo and *Sharing the Gift of Health* campaign logo along with the event slogan – *Raising the Beam to Realize Our Dream*.

New Emergency Department UPDATE . . .

WCA Hospital's 21st-Century Emergency Department is now under full construction and expected to open in 2012. With great advances in space and privacy, WCA Hospital's 18,000 square foot Emergency Department will enhance and improve the overall patient experience.

"We are in the final stages of constructing the outside brick walls of our new Emergency Department and should begin construction on the inside of the structure very shortly," said Cecil Miller, WCA Hospital Director of Support Services. "We are incorporating the best ideas in modern health care and every detail of our new Emergency Department is being constructed to create an unparalleled patient experience."

Cecil reiterated, "We continue to take a number of steps to ensure safety and quality service during construction as well as providing valet parking for patient and visitor convenience."

To date, WCA has exceeded the 85% mark by securing over \$14 million toward the \$16.5 million capital campaign goal and is accepting gifts and pledges payable through 2013. To donate to the new Emergency Department, contact Karl Sisson, WCA Director of Development, 664-8423.

Award

From Page 3



In Photo: From left, Brenda Ireland, WCA Hospital Board of Directors Chair who currently serves on the Healthcare Trustee of New York State (HTNYS) Board of Governors accepts the HTNYS Political Action Committee (PAC) Award from Richard H. Hawks, Jr., Immediate Past Chair of the HTNYS Board of Governors and HTNYS representative on the HANYS PAC Committee; John Lane, Vice Chair, HTNYS Board of Governors and HTNYS representative on the HANYS PAC Committee; and Steven Kroll, HANYS Vice President, Governmental Affairs and External Relations and HANYS PAC Treasurer.

"Brenda is very engaged and involved on health care reform and spends a great deal of time following policy changes in Albany and Washington," said Betsy T. Wright, FACHE, WCA Hospital President/CEO. "The health care industry is changing rapidly as federal, state and local mandates develop. As a passionate advocate for our hospital, Brenda establishes relationships with elected officials and stays up-to-date on the issues. She takes the time to educate our board leadership on the matters affecting health care and our community. I congratulate Brenda, alongside our board members, for their outstanding leadership and contributions on grassroots advocacy initiatives on behalf of our hospital and the patients we serve."

The 2011 WCA Board of Director members and recipients of the award include, Brenda Ireland, Chair; Howard Howlett, Jr., Vice Chair; Mr. Steve Kilburn, Secretary; Timothy Black, Treasurer; Anna Dibble, Assistant Treasurer; Judith Burgett, Past Chair; Barbara Bumsted, Janet Chew, Maynard Cotter, William Geary, MD/Ph.D.; Lyndon Gritters, MD; Ronald Klizek, MD; Wolf-Dieter Krahn, MD; James Roach; Michael Sullivan; Betsy T. Wright.

Health care is at the forefront of public policy debates. Federal health care reform and state reform initiatives are charting a new course for the health care system. It is critical for trustees to participate in the HANYS action committee to speak in a united voice, delivering a strong message in both Albany and Washington, D.C. Healthcare Trustees of New York State created the Award to recognize a trustee for his or her outstanding participation and leadership in health care reform. Trustees participate by taking part in the governing process; representing the interests of their local communities; being continuously educated; and exercising effective leadership.

"It is a privilege to accept this award on behalf of our board of directors," adds Brenda Ireland, WCA Hospital Board of Directors Chair. "As members of Healthcare Trustees of New York State, we are actively involved in staying abreast of the latest state and national health care issues and play a pivotal role as advocates on health care reform affecting our hospital. Under the guidance and visionary leadership of Howard Howlett, WCA Hospital Board of Directors Vice Chair and HTNYS Trustee, we are honored to be recognized as ambassadors for advocacy by HANYS political action committee."

About HANYS: The Healthcare Association of New York State's (HANYS) mission is to advance the health of individuals and communities by providing leadership, representation, and service to health providers and systems across the entire continuum of care. HANYS is the only statewide hospitals and continuing care association in New York State, representing more than 550 non-profit and public hospitals, nursing home, home care agencies, and other health care organizations.

The New Gold Standard For Cancer Detection At WCA

Center For Imaging Unveils "New" Digital Mammography System



At some point in a woman's life, one out of eight women will be diagnosed with breast cancer. Mammograms play a central role in the early detection of breast cancer and on October 26th, the Center For Imaging at WCA unveiled its newest ally in the fight against cancer, the Hologic Selenia® State-of-the-art Digital Mammography System. Together with LINKS Charity who helped fund the acquisition of the digital mammography system, this advanced technology sets a new standard in breast health.

According to Lyndon Gritters, MD, board certified radiologist and Radiology Department Chair at WCA, digital mammography is the first line of defense against breast cancer. "Technological advances are leading to early detection, said Dr. Gritters. "Early detection means faster intervention, more treatment options, and improved survival rates. It's one thing to be told you have cancer. It is another to be told, 'Yes, you have cancer, but it is in the early stages where it is potentially curable'. The majority of patients diagnosed with breast cancer at WCA are in the early stage and prime for quick treatment. Our new digital mammography system produces exceptionally detailed images which offer our referring physicians one more powerful tool in providing potentially lifesaving diagnostic services."

For patients, the new digital screening feels much like traditional mammogram screening. While the technology and compression are similar, the new digital mammography system is faster, uses less radiation, and is more accurate for women with dense breasts. Digital mammography provides high-resolution digital breast images immediately and allows the technologist to take more detailed images

without delay. These digital images are easier to access, store, transmit, and retrieve, and can be acquired at a lower radiation dose without compromising quality.

Dr. Gritters further explains that should an abnormality be detected on the new digital mammography system, patients receive follow-up testing which may include a breast ultrasound, stereotactic breast biopsy, or an MRI breast biopsy. "Our goal in this entire process is to get women an answer as soon as possible," Dr. Gritters says. "Helping patients through the process involves a team effort, requiring the expertise of technologists, radiologists, pathologists, physicians, and potentially oncologists. Patients often have many questions and need assistance accessing the resources for the best care. It is for that reason that Lynn Wigren, R.N., a certified breast health and patient care specialist on staff at our Center, helps our patients get the answers they need immediately and reduces their anxiety."

Diagnostic radiology is a critical tool in determining the course of a patient's care. It is the foundation from which a physician makes a diagnosis and recommends a treatment plan. The new digital mammography system allows WCA to offer patients state-of-the-art mammography screening that gives our physicians powerful images that aid in accurate diagnosis and a vital step toward good preventative health—a mission we take very seriously at WCA.

Breast Center of Excellence

The centerpiece of the Center For Imaging at WCA is their designation as a Breast Imaging Center of Excellence by the American College of Radiology Commission on Breast Imaging. This well-deserved honor highlights the high quality of breast care available to residents of Chautauqua County and our surrounding area.

To learn more about the WCA Center For Imaging & Medical Arts at WCA, visit www.wcahospital.org/centerforimaging. To schedule your annual mammogram, call 664-8448.

Passionately PINK For a Great Cause! LINKS Charity Exceeds 3-Year Pledge With \$275,000 Gift Toward Digital Mammography



In photo, left to right: Front Row: Angie Peck, Cummins Engine Plant of Jamestown Community Involvement Leader; Betsy Wright, WCA Hospital President/CEO; and Maryann Wilcox, WCA Nurse Manager. Back Row: Lyndon Gritters, MD, board-certified radiologist on staff at WCA Hospital and WCA Hospital Department of Radiology Chair; Edwin Ludwig, Truck-Lite; Bradley Van Riper, Truck-Lite Senior Vice President and LINKS Charity Executive Director; Allen Short, LINKS Charity Former Executive Director; Brian Kupchella, Truck Lite President & COO; and David Thomas, Alstar/WCA Services Corporation Executive Director.

better time to announce the purchase of Digital Mammography and introduce this fantastic technology into our community to help WCA diagnose the most common form of cancer in Chautauqua County. Together, this community has truly made a lasting difference.”

Spearheaded by lead sponsor Truck-Lite and major sponsors Cummins, United Refining Company, and Alstar Ambulance, along with associate sponsors, Veracity Benefits, Jamestown Savings Bank, and The Bilicki Law Firm, LINKS Charity announced that it exceeded its three-year, \$250,000 pledge by making a \$275,000 gift to WCA Hospital for Digital Mammography.

“At Truck-Lite, like many other businesses and individuals in our community, we believe it is imperative that residents continue to have access to quality, comprehensive cancer care close to home,” explained Brian Kupchella, President & Chief Operating Officer for Truck-Lite. “For this reason, we wholeheartedly support WCA Hospital in its efforts to diagnose cancer and offer the best treatment options through state-of-the-art services and equipment. To think that our community was able to exceed this goal by 10% in these tough economic conditions says a lot for the generosity of the people and businesses of our region.”

“Over and over again, LINKS Charity has proven its extraordinary commitment to our community and our community hospital,” said Betsy T. Wright, President/CEO of WCA Hospital. “This amazing gift is the realization of a dream of some very dedicated individuals and corporate sponsors, for whom we are extremely grateful.” *For the complete press release, go to www.wcahospital.org/latestnews.*

“This is a great day for LINKS Charity, WCA and our community,” exclaimed Brad Van Riper, Senior Vice President for Truck-Lite and Executive Director for LINKS Charity. “As we celebrate Breast Cancer Awareness Month, what

Prenatal/OB Health Maternity Care Just for You!

Recognizing the need for additional access to Prenatal/OB in the region, New York Physician Consultant Solutions PC, in collaboration with Delphi Healthcare Partners, is proud to offer a full range of services for expectant mothers, developed especially with a woman’s needs in mind.

Located at Jones Memorial Health Center at 51 Glasgow Avenue, Jamestown, the Center is accepting new patients and accepts most insurances. Staffed by highly-skilled, board certified physicians and specialized nursing staff, expectant mothers will benefit from high-quality, patient-centered care.

Women will have immediate access to the comprehensive programs, services, technology, and compassionate care of WCA Hospital.

Expectant mothers will receive prenatal services including birth planning, laboratory work, sonograms, and ultrasounds. A full-time nurse practitioner who specializes in prenatal care will see patients at the Center.

The Center provides 24/7 physician coverage for maternity care. The board-certified staff at New York Physician Consultant Solutions PC complement the OB/GYN physicians already on staff at WCA.

Appointments at the new center are available by calling 664-8510.



Mandeep Brar, MD
Board-Certified OB/GYN
Hospitalist
Medical Director
(716) 664-8510



Kevin Cunningham, MD
Board-Certified OB/GYN
(716) 664-8510



Michelle Brown, R.N.
Nurse Practitioner
(716) 664-8510

Quality. Caring. Sophisticated Technology. WCA Adds OPEN Bore MRI Technology



Photo Cutline: Holly Gatto, RT, Insight MRI Manager at WCA Hospital, performs an examination on the sophisticated Open-Bore Magnetic Resonance Imaging (MRI) imaging technology at the Center For Imaging & Medical Arts at WCA Hospital. The MRI technology utilizes a magnetic field and radio waves to produce a highly accurate view of the inside of any portion of the body. Aided by a computer, MRI is able to produce an image of bone and soft tissue from many different body angles or planes. This enables WCA physicians to quickly and precisely diagnose a wide variety of conditions.

WCA is pleased to announce that the latest in MRI technology is now available at the Center For Imaging & Medical Arts at WCA. The addition of the Siemens Open-Bore MAGNETOM Espree 1.5 Tesla at WCA **accommodates patients up to 550 pounds and is designed for individuals who experience claustrophobia, anxiety, and excessive pain or limited mobility.** The open-bore MRI also features a 1.5 Tesla magnet which delivers the sharpest images to assist physicians in diagnosis and treatment planning.

WCA Hospital offers the “additional” MRI scanner on Saturdays and Mondays. To schedule an appointment, contact WCA Hospital MRI at (716) 664-8MRI.

“The new technology enhances our capabilities to deliver the best in patient care,” said Betsy T. Wright, FACHE, WCA Hospital President/CEO. “We continually find new ways to serve the needs of our community with advanced medicine and technology. Our new open-bore MRI complements our extensive range of superior diagnostic services at the Center For Imaging and reaffirms our pledge to bring the latest technology alongside highly skilled and exceptional physicians who utilize the most effective forms of treatment.”

Magnetic Resonance Imaging (MRI) exams have become one of the fastest growing types of medical diagnostic tests in the United States, due, in large part, to its ability to provide non-invasive diagnostic images of soft tissues, bone, fat and muscles and to help in the detection and diagnosis of a variety of health conditions.

The new open-bore design of the MAGNETOM Espree 1.5 Telsa MRI at WCA, uses the strongest magnet field strength of any other MRI technology, giving physicians access to many imaging opportunities, including neurological and functional neurology evaluation, orthopedic and vascular imaging. The System’s large 70-cm opening is wide enough to accommodate a diverse array of patients including individuals such as children, larger patients up to 550 pounds, the elderly, and those who experience claustrophobia and anxiety. The new system allows for the patient’s feet to go in first and the patient’s head can remain outside of the system. This means that the patient’s head can remain outside of the bore during most procedures not involving head, neck or upper spine. This helps eliminate any anxiety or claustrophobic effects.

“The open-bore MRI boasts the strongest open magnet field strength used clinically today, capturing exceptional image quality in faster scan times with reduced repositioning, and higher image resolution with increased clarity and detail,” says Dallen Ashby, MD, board-certified radiologist at WCA Hospital. “With its larger bore size and stronger magnet, the technology is well suited to meet the needs of all MRI patients, but particularly those with special needs such as claustrophobia and anxiety, allowing our patients one of the most comfortable MRI imaging experiences.”

Additional imaging services offered at WCA Hospital include, ultrasound services, MRI imaging, breast MRI imaging, interventional radiology, PET/CT imaging, bone densitometry (DEXA) screening, mammography screening (same day results), stereotatic and ultrasound-guided breast biopsy, patient navigator support, and CAT Scan imaging. To learn more about WCA Hospital imaging, visit their website at www.wcahospital.org.

To schedule an appointment for an Open Bore MRI exam, call (716) 664-8MRI. The MRI Suite is located at the Center For Imaging & Medical Arts at WCA, 207 Foote Avenue. Use the yellow parking lot behind the hospital. A physician’s order is required.

**Need a copy of our
2012 Calendar/
Physician Directory?**
Contact WCA Hospital
Public Relations at 664-8614

Your Heart, In Our Hands

WCA Catheterization Lab Team Performs 4,000th Cardiac Cath



In photo, WCA Heart Center Cath Lab staff (left to right), Laurie Bryerton, R.N. ; Lisa Davis, Senior R.N. ; James Cirbus, MD, FACC, board-certified cardiologist, WCA Heart Center Medical Director ; Janet Blume, R.N. ; Lisa Heath, Radiologic Technologist.

September marked the 10-year anniversary of the opening of the WCA Heart Center Cardiac Catheterization Lab. The first cardiac catheterization lab procedure was performed at WCA Hospital on September 5, 2001. To date, the WCA Heart Center has performed more than 4,000 cardiac catheterization procedures.

“Our 10th anniversary serves as a reminder of the many patients who have entrusted their care to WCA over the years,” said Betsy T. Wright, WCA President/CEO. “There is a dedication to excellence that is the cornerstone of our culture and quality and it is derived from our physicians, staff and volunteers who are committed to delivering excellent patient care. As we commemorate this milestone, I want to extend my sincere thanks to our outstanding staff for their contributions to our cath lab program and our patients who we are so privileged to serve.”

The WCA Heart Center Medical Director, James Cirbus, MD, FACC, board-certified cardiologist, says the cath lab is recognized for its excellence in cardiac care. “Our accomplishments reflect the combined efforts of our physicians, nurses and technicians,” said Dr. Cirbus. “We have set the bar very high to be on par with the best diagnostic cardiac cath labs in the region in terms of safety and outcomes. I congratulate our staff for ten years of excellence in patient care and look forward to the continued success of the program in the future.”

For help in evaluating your risk for heart disease, talk to your primary care provider. To learn more about the WCA Heart Center including cardiac cath lab services, visit www.wcahospital.org. For the complete press release, go to www.wcahospital.org/latestnews.

CANCER EXCELLENCE

WCA Earns CEO Cancer Gold Standard™ Accreditation



In photo, Betsy T. Wright, FACHE, WCA Hospital President/CEO; and Toni DeAngelo, R.N., WCA Hospital Community Health and Wellness Director; display the CEO Gold Standard Accreditation, that recognizes WCA Hospital's commitment to taking action to reduce the cancer risk of employees and their families through screenings, early detection, and healthy changes in lifestyles.

WCA joins an exclusive group of organizations that received *CEO Cancer Gold Standard™* Employer for 2011 accreditation for a second consecutive year, recognizing their commitment to taking concrete actions to reduce the cancer risk of employees and their families through screenings, early detection, and healthy changes in lifestyle. The *CEO Cancer Gold Standard™* is an initiative designed to combat cancer in the workplace.

WCA's *Gold Standard* accreditation represents a milestone for WCA, whose culture is built on helping and improving the lives of others, beginning with its own employees. As a *Gold Standard* organization, the accreditation represents a gold standard of leadership and demonstrates how employers can play an active and meaningful role in reducing cancer risk and improving the overall health of their employees and family members.

According to Betsy T. Wright, FACHE, WCA President/CEO, the *CEO Cancer Gold Standard™* accreditation recognizes WCA's dedication in developing and implementing health and wellness initiatives aimed at maintaining a corporate culture that fosters healthy lifestyles and reduces the risk of cancer. “We are proud to be awarded re-accreditation in our continuing efforts to meet the standard of cancer excellence,” said Betsy. “As an organization whose mission is to improve the health and well-being of those we serve, it is extremely important that we educate our employees and their family members about cancer risks and provide them with the necessary tools that encourage healthy lifestyle behaviors and provide access to high-quality treatment in the fight against cancer.” For the complete press release, go to www.wcahospital.org/latestnews.

Setting National Standards WCA Receives Gold Standard Accreditations In Imaging From American College of Radiology



One of the ways WCA continually demonstrates their commitment to the highest levels of quality and safety are Accreditations through the American College of Radiology (ACR). These gold standards of accreditation reinforce our hospital's reputation for high-quality care.

This year, WCA Hospital was **awarded three-year terms of accreditation in Computed Tomography (CT), MRI, MRI Breast, Nuclear Medicine, PET/CT, Ultrasound, Breast Ultrasound, and PET/CT**. The ACR accreditations are the result of rigorous reviews by the American College of Radiology and awarded for the achievement of high practice standards.

“Our ACR gold seals of accreditation acknowledges to our patients that they are receiving care that meets the highest level of national standards for imaging quality and safety, as well as, the expertise of our physicians and staff who are truly committed to excellence in patient care,” said Betsy Wright, WCA President/CEO. “Accurate diagnosis and consistent, excellent patient care remains our top priority at WCA and we are proud of these outstanding distinctions and our physicians and staff who work very hard to maintain our high standards of clinical excellence and service.”

The ACR is a national professional organization serving more than 34,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians, and medical physicists with programs focusing on the practice of medical imaging and radiation oncology and the delivery of comprehensive health care services. To learn more about WCA Hospital's ACR accreditation awards, visit www.wcahospital.org/latestnews.

Perserving, Enhancing High Quality Health Care New WCA Foundation Logo Launches Donation Days



Supporting WCA Hospital

The new WCA Foundation logo designed to transfer the Foundation's mission into a visible image, sistering both organizations together, was launched with the 2011 Donation Days campaign. The Foundation's logo imitates the branded three-character image used by the Hospital to represent the Women's Christian Association portion of their original corporate name. The Foundation and Hospital work together to raise the funds to build, maintain and grow the efforts of our highly-acclaimed community hospital.

Contribution to the annual Donation Days campaign may be made payable to: WCA Foundation and mailed to PO Box 214, Jamestown, NY 14702-0214. You may designate whether your donation will support a specific named fund or support the general needs of the Hospital. To satisfy immediate needs your donation would be directed to the Non-Endowed Unrestricted Fund. If you place your donation in the Endowed Unrestricted Fund, the interest earned on your invested contribution will be used for many years to come. To discuss the creation of an endowment fund of your own, please contact Brigetta Overcash, WCA Foundation Executive Director, at 664-5461, or e-mail at Brigetta.Overcash@wcahospital.org. All gifts to W.C.A. Foundation, Inc. are tax-deductible. *For complete press release, go to www.wcahospital.org/latestnews.*



In photo, WCA Employees Raise Money For Crossley, Bush Memorial Funds. From left are Debra Triscari, WCA IV therapist; Nancy Hunt, WCA respiratory therapist; Deanna Fuller, WCA respiratory therapist; Brigetta Overcash, WCA Foundation executive director; Cristie Herbst, WCA Foundation board chair; P. Christian Yates, WCA Foundation board member; Kathy Durnell, respiratory therapist; and Jennifer Wendel, Sleep Center coordinator. **The funds pay tribute to the memory of cherished co-workers, Karen Crossley and Denny Bush, by supporting endowment funds named in their honor.**

THE PEOPLE YOU KNOW . . . THE PROFESSIONALS YOU TRUST

Behind Every Great Hospital Are The People Who Make It Special!

Congratulations Lynne Nickerson



Lt. to Rt.: Mary Ann Wilcox, LYNNE, Betsy T. Wright

Lynne Nickerson, Inpatient Mental Health Program Assistant, **July's HCAHPS Employee of the Month's** contributions to patient care is immeasurable according to staff members.

As demonstrated by HCAHPS qualities under the category of "Responsiveness of Staff", Lynne went above and beyond on behalf of her patient and was directly responsible for saving the patient's life. Her co-workers state that Lynne is diligent about completing her safety ten-minute checks for our patients. During one of these routine checks, Lynne discovered a patient in a life-threatening situation and immediately intervened to summon help which led to saving the patient's life.

Her immediate supervisor, Patricia McClennan, says Lynne is very conscientious and remains focused on providing safe prompt care for her patients. "She is a role model to her peers and is frequently responsible for training new program assistants," said Trish. "Lynne always stops to assist patients and their families with their treatment needs and is really passionate about her work."

This month, we celebrate Lynne's distinguished contributions as a supportive team member who embraces all the characteristics of an Employee of the Month!

Congratulations Amy Calarco



Lt. to Rt.: Jon Sundholm, AMY, Betsy T. Wright

A valued employee for 28 years, Amy Calarco, Medical Laboratory Technologist, was recognized as our **August HCAHPS Employee of the Month** for her dedication and ability to consistently perform at a demonstrated high level.

Coworkers commented that Amy's work ethic provides outstanding patient care and she spends the extra time to ask additional questions that result in an accurate diagnosis for our patients. She is really responsive to our patients' needs as reflected in our HCAHPS award qualifiers. "Amy always ensures timely and thorough communications," said Jon Sundholm, Clinical Lab Manager. "In fact, Amy recently affected improved patient care and a favorable patient outcome due to her provision of value added service. She frequently seeks out ways to add value to her job."

Staff say Amy is right there to help until the situation is resolved. "She works hard to make sure coworkers understand their job and she spends extra time making sure everything is completed and correct," coworkers say. "She demonstrates excellent clinical skills, a strong work ethic, and is one of the most patient-centered staff we have the pleasure to work alongside." Thank you, Amy for always being tops at WCA!

THE PEOPLE YOU KNOW . . .

THE PROFESSIONALS YOU TRUST

Behind Every Great Hospital Are The People Who Make It Special!

Congratulations Rosemary Billquist



Lt. to Rt.: , Dianne French, ROSEMARY, Betsy T. Wright

Always, always, always, is a phrase used frequently when nominating Rosemary Billquist, H.I.M. Specialist, **September's HCAHPS Employee of the Month**.

"Rosemary always helps patients in the halls," says one staff member. "She always asks patients and family members if they need assistance. She is always looking out for our patients' needs." Possessing compassionate employee communication skills is a distinctive way Rosemary creates a great patient experience.

"Rosemary stopped to talk to an elderly gentleman sitting in a wheelchair one day," stated a hospital supervisor who has observed her kind manner on more than one occasion. "Asking if he needed assistance, she escorted him to the appropriate hospital department."

"In my opinion, Rosemary is one of the nicest, most caring individuals in the world," said Dianne French, Director of H.I.M. "Every day, she goes out of her way to assist patients, visitors, and coworkers with a positive, cheerful, up-beat attitude. She is awesome and we are blessed to work alongside her."

This month, we congratulate Rosemary who always, always, always goes above and beyond her work duties to ensure the highest possible care for our patients!

Congratulations Stephanie Gross



Lt. to Rt.: Betsy T. Wright, STEPHANIE, Lorraine Diggs

Stephanie Gross, PACU R.N., was selected as our **October HCAHPS Employee of the Month** when she was observed by a coworker demonstrating exceptional and compassionate customer service to a patient who was having a difficult moment.

"Stephanie has taught us to always listen to our patients and treat them with the utmost courtesy and respect," said Lorraine Diggs, R.N., Director of Nursing. "She teaches us to always do the best we can for every patient that we care for, at all times."

Stephanie was nominated by her coworkers who wanted to recognize her outstanding and compassionate patient skills that are infectious. "She gives her all and is ready to help in any way she can," said one employee. "She listens to our patients and is truly deserving of Employee of the Month."

"To state it simply, Stephanie is great! She exemplifies what a "team player" is all about. She is personable; quick to help put our patients at ease, and communicates well with our entire operating team."

For these reasons, we congratulate Stephanie who is this month's shining example of Employee of the Month!

Congratulations Mari Linamen



Lt. to Rt.: Christine Reynolds, MARI, Betsy T. Wright

Helping keep our hospital clean and tidy is one of our hospital's top priorities. Mari Linamen, Environmental Services Attendant, **and November HCAHPS Employee of the Month** makes this significant priority appear simple.

"Mari is one of the hardest workers we know," stated one employee. "No job is too big or too small for Mari. I have never seen anyone clean our Emergency Department as thoroughly and with such a positive, upbeat attitude as Mari. The outpatient waiting area isn't even her area of responsibility, but she scrubs every chair and goes the extra mile to shampoo the carpet. She really has a terrific work ethic and is a real asset to WCA!"

"Mari has positive attitude toward work responsibilities, coworkers, and our customers," said Christine Reynolds, Director of Hospitality Services. "She displays a commitment to quality in carrying out job responsibilities and is an asset to WCA. She takes initiative and accepts and carries out additional responsibilities beyond regular job assignments for the good of our hospital."

There is no doubt that Mari is a very dependable and hard working employee and it shows in all that she accomplishes. Thank you, Mari, for your wonderful service excellence on behalf of our patients!

Congratulations Brenda Lang



Lt. to Rt.: Emelia Lindquist, BRENDA, Betsy T. Wright

At WCA, we consider it our "Mission" to go above and beyond the call of duty not only for our patients, but for everyone who walks through our doors. This month, we celebrate the exceptional work of Brenda Lang, Emergency Department Registered Nurse, who was chosen our **December HCAHPS Employee of the Month** for being a thoughtful patient advocate.

Brenda demonstrated HCAHPS qualities under the category of "Responsiveness of Staff" when she assisted a family's out-of-town guest who had exhausted their oxygen supply. She quickly helped the guest obtain an adequate supply of oxygen.

According to her Supervisor, Emelia Lindquist, R.N., Emergency Department Nurse Manager, her genuine concern for her patients is very reassuring. "We are very fortunate to have Brenda on our team. She is an outstanding employee who goes far beyond her duties to accommodate the needs of our patients and their families. She is a great example for others."

Great care requires nurses to make decisions that really matter—for our patients and their families. Thank you, Brenda, for being a truly devoted patient advocate!

WCA Photo Spotlight Gallery



Representing WCA Hospital, Betsy Wright, President & CEO, and Lillian Vitanza Ney, MD, Campaign Chair, join Tom Flowers, President of the Hultquist Foundation, to acknowledge the foundation's \$1 million grant to support WCA's capital campaign for its new Emergency Department.



The WCA Hospital Auxiliary presented Betsy Wright, WCA President/CEO, with a \$35,000 check - the third installment toward its five-year, \$176,000 pledge to support WCA's *Sharing the Gift of Health* capital campaign for a new Emergency Department. (L to R) Karl Sisson, WCA Director of Development; Amy Reinhardt, WCA Volunteer Coordinator; Sara Vail, Auxiliary Secretary; Margaret Anderson, Auxiliary Wish List Chair; and Betsy Wright.



Betsy Wright is joined by Tim and Betsy Shults, representing Shults Auto Group, to present Steve Sellstrom with a check as the winner of the Car on the Barge raffle which, thanks to STARFLIGHT medical evacuation helicopter, was announced in dramatic fashion from the floating stage in Bemus Bay during Light the Lakes on September 4. The proceeds from the raffle benefitted *Sharing the Gift of Health: The Capital Campaign for our Emergency Department*. Mr. Sellstrom selected \$30,000 instead of a 2011 Chevy Camaro Convertible, and then donated \$5,000 back to WCA.



Mike Roberts, Charity Golf Classic Chair (presenting check to Betsy Wright), and other members from Moon Brook Country Club present Betsy Wright, President and CEO of WCA Hospital, with a \$2,500 check representing proceeds from the 2010 Moon Brook Charity Golf Classic to support WCA's capital campaign for its new Emergency Department. An additional \$3,000 check was presented in December representing proceeds from the 2010 Classic.



The Center For Imaging at WCA diagnostic team invited the public to a free Breast Health Event, "SHADES OF PINK", Saturday, September 10 and Saturday, November 12 at WCA Hospital to build awareness and teach good breast health. The Center For Imaging at WCA and Wellness team, (front row from left), Dorothy Carlson, Toni DeAngelo, Tammara Card-Hodges, Debbie Anderson, Candythe Kidder, Teresa Rogers, Jeanne Powell, Cassandra Apperson, Jean Sabulsky. Back row from left, James Dahlie, MD, Mary Lewis, Dianne Courtney-Freeman, Lyndon Gritters, MD, board certified radiologist on staff at WCA.

WCA Photo Spotlight Gallery



PINK THE RINK (held in October 29 and will be held again on February 3, 2012) in conjunction with LINKS Charity to benefit those diagnosed with breast cancer. Pictured, Karl Sisson – WCA Director of Development, Brad Van Riper, Senior Vice President at Truck-Lite and Executive Director; LINKS Charity, Captain Aaron Schepelman, Goaltender Joey Ballmer, Assistant Captain Johnny Smith, Kenji Yamada, Team Owner, Jamestown Ironmen; and Brittany Mason, Sponsorship Sales Coordinator, Jamestown Savings Bank Ice Arena.



Pictured *left to right*, the WCA Hospital School of Medical Technology 2011 Graduates, Jessie Jandrew, Melissa Musil, Sarah Joochum, Murray S. Marsh recipient, Brian Worthington, Jaclyn Burkhart, Alexandra Wesley, Megan Woodruff, Courtney Davis. A special graduation ceremony was held in their honor at WCA Hospital on July 15th.



From left, Linda Johnson, WCA Public Relations & Marketing; Toni DeAngelo, WCA Wellness; Cynde Breneman, Director of Marketing & Business Development in front of the THINKpINK Exhibit on display at the Chautauqua Mall in recognition of National Breast Cancer Awareness Month held this past October. Free educational breast health information was passed along to the community.



The Southern Tier Kidney Association's second annual Kidney Challenge Walk was held on June 12 and was a resounding success. Several hundred walkers participated in this special fundraising event which raised over \$10,400 toward the purchase of heated recliners for Dialysis patients at WCA Hospital. In photo, Mindy Moore, Walk Chair, releases tribute butterflies as Sam Pellerito, STKA President, reads the names of individuals for whom the butterflies are in tribute to.



Area Seventh and Eighth Graders participated in *Extreme Medicine Teen Medical College* sponsored by Jamestown Community College, hosted at WCA Hospital. The event gave students an up-close glimpse of healthcare careers. Pictured *far right*, Emelia Lindquist, R.N. Emergency Department Nurse Manager, takes a student's pulse and blood pressure during event.



The inaugural LINKS Pink Walk, presented by Jamestown Radiologists, took place on October 2nd outside the WCA Cancer Treatment Center on the Jones Memorial Health Center campus. In conjunction with LINKS Charity, this special event raised over \$20,000 and paid tribute to the courage of breast cancer patients past and present. Shown here, members of the LINKS Pink Walk Planning Committee display the LINKS Tribute Chain which was carried by the walkers (L to R: Brad Van Riper, Judith Thomas, Toni DeAngelo, Kim Cardinale, Pat Carr, Dianne Courtney-Freeman, Christina Reynolds, Linda Feeny, David Thomas and Karl Sisson).

RETURN SERVICE REQUESTED

Mark Your Calendar in **2012**

- Monday, January 16, 5:00 pm** **JAMESTOWN JAMMERS HOT STOVE DINNER & CHARITY AUCTION**
Lakewood Rod & Gun Club to benefit Italian-American
Event benefits WCA Lung Cancer Care toward Electromagnetic Bronchoscopy
- Thursday, January 26, 7:00 pm** **COMMUNITY PRESENTATION /MANAGEMENT OF CONCUSSIONS IN SPORTS**
WCA Hospital Auditorium, / Event Free To The Public
Guest Speaker: Michael Mitchell, MD, Medical Director of Sport Medicine
Program @ WCA Center For Orthopedics, Sports Medicine & Rehabilitation
- Sunday, January 29, 1:00 – 5:00 pm** **SOUPER BOWL SUNDAY / Celoron Legion.**
Event Benefits *Sharing the Gift of Health: The Capital Campaign for
Our Emergency Department*
- Friday, February 3, 7:05 pm** **PINK THE RINK / Jamestown Savings Bank Ice Arena**
Event Benefits LINKS Charity Breast Cancer Care toward Digital Mammography
- Thursday, Saturday, June 7-9** **42ND ANNUAL ITALIAN-AMERICAN GOLF TOURNAMENT / Holiday Valley**
Event Benefits Lung Cancer Care toward Electromagnetic Bronchoscopy
- Sunday, June 10, 11:00 am** **3RD ANNUAL KIDNEY CHALLENGE WALK**
Dr. Lillian Vitanza Ney Renaissance Center. Event Benefits Dialysis Care
- Monday, June 25** **18TH ANNUAL MARIE BARONE MEMORIAL WOMEN'S GOLF TOURNAMENT**
South Hills Country Club to benefit Marie Barone Memorial Fund at
Event Benefits WCA Foundation for Women's Cancer Care
- Monday, Tuesday, August 6-7** **21ST ANNUAL LINKS CHARITY GOLF PRO-AM, SCRAMBLE & BANQUET**
Moon Brook Country Club to Benefit LINKS Charity
Event Benefits Breast Cancer Care Toward 3D Tomosynthesis
- Saturday, October 6** **2ND ANNUAL LINKS PINK WALK**
Jones Memorial Health Center
Event Benefits LINKS Charity Breast Cancer Care toward 3D Tomosynthesis



For event tickets or to donate to our great causes,
contact Karl Sisson, WCA Director of Development at 664-8423