

healthy YOU

a journal devoted to healthful living



BRIDWELL TOWER



Tick, tick, tick...once a design in blueprint form, construction just imagined, and now taking shape.

It's more than a building. It's what will happen inside.

Time has passed, slowly it seems, as we have been anxiously awaiting the opening of our new addition—complete with advanced technology and medical treatments, an environment designed for patient comfort and convenience, and filled with caregivers passionate about delivering excellence in everything they do.

There are only a few months until United Regional's Bridwell Tower will open, elevating excellence in

comprehensive health care services and uncompromising quality in the delivery of patient care for the region. Mark the days with us as we reveal more about the services and medical expertise that will be available to the communities we serve.

Let the countdown begin...



Elevating excellence

We are scheduled to open the Bridwell Tower in August 2009. It will bring together advanced technology and expanded patient care services, improving access and convenience for the communities we serve.

Outpatient services

The first floor is dedicated to outpatient services, including a diagnostic imaging suite, IV therapy services, respiratory care with pulmonary function testing, and a wound care center that includes hyperbaric oxygenation services.

The diagnostic imaging suite offers digital mammography, a 64-slice CT scanner, MRI and ultrasound. These diagnostic imaging services will also be available and easily accessible to inpatients.

The spacious first floor will also include a bistro and gift shop for hospital visitors and staff to enjoy.

Moms and children

United Regional continues its commitment to providing comprehensive services for women and children. On the fourth floor, you will find a mother and baby unit that includes labor and

delivery rooms, antepartum and postpartum rooms, and a Level II Nursery.

This special care nursery provides health services for newborns, primarily for issues associated with prematurity, mild respiratory problems, jaundice or infections. A family waiting area and a patient education classroom complete the comprehensive service offerings.

A dedicated 17-bed unit for pediatric services occupies the top floor of the Bridwell Tower. The pediatric floor also contains exam and treatment rooms, a pediatric education classroom, a play area for patients and siblings, and a family waiting area.

Surgical services

The third floor of the Bridwell Tower will provide expanded and technologically

advanced surgical suites, many with computer-assisted technology.

Our surgical specialties include endovascular, cardiovascular and open heart, general and minimally invasive, gynecology, neurosurgery, orthopedic, otolaryngology/ENT, and urology.

The Bridwell Tower will offer advanced technology and expanded patient care.

Complete care

Our goal at United Regional is to provide you with all of the health care services you may need in one convenient location. The new Bridwell Tower will enable us to best achieve that goal. ❖



HYBRID ENDOVASCULAR SUITE

The future is now

Surgical services at the new Bridwell Tower will offer some of the latest in technology to benefit our patients.

One example of this advanced technology is the hybrid endovascular suite.

Advantages for patients

The hybrid endovascular suite combines endovascular, cardiac surgical, laparoscopic and radiological capabilities, allowing flexibility and speed in the treatment of patients with complex cardiac and vascular conditions.

“The hybrid endovascular suite allows us the advantage of no longer needing to move the patient to a different operating room to accommodate multiple heart and vascular procedures or surgeries,” says William Dean, MD, cardiovascular surgeon.

The suite combines highly advanced technology and computer systems with the skill of surgeons and cardiologists to treat complex cases.

“Our advanced hybrid suite also allows for minimally invasive cardiac surgical procedures because of the high-resolution imaging provided by the x-ray system,” says Peter Tauriainen, MD, cardiovascular surgeon. “With

its large field of view, surgeons are provided visualization of tiny details to support intricate procedures.”

Less invasive procedures can shorten the length of hospital stays and promote faster recoveries.

“Our patients also benefit from lower dose radiation and minimized use of anesthetics,” says James Obney, MD, cardiovascular surgeon.

Surgeries that can be performed in the suite include minimally invasive stent placement and valve repair, peripheral vascular procedures, vascular angiograms, pacemaker insertion, and open-heart surgery.

Our skilled team

United Regional’s three cardiovascular surgeons—Dr. Dean, Dr. Obney and Dr. Tauriainen—have more than 45 years of combined experience. The surgical team includes operating room nurses and certified scrub techs with more than 55 years of combined experience and four board-certified radiology technologists with more than 65 years of combined experience.

As a leader in the treatment of cardiac and vascular diseases, United Regional performs more than 440 cardiovascular procedures and

434 pacemaker surgeries each year. Patients can be assured of the experience and expertise of our surgeons and cardiovascular team. ❖

IVUS IMAGING

A view from the inside

One of the advanced technologies that will be included in the hybrid endovascular suite is intravascular ultrasound, or IVUS. IVUS is a catheter-based system that allows physicians to obtain images of diseased vessels from inside the arteries and to perform intricate endovascular stent grafting.

With IVUS, a miniature sound probe on the end of a catheter is inserted into the arteries. The probe uses ultrasound to see the plaque area and amount, as well as the size of the vessel and the lumen (the internal opening of the artery) from inside. Because IVUS uses radio waves, the patient is not exposed to radiation, as with fluoroscopy.

IVUS is used in conjunction with angiography to determine placement of the stent grafts. In addition, the system is used to evaluate the preciseness of the stent’s location.

William Dean, MD, cardiovascular surgeon at United Regional, has received advanced training in endovascular thoracic stent grafting. For a patient who has a descending thoracic aortic aneurysm (a bulge and weakening in the aorta) or a traumatic rupture, IVUS greatly improves the ability of the surgeon to seal off the artery above and below the aneurysm or injury. Endovascular procedures typically allow patients to leave the hospital sooner and recover more quickly.





\$10 million raised for Bridwell Tower

Elevating Excellence Campaign co-chairs, Bob and Carol Gunn, announced recently that contributions and pledges for United Regional’s new Bridwell Tower are closing the gap between bond financing and the cost to construct and equip the new facility.

More than \$10 million has been raised to date, including commitments to the current Elevating Excellence Campaign of more than \$7 million and earlier contributions of \$3 million.

“We are extremely gratified to know that so many in our community are willing to support what we feel is a tremendous community asset,” Bob says.

Constructing and equipping the 179,000-square-foot

tower will cost \$70.4 million, and another \$2.2 million will be spent this year for equipment. Of the total \$72.6 million needed, United Regional has secured bond financing for \$60 million.

The Elevating Excellence Campaign committee is now seeking contributions totaling \$2.5 million to complete funding for the tower. While grant applications and major gift solicitations continue, the group is now asking for general support from the community.

To invest in your hospital, contact Deb West at **940-764-8459** or dwest@urhcs.org or visit our website at www.unitedregional.org. ♦

Wildcats to host ‘Jersey Off Our Back’ auction

The Wichita Falls Wildcats will be hosting their annual Children’s Miracle Network “Jersey Off Our Back” auction on Saturday, February 28, immediately following the game against the Alaska Avalanche.

The team will be wearing special jerseys to be auctioned off to fans, with all proceeds benefiting Children’s Miracle Network at United Regional.

Funds raised will be used at United Regional to purchase specialized equipment for the nursery, pediatric department, labor and delivery department, intensive

care unit, emergency department, surgical services and respiratory care.

Upcoming events

- Heart of a Woman Brunch—February 7, MPEC
- Wildcats “Jersey Off Our Back” Auction—February 28, Kay Yeager Coliseum
- Rubber Duck River Derby—May 9, Castaway Cove
- Children’s Miracle Network Telethon—June 6 and 7, KFDX TV-3

Thank you to a caring community

United Regional is grateful for the many gifts received for the new Bridwell Tower. Why our lead donors gave to this important investment in the health of our community:

The J. S. Bridwell Foundation made a generous lead gift when the tower was first envisioned as an outpatient center and an additional gift during the current Elevating Excellence Campaign.

“The J. S. Bridwell Foundation is proud to be associated with United Regional and to be a part of the Bridwell Tower. The community deserves the best in health care, and we are honored to be part of this exciting endeavor. The new facility will provide the level of health care that this community deserves.”

—Mac Cannedy Jr., CPA, J. S. Bridwell Foundation



A very generous gift from the **Stephens Family Foundation** will help fund the new surgery unit in the Bridwell Tower.



“Serving on the United Regional board of directors taught me a lot about what is needed to provide excellent health care for our community. I’m very pleased to see this new tower built, and I’m glad to know my family was able to help.”

—Fred Stephens, Stephens Family Foundation

Two grants from the **James N. McCoy Foundation** will provide the hybrid endovascular suite, as well as a pulmonary function lab in the new respiratory care area of the tower.

“We feel this project is very important, and we invite everyone to join us in supporting what United Regional is doing for the health of our community.”

—Vicki and Jim McCoy, James N. McCoy Foundation



The Dillard Family Foundation has provided funding for the new mother-baby unit planned for the fourth floor of the Bridwell Tower.



“My decision to be grandmother of the mother-baby unit at our hospital was very easy and simple. I have known the sweet happiness that begins in the birthing center. I know also where our babies received the first step of being loved, for proper care, and for health issues. Actually, I can still ‘rock-a-bye’ and sing lullabies. I feel quite passionately about this privilege. Thanks be to God for placing this spirit within me.”

—Kay Dillard, Dillard Family Foundation

The Perkins-Prothro Foundation is providing funding for the atrium lobby in the new tower.

“The directors of the foundation believe that this project is much needed and very important for the hospital, community and north Texas area. The consolidation of the two campuses into one location will improve efficiency and patient care and will make the hospital an even stronger asset for the region. Our family and family foundation have a long history of supporting both hospitals and are pleased to be a part of this project.”

—Joe Prothro, Perkins-Prothro Foundation

New giving opportunities

People who are required to take unneeded IRA withdrawals and people who have experienced limitations on tax benefits in the past from itemized deductions such as charitable contributions will find the Tax Extenders and Alternative Minimum Tax Relief Act of 2008 of particular interest.

This new law gives people who are at least 70½ years old the opportunity

to overcome these and other challenges to giving by making tax-free charitable gifts to organizations like United Regional Foundation. Making gifts in 2009 from IRA funds that would be subject to tax if withdrawn voluntarily or under mandatory withdrawal requirements may be a wise choice for many.

Congress is allowing people with

traditional and Roth IRAs to make tax-free gifts directly to qualified charities. Donors may make charitable distributions from their IRAs in any amount up to \$100,000. If you have any questions or need further information, please consult your tax advisor or call 940-764-8205 for a free pamphlet on charitable IRA giving.

To help support excellent local health care, go to www.unitedregional.org and click on “Donate.”

The calcium connection

INSIDE INFORMATION ABOUT YOUR RISK FOR HEART ATTACK

Even if you've always believed that it's not whether you win or lose that's important but how you play the game, there's one score you might want to pay attention to.

It's your coronary calcium score, a measure of the calcium deposits in the arteries of your heart. Some doctors say that score could go a long way in predicting your risk of having a heart attack.

A plaque problem

The most common type of heart disease occurs when the vessels that supply the heart with blood become

clogged with plaque. In general, the more calcium you have in your arteries, the more plaque you have too.

Too much plaque can reduce or cut off the flow of blood and oxygen, leading to a heart attack. In some cases, plaque may tear away from the vessel wall and form a clot, which can also trigger a heart attack.

According to the American Heart Association, almost half of all heart-related deaths occur in people with no previous history of heart disease symptoms. That means you could be at risk for a heart attack without realizing it. And that's where calcium scoring could possibly help. It can identify people who may need treatment for heart disease but don't know it.

A special CT

The CT scan that is used to measure calcium in the arteries operates much like other CT scans. For calcium scoring, the difference is the special software used to accelerate the imaging. Because the heart moves continuously, the diagnostic system has to be fast enough to freeze the motion of the heart to obtain accurate information.

The test detects the areas and density of calcium in the arteries and establishes a calcium score. That score may range from zero, which is normal, to several hundred or more. Doctors compare each person's score to those of others who are of similar age and sex.

By identifying people with significant calcium in the arteries, doctors may have better insight into who could actually be at high risk for having a heart attack, even though their

risk profile might suggest otherwise. Working together, doctor and patient can then try to lower that risk.

If calcium scoring shows that you have heart disease, you may be more motivated to change your lifestyle to reduce your risk of having a heart attack. That's

Knowing your calcium score could help you predict your risk for heart attack.

a potential advantage of the test. So is the fact that the test is noninvasive.

Some lifestyle changes you can make include:

- Eating a more healthful diet
- Exercising
- Losing weight, if you're overweight
- Quitting smoking, if you smoke
- Reducing stress

In some cases, medications or interventions to open clogged arteries, such as angioplasty or bypass surgery, may be recommended as well.

Weighing the facts

All of this means that decisions about coronary calcium scoring should be made carefully with your physician. ❖

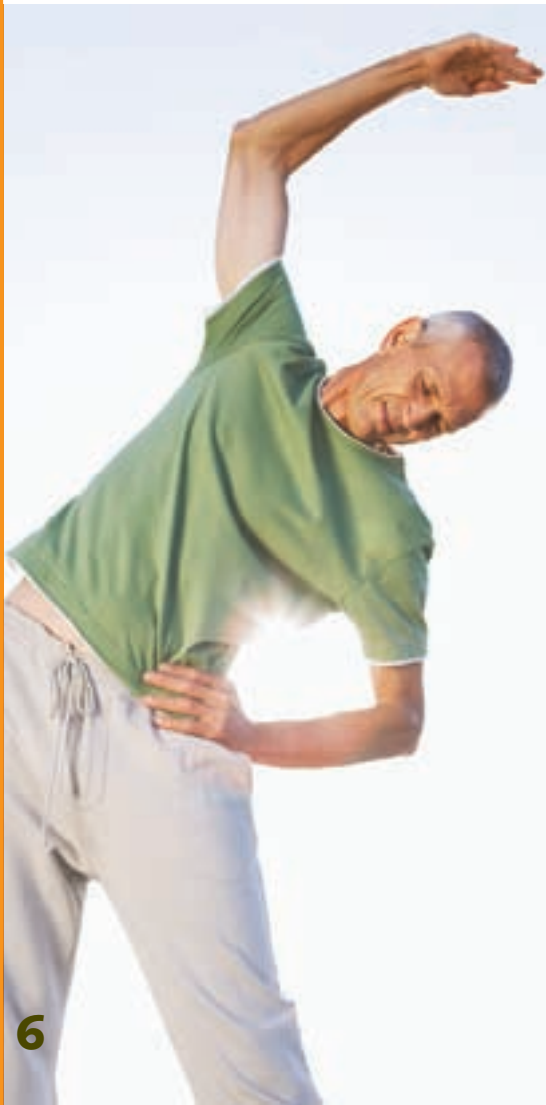
Do you know your coronary calcium score?

United Regional offers the coronary calcium scoring scan.

The scan takes little time, causes no pain and does not require injection of contrast material.

Make an appointment

Call 940-764-5050 today to schedule your coronary calcium scoring scan.



Numbers count

KNOW WHERE YOU STAND WHEN IT COMES TO HEART HEALTH

The numbers that describe your cholesterol, blood pressure and blood glucose levels are key parts in an important equation—one that can add up to a healthier heart.

Knowing your numbers and how to control these important factors in heart health can help you avoid problems down the road, according to the American Heart Association (AHA).

Cholesterol levels

Start with cholesterol. You'll want to pay attention to these three key numbers

(based on blood tests):

- High-density lipoprotein (HDL), the “good” cholesterol.
- Low-density lipoprotein (LDL), the “bad” cholesterol.
- Triglycerides, a form of fat.

For HDL, think high. Men should aim for an HDL of 40 mg/dL or higher, while the goal for women is 50 mg/dL or higher, according to the AHA. When numbers drop below these levels, heart trouble is more likely.

For LDL, think low. LDL levels should be kept as low as possible—less than 100 mg/dL is optimal for both men and women.

Normal triglyceride levels are less than 150 mg/dL.

Blood pressure

Pressure created by your beating heart circulates blood through your body. A normal blood pressure reading is less than 120/80 mm Hg.

But if your blood vessels become

inflexible or too narrow, blood pressure can get too high, making your heart work harder and promoting damage to blood vessels. High blood pressure increases chances of heart attack, stroke, kidney failure and other problems.

Blood glucose

If your body doesn't make enough insulin or doesn't properly use the insulin it makes, glucose (or sugar) that's supposed to go to the body's cells for energy instead builds up in the blood.

When blood sugar levels get too high—a fasting blood glucose of 126 mg/dL or more—you have diabetes. Untreated diabetes can lead to cardiovascular disease, kidney disease, blindness and other problems.

Taking control

Diet and exercise are two great ways to keep your cholesterol, blood pressure and blood sugar levels healthy.

Specifically, the AHA recommends:

- Eating a diet rich in vegetables, fruits, whole grains, fish and lean meats and low in saturated fat, trans fat, cholesterol, and added salt and sugar.
- Getting at least 30 minutes of physical activity on most days.
- Maintaining a healthy weight; losing weight if needed.
- Not smoking.

If these lifestyle measures aren't enough, your doctor may also prescribe medication. ♦

Testing 1, 2, 3:
Ask your doctor
about these
key screenings.

Heart attack signs can differ for women

Women are less likely than men to believe they're having a heart attack and more likely to delay in seeking emergency treatment.

Further, women are more likely to have other conditions, such as diabetes, high blood pressure and congestive heart failure—making it all the more vital that they get proper treatment fast.

As with men, women's most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely to experience some other common symptoms, including:

- Pain or discomfort in the center of the chest
- Pain or discomfort in the upper body, including the arms, back, neck, jaw or stomach
- Other symptoms, such as shortness of breath, breaking out in a cold sweat, nausea or lightheadedness

If you feel heart attack symptoms, do not delay. Remember, minutes matter! Do not wait more than a few minutes—five minutes at most—to call 911.

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'One Good Habit' at one fun event

Zonya Foco, a nationally recognized expert on nutrition and wellness, will present "The Power of One Good Habit" as the featured speaker at the Heart of a Woman Brunch on Saturday, February 7.

Foco is on a mission to win the war on obesity, type 2 diabetes and heart disease. A master of inspiration, motivation and visual humor, she reaches millions each year with a commonsense approach to healthy eating through her TV show *Zonya's Health Bites*, her best-selling cookbook *Lickety-Split Meals for Health Conscious People on the Go!*, her health novel *Water with Lemon* and her nationwide speaking engagements.

Know your risk

The purpose of this event is to raise women's awareness of their risks for heart disease, to provide health and wellness information, and to raise funds for programs and services at United Regional's Cardiac Institute.

Attendees will receive a full wellness panel screening, VIP parking, a brunch and special gifts, and will hear stories from the heart.

Doors will open at 8 a.m. for screenings for brunch attendees. The buffet will open at 8:30 a.m., and the program will begin at 9:30 a.m. at the MPEC. To

attend or for more information, contact Nancy Brown at **940-764-8283** or nbrown@urhcs.org. ♦



Join us for
Heart of a Woman!
Ticket price:
\$65 per person
(\$125 value
underwritten by the
Kadane Foundation)

Pear vs. apple— a waistline alert

Does your waistline put your heart at risk? A tape measure might provide answers, especially if you factor in your hips.

Research reported in the journal *Circulation* suggests a high waist-to-hip ratio (waist circumference divided by hip circumference) offers powerful clues to heart disease risk.

Waist-to-hip ratio helps show whether weight is stored mainly around the belly (an apple shape) or around the hips (a pear shape). A ratio greater than 0.80 for women and 0.95 for men suggests an apple shape, which has been associated with increased health risks.

During the nine-year study, women with the highest waist-to-hip ratios were 91 percent more likely to develop heart disease than those with the smallest waists relative to their hips. Among men, those with the highest waist-to-hip ratio had a 55 percent higher risk.



Tickets are available at all Fidelity Bank locations or by calling 940-764-8283.