



**Heart Health**  
Mended hearts  
offers hope



**Healthy Habits:**  
Kids get  
passionate  
about nutrition

**ALSO:**

- Consumer Price Line empowers patients
- Career opportunities abound

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# Partners

Spring/Summer 2008

## IN HEALTH AND WELLNESS

Provided by Thompson Health, Canandaigua, NY.

www.thompsonhealth.com

## Haven't Got Time for the Pain?

At 70, the patient had been dealing with pain in his shoulder for years, but an injury sustained while playing with his grandson made it too much to bear.

Sure enough, an MRI showed a large tear in the rotator cuff, the network of muscles and tendons that form a covering over the upper arm bone. Thanks to arthroscopic surgery and follow-up therapy, however, the man had almost immediate relief of his symptoms.

"He's happy to have his shoulder feeling as good as it's felt in years," says Daniel R. Orcutt, MD.

Stories like that happen every day at Canandaigua Orthopaedic Associates, where a team of six surgeons and five physicians' assistants continues to grow with the needs of the region's population while keeping abreast of the latest techniques.

Among the specialties of the group's board certified orthopaedists are total joint replacements in knees, hips and shoulders; nonoperative arthritis treatment; sports medicine and arthroscopy of shoulders, elbows, knees and ankles; hand treatment; foot/ankle treatment and fracture care.

Dr. Orcutt, whose training includes a year from the nationally-renowned Orthopaedic Research of Virginia and who worked as a team physician with the Washington Redskins, says arthroscopic rotator cuff surgery is among the most exciting procedures Canandaigua Orthopaedic Associates has to offer.

Traditionally, shoulder surgeries – and specifically



Arthroscopic rotator cuff surgery, available from Canandaigua Orthopaedic Associates, can allow patients to resume the activities they enjoy.

rotator cuff surgeries – were done through an open incision, typically about 7 centimeters long. This could involve an increased risk of infection and scarring, occasional problems with the deltoid muscle, more pain and a slower recovery time.

With arthroscopic rotator cuff surgery, a specially-trained surgeon makes three portals that are each just 1 centimeter across. He or she then uses a pen-

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## National Trend In Primary Care Hits Home

As Scott Clemensen, MD, was wrapping up his family medicine residency in 2005, he decided to take a road less traveled but a road chosen by an increasing number of primary care physicians: He went solo.

Instead of a traditional doctor's office, where he would be assisted by staff, Dr. Clemensen opened a "micro practice" in Canandaigua.

By using the links on his Web site, his patients may schedule their own appointments, make co-payments and complete pre-visit medical surveys. By lowering the overhead costs, Dr. Clemensen says, he sees fewer patients each day and can therefore spend more time with each one.

Much of the practice model relies on the latest technology out there. That's something

Robert L. Smith, MD, is no stranger to, either. Although his is not a micro practice, Dr. Smith runs what is known as a "paperless" medical office in Canandaigua.

Working with a nurse practitioner, Dr. Smith has all patient information stored electronically. In

addition, through a secure Web site, patients are able to make appointments, request medication refills and fill out the required forms.

According to Dr. Smith, the technology allows him to spend more time with each patient.

That is what Kerry Graff, MD, was looking for when she chose to open her own micro practice in Canandaigua in 2006. Dr. Graff has found that minimizing staff and overhead allows for more meaningful interactions with patients.

Thompson Health is also making the most of office technology. In 2007, Thompson's five family practices – in Victor, Honeoye, Lima, Shortsville and Canandaigua

– acquired voice recognition software to enhance efficiency in recording patient information and to continue preparing for the use of electronic medical records.

While advancing technology makes options like a micro practice feasible for some physicians, Dr. Clemensen says it's not for everyone. Still, he has witnessed heightened interest at conferences nationwide. "The popularity of the model is almost exponential," he says. ★



Scott Clemensen, MD



Robert L. Smith, MD



Kerry Graff, MD

## A New Tool in the Fight Against Osteoporosis

Estimates indicate that as many as 44 million Americans have osteoporosis, an alarming statistic given the fact that many people don't know they have weakened bones until they suffer a fracture and are faced with chronic, debilitating pain.



Technician Jeanne Marshall is among the Thompson Health Associates trained to offer bone density scans on state-of-the-art equipment that went into use at the beginning of the year.

Osteoporosis is preventable, however. While aging Baby Boomers and other segments of the population continue to educate themselves on the risks, early detection is also a key component in the fight.

That's why Thompson Health is pleased to welcome a recent addition to its Diagnostic Imaging (DI) Department: A state-of-the-art scanner that measures bone density in a fraction of the time taken by its predecessor.

Manufactured by Hologic, the Discovery model bone density scanner uses a special procedure that involves using two X-ray beams to measure soft tissue and bone. Rather than a pencil beam, this model uses a fan beam for the safe, painless procedure. Its enhanced software allows doctors to easily compare its images with those from previous scans and other facilities.

The speed of the new scanner is a boon for patients – not only can the DI Department shorten the length of appointments and accommodate more patients, but patients are more comfortable

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# Thompson Health and Your Family, “Looking Ahead,” Together

At every age and every stage, Thompson Health has services to suit your needs. Our continuum of care offers a wide spectrum of options, and our Associates are always available to discuss those options with families.

Over the years, however, we’ve found that planning ahead for the care of an aging loved one can be overwhelming.

Many people put off learning about the services available until they are in a crisis situation. That can make the transition more difficult for all involved.

Thompson Health wants to be proactive in alleviating any anxieties people may have about finding appropriate care.

A community presentation called “Looking Ahead” will be offered in a number of settings in the coming months, and an accompanying list of “Frequently Asked Questions” will be available at those presentations, at our facilities and on our Web site. We will also partner with other agencies as we work to empower people with the information they need to make the right choices for their loved ones. After all, what could be more important?



Thompson Health urges families to be informed and plan ahead when it comes to care for aging loved ones.

If you are interested in “Looking Ahead,” please call (585) 396-6040. We can take down your name and number to contact you once presentations are scheduled, or assist you if your family’s needs are more urgent.

The good news is that there are many options available, and while that can make the decision-making process complicated for an individual trying to tackle it on his or her own, it also means there is an option that’s right for everyone. ✨

CONTINUED FROM FRONT COVER

## ‘A New Tool in the Fight Against Osteoporosis’

during their visits. Registered Radiologic Technologist Cindy Bouchard, Clinical Coordinator for Mammography, says they find it much easier to hold still for 15 seconds than they did for the approximately three minutes an older machine took to capture a scan.

In addition, the new bone density scanner has a more open design and can accommodate patients weighing up to 450 pounds.

Ronald Hainen, MD, says one of the new scanner’s best features is that it allows Associates to perform a test they were not previously able to do – an Instant Vertebral Assessment, or IVA. An IVA involves capturing a lateral image of the thoracic lumbar spine, which can help doctors identify compression fractures.

That’s especially important, Bouchard notes, because 30 percent of people who get compression fractures in their vertebrae have them before a bone density scan indicates that they have osteoporosis or osteopenia, which is less serious but can be a predecessor.

A referral from one’s primary care physician is needed for a bone density scan and if an IVA is ordered, patients are encouraged to check with their insurance providers on coverage.



Ronald Hainen, MD

For more information on Thompson’s services and the DI Department’s expanded hours, call (585) 396-6620.

For more information on osteoporosis and advice on prevention, visit the National Osteoporosis Foundation Web site at [www.nof.org](http://www.nof.org) ✨

## Facts on Osteoporosis

- About 85 to 90 percent of adult bone mass is acquired by age 18 in girls and age 20 in boys, so building strong bones during childhood and adolescence can help to prevent osteoporosis later in life.
- One in two women and one in four men over age 50 will have an osteoporosis-related fracture in their remaining lifetime.
- Low calcium intake and low vitamin D intake are risk factors, as are excessive intakes of sodium, protein, caffeine and/or alcohol. Smoking also increases the risk.
- In 2005, osteoporosis-related fractures were responsible for an estimated \$19 billion in costs.

- National Osteoporosis Foundation

CONTINUED FROM FRONT COVER

## ‘Haven’t got time’



Daniel R. Orcutt, MD  
Canandaigua  
Orthopaedic Associates

shaped instrument with an attached miniature video camera to transmit magnified images to a high-definition monitor.

An even more recent advance has surgeons with Canandaigua Orthopaedic Associates performing what is known as a “double row” rotator cuff repair, adding

an additional row of sutures to better secure the repair. According to Dr. Orcutt, this accelerates rehabilitation and can decrease the possibility of re-tearing.

It’s a welcome development at a time when the population is both aging and remaining more active. Rotator cuff injuries – which can happen due to trauma, or over time – are most common in those over the age of 40.

“It’s rewarding to see patients getting back to the activities they like to do, whether it’s playing with their grandkids or doing recreational sports,” Dr. Orcutt says.

With locations in both Canandaigua and Farmington, Canandaigua Orthopaedic Associates has been serving the musculoskeletal needs of the region’s population for nearly 30 years and in 2007 alone saw nearly 29,000 office visits.

For more information about Canandaigua Orthopaedic Associates, call (585) 394-1960 or visit [www.CanandaiguaOrtho.com](http://www.CanandaiguaOrtho.com). ✨

## Diabetes and Nutrition Therapy Center Opens



Tami Best,  
Coordinator of  
Diabetes and  
Outpatient Nutrition  
Therapy,  
Thompson Health

When U.S. Senator Chuck Schumer wanted to promote legislation to combat the surge in obesity and diabetes earlier this year, where did he go?

The answer is Thompson Health, which in January opened its Diabetes and Nutrition Therapy Center.

Run by Tami Best – a certified diabetes educator and registered dietitian – the self-management education program follows the American

Diabetes Association curriculum “Life with Diabetes,” proven to lead to improved lab work and reduced risk of complications. Comprehensive group classes are delivered in two, three-hour sessions, which can be attended on the same day or divided into separate weeks. In addition, Thompson continues to offer medical nutrition therapy services for a broad range of nutrition-related problems.

The majority of insurance carriers cover the program. However, the key to coverage is a referral from your primary care physician.

For information, call (585) 396-6734. ✨

## Healthy recipe

Just in time for summer picnics, Tami Best recommends this heart-healthy recipe from the About.com Guide to Low-Fat Cooking as an opportunity to step up your veggie intake and get some omega-3 fatty acids into your diet. For more healthy recipes, check out the Health Information Library at [www.ThompsonHealth.com](http://www.ThompsonHealth.com). Also, look for Tami’s nutrition advice in the *Rochester Democrat and Chronicle*.

### Salmon Salad

- 1 medium head of red lettuce
- 2 hard cooked eggs, yolks removed
- 2 medium, vine-ripe tomatoes cut into wedges
- 1 cup cooked asparagus tips
- 1 small red onion, thinly sliced
- 1 small yellow pepper, cut into strips
- 1 7.5 ounce can of pink salmon

For the vinaigrette dressing:

- 1 tbsp extra-virgin olive oil
- 1/4 cup balsamic vinegar
- 2 tbsp water
- 1 1/2 tsp Dijon mustard
- 1 garlic clove, crushed

Rinse and dry lettuce leaves. Tear into pieces and divide among four bowls or plates. Combine chopped cooked egg whites, tomato, asparagus, onion and pepper. Arrange on top of lettuce.

Drain salmon and flake on top of vegetables.

In a small bowl, whisk vinaigrette ingredients together until emulsified. Drizzle a little over each plate or bowl.

Serves 4; Per Serving, With Dressing

Calories: 191  
Protein: 15.7g  
Total Fat: 7.8g  
Saturated Fat: 1.4g  
Cholesterol: 23mg  
Sodium: 386mg  
Carbohydrate: 14.6g  
Fiber: 3.1g



# Mended Hearts Offers Hope to Cardiac Rehabilitation Patients



Accredited volunteer Jim Fralick facilitates the new Mended Hearts support group at Thompson Health, with Cardiac Rehabilitation Supervisor Mary Allhusen, RN.

A 2005 Harris Interactive survey found that many heart attack survivors were left with feelings of depression, hopelessness or fear. Also, 80 percent felt they needed more information to manage their heart health.

Jim Fralick is not surprised.

The Canandaigua man knows, first-hand, how important it is to have support and advice from others who have been there. It's so important, in fact, that he helped establish an auxiliary chapter of the national organization Mended Hearts at Thompson Health.

Run in conjunction with the hospital's Cardiac Rehabilitation Department, the chapter held its first meeting in January and is already going strong, according to Registered Nurse Mary Allhusen, department supervisor.

"You can just feel the energy, the connections," she says of the meetings.

Mended Hearts is affiliated with the American Heart Association and partners with more than 450 hospitals and rehabilitation clinics across the country. In most chapters, volunteers visit patients in the hospital just after surgery. But Thompson's chapter – believed to be the only such satellite in the country – serves an outreach purpose.

Meetings feature cardiologists, dietitians, pharmacists and other professionals discussing heart-related topics. The June 12 meeting, for example, will feature a presentation on stress management from Michael Krasner, MD, FACP, an assistant professor of Clinical Medicine at the University of Rochester School of Medicine and Dentistry.

For Fralick, the journey to Mended Hearts began in 2001, when he had a heart attack at the age of 58. Angioplasty was followed by a number of stents, and later, bypass surgery. He remembers feeling "just awful" after the surgery. "It would have been very useful to have a group of people to talk to – 'What can I do? What can't I do? Is this going to limit me in any way?'" he says.

Even impromptu, grocery store chats with acquaintances who were also dealing with heart issues proved helpful during that time. So after reading a newspaper article about Mended Hearts in 2006, Fralick decided to become an accredited volunteer.

Minimizing the anxiety is a major focus of Thompson's new auxiliary chapter, says Fralick, who works with the Cardiac Rehabilitation staff and an additional accredited volunteer, Joan Reineke.

Meetings are held at 7 p.m. on the second Thursday of each month. They take place at the M.M. Ewing Continuing Care Center, 350 Parrish St. in Canandaigua.

No RSVP is required, and there is no charge. Both Thompson patients and patients of other hospitals are welcome, as are family members and friends.

No Thursday evening educational programs are scheduled for July or August, although the Mended Hearts group may hold a picnic get-together over the summer.

For details on Mended Hearts at Thompson Health, call Mary Allhusen at (585) 396-6253. ✨

## Consumer Price Line Empowers Patients



Kathy Jones answers Thompson Health's Consumer Price Line

**Thompson Health recently became the first in the region to offer an innovative service that provides reliable information about estimated costs and out-of-pocket expenses before a patient enters the hospital.**

The Consumer Price Line offers immediate answers to patient's questions within 24 hours of their phone call. If a particular procedure isn't in the pricing database, an answer is provided within two business days.

Price information can be a helpful planning tool for those without health insurance, those with high deductibles or those with health savings accounts.

"It shouldn't be a secret," says Deborah K. Weymouth, Senior Vice President of Operations and Chief Financial Officer of Thompson Health. "When you go through an accident or an illness, the last thing you should be concerned about is the price. This really gives you the opportunity to focus on healing and getting better."

Patients may call the price line at 585-396-6194 during the hours of 8 a.m. to 4:30 p.m. Monday through Friday. After hours, patients can leave a message and will receive a returned call the next business day.

In addition, Thompson financial counselors are available to help those who have no insurance or are underinsured. They can set up payment arrangements, provide discounts based on income and refer them to Thompson's Facilitated Enrollment staff if they appear to qualify for a low cost health insurance. ✨

## Careers in health care

# Opportunities Abound for Certified Nursing Assistants

Every day, Deb Burnett comes to work knowing she is going to make a difference in the lives of people who depend upon her.

Brightening the days of M.M. Ewing Continuing Care Center residents as a certified nursing assistant (CNA) is what makes her job rewarding, according to Burnett, who has worked for Thompson Health for almost eight years.

"Make your residents happy, and you're going to be happy," she says.

The result of that outlook and commitment to excellence shows: Burnett and fellow Thompson CNAs were recently rated in the 90th percentile for both "Friendliness" and "Technical Skills" in Press Ganey national customer surveys.

It's a career choice with endless possibilities, according to Chris Freid,

Recruiter Generalist with Thompson's Associate Services. "There are so many different opportunities in health care for CNAs," he says, noting that, for example, many go on to become licensed practical nurses or registered nurses.

There are often openings at the Continuing Care Center for CNAs, who provide personal care and assist with the tasks of daily living. Best of all, Thompson provides its own training program.

Here's how it works: Following an interview and a pre-employment physical, Thompson hires a person

into a CNA position and then pays for the cost of the three- to four-

week training, which takes place at Thompson or Finger Lakes Community College, led by an approved instructor. Both written and clinical tests take place on the last day of training. Following certification, another three weeks are spent working with a preceptor on the particular avenue of the Continuing Care Center where the CNA has been hired.

Also, the first day of class is considered to be the hire date, so a person is paid an hourly rate during



Deb Burnett and resident Edythe Walters

training. That rate increases once the person is certified, and, after six months, increases to the base rate. A person who has been trained as a CNA through Thompson agrees to stay for at least one year, and if they choose to leave before that year is up, reimburses Thompson for their wages during the training period.

Like any Thompson Associate, a CNA who decides to pursue further education is eligible for tuition assistance through grants, from the health system tuition assistance program, and for scholarships from the Thompson Guild.

For information on CNA openings and other employment opportunities with Thompson Health, visit the Web site at [www.ThompsonHealth.com](http://www.ThompsonHealth.com), and browse our "Careers" section or call (585) 396-6680. ✨

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## INSIDE THIS ISSUE

**Canandaigua Orthopaedic Associates:** Serving the musculoskeletal needs of the region's population for nearly 30 years, the group's six surgeons and five physician's assistants keep abreast of the latest techniques in order to help patients live life to the fullest.

**Bone Up on Bone Density:** A new, state-of-the-art bone density scanner is helping those served by Thompson Health in the prevention and treatment of osteoporosis.

**Mended Hearts:** With the assistance of a community member who knows, first hand, the questions and anxieties that can arise from heart troubles, Thompson Health is offering a new support group.

## WE WANT TO HEAR FROM YOU

Thompson Health is developing its strategic plan and needs your valuable input. If you have a moment, please complete the attached survey and drop it in the mail to us. Your comments will help us develop our plan for the future health and wellness of our community. Thank you for your continued support.



## Teaching Healthy Habits, for Life

To paraphrase a popular TV game show, "Are you as smart as a fifth-grader?" Chances are, when it comes to nutrition, many kids are smarter than you think.

Thanks to a partnership between Thompson Health and the Canandaigua City School District, they're getting even smarter about making healthy choices. In some cases, that means getting the entire family involved.

Called "Get Up! Fuel Up!," the partnership's latest program is the brainchild and passion of Alyvia Burkey, a health educator in Thompson's Wellness Department.

Funded by a grant from the Ontario County Youth Bureau, this prevention-based program uses imaginative teaching methods that emphasize interaction and hands-on activities to teach kids how to be self-reliant, smart consumers for life.

By the end of the 2007-08 school year, it will have reached some 900 students in grades 4 through 6, and assessments show that it's working.

For example, by the end of their program, in comparing the often subtle differences in nutrition labels, 86 percent of fifth-graders recognized that Cereal B was a healthier choice than Cereal A, given the high fructose corn syrup in the latter.

"The kids were so fired up from everything they had learned," Burkey says. She notes that some formed a committee to advocate for even healthier foods within the schools.

When the Parent Teacher Organization planned to provide healthy snacks during state exams, the new committee held a taste test – with more than 400 students voting – to find the best-tasting, most nutritious granola bar.

Ten-year-old Jillian Broderick was on the committee, and says she learned a lot from "Get Up! Fuel Up!" That included how not to be fooled by misleading packaging.

"You can't follow the big letters on the front of the package. You have to look at the ingredients label," she says.

Mom, Drew Broderick, notices the difference when grocery shopping with Jillian. She says empowering students with knowledge – instead of simply lecturing to them – seems to be especially effective.

Burkey says the success of the program wouldn't be possible without the foundation within the schools, which provide wellness programs and nutrition education, and where staff served as role models by participating in Wegmans' "Eat Well/Live Well" challenge.



Thompson Health's Alyvia Burkey, second from left, uses a variety of hands-on activities, including this game in which students guess the amount of sugar in an item, to help them make healthy choices.

"Get Up! Fuel Up!" is just the latest result of Partners for Wellness, a partnership between the school district and Thompson Health, which has also included initiatives such as a community-wide hand hygiene campaign.

The partnership's programs could have a wider reach in the future: Burkey is already looking for ways to take "Get Up! Fuel Up!" into other school districts in the region. ✈

## Thompson Health Summer Calendar of Events

### Margery Coughlin Pawluk Golf Tournament – June 6

This event at Reservoir Creek Golf Course in Naples benefits the Patient Needs Fund at the Sands Cancer Center.

Registration and brunch begins at 9:30 a.m., with a shotgun start at 11 a.m. The \$105 cost includes 18 holes with a cart, brunch, dinner, tee gifts, awards, a silent auction and live entertainment. Call (585) 374-5276.

### Sands Sunny Stroll – June 7

Held from 9:30 a.m. to noon at Kershaw Park in Canandaigua, the stroll benefits the Patient Needs Fund at the Sands Cancer Center. Call (585) 393-1240.

### Yarger Memorial Golf Scramble – June 7

The Cardiac Rehab Department benefits from this event, held at Victor Hills Golf Club, with various tee times. The cost is \$110 per golfer. That includes 18 holes with a cart, lunch, beverages on the course, a steak banquet and a tee gift. Call (585) 526-4439.

### Sands Cancer Center Golf Classic – June 9

Bristol Harbour Golf Club is the setting. Registration and lunch are at 11:30 a.m., with a 1 p.m. shotgun start. The \$175

cost includes 18 holes with a cart, lunch and dinner, range, a tee gift and live and silent auctions. Call (585) 396-2200, ext. 610.

### Rose Walk – June 21

The Cardiac Rehab Scholarship Fund benefits from this event at Sonnenberg Gardens & Mansion State Historic Park. Registration is from 8 to 11 a.m. Participants may choose a 1-mile or 2-mile route and later stroll the gardens for free. The minimum donation is \$10. Call (585) 396-6375.

### Sunset Serenades – July 9 through August 13

This Wednesday evening series of free concerts is on the grounds of Ferris Hills at West Lake in Canandaigua. The concerts begin at 7 p.m. No RSVP is required. Call (585) 393-0410 for details.

### Pink Fly Ladies Invitational Golf Tournament – July 12

Held at Winged Pheasant Golf Course in Shortsville, this event benefits breast cancer awareness and education programs at the Sands Cancer Center. Registration is at 11:30 a.m., with a shotgun start at 12:30 p.m. Call (585) 738-4058.

### Summer Soiree Gala Event – July 25

This benefit for the F.F. Thompson Foundation takes place at Steamboat Landing in Canandaigua and includes a wine tasting, dinner, dancing, and both live and silent auctions. Tickets are \$125 per person. Call (585) 396-6155.

### Ride for Independence – August 2

Participants choose from a 62.5-mile, 31-mile or 15-mile bicycle ride for this event benefitting Rehabilitation Aftercare. Registration begins at 7 a.m. at Onanda Park in Canandaigua, with a mass start at 8 a.m. The \$35 cost includes rest stops and a post-ride cookout. Call (585) 396-6050.

### Thompson Guild Fashion Show and Luncheon – August 21

The annual fund-raiser for Thompson Health programs will be held from 10:30 a.m. to 2 p.m. at Bristol Harbour Resort. Tickets are \$50. Call (585) 394-6091.

### Crosswinds 5K – August 30

This event benefits the Sands Cancer Center. The certified course begins and ends at Crosswinds Wesleyan Church, in Canandaigua, with registration from 7 to 8:45 a.m. and the race at 9 a.m. The pre-registration cost is \$15 (\$13 for GRTC members) and the cost on race day is \$20 (\$15 for GRTC members). Call (585) 229-2475.

### C52 Justin Rothe Memorial Bike Ride – September 20

Asthma education benefits from this 52-mile ride around Canandaigua Lake. Registration is at 7:30 a.m. in the north parking lot of Thompson Hospital. A mass start is at 8:30 a.m. and a post-ride party is from 1 to 4:30 p.m. The cost is \$40 per person. Call (585) 554-4046.