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RICK OLIVIER PHOTOGRAPHY THINKA DESIGN & BRANDING

New Tools to Battle Tobacco Addiction

STPH expands smoking-cessation efforts with Living Tobacco Free

etired geologist George Fingleton first stopped smoking two years ago after a diagnosis of chronic obstructive pulmonary disease (COPD), a lung condition that sometimes left him struggling to breathe. His cold-turkey approach seemed to work. He went 10 months without a cigarette. But while the smoking stopped, his craving for cigarettes never did.

"My mind would tell me, 'Go ahead, just have one,'" recalled Fingleton, 65. In time, Fingleton lit up, and before long was back to smoking. Months later, he ended up in STPH's emergency department for the third time, once again struggling for air. His wife sat beside him and wept. "I was in trouble," Fingleton said.

St. Tammany Parish Hospital's respiratory therapy team along with Mary Bird Perkins Cancer Center helped Fingleton take the most critical step in slowing the disease. In August, Fingleton truly quit after completing Living Tobacco Free, a free 9-week program to help participants understand tobacco addiction and truly overcome it.

"I needed to stop and this helped me do that," said Fingleton, who also participates in STPH pulmonary rehabilitation to boost lung capacity. Living Tobacco Free includes both inpatient and outpatient components. St. Tammany Parish Hospital patients are asked upon admission if they use tobacco. If the answer is yes, they are provided with cessation aids while they are in the hospital, which is a completely tobacco-free campus, said Lisa Kinler, head of STPH respiratory services.

"Our respiratory therapists ask patients about their willingness to quit. If the patient is willing to make a commitment, a tobacco treatment specialist works with them during admission with postdischarge follow-up," said Darla Steadman CRT, in pulmonary rehabilitation for the hospital. The idea is to use the patient's hospital stay to gauge his or her interest in quitting; then actively connect patient and resources.

"Tobacco is an addiction, and we want to help them address it," added STPH respiratory therapist Cheraine Agoff RRT.

From the beginning, Agoff and Steadman were partners in Fingleton's success. He recalled meeting Steadman in the hospital and realizing she was not going to let the chance to help him slip by. "She wasn't going to say, 'Call this number.' She was going to sign me up and keep calling me after I was out of the



hospital because she wanted me to do this," Fingleton said.

Living Tobacco Free's outpatient component centers on the 9-week class. It combines support and counseling with smoking-cessation aids, including nicotine-replacement products prescribed by a physician. Classes are free and open to the public. STPH has also established a new Lung Health and Smoking Cessation telephone line, at 985-898-4468.

When Fingleton said he battled with the temptation to stop and buy cigarettes each time he drove by a certain convenience store, Agoff and Steadman suggested he change his route home.

"They will find a way to help you do this," he said.

Mary Bird Perkins Cancer Center at St. Tammany Parish Hospital provided critical momentum in expanding its ability to help tobacco users quit. A generous donation from the Gerald Reed family to the program allowed Steadman and Agoff to complete certification as tobacco treatment specialists in early 2012.

To be part of the next Living Tobacco Free class or to learn more, call 985-898-4468.







Fun for all ages returns to Covington's Bogue Falaya Park on October 20 with the 24th annual Monster Mash to benefit the St. Tammany Parish Hospital Parenting Center.

This year's festival-style fundraiser, presented by Capital One Bank, will feature wholesome, Halloween-themed games and prizes, trick-or-treating, arts and crafts, a scavenger hunt, inflatables and a host of interactive activities.

Last year's event raised nearly \$100,000 for the STPH Parenting Center, which provides services and support to Northshore families.

Tickets are available at the Parenting Center, STPH Gift Shoppe, Northshore locations of Capital One Bank, Playville in Covington and Mandeville and Braswell Drugs.

Advance admission is \$15 for children and \$10 for adults, and covers all games and activities. Tickets are \$20 per child at the gate. VIP tickets that include access to a private pavilion and restrooms may be purchased at the Parenting Center.

Information is available by calling 985-898-4435.



1202 South Tyler Street Covington, LA 70433

Telephone (985) 898-4174 Email: foundation@stph.org www.sthfoundation.org

Our Mission

The St. Tammany Hospital Foundation is a 501(c)3 the healing work of the physicians and staff of St. Tammany Parish Hospital

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St. Tammany Parish Hospital has elevated its medical expertise and technology in neurosciences, adding specialists and environments to enable complex brain and spinal surgeries at the main Covington campus.

Expanded neurosurgical capabilities result from strategic decisions by hospital leadership to acquire equipment, improve infrastructure and recruit expertise to provide state-of-the-art neurosurgery for the full spectrum of spine and brain patients.

Formerly, patients in need of complex emergency surgery for head or spine injuries from car accidents or other incidents were transferred based on complexity and specialist availability. Patients in need of non-emergency surgery for complex brain or spine conditions likewise received care at facilities outside the service district.

The new specialists on active staff coupled with the advancements in equipment, operating rooms and infrastructure enable the hospital to tackle those more difficult cases close to home in Covington.

"This enhances our ability to care for those patients here in the community," said Bob Captelli MD, STPH chief medical officer. "Our mission is to provide world-class care here in the community, and this helps us deliver on that promise."

The bolstered neurosurgical capacity reflects a strategy formulated by STPH administrative leadership, its board of directors and the medical staff as a priority for investment, Dr. Capitelli said. Deploying those tools has been a goal of STPH's neurosurgical initiative, which was formulated about three years ago.

"We identified a need for more ability to provide neurosurgical care," he said. "We made a commitment to meet that need, and this really is the culmination of those efforts and goals."

The hospital's commitment to neurosciences includes newly opened, state-of-the-art operating rooms that accommodate more complex procedures. The new 600-square-foot operating suites include all-digital, high-definition imaging equipment that provides multiple, highly detailed images during surgery, explained Nancy Ledet RN, director of STPH surgical services.

The hospital's new equipment provides optimal views for the surgeon, while decreasing radiation for the patient. Its new navigation system enables the medical team to be more meticulous than ever, plotting delicate neurosurgical procedures guided by seamlessly integrated technology for precise surgical intervention of the brain and spine.

"It's all about improved patient safety and positive outcomes," Surgery Director Ledet said. "Everything we do to improve our capabilities is focused on our commitment to patients, and this neurosurgical development is a perfect example of that."

The new equipment supports orthopedic and other minimally invasive procedures in addition to the complex brain and spine surgery.

"This is a level of care we did not have before," said Mary Krentel RN, head of operating-room nursing. "Our surgical teams are trained and experienced, and now we have the kind of medical leadership and medical infrastructure to deliver neurosurgical excellence."

The hospital's expanded capability is as much about medical expertise as leading technology. STPH continues to work to expand its active neurosurgical staff, recently recruiting neurosurgeon Mohammad Almubaslat MD after a nationwide search. He joins Lori Summers MD as active neurosurgery staff at St. Tammany Parish Hospital. The recruiting took place against a backdrop of stiff U.S. competition.



Mary Krentel RN Department Head of Surgery, Karen Bagnell RN Supervisor OR/SPD, Shannon Jackson CST, Amanda Brown RT (R), Mohammad Almubaslat MD, Samantha Dickens CSFA, Brenda Gatlin LPN, Melissa Scallan RN





"One of the challenges is that there are few neurosurgeons graduating from medical school, so there has to be an ongoing effort to identify and recruit candidates," Dr. Capitelli said. "We are pleased to have Dr. Summers from Hammond and to add Dr. Almubaslat to our staff."

These neurosurgeons will perform the full spectrum of brain and spinal surgery at St. Tammany Parish Hospital, including surgeries for brain and pituitary tumors, cranial nerve tumors, pain-management procedures and microvascular procedures. These are experts in the treatment of brain aneurysms, head trauma, spinal cord tumors, spine and vertebral tumors, lower back and leg pain and peripheral nerve conditions.

Dr. Almubaslat described the hospital's operating suites and neurosurgical equipment as "fully top of the line" technology that offers the full continuum of care to neurosurgical patients.

"This is a positive, deliberate investment that the hospital has made," Dr. Almubaslat said.

The hospital will continue to work to expand the number of qualified neurosurgeons on active staff so that round-the-clock emergency neurosurgery coverage becomes routine, Dr. Capitelli said

Heart to Heart

Vol 8: No 4 Fall 2012

Chared CANCER JOURNEY =

Mother and Daughter Cope with Elevated Breast-Cancer Risk







Sherling Brignac was planning a spring wedding when she noticed an itchy lump in her left breast. It was early October 2010 and Brignac, a CT and MRI technologist at St. Tammany Parish Hospital's Paul D. Cordes Outpatient Pavilion, did not ignore the lump. She knew she had a strong family history of breast and ovarian cancer, and she immediately made an appointment with the mammography team.

Days later, her life was upended with the results of a biopsy: She had cancer.

The timing of the discovery was striking—and critical to Brignac's health. At just 25, and during October—Breast Cancer Awareness Month—the youthful Brignac had acted promptly to uncover her cancer while in its early, most treatable stage.

"I was calm, but it was a shock," she said.

Her diagnosis meant bilateral mastectomy, chemotherapy, radiation and breast reconstruction from the professionals of Mary Bird Perkins Cancer Center and St. Tammany Parish Hospital.

An additional shock followed on the whirlwind of those events and delay of her wedding to cope with them. In late December, her then 48-year-old mother, also named Sherling Brignac, was diagnosed with cancer in her right breast after she noticed a lump—and likewise went on to have a bilateral mastectomy, reconstruction and chemotherapy.

Mother and daughter relied on each other for support during months of treatment. They were always close. The experience made them closer. The elder Brignac calls her daughter "Little Bit," and her voice swells with emotion and pride when she discusses how her daughter's

course of treatment, about three months ahead of hers, helped her prepare for her own.

"My daughter was so strong and so positive," said the elder Brignac. "She was such a support to me."

Genetic testing after both women's diagnoses confirmed what both suspected. Both women carried a genetic marker that put them at elevated risk for developing breast cancer. Less than five percent of the general population has a genetic predisposition that puts them at higher than average risk for breast cancer, explained specialty radiologist

"Sherling helped save her own life," Dr. Rupley said. "That is to her credit." Daniel Rupley MD of the STPH Women's Pavilion. However, individuals with a genetic predisposition are up to 80 percent more likely to develop

breast cancer during their lifetime than those without a genetic factor, according to some studies, Dr. Rupley said.

Testing positive for the marker makes hyper-vigilant breast screening essential, including yearly mammograms and screening MRIs, Dr. Rupley explained. Some women also elect to have risk-reducing or prophylactic mastectomies to decrease their lifetime cancer risk.

Another Brignac daughter plans to have such surgery later this year after testing positive for the genetic marker. Although breast cancer is rare in men, the genetic marker also puts men who carry it at elevated risk, and the elder Sherling Brignac's son also plans to have the test this year. The Brignac family's story highlights the importance of knowing your

family history, and taking rapid action if you are concerned about a change in your body.

"Sherling helped save her own life," Dr. Rupley said. "That is to her credit."

The Brignacs' story isn't just about beating breast cancer, although both mother and daughter completed their treatment last year. It's also about navigating cancer with courage. The younger Sherling Brignac married John Werner last summer, and she ran a 13-mile half-marathon

"My daughter was strong and positive.... She was such a support to me."

in New Orleans in early 2011 midway through treatment. The Werners resolved to find a way to have a family even if cancer treatment harmed her fertility.

In the fall, mom Brignac returned to co-teaching Zumba exercise classes after concluding treatment.

The family got another surprise late last year when the newlywed Werners learned she was pregnant with twin girls. Identical twins Micah and Leah were born in July 2012 at 38 weeks. The tiny girls looked so much alike that their mother used nail polish on their toes to tell them apart.

"To go through all of this and then to have these two little miracles—well, that's just something that is hard to describe," say Sherling Brignac, 50, and her daughter Sherling Werner, 27.

FREE BREAST CANCER SCREENINGS

October is National Breast Cancer Awareness Month

Mary Bird Perkins Cancer Center at St. Tammany Parish Hospital offers free cancer screenings to the public, including clinical breast exams and mammograms in October in recognition of National Breast Cancer Awareness Month.

Upcoming screenings in the mobile mammography unit are scheduled for October 16 in Washington Parish and October 29 in Covington. Free screenings will be offered November 29 in Mandeville

Free exams and mammograms are provided to women who do not have health insurance, but appointments are required. Appointments and information on exact locations are available by calling 888-616-4687.

The American Cancer Society recommends that women begin annual mammograms at age 40. In line with those guidelines, Mary Bird Perkins at St. Tammany Parish Hospital recommends clinical breast exams at least every three years for women starting in their 20s. Self-exams are optional beginning at age 20, said Cindy Turner RN, breast-health nurse at the STPH Women's Pavilion.

"Women should be familiar with their breasts so they are likely to notice changes," Turner said.

Call 985-773-1500 or 985-871-5665 for STPH mammogram specials this month.

COUTURE for a CAUSE















■ all, Fashion and our Foundation 2012 Heart and Night of Fashion events presented by St. Tammany Parish Hospital, Saks Fifth Avenue New Orleans and Inside Northside magazine raised over \$224,000 for the advancement of pediatrics at St. Tammany Parish Hospital.

The fourth annual Heart and Night of Fashion events were held September 20 at Tchefuncta Country Club and included delicious cuisine, signature "Stiletto" cocktails, high-end giveaways and gifts for guests and New York-style runway show by Saks Fifth Avenue. New this year was the exciting 10 Favorite Things online-, silent- and live-auctions where 17 Northshore personalities arranged exclusive and exciting packages including the 10 things they can't live without.

Movement is Magic

Therapist Uses Simple Tricks To Help Patients Gain Movement, Confidence

"If you can manipulate a dollar bill or tie a knot in a rope for one of these tricks, that can translate into the ability to put on makeup or grasp clothes to get dressed."

Occupational therapist Mark Paxton has for years used music to help patients relax during therapy sessions designed to help them regain the ability to accomplish basic daily tasks.

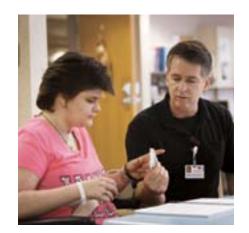
He plays 40s- and 50s-era songs to older patients in St. Tammany Parish Hospital's inpatient rehab unit, sometimes singing to them. The motion of dance can help patients generate a rocking movement to get from a wheelchair to a chair—a critical objective for patients recovering from stroke, spinal cord or brain injuries.

Now Paxton is adding "magic therapy" to help patients regain lost dexterity. The approach involves teaching patients simple magic tricks that require the small, delicate movements essential for many daily tasks, Paxton explained.

"If you can manipulate a dollar bill or tie a knot in a rope for one of these tricks, that can translate into the ability to put on makeup or grasp clothes to get dressed," Paxton said. "It's an additional tool to use in helping patients regain independence."

The idea of magic therapy was developed by an Alabama magician looking for ways to aid his own recovery after a head injury. Today, the concept is used in more than 2,000 rehabilitation facilities around the world.

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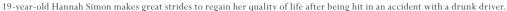
enhances medicine through the quality of life by creating a soothing

Elements of Healing Arts can be

A growing body of research supports the role of art in assisting the healing process. Introduction of magic therapy reflects the latest component of the

Additional information is available by contacting Charley Strickland,







Recognizing the signs and symptoms of stroke and heart attack is critical to safeguarding health during medical emergencies in which speed of care reduces the risk of death and disability.

But understanding that you should immediately call 911 is equally critical, said Teresa Krutzfeldt, director of critical care for St. Tammany Parish Hospital.

"That will get you the best, fastest care in both cases," she said.

Calling 911 allows first responders to begin medical intervention at the site of the incident and while en route to the emergency room It also allows patients to avoid additional danger of driving during a medical emergency.

"You should not be driving," Krutzfeldt said.

Acting quickly in the case of stroke and heart attack is essential because rapid intervention is the best means of preventing death and disability, including neurological damage caused by a lack of oxygen to the brain.

The hospital employs a number of research-based best practices in the care of stroke and heart attack patients. St. Tammany received full accreditation from the Society of Chest Pain Centers in recognition of the quality of its cardiac care, including its protocols for responding to cardiac emergencies. And the hospital earned the American

"...we have access to the subspecialists within minutes of the (stroke) patient arriving in the emergency department."

Heart Association/American Stroke Association's Get With The Guidelines®-Stroke Bronze Quality Achievement Award this spring.

St. Tammany's system of rapid medical response includes technology that allows emergency crews to transmit EKGs to their emergency department from the field to determine if a patient is having a heart attack. The technology allows the STPH emergency staff to prepare the hospital's cardiac cath lab and notify the on-call cardiologist and angioplasty team that the patient is on the way to the hospitalmeaning quicker, more efficient care upon arrival at the hospital.

STPH employs a state-of-the-art technique called post arrest hypothermia protocol to lower the body temperature of cardiac arrest patients to reduce their risk of neurological damage. For emergency stroke response, STPH employs telemedicine to ensure round-the-clock access to subspecialty vascular neurologists.



Signs To Know:

HEART ATTACK

- ! Chest pain or discomfort caused by a squeezing or crushing sensation or tightness or heaviness in the chest
- ! Pain or discomfort in the arms, shoulders, neck, back or jaw
- ! Indigestion
- ! Nausea and vomiting
- ! Abdominal pain
- ! Shortness of breath
- ! Sweating, weakness or fainting

STROKE

Sudden numbness, weakness or difficulty with...

- ! Face
- ! Arm
- ! Speech
- ! Time equals brain. You have to act F.A.S.T.

A participant in the Acute Stroke System for Emergency Telestroke Initiative (ASSERT), St. Tammany and its counterpart hospitals form the Louisiana Heart Disease and Stroke Prevention Program (LAHDSP), a federally funded initiative that gives 24/7 access to Ochsner vascular neurologists.

"It means we have access to the subspecialists within minutes of the (stroke) patient arriving in the emergency department," Louise Dill RN, head of rehabilitation nursing, said. "The window of time for making decisions is short, and this allows us to make the best decisions about care quickly."



Paxton began using magic with his patients this summer at the encouragement of Don Perkins, head of STPH rehabilitation services. Paxton does not have a background in magic, so implementing the approach requires him to learn tricks that he can explain and then demonstrate to patients to supplement the exercises that are their primary form of therapy.

The use of magic therapy is in sync with STPH's Healing Arts Initiative, which uses artistic and creative elements to promote healing among patients.

"The principle behind Healing Arts is to lighten the burden of illness carried by patients and their families," said Charley Strickland, executive director of the St. Tammany Hospital Foundation. "It includes components that promote visual art, music, magic and soothing spaces as core components of healing in the hospital and its facilities."

For Paxton's patients, magic therapy can infuse sometimes intensive therapy sessions with moments of levity.

"They have fun and gain confidence doing it, but it also gives them a chance to laugh at me," Paxton said.

Information on how to support patient programs at STPH, including the Healing Arts Initiative, is available by contacting Strickland at 985-898-4141 or cstrickland@stph.org.

STPH Calendar Highlights

As your community hospital, STPH hosts events, meetings and opportunities to improve and maintain physical and emotional well-being. A short sample of upcoming events is provided below, but please check stph.org and local newspapers for additional learning opportunities for individuals of all ages.

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Bereavement Counseling

Wednesdays, 10 am

Hospice of St. Tammany Parish Hospital Counseling for those who have suffered loss. Walk-ins are welcome. 985-871-5746

Tai Chi: Healing in Motion Thursdays, 9 am to 10 am

Cordes Outpatient Pavilion

Meditative movement class for individuals diagnosed with cancer and their caregivers. 985-898-4581

Mindful Meditation

Thursdays, 10 am to 11 am

STPH Cordes Outpatient Pavilion

Meditation as an ally in your cancer recovery. Caregivers and healthcare professionals welcome. 985-898-4581

New Baby Support Group

Thursdays, 11:15 am to noon

STPH Parenting Center

Support for moms and babies from birth to 7 months. 985-898-4435

Cancer Connection Support Group

Third Wednesdays monthly

7 pm to 8 pm

Charles A. Frederick Jr. Medical Office Complex
Support for individuals diagnosed with cancer,
their loved ones and caregivers. 985-898-4581

Alzheimer's Support Group

Last Wednesdays monthly noon to 1:30 pm

STPH Cordes Outpatient Pavilion
Support for family and caregivers of individuals afflicted with dementia or Alzheimer's.
985-871-5746

Free Child Safety Seat Inspections Second Thursdays monthly

9 am to noon

STPH Parenting Center
Inspections of child safety seats by appointment. 985-898-4435

New Family Center Tours

First & Third Saturdays monthly 10 am to noon

STPH New Family Center

Thirty-minute tours for prospective parents. Preregister for your birth plan. 985-898-4536

Art of Breastfeeding

Oct. 2 & 9 and Dec. 4 & 11, 7 pm to 9 pm

STPH Conference Center

Series of two classes on establishing a successful breastfeeding routine. 985-898-4083

Breastfeeding Support Group

Oct. 4, Nov. 1 & Dec. 6, noon to 1 pm

STPH Parenting Center

Support for new and expectant moms from a certified lactation consultant, 985-898-4435

Brain Injury Connections

Oct. 20, Nov. 17 & Dec. 15, 9:30 am to noon

STPH Conference Center

Support for individuals who have sustained brain injuries and their caregivers. 985-640-0498

Effective Nurse Preceptor

Oct. 3, 8 am to 4:30 pm

STPH Conference Center

Course offering 7 CE credits for nurses who want to teach others. Lunch provided. Registration required. 985-898-4083

Bras for a Cause

Oct. 9, 6 pm to 9 pm

Northshore Harbor Center, Slidell

Fashion show and auction of decorated bras modeled by local men to benefit the STPH Women's Pavilion presented by the Women's Council of Realtors, St. Tammany Chapter. 985-502-1961

Monster Mash

Oct. 20, 10 am to 3 pm

Bogue Falaya Park, Covington

Annual Fun Fall Family Festival and fundraiser for the STPH Parenting Center presented by Capital One Bank. Advance and event-day tickets available for purchase. 985-898-4435

What's Good About Anger?

Oct. 23, 6 pm to 7:30 pm

STPH Parenting Center

Five-week series for teens ages 11-14 on channeling anger led by Paula Jarrell, MA. 985-898-4435

Baby Chat for Siblings

Nov. 3, 10 am to noon

STPH Conference Center

Class for siblings (ages 3 & up) of newborns on living with a new baby. Parent must be present. 985-898-4083

CPR for Healthcare Providers

Nov. 17, 9 am to 1 pm

STPH Conference Center

An initial class for healthcare providers requiring certification in Basic Life Support. Please register. 985-898-4083

Safe Sitter

Nov. 19 & 20, 9 am to 4 pm

STPH Parenting Center

Two-day program for students ages 11 and up interested in developing good babysitting skills. 985-898-4435

Baby Care Basics

Nov. 20 & 27, 7 pm to 9 pm

STPH Conference Center

Series of 2 classes on taking care of your baby. 985-898-4083

Infant/Child CPR

Nov. 26, 6:30 pm to 8:45 pm

STPH Parenting Center

Class on breathing and choking emergencies. Not a certification course. Register by 1 pm Nov. 20. 985-898-4435