

FOR YOUR CME CALENDAR

All programs are held at University of Rochester Medical Center unless otherwise noted.

Advanced Cardiac Life Support

Re-Training Course

September 14 or November 15

Provider Course

October 18 and 25

13th Annual Pediatric Infectious Diseases Conference

September 19

Memorial Art Gallery

Rochester Family Medicine Symposium and Reunion

September 19-22

Strathallan Hotel and Highland Hospital

Infertility Update: What's New in 2002?

September 21

Pediatric Advanced Life Support Provider Course

October 3 and 10

Re-Training Course

November 14

James P. Wilmot Cancer Center

7th Annual Scientific Symposium

October 4

Memorial Art Gallery

Update in Heart Failure Management: Western NY Series

October 5

Buffalo-Niagara Marriot

Buffalo, NY

October 26

Holiday Inn Executive Towers

Ithaca, NY

November 23

University of Rochester

Medical Center

4th Annual Health Care Compliance Conference

October 16

Gynecology 2002: Novel Treatment Controversies III

October 19

9th Annual Rochester Cardiopulmonary Symposium for Primary Care Providers

October 23

Rochester Riverside

Convention Center

Advanced Trauma Life Support Provider Course

November (date TBA)

Update on Diagnosis and Treatment of Pancreatic Cancer

November 2

Annual Diabetes Teaching Day: Diagnosis and Management of Diabetes

November 9

7th Annual International Meeting of the Academy of Breastfeeding Medicine: From Evidence to Action

November 14-18

Delta Vancouver Suites and The Center

for Dialogue at Simon Fraser University

Vancouver, BC, Canada

Osteoporosis

November 16

5th International Conference on Treatment of Neuropathic Pain

November 20-23

South Hampton Princess, Bermuda

8th Annual Mary M. Parkes Asthma Update Conference

November 21

RIT Inn and Conference Center,

Rochester

AROUND THE REGION

Courses offered by the University of Rochester School of Medicine and Dentistry

CANANDAIGUA

VA Hospital

Call (585) 393-7211

Update on HIV/AIDS Treatment in Primary Care Settings

September 13, 11 a.m.

Amneris E. Luque, M.D.

Assistant Professor of Medicine,

Infectious Disease Unit

Update on New Treatments for Multiple Sclerosis

September 27, 11 a.m.

Steven R. Schwid, M.D.

Assistant Professor of Neurology

Recent Advances in the Treatment of Cerebrovascular Disease

October 4, 11 a.m.

Cargill H. Alleyne, M.D.

Assistant Professor of Neurosurgery

Newer Treatments for Myasthenia Gravis

October 25, 11 a.m.

Charles A. Thornton, M.D.

Associate Professor of Neurology

Update on Prostate Cancer Screening

November 1, 11 a.m.

Edward M. Messing, M.D.

Professor of Urology

Advanced Directives and End-of-Life Discussions

November 8, 11 a.m.

Robert M. McCann, M.D.

Associate Professor of Medicine

Alzheimer's Disease: Prevention Strategies:

November 15, 11 a.m.

M. Saleem Ismail, M.D.

Senior Instructor in Psychiatry

F.F. Thompson Hospital

Call (585) 396-6532

Urinary Tract Infections: Upper and Lower Tracts

September 19, 12:30 p.m.

Robert S. Davis, M.D.

Professor of Urology

Recent Advances in the Treatment of Cerebrovascular Disease

October 24, 12:30 p.m.

Cargill H. Alleyne, M.D.

Assistant Professor of Neurosurgery

Portal Hypertension/ Esophageal Varices

November 7, 12:30 p.m.

David L. Waldman, M.D.

Associate Professor of Radiology

DANSVILLE

Nicholas Noyes Memorial Hospital

Call (585) 335-4213

Low Back Pain

September 26, 8 a.m.

Thomas G. Rodenhouse, M.D.

Clinical Associate Professor

of Neurosurgery

Strategies for Avoiding Antibiotic Resistance

October 24, 8 a.m.

Paul S. Graman, M.D.

Associate Professor of Medicine,

Infectious Disease Unit

ITHACA

Cayuga Medical Center

Call (607) 274-4225

Obesity in Children and Adolescents

September 20, 7:30 a.m.

Richard E. Kreipe, M.D.

Professor of Pediatric

Adolescent Medicine

Prevention of Heart Disease in Children

October 18, 7:30 a.m.

Steven E. Lipshultz, M.D.

Professor of Pediatrics and Cardiology

Infectious Mononucleosis

November 1, 7:30 a.m.

Robert F. Betts, M.D.

Professor of Medicine,

Infectious Disease Unit

Treatment of Inborn Errors of Metabolism

November 22, 7:30 a.m.

Georgianne L. Arnold, M.D.

Associate Professor of Pediatrics, Genetics

WELLSVILLE

Jones Memorial Hospital

Call (585) 596-4003

Clinical Uses of Botulinum Toxins

September 19, 9 a.m.

Richard L. Barbano, M.D.

Associate Professor of Neurology

Headaches

October 17, 9 a.m.

Garrett H. Riggs, M.D.

Instructor in Neurology

For further information:

Continuing Professional Education

University of Rochester Medical Center

601 Elmwood Avenue, Box 677

Rochester, New York 14642-8677

Telephone: (585) 275-4392

Fax: (585) 275-3721

Email: office@cpe.rochester.edu

Web site: www.rochester.edu/smd/cpe

STRONG HEALTH

SUMMER 2002

FOR PHYSICIANS AND HEALTH PROFESSIONALS CONNECTION

CANCER CENTER COMMITTED TO BECOMING THE BEST SPECIALISTS RECRUITED TO EXPAND CLINICAL CARE AND RESEARCH

IN THIS ISSUE

• **ARTHRITIS AND TOTAL JOINT SERVICES EXPAND**

• **PILL CAMERA DETECTS ELUSIVE PROBLEMS**

• **REGIONAL PARTNERSHIPS EXTEND SPECIALTY SERVICES**



Richard I. Fisher, M.D.



Gary Lyman, M.D., M.P.H.



Steven Bernstein, M.D.



Jonathan Friedberg, M.D.

The James P. Wilmot Cancer Center of the University of Rochester has welcomed several new oncologists as part of a multi-year plan to expand the clinical and research programs and build a national-level program.

Since his recruitment last fall, **Richard I. Fisher, M.D.**, director of the Wilmot Cancer Center and of Strong Health Cancer Services, has recruited several oncologists to handle the growing patient population and progress the translational research effort.

"We have set our sights on becoming one of the best cancer centers in the country," Fisher said. "We are committed to improving the cancer care and research we offer here. It's a priority for our Medical Center and we are up to the challenge."

Fishers' first priority is recruiting approximately 15 additional clinician/scientists. In recent months, three outstanding clinicians have joined the faculty. They are **Gary Lyman, M.D., M.P.H.**, **Steven Bernstein, M.D.**, and **Jonathan Friedberg, M.D.**

HEALTH OUTCOMES SERVICE INITIATED

Renowned oncologist **Gary Lyman, M.D., M.P.H.**, former director of the Albany Medical Center's Cancer Center and Research Institute, has been named as the Wilmot Cancer Center's director of Health Outcomes. Lyman leads the new health services and outcomes research program, which provides a comprehensive evaluation of new and standard technologies and treatments. He specializes in breast cancer and supportive care in addition to his clinical research.

Lyman received his medical degree from SUNY Buffalo School of Medicine and completed his residency at the University of North Carolina in Chapel Hill. He received a master's of public health in biostatistics from Harvard University School of Public Health.

The Buffalo native completed his clinical fellowship in hematology/oncology at Roswell Park Memorial Institute, and a postdoctoral fellowship at the Dana-Farber Cancer Institute at Harvard University. Lyman was also a visiting professor of biostatistics at the London School of Hygiene and Tropical Medicine.

"Dr. Lyman is an excellent clinician and researcher and he will serve our institution well," said Fisher. "He brings a wealth of expertise to the position of director of Health Outcomes. He will serve as an outstanding mentor to young faculty, fellows and residents in both clinical care and research, which is the exact combination we need to help train the next generation of oncologists." (See *Cancer Center*, page 2)

STRONG HEALTH

Strong Memorial Hospital • Golisano Children's Hospital at Strong • Highland Hospital
The Highlands • Eastman Dental Center • Visiting Nurse Service

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UROLOGISTS OFFER ALTERNATIVE TREATMENT FOR PROSTATE CANCER

Urologists at Strong Memorial Hospital are providing men diagnosed with prostate cancer an alternative to open surgery—removal of the gland through laparoscopic surgery. Strong was the first in the state to offer this minimally invasive technique.

"I believe this will become the standard for prostate surgery in the near future," said surgeon **Jean Joseph, M.D.**, assistant professor of urology at Strong. "It gets patients back to their normal lives much faster."

Joseph trained with world-renowned surgeon Bertrand Guillonau, M.D., who developed the procedure. A leader in urologic and cancer care, Strong is one of just nine academic medical institutions in the nation to offer this procedure.

Surgical removal of the prostate has long been the "gold standard" treatment for men with cancer confined to the prostate gland. The traditional operation usually entails a longer hospital stay and recovery time. The laparoscopic procedure employs a voice-command robot to guide an internal camera, allowing a magnified view of internal organs and surgical instruments throughout the procedure.

Since the new procedure was developed in 1998, studies show that men recover more quickly, with a shortened hospital stay. Patients also have less pain and incontinence following the laparoscopic procedure.

"The laparoscopic technique applies state-of-the-art technology that we have used for removal of other urologic tumors, such as those on the kidney," said Joseph. "Patients benefit from the fact that we use smaller incisions and have significantly less blood loss. I think that, in major teaching centers that promote minimally invasive techniques, this will ultimately become the surgical procedure of choice for the treatment of localized prostate cancer."

"While screening and prevention are needed to curb the mortality from prostate cancer, improvements in the current treatment methods are also needed to help decrease the side-effects associated with treatment. I believe this is a great improvement," said Joseph.



Jean Joseph, M.D.

Cancer Center (Continued from front page)

HEMATOLOGY PROGRAM TO GROW

Fisher, an expert in lymphoma care and research, is also working to build a national-level hematology program with his recruitment effort, securing two leaders within the field: **Steven Bernstein, M.D.**, and **Jonathan Friedberg, M.D.** Bernstein was named associate professor of hematology/oncology at the Wilmot Cancer Center. Previously at Roswell Park Cancer Institute he specializes in immunology, lymphoma and leukemia treatment.

Bernstein, an expert in lymphoma and myeloma, is a graduate of Brandeis University and New York University School of Medicine. He completed his residency at New York University/Bellevue Hospital and fellowships at Beth Israel Hospital and Dana-Farber Cancer Institute, where he worked until 1991. He was at Roswell Park for more than 10 years before joining Wilmot Cancer Center in July.

Friedberg joined the Wilmot Cancer Center from Dana-Farber Cancer Institute. He is a talented hematologist specializing in lymphoid malignancies.

Friedberg coordinates clinical trials for patients with indolent B-cell malignancies and Hodgkin's lymphoma. He is a graduate of

Williams College and Harvard Medical School. He completed his residency in internal medicine at Massachusetts General Hospital and fellowships at Dana-Farber Cancer Institute and Harvard Medical School.

He is a member of the American Society of Clinical Oncology, American Society of Hematology, and Cancer and Leukemia Group B. While at Dana-Farber, he was a member of the Rising Stars Program for Innovative Research and led a number of local and national studies of lymphoma treatment.

These physicians and scientists will help bring the center into new prominence within the region and nation with their research and novel therapies. Their studies are expected to generate more funding for the center and their expertise will draw more patients from the Rochester area and beyond.

"These are outstanding clinicians and scientists who are nationally recognized as leaders within the field," Fisher said. "Bringing them to Rochester helps us advance the quality of care we provide patients and builds the strongest hematology program between Boston and Chicago."

For more information about cancer services at the James P. Wilmot Cancer Center, call (585) 275-5457.



Allen Boyd, M.D., discusses joint replacement with a patient.

STATE-OF-THE-ART OR, NEW ORTHOPAEDIC SURGEON EXPAND OFFERINGS AT ARTHRITIS AND TOTAL JOINT SURGICAL CENTER

When Strong Memorial Hospital began planning a major renovation to its operating rooms, high on the list of "must haves" was a room exclusively for total joint replacement surgeries.

Demand for services in Strong's Arthritis and Total Joint Surgical Center was surging, so the hospital not only expanded to meet this growing need, but equipped one of the operating rooms with a laminar flow air-handling system. This sophisticated system reduces the risk of infection—a major concern in joint replacement surgery. Strong is the only hospital in the region outfitted with this equipment.

Leading the charge for expanded and upgraded capabilities is **Allen Boyd, M.D.**, who performs the most joint replacement surgeries in the region. Boyd was instrumental in establishing Strong Health's Arthritis and Joint Replacement Surgical Center, a multi-disciplinary clinic that provides all ranges of treatment to people with arthritis up to and including joint replacement surgery. The Center also houses an internationally recognized arthritis research team. Often, the Center's patients are the first to have access to exciting new treatment options through the team's clinical trials.

"Increased demand for total joint replacement is as much driven by disease as it is by demographics," Boyd said. "While older adults still make up the majority of total joint replacement surgeries, we are seeing more and more baby boomers coming in for surgery evaluation. They are eager to maintain active lifestyles, and often medication and therapy cannot give them the relief they need to do just that."

EXPERTS IN RECONSTRUCTIVE SURGERIES

All physicians in the Center completed distinguished fellowship training in joint replacement surgery, and limit their practices to performing these reconstructive surgeries. In addition, many of the physicians specialize in specific joint surgeries, bringing a tremendous depth of experience and knowledge to patient care.

The newest addition to the staff is **A.J. Yates, Jr., M.D.**, a Harvard College and Johns Hopkins University School of Medicine graduate. He completed his internship and residency training at Johns Hopkins Hospital, and was a fellow in adult reconstruction at West Virginia University. Over the past decade, Yates has held various posts at several universities, and most recently served as chief of the adult reconstruction service at West Virginia University Hospital.

"Dr. Yates is an experienced sub-specialist in joint replacement surgery and is a perfect example of the type of physician we are attracting to work at our Center," Boyd said. "Joint replacement surgery, while common, is a very complicated procedure that takes a lot of practice to perfect. By limiting our practices to specific joint surgeries, we believe we are offering our patients the highest caliber of care."

In addition to physician expertise, patients at Strong have access to the latest implant technologies through the Arthritis and Total Joint Surgical Center. Boyd serves as a consultant to various product development teams, helping to refine the design of new implants, and offering them to patients before they even hit the market.

"Even after a product is approved by the FDA, it can take as long as 18 months before it is available on a widespread basis. Because of our relationships with implant manufacturers, we have access to these implants immediately."

"As part of an academic medical center, our Center can tap into new treatments and equipment that can make a tremendous difference in patient care," Boyd said. "We owe it to our patients to make the newest and latest technologies available as quickly as possible."

In general, most patients can expect total joint surgery to be a 6 to 9-month process, from initial consultation through surgery and completion of the necessary rehabilitation process.

Physicians can call (585) 275-7938 for information. To schedule an appointment, call (585) 275-5321.



TINY CAMERA PILL CAN FIND PROBLEMS OTHER TESTS MISS Strong Uses New Imaging Device to See Inside the Small Intestine

Strong Memorial Hospital is among a handful of locations in New York State where doctors are using the Given Diagnostic Imaging System, a camera inside a pill, to diagnose problems in the small intestines.

Developed by an Israeli-based company and approved by the FDA last year, the innovative technology is now available to patients at Strong according to **Uma Sundaram, M.D.**, chief of the Digestive Disease Unit at Strong. The device is a miniature video camera and transmitter built in to a capsule that is swallowed by the patient.

For years, doctors have used endoscopy and colonoscopy to view the esophagus and stomach, and the colon, but the small intestine is beyond the reach of those diagnostic instruments. Often, patients whose problems appeared to stem from the small intestine—problems like suspected internal bleeding or unexplained abdominal pain—were subject to surgery to diagnose the problem.

The new, tiny pill-camera actually travels through the small intestine snapping pictures at a rate of two per second. The images are transmitted wirelessly from the camera to a small pack the patient wears like a belt. During its eight-hour trip through the digestive tract, the battery-powered pill uses a wide-angle lens to transmit about 50,000 images capable of identifying growths, internal bleeding and other problems. The pill eventually passes through the colon and is eliminated naturally and safely.



Uma Sundaram, M.D.

"It's an amazing breakthrough and holds great promise as a tool for diagnosing patients with specific problems," Dr. Sundaram says. "Though it won't replace the technology we currently use to diagnose problems above and below the small intestine, it is a tremendous asset for helping us visualize an area previously beyond our reach, short of surgery. It could prove a great benefit to patients as a less invasive procedure, especially in cases where we can limit the need for surgery for patients who are already experiencing abdominal pain or internal bleeding."

For more information or to refer patients, call the Digestive Disease Unit at (585) 275-1590.

GI SERVICES GROW TO NEW, CONVENIENT LOCATION

The University of Rochester's Digestive Disease practice has expanded to a new location to improve access for outpatient care. The additional office is located at Clinton Crossings, 2400 S. Clinton Ave., Building F, just south of Westfall Road in Brighton.

GI consultative services in addition to the innovative imaging capsule are available at this new location and its associated Imaging Center.

The practice is open Monday through Friday by appointment, from 8 a.m. to 5 p.m., to care for patients and referrals for gastrointestinal, liver and pancreatic diseases. For appointments or referrals please call (585) 275-4711.

Unit Chief **Uma Sundaram, M.D.**, and Administrator **Diane Turiano** welcome physicians and patients to the new site and are available to answer questions at (585) 275-1590.



Deborah Isa Friedman, M.D.

NEURO-OPHTHALMIC SPECIALIST JOINS UR OPHTHALMOLOGY FACULTY

Deborah Isa Friedman, M.D., has been appointed to a dual associate professorship in the departments of Ophthalmology and Neurology at the University of Rochester Medical Center.

Friedman has served as assistant and associate professor of Neurology and Ophthalmology at the State University of New York-Upstate Medical University in Syracuse since 1989. Her clinical interests within neuro-ophthalmology include idiopathic intracranial hypertension, migraine and headache disorders.

Friedman's research interests include pseudotumor cerebri, disorders of the afferent visual pathways, migraine therapy, and the effect of analgesics on intracranial pressure. She is involved in both basic research and clinical trials.

Prior to her tenure at Upstate Medical University, she held appointments at the Veterans Administration Medical Center in Cincinnati and Houston; the State University of New York, Buffalo; and at Rancho Los Amigos Medical Center, the University of Southern California School of Medicine, USC/Los Angeles County Medical Center and the Doheny Eye Institute in Los Angeles. Friedman joins **Steven Feldon, M.D., M.B.A.**, chair of the University of Rochester Medical Center Department of Ophthalmology, with whom she worked at the Doheny Eye Institute.

The addition of Friedman to the University of Rochester faculty, Feldon says, will further strengthen the department's plans to create a Top 10 eye institute during the next decade.

"Dr. Friedman helps to further define the University of Rochester as a major center for the diagnosis and treatment of neuro-ophthalmological diseases," Feldon says. "Her research and clinical interests are highly complementary to those already in place. As a board-certified neurologist working in an ophthalmology department, she is in position to integrate these two disciplines seamlessly."

STRONG'S ORTHOPAEDIC PROGRAM MAKES U.S. NEWS' TOP 50

From a list of close to 2,000 hospitals, work performed by orthopaedic physicians at Strong Memorial Hospital is among the best in the nation. In the July 22 issue of *U.S. News & World Report*, which spotlights America's Best Hospitals, Strong's Orthopaedic department is listed as the nation's 41st best program. Only two other programs in New York state were included in the orthopaedic rankings, both in New York City.

"It is an honor to be included in this very prestigious ranking," said **Jay H. Stein, M.D.**, Strong Health CEO. "For years, our orthopaedic physicians and researchers have been at the forefront in their respective specialties, providing exemplary orthopaedic care to the upstate New York region. I congratulate all of the professionals within the department who work hard each and every day to ensure the best care possible is delivered to our patients."

Chaired by **Randy Rosier, M.D., Ph.D.**, the department includes 25 physicians, making it the region's largest orthopaedic group. Most have fellowship training in one of

eight areas of orthopaedics including total joint replacement, sports medicine, hand/upper extremity, spine, foot/ankle, orthopaedic oncology, orthopaedic pediatrics, and orthopaedic trauma. In January, it consolidated all of its outpatient and urgent care services to Clinton Crossings, and since then, has experienced a tremendous surge in patient volume including at its Spine and Arthritis and Total Joint Surgical Centers.

Its researchers are also recognized leaders. In fact, its Musculoskeletal Research Center is one of the top five largest orthopaedic research departments as determined by funding from the National Institutes of Health.



SPECIALTY SERVICES EXTENDED THROUGH REGIONAL PARTNERSHIPS

The Strong Health Regional Network weaves partnerships throughout 14 counties in an effort to extend access to quality specialty services beyond Monroe County to hospitals and physicians in rural communities.

"We place a high value on our partnerships with physicians and hospitals throughout the region," noted Strong Health Vice President **Mike Weidner**. "It is through these relationships that we work to help improve health throughout the region."

Corning internist **Jana Pulkrabek, M.D.**, believes the association with the University of Rochester Medical Center is "very prestigious" for physicians, and the partnership adds options for their patients. "In our case, our partnership with Strong Health is good for the people in Corning as it provides access to consults and specialty care that wouldn't be available otherwise."

In an effort to keep those relationships vibrant, Strong Health is recruiting a liaison to fill the vacancy created when Karol Marciano, former chief operating officer for the Network, relocated to Milwaukee. "We wish Karol the best in her new career," said Weidner. "Her dedication and enthusiasm are not easy to replace but we are committed to filling the position with an individual capable of continuing to strengthen our relationships with these important partners."

"It's important that the job is filled by someone who can keep the lines of communication flowing between the region and Strong, so that access to services is efficient and hassle-free and so our relationships can help our partners play a key role in improving health in their communities," he added. Weidner hopes to have the position filled by fall.

One goal of these partnerships is to assure that specialty services are readily available to residents in rural communities. In some locations, specialists have opened practices to serve those residents; in other cases, specialty clinics are offered on a regular basis to make care accessible and convenient. The objective is to complement the care provided by physicians in hospitals in those communities, so their patients will have easy access to an array of services.

"Our relationship with Strong Health has provided our community with specialty coverage that we may not otherwise have been able to provide," said **Ann C. Gilpin**, president and CEO of Jones Memorial Hospital in Wellsville. "For example, cardiology, pulmonary and critical care have greatly enhanced access for both our patients and physicians. Our medical staff has benefited through increased educational opportunities as well as the ease with which they can now transfer their patients requiring tertiary care."

C. Ted LaLiberty, president and CEO of St. James Mercy Hospital in Hornell, echoes Gilpin's remarks. "The ability to attract well-trained physicians to a rural area like ours is enhanced by our relationship with Strong. Without this partnership I believe it would be difficult, if not impossible, to attract an interventional cardiologist, or a qualified neurologist." LaLiberty, who has been at the helm of St. James for a little less than a year, looks forward to a growing

partnership with Strong Health.

"We continue to work with Strong and I envision a closer working relationship in the months ahead," he adds.

Strong Health Regional Physician Offices

Corning (Internal Medicine)

Internal Medicine Corning Office
28 East First Street
Corning, N.Y. 14830
(607) 936-4143
Office Manager: *Barbara Martin*
Physicians: *Jana Pulkrabek, M.D., Roopa Hathwar, M.D.*

Hornell (Cardiology)

6729 South Hornell Road
Hornell, N.Y. 14843
(607) 324-5726
Office Contact: *Rene Richardson*
Physician: *Syed Ali., M.D.*

Ithaca (Internal Medicine)

8 Brentwood Drive, Suite B
Ithaca, N.Y. 14850
(607) 266-7500
Office Manager: *Pam Rackett*
Physicians: *Linda Radomski, M.D., Serena Yoon, M.D.*

Olean (Cardiology)

2223 West State Street
Suite 120
Olean, N.Y. 14760
(716) 372-7337
Office Manager: *Tina Stives*
Physicians: *Ahmad Hilal, M.D., Syed Shah, M.D.*

Olean area (Pediatric Associates)

4039 Rt. 219
Suite 103
Salamanca, N.Y. 14779
(716) 945-0528
Physician: *Srinivas Thandla, M.D.*

Wellsville (Internal Medicine)

127 North Main Street
Wellsville, N.Y. 14895
(716) 593-6800
Office Manager: *Steve LaChance*
Physicians: *Imran Chaudhary, M.D., James VanDeWalle, M.D., Ali Hamdan, M.D., Syed Ali, M.D., Dara Rock, M.D.*
Practitioner: *Deborah Vossler, A.N.P.*



Mike Weidner

Kudos

Richard Greene, M.D., chief of the division of Vascular Surgery at the University of Rochester Medical Center, was named president-elect for the Society of Vascular Surgery. His term as president begins June 2003.

Ralph Manchester, M.D., director of University Health Service at the University of Rochester, was elected president of the American College Health Association, the nation's principal advocate and leadership organization for college and university health.

Jana Pulkrabek, M.D., a Corning-area internist affiliated with Strong Health, was selected as a "Woman of Distinction" by the New York State Senate, nominated by State Senator John R. Kuhl, Jr. of the 52nd District. Pulkrabek earned her medical degree from the University of Lausanne Medical School, Switzerland and came to the U.S. in 1975, working as a research associate at Columbia University. She completed her internship and residency in internal medicine at V.A. Hospital and Mt. Sinai School of Medicine and was an instructor at Mt. Sinai until moving to Corning in 1983 to open a private practice. In addition to her practice and University of Rochester Medical Center faculty appointment, Pulkrabek serves as medical director for the Osteoporosis Center, Women's Health Clinic, Corning Hospital Home Health Care Services, and Women's Health Services at Corning Hospital and Founder's Pavilion.



APPOINTMENTS

ANESTHESIOLOGY

Sheldon Cho, M.D.

CARDIOLOGY

Vineet Dua, M.D.
John Grassler, M.D.
Tim Mathew, M.D.

DENTISTRY

Todd Gerlach, M.D.

DERMATOLOGY

Jeffrey LaDuca, M.D.
Jessica Severson, M.D.

EMERGENCY MEDICINE

Mohamed Badawy, M.D.
Sabine Brouxon, M.D.

GENERAL MEDICINE UNIT

Andrew McAlpin, M.D.
Jaspal Singh, M.D.
Assad Ullah, M.D.

HEMATOLOGY/ONCOLOGY

Steven Berstein, M.D.
Jonathan Friedberg, M.D.
Alok Khorana, M.D.
Gary Lyman, M.D.

INTERNAL MEDICINE/

PRIMARY CARE

Carlos Swanger, M.D.

NEUROLOGY

Samuel Frank, M.D.
Bennett Myers, M.D.

NEUROSURGERY

Paul Maurer, M.D.

OBSTETRICS/GYNECOLOGY

Eugene Toy, M.D.
Peter Wall, M.D.

OPHTHALMOLOGY

Bryant Shin, M.D.
Deborah Friedman, M.D.

ORTHOPAEDICS

A.J. Yates, M.D.

NEUROLOGY

Samuel Frank, M.D.
Bennett Myers, M.D.

PATHOLOGY

Junyi Lei, M.D.
Rana Samuel, M.D.
Xi Wang, M.D.

PEDIATRICS

Elif Erkan, M.D.
Cynthia Rand, M.D.
Daniel Yawman, M.D.

PSYCHIATRY

Lisa Bonvino, D.O.
David Garrison, M.D.
Barbara Gracious, M.D.

PULMONARY

Patricia Sime, M.D.

RADIATION ONCOLOGY

Joy Anderson, M.D.

RADIOLOGY

Sven Ekholm, M.D.
Naomi Unterreiner, M.D.

SURGERY

Scott Surowiec, M.D.

Strong Health Connection is published by the University of Rochester Medical Center
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NEONATAL TRANSPORT TEAM IMPROVES SERVICE, WORKS CLOSELY WITH PEDIATRICIANS

When a baby needs a highly specialized level of care, community hospitals and pediatricians can call on Golisano Children's Hospital at Strong's Neonatal Transport Team. The team, which travels by ambulance throughout Central and Western New York, recently celebrated its 1,000th transport since its official inception in 1997.

One phone in the Neonatal Intensive Care Unit is designated solely for transport calls, which are made from hospitals throughout the region on an almost daily basis. When the transport phone rings, a specially trained nurse responds, recording information such as the baby's name, age, and medical condition. Then, the nurse arranges a conference call between the community pediatrician and staff members—including a nurse, a respiratory therapist, and an attending physician—at Golisano Children's Hospital.

As staff members talk with the community pediatrician and draw up a plan of action, an ambulance designed for neonatal transport is immediately dispatched to Golisano Children's Hospital to pick up the transport team. Some of the most common reasons a baby is transported are because of respiratory distress, congenital heart defects, gastrointestinal anomalies, or other birth defects.

In the most serious cases, a neonatal physician will accompany the team on the call. Generally, the nurse and respiratory therapist—both of whom are cross-trained in each other's discipline—help transport the baby. From the ambulance, they maintain phone contact with the infant's pediatrician and the attending neonatologist.

Although transport services have been provided by Golisano Children's Hospital for years, it wasn't until 1997 that an official Neonatal Transport Team was formed. The team, which includes 17 nurses and 12 respiratory therapists, provides round-the-clock care for babies in distress. Team members are specially trained, and provide an expanded level of care that allows them to stabilize sick babies, and perform procedures when necessary. The respiratory therapist is skilled in the treatment and management of children who have respiratory problems.

Team members take all of the necessary equipment with them, including special medications not usually found at some hospitals, such as surfactant, which helps the immature lungs of premature infants born with potentially fatal respiratory distress syndrome.

Within the last six months, the transport team also started using nitric oxide during transports as a way to dilate the pulmonary vessels and treat persistent pulmonary hypertension.

"Throughout their travels, the team stays in touch with the attending physician at Golisano Children's Hospital," says **William Maniscalco, M.D.**, chief of the division of neonatology. "They're in continuous, close contact to ensure the highest quality of care is delivered during the transport. The first hours of life can have an enormous impact on a baby's health."

For more information about the NICU Transport Team, call director **Robert Swantz, M.D.**, at 585-275-2972. In the event of a neonatal emergency, call the NICU hotline at 585-275-2198.



Golisano Children's Hospital at Strong Connection is published by the University of Rochester Medical Center
Dept. of Public Relations and Communications
601 Elmwood Avenue, Box 643
Rochester, NY 14642-8643
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Golisano Children's

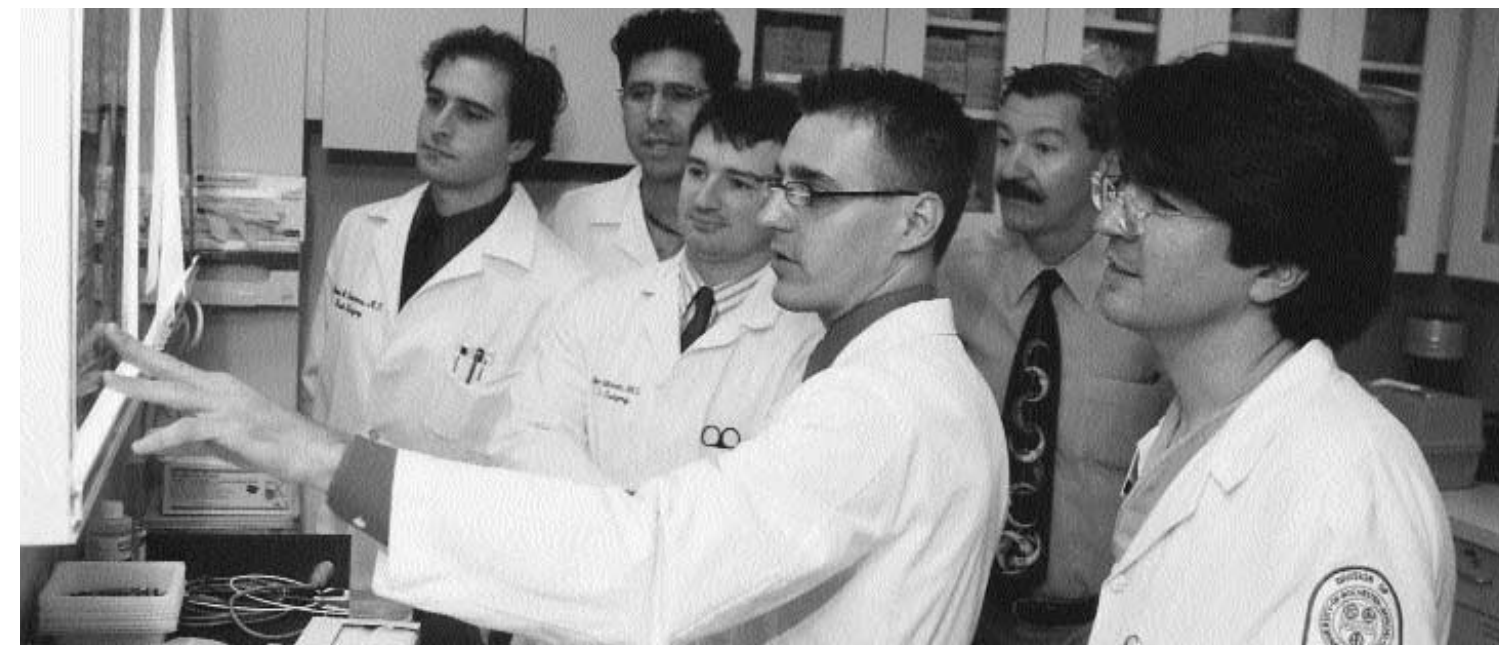
SUMMER 2002

Hospital at Strong

FOR PHYSICIANS AND HEALTH PROFESSIONALS

CONNECTION

CLEFT/CRANIOFACIAL SURGEON TAKES A TEAM APPROACH



Using a team approach, Joseph Losee, M.D. (pointing), and his colleagues help children who have a variety of craniofacial conditions.

Cleft lips. Cleft palates. Craniofacial anomalies.

Without question, these are frightening terms to parents and their children. But to a specially trained team from Golisano Children's Hospital at the University of Rochester Medical Center, these conditions aren't scary.

In the majority of cases, they're correctable.

Golisano Children's Hospital, with the help of the Medical Center, offers comprehensive treatment services through the Strong Center for Craniofacial Anomalies. The Center provides a team of medical professionals trained to evaluate, treat, and care for patients who have an array of congenital or acquired craniofacial anomalies. Here, children can find the complete spectrum of specialists needed to treat them most successfully.

When a child is referred to the Strong Center for Craniofacial Anomalies, a number of physicians and practitioners meet with the patient and family to determine the most effective treatment plan. Patients often require the expertise of medical professionals from a variety of disciplines.

The team is ready to help children who have cleft lips or palates, craniofacial clefts, craniosynostosis, hemifacial microsomia,

craniofacial tumors, congenital birth marks, deformities of the facial features, and any number of craniofacial syndromes.

"One of our most important goals is to make the evaluation and treatment process as easy as possible on families," says cleft/craniofacial surgeon **Joseph Losee, M.D.** "We recognize the importance of making sure that children and their families, as well as the child's pediatrician, are in constant communication."

Losee, a 1994 graduate of the University of Rochester School of Medicine and Dentistry, is chief cleft/craniofacial and pediatric plastic surgeon at Golisano Children's Hospital. His training includes a plastic-surgery residency at the University of Rochester, followed by fellowship training in pediatric plastic and craniofacial surgery at Children's Hospital of Philadelphia.

In Rochester, Losee helps children from a broad geographic area, covering much of Central and Western New York. His caseload includes many congenital craniofacial anomalies and pediatric plastic surgery cases. These children have conditions such as cleft lips, cleft palates, hemifacial microsomia, and deformities of the ear and jaw. He also performs reconstructive surgery on children who have experienced burns or trauma.

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TREATING THE WHOLE CHILD IS HEMATOLOGY/ONCOLOGY DIVISION'S GOAL



When Alexandra McCumiskey (see story on facing page) was diagnosed with osteosarcoma last year, she and her family turned to Golisano Children's Hospital for the best care, both physically and emotionally. The division of pediatric hematology/oncology at Golisano Children's Hospital offers a wide variety of talent and technology designed to provide the best possible outcomes to children from birth until early adulthood.

"I think the perception of intensive-care-oriented pediatric sub-specialists is that they are intelligent, but not necessarily compassionate," says **Andrea Hinkle, M.D.**, a pediatric oncologist at Golisano Children's Hospital. "That's not the case here."

At Golisano Children's Hospital, members of the division of pediatric hematology/oncology strive to treat the whole child, not just their cancer. "Our No. 1 goal is to cure the child of cancer," says **David Korones, M.D.**, who specializes in helping children who have brain tumors. "Our next most-pressing goal is to allow the child to lead as normal a life as possible, and to preserve the joy of being a child."

Between 50 and 60 newly diagnosed children are cared for each year at Golisano Children's Hospital, and staff members work closely with the child's pediatrician to formulate a treatment plan. There are always at least 100 children actively receiving therapy, and the hospital has more than 300 long-term survivors. The hospital's hematology/oncology program:

- provides care to children who have blood and cancer disorders, care that starts with proper diagnosis, carries through to treatment, and extends beyond treatment in an effort to monitor for late effects.
- offers one of the most successful pediatric bone-marrow transplantation programs in New York state, led by **John Horan, M.D.**
- provides access to some of the nation's top oncologists, including **Barbara Asselin, M.D.**, one of the leading experts in acute lymphocytic leukemia, the most common type of cancer in children.



- offers a specially designed clinical program for children who have hemoglobin disorders such as sickle-cell anemia and thalassemia.
- is home to a comprehensive pediatric brain tumor program that offers nationally known expertise in comprehensive treatment of children with brain tumors.
- provides one of the most comprehensive psychosocial teams in the country, led by **O.J. Sahler, M.D.** The team includes a pediatric behavior specialist, social worker, parent advocates, and education liaison.
- features an impressive long-term survivors clinic that is run by physicians who have nationally recognized expertise concerning the late effects of cancer-treatment therapy.

The division of pediatric hematology/oncology is staffed by **Barbara Asselin, M.D.; Andrea Hinkle, M.D.; John Horan, M.D.; David Korones, M.D.; Norma Lerner, M.D.; Jim Palis, M.D.; and George Segel, M.D.** The doctors are the first to acknowledge the outstanding contributions made by team members such as the psychosocial and nursing staff.

"They are really the backbone, the foundation, of the good care we give to these kids," Asselin says. "For 24 hours a day, they're at the front lines fighting for and with these kids. They provide personal support to the child and the family. I speak for all of us when I say there is not a 9 a.m. to 5 p.m. workday for them. They are there for these kids at any hour of any day."

For more information referrals, call **585-275-2981**.



8-YEAR-OLD SOUTHERN TIER GIRL BEATING BONE CANCER

Chemotherapy treatments, surgery to replace the hip, femur, and knee, and countless trips to Rochester from Allegany County would leave many without hope, but not 8-year-old Alexandra McCumiskey.

Alexandra was diagnosed last fall with osteosarcoma, and this summer is finishing post-operative chemotherapy treatments that signal the home stretch of a lengthy healing process. She overcame this life-threatening disease while being treated at Golisano Children's Hospital.

Amanda and Patrick McCumiskey remember last summer when their daughter complained about leg pain. After she experienced severe pain during the night, they took Alexandra to **Paul Axtell, M.D.**, an orthopedist in nearby Wellsville, N.Y.

"My husband asked the doctor, 'What about her night pains?' and he just froze," Amanda says. "He immediately ordered a new set of x-rays. I asked Patrick, 'What if she has cancer?'" Amanda's fear was confirmed minutes later, when Axtell returned with the films. "He brought in an X-ray of the femur and said, 'Do you see that waviness? I'm 90 percent sure that it's one of two kinds of bone cancer.' We were absolutely shocked."

Alexandra's parents immediately weighed treatment options. Axtell encouraged them to take Alexandra to see **Randy Rosier, M.D.**, chief of the division of orthopaedics at Golisano Children's Hospital. The McCumiskys weren't convinced that going to Rochester was the right decision. "We really felt like Strong was too small," Amanda says. "We wanted to go to The Cleveland Clinic or Johns Hopkins University. During our research, we had contact with people at medical centers throughout the country, and they all told us, 'We can treat her here, but why don't you go to Strong?' Without us even bringing up his name, they mentioned Dr. Rosier and his reputation, and we knew we were in the right place."

After consulting with specialists at Golisano Children's Hospital, Alexandra started chemotherapy treatments designed to shrink the size of the tumor. Several months later, she was ready for surgery. Rosier and his colleague, **Ed Fox, M.D.**, also a bone-cancer-specialist surgeon, performed extensive limb-salvage surgery on Alexandra. During the 12-hour operation, the surgeons removed Alexandra's femur, hip, and knee joints. In an effort to restore her leg function as much as possible, they gave the third-grader a total metal femur, which reconstructed her hip, thigh, and knee bone. The metal femur was made especially for her. Using a special internal mechanism, it will allow for the lengthening of her leg as she grows. "This is one of the modern marvels of orthopaedic-oncology surgery that we perform here at Golisano Children's Hospital," Fox says.

In early April, two months after her surgery, Alexandra stood for the first time. She continues to receive physical therapy to help regain her mobility.



Alexandra McCumiskey

(Continued from page 1)

Losee champions the team approach when it involves children, and he is delighted to be a member of an interdisciplinary team of physicians skilled in determining the best ways to treat children.

The team includes members from plastic surgery, otolaryngology, oral and maxillofacial surgery, neurosurgery, dentistry, social work, genetics, and speech therapy.

"As a cleft/craniofacial surgeon, I encourage pediatricians to entrust their patients to a program that relies heavily on a team approach to care," Losee says. "We've seen repeatedly that this type of approach results in the best outcomes and care for children."

For more information, call **585-275-6008**.

Craniofacial Conditions

These conditions are among those treated at the Strong Center for Craniofacial Anomalies:

- Cleft Lip and Palate
- Craniosynostosis
- Hemifacial Microsomia
- Craniofacial Clefts
- Craniofacial Syndromes
- Orbital Hypertelorism
- Craniofacial Tumors
- Congenital Birth Marks
- Microtia

For information or referral, call **585-275-6008**.

