

# well aware

**Personalized  
Medicine  
Picks Up Pace**

**Urgent Care  
Centers Booming**

**Teaming Up for  
Teen Health**

**GETTING BACK IN  
THE GAME**

FALL  
2012



Morristown Medical Center  
Overlook Medical Center  
Newton Medical Center  
Goryeb Children's Hospital

ATLANTIC HEALTH SYSTEM

## DEAR FRIENDS,

Atlantic Health System is growing. Our new urgent care centers for medical issues that don't require emergency room attention are now in three locations. Last summer, we opened an urgent care center in Hackettstown, N.J., to add to existing centers in Milford, Pa., and Vernon, N.J.

We're also expanding in sports medicine. Our world-class, comprehensive approach to sports medicine will be available to even more athletes as another Atlantic Health System sports facility is coming soon to Sparta.

At Atlantic Health System, we continue to expand — not only with our physical facilities, but with research, community outreach and cutting-edge services. As always, we'd like to hear from you, so contact us at [well\\_aware@atlantichhealth.org](mailto:well_aware@atlantichhealth.org) with your comments and story ideas.

Sincerely,



**Joseph A. Trunzio**  
President and CEO  
Atlantic Health System

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## Talk to us

Tell us what you want to see in *Well Aware*. Email us at [well\\_aware@atlantichhealth.org](mailto:well_aware@atlantichhealth.org). Or write us at Atlantic Health System, Attn: *Well Aware*, P.O. Box 1905, Morristown, NJ 07962.

## Visit our blog

*Well Aware — Your Way* provides an open forum for patients, employees and friends of Morristown Medical Center, Overlook Medical Center, Newton Medical Center and Goryeb Children's Hospital to foster a discussion about issues related to hospital experiences and current health topics. Check us out at [atlantichhealthblog.org](http://atlantichhealthblog.org).

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For additional information, visit [atlantichhealth.org](http://atlantichhealth.org).



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[/GoryebChildrensHospitalNJ](https://www.facebook.com/GoryebChildrensHospitalNJ)



Atlantic Health System is one of the largest non-profit health care systems in New Jersey, comprised of Morristown Medical Center, Overlook Medical Center in Summit, Newton Medical Center and Goryeb Children's Hospital. The four medical facilities have a combined total of 1,310 licensed beds and more than 2,852 affiliated physicians providing a wide array of health care services to the residents of northern and central New Jersey. The medical centers, and Goryeb Children's Hospital as part of Morristown Medical Center, are accredited by The Joint Commission. Specialty service areas include advanced cardiovascular care, pediatric medical and surgical specialties, neurology, orthopedics and sports medicine. Each of these programs has earned top ratings and recognitions in their respective fields. Atlantic Health System is the official health care partner of the New York Jets and an official health care provider of the New Jersey Devils.

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## A World Without Cancer? You Can Help

**T**he Cancer Prevention Study (CPS-3) aims to create a world with less cancer and more birthdays by asking local communities to participate actively in this historic research study to better understand the genetic, environmental and lifestyle factors that cause or prevent cancer.

Morristown Medical Center is participating in CPS-3. Men and women between the ages of 30 and 65 years who have never had cancer and live in Northwest New Jersey can sign up.

Enrollment times at Morristown Medical Center are:

**Wednesday, December 12, 2012, 6:00 am – 9:30 am**  
**Thursday, December 13, 2012, 3:30 pm – 7:00 pm.**

For more information about joining the study and details of what to expect, sign-up dates, times, and locations in Morristown, Madison, Parsippany, and Cedar Knolls, visit [www.cps3northwestnj.org](http://www.cps3northwestnj.org) or call 888-604-5888.

## More Great Reasons Why You Need to Exercise

**Have you been putting off regular visits to the gym or starting an exercise program? Consider what these new studies about exercise reveal:**

### Better heart health as you age.

Regular moderate-intensity activities — brisk walking, riding a bike or doing vigorous housework can improve heart health — by reducing markers of inflammation. Researchers looked at middle-aged people over 11 years. The ones who stayed physically active over the years had lower markers of harmful inflammation. The study was published Aug. 13, 2012, *Circulation*.

**Stress and anxiety relief.** Exercise not only makes your mood better, it can also ease your anxiety, a new study says. Researchers measured the anxiety levels of participants after they took 30-minute periods of quiet rest and moderate exercise. They found that those participants who exercised were better able to maintain reduced anxiety levels. The study was released online in September 2012 in advance of publication in an upcoming print issue of the journal *Medicine and Science in Sports and Exercise*.

**Boost in brain health.** Different types of exercise can help protect memory loss, new studies show. At the Alzheimer's Association International Conference 2012, four studies reported on the positive effects of resistance, aerobic and balance-stretching training on different cognitive abilities. Researchers know exercise is good for the body; now they're exploring the role of exercise in delaying or preventing dementia.



## Top Awards for Morristown Medical Center and Overlook Medical Center

*U.S. News & World Report* ranked Morristown Medical Center as a top hospital nationwide for cardiology, heart surgery and gynecology, as reported in their annual Best Hospitals list. In addition to performing more open heart surgeries than any other hospital in New Jersey, Morristown Medical Center is a top destination for cardiovascular care in the state and the New York metropolitan area.

Morristown Medical Center also ranked regionally in the following nine specialties:

- Cancer
- Diabetes & Endocrinology
- Gastroenterology
- Geriatrics
- Nephrology
- Neurology & Neurosurgery
- Orthopedics
- Pulmonology
- Urology



Overlook Medical Center was named Best Regional Hospital in six specialties, including gastroenterology, geriatrics, nephrology, neurology and neurosurgery, pulmonology, and urology.





# TeenHealthFX

Atlantic Health System's online service takes on teens' health-related questions.

If there were a place where teenagers could go online — anonymously — and get accurate answers to their questions about emotional and physical health, relationships and sexuality, would they use it?

The answer is a resounding yes, as teenhealthfx.com has clearly demonstrated since its 1999 launch. Since then, the website has had more than 21 million visitors who log on to the confidential environment to get trustworthy information. "We need a way to get accurate information to teens," says Julie LaChapelle, LCSW, co-coordinator for TeenHealthFX. "A lot of them have questions they don't necessarily want to ask their doctor or therapist. It's helpful if we can reassure them that what they're experiencing is normal."

"We are driven by what adolescents want to know, not what we want them to know," adds Patrick Clinton, MA, LPC, co-coordinator for TeenHealthFX.

One of the site's most popular features is "Ask FX," where teens can post their specific questions, which are answered by a doctor, nurse or community health professional from Atlantic Health System. The questions, and their responses, remain in a searchable repository. "There are over 4,500 answered questions, so it's a tremendous reference base for kids — they can see that they're not the only one who has this concern," Clinton says.

Other features include a monthly "Hot Topic," "Resources of the Month" and "Careers in

Health Care" job descriptions with their corresponding educational requirements. There are also quizzes and a health-related factoid that changes each time you log on, says Maryann M. Walsh, MPH, MCHES, coordinator of Pediatric and Adolescent Health Education for Atlantic Health System. A recently added video component includes a short film, "Crazy About You," depicting a young couple dealing with dating violence.

Another recent development is a mobile version of TeenHealthFX, plus a presence on Facebook and Twitter, posting health-related information of interest to teens.

A recipient of the NOVA Award from the American Hospital Association and the Community

I think I have an eating disorder.

What are the risks of suicide for people with bipolar disorder?

Are ADHD meds really safe?

Am I drinking too much?

Outreach Award from the Health Research and Education Trust of New Jersey, the site aims to empower adolescents to improve their health through individual responsibility. “We give them referrals to doctors, therapists, hotlines,” LaChapelle says. “We don’t want to be telling teens what they should be doing.”

They also don’t diagnose teens through the site, Clinton adds. “Websites can be a minefield if you’re trying to find out what you have and should not be a substitute for good medical care. Our goal is to give them accurate information so they’re able to make informed decisions. In this day and age, there’s a lot of misinformation out there.”

**For more information visit [teenhealthfx.com](http://teenhealthfx.com).**

## A WHOLE-PERSON APPROACH

Atlantic Health System’s integrative medicine program looks at health holistically.

Good health implies overall wellness that encompasses the mind, body and spirit. That’s why a focus on wellness — prevention of illness as well as its treatment — is a systemwide priority at Atlantic Health System, and why their integrative medicine program is expanding.

Integrative medicine takes the Western model of treating sickness with drugs and surgery, and blends it with complementary medicine, which focuses on root causes of illness and natural approaches that research has shown to be beneficial. This includes nutrition, nutraceuticals (foods that provide health benefits as well as nutrients, in capsule or powder), yoga, energy therapy, acupuncture, massage and craniosacral therapy (massage of the skull, spine and pelvis), says Carole Reifsnnyder, RN, HNB-BC, integrative medicine coordinator for Atlantic Health System.

Many patients come to the program through physician referrals. For example, Atlantic Health System’s Women’s Heart Program physicians may refer a patient who has risk factors that may lead to heart disease. “The physician will refer that patient to us to help make lifestyle changes that will reduce risk,” she says. “We’d use notes from the physician about which risk factors to focus on — it might be diet, nutrition or lack of exercise. The patient may have stress and need to find ways to cope with it.”

Integrative medicine’s staff nutritionist or exercise physiologist may be able to help. Perhaps the client also needs help with reducing cholesterol, losing weight or quitting smoking, says Emilie Rowan, LCSW, director of programming for Atlantic Health System’s soon-to-be-opened Center for Well Being. “We might get them involved in some of our classes: tai chi, mindful meditation, yoga or strength training. And our wellness coach can take all these recommendations and



help the person follow through.” The end result: Risk factors reduced, and overall health and wellness improved.

A neurologist whose patient suffers from migraines is another example of a patient referral. “We’d do a holistic assessment and determine what therapies would be effective that the patient is willing to do — that might include acupuncture, craniosacral therapy, relaxation techniques, dietary changes,” Rowan says. Some of those same techniques could also help a child referred by the pediatric department for asthma or stress-related stomach pain. They also have an inpatient program, visiting hospital patients at their bedside to introduce them to the idea of integrative medicine.

No physician referral is necessary. Services and classes are available to all at their Summit, Montville and Morristown locations (as well as one physician practice in Morristown). Next year, the Center for Well Being will open at 435 South Street in Morristown, making their services available to even more people to help them pursue wellness.

“We’re leading the way in this area to help people have a path toward a healthier life,” Rowan says. “We’re on the cutting edge of using integrative medicine this way.”

**For more information visit [atlantichealth.org/healthylifestyles](http://atlantichealth.org/healthylifestyles).**



# filling the gaps

Atlantic Health System's **urgent care centers** offer communities more options for their care.

**W**hat do you do when you can't get to your doctor for a nonemergency medical problem? Maybe you have a bad cough or the flu, or a cut or a burn. Perhaps your son needs a physical for school, and he didn't tell you until the night before. For problems like these, an urgent care center provides an answer.

"Urgent care is immediate medical care when you want it," says Gerry Dziak, BSN, MBA, manager for Milford Health & Wellness Center. "It's a cross between a private doctor's office and an emergency room."

What if you live far from any emergency room? That's the case in Pike County, Pa. For residents there, Atlantic Health System has helped fill that void with the Milford Health & Wellness Center, which includes Urgent Care at Milford. More than 76,000 people access the Milford Health & Wellness Center each year.

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In each location, the focus is on community-friendly care with timely services, extended hours, quality care and easy access. They bring that same customer-satisfaction focus to the patient level, too.

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Urgent care centers are not meant to be a full substitute for the emergency room, she says. The difference is in the level of care. "If someone is hemorrhaging or has lost consciousness, they should go to the ER. If they show up here, we will seamlessly transfer them to the hospital. If someone comes in with abdominal pain, and the doctor thinks it might be appendicitis, the doctor may say they need to be seen by a surgeon. We'll transfer them down to the hospital."

Many of the doctors at Urgent Care at Milford also work in the emergency room. All are board-certified physicians with broad experience. "They can treat a 2-year-old and a 92-year-old," says Dziak. "They are as comfortable suturing a cut as listening to someone's lungs." Each facility is different. At the Milford location, you will find x-rays, CAT scans, mammography and EKGs, and a lab on site. All of the urgent care centers have convenient extended hours. For example, at Milford, they're open from 9:00am to 9:00pm, and all centers are open on weekends and holidays, too.

Dziak describes urgent care services as a bridge. "A lot of times, a patient can't get into the doctor's office quickly, so they'll come to us," she says. But, she adds, they're not a replacement for a doctor's office. "We don't do primary care, so if you have high blood pressure, diabetes or other issues, we'll see you for whatever issue you are currently having, and then we'll refer you back to your private physician for ongoing and follow-up care." If you don't have a primary care doctor, they will refer you to one.

"These urgent care centers are like a spoke-and-wheel process, where we're providing additional services to the community and, again, a bridge. Maybe you can't get in to the doctor, maybe you're not sure you need an emergency room," she explains. If you do need more extensive treatment, we can send you to the hospital. We provide that intermediate care."

In July 2012, Morristown Medical Center opened Urgent Care at Hackettstown, with many of the same services as Milford, except for mammography and CAT scans. Urgent Care at Vernon also has many of the same services, with radiology and lab services in the building. Urgent Care at Vernon will be moving to a new location, also in Vernon, later this year.

At Sparta Health & Wellness Center, patients can get diagnostic and lab services, radiology and EKGs. While there isn't a full urgent care center in that facility, many physicians in the office offer extended care.

The expansion of Atlantic Health System's footprint is about providing services that the particular community needs, outside of a hospital setting where possible. "A lot of people would prefer to use an outpatient facility," Dziak says.

In each location, the focus is on community friendly care with timely services, extended hours, quality care and easy access. "Patient service is our No. 1 concern. We want to make sure we're doing the right thing for our patients," Dziak says.

This level of dedication spans all facilities. "We try to go the extra mile for our patients," Dziak says. 📍



## LOCATIONS

### Urgent Care at Hackettstown

Patriots Plaza  
57 Route 46, Suite 100, Hackettstown, NJ 07840  
Phone: 908-598-7980  
Open Monday through Friday from 8:00am to 8:00pm,  
Saturday and Sunday from 8:00am to 4:00pm

### Urgent Care at Milford

111 Catharine Street, Milford, PA 18337  
Phone: 570-409-9700  
Open seven days a week from 9:00am to 9:00pm

### Urgent Care at Vernon

212 Route 94, Suite 1A, Vernon, NJ 07462  
Phone: 973-209-2260  
Open Monday through Friday from 8:00am to 8:00pm,  
Saturday and Sunday from 9:00am to 5:00pm

Unless otherwise noted, registration is required for all events and programs. To register for an event, program or screening, visit [atlantichealth.org/classes](http://atlantichealth.org/classes) or call **1-800-247-9580**, unless an alternative phone number is listed. Find us on Facebook for updates on selected events and calendar listings.

**CATEGORY**

**EVENT**

**DATE**

**TIME**

**TELEPHONE #**

**NEWTON MEDICAL CENTER PROGRAMS**  
 175 High St., Newton, NJ 07860

Cancer Support Group	Fourth Tuesday of each month (except November 15 and December 27)	3-4pm	973-579-8620
Yoga: Continuing Level FEE: \$70; Drop-in fee: \$15/class FEE: \$90	Mondays, November 5-December 10 (6-week series); January 7-March 4 (8-week series)	5-6:15pm	973-579-3840
Yoga: Mixed Level FEE: \$70; Drop-in fee: \$15/class FEE: \$90	Mondays, November 5-December 10 (6-week series); January 7-March 4 (8-week series)	6:30-7:50pm	973-579-3840
Diabetes Support Group	Wednesdays, November 7: "What's New in Diabetes"; December 5: "Dealing With Holiday Stress and Holiday Parties"	10am	
Smoking Cessation Through Hypnosis FEE: \$65	Wednesdays, November 7, December 12, January 16, February 20	6:30-8pm	973-579-3840
Weight Loss Through Hypnosis FEE: \$65	Thursdays, November 8, December 13, January 17, February 21	6:30-8:30pm	973-579-3840
Safe Sitter® Babysitting Classes (for kids 11-14 years old) FEE: \$60	Thursdays, November 8 or December 27	8:30am-3:30pm	973-579-3840
Navigating the World of Meal Planning & Carbohydrate Counting FEE: \$6/per person	Monday, November 12	5:30-8:30pm	
Better Breathers Club	November 20, December 18	Noon-1pm	973-940-8123
Stroke Support Group	Tuesdays, November 27 and December 18	6pm	973-579-8620
Holidays — Take Back the JOY (Stress Release Workshop) FEE: \$30	Wednesday, December 5	6-8pm	973-579-3840
Mammograms Save Lives	For those women who do not have insurance or are not eligible through other screening programs.		Call 973-379-8340 to see if you qualify.

**MATERNAL AND CHILD HEALTH PROGRAMS**  
 Newton Medical Center  
 175 High St., Newton, NJ 07860

Registration is required for all classes: 973-579-8340.

Call for dates in January and February.

Prepared Childbirth Classes FEE: \$120	Saturday, November 3 Tuesdays, November 20-December 11 (Snow date: December 18)	8am-4pm 7-9:30pm	
Breastfeeding FEE: \$40	Saturday, December 1 (Snow date: December 2)	9am-5pm	
Maternity Center Tours	Tuesday, November 13 Wednesday, November 21 Saturday, November 24 Wednesday, December 19 Saturday, December 22	7-9:30pm 8-9pm 10-11am 8-9pm 10-11am	
Newborn Parenting FEE: \$40	Saturday, December 15 (Snow date: Sunday, December 16)	9:30am-2pm	
Sibling Preparation Class FEE: \$15/child	Saturday, December 15 (Snow date: Sunday, December 16)	2:30-4pm	
Pediatric Preoperative Preparation	Classes held on an as-needed basis.		973-579-8340

**MILFORD HEALTH & WELLNESS  
CENTER PROGRAMS**  
Milford Health & Wellness,  
111 East Catherine St.,  
Milford, PA 18337

Pre-registration is required for all programs by calling 1-800-247-9580. Call 973-579-8340 for a list of screenings in January and February.



**BASIC LIFE SUPPORT  
AND FIRST AID**

The American Heart Association strongly promotes knowledge and proficiency in BLS, ACLS, and PALS and has developed instructional materials for this purpose. Use of these materials in an educational course does not represent course sponsorship by the American Heart Association. Any fees charged for such a course, except for a portion of fees needed for AHA course material, do not represent income to the Association.

Diabetes Support Group	Monday, November 5	10am
National Memory Day	Tuesday, November 13	10am-Noon
Smoking Cessation Through Hypnosis FEE: \$65	Wednesdays, November 14, December 19, January 23, February 20	6:30-8:30pm
Weight Loss Through Hypnosis FEE: \$65	Thursdays, November 15, December 20, January 24, February 28	6:30-8:30pm
Colorectal Cancer (Occult Blood)	Wednesday, November 28	5:30-7:30pm
Prostate Cancer Screening	Wednesday, November 28	5:30-7:30pm
Holiday Eating	Wednesday, December 5	10-11am
Stroke	Tuesday, December 11	9-11am

**Health Care Provider CPR —  
New Provider — \$70**

- Mondays, November 5 and 12 7-10pm
- Saturday, November 17 9am-3pm
- Thursdays, December 6 and 13 7-10pm
- Saturday, December 15 9am-3pm
- Saturday, December 22 9am-3pm

**Health Care Provider — Renewal — \$60**

- Thursday, November 1 6:30-10:30pm
- Saturday, November 3 9am-1pm
- Tuesday, November 6 6:30-10:30pm
- Monday, November 19 6:30-10:30pm
- Tuesday, November 27 6:30-10:30pm
- Wednesday, November 28 6:30-10:30pm
- Wednesday, December 5 6:30-10:30pm
- Saturday, December 8 9am-1pm
- Tuesday, December 11 6:30-10:30pm
- Monday, December 17 6:30-10:30pm

**Heartsaver CPR for Adults, Children  
and Infants With AED — \$50**

- Thursday, November 8 7-10pm
- Tuesday, November 13 7-10pm
- Thursday, November 15 7-10pm
- Monday, November 26 7-10pm
- Monday, December 3 7-10pm
- Monday December 10 7-10pm
- Wednesday, December 19 7-10pm

**Heartsaver First Aid w/Adult, Child  
and Infant CPR & AED — \$70**

- Saturday, November 10 9am-3pm
- Saturday, December 1 9am-3pm

- Newton Medical Center (NMC)
- Milford Health & Wellness Center (MHWC)
- Sparta Health & Wellness Center (SHWC)

**Registration and payment are required before confirmation in class.**

**Please Print**

Name \_\_\_\_\_ Day Phone \_\_\_\_\_  
Mailing Address \_\_\_\_\_ Eve. Phone \_\_\_\_\_

**Health Care Provider:**

\_\_\_\_ New: \$70 \_\_\_\_ Renewal: \$60 If renewal, date current card expires: \_\_\_\_\_  
\_\_\_\_ Heartsaver CPR for Adults, Children and Infants With AED — \$50  
\_\_\_\_ Heartsaver First Aid With Adult, Child and Infant CPR and AED — \$70

Date(s): \_\_\_\_\_ Location: \_\_\_\_ NMC \_\_\_\_ MHWC \_\_\_\_ SHWC

**Important Information**

- Please note that you are NOT registered until full payment has been received.
- Refunds will not be issued for classes that are not attended; you may reschedule within six months.
- Dress comfortably!
- In inclement weather, listen to WSUS 102.3 FM or WNNJ 103.7 FM for cancellation information.
- All refunds will carry a \$10 administrative fee.

*Use of American Heart Association (AHA) materials in an educational course does not represent course sponsorship by the AHA. Any fees charged for such a course, except for a portion of fees needed for AHA course materials, do not represent income to the AHA.*

**Make checks out and send form to:**

**Newton Medical Center**  
175 High St., Newton, NJ 07860  
Attn: Community Health Fax: 973-383-4172

# ATLANTIC SPORTS HEALTH grows

Two new facilities will bring their unique, comprehensive approach to even more athletes.

Whether you're a professional football player, a weekend warrior or someone who just wants to remain in shape, staying healthy is crucial to every athlete's game plan. That's where Atlantic Sports Health comes in...

From the outset, Atlantic Sports Health has been committed to establishing a world-class, comprehensive sports medicine program. That already sets it apart from most sports programs, which are orthopedic-based. "Atlantic Sports Health has created a one-stop-shop sports medicine facility," says Damion Martins, MD, medical director for Atlantic Sports Health. "We have all of the subspecialties involved in taking care of athletes. We pride ourselves on that comprehensive approach."

Their staff includes specialists in sports nutrition, sports psychology, sports chiropractic and sports performance. "We wanted to be the largest sports medicine facility in the state, and we are," Dr. Martins says. Referrals come in regularly from Pennsylvania, New York City and Long Island.

Another part of their mission was to create satellite centers close to the other Atlantic Health System hospitals, in addition to their main office at Morristown. Now that part of the mission is becoming reality too, with the opening of a new facility in Sparta, N.J., near Newton Medical Center.





**Atlantic Health  
Jets Training  
Center, Florham  
Park, NJ.**

In anticipation of their arrival in Sparta, the Atlantic Sports Health team has begun introducing themselves to their new neighbors. “We’re meeting the physicians, the high school teams and the athletes in the community, letting them know we’re coming,” Dr. Martins says. To qualify as a member of Atlantic Sports Health team’s medical staff, physicians must meet specific clinical criteria in order to ensure the highest level of sports specific care. Several local orthopedic and sports medicine private practice doctors meet the criteria and have committed to time-sharing in the new Sparta facility.

The new facility, scheduled to open late 2012, will be run by Dean Padavan, MD, a fellowship-trained primary care sports medicine physician. Services offered will include treatment of musculoskeletal injuries, physical therapy, sports performance and x-ray imaging. Concussion management will also be a focus. “Concussion has become a big part of sports medicine,” Dr. Martins says. “We get a lot of kids and adults coming to us for second opinions on how best to manage and treat concussion symptoms.”

Wherever they go, Atlantic Sports Health brings their mission of supporting education and giving back to the community. A few years ago, Dr. Martins began a primary care sports medicine fellowship, and serves as the program director. It’s one of only three in the country affiliated with a professional sports team (in their case, the New York Jets — see right). They accept three fellows each year, training them in what Dr. Martins calls “the art and skill” of sports medicine. The fellows work closely with the community’s schools and colleges, currently caring for the athletes at Drew University, New Jersey City University, Delbarton School, Summit and West Orange high schools, the College of St. Elizabeth, and

Pope John XXIII High School. The fellows are also involved in the care of the New York Red Bulls soccer team.

In addition to the new Sparta facility — and just about a 15-minute drive away — another new Atlantic Sports Health building is planned at Mountain Creek. During the winter, Mountain Creek is a ski resort; in the summer, there’s a water park and hills for BMX racing. The new building will be home to an Atlantic Health System urgent care center as well.

As Atlantic Sports Health expands their footprint in northern New Jersey, more athletes will have access to their comprehensive services which, Dr. Martins says, are in a category of their own. “There are a lot of groups doing sports medicine,” he says, “but no one else has put it all together, taking care of the athlete from head to toe like we do.”

**For more information on Atlantic Sports Health, please visit [atlantichealth.org/sports](http://atlantichealth.org/sports).**

## Taking Care of the New York Jets

**A**tlantic Health System is the official health care of the New York Jets. When they are injured or ill, they see Dr. Martins, the team’s director of Internal Medicine. He is on the sidelines at every game, at home and on the road. There’s no missing this connection at the Atlantic Sports Health facility at Morristown, which extensively displays Jets paraphernalia and photographs — and the new facility at Sparta will be similarly adorned.

The affiliation means the Atlantic Sports Health team is leading the way in treatment, knowledge and technology. “We are able to take a lot of the information and expertise we’ve gained from taking care of professional athletes and apply it to weekend warriors and student athletes,” Dr. Martins says. “They come from far away to see us — we’re seen as experts in the area

because we take care of professional and college athletes. We are doing cutting-edge treatments because we know what the pros are doing.”

This applies to the area of sports performance as well, Dr. Martins says. His mission is to help athletes improve. “Athletes come to us complaining of fatigue, and they want to get to the next level,” he says. “We do advanced micronutrient blood tests, cardiac workups, VO2 testing and lactate threshold testing, all to develop an exercise and nutrition program so they can develop peak performance. We also partner with Parisi Speed School, a national leader in performance enhancement training, so our athletes can get faster and stronger” — the goals of every athlete, from the Jets on down.



# Executive Health Program



**Damion Martins, MD**  
Director of Orthopedics & Sports Medicine  
Director of Executive Health & Corporate Health

Atlantic Health System has created a unique customized and comprehensive physical exam that can create a road map to good health.

In an effort to make health care both more efficient and effective, the concept of the executive health program was created.

The phrase “executive health” refers to a comprehensive physical designed for the busy professional. However, it’s really for anyone who wants to get a thorough health checkup and — where possible — alter the pathway through medication or lifestyle changes of a disease that might not yet be clinically present. The goal is to provide the best medical service in the shortest amount of time.

Such programs are increasingly popular, but Atlantic Health System’s program is unique because it’s customized for the patient, says Damion Martins, MD, who directs the

program. Three weeks before the physical is scheduled, a nurse visits the client to collect history and labs (including saliva for genetic testing, if the patient wishes), so that doctors can examine the results and decide what procedures are indicated. “That allows us to create a smart physical, as opposed to irradiating you from head to toe,” Dr. Martins says. “We customize the physical. Other places are not doing that.”

Another difference is Atlantic Health System’s use of specialists. “Most programs are run by a single doctor, usually a generalist, whereas our program uses multiple specialists in their field,” Dr. Martins says. “Those doctors get the test results, do the physical exam and develop the treatment plan.”

Atlantic Health System’s genetic testing option is also unusual, as is the comprehensive nature of the blood work they do and their emphasis on wellness. “We create a program for a healthy lifestyle through exercise, integrative medicine and nutrition. A life coach tracks your compliance through quarterly follow-ups. Year two and three of the program incorporate the medical component into a weekend spa retreat to blend medical with integrative wellness techniques.” Dr. Martins says. 

**To find out more about Atlantic Health System’s Executive Health Program, call 973-971-6832.**

## The Patient Behind the Executive Health Program

For the last forty years, Larry Paragano, a longtime Morristown Medical Center patient and donor, visited the Mayo Clinic in Rochester, Minn., to take advantage of their Executive Health Program, a multiday physical exam. “The thoroughness of their service blew me away — they took care of everything,” Paragano, now 80, remembers. “I thought, ‘Why can’t we have that type of service in New Jersey?’”

Paragano spoke to key people at Morristown Medical Center and through his drive and dedication, Atlantic Health System’s own Executive Health Program was launched in July 2011.

Paragano notes that the Atlantic Health System experience, which he went through soon after the program began, improves on other Executive Health Programs. “Because it is designed with the patient in mind, it can normally take place during a one day visit, in the building across from the hospital and if you live locally, you don’t

have to travel,” he says. “This unique medical health program is designed so that the specialists come to the location and when you are finished, you have a report from the experts that you can return to your doctor in one binder. Your doctor can then take that information and move forward. Essentially you get a road map to help in your care — an investment in good health that’s impossible to put a price on.”



Larry Paragano



# In the Genes

A cheek swab can help you take a more proactive approach to your health care.

**P**ersonalized medicine is the future, and that future has arrived. Personalized medicine lets your doctor assess your risk factors, make a diagnosis and recommend treatments, all based on your genetic makeup. It's made possible by a better understanding of genetics — and DNA testing that's more reliable, available and affordable.

It's also a major departure from what doctors were able to do in the past. "Historically, physicians provided health care largely based on a patient's height, weight and gender," says Arnold Pallay, MD, director of The Jacobs Levy Equity Management Personalized Genomic Medicine for Atlantic Health System.

The key to bridging the gap between these approaches to medicine is twofold. First, the patient should provide a detailed family history that ideally goes back at least three generations. Details matter: It's not just that your aunt had breast cancer, but how old she was when diagnosed.

Second, specific genetic tests can be recommended by the physician based on family history. "It allows the health care professionals doing the genetic testing to see what conditions that person is at high risk for, or certain testing they may be appropriate for, to help delineate the probability of medical conditions in their future with a genetic basis," Dr. Pallay says.

The Jacobs Levy Equity Management Personalized Genomic Medicine Program is doing genetic testing that is both predictive and focused. "We can use people's genes to personalize treatment, such as predictive testing for conditions like diabetes, heart disease or cancers that they might one day have, and perhaps could have interventions to delay or prevent," he says. For example, a woman with a family history of breast cancer and a positive BRCA genetic test might choose to have more frequent mammograms or early MRI screening because she will have a strong genetic tendency to develop the disease.

"If the patient has an existing diagnosis, such as cancer, knowing their genetics could also help us provide a medication that we can use specifically to target and treat their condition, based on their genes," Dr. Pallay says.

Genetic tests are starting to become available in rapid turnover time. They can return results within 15 to 20 minutes, and they are an increasingly essential part of complete medical care. "Genetic testing is the fourth arm of good care, in addition to a physical exam, family history and biochemical lab and radiologic tests," Dr. Pallay says. "It will be standard in the near future." ◀

**To make an appointment, call 908-522-6289.**



**A Family Medical History Tool on Atlantic Health System's website simplifies the process of gathering information. Go to [www.atlantichealth.org/genomics](http://www.atlantichealth.org/genomics). Provide your physician with a detailed family history and ask if gene testing is appropriate for you. Genetic counselors and genetics-trained physicians at The Jacobs Levy Equity Management Personalized Genomic Medicine Program can also provide appropriate genetic testing to identify conditions and interventions.**

Case Study:

# Building Customer Connections

Atlantic Health System is committed to their customers — and demonstrates it.

When 42-year-old Dana Nolan awoke one August morning in Newton Medical Center, she was disoriented. She didn't remember arriving at the hospital by ambulance after an adverse reaction to medication the night before. "It was scary, waking up and not knowing what had happened," she says. But next to her bed, she found a Patient Itinerary that filled in the gaps: what had happened, when she'd arrived, what tests and medications she'd received. On a board in her room, she found a list of her nurses' and doctors' names. With this information, Nolan was able to relax.

The Patient Itinerary is one of the recently introduced tools now used at Morristown, Overlook and Newton medical centers to communicate with patients and improve their hospital experience. Each patient receives an individualized daily schedule of their care. Customer engagement is the goal, says Ardelle Bigos, MSN, RN, CMSRN, chief nursing officer for Newton Medical Center. "We want to make sure there are relationships established through the customer experience." Nolan also used her Patient Itin-

erary to record the names of doctors she needed to follow up with, their recommendations and her questions. She made notes on it about how she felt, so she could give a complete report to the doctors and nurses.

Hospitalizations, particularly unplanned ones, can be frightening and overwhelming experiences for patients and their families. MaryPat Sullivan, RN, MSN, CNS and chief nursing officer for Overlook Medical Center, commented that the "patient itineraries are not solely used by patients, but also by their families. They are organized in a way that provides patients and families with a snapshot of what clinical services are to come; to organize a daily profile of medications that are received, and to provide the opportunities to organize thoughts and questions."

At Morristown Medical Center, Trish O'Keefe, MSN, RN, NE-BC, chief nursing officer, received excellent feedback from her nursing staff, as well as patients, on the use of the Patient Itinerary. "Our patients are more comfortable. Part-

## Sample Patient Itinerary Roadmap:

- ✓ My care team
- ✓ Allergies and diet
- ✓ What I need to do and learn about today
- ✓ Tests and procedures planned for today
- ✓ My discharge plan
- ✓ Tests from yesterday to ask my doctor
- ✓ Questions I want to ask
- ✓ My medicines

nering with physicians, we inform patients of the tests they will be having which are outlined on the Itinerary. There aren't any surprises, and when they mark up the itinerary, we know they have concerns that need to be addressed."

**We appreciate feedback about your hospital experience. Please contact:**

**Ardelle Bigos at Newton Medical Center at 973-579-8333**

**Trish O'Keefe at Morristown Medical Center at 973-971-5749**

**MaryPat Sullivan at Overlook Medical Center at 908-522-2095**

## Pioneering Real-Time Planning Cancer Treatments

According to James Wong, MD, chairman of radiation oncology at Morristown Medical Center, "we are the first in the world to use daily Real-time Treatment Planning for prostate radiation treatment."

"For a long time, people just used skin marks: They'd mark the patient, and every day aim treatment at the mark," says Dr. Wong, who laid the groundwork for the treatment by pioneering image-guided radiation. "Fifteen years ago, we had this idea that maybe things in the body change position from day to day. We found the

prostate gland moves up to about an inch every day. As a result, some conventional radiation treatment for prostate cancer is inadequate."

Dr. Wong went to work on real-time planning. He and his colleagues figured out how to adjust not only the location, but the shape of the radiation beam — and do it all within 10 to 20 minutes. "The tumor gets better coverage and nearby normal organs get less radiation," says Mona Karim, MD, vice chair of Radiation Oncology. Radiation oncologists at Morristown Medical Center will soon use real-time planning for other areas. Dr. Wong

says when they first launched image-guided radiation — now the standard of treatment — some in the medical community thought they were crazy. "Now we launch real-time planning, and many people again think we are crazy. But our team feels strongly that in the future, it too will become the mainstay of radiation treatment."



# BEHIND THE RESEARCH

The Atlantic Center for Research is the engine of Atlantic Health System's research and innovation machine.

About a thousand patients who come through the doors of Atlantic Health System each year experience more than standard medical care. They also receive a brand- new drug or device-related treatment by participating in one of the 400 or so ongoing medical research clinical trials.

Supporting all of that research is the Atlantic Center for Research. "We do all the behind-the-scenes work that allows clinical research to happen in Atlantic Health hospitals; we even have a biostatistician on staff to help people analyze their results," says Eric Whitman, MD, medical director and acting research officer.

Many research projects begin with a drug company or device manufacturer approaching Atlantic Health System for help with testing. "They seek out major clinical treatment centers that are experienced in doing research and ask those centers to become involved in the trial," Dr. Whitman says. Some of the larger research projects currently ongoing are a clinical trial seeking a more reliable screening test for ovarian cancer, in collaboration with the

MD Anderson Cancer Center in Texas, a cardiology trial of CoreValve, a new heart valve technique that provides a minimally invasive, nonsurgical treatment for patients with severe aortic stenosis, and a number of cancer treatment trials based on genetic testing in melanoma and other cancers.

One of the main objectives will provide the focus for the Center for Research in the coming years. The first is expanding research at Atlantic Health System. "We want to get more physicians involved," says Dr. Whitman. "We are also focused on getting the best clinical trials that target more medical problems. That will make it possible for more of our patients to have access to these potentially lifesaving drugs and devices."

"Taking care of patients in a research trial is different from taking care of patients generally," Dr. Whitman says. "There's increased documentation, and you have to be more specific about any side effects patients might be having."

Meanwhile, the Center for Research will continue to get the word out to doctors, nurses, employees, patients and the community about the scope of the Atlantic Health System research program. As Dr. Whitman says, "One of these new treatments could save a life." ◀

## Atlantic Health System trials seeking participants:

### PARKINSON'S DISEASE

To participate, patients diagnosed with Parkinson's disease can call 908-522-5901.

### OVARIAN CANCER SCREENING TRIAL

To participate, postmenopausal women between 50 and 74, who have at least one ovary and have not been under treatment for cancer for the last 12 months can call 973-971-6491.

### COREVALVE CLINICAL TRIALS

To participate, patients who have been diagnosed with aortic stenosis can call 973-971-7001.

### OVARIAN CANCER VACCINE TRIAL

To participate, women who have experienced complete remission following first line of chemotherapy can call 973-971-5569.

### RHEUMATIC AND AUTOIMMUNE CLINICAL TRIALS

Exciting new clinical trials have recently opened in The Institute for Rheumatic and Autoimmune Disease. To participate, interested patients can call 908-598-7940.

**Atlantic Health System**

475 South Street  
 Morristown, NJ  
 07960-6459

For a referral to  
 an Atlantic Health System  
 doctor, call 1-800-247-9580  
 or visit [atlantichealth.org](http://atlantichealth.org).



Atlantic Health System  
**Main Locations**

- 1 Morristown Medical Center**  
*(includes Carol G. Simon Cancer Center and Gagnon Cardiovascular Institute)*  
 100 Madison Ave., Morristown, NJ 07960

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- 2 435 South St.**  
*(includes clinical practices for IT Staging, Morristown Cardiology, OB and URO/GYN, Department of Surgery, Center for Advanced Medicine, Department of Internal Medicine, Diabetes Center, Metabolic Medicine, Madison Pediatrics and Maternal Fetal Medicine)*  
 435 South St., Morristown, NJ 07960

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- 3 Atlantic Sports Health**  
 111 Madison Ave., Morristown, NJ 07960

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- 4 Atlantic Rehabilitation Institute**  
 95 Mount Kemble Ave., Morristown, NJ 07960

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- 5 Goryeb Children's Hospital**  
 100 Madison Ave., Morristown, NJ 07960

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- 6 Overlook Medical Center**  
*(includes Atlantic Neuroscience Institute, Carol G. Simon Cancer Center and Goryeb Children's Center)*  
 99 Beauvoir Ave., Summit, NJ 07901

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- 7 Overlook, Union Campus**  
*(includes Emergency Department, Overlook Imaging and Outpatient Laboratory Services)*  
 1000 Galloping Hill Road, Union, NJ 07083

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- 8 Overlook Downtown**  
*(includes Atlantic Healthy Lifestyles – Integrative Medicine and Overlook Medical Center Community Health)*  
 357 Springfield Ave., Summit, NJ 07901

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- 9 Newton Medical Center**  
 175 High St., Newton, NJ 07860

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- 10 Urgent Care at Vernon**  
 212 State Route 94, Suite 1A, Vernon, NJ 07462

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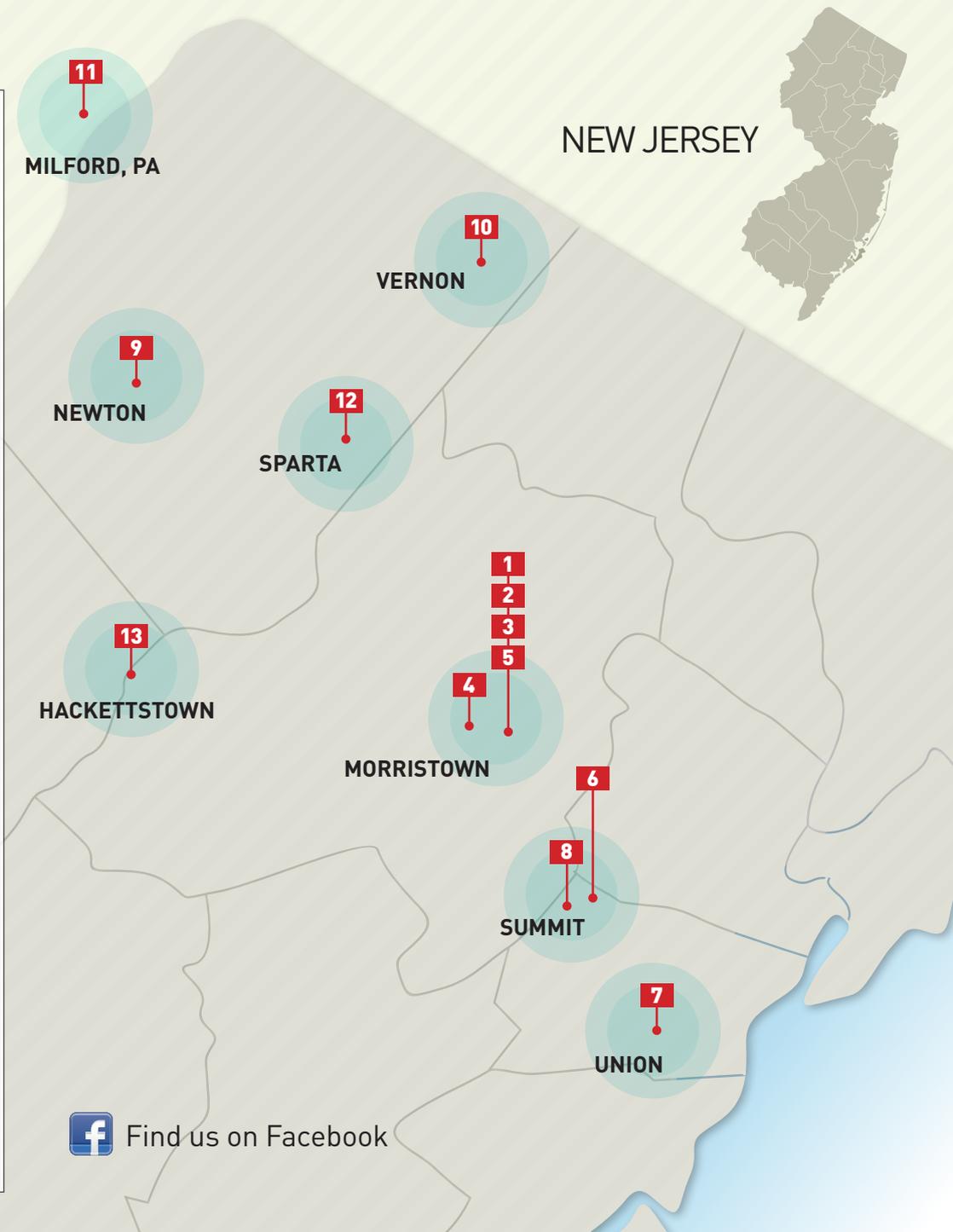
- 11 Milford Health & Wellness  
 Urgent Care at Milford**  
 111 Catherine St., Milford, PA 18337

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- 12 Sparta Health & Wellness**  
 89 Sparta Ave., Sparta, NJ 07871

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- 13 Urgent Care at Hackettstown**  
 57 Route 46, Suite 100, Hackettstown NJ 07840



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