



# Nota Bene

TAKE NOTE OF THIS

A PUBLICATION FOR THE MEDICAL STAFF OF KENNEDY HEALTH SYSTEM

## Promises, Promises... But Who Pays?

The national healthcare reform debate is providing additional warmth to feed the usually slow end-of-summer newscasts. Instead of lazy beach scenes, we're seeing hotly contested public debates on the nightly news. Again, at issue are **healthcare access, quality and cost**.

### Obama's Health Insurance Consumer Protections

#### No Discrimination for Pre-Existing Conditions

- Insurance companies will be prohibited from refusing you coverage because of your medical history.

#### No Exorbitant Out-of-Pocket Expenses, Deductibles or Co-Pays

- Insurance companies will have to abide by yearly caps on how much they can charge for out-of-pocket expenses.

#### No Cost-Sharing for Preventive Care

- Insurance companies must fully cover, without charge, regular checkups and tests that help you prevent illness, such as mammograms or eye and foot exams for diabetics.

#### No Dropping of Coverage for Seriously Ill

- Insurance companies will be prohibited from dropping or watering down insurance coverage for those who become seriously ill.

#### No Gender Discrimination

- Insurance companies will be prohibited from charging you more because of your gender.

#### No Annual or Lifetime Caps on Coverage

- Insurance companies will be prevented from placing annual or lifetime caps on the coverage you receive.

#### Extended Coverage for Young Adults

- Children would continue to be eligible for family coverage through the age of 26.

#### Guaranteed Insurance Renewal

- Insurance companies will be required to renew any policy as long as the policyholder pays their premium in full. Insurance companies won't be allowed to refuse renewal because someone became sick.

Source: The White House, <http://www.whitehouse.gov/health-insurance-consumer-protections>

The Obama administration seeks consumer protections as a key link to obtaining public support for healthcare reform (insert). The list resonates with the challenges we all encounter in obtaining services for patients. Certainly a great deal of frustration would be resolved if this was all fixed. Unfortunately, there are a lot of promises, but little discussion about **who should pay?** If we do not adopt a healthcare system that truly introduces some measure of patient level accountability, there is little hope for success.

Any sophisticated review of the protections indicates that the direct responsibility for covering the cost of healthcare reform is not being addressed. Americans have grown accustomed to ready access to care, with little or no price sensitivity. No one in our system will behave responsibly until **each of us** is proportionately responsible for the costs we introduce to the health system.

This is not to say that we blame someone for getting diabetes, but if a patient is refusing to exercise cost-effective care management, wouldn't we expect them to bear a portion of the risks? We say we hate socialized medicine, but our behaviors suggest that is precisely what we want—level deductibles, no lifetime caps, choice, guaranteed coverage, blame-free care. It should not be surprising that hospitals are now advertising warranties for their bypass surgery outcomes, ED waiting times and inpatient services satisfaction.

Tough issues—like end-of-life-care limits, futile treatment expenses, physician autonomy, and the growth of completely private health care—have yet to be discussed.

As this debate expands during the fall, I hope you will all take a step back and question whether or not the right questions are really being asked. As experts, we should demand it.

-DLH

## New Appointments

### Department of

#### Emergency Medicine

Laura Beard, NP

Margie Orris, DO

Jamie Pinto, MD

*Pediatrics*

### Department of Medicine

Theresa DiSandro, DO

*Gastroenterology*

Edgardo Navarro, ARNP

Andrew Zinn, MD

*Cardiology*

### Department of Pediatrics

Jared A. Pasternak, MD

### Department of Psychiatry

Ilya Ivanov, DO

### Department of Surgery

Gladys A. Ramos, MD

*Orthopedic Surgery*

Roy L. Sandau, DO

*General Surgery*

David S. Wander, DPM

*Podiatry*

## News from the Development Department

Save the Date:

**Kennedy's  
Annual Gala**

Saturday,

**February 27, 2010**

at the Park Hyatt  
in Philadelphia!

## Physicians in the News



**Dr. Samuel Becker's** invited review article – "Management of sinus disease in patients with Cystic Fibrosis: a review of the state of the art" – was published in the May 2009 issue of the international journal *Otorinolaringologia*. This article, written for a special issue of the journal, was distributed at the 96th National Congress of the Italian Society of Otorhinolaryngology – Head and Neck Surgery, in Rimini, Italy.

**Eric Grossman, MD**, recently performed a Covidien SILS™ (single-incision laparoscopic surgery) gynecologic diagnostic procedure on a 24-year-old woman at Kennedy-Washington Township. Accomplished by using specialized Roticulator™ instruments manufactured by Covidien, the SILS™ procedure is used in gynecological, bariatric and urologic surgeries, and results in less scarring. Dr. Grossman is the first Kennedy Medical Staff member to perform a SILS gynecological procedure.

**Gary Packin, DO**, has been named President of the New Jersey Obstetrical and Gynecologic Surgery Society for 2009-2010. He also serves as President of the Philadelphia Area Reproductive Endocrine Society.

**Mark J. Reiner, DO**, of Cherry Hill Orthopedic Surgeons and Orthopedic Section Head of Kennedy-Cherry Hill, has been a clinical investigator for Johnson & Johnson since January 2007. He lectured on a new pain medication called Tapentadol at the Capital Grille in Cherry Hill in July and August. Tapentadol, released for use by the general public under the tradename Nucynta™, is for patients with back, hip or knee pain resulting from arthritis.

## Cardiothoracic Surgeon Joins Kennedy Medical Staff

**Kenneth Adam Lee, MD**, has been named Medical Director of Thoracic Surgery at Kennedy. Considered a leading practitioner of thoracic surgery using *da Vinci*® robotic technology, Dr. Lee joins Kennedy from the Robotic Surgery Educational Center in Annapolis, MD. Prior to that, he served as Chief of the Robotic Thoracic Surgery section at the Anne Arundel Medical Center Institute of Robotic Surgery in Annapolis. Board certified in Cardiothoracic Surgery and General Surgery, Dr. Lee is a 1991 graduate of New York Medical College in Valhalla, NY. He completed his residency in General Surgery at Beth Israel Medical Center in New York and his residency in Cardiothoracic Surgery at the University of Massachusetts Medical Center. Dr. Lee's professional background also includes having served as a Consultant with the Foshay Cancer Center in Jupiter, FL, and as a Thoracic Surgeon at the Cleveland Clinic – Florida in Weston, FL. A Fellow in the American College of Surgery, Dr. Lee has spent many years traveling throughout the United States as an instructor of robotic thoracic surgery, and will continue to do so as part of Kennedy's Medical Staff. Dr. Lee's office is located at 900 Medical Center Drive, Suite 201, on the Kennedy – Washington Township campus. The phone number is **856/218-5740**.



# The Center for Wound Healing's Collaborative Team Approach Ensures Your Patient's Well-Being

Between five and seven million Americans are affected each year by at least one form of chronic wounds – and the incidence of these wounds is increasing at approximately 10% a year.<sup>1</sup> Chronic wounds caused by diabetes, poor circulation, prior radiation treatments and other conditions keep millions of Americans from doing the things they love.

**The Center for Wound Healing at Kennedy** is an outpatient treatment facility dedicated to providing a comprehensive multidisciplinary team approach. The Center's team – under the medical direction of vascular surgeon Dr. Charles Dietzek and plastic reconstructive surgeon Dr. Thomas Steffe – includes the following specialties: family practice physicians trained in hyperbaric medicine, infectious disease, plastic reconstructive, podiatry, vascular, and wound care certified nurses.

The Center's treatment plans provide an array of modalities for various wounds –including those related to arterial ulcers, radiation treatment, diabetes and wounds – and may include:

- Physical therapy
- Vascular evaluation
- Infectious Disease management
- Nutritional management
- Pain management
- Diabetic education
- Radiology
- Surgery

- Hyperbaric Oxygen (HBO) Therapy. (Hypoxia is an insufficient supply of oxygen which prevents normal healing processes. HBO Therapy provides the oxygen needed to stimulate and support wound healing).

The Center for Wound Healing at Kennedy offers Hyperbaric Oxygen Therapy in a monoplace chamber, a clear spacious cylinder that allows the patient to relax, watch television, and breathe 100% oxygen under pressure. This simple, non-invasive and painless treatment enhances the body's natural healing, strengthens the immune system, and offers more rapid healing of chronic wounds. The Medicare-approved indications for the therapy are on the enclosed insert.

"Through a collaboration of our specialists, we ensure the best course of treatment for each individual," says Executive Director **Barbara Ciaramella, RN**. "The physical, mental and emotional stress of chronic wounds can be quite significant, so our team is as compassionate as they are skilled."

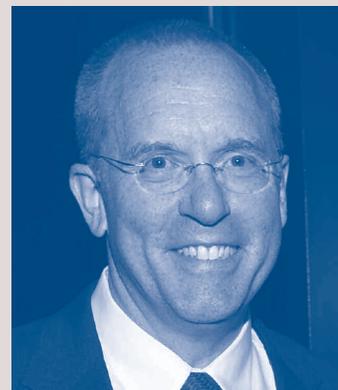
Patients' medical histories are extremely important; thus, the wound care team works with each patient's primary care physician to gain a full understanding of any underlying disease or illness. You will be continually informed and updated on your patient's progress and their care always remains under your supervision. To make a referral, please call **856/256-2053**.

*1. Infection Control Today*

## In Honor of Breast Cancer Awareness Month Cancer Case Conference

Presented by Kevin Fox, MD  
*Director of the Rena Rowan Breast Center  
At the University of Pennsylvania's  
Abramson Cancer Center*

Tuesday, October 20 • 7:30 a.m.  
Kennedy - Stratford Large Conference Room (3rd floor)



# Kennedy Opens Specialized Treatment Facility for Patients Suffering from Sinus and Nasal Disorders

More than 37 million Americans suffer annually from chronic sinusitis. While many of these patients improve with medical treatments, a significant number will require surgical intervention. The new **Sinus Surgery Center at Kennedy**, conveniently located in the Kennedy Surgical Center in Washington Township, offers advanced options for patients undergoing same-day sinus surgeries.

**Drs. Daniel Becker** and **Samuel Becker**, co-Medical Directors of the facility, are working collaboratively with **Ronni Whyte, RN**, Program Coordinator, and **Barbara Ciaramella, RN**, Executive Director of the Kennedy Surgical Center, providing advice, insight and input, while acting as a sounding board on the facility's vision and strategic direction.

The Center features Medtronic FUSION computer navigation technology, ACCLARENT Balloon Sinuplasty technology, straight and angled rigid endoscopic equipment and state-of-the-art manual and powered instrumentation. Our team of sinus surgeons and nurses are specially trained in the care of sinus patients and use the most effective techniques available – including an image-guided, computerized navigation system to pinpoint sinus disease, and minimally-invasive technology to facilitate a quick recovery with less pain and improved symptom control.

Services offered:

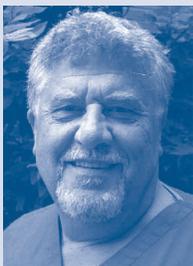
- Minimally invasive sinus surgery
- Endoscopic Sinus Surgery
- Traditional Sinus Surgery
- Sinus and nasal trauma surgery
- Septum repair
- Nasal blockage surgery
- Cosmetic Rhinoplasty
- Nasal Polyp removal

The mission of the **Sinus Surgery Center at Kennedy** is a standardized approach to the delivery of clinical services, continuing medical education and research.

Physicians may refer their patients directly to the Sinus Surgery Center at **856/218-5779** or through one of Kennedy's board-certified ENT sinus surgeons.



## Kennedy Physician To Be Honored at October Gala



Kennedy OB/GYN **Elias Nemeh, MD**, is one of six area physicians being honored at the March of Dimes "Born to Shine" Gala at the Trump Marina in Atlantic City on **Saturday, October 10th**. The fundraising event – a celebration of top area doctors in the fields of maternal and child health – features a live and silent auction, sit-down dinner, dancing and entertainment. If you are interesting in attending the "Born to Shine" Gala, please contact **Gina Principato** at **856/874-9050**.

*Born to Shine*  
G A L A

# Addiction in the Media – Opportunities for Our Patients

By John Pellicane, Behavioral Health Case Manager

A great deal of attention has been paid to late June's untimely death of Michael Jackson – and more notably, to his alleged addiction to pain killers. Rarely are healthcare providers offered such a brilliant display of the issues that substance abuse patients and treatment professionals confront every day. This latest chapter in the Michael Jackson story appears to be a classic one about addiction, and about the many behaviors that enable the addict's substance abuse. It illustrates not only the power of addiction but also the role of denial.<sup>1</sup> Additionally, it sheds light on the development of systems<sup>2</sup> that allow the continued use, while preventing outsiders from intervening.<sup>3</sup>

In the case of Michael Jackson, so many people have wondered how was it possible that a person's life so rich with talent, opportunity and resource, could be swept aside so menacingly by the entanglement of addiction. The answer is jarring in its simplicity: *addiction does not discriminate, and eventually renders all powerless over it.*

The majority of us will never experience a world even remotely like Michael Jackson's. Yet, in spite of all the choices and roads available, it may be that this person could not visualize the bitter reality of addiction's path and was rendered incapable or unwilling to alter course. As the story plays out in the news, it offers healthcare professionals an opportunity to visit the difficulty and temptation our patients face every day.

Addiction proves over and over that it has no boundaries, and the control it exerts over any person's

life can depose even the most advantaged. Juxtapose these supposed advantages with the obstacles and barriers our patients face on a regular basis: insurance company denials, preset limits, scarcity of funding, caps on treatment or even access to care. These can obstruct even the most motivated patients and their families.

The clinicians at Kennedy's Behavioral Health Services help our patients confront these challenges head-on every day, despite their weariness or skepticism. Kennedy's Behavioral Health clinicians effectively and continually use experience and skill to help patients free themselves from addiction's grasp.

Slowly, as they untangle the countless systems constructed to sustain the addiction, patients learn the tools and understanding needed to strengthen their recovery. Finally, they are offered a break from the self-destructive and defeating behaviors as they embark on a path leading to a more productive and rewarding life.

**Evidence suggests that treatment is the best option to confront substance abuse<sup>4</sup>.** We hope you will share this hope with your patients. For more information, please call the Kennedy ACCESS Center at **800/528-3425**.

1 <http://neuro.psychiatryonline.org/cgi/reprint/14/1/52.pdf>

2 [http://www.drugabuse.gov/Published\\_Articles/Essence.html](http://www.drugabuse.gov/Published_Articles/Essence.html)

3 <http://www.mayoclinic.com/health/intervention/MH00127>

4 <http://www.cdc.gov/idu/facts/ExpectationsFin.pdf>

## Godyn Named New Chief of Pathology

We are pleased to announce that **Janusz J. Godyn, MD, FCAP, FASCP**, has been named the system-wide Chief of Pathology at Kennedy. Dr. Godyn replaces longtime Chief **Larry Wyatt, DO**, who now works on a part-time basis.



Dr. Godyn is an Interim Chairman of Pathology at UMDNJ-School of Osteopathic Medicine, a Professor of Pathology &

Laboratory Medicine, and a Professor of Molecular Genetics, Microbiology & Immunology at UMDNJ-Robert Wood Johnson Medical School. He completed an internship in Emergency Medicine at University of Maryland Hospital in Baltimore, a residency in Anatomic and Clinical Pathology at UMDNJ - Robert Wood Johnson Medical School in New Brunswick and

a Fellowship in Immunopathology and HLA at the University of Pennsylvania Hospital.

Board certified in Anatomic & Clinical Pathology and Hematology through the American Board of Pathology, Dr. Godyn currently also serves as the chief of service in Pathology and Laboratory Medicine at the Robert Wood Johnson University Hospital at Hamilton, Southern Ocean County Hospital in Manahawkin and Bayshore Community Hospital in Holmdel, NJ. He is a Fellow of the College of American Pathologists and the American Society for Clinical Pathology, and a member of Sigma Xi - The Scientific Research Society, the American Society for Quality and the Academy of Clinical Laboratory Physicians and Scientists.

A resident of Princeton Junction, NJ, he has recently joined the Kennedy Medical Staff. Please welcome Dr. Godyn in this new role at Kennedy.



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