



## Inside this Issue

- 1 UR Community Health Program Named 2<sup>nd</sup> in Nation
- 2 Help Your Mate Stay Healthy
- 3 UNYHEALTH News
- 4 Patient Safety
- 5 Women's Cardiovascular Health

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### UR Community Health Program Ranked 2nd in Nation

U.S. News and World Report ranked the University of Rochester's Community and Preventive Medicine program No. 2 in the nation in an annual survey released this month. The program jumped from a 5th-place ranking last year.

The community health graduate program is well integrated into the UR Medical Center, offering master's and doctorate training in epidemiology, health services research and disease prevention. Since 1998, student enrollment in the master's of public health program grew 46 percent. Sponsored research funding jumped 21 percent, to \$4.2 million, in just the past year.

"We are delighted to be able to offer high-quality training to students across the university and particularly in the Medical Center," says Thomas A. Pearson, M.D., Ph.D., and the Albert D. Kaiser Professor and Chair, Department of Community and Preventive Medicine. "Our student body and faculty members work extremely hard to develop exciting new research programs and to expand educational endeavors in many areas of medicine and public health. It's gratifying to be recognized for those achievements."

#### Related Links on Strong Health Web Site

<http://www.urmc.rochester.edu/cpm/index.html>

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*I hope that while so many people are out smelling the flowers, someone is taking the time to plant some.*  
- Herbert Rappaport

## Help Your Mate Stay Healthy

Kathy's doctor recently told her she should lose weight or she would be at risk for health problems. Her husband, Joe, has been at his wits' end because Kathy continues to ignore her doctor's instructions -- she loads butter on her toast, visits fast-food restaurants for lunch and sits around all day instead of getting the exercise she needs to drop the extra pounds.

So what does Joe do? What nearly everyone in his position does -- he nags.

"Why are you doing that? You'll kill yourself! You should do this instead!" Most people commonly rely on nagging to persuade loved ones to improve their health habits, but the tactic usually proves ineffective.

The next time you want to nudge your mate to quit smoking, lose weight or make other healthful changes, try these alternatives:

### Instead of Nagging:

- **Offer positive reinforcement.** Sincerely congratulate your mate when he or she makes a positive change, no matter how small. Offer a warm compliment when your spouse loses a few pounds; give an impromptu back rub for several days of no smoking; or promise tickets to a sporting event or concert for maintaining an exercise program.
- **Change your own habits:** Eat the way you know your spouse should, for example. Stop buying fattening foods, and stock the refrigerator with fruits and vegetables. Turn off your favorite TV show and invite everyone on a family walk instead. Sure, it may take a while for your loved one to catch up with you, but by serving as a role model, over time you'll be providing a wonderful example for the whole family.
- **Ask for help in making your own healthful changes.** Say, for example: "The doctor has told me to get more exercise, but I just can't walk regularly by myself. Could you please help by joining me?"
- **Schedule a doctor's appointment for your loved one at the same time you schedule one for yourself,** if your mate is overdue for a preventive-care visit. Many people get nervous about these appointments, and sharing the time together can make it more pleasant for each of you.
- **Bring concerns to your spouse's attention in a caring, gentle way.** Let him or her know how sad you'd be if bad habits caused him or her to get sick, and how happy you'd be if he or she had the vitality and energy to do enjoyable things. Read up on health information, and then leave it on the coffee table or nightstand.
- **Avoid shamming or badgering.** Give our mate the facts, and then back off. You've made the point that healthful change matters to you, but he or she then must decide to take action. An easygoing, nonjudgmental atmosphere will leave your loved one feeling free to come to a positive decision independently. This approach requires infinite patience and openness -- and often will feel like it's going nowhere -- but it's the one most likely to help inspire long-lasting, decisive change.
- **Learn to accept your loved one as is, even if your mate doesn't make any changes or relapses after making a good try.** Behavioral change seldom comes easy, and it can take a long time, with a lot of trial and error. Your openness, love and support are the best help you can offer to inspire your mate to become healthier and happier.

*(Reprinted from [www.LaurusHealth.com](http://www.LaurusHealth.com))*

## Cayuga Medical Center at Ithaca Announces New Addition to Administrative Team

June 16, 2003

NEWS RELEASE Contact: Marsha Eger, Vice President, Community Relations (607) 274-4498

Cayuga Medical Center at Ithaca Announces New Addition to Administrative Team May 13, 2003, Ithaca, NY; Cayuga Medical Center at Ithaca is pleased to announce the appointment of W. Anthony Greer, M.D., as Vice President of Medical Staff Affairs for Cayuga Medical Center at Ithaca. "He brings with him a wealth of educational and health-care experience to this vital position," states Rob Mackenzie, M.D., President and CEO. "His experience and approach to working with staff and physicians will be a great asset for helping us to meet patient and community needs and to achieve our goals in the area of quality care and clinical excellence."

Dr. Greer began his career as an eye surgeon in Annapolis, Maryland. He was involved in hospital strategic planning, information technology, quality improvement and physician credentials at Anne Arundel Medical Center in Annapolis and then served as vice president of medical staff affairs.

Dr. Greer has worked as a physician surveyor for the Joint Commission on Accreditation of Healthcare Organizations, a quality oversight body for health care organizations and managed care in the United States. He also consulted for various health-care related organizations including the F.D.A. Most recently he served as Vice President of Medical Staff Affairs and Medical Director at the W.C.A. Healthcare System in Jamestown, NY. Dr. Greer completed his undergraduate work in psychology at the College of Holy Cross in Worcester, MA and his medical degree at Loyola-Stritch in Chicago. Following his internship, he spent three years as a family practitioner at an inner-city clinic in Baltimore before finishing his residency in ophthalmology at Howard University Hospital in Washington, D.C. The move from patient care to health-care administration was a gradual transition, Dr. Greer explains. "I like patient contact. As a practicing physician, I could influence the care of one patient at a time. But by working on health-care policies, procedures, standards and benchmarking, I knew I could influence the practice of many doctors, and therefore have an impact on the care of many more patients. I inherited a strong sense of mission from my parents and I decided that this way, I could make more of a difference." "I came to Cayuga Medical Center," Dr. Greer explains, "because it is poised to move to a higher level of care. This medical center has a long, strong history with a very well qualified medical staff. We have the tools we need to deliver world-class health care here. I've looked carefully at Cayuga Medical Center's resources-its people, its facilities, its fiscal strength - and I believe that within two to three years we can be listed among the top one hundred hospitals in the United States."

## PATIENT SAFETY

*Below are some guidelines based on the latest scientific evidence. We encourage you to use these tips.*

### Medical Care

- **Speak up if you have questions or concerns.** You have a right to ask questions of anyone who is involved with your care. Make a list of your symptoms and any questions you may have to take with you to the doctor’s office. Take notes to help you remember information.
- **Make sure to share your important health information with all health professionals involved in your care.** Keep a copy of your health history, including prior illnesses, tests and test results, surgeries, medicines and other treatments. Share it with your health care professional or provider.
- **Ask a family member or friend to be with you and to be your advocate when you speak with a health care professional or when you are receiving care.**
- **Ask about the results of your tests.** If you do not receive your test results within the time frame your doctor advised, call the doctor’s office to follow up.
- **Learn about your condition and treatment.** Ask your doctor and nurse if your treatment is based on the latest evidence.

### Hospitalization

- **If you have a choice, choose a doctor and a hospital with extensive experience in performing the procedure or surgery you need.** Research shows that patients have better results in hospitals where there is a great deal of experience with their condition.
- **Make sure that all medicines you take are intended for you.** Your nurse or caregiver should check your identity by looking at your wristband before giving any medicine. Before the nurse or caregiver administers the medicine, ask what medicine they are providing.
- **Make sure that those caring for you have washed their hands.** Hand washing is an important way to prevent the spread of infection.
- **If you are having surgery, make sure that you and your doctor are clear on exactly what should be done.** The American Academy of Orthopedic Surgeons urges its members to mark the site where surgery is to be performed with a permanent marker prior to surgery.

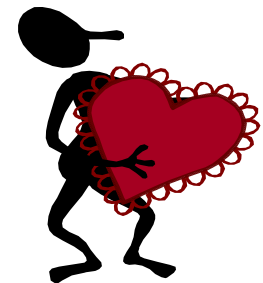
*(Reprinted from www.LaurusHealth.com)*


## Women's Cardiovascular Health

The VHA Health Foundation, in partnership with VHA Inc. and its Women’s HeartAdvantage program is launching a multi-city campaign to raise community awareness about the leading killer of women: heart disease. More women die from heart disease than from the next 16 causes of death combined: yet research shows that most women are unaware either of their risk or that their symptoms may be different from those suffered by men.

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TOP OF YOUR  
FAMILY'S  
HEALTH**

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