

ST. BERNARDS community HEALTH CARE

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Arkansas Ride for the Cure
Help for Eating Disorders
Matthews Medical Mile
Specialized Heartcare
Diabetes Management Center

RIGHT HERE AT ST. BERNARDS

On the Mile

*Learn about the region's
largest concentration
of medical businesses*

Find Out More:
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Straight Ahead

|| **MatthewsMedicalMile**

The Heart of Healthcare

www.MatthewsMedicalMile.com

Calendar of Events

January 2011

American Red Cross Drive for Life Blood Drive

10 a.m. to 7 p.m., at St. Bernards Auditorium.....Jan. 7
11 a.m. to 7 p.m., at St. Bernards Auditorium.....Jan. 8
11 a.m. to 5 p.m., at St. Bernards Auditorium.....Jan. 9
11 a.m. to 5 p.m., at St. Bernards Auditorium.....Jan. 10

February 2011

National Wear Red Day

To increase awareness of heart disease.....Feb. 4

Women's Advisory Council's Stories in the Forest

3 p.m., at St. Bernards Fun Forest,
The Mall at Turtle Creek.....Feb. 5

Heart Health Screening

In conjunction with United Way CASH event that provides tax filing assistance to people who qualify for the Earned Income Tax Credit, at St. Bernards Auditorium.....Feb. 12

Healthy Heart 2 Miler

8 a.m., starting at St. Bernards Auditorium.....Feb. 26

March 2011

Women's Advisory Council's Stories in the Forest

3 p.m., at St. Bernards Fun Forest,
The Mall at Turtle Creek..... Mar. 5

April 2011

Women's Advisory Council's Stories in the Forest

3 p.m., at St. Bernards Fun Forest,
The Mall at Turtle Creek.....Apr. 2

HMG Health & Fitness Expo

8 a.m. to 4 p.m., at the ASU Convocation Center.....Apr. 16
1 to 5 p.m., at the ASU Convocation Center.....Apr. 17

HMG Half Marathon

7 a.m., at the ASU Convocation Center.....Apr. 16

Associated Radiologists HMG 5K Walk/Run

8:30 a.m., starting at the ASU Convocation Center...Apr. 16

Kids Bicycle Parade

9 a.m., at the ASU Convocation Center.....Apr. 16

Arkansas Ride for the Cure

9:30 a.m., starting at the ASU Convocation Center...Apr. 16

HMG Kids Run/Walk

10 a.m., starting at the ASU Convocation Center.....Apr. 16

For information call the HealthLine at
870-931-5055 or toll free at **888-STB-4555**.

St. Bernards Home Health Recognized Nationally

St. Bernards Home Health has been named one of the **top 500** home health agencies in the country according to the 2010 HomeCare Elite Listing.



Register Online for the Arkansas Ride for the Cure

It's not too early to make plans to be a part of Ride for the Cure in Arkansas in 2011.

This year's Arkansas Ride for the Cure is scheduled for April 16 and will be held in conjunction with the **HMG Health & Fitness Expo** at the Convocation Center on the campus of Arkansas State University. The ride will begin and end on the ASU campus.

The event, now in its third year, will consist of well-marked and SAG supported 10-, 20- and 50-mile routes on some of the less-traveled roadways in Northeast Arkansas. Planners expect 200 or so serious cyclists to take part. Not only is it designed to give bikers a chance to do something they enjoy, but it also helps increase awareness of breast cancer along with the importance of screening mammograms because proceeds will benefit Susan G. Komen for the Cure Arkansas and will be used for education, screening and treatment programs for breast cancer.

This year's honoree will be **Betsy Barrett** of Jonesboro. She will signal the official start of the race at 9:30 a.m.

Registration for riders will be \$35 on or before March 25, with all who pre-register guaranteed t-shirts. From March 26 through April 16, registration will be \$45.



2011 Ride for the Cure jerseys are available for \$65 each.

Those wishing to order custom ride jerseys may do so for \$65 each, with requests to be included on registration forms.

People who cannot attend but want to support the effort can register as "spirit" riders for \$20.

Sponsors include St. Bernards Healthcare, HMG and Gearhead.

Registration for riders can be completed online at www.arkansasrideforthecure.com. ■

New Program Offers Help for People Suffering from *Eating Disorders*

Ten million people in this country—mostly women—suffer from eating disorders.

That's the bad news. But there's good news, too. Now St. Bernards can help people in Northeast Arkansas through a new eating disorders program.

"These are true, bona fide illnesses," emphasizes **Cristina Shaw**, Ph.D., licensed clinical social worker who directs the program for St. Bernards. "No one wants to have an eating disorder. No one 'chooses' that. These are medical diseases and can be treated."

Shaw, who worked in the field of eating disorders in Ohio before moving to Jonesboro, oversees the intensive outpatient program offered through the St. Bernards Counseling Center. To find a similar program you would have to travel to St. Louis or Tulsa.

Eating disorders are marked by extremes, she says—extreme reduction of food intake, extreme overeating and extreme concern about body image. The most common are anorexia nervosa, bulimia nervosa and binge eating. Anorexia nervosa is a form of self-starvation that results in excessive weight loss and includes "compensatory" behaviors (purging or vomiting, inappropriate use of diet pills, overuse of laxatives or diuretics or excessive exercise).

"People with anorexia exhibit drastic loss of weight and/or failure to gain weight to a healthy level," Shaw

explains. "They have intense issues with body size, shape and weight as well as a strong desire to engage in compensatory behavior after eating.

"Those suffering from bulimia can have the same symptoms—except for the weight factor. They are closer

Having healthy attitudes toward food and your body can help prevent you from developing an eating disorder.

- ✓ Maintain a healthy weight and body image.
 - ✓ Maintain a rational approach to dieting, food and exercise.
 - ✓ Know and avoid triggers.
 - ✓ Receive treatment as necessary.
 - ✓ Work on building a meaningful, fulfilling and satisfying life.
 - ✓ Develop effective coping skills.
-

to normal body weight, but they exhibit binge eating symptoms along with compensatory behaviors."

Others can be of normal body weight or overweight and engage in binge eating episodes. "Eating for these people is literally out of control. They consume an enormous number of calories in a very short time span—as many as 2,000 to 5,000 within 20 to 30 minutes. And they do this multiple times a week.

"People with all these disorders have intense feelings of shame and guilt. They literally do not see in the mir-

ror what other people see." And to make matters worse, they may have coexisting psychiatric and physical illnesses.

"Eating disorders are medically dangerous and can have long-term complications like damage to the heart, kidneys, digestive tract, bone density loss and more." As many as 10 to 20 percent of people with anorexia nervosa die from complications secondary to the disorder.

Back to the good news. "With the right help and support, recovery is possible. Comprehensive, evidence-based treatment can help these patients. At St. Bernards we have put together a program offering that through intensive outpatient treatment," Shaw says.

"We use a comprehensive team approach, treating each person as an individual with a focus on both body and mind. After thorough assessments, we combine individual and family therapy, group-based treatment, psychiatric support, dietary guidance and medical monitoring in a program more involved than traditional weekly therapy. This model allows people to receive intensive treatment while living at home.

"We work with patients literally to change the thoughts that keep them trapped in their bodies. Our end goal is to make them feel good in their own skin—and to have a life worth living." ■

St. Bernards Eating Disorders Program

St. Bernards Counseling Center
615 East Matthews, Suite A, 870-930-9090



Cristina Shaw, Ph.D., Director

- **University of Arkansas at Little Rock**, Bachelor of Arts, Liberal Arts
- **University of Arkansas at Little Rock**, Master of Social Work
- **Gannon University**, Erie, Pa., Doctor of Philosophy, Counseling Psychology Training at Cleveland Center for Eating Disorders

Proud Member of Healthcare Medical Group

Healthcare has a new address

|| Matthews
Medical
Mile

The Heart
of Healthcare

www.MatthewsMedicalMile.com

Introducing Matthews Medical Mile, the region's largest concentration of healthcare professionals

What long has been a destination for healthcare services in the heart of Jonesboro now has a new name. It's the Matthews Medical Mile.

Over a number of decades many, many physician offices and healthcare-related businesses have opened their doors to the public in the vicinity of St. Bernards Medical Center. Most of those are in locations along East Matthews Avenue and/or within a block or so either side of Matthews.

In recognition of that, more than 100 such businesses have joined together to promote themselves and their locations as being on Matthews Medical Mile.

From the point on Matthews at which drivers will be able to access the new ASU overpass to the St. Bernards physician parking lot at the intersection of Matthews and South Church Street is literally one mile. And that's the core area that has been designated as the Matthews Medical Mile.

The idea for the formal designation has been in the works for a number of years, but this fall all the pieces came together to debut the Matthews Medical Mile as a destination for premier healthcare services. It's a place at which you can find virtually any service or product you need to ensure your health and well being.

We long have understood that when people turn to retail shopping, they prefer to go to a single location

that offers multiple options. That's why malls have been incredibly successful business ventures.

The owners and operators of the dozens of healthcare-related businesses and offices on the Matthews Medical Mile think there is a similar preference when people shop for healthcare needs. It's easy to go to one general location where they can see their physician, see a physical therapist if necessary, have prescriptions filled, purchase orthotics or prosthetics, have vision needs tended to, buy durable medical equipment, have medical tests performed or have surgical procedures.

"This area already is a destination for healthcare services and goods," stresses **Chris B. Barber**, president and chief executive officer of St. Bernards Healthcare. "It has been for a long time."

It is a logical desire for people whose businesses focus on healthcare to want to be in close proximity to the premier provider of healthcare services in Northeast Arkansas and Southeast

Missouri—St. Bernards Medical Center. That facility, which offers comprehensive and compassionate care, was the "original" medical business on Matthews, having been established on Matthews Avenue in 1900. And, though it has grown tremendously during the last 11 decades, the main campus of St. Bernards remains on Matthews Avenue right in the heart of Jonesboro.



Matthews Medical Mile partners display member stickers on their buildings.



Signs across Jonesboro signify the unity of Matthews Medical Mile partners.

“Just as St. Bernards has grown over the years, so has the medical services community surrounding it,” Barber points out.

The mile-long corridor stands out visually, with the curbs painted burgundy to signify the unity of businesses that belong to the heart of healthcare in Jonesboro. The street is lined with pole banners that identify it as the Matthews Medical Mile. MMM pole banners also are displayed in parking areas at participating member businesses. Subdivision-type signs will mark the entrances to the Matthews Medical Mile near the Church Street/Matthews intersection at the physician parking lot at St. Bernards Medical Center on the

All Matthews Medical Mile business partners are authorized to use the MMM designation as a part of their advertising or marketing efforts.

Dr. Russell Harral, ophthalmologist and one of the first business owners to sign on, told those attending a press conference announcing the Matthews Medical Mile that his early memories of healthcare center around Matthews Avenue. He came to physician offices there as a child to receive vaccinations before starting school. His family used pharmacies in the area. And his younger brother and his son both were born in the area.

Because of that association, 10 years ago he chose to locate his clinic, Vision Care Center, right in the middle

“This corridor truly represents the heart of healthcare for Northeast Arkansas and Southeast Missouri.”

— **Dr. Russell Harral**, Vision Care Center

west and near the entrance to the new ASU overpass on the east. (The latter will be constructed after roadwork is completed on the overpass.)

Member businesses are featured on a special web site at www.MatthewsMedicalMile.com. And those with their own web sites are linked through the overall web site. Information includes business addresses and complete directions for locating each.

Locations of participating businesses are identified by numbers on a map in a MMM brochure that all business partners have. Corresponding numbers are displayed on the businesses to aid patients and customers in way finding.

of what is now the Matthews Medical Mile.

“I wanted to be in the thick of all things medical in Jonesboro. And the numbers show that I was not alone. More than 100 healthcare businesses are here—and the growth continues.

“This corridor truly represents the heart of healthcare for Northeast Arkansas and Southeast Missouri,” Harral stresses. ■



Browse the Mile
without ever leaving home.

Our new website, **MatthewsMedicalMile.com**, gives you instant, convenient access to the 100-plus medical businesses that make up Jonesboro's largest concentration of healthcare professionals.

Find the information you need on any of the physicians, clinics and numerous other health-related organizations, such as pharmacies and medical supply companies.

Find it Online!

- ✓ Clinic Hours
- ✓ Clinic Address & Directions
- ✓ Clinic Phone Numbers

www.MatthewsMedicalMile.com

DELIVERING BIG LEAGUE MEDICINE THROUGH SPECIALIZED HEARTCARE



- DR. ROOSEVELT GILLIAM, III, CARDIOLOGY ASSOCIATES

As the region's only facility designated as a Blue Distinction Center for Cardiac Care, St. Bernards Medical Center offers patients comprehensive heartcare without having to leave home. And services include those that deal with the electrical system of the heart.

St. Bernards is the only medical center in the region with a cardiologist who diagnoses and treats electrical disorders of the heart. Dr. Roosevelt Gilliam is one of only 2,000 or so physicians in this country who have advanced training in the highly specialized field of electrophysiology (EP).

Everyone knows the heart serves the mechanical function of pumping blood to other parts of the body. What some people don't realize is the heart beats because the body naturally produces electricity that travels across the heart muscle, stimulating it to contract. It's the electrical system that signals the heart to beat.

Gilliam, who sometimes describes his work as that of an "electrician" for the heart, says there are a number of conditions that can cause the heart's electrical system to make the heart beat too slowly, too fast or in an uncontrolled fashion. Those arrhythmias can occur in any of the four chambers of the heart.

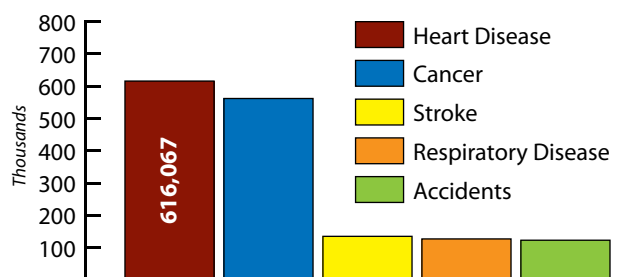
"It's my job to detect where arrhythmias occur—and then to treat them."

The detection is done through EP studies in a dedicated EP Lab at the St. Bernards Heartcare Center—the only such lab at a medical facility in this area.

"The good thing about electrophysiology problems is they are very graphic, very easy to see," Gilliam says. "And there are a wide variety of things we can do to improve the quality of life for people with heart problems."

"The fact that St. Bernards has an EP lab is huge for this area.... This is a true medical center with every medical specialty represented. It's not a place where small town medicine is practiced. It's big league medicine with small town amenities."

— Dr. Roosevelt Gilliam, III, Cardiology Associates



Leading Causes of Death

Source: CDC/National Center for Health Statistics

Every year in the United States, 380,000 people die from sudden cardiac death, Gilliam says. "Though we may commonly say someone dies suddenly of 'a massive heart attack,' it's not really a 'heart attack.' It is 'sudden cardiac death' (SCD), and it is a result of the heart's electrical system becoming unstable." (A heart attack involves heart muscle damage from blocked blood flow.)

"Among other things, electrophysiologists can detect heart problems that put people at unusually high risk of sudden cardiac death, and we can treat those problems."

Some of Gilliam's patients need implantable devices—things like pacemakers that regulate abnormally slow heartbeats or cardiac resynchronization therapy pacemakers that regulate the heartbeat and deliver small electrical impulses to make the heart pump more efficiently. Some need more specialized devices like

implantable cardioverter defibrillators that serve three functions: regulate heartbeat, make the heart pump more efficiently and also treat dangerously fast heart rhythms that can lead to sudden cardiac death.

Still others benefit from treatments that correct "short circuits" in the heart's electrical system by destroying the tissue that contains the short circuit and restoring a normal heart rhythm.

"The fact that St. Bernards has an EP lab is huge for this area," Gilliam says. "It gives patients in Northeast Arkansas services they otherwise would have to go to a major metropolitan area to get. And, frankly, there is NO place they could go and get better care than right here at St. Bernards.

"This is a true medical center with every medical specialty represented. It's not a place where small town medicine is practiced. It's big league medicine with small town amenities." ■

Cardiology Associates of Northeast Arkansas, P.A.

201 East Oak Avenue, Jonesboro, AR, 870-935-6729

Francis Roosevelt Gilliam, III, M.D.

- **Medical School:** Duke University School of Medicine
- **Residency:** Duke University School of Medicine
- **Fellowship:** Duke University School of Medicine

Proud Member of Healthcare Medical Group

Participating in regular physical activity can reduce your chances of developing Type 2 diabetes.

St. Bernards Diabetes Management Center

Serves as a Resource for the Community

D diabetes is one of the major health concerns in the United States today. One in 10 adults has this complex metabolic disorder, and scientists at the Centers for Disease Control predict the incidence will mushroom to one in three by 2050 if the current trend continues.

At St. Bernards, we understand the importance of helping people learn how they can prevent or delay the onset of diabetes as well as how to manage it if they already have been diagnosed with diabetes or its precursor pre-diabetes. Through the only program in this area recognized by the American Diabetes Association for meeting stringent quality standards for diabetes education and management, staff at the St. Bernards Diabetes Management Center are ratcheting up their efforts to help patients in the hospital, outpatients and others in the community to manage the disease and reduce long-term complications associated with diabetes.

“A lot of people are diagnosed in the hospital, often when they come in because of other health issues,” points out **Melissa Wade**, B.S.N., R.N., program coordinator. “We meet one-on-one with newly diagnosed inpatients to be sure they understand the importance of monitoring their blood sugar levels and managing them through diet and exercise. We even provide glucose meters and teach patients how to use them so they can begin checking their blood sugar levels after discharge.”

On the outpatient side, the Diabetes Management Center serves as a resource for any person of any age who has any type of diabetes, or who has a family member with diabetes. Healthcare providers work in many different settings, including the Diabetes Management Center, monthly Diabetes Support Group meetings, free public diabetes screenings and special programs presented for community groups or businesses.

“We are at a point in healthcare where we can diagnose the disease earlier,” Wade points out. “And that

gives us the opportunity to help people prevent long-term complications associated with diabetes—problems that affect quality and even length of life.”

Diabetes and pre-diabetes now can be diagnosed using three different tests: the A1C (the average of an individual’s blood sugar over a three month period), a fasting plasma glucose test or an oral glucose tolerance test. (See chart in sidebar.)

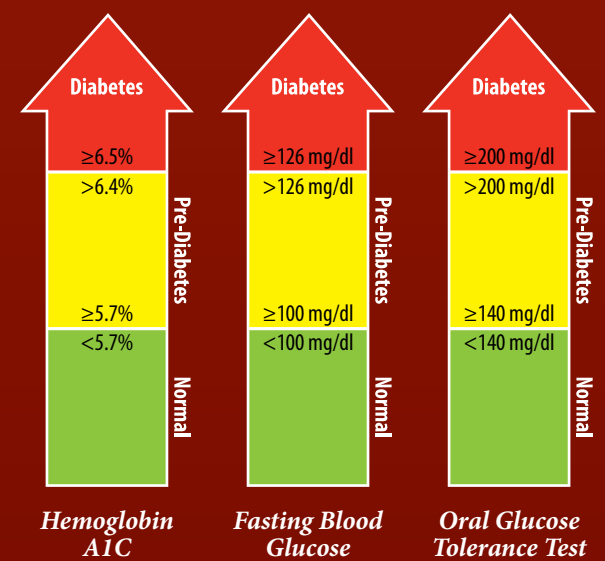
We know that more and more people are developing diabetes, and we also know some of the reasons why. It’s basically because we lead sedentary lifestyles and have bought into a “super-sized” culture. The things that fuel obesity also fuel diabetes.

“We quite simply have become less healthy because we eat more and we move less. What we tell people is they need to move more and make better food choices. Then we work to equip them to do both.

“Managing blood sugar levels is important, because the higher the blood sugar level, the greater the risk of complications,” Wade stresses, adding that “diabetes is a systemic disease. It affects all the organs in the body.”

Common complications include eye problems that can progress to blindness, kidney problems that can require dialysis, cardiovascular disease that increases the risk of heart attacks and strokes and impaired healing—both in terms of wounds and infections. The latter can lead to amputations.

“What we at the Diabetes Management Center are about is empowering people. Knowledge is power, and if you have the correct information, you will know how to manage diabetes. Diabetes can be controlled through meal planning, exercise and medication when needed, and we believe that if people know more about the ways to help manage blood sugar levels, the better control they can have—and the better they will feel.” ■



Three Forms of Diabetes

Type 1: More commonly found in juveniles, though it can be diagnosed in adults.

Type 2: By far the most common type.

Gestational Diabetes: Diagnosed during pregnancy. Women who have Gestational Diabetes are at greater risk to develop Type 2 diabetes later in life.

Risk Factors

- ✓ 45 years of age or older
- ✓ Overweight
- ✓ Inactive
- ✓ Any family history of diabetes
- ✓ Having delivered a baby that weighed 9 pounds or more or having been diagnosed with Gestational Diabetes
- ✓ Being a member of an ethnic group (as opposed to being Caucasian)

St. Bernards Diabetes Management Center 870-972-4341

505 East Matthews Avenue, Suite 105, Jonesboro

The St. Bernards Diabetes Support group meets at 5:30 p.m. on the second Tuesday of each month at the conference room of the St. Bernards Imaging Center, 1144 East Matthews Ave. in Jonesboro.



ST. BERNARDS
HEALTHCARE



**Subscribe
online today!**
www.stbernards.info

St. Bernards Medical Center

225 East Jackson Avenue
Jonesboro, Arkansas 72403

Lose Weight. Gain Life.

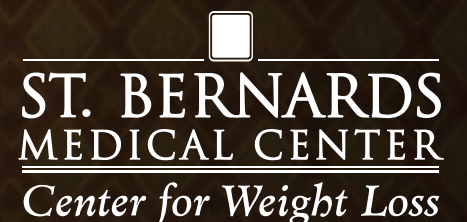
**+ Linda Wolf lost 100 pounds.
Here's what she gained.**

Like a lot of people, Linda had tried many diet programs over the years but none ever worked. In addition to her weight problem, she battled high cholesterol, pain in her knee and she ran out of breath quickly. The final straw for Linda came when she could not even enjoy a family vacation.

"Before I started the HMR weight loss program, I had never exercised in my entire life—not even as a child. But look at me now! I lost 100 pounds in 11 months, and two years later, I still exercise 4-5 days a week."

"What I liked best about the HMR program was the convenience and the fact that I was never hungry while on the diet. I also learned about nutrition and how to incorporate healthy changes in my life."

Linda regained her energy, her stamina and her confidence. Now that she's in better health than ever before, she has no problem keeping up with her family.

ST. BERNARDS
MEDICAL CENTER
Center for Weight Loss

www.stbernards.info