

April 11, 2013

Dear Friends and Colleagues,

Stroke and cancer are among our most destructive and pervasive diseases. In carrying out our mission to enhance wellness and improve the quality of life of our community, NCH has taken a leadership role in battling these potential killers.

- In terms of fighting stroke, NCH has received the *Get with the Guidelines* Stroke Silver Quality Achievement Award from the American Heart Association. This award recognizes NCH's commitment and success in implementing a higher standard of care by ensuring that stroke patients receive treatment according to nationally accepted guidelines.

*Get with the Guidelines* helps us develop and implement acute and secondary prevention guideline processes to improve patient care and outcomes. The program provides hospitals with a web-based patient management tool, best practice discharge protocols, standing orders, and a robust registry with real-time benchmarking capabilities to track performance.

With the formation of an integrated stroke program at both the downtown and North Naples ERs, ICUs, and the 6<sup>th</sup> floors, NCH ensures comprehensive education, standardized "Save a Brain" protocols and focused attention on the "Golden Hour," the optimal time to recognize and treat a victim of a stroke to minimize damage. For more than a year, we have consistently exceeded the 85% threshold for the eight objective stroke care measures ([Recognition Guidelines](#)). We plan to add additional neuro-interventional capability this summer.

This quick and efficient use of guideline procedures has already improved the quality of care for NCH stroke patients, reduced disability and saved lives.

- In terms of battling cancer, our commitment to cancer care was again highlighted at the 7<sup>th</sup> Biannual Magnolia Ball at The Ritz Tiburon, with a traditional southern theme.

The Magnolia Ball began 12 years ago, when **Suzanne** and **Robert Chute** started a tradition which has continued every other year under the consecutive leadership of **Nora Kolmer**, **Carol May**, **Sue Morrison**, **Christine Flynn**, **Jackie Bearse**, and this year's chairwoman, **Maureen Lerner**. Proceeds from the Magnolia Ball have made possible an endowment fund for cancer, CyberKnife auxiliary equipment, lightspeed CT scanner, a completely new, beautiful and functional downtown outpatient infusion center (OPIS), four specially appointed rooms on the 4 South Oncology Unit for patients with longer hospitalizations, a soon-to-be-renovated North Naples OPIS to match the look, feel, and function of downtown; and this year's ambitious special project—a comprehensive NCH Breast Health Center.

The NCH Breast Health Center will offer collaborative, multi-disciplinary care, combined with the latest technology for earliest detection and best possible treatment of women in need—all delivered in a comfortable and attractive setting. Convenience, comfort and "same day service" will highlight this accredited facility, designed and staffed with breast cancer survivors, oncologists, breast health navigator, social workers, dieticians and other key support staff.

Our work in stroke and cancer may well be part of the discussion at 10 a.m. this Sunday on the Jeff Lytle Show on ABC-7. Tune in to learn more about what we're all doing to safeguard our community's future.

Respectfully,



Allen S. Weiss, M.D., President and CEO

***P.S. DO YOU HAVE A COLLEAGUE OR FRIEND WHO WOULD BE INTERESTED IN THESE UPDATES?***

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