

### *Providing world-class cancer care to those facing the cancer journey.*

"As the region's healthcare leader, SRMC is committed to addressing the growing need for **convenient access to advanced and personalized cancer diagnosis and treatment**," explained Anita Hackstedde, M.D., SRMC President/CEO. "Our Board of Directors launched a strategic plan to **bring world-class cancer care to our region, through a partnership with the UH Seidman Cancer Center** to offer a full complement of medical and radiation oncology services."

*"Our goal is to provide the highest level of cancer care locally, so that our patients can remain in their home communities and receive support and encouragement from their families and friends, without having to travel a great distance to receive world-class cancer care."*

~ Anita A. Hackstedde, M.D., SRMC President/CEO



(l-to-r) Dr. Anita Hackstedde, SRMC President/CEO; Dr. Ayla Kessler, UHSCC at SRMC Medical Director, Oncology; Dr. Zoraida Mendez, Oncology & Hematology

Photo courtesy of Salem News

## World - Class



University Hospitals  
Seidman Cancer Center

at



SALEM REGIONAL  
MEDICAL CENTER

## Cancer Care

### *Local Access to Expert Cancer Care:*

- **Medical Oncology:** Ayla Kessler, M.D., is the medical director of the UH Seidman Cancer Center (UHSCC) program, joining Zoraida Mendez, M.D., to provide medical hematology and oncology care.
- **Radiation Oncology:** To be provided by William Demas, M.D., and Michael Seider, M.D., in the Salem Medical Arts Building located on SRMC's campus. Early in 2018, SRMC will install a new, linear accelerator to provide patients with the latest radiation treatment options.
- **Collaboration with UHSCC Specialists:** Patients undergoing cancer treatment will benefit from the expertise of local medical and radiation oncologists, specialty physicians and 14 multi-disciplinary teams of experts at UHSCC's main campus, as they work together to develop individual care plans based on nationally recognized guidelines.

*Continued on page 2*

# World-Class Cancer Care

Continued from page 1

“The expansion of our Cancer and Infusion Center in 2015 represented **the first phase** of our commitment to deliver **advanced cancer treatment in an enhanced healing environment**,” Dr. Hackstedde continued. “Salem Regional Medical Center’s strategic partnership with the UH Seidman Cancer Center fulfills **our second phase** of providing **local access to expert cancer care, innovative opportunities for treatment** and an extraordinary experience of care.”



Sharing in the launch of the UH Seidman Cancer Center at SRMC are: (l-to-r) Dr. Ayla Kessler, Dr. Anita Hackstedde, Dr. Zoraida Mendez, Linda Mangosh, VP of Operations, UH Seidman Cancer Center; Dr. Lawrence Schmetterer, SRMC Chief of Staff; Matthew Bender, SRMC Board Chair; and Dr. William Demas, Radiation Oncologist.



Community Treatment Center



Private Treatment Bays

## Local Access to Promising New Treatments

As a member of the Case Comprehensive Cancer Center at Case Western Reserve University, **the UHSCC is one of only 49 centers in the nation** designated as a **Comprehensive Cancer Center by the National Cancer Institute**, and is recognized by *US News & World Report* as **one of the top hospitals for cancer care in the country**. In addition, UHSCC is a leading researcher involved in the discovery of new forms of cancer prevention, diagnosis and treatment.

“**By mid-2018**, patients of our UH Seidman Cancer Center at Salem Regional Medical Center will have **the opportunity to participate in clinical trials and receive promising new therapies, here in Salem**, before they are widely available,” Dr. Hackstedde added.

“We are very excited that **we will be the first hospital in our region to offer this level of advanced treatment**, as we continue to serve the region’s healthcare needs and carry on our legacy of hope and healing for thousands of patients and their families.”



# Breakthrough Treatment for Tendon Pain

If you suffer from persistent pain in your elbow, shoulder, knee, hip, foot or ankle that affects your ability to work, exercise and perform daily routine activities; you may be among the 30 million Americans with chronic tendon pain.

"A tendon is a strong, but flexible band of tissue that connects your muscles to the bones in your joints," explained Matt Noyes M.D., PT, Board-Certified orthopaedic surgeon. "Tendons and muscles work together to enable your joints to move in many different ways; such as bending, walking, jumping and lifting."

"Repetitive motions like climbing stairs, jogging or swinging a golf club may cause damage or degeneration of the tissue in your tendon over time. This can make movement in a joint painful and limit its range of motion."

## Tenex Health TX®

An upper extremity specialist, Dr. Noyes is fellowship trained in shoulder and elbow surgery, and provides a wide range of orthopaedic surgeries and procedures; including Tenex Health TX® for chronic tendon pain. "The innovative new Tenex Health TX® procedure treats tendon pain that does not improve after 3 months with conservative therapies; such as medication, injections, rest or physical therapy. The Tenex Health TX® procedure is minimally-invasive and based upon advanced technology developed in collaboration with the world-renowned Mayo Clinic," he explained.

"Performed on an outpatient basis using a local anesthetic, the Tenex® procedure uses a small probe and ultrasonic energy to precisely break down and remove the damaged soft tissue in the tendon that is the source of the chronic pain. This one-time, targeted treatment leaves the surrounding healthy tissue undisturbed to promote healing, and allows patients to return more quickly to their normal daily routines than with traditional open surgery."



**Matt Noyes M.D., PT**, is a Board-Certified orthopaedic surgeon affiliated with Salem Regional Medical Center's Medical Staff and Salem Orthopaedic Surgery. His office is located in the Orthopaedic Bone & Joint Center on the first floor of Salem Regional Medical Center, 330-332-7840.



## Benefits of Tenex Health TX®



### Quick Procedure Time

Can be performed in minutes, typically with a local anesthetic



### No Stitches Required

A small adhesive bandage is applied after the procedure



### Rapid Recovery

Most patients return to their normal activities within 6-8 weeks



### Clinically Proven

Proven to be effective in over 85% of patients



## The Best Joints in Town...

Our team of orthopaedic surgeons offers the most advanced joint repair in the region.

- Matt Noyes, M.D., PT
- J. Cletus Paumier, M.D.
- Dominic Peters, M.D.
- Lee Simon, M.D.

Learn more at:

- [salemorthopaedicsurgery.com](http://salemorthopaedicsurgery.com)
- [jcpaumiermd.com](http://jcpaumiermd.com)

# Can an ENT Doctor Help You?

“About half of all doctors’ visits are related to problems with the ears, nose or throat (ENT), ranging from sinus pain and congestion to ringing in the ears,” said Board-Certified Otolaryngologist Terrence E. Zipfel, M.D. “An otolaryngologist, more commonly called an ENT, specializes in the medical and surgical treatment of children and adults with conditions affecting the ears, nose and throat; and related structures of the head and neck.”



## Common ENT Conditions

### Ears



- ▶ **Infections:** “Ear infections are most common in children, and symptoms can include ear pain or pressure, hearing problems and trouble sleeping,” he advised. “Children with persistent ear infections or fluid build-up in their ears may require surgical placement of special tubes to allow fluid to drain from the middle ear.”
- ▶ **Hearing & Balance Disorders:** “ENTs often work closely with audiologists, who treat hearing and balance problems; such as dizziness, tinnitus or ringing in the ears. Board-Certified Audiologist Barb Thornberry, Au.D., offers on-site audiology services at our practice, including hearing assessments, hearing aids by Signia, and treatment of ringing in the ears and balance disorders.”

### Nose



- ▶ **Nasal & Sinus Problems:** “People with a wide range of sinus problems may benefit from treatment. Chronic sinus sufferers may gain relief through medication management or Balloon Sinuplasty™, a minimally-invasive procedure used to gently open blocked sinus passageways.”
- ▶ **Allergies:** “Many patients need testing to determine the cause of their allergies, followed by appropriate treatment to help reduce their symptoms.”

### Throat



- ▶ **Voice, Swallowing & Throat Disorders:** “People with disorders of the larynx or voice box, or who have problems with breathing and swallowing, may seek medical care for throat disorders. ENTs can perform surgery to remove infected or enlarged tonsils and adenoids; offer treatments for voice changes and hoarseness; or help patients manage airway problems like snoring and sleep apnea.”

### Head & Neck



- ▶ **Masses & Facial Skin Lesions:** “ENTs are trained to perform surgery in the head and neck area, and can remove tumors, facial growths and deformities,” Dr. Zipfel concluded.

**Terrence E. Zipfel, M.D.,** provides ear, nose and throat, allergy and audiology services at his office in the Columbiana Medical Center, located at 750 East Park Avenue in Columbiana, 330-892-0442.





# SRMC FOUNDATION

## The Grateful Patient Program

SRMC's Grateful Patient Program offers a meaningful opportunity to make a lasting difference that will help others receive outstanding care. Your gift will be used to:

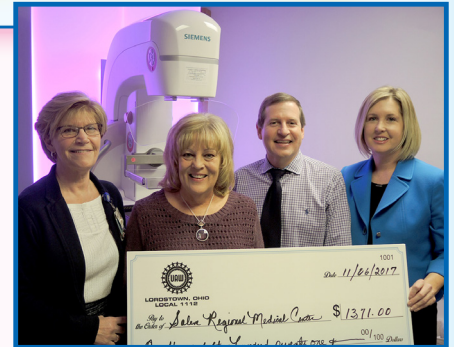
- Enhance SRMC's programs, services and facilities
- Support new equipment and technology

**Help us make a difference in the lives of our community!**



**Thank You**

to the  
**Women's Committee for UAW Local 1112**



Presenting a \$1,371 donation to fight breast cancer from the Women's Committee for UAW Local 1112 is Linda Hash, (2nd from left) to (l-to-r) SRMC's LuAnn Ayers, Dir. of Medical Imaging; Dr. Peter Apicella, Chief Radiologist; and Amy Reed-Manolio, Dir. of Development.

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 **SALEM REGIONAL MEDICAL CENTER**

Welcomes

**L. Austin Fredrickson, M.D.**

and

**Erin N. Newton, M.D.**

**SRMC  
Internal  
Medicine  
Center**

**Choices** is a publication produced and distributed by the Salem Regional Medical Center's Public Relations/Marketing department for members of our community. Please direct all inquiries to 330-332-7227.

This publication is not meant to replace professional medical advice or services. Individual health problems should be brought to the attention of appropriate health care professionals.

Salem Community Hospital DBA



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