



# Choices

## SALEM REGIONAL MEDICAL CENTER

## Newest Innovation in Breast Imaging at SRMC

**According to the American Cancer Society, one in eight women will be diagnosed with breast cancer in her lifetime,** making it the most commonly diagnosed cancer among women in the U.S. However, when detected in its earliest stages and appropriately treated, the average five-year breast cancer survival rate is 98%.



"3-D mammography is the latest healthcare technology that is improving breast cancer detection at its earliest stage," explained Peter Apicella, M.D., Chief Radiologist at Salem Regional Medical Center (SRMC). "Later this Spring, SRMC will begin offering 3-D mammography at both the Hospital's main campus and at its newest location at the Firestone Farms TownCenter in Columbiana."

"SRMC was the first hospital in the region to offer 2-D digital mammography. Now, we are leading the way by offering the latest in 3-D mammography. SRMC's new technology has the widest-angle and greatest depth resolution and clarity, which will provide the highest quality images between Cleveland and Pittsburgh."

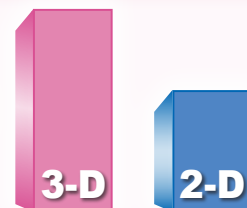
"3-D mammography is an important advancement, especially for women with dense breast tissue, where tumors are often difficult to find with 2-D mammography. The new 3-D option can detect tumors concealed by overlapping tissue, provide better diagnosis than standard 2-D mammography alone, and limit false-positive findings."

Studies have shown that when combined with conventional 2-D digital mammography, 3-D mammography detects up to 40% more invasive breast cancers than conventional mammography alone.

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**3-D mammography**  
**FINDS**  
**40% MORE**  
**invasive cancers**  
**than 2-D alone**

# Newest Innovation in Breast Imaging at SRMC

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## How it Works

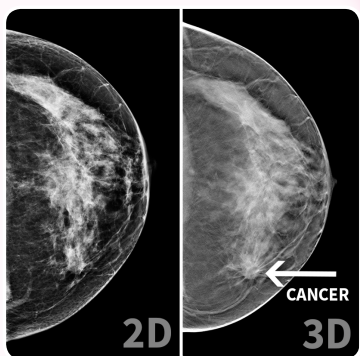
3-D mammography complements standard 2-D digital mammography and is performed at the same time. According to Dr. Apicella, the difference is that conventional 2-D mammography takes images of the breasts from two angles; while the 3-D scanner moves in an arc over the breasts, much like a CT scanner; taking multiple low-dose images to produce a highly-detailed, 3-D image of the breast. Like turning the pages in a book, this technology reveals the deep breast tissues hidden on 2-D mammography. Because the new unit uses the latest imaging technology, the overall radiation dose of the examination is less than a traditional 2-D analog mammogram.

“This level of detail has never been possible before and greatly enhances the ability to identify early cancers, especially in women with dense breasts and fibrocystic breast disease,” Dr. Apicella said. “In addition, 3-D mammography also enables the radiologist to distinguish harmless structures from tumors, resulting in fewer false positive results and fewer ‘call-backs,’ which occur when a mammogram identifies something suspicious and additional imaging or a biopsy is recommended.”



## Benefits of 3-D Mammography

- ◆ Provides greater image detail to detect cancer in its earliest stages
- ◆ Reduces chance of false positive results, requiring less ‘call-backs’



## Comprehensive Breast Care

“In addition to 3-D mammography, SRMC provides state-of-the-art 3T Open MRI breast imaging, breast ultrasound and breast biopsies,” he continued. “This technology enables our team of dedicated physicians to provide quality care from diagnosis and treatment through potential cure.”

“The 3-D mammography unit is another significant upgrade in SRMC’s commitment to offer the very best in healthcare services to our region,” added Anita Hackstedde, M.D., SRMC’s President/CEO. “We’re pleased to provide a comprehensive range of advanced breast imaging services, with the goal of improving the detection of breast cancer at its earliest and most treatable stage.”

For more information, call **SRMC’s Medical Imaging department** at **330-332-7131**.

## Breast Health Tips



### Know Your Family History

5 to 10% of breast cancer is hereditary.



### Nutrition

Eat 5 or more servings of fruit and vegetables daily, limiting processed and red meats.



### Screening

The American Cancer Society recommends that women undergo regular screening mammography for early breast cancer detection.



### Physical Activity

Women who are physically active have a lower risk of breast cancer than those who are inactive.



### Alcohol

Limit alcohol consumption to no more than one drink a day.





## Dr. William Lee Joins Medical Staff

Salem Regional Medical Center (SRMC) welcomes Board-Certified general surgeon William S. Lee, M.D., FACS, to our Active Medical Staff. As of May 8, Dr. Lee will join Jonathan V. Pulido, M.D., FACS, at Salem General Surgery.



### Services Provided

"I am looking forward to providing a full range of advanced surgical procedures, including endoscopy services," he said. "My areas of special interest include colo-rectal surgery, breast surgery, parathyroid and thyroid surgery, and laparoscopic procedures; such as those for hernia repair, gallbladder removal and gastrointestinal surgeries."

Prior to joining SRMC's Medical Staff, Dr. Lee has been in practice as a general surgeon in the Mahoning Valley for the past six years at Northside Medical Center and Trumbull Memorial Hospital.

### Education and Training

A member of the American Medical Association and Ohio State Medical Association, Dr. Lee is Board-Certified by the American Board of Surgery and is a Fellow of the American College of Surgeons. His general surgical internship and residency training were completed at Northside Medical Center, Western Reserve Care System; where he was Chief Surgical Resident.

**For Information:** Contact Salem General Surgery at **330-337-2868**, or visit [www.salemgeneralsurgery.com](http://www.salemgeneralsurgery.com).



## New Endoscopy Department Opens

SRMC's state-of-the-art Endoscopy department features 16 private patient bays, each with its own restroom; and four procedure rooms equipped with the latest technology to enhance patient care. Designed with the comfort and privacy of endoscopy patients and their families in mind, the expanded unit will enable SRMC to accommodate the region's growing demand for endoscopy services.



**Private Patient Bay**



**Procedure Room**

- ◆ The spacious 11,600-square-foot area offers maximum comfort for patients (double the size of previous space)
- ◆ 16 private patient bays with their own restroom and a family seating area
- ◆ 4 advanced procedure rooms with specialized equipment to diagnose and treat a variety of gastrointestinal and lung conditions

# BOTOX®: Headache & Pain Fighter

More than one out of every ten Americans is affected by debilitating migraine headaches, which are often accompanied by throbbing pain, sensitivity to light, visual disturbances, nausea and vomiting.

“A migraine typically causes intense throbbing pain, often on one side of the head; and can last between 4 and 72 hours if untreated,” explained Board-Certified neurologist Chaohua Yan, M.D. “Chronic migraine sufferers may experience frequent headaches, defined as occurring more than 15 days a month for at least three months; which interfere greatly with their work, family and social activities. Studies also have shown an association between chronic migraine and mini-strokes. For those diagnosed with chronic migraines, BOTOX® is a breakthrough treatment option that can help reduce the frequency and intensity of their headaches and improve their quality of life.”



People in the U.S. live with migraines

## BOTOX® and Migraines

BOTOX® is an injectable medication that first gained notoriety for treating facial wrinkles, and is now the only FDA-approved treatment for adults that has been determined to be a safe and effective treatment for chronic migraines. According to Dr. Yan, the medication works by blocking certain chemical signals from the nerves to the muscles, which causes them to temporarily reduce or halt muscle activity.

“Small amounts of BOTOX® are injected into specific points along a migraine patient’s forehead; sides and back of the head; and the neck and shoulders,” Dr. Yan continued. “This treatment can be performed in a physician’s office and is typically administered once every three months. Each treatment session takes about 15 minutes, and patients may return to their normal activities immediately afterward. Research has shown that chronic migraine patients treated with BOTOX® average 8-9 fewer headache days per month. The treatments can also help reduce the severity of pain and other symptoms associated with migraines.”

## Other BOTOX® Benefits

BOTOX® injections have also been deemed safe to treat a variety of other conditions in which a person’s muscles are contracted for a prolonged period of time, causing severe pain or impaired movement. “Spasticity refers to a wide range of involuntary muscle contractions or sudden movements that result from disorders of the central nervous system,” Dr. Yan added. “Conditions that involve spasticity or excessive muscle movement may be improved with BOTOX®, since it helps the overactive muscle relax by blocking the neurotransmitter that is involved in muscle contraction.”



**Chaohua Yan, M.D.**, is a Board-Certified neurologist affiliated with Salem Regional Medical Center’s Medical Staff and the Neurology Center of Salem. Dr. Yan provides neurological evaluation and management of neurological diseases for patients 14 and older; including chronic migraine treatment and BOTOX® therapy. Her office is located in the Neurology and Neurodiagnostics Clinic on the second floor of Salem Regional Medical Center, 330-337-4940.

## Common Conditions Treated With BOTOX®

- ♦ Involuntary muscle spasms, contractions or stiffness
- ♦ Upper or lower limb spasticity from cerebral palsy, spinal cord or traumatic brain injury, stroke or multiple sclerosis
- ♦ Facial wrinkles associated with excessive muscle contraction, such as crows’ feet around the eyes or frown lines of the forehead
- ♦ Involuntary eye lid or facial twitching



# SRMC at Firestone Farms TownCenter

As part of our mission, Salem Regional Medical Center strives to provide convenient and accessible healthcare to people throughout our Service Area. This spring, we will enhance our ability to meet our communities' needs with the opening of Salem Regional Medical Center's newest location for physician practices and diagnostic services at Firestone Farms TownCenter in Columbiana.

Located at the intersection of State Routes 7 and 14, this facility will provide a convenient location for residents of the Columbiana area and the surrounding communities to obtain preventative healthcare and treatment, without traveling a great distance.

Later this spring, the following physician practices and diagnostic services will be moving to their new home at 116 Carriage Drive in Columbiana:

## ♦ **Columbiana Family Care Center**

(Dr. Vidya Counto) Family Medicine

## ♦ **Women's Health Partners**

(Drs. Thomesha Barton, Angela Doty, David Drake, Kristi Johnson and Mark Rich) Obstetrics/Gynecology

## ♦ **SRMC's Diagnostic Lab & Medical Imaging**

- Routine Lab Testing
- 2-D and state-of-the-art 3-D Mammography
- DEXA Bone Density Scans
- Ultrasounds
- X-Rays

"As part of our strategic plan, SRMC's Board of Directors approved this project 26 months ago to place outreach services in the fastest growing region of our Service Area."

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

"We chose to place the Columbiana Family Care Center's and our Women's Health Partners' outreach practices at this location, for enhanced access to primary care providers," explained Dr. Hackstedde. "In addition, area residents will benefit from convenient diagnostic testing, such as labwork, ultrasound, DEXA scans and x-rays."

"We are enhancing our ability to identify breast cancer in its earliest stages by providing 2-D mammography and introducing state-of-the-art 3-D mammography at this site. Area women will now have local access to this innovative technology. We are very excited to serve our community at this new location and to be a part of our region's legacy of growth."



**Open House & "Healthy Family" Festival**

**Sunday, April 30th, 1-4 p.m. (see page 6 for details)**

**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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## Postal Customer

# SALEM REGIONAL MEDICAL CENTER At Firestone Farms in Columbiana

*You're Invited!*

## Open House & "Healthy Family" Festival

**Sun., April 30, 1-4 p.m.**

**Celebrate our new location for:**



- Columbiana Family Care Center
- Women's Health Partners
- Diagnostic Lab and Medical Imaging

### **FREE "Healthy Family" Festival:**

- Games & Outdoor Activities
- "Healthy Selfie" Photos
- Prizes & Refreshments



**Firestone Farms TownCenter at 116 Carriage Drive in Columbiana**