



# Innovation in 3-D Breast Imaging

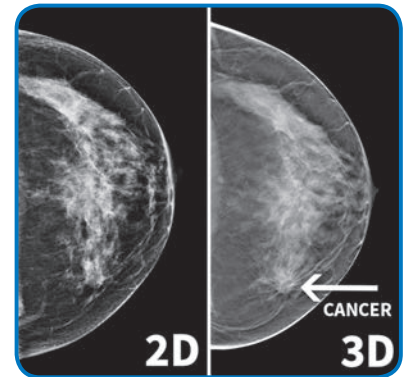
According to the American Cancer Society, one in eight women will be diagnosed with breast cancer in her lifetime, making it the most commonly diagnosed cancer among women in the U.S. However, when detected in its earliest stages and appropriately treated, the average five-year breast cancer survival 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 newest and widest-angled 3-D mammography technology, which provides the most detailed images available."

## 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

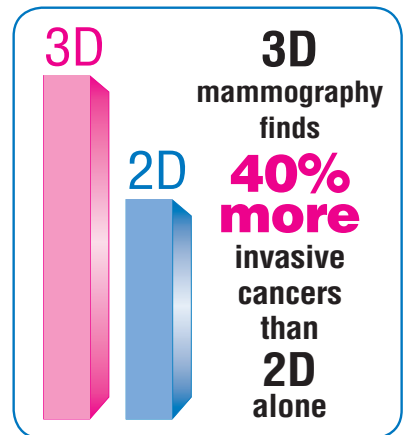
Studies have shown that when 3-D mammography is combined with conventional 2-D digital mammography, it detects up to 40% more invasive breast cancers than 2-D alone. "3-D mammography is an important advancement, especially for women with dense breast tissue, where tumors are often difficult to find with 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," explained Dr. Apicella.

## 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 ext. 7131.





# A Message from Our President/CEO

Anita Hackstedde, M.D.

## 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

### ◆ Diagnostic Lab & Medical Imaging

- Routine Lab Testing
- Digital Mammograms (3-D Mammography Coming Later this Spring)
- 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."**

*~ Dr. Hackstedde*

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. In addition, area residents will benefit from convenient diagnostic testing, such as lab-work, EKGs, ultrasound, DEXA scans and x-rays.

2-D and state-of-the-art 3-D mammography will also be available at this site, so that area women have local access to this innovative technology, which helps identify cancers in their earliest stages. We are very excited to serve our community at this new location and to be a part of our region's legacy of growth.

### About Firestone Farms

The TownCenter at Firestone Farms was designed by developer Tom Mackall to pay tribute to the famous businessman Harvey Firestone, and it is expected to attract new businesses and opportunities for economic development. According to news reports, it is one of the largest commercial spaces being built between Cleveland and Pittsburgh; and is projected to bring even more growth to the greater Columbiana area.

*Grand Opening*  
**Watch for details!**





## Blankets Comfort Patients

Since 2014, Tower Three's nursing staff has been collecting hand-made blankets for hospice care patients and their families to use during their stay at SRMC. The "blanket drive" was begun as part of the Comfort Cart project, supported by the Auxiliary.

"There has been an outpouring of support for this program that has allowed us to expand it to include our pediatric patients," explained Mandi Flickinger, Tower Three Unit Director. "The soft, colorful blankets help calm the children."

The program has never run out of blankets, thanks to tremendous support from our "SRMC family." In particular, Sherri Apicella, wife of Dr. Peter Apicella, and her mother, Joyce Pemberton, have been generous contributors. Likewise, Sheri Egli, LPN, Obstetrics, has been making beautiful afghans and donating them to the program. Other employees heard about Sheri's generosity and have been donating yarn, a great example of teamwork and how employees are helping in different capacities.

"The response among patients and their loved ones has been heartening, with people often mentioning how grateful they are for such a thoughtful gesture," Mandi added.

Anyone who would like to get involved in the blanket drive can call Mandi Flickinger at ext. 7366.



(l-r) Michelle Rappach, Sheri Egli and Mandi Flickinger are pictured with some of the donated blankets.

## Wound Healing Center Honored



SRMC's Wound Healing Center (WHC) was recently recognized by Healogics, Inc. with the 2016 "Center of Excellence" and "Center of Distinction" awards. (Back row, l-r) Ken Larissey, Healogics Area V.P., presented the award to members of SRMC's administration and WHC staff: Anita Hackstedde, M.D.; Bill Webb, LPN; Barb Hirst, RN, BSN, MBA; Dawn Thomas, RN, BSN; Barb Beck, FOC; Gregory Blasko, D.P.M.; John Madison, M.D.; (front row, l-r) Michelle Satterfield, RN; Lori Beight, RN; Katie Hicks, RN; and Jamie Chuey, RN, BSN.

## Coming Events



### Valuables and Vintage Sale

April 3rd and 4th

7 a.m. – 4:30 p.m.

Private Dining Room

Shop for unique "estate sale" type items, such as vintage glassware, linens and home accessories.



### Bob Evans® Community Fundraiser

Wednesday, April 12<sup>th</sup>

6 a.m. – 9:30 p.m.

Salem Bob Evans® Restaurant

Present a special flyer at Bob Evans® in Salem, and the restaurant will donate 15% of your bill to the SRMC Auxiliary. For more information, call ext. 7126.



### AARP Driver Safety Program

Wednesday, April 19<sup>th</sup>

9 a.m. – 1 p.m.

Salem Community Center

This refresher course is for drivers over age 50. The cost is \$15 for AARP members and \$20 for non-members. Register by calling 330-332-5885.



### Disaster Drill

Thursday, April 27<sup>th</sup>

Beginning at 8 a.m.

SRMC staff will practice disaster preparedness skills during Northeast Ohio's regional drill.



### Medication Take Back Event

Saturday, April 29<sup>th</sup>

10 a.m. – 2 p.m.

SRMC Professional Services Building

Safely discard your expired or unwanted medications at this free event. Call ext. 7152 for more information.



### Blood Drive

Wednesday, May 17<sup>th</sup>

9 a.m. – 2 p.m.

SRMC Tower Conference Room

Call ext. 7227 for an appointment.



**Endoscopy Open House**  
Gastroenterologist Meredythe McNally, M.D., (right) and her two daughters joined President/CEO Anita Hackstedde, M.D., for a tour.

**Med/Surg Conference**

(l-r) Donna Thompson, Medical Staff Coordinator; Walter Dombroski, M.D., Conference Chair; and Janet Moore, Health Sciences Librarian/Quality Analyst; welcomed over 40 physicians and guests to the 2017 SRMC Medical/Surgical Educational Conference.



**Banquet of Salem**

Our "SRMC Family" served approximately 100 meals at The Banquet of Salem.



**Student Tour**

Students from Leetonia High School visited SRMC to learn about careers in healthcare. Leann Wilson (pictured) provided tours of the Laboratory.



**Health Fair**

SRMC staff provided screenings at Fresh Mark's employee health fair.

**SRMC**FACES

**LIS Manager**



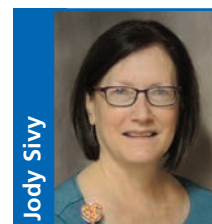
**Denise Shepard, MT (ASCP)**, has accepted the position of Laboratory Information System (LIS) Manager. LIS is the technology used for receiving, processing, storing and routing information during all stages of laboratory testing. Denise is responsible for overseeing the daily operations of the LIS, including monitoring the system, facilitating updates, training staff and developing policies and procedures.

An SRMC employee for nearly 25 years, Denise most recently served as the Laboratory's Microbiology Section Leader prior to accepting her current position. She earned her Bachelor of Science degree in Medical Technology from West Liberty State College.

**Laboratory Supervisor**

**Jody Sivy, MT, SH**, was recently welcomed as a Laboratory Supervisor. In this role, she supervises hematology, coagulation and urinalysis and also oversees equipment maintenance, procedures and staff training.

Jody brings extensive supervisory and information systems experience to her new position. She spent 20 years as a Senior Medical Technologist and supervisor at Mercy Medical Center in Canton. In 2000, she began working for Beckman Coulter, where she was an Application Specialist for 17 years. Jody earned her Bachelor of Science in Medical Technology from the University of Mount Union.



**Scanner**

The *Scanner* is a bi-monthly publication produced and distributed by the Public Relations/Marketing department for all members of the Salem Regional Medical Center family. Contributions and comments about the *SRMC Scanner* are welcome. Please direct all inquiries to Public Relations at (330) 332-7439.

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