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LiveWell!

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Women's Health Issue

GO PINK!

**Is Physical Therapy
Right For You?**

**FOCUS ON TECHNOLOGY:
DIGITAL MAMMOGRAPHY**

PAIN, PAIN GO AWAY

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Making Communities Healthier in Southwest Virginia





Go Pink!

Show Your True Colors During Breast Cancer Awareness Month in October



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You can be one of the hundreds of thousands of Americans who “Go Pink” this October during Breast Cancer Awareness Month. That’s because pink is the universal color for promoting awareness and educating the public about the importance of early detection in fighting breast cancer.

Why are so many people “Going Pink?” During one’s lifetime, the overall risk for a woman developing breast cancer is one in eight. Put another way, a woman in the United States is diagnosed with breast cancer every three minutes.

Almost everyone has a family member or friend who has been affected by the disease. It’s a medical issue that can be addressed by annual mammograms and national publicity campaigns.

Consider just a few examples of people and businesses “Going Pink.” During October, thousands of websites will change their colors to pink, and many people will wear a small pink ribbon as a sign of their support. The National Football League (NFL) is promoting a line of Breast Cancer Awareness Gear – everything from jerseys and helmets to Christmas

From the CEO, David Darden: A New Color For Fall

Sometime during the month of October, you’re going to see pink. It may be on packaging in the local grocery store or a small pink ribbon worn by a friend. You may visit a website that has changed its color to pink or see an NFL player wearing a pink wrist band. When you see pink, take a moment to remember that October is Breast Cancer Awareness Month. If there’s one message you need to remember about preventing

breast cancer, it’s this: every woman 40 and older needs to have an annual mammogram. Thousands of lives would be saved every year simply by following this one piece of advice. Our hospital is here to provide the technology, the education and the support you need in the fight against breast cancer. So please, call us today or talk to your personal physician about scheduling a mammogram. *It could save your life.*

tree decorations – all in pink. Fans can order the gear customized with their favorite team's logo. And Frito Lay will be using pink packaging for many of its brands during the month.

“Going Pink” isn't just for October either. This past spring, KFC (Kentucky Fried Chicken) promoted a “Buckets for the Cure” campaign, changing its buckets of chicken from red to pink. For each bucket sold, 50 cents was donated to the fight against breast cancer.

How Women Are Fighting Back

The good news is that breast cancer can be treated successfully, especially if it's caught early. By far, the most effective way to detect breast cancer in its early stages is to have an annual mammogram. The American Cancer Society recommends all women 40 and older have a mammogram once a year. Yet despite these recommendations, it's estimated that one in three women 40 and older do not receive an annual mammogram. The American Cancer Society also recommends that women 40 and older receive a clinical breast exam by their personal physician every year, and women in their 20s and 30s have one every two to three years.

Awareness Works!

The ongoing effort to raise awareness about breast cancer prevention is working. According to the American Cancer Society, the death rate from breast cancer decreased more than two percent each year from 1990 to 2004. That's due in large part to the dramatic increase in women having mammograms, which jumped from 39 percent to 70 percent for women over 40 from 1987 to 2000. Unfortunately, the percentage of women having mammograms has actually decreased in the last five years. We've come too far in the fight against breast cancer to start backtracking now. During October, encourage your friends and loved ones, your mother, daughters and sisters, to schedule a mammogram. It's the right thing to do.

For more information on breast cancer prevention, call 276-596-6000 or visit us online at:

www.ClinchValleyMedicalCenter.com

Are You At Risk?

It's important for every woman to know the factors that increase the likelihood of breast cancer. Here are some of the key risk factors:

Getting Older: About 2/3 of invasive breast cancers are found in women ages 55 and older.

Family History: If a close relative (mother, sister, daughter) has had breast cancer, your risk increases. Still, the majority of cases are in women with no family history.

Menstrual Periods: If you started your period before age 12 or went through menopause after age 55, you have a slightly higher risk of breast cancer.

Birth of Your First Child Late In Life: Women who have their first child after the age of 35 increase the likelihood of the disease.

Other risk factors include being overweight, drinking alcohol, lack of physical exercise and having postmenopausal hormone therapy.

Live What You Learn

An annual mammogram is your best defense against breast cancer. Yet all too often, women find excuses not to have one. Do any of the following excuses sound familiar?

“I'm Too Busy” – Instead of viewing this annual checkup as a chore, make it a fun day for you and your friends. Ask two or three friends to schedule their annual mammograms on the same day and then you all meet for lunch afterwards. You can call it “lunch with your breast friends.”

“I Always Forget To Schedule a Mammogram” – With life being so busy these days, it's easy to forget to schedule a mammogram. Let someone else do the reminding for you. Visit the American Cancer Society website at: www.cancer.org/Healthy/ToolsandCalculators/Reminders/index. By filling out a simple form, you or a loved one will receive a yearly reminder e-mail on the date of your choosing to schedule a mammogram.

“I Can't Afford It” – Every state has a program that covers the cost of a mammogram if you do not have insurance. Call the American Cancer Society (1-800-ACS-2345) or a social worker at our local hospital for more information.





Digital Mammography

Early detection is critical in the fight against breast cancer. When diagnosed at a localized stage, the five-year survival rate for breast cancer is 98 percent. But if the disease has spread to distant organs or the lymph nodes before being detected, the five-year survival rate falls dramatically to only 27 percent. That's the reason our hospital is proud to offer digital mammography. This state-of-the-art system delivers highly detailed images for a more accurate diagnosis that can literally save your life. In fact, according to The American College of Radiology, digital mammography detects up to 28 percent more cancers in women 50 and younger and in "difficult-to-image" categories compared to traditional mammography techniques.

Digital mammography offers many benefits when compared to traditional X-ray mammography. In terms of speed, digital mammography is much faster. A typical exam usually takes only 15 minutes, half as much as a conventional exam. Physicians are able to retrieve and transmit the digital images electronically which allow faster access, a quicker diagnosis and greater convenience for the patient. Since digital mammography delivers high quality images with greater detail, a radiologist can usually make a diagnosis after the first exam. As a result, it's much less likely that a patient will need to return for a second screening. In addition, a digital mammography exam is more comfortable for that patient and uses less radiation than a traditional exam.

Want to know more about the advanced imaging technology available at our hospital, or about the benefits and risks of radiation? Visit our website at:

www.ClinchValleyMedicalCenter.com



Stereotactic Breast Biopsy

Minimally Invasive Procedure Leaves No Scar

What happens if an abnormal lump is detected in your breast, either through a mammogram or a physical examination? The first step is to determine if the lump is benign or cancerous. In many cases, that requires performing a surgical biopsy, an invasive procedure that leaves a scar. But now, a minimally invasive technology called a stereotactic breast biopsy offers a quicker, less costly and almost painless alternative to a surgical biopsy.

During this outpatient procedure, a physician uses a computer-guided imaging system to precisely locate the suspected breast tissue. Through a tiny nick in the skin, the physician uses a hollow needle to remove cells from the suspicious area. The cells are then examined under a microscope. The procedure takes less than an hour, and no stitches are required. In a few days, the skin nick heals itself and disappears. If you're a patient who may require a breast biopsy, be sure to discuss this safe, accurate and reliable new option with your physician.

For more information on breast cancer prevention, visit our website at:

www.ClinchValleyMedicalCenter.com



The Fighting Angel: Jaclyn Smith is a Breast Cancer Survivor

There are 2.4 million women who have survived breast cancer in the United States. Actress Jaclyn Smith, famous for her role in the 1970s TV series *Charlie's Angels*, is one of them.

Smith was diagnosed with Stage 1 breast cancer in 2002, at age 55. During her annual mammogram, the doctors told her they saw something suspicious but didn't think it was serious. That all changed when the biopsy report came back positive for breast cancer.

When she first heard the news, Smith said she was in a state of panic. "You don't really hear what they're saying," she said. "It was surreal."

Because the breast cancer was detected early, Smith's doc-

tor said she had a 98 percent chance of beating the disease. She had a lumpectomy performed (removal of the tumor as well as some surrounding tissue) and then underwent radiation treatments.

Today, Jaclyn Smith has been cancer-free for eight years. As living proof of the importance of early detection in winning the battle against breast cancer, Smith has donated her time to participate in a program called Strength in Knowing, dedicated to helping women understand the risk factors of breast cancer and the importance of clinical breast exams. "It's important to me as a woman to know about breast cancer risk factors and share that knowledge with other women," said Jaclyn Smith in an interview with *Women's Day* magazine.



Pain, Pain Go Away

Pain Management Offers Relief for Millions

Are you one of the estimated 86 million Americans suffering from long-term pain? Fortunately, there's good news if you have a problem with chronic aches and discomfort. A pain management program at your local hospital can provide the latest techniques, therapies and medications to help you reduce the pain and start living a more active and enjoyable life.

By far, the most common type of long-term pain occurs in the back. In fact, 80 percent of adults will experience some sort of back pain during their life. Chronic headaches and pain in the joints (hip, knee, and shoulder, for example), caused by arthritis or trauma, are also very common. Abdominal pain and chest pain are other examples.

Pain management is a branch of medicine dedicated to improving the quality of life for those who have acute or chronic pain. After an initial evaluation and diagnostic tests, a specialist in pain management will determine an individualized course of treatment. The techniques used in pain management are many, from non-invasive remedies, such as massage therapy and behavioral modification, to medications such as analgesics or muscle relaxers. In less severe cases, physical therapy is often determined to be the best course of action. (See the article, October is Physical Therapy Month, in this newsletter.) For more serious cases, treatment options include steroid and epidural injections.

What's important to remember is that relief from chronic pain is almost always available. So don't suffer needlessly.

Is It Time To Replace That Aching Joint?

For more information on physical therapy, pain management or joint replacement surgery, call 276-596-6000 or visit us online at:

www.ClinchValleyMedicalCenter.com



Are you experiencing pain in your knees, hips or shoulders? Are you having difficulty walking? Is it painful to climb a set of steps or take a bath? If so, you probably need to ask your physician if you are a candidate for joint replacement surgery.

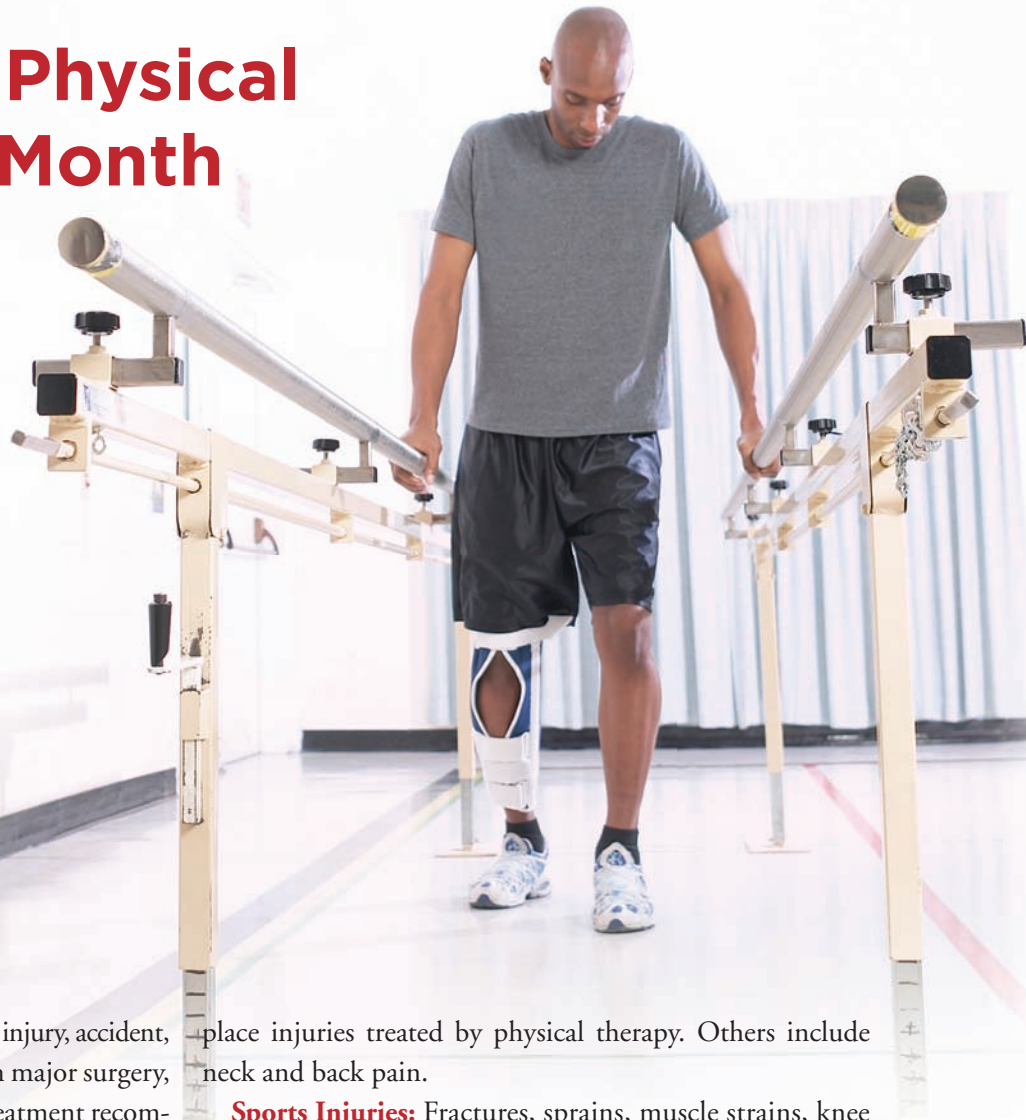
A joint is the part of your body where two bones come together, connected by cartilage. Over time, joints can wear out, or be severely damaged by arthritis. The resulting pain, swelling, and stiffness can cause a lack of mobility and a decline in a person's quality of life.

Every year, more than 400,000 Americans have joint replacement surgery. This is a surgical procedure in which a knee, hip or shoulder is replaced with a prosthetic joint, made of plastic, metal or a composite of those two materials.

Many people are understandably anxious about having joint replacement surgery. But remember this: the overwhelming majority of people enjoy greater mobility and live more active lives within a few weeks after their joint replacement surgery.



October Is Physical Therapy Month



If your physical abilities have been limited by injury, accident, disease or aging, or if you are recovering from major surgery, physical therapy is often the first course of treatment recommended by physicians. There are many good reasons for this recommendation. Physical therapy is non-invasive and therapists can choose from a variety of techniques to reduce pain, increase strength and flexibility and improve your range of motion. In many cases, the treatment is done without surgery or medications.

The most common ailments treated by physical therapy are arthritis, back and neck pain, sports injuries and repetitive stress injuries such as carpal tunnel syndrome. Here's a partial list of the conditions treated by a physical therapist.

Orthopedic: Highly effective treatments for lower back pain, osteoporosis and arthritis as well as recovering from joint replacement surgery or knee reconstruction surgery.

Neurologic: Physical therapy can help stroke victims or people who have suffered traumatic head injury. Cerebral Palsy and Parkinson's Disease are other conditions in this category.

Occupational: Carpal tunnel syndrome, which is damage to the nerve in the wrist, is one of the many types of work-

place injuries treated by physical therapy. Others include neck and back pain.

Sports Injuries: Fractures, sprains, muscle strains, knee injuries and shoulder dislocations are a few of the conditions.

Other types of physical therapy include wound therapy and treatment for people suffering with heart or circulation problems, such as congestive heart failure.

What To Expect

On your first visit, the physical therapist will conduct a thorough examination and create a customized plan of care. Depending on your treatment plan, the techniques may include massage, ultrasound, electrotherapy, heat and ice packs, traction and range of motion exercises. In many cases, physical therapy involves working out on specially-designed equipment such as treadmills, stationary bikes, parallel bars, steps/stairs, free weights, and other ergonomic aids.

Over time, as you learn how to properly exercise and address your specific ailment, you will likely become more flexible and stronger. It is important to stay active and continue the exercise program your physician or physical therapist recommends.



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Important News and Helpful Advice for a Healthier Life inside:

Going Pink!

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The Advantages of Same-Day Surgery at a Full-Service Hospital

Thanks to new techniques and ongoing advances in technology, many surgical procedures are now performed regularly on an outpatient basis. These procedures, known collectively as same-day surgery, account for more than 60 percent of all surgeries at a typical hospital. Some of the more common same-day surgeries include general surgery, orthopaedic, eye, ear, nose, throat, gynecology, urology and endoscopic procedures.

Same-day surgery offers many advantages. It's much more convenient because there's no overnight hospital stay. Patients are usually admitted in the morning and then released later in the day. Same-day surgery is often less invasive, so recovery times are much faster. That makes it much easier to get back to your normal routine.

Patients undergoing same-day surgeries at Clinch Valley Medical Center receive the same high quality care as our in-patients. Our expert staff and vital support services offer the same comprehensive care for all our patients. After your surgery, we will provide follow-up care as needed and additional services, such as physical therapy, patient teaching, etc. For more information on same-day surgery, call 276-596-6160 or visit us online at: www.ClinchValleyMedicalCenter.com.

