

Press Release Writing Samples - Rachel Nelson

Central Texas Medical Center introduces state-of-the-art cardiac technology with life-saving Impella CP® device

SAN MARCOS, TX — The Ingram Heart Center at Central Texas Medical Center (CTMC) recently introduced the life-saving Impella CP® heart pump to its cardiac catheterization lab. So far, two patients have benefitted from the technology, one of which was an emergent case.

“The Impella CP® heart pump maintains the heart’s pumping ability when it can’t effectively work on its own. This allows the cardiac team to stabilize the patient while planning the next steps for care,” said Dr. Anthony Cedrone, an interventional cardiologist at the Ingram Heart Center at CTMC.

Impella is the world’s smallest FDA-approved heart pump that is used to treat heart attack patients in cardiogenic shock. Impella is also indicated for use during high risk coronary procedures when surgery is not an option. It has the ability to enable native heart recovery, allowing patients to return home with their own hearts.

The Impella CP® heart pump pulls blood from the left ventricle of a patient’s heart through an inlet area near the tip and expels blood from the catheter into the ascending aorta. The device is inserted via a catheter through the femoral artery in the groin.

In addition, the Impella CP® device is approved to treat certain advanced heart failure patients undergoing elective and urgent coronary interventions such as stenting or balloon angioplasty, to reopen blocked coronary arteries.

Earlier this year, CTMC also incorporated the Diamondback 360® Coronary Orbital Atherectomy System that uses a 1.25 mm diamond-coated crown to clear blockages in severely calcified arteries.

“Expanding our cardiac services has been a major priority at CTMC since becoming an Accredited Chest Pain Center in 2011,” said CTMC President and CEO Anthony Stahl.

“Since then, we have grown by leaps and bounds, introducing a second cath lab and two full-time interventional cardiologists. Adding technology such as the Impella CP® heart pump and the Diamondback 360® device ensures that our patients receive the treatments they need close to home.”

To learn more about the advanced technology offered at CTMC, visit ctmc.org and click on the “Care & Services” tab.

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Live Oak Health Partners General Surgery has a convenient, new location

SAN MARCOS, TEXAS – Live Oak Health Partners (LOHP), Central Texas Medical Center’s primary and specialty care practice, announced today that its general surgery office has moved to a convenient, new location.

Drs. Erik Anderson, Robert Duran and Bryan Hambric are currently seeing patients at the new office, located at 1305 Wonder World Drive, suite 209. The new space is on the second floor of the Professional Office Building at the north end of Central Texas Medical Center (CTMC).

“I am really excited about the new space and the capabilities it will allow us to offer our patients,” Dr. Anderson, a robotic-trained general and bariatric surgeon, said.

Live Oak’s new general surgery office includes seven exam rooms that better accommodate the growing demand for da Vinci robotic-assisted surgical procedures.

“CTMC is the only hospital on the IH-35 corridor between Austin and San Antonio to feature two da Vinci robotic surgery devices, so it makes sense for us to have our office located on-site,” said Tricia Marquart, LOHP Physician Practice Administrator.

To schedule an appointment or learn more about LOHP’s surgical services, call 512-353-6400 or visit liveoakhealthpartners.com/general-surgery.

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CTMC enters life-saving partnership with the Texas Cord Blood Bank

SAN MARCOS, TX — On Sept. 16, Central Texas Medical Center (CTMC) began collecting cord blood units in a life-saving partnership with the Texas Cord Blood Bank (TCBB). The TCBB, a program of GenCure, is a nonprofit program established by the Texas legislature in 2001 to collect umbilical cord blood, which can benefit patients, usually children, suffering from a number of potentially fatal diseases.

“Cord blood from newborns can offer hope to people who desperately need it,” according to CTMC CEO/President Sam Huenergardt. “The more donors there are, the better chances these people have of finding a match. We are pleased to enter this partnership with the Texas Cord Blood Bank.”

Umbilical cord blood, which is typically discarded after the birth of a baby, is rich in blood-making cells that can be used as an alternative to bone marrow transplants to treat cancers such as leukemia and lymphoma, disorders of the blood-making system such as sickle cell anemia, and severe immune-system disorders.

“Each partnership helps increase the chance for patients to find a life-saving match in the registry,” says Ray Adams, Cord Blood Director. “Because genetic makeup affects the compatibility between the blood of donors and recipients, it is important to establish an ethnically diverse supply of cord blood in order to increase the likelihood of finding a suitable transfusion for all patients in need. “

The Texas Cord Blood Bank has sent 237 units for transplant since May 2005.

Additionally, CTMC became the only Certified Milk Depot in Hays County in 2011 through a partnership that was established with the Mother’s Milk Bank at Austin. The collaboration allows CTMC to provide and accept breast milk that helps newborn babies grow and thrive. Since becoming a donor milk collection site, CTMC has provided thousands of ounces of breast milk to infants in need.

For more information about services at the CTMC Women’s Center, visit ctmc.org. To schedule a tour of the facility, please call (512) 753-3528.

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Learn more about the CREATION Health lifestyle at free, upcoming series

KYLE, TX — The Central Texas Medical Center (CTMC) CREATION Health Institute will soon educate the community about the 8 wellness principles that have been proven to increase longevity and quality of life.

A free, three-part CREATION Health workshop series will take place Thursday evenings on September 11, 18 and 25 from 1:30 to 4:30 p.m. at Orchard Park Assisted Living & Memory Care, located at 4701 Ratcliffe Drive in Kyle. The sessions are interactive, and audience

participation is encouraged. Healthy refreshments will be provided, and there will be a drawing for door prizes.

“It is our hope that by educating people about these 8 science-based wellness principles, that they will put the concepts into action and start living the balanced life that God intended for them,” said Dalia Hernandez, operations coordinator for the CTMC CREATION Health Institute. “We look forward to presenting this CREATION Health workshop to anyone who wants to live life to the fullest.”

Adventist Health System (AHS), the parent company of CTMC, originally developed the CREATION Health guidelines for its employee and community wellness initiatives. The faith-based health and wellness lifestyle combines biblical principles with science-backed data to promote longevity.

The CREATION Health acronym represents:

C-Choice

Choice is the first step toward improved health because people who believe they are in control over their own lives are healthier and live longer.

R-Rest

Rest is good sleep and also taking time to relax. Relaxation lowers blood pressure and reduces stress.

E-Environment

Environment is our external world but also affects what happens within us for the better or worst.

A-Activity

Activity includes physical and mental conditioning. Our goal is to be active in mind, body and spirit.

T-Trust

Trust in God speaks to the relationship between spirituality and healing. A link exists between faith and wellness.

I-Interpersonal Relationships

Interpersonal relationships strengthen our wellbeing. Social connection fortifies our resolve and improves our health.

O-Outlook

Outlook creates our reality. Our mind influences our body and our attitude impacts our health.

N-Nutrition

Nutrition is the fuel that drives the whole system. Small improvements and strategic substitutions produce profound results.

To learn more, visit ctmc.org and click the CREATION Health banner on the home page. Those who would like to attend the CREATION Health series should RSVP by calling (512) 920-6400. Seating is limited.

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Zoom Teeth Whitening now available in Brooklyn, NY

BROOKLYN, NY — Dr. Kerry Smith now offers a fast and effective way to brighten smiles at her Brooklyn, NY, dental practice.

The Zoom Teeth Whitening method treats tooth discoloration by applying a bleaching gel to the teeth for three 15-minute intervals. During this time, the patient remains in the chair with his or her mouth fixed under a powerful Zoom light. The light combines with the bleaching agent to penetrate teeth, break up stains and bring about teeth whitening.

Patients leave the office with custom-fitted whitening trays to use for at-home touch-ups, and Dr. Smith's staff provides thorough after care instructions for maximizing results.

In addition to an enhanced appearance, professional teeth whitening kills hidden bacteria, which helps fight gum disease and prevent tooth decay. Science shows there is a link between poor oral hygiene and physical health problems — specifically heart disease. Teeth whitening improves periodontal health, eliminating a medical risk factor.

To learn more about the cutting-edge Zoom Teeth Whitening process and pricing, visit Smith's practice in Brooklyn, NY, or call 512-753-3818. Additional information can be found at www.brooklyndentalexperts.com.

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CTMC offers cutting-edge mammogram technology that detects breast cancer earlier

Central Texas Medical Center (CTMC) is making women's comfort and breast health a priority by offering the SmartCurve breast stabilization system. The state-of-the-art system is clinically proven to deliver a more comfortable mammogram without compromising image quality, workflow or dose. It also includes the new Clarity HD high-resolution 3D™ imaging technology, which provides radiologists with the highest resolution 3D images to help identify cancers early.

These innovations come as part of CTMC's ongoing commitment to superior breast cancer detection and providing an improved mammogram experience for our patients. The technology increases diagnostic confidence with its exceptional images and has the potential to increase screening volume and compliance for the countless women who have reported avoiding regular mammograms due in large part to the fear of discomfort associated with breast compression.

"These technologies not only enable us to improve the experience for our patients by providing them with a more comfortable mammogram, but more importantly allow us to do so while maintaining clinical accuracy with the industry's fastest, highest resolution 3D images to accelerate screening and analysis," said CTMC President/CEO Anthony Stahl. "Being able to arm doctors with the advanced ability to identify subtle lesions to help pinpoint cancers in early stages, while also keeping patients more comfortable than ever before, is priceless."

The SmartCurve system and Clarity HD high-resolution 3D imaging technology are available exclusively with Hologic's Genius 3D Mammography exam, which is currently in use by CTMC and detects more invasive cancers, reduces false positives, and is FDA approved as superior, compared to conventional 2D mammography for all women, including those with dense breasts.

The SmartCurve system features a proprietary curved surface that mirrors the shape of a woman's breast to reduce pinching and allow better distribution of force over the entire breast. In a recent clinical study comparing the SmartCurve breast stabilization system to traditional flat paddle compression, the SmartCurve system improved comfort in 93 percent of women who reported moderate to severe discomfort with standard compression. In addition, 95 percent of those surveyed would recommend facilities that use the system.

"We're excited to provide these technologies for all of our patients and remain committed to

offering the women of our community the most advanced breast care possible alongside an improved mammogram experience,” said CTMC Director of Radiology Shayne Musick.

For more information about CTMC and its breast health services, visit CTMC.org. To schedule your mammogram, visit CTMCMammo.com or call 512.753.3661.

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Live Oak Sinus and Allergy Center offers new local procedure for chronic sinus sufferers

Allergy season is upon us, and the new Live Oak Sinus & Allergy Center is providing relief to sufferers in Central Texas by providing testing, treatments and a minimally invasive Balloon Sinuplasty procedure for patients with severely blocked sinuses.

“Discovering what allergens are causing problems, and to what level, provides the pathway for personalized immunotherapy,” says Dr. Michael Blair, DO, an Ear, Nose and Throat (ENT) specialist who oversees the new Live Oak Sinus & Allergy Center.

After testing, allergy drops that the patient can place under the tongue at home may be prescribed. Allergy shots can also be administered on a weekly basis in the doctor’s office. For some allergy sufferers, however, sinuses can become severely blocked, calling for more drastic treatments. Chronic sinusitis is an inflammation of the sinus lining lasting three months or more, and is one of the most commonly diagnosed chronic illnesses. It is caused by allergies, viral, fungal or bacterial infections as well as standard issues that cause blockages of the sinus openings.

A common procedure used to open blocked arteries in the heart is now being performed to open the blocked nasal passages of chronic sinus sufferers. The technique, called Balloon Sinuplasty, is performed locally by Dr. Blair, who also sees pediatric sinusitis and allergy patients. With this procedure, Live Oak Sinus & Allergy Center has the opportunity to capture and treat hundreds of local sinus sufferers with technology that is less invasive, decreases recovery time to 1-2 days and dramatically improves patients’ quality of life. Live Oak’s allergy initiatives allow patients to stay close to home for this life-changing procedure, as opposed to commuting to larger neighboring cities.

“This minimally invasive, endoscopic procedure takes about 30 minutes and involves using a small catheter and balloon to quickly open and expand blocked sinuses, then irrigate away the persistent infection,” Dr. Blair says. “Once complete, pressure subsides and the sinuses return to

normal drainage. In many cases, the procedure can be done in the doctor's office under local anesthesia. The issues such as allergies and other predisposing factors can be addressed."

Common signs and symptoms of sinusitis include:

- Facial pain, pressure, congestion or fullness
- Difficulty breathing through the nose
- Discharge of yellow or green mucus from the nose
- Teeth pain
- Loss of the sense of smell or taste
- Headache
- Fatigue
- Sore throat
- Bad breath

If you suffer from chronic sinusitis, you may be a candidate for a Balloon Sinuplasty®. For more information on the procedure or allergy treatments, visit www.liveoakhealthpartners.com or call (512) 353-6400.