

MISSION

Enhance the health status of the communities we serve

March 10, 2004

**MASSAGE THERAPY
program relieves
workplace stress**

By Norman Brown, Coordinator, Massage Therapy Program



The Massage Therapy program is provided by Forum Health, inspired by the Planetree philosophy that fosters the creation of a healing environment. A safe, healthy and compassionate touch is one way of embracing that philosophy which helps heal the mind, body and spirit. Forum Health is the first and only health care system in the area to provide a Massage Therapy program.

Although the Massage Therapy program is available to anyone, our emphasis is on providing this service to our staff. Our staff works very hard to provide great service to the patients of Forum

Health and sometimes the stress they experience can be quite elevated. I believe we can all use a helping hand (or two) to reduce that stress level and massage therapy is a way to help achieve that. Massage therapy can bring a sense of serenity to an otherwise chaotic setting or hectic pace of life. A skilled, nurturing touch can also restore and validate one's self-worth and wholeness.

Recent studies related to workplace stress reveal that up to 80% of industrial accidents are due to stress, over 50% of lost days are stress-related, and 14% of workers say stress caused them to quit or change jobs. Fortunately, there are benefits to massage therapy in the workplace that can help decrease these factors. Among those benefits are: reduced stress levels, lower absenteeism, decreased job turnover rates, improved workplace productivity, and employee rewards. Research by the *International Journal of Neuroscience* indicates that a basic 15-minute chair massage, provided twice weekly, results in decreased stress and significant increase in productivity. The study revealed increased staff relaxation, enhanced alertness, increased speed and accuracy in math computations, decreased anxiety levels, and lower cortisol levels. The *Perceptual and Motor Skills Journal* reported a study of 15-minute chair massages that revealed "a significant reduction in participants' systolic and diastolic blood pressure after receiving the massage." Other studies have found many similar results in reference to the benefits of massage therapy in the workplace.

Full-body table massages and seated chair massages are available. The full-body table massages are scheduled at fixed locations within Forum Health; seated chair massages may be scheduled for any location within Forum Health. Several departments within Forum Health are currently receiving regularly scheduled seated chair massages. The massages may be paid for by cash, check, or payroll deduction and are all offered at a discounted rate as follows:

Full-Body Table Massage:	30 minutes	60 minutes	90 minutes	
	\$21.40	\$42.80	\$64.20	
Seated Chair Massage:	10 minutes	15 minutes	20 minutes	30 minutes
	\$7.49	\$11.77	\$14.98	\$22.47

NOTE: Checks should be made payable to Forum Health.

If you have any questions or would like to schedule a massage, please feel free to contact Norman Brown at ext. 13315 or (330) 841-3315.



**Award for Outstanding
Oncology Nurse Presented**

Sandy Bromley is not your ordinary, everyday garden-variety oncology nurse. She's more like a rare rose. "Oh, I don't think I do anything that any of these other ladies haven't," said Bromley modestly, praising the other members of the oncology nursing staff at Forum Health's Cancer CareCenter. But co-worker Amy Davidson disagreed with Bromley's humble statement. "She always goes above and beyond, it's just her nature," said Davidson. Both women are oncology nurses at the Cancer CareCenter, where they help care for cancer patients daily. A few months ago, Davidson and oncology clinical nurse specialist Pam Stephenson decided to nominate Bromley for the Corrine M. Rho Award for Outstanding Oncology Nurse.

It is an award that was established through a donation made by the Rho family to the Northeastern Ohio Universities College of Medicine Area Health Education Centers Program. The contribution was made to NEOUCOM in honor of the late Corrine Rho, who was instrumental in the establishment of many oncology programs throughout northeast Ohio before her own untimely death from cancer. The award is bestowed annually upon one nurse from the northeastern Ohio region. "Part of the criteria is a nurse who willingly attends continuing education on her own time, which Sandy always does. She's also very active in the local oncology nurses' association, as well as being a member of the national Oncology Nursing Society," said Davidson. Bromley received the award at the "Cancer: Beat It 2004!" seminar that was held in February at the Harry Meshel Center of the NEOUCOM campus in Rootstown. "I heard that I had won only a few days after finding out that I was nominated. But really, it could be any one of our team of nurses here because we all work together to create an atmosphere of supportive patient care," said Bromley. Though she will only begrudgingly admit it if asked, this is hardly the first unique honor she's received in her 33-year nursing career.

"Oh, well, yes I was nominated for another honor," she confesses only after being prodded. The truth is that, after serving many years at an upstate New York hospital, Bromley was recommended for the New York State Legislation's Nurse of Distinction Award in 1993. A New York native, she only moved to this area as a result of her husband's job. She has worked at the Cancer CareCenter for the past six years. "Whether it's seasonal decoration of the department or securing funding to acquire the 60-gallon fish tank in our waiting area, Sandy always gives of herself to making this office the best it can be and providing patients with the ultimate in care," said Davidson. Bromley happily maintains said aquarium and is just as thrilled to offer affectionate support to patients when they most need it. "I am a firm believer in appropriate humor. Not only does it have its place in oncology care, but research proves it can be quite positive as part of therapy," said Bromley.

The most important thing to the modest Bromley is the quality of care her patients receive. "They give so much back to me; I learn so much more from them than I could ever teach. It's also been almost cathartic for me," said Bromley softly, noting that she has lost both her parents and mother and father-in-law to cancer. She is clearly a vital part of the oncology team; one that she is only too happy to serve as unofficial quarterback, as well as cheerleader. "It's just so important for all of us to work together to make sure we have a foundation of caring and strength so that our focus is always about patient care; that's the key," smiled Bromley.

YOUR THOUGHTS MATTER!

Don't forget to complete your employee survey.

To be eligible for the raffle, return your survey and one half of your raffle ticket to your department team leader by **March 31st**. Seven winning tickets will be drawn from employee entries. **Each winner will receive eight hours of vacation time!** Only those who complete the employee survey will qualify for the raffle.

Calendar of EVENTS

SATURDAY, MARCH 13

SAFE SITTER PROGRAM

teaches adolescents how to handle emergencies when caring for younger children. Students must be a minimum of 11 years old. Must attend both Saturdays to complete the class. Will be held Sat., Mar. 13 & 20, from 9 am – 3:30 pm at the TMH Conf. Room F. Cost is \$40.00 for community/\$20.00 for Forum Health employees/family. For more information and to register, call 330-884-3710.

WEDNESDAY, MARCH 17

CANCER PATIENT SUPPORT GROUP

from 6:30 – 8:00 p.m. in the Wean Conference Room at TMH. The group meets the third Wednesday (Mar. 17) of every month. It's a support group for persons living with cancer, their friends and family. All meetings are open to the public and free of charge. For more information, call 330-675-5080.



PLANETREE

THURSDAY, MARCH 18

PASSPORT 65

2:30-3:30 p.m

TMH Meeting Rooms 1-2-3, on the ground floor. Group meets monthly. "Prescription Assistance: Pfizer Share Card & Ask the Pharmacist." Do you or someone you know, need help affording prescription drugs? Did you know that the pharmaceutical industry provides prescription drugs to people who qualify for assistance? The program will discuss assistance programs that are available and you will have an opportunity to ask questions of a Forum Health pharmacist about your medications. Following the program there will be a social with Teddy Pantelis on the guitar. Refreshments will be served. PASSPORT 65 is a free program open to anyone over 60 years of age.

SATURDAY, MARCH 20

SPRING INTO WELLNESS

FORUM HEALTH FAIR

10:00 a.m. – 2:00 p.m.

Elm Road Medical Park

2630 Elm Road, Cortland

Open to the community. FREE health screenings and information.

HIPAA Question & Answer

"WHAT DO I NEED TO KNOW?"

Question:

Does the HIPAA Privacy Rule permit a doctor or the hospital to discuss a patient's health status, treatment, or payment arrangements with the patient's family and friends?

Answer:

Yes. The HIPAA Privacy Rule at 45 CFR 164.510(b) specifically permits covered entities (the doctor or Forum Health employee) to share information that is directly relevant to the involvement of a spouse, family members, friends, or other persons identified by a patient, in the patient's care or payment for health care. If the patient is present, and has the capacity to make health care decisions, the covered entity may discuss this information with the family and these other persons if the patient agrees, or when given the opportunity, does not object. **It is always best to ask the patients permission before discussing any health information.** The doctor or hospital may also share relevant information with the family and these other persons if it can reasonably infer, based on professional judgment, that the patient does not object. Under these circumstances, for example:

- A doctor may give information about a patient's mobility limitations to a friend driving the patient home from the hospital.
- A hospital may discuss a patient's payment options with her adult daughter.
- A doctor may instruct a patient's roommate about proper medicine dosage when she comes to pick up her friend from the hospital.
- A physician may discuss a patient's treatment with the patient in the presence of a friend when the patient brings the friend to a medical appointment and asks if the friend can come into the treatment room.

But what if the patient is incapacitated or there is an emergency. Can the hospital share information without asking a patient's permission?

Even when the patient is not present, or it is not reasonable because of emergency circumstances, or the patient is incapacitated, the hospital may share information if, in exercising professional judgment, it determines that doing so would be in the best interest of the patient. See 45 CFR 164.510(b). For example:

- A surgeon may, if consistent with such professional judgment, inform a patient's spouse, who accompanied her husband to the emergency room, that the patient has suffered a heart attack and provide periodic updates on the patient's progress and prognosis.
- A doctor may, if consistent with such professional judgment, discuss an incapacitated patient's condition with a family member over the phone.

CONGRATULATIONS to the following employees of the month for March

Carla Swanson, ER Tech from Beeghly Emergency

Tom Davis, General Mechanic from Facilities Engineering, TMH