

BellaVIVE

FROM YOUR FAMILY AT THE CENTER FOR BARIATRIC SURGERY

MAY 2011

“My New Life” Campaign Wins Silver Aster Award

By now, many of you have probably seen or heard the “My New Life” advertisements for CBS. When the CBS staff first previewed the ad campaign, everyone agreed that they loved it! After some time of the spots appearing on television and the radio, it seems that we are not alone. Recently, St. Vincent Charity Medical Center received a Silver Aster Award for the “My New Life” advertising campaign. The Aster Awards, one of the largest national competitions of its kind, is hosted by Marketing Healthcare Today Magazine and Creative Images, Inc. This elite program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts for the calendar year 2010.

The 2011 Aster Awards received approximately 3,000 entries from across the United States as well as Canada and South America. Participant’s entries competed against similar-sized organizations in their category. Entries must score at least in the top 16% to receive an award. Judging criteria includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal. Silver Award winners score in the top 12% in the country.

April Post-Op Group Discusses “Food and Mood”

The April post-op support group, hosted by Dr. Courtney Holbrook, focused on the relationship between food and mood – how what we eat affects our mood and how our mood influences our food choices. Support group attendees participated in a lively discussion that centered on how to handle situations without returning to poor food choices and how food cravings may be an opportunity to examine underlying issues fueling them. Participants were given thoughts for the day, statements that can start the process of self-examination, leading to healthier lifestyle choices.

“It is a great honor to be recognized among our peers for our work on a campaign as extensive as the My New Life campaign for our Center for Bariatric Surgery,” said Wendy A. Hoke, Director of Marketing and Communications at St. Vincent Charity Medical Center. “Certainly we could not have been as successful without the support of our creative partners on this campaign: Twist Creative and Authentic Films, as well as the gracious and wonderful participation of our program surgeons, staff and patients.”

“It was an honor to have the number of healthcare organizations and agencies that participated in the 2011 Aster Awards Competition. The quality of this year’s entries went well beyond the judges’ expectations,” said Melinda R. Lucas, Aster Awards Program Coordinator. All winners are posted on the Aster Awards website (www.AsterAwards.com), as well as published in Marketing Healthcare Today, a national healthcare marketing magazine.

Dr. Holbrook was thrilled with the attendance and participation. “Patients were willing to discuss their own issues of using food to cope with emotions and situations and were very supportive as others did the same. I was very pleased that people had the courage to acknowledge their behavior and share ways they had improved their ability to cope without food. This provided great encouragement for those patients who are struggling with these issues.” Dr. Holbrook encourages all patients to stay in touch with CBS and contact the office if they need help with any aspect of their bariatric surgery.

Nursing FAQ

Why do I need to take Pepcid (Famotidine) after gastric bypass surgery and sleeve gastrectomy?

Pepcid (Famotidine) is in a class of medications called H2 blockers. It works by decreasing the amount of acid made in the stomach. After gastric bypass or sleeve gastrectomy, H2 blockers allow the newly formed sleeve or pouch to heal in a less acidic environment. Take either Pepcid or Famotidine for 12 weeks post-op. The dose is 10 mg twice a day for six weeks, then once a day for 6 weeks, then stop. When you drop down to once a day, it can be taken either in the morning or the evening. If you are already on a PPI (Proton Pump Inhibitor) medication, such as Nexium, Protonix, Prilosec, or Aciphex, you may take it instead of Pepcid, once a day for 12 weeks. For the first six weeks post-op, all medications, including Pepcid, Famotidine, and PPI medications need to be crushed, or in a chewable or liquid form. Crush pills and open capsules and mix the contents with applesauce, sugar-free jelly, or liquid for the first 6 weeks post-op.

EDITORS

Courtney Holbrook, Ph.D., Program Manager, courtney.holbrook@stvincentcharity.com; Megan Brown, Administrative Assistant, megan.brown@stvincentcharity.com. Post comments, questions, ideas and notes of encouragement on our website at www.stvincentcharity.com

Staff Spotlight



Meet the newest member of the CBS medical team! Bethany Bandi, PA-C, is the new Physician Assistant in the Center for Bariatric Surgery at St. Vincent. As the surgical physician assistant, Bethany spends most of her day assisting Dr. Ben-Meir in the operating room and checking in on patients. She became interested in surgery as a PA student, and when she did a rotation in Bariatrics, she knew that it was the specialty she wanted to pursue. Bethany is also the face that you will most likely see after surgery whether during your post-operative hospital stay or when you come in for follow-up appointments in the weeks and months after surgery. Getting the chance to meet and work with patients is Bethany's favorite part of

her job. She is also enjoying the chance to increase her knowledge of bariatric surgery every day. She recently attended a conference in Dallas, TX to learn more about adjustable gastric banding surgery and post-operative care. "It was great to get the opportunity to travel and learn more about the gastric banding procedure and how to care for patients after their surgery," Bethany said. A native of Pittsburgh and self-proclaimed Penn State football fanatic, Bethany joined the CBS team in January of 2011. Prior to coming to CBS, Bethany completed her undergraduate degree in Health Policy and Administration with a minor in Human Development at Penn State. She then obtained her Masters of Physician Assistant Studies at Chatham University in 2010. Aside from Penn State, Bethany is an avid Steelers and Penguins fan as well. "It seems like there are at least a few of us here in Cleveland," she said jokingly about being a Steelers fan who happens to live in Cleveland. Outside of St. Vincent and sports, Bethany enjoys seeing local bands and is still exploring new restaurants in Cleveland. She also enjoys spending time with her friends, watching movies, and as she is one of five sisters, Bethany heads home to Pittsburgh for the occasional weekend trip to spend time with her family. Please join the CBS team in welcoming Bethany. She is a great addition to the CBS family!

SUPPORT GROUP ACTIVITIES

Attending group meetings is an important part of staying informed and getting much-needed support from those who understand your experiences. Find support group updates on our Web site. Open your Internet browser and either copy and paste or type the

PRE-SURGICAL READINESS SUPPORT GROUP

Topic: Label Reading/Eating Triggers
Learn to decipher the nutritional information on food labels so you can make healthy choices. Examine some common eating triggers and ways to overcome them.

Wednesday, June 8, 5:30 – 7:00 p.m.
Center for Bariatric Surgery
Suite 207, Medical Office Building

Topic: Eating Guidelines/ Psychological Factors

Learn about post-operative eating guidelines and nutritional recommendations. Learn about some of the possible psychological changes associated with bariatric surgery and their potential impact on your life.

Wednesday, July 13, 5:30 – 7:00 p.m.
Center for Bariatric Surgery
Suite 207, Medical Office Building

following address: https://www.exemplportal.net/pp_L172/default.asp. Under patient ID, type in your Social Security number. For the password, type in stvincent1 in all lowercase letters. Be sure to select "existing patient log on."

POST-SURGICAL SUPPORT GROUP

Topic: Dining Out
Join CBS dietitian Dina Corrao, RD, LD to learn the do's and don'ts of eating out while sticking to your meal plan after bariatric surgery. Information and nutrition facts on some of your favorite restaurants may surprise you!

Wednesday, May 25, 6:00-7:00pm
Center for Bariatric Surgery
Suite 207, Medical Office Building

Topic: Keep Moving, Keep Losing
Join CBS Physician Assistant Brooke Perlik as she discusses simple ways to exercise at home. She will demonstrate activities and exercises that can be done with minimal equipment right out of your living room to maximize your time and still achieve a great workout.

Wednesday, June 22, 6:00-7:00pm
Center for Bariatric Surgery
Suite 207, Medical Office Building

RECIPES FOR SUCCESS

Jump Start the Summer Season

After a very rainy and dreary April, May is finally upon us and summer is just around the corner. Surprise your friends and family by kick starting the summer season with a new and interesting side dish. Forget about the typical baked beans and potato salad. This month, make a change for the better.

Spice things up with something tastier, healthier, and more unexpected. Try the May Recipe of the Month or research to find your own signature recipe. There's still time to try out something new before your Memorial Day barbecue so take this month to experiment!



Recipe of the Month

Black Bean & Mango Salad

1, 15.8 oz can black beans
1 cup mango, diced
½ cup sweet red pepper, diced
½ cup yellow pepper, diced
6 green onions, thinly sliced
¼ cup fresh cilantro, chopped
¼ cup lime juice
1 tablespoon olive oil
1 seeded jalapeno pepper, minced
Salt and pepper to taste

Rinse and drain black beans. In a medium size bowl combine the beans, mango, peppers, and onion. In a small bowl whisk together the lime juice, olive oil, and jalapeno pepper. Pour over salad and sprinkle with salt and pepper to taste. Let salad marinate for 2 hours before serving.



CENTER FOR
BARIATRIC SURGERY
ST. VINCENT CHARITY MEDICAL CENTER
2322 East 22nd St., Suite 207
Cleveland, Ohio 44115
216 592 2801 or 888 362 9732
www.stvincentcharity.com