

MONMOUTH

health & life

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52 WAYS

TO GET
HEALTHIER &
HAPPIER!



LIVE 2019

Wishing you a Happy and Healthy New Year!

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WELCOME LETTER

MOVING FORWARD TOGETHER

I COULDN'T BE MORE THANKFUL TO THE DEDICATED physicians, nurses, staff and administrators of Monmouth Medical Center for their shared commitment to providing the highest quality care with compassion. In 2018, this shared commitment resulted in impressive quality achievements and program expansions, including:

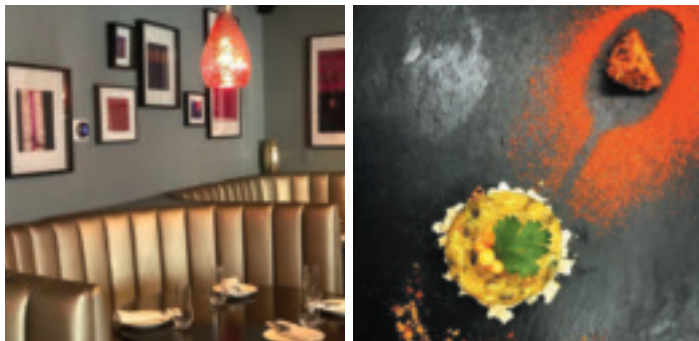
- The only hospital in Monmouth and Ocean counties to receive an "A" Hospital Safety Score by The Leapfrog Group, the nation's leading experts on patient safety, for eight consecutive rating periods.
- Named to Becker's Healthcare's "100 hospitals and health systems with great women's health programs" list for breast cancer diagnosis and treatment, gynecology and women's heart care.
- The Leon Hess Cancer Center attained American College of Surgeons—Commission on Cancer Accreditation with silver commendation and the Jacqueline M. Wilentz Comprehensive Breast Center received the Women's Choice Award as one of America's best breast centers for the fifth year in a row.
- Expanded access to our award-winning cardiology services by partnering with Barnabas Health Medical Group to open a state-of-the-art cardiac care facility on Route 35 in Eatontown. Monmouth Heart Specialists offer convenient access to top cardiac specialists in a state-of-the-art facility.
- At the Long Branch campus, we expanded the labor & delivery unit at the Eisenberg Family Center to provide the best service possible to new and growing families. All newly renovated labor and delivery suites, additional triage rooms and an expansive, centrally located nurses station were unveiled in September.

As we look forward to 2019, we are excited to unveil plans for a state-of-the-art Health Campus in Tinton Falls. This will include an ambulatory care center, physician offices and a new and expansive cancer center in partnership with the Rutgers Cancer Institute of New Jersey, the only National Cancer Institute (NCI)-designated cancer center in the state.

On behalf of our family at Monmouth Medical Center, I wish you and your family a healthy New Year.

Bill Arnold

BILL ARNOLD
 PRESIDENT AND CHIEF EXECUTIVE OFFICER
 MONMOUTH MEDICAL CENTER AND THE
 UNTERBERG CHILDREN'S HOSPITAL



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to wish; desire



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INGOODHEALTH

MEDICINE + TECHNOLOGY + PATIENT CARE AT MONMOUTH MEDICAL CENTER

COOLER HEADS PREVAIL

THE LEON HESS CANCER CENTER
USES NEW TECHNOLOGY TO HELP
CHEMO PATIENTS KEEP THEIR HAIR.

CANCER PATIENTS UNDERGOING

chemotherapy at the Monmouth Medical Center Leon Hess Cancer Center can now limit their hair loss thanks to a new, ground-breaking scalp-cooling treatment.

The Paxman Scalp Cooling System helps reduce hair loss typically associated with chemotherapy treatment through scalp-cooling technology that was developed more than 25 years ago. The clinically proven cold cap system was developed in England and has helped more than 100,000 cancer patients in more than 25 countries worldwide retain their hair during chemotherapy.

The Outpatient Infusion Department at Monmouth Medical Center, where chemotherapy is administered, is committed to offering personalized quality care and education as well as using state-of-the-art technology such as the advanced scalp-cooling system, according to David Sharon, M.D., medical oncologist and medical director of the Leon Hess Cancer Center.

“Chemotherapy works by targeting all rapidly dividing cells in the body, and hair is the body’s second-fastest dividing cell, and this is the reason why many chemotherapy drugs cause hair loss,” Dr. Sharon says. “Chemotherapy-induced hair loss is widely recognized as one of the most traumatic side effects associated with cancer treatment, and yet it has until recently been one of the least explored.



We are committed to providing cancer patients with individualized care that meets not only their medical and physical needs, but psychological needs as well, and are proud to be among the first centers in the country to be able to offer this scalp-cooling technology.”

Dr. Sharon explains that during chemotherapy, the hair follicles in the growth phase are attacked, resulting in hair loss approximately two weeks after the commencement of the treatment. The damage that chemotherapy causes to the

hair follicle can be alleviated by using the scalp-cooling treatment, which works by reducing the temperature of the scalp by a few degrees immediately before, during and after the administration of chemotherapy.

Cancer patients should discuss the scalp-cooling treatment option with their oncologists. At the Leon Hess Cancer Center, oncology nurse navigators are available to assist patients with the process.

For more information about the procedure, visit paxmanusa.com.

TO LEARN MORE ABOUT THE LEON HESS CANCER CENTER AT MONMOUTH MEDICAL CENTER, CALL [732.923.6568](tel:732.923.6568).
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A COMMITMENT TO EXCELLENCE

MONMOUTH MEDICAL CENTER EARNS TWO PRESTIGIOUS HONORS FROM INDEPENDENT WATCHDOG GROUP.

MAJOR MEDICAL CENTERS are tasked not only with taking care of patients today, but also with training the medical students who will care for the patients of tomorrow. Monmouth Medical Center, an RWJBarnabas Health facility, takes both those tasks seriously, committing both financial and personal support to this mission. That support was recently recognized by The Leapfrog Group, an independent hospital watchdog organization.

For the second year in a row, Monmouth Medical Center was named a Top Teaching Hospital. Announced this past December, the Leapfrog Top Teaching Hospital Award is widely acknowledged as one of the most competitive honors American hospitals can receive. It is also one of the hardest to achieve. In fact, Monmouth Medical Center was one of only 53 facilities in the country recognized as a Top Teaching Hospital. "Being acknowledged as a Top Hospital is an incredible feat achieved by less than 6 percent of eligible hospitals nationwide," says Leah Binder, president and CEO of The Leapfrog Group. "With this honor, Monmouth Medical Center has established its commitment to safer and higher quality care. Providing this level of care to patients in Long Branch and its surrounding communities requires motivation and drive from every team member."

The Top Teaching Hospital Award follows Monmouth Medical Center's eighth consecutive "A" Hospital Safety Grade, also from The Leapfrog Group. The medical center is the only hospital in Monmouth and Ocean counties to consistently receive an "A" score. Both awards are a testament to the dedication of the physicians, residents, nurses and staff and their commitment to providing the highest quality patient-centered care in the safest environment, says Bill Arnold, president and CEO of



Monmouth Medical Center. "Monmouth Medical Center has a long history as a teaching hospital and our respected reputation as a university-level medical center attracts the top physicians to our teaching faculty," he says. "Our resident physicians and medical students are an integral part of this collaborative approach to achieving superior safety and quality."

Monmouth Medical Center serves as a regional medical campus of Rutgers Robert Wood Johnson Medical School to teach third- and fourth-year medi-

cal students. It is a member of the Council of Teaching Hospitals of the Association of American Medical Colleges, a status held by only 400 of the nation's 6,000 hospitals. Its Graduate Medical Education Department offers residency programs in dental medicine, internal medicine, obstetrics and gynecology, orthopedic surgery, pathology, pediatrics, pharmacy, diagnostic radiology and general surgery.

To qualify for the Top Hospitals distinction, hospitals must submit a Leapfrog Hospital Survey and achieve the highest performance scores in its category. The Leapfrog Group considers performance across many areas of hospital care, including infection rates, maternity care and the hospital's capacity to prevent medication errors. Gathering all that information is a "huge" job, says Kirsten Windos, R.N., M.S.N., administrative director of Quality, Standards and Infection Prevention, who spearheads the nearly four-month application process. But it's worth the effort, she says.

"The award guarantees we are providing a safe environment for our patients, which is a top priority for the hospital," Windos says. "We consider this award very prestigious, and we take a lot of pride in it."

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FOOD FOR LIFE

“GANGSTA GARDENER” HELPS SPREAD THE WORD ABOUT THE HEALING POWERS OF FOOD AT THE ANNUAL WEFORUM CONFERENCE.

“GARDENING IS GANGSTA,” SAYS RON Finley. “Drugs, robbing—that’s not gangsta. Building community—that’s gangsta. I’m changing the vernacular.”

You may not know Finley, but more than 400 people who attended the recent WEForum Health & Wellness Conference at Bell Works in Holmdel sure do. The students at Long Branch Middle School (LBMS) do as well. Finley appeared at both venues to spread his gospel of healthy food.

The WEForum Health and Wellness Conference was titled “Eat for Life: How the Power of Food Can Heal Your Body.” In partnership with Monmouth Medical Center, the conference featured a health and wellness vendor fair with more than 100 vendors, break-out lectures and a series of interactive roundtable sessions with renowned health and wellness experts. The conference’s keynote speakers included Chef David Bouley and Susan Blum, M.D., who offered a collaborative chef-and-doctor perspective on food and hormones called the “Food-Immune Connection;” Joel Salatin, “the Lunatic Farmer of Polyface Farms,” a leader in food sustainability and the grass farming movement; and Finley, a South Central Los Angeles-based food activist who’s made it his life’s work to build community gardens and eradicate food deserts plaguing impoverished communities across the country.

WEforum is an organization led by women in the region whose mission is to strengthen the health and wellness of communities within New Jersey. The WE stands for “women’s education,” says Carolyn C. DeSena, its founder. Since its first conference, in 2016, WEForum has raised more than \$400,000 to benefit free health and wellness programs for the entire community, she says.

This year’s forum focused on food, she says, because so many people die from chronic diseases that are related to poor nutrition. “The cause was pointing us to the food system, which led us to food experts,



and this year we decided to do Eat for Life,” DeSena says. “And that led us to Ron Finley. He likes to say that the drive-through kills more people than the drive-by. And he claims that if you teach a child to grow a carrot, they will eat a carrot.”

Finley gave that message to the LBMS students the day before the WEForum. After opening remarks from Schools Superintendent Michael Salvatore and Long Branch Mayor John Pallone, the students heard from WEForum’s Wise Up: Teen Advocacy Group about hydrating for life, why replacing sugar with water is important to our health and why replacing plastic bottles with reusable containers has a direct impact on our health. Next, James Proodian, D.C., of the Natural Wellness Center in Long Branch taught the students how good nutrition has a direct impact on their health and how making small changes can make a big difference. He provided simple examples for the students to try at home.

Finley also stressed that eating good, nutritious foods is critical to good health. He talked about how he has to drive 45 minutes to buy apples that aren’t injected with chemicals. And he expressed his support of



Top: “Gangsta Gardener” Ron Finley, center, is shown during an assembly for Long Branch Middle School students, with, from left, Monmouth Medical Center President and CEO Bill Arnold, Michael Salvatore, superintendent of Long Branch Public Schools, James Proodian, D.C., of the Natural Health Care Center in Long Branch, WEForum founder Carolyn C. DeSena, Long Branch Mayor John Pallone and MMC Chief Operating Officer Eric Carney. Above: Melissa Stark, TV host and reporter, interviews DeSena.

community gardens and teaching children not only nutrition, but all things related to life through the soil.

“He was fantastic,” DeSena says. “His mission is to encourage eating better, sourcing foods better and making better choices—that is what WEForum is all about.”

FOR MORE INFORMATION ABOUT THE WEFORUM GROUP, VISIT WEFORUMGROUP.ORG. TO SHARE THIS ARTICLE WITH A FRIEND OR TO RECOMMEND IT ON YOUR FACEBOOK PAGE, VISIT MONMOUTHHEALTHANDLIFE.COM.



HEAD OF THE CLASS

MONMOUTH MEDICAL CENTER NICU DIRECTOR BONNY ADLER RECEIVES TOP HONOR FROM THE MARCH OF DIMES.

MONMOUTH MEDICAL CENTER'S (MMC) BONNY ADLER, MSN, RNC-NIC, has been honored as a Nurse of the Year-Nurse Manager by the March of Dimes.

Adler, the clinical director of the Regional Newborn Center, which houses Monmouth Medical Center's Neonatal Intensive Care Unit (NICU), was honored in the nurse manager category. She has been with MMC for more than four years, joining Monmouth from St. Peter's University Hospital in New Brunswick, where she worked as a clinical educator for 12 years.

March of Dimes honors nurses who excel in the areas of patient care, customer service and compassion. All New Jersey nurses are eligible, and the selection committee is comprised of high-ranking health-care professionals. This year, the committee reviewed more than 250 nominations and selected six finalists in a host of clinical categories. The top finalist in each category was honored at an awards gala on Nov. 14 at the Grand Marquis in Old Bridge.

"It is an incredible and well-deserved honor," says Diann Johnston, chief nursing office at Monmouth Medical Center. "We are so proud of Bonny for all of her accomplishments. Our RNC treats more than 500 of our smallest patients each year, and as clinical director, Bonny plays a key role in its success, as our NICU remains among the best rated nationally."



Bonny Adler, MSN, RNC-NIC, accepts March of Dimes' Nurse of the Year-Nurse Manager Award at awards gala in Grand Marquis in Old Bridge.



Monmouth Medical Center Chief Nursing Officer (CNO) Diann Johnston, MSN, RN, NEA-BC, and Director of Nursing Excellence and Innovation Julie Villa, MSN, RN, CCRN-K, co-authored an article in a recent issue of *The Journal of Nursing Administration*.

LEADERS OF NURSING EXCELLENCE

MONMOUTH MEDICAL CENTER CHIEF NURSING OFFICER (CNO) Diann Johnston, MSN, RN, NEA-BC, and Director of Nursing Excellence and Innovation Julie Villa, MSN, RN, CCRN-K, co-authored an article titled "Shifting Culture: A New CNO Leading to Nursing Excellence," that was published in the September 2018 issue of *The Journal of Nursing Administration* (JONA). The article shares the transformational leadership strategies Johnston, as a new CNO to the organization, and her team used to turn their hospital—once below the national mean on National Database of Nurse Sensitive Indicators and patient/RN satisfaction scores—into a highly engaged and effective organization achieving top-performing outcomes.

JONA is the authoritative source of information on developments and advances in patient care leadership with content geared to nurse executives, directors of nursing and nurse managers in hospital, community health and ambulatory care environments. All articles are peer-reviewed, selected and developed with the guidance of a distinguished group of editorial advisors.

FOR MORE INFORMATION ABOUT THE REGIONAL NEWBORN CENTER AT MONMOUTH MEDICAL CENTER, CALL 732.870.5500. TO SHARE THIS ARTICLE WITH A FRIEND OR TO RECOMMEND IT ON YOUR FACEBOOK PAGE, VISIT MONMOUTHHEALTHANDLIFE.COM.





Richard B. Ruchman, M.D., chairman and program director of the Department of Diagnostic Imaging at Monmouth Medical Center

BRINGING AI TO REALITY

DOCTORS AT MONMOUTH MEDICAL CENTER ARE EXPLORING HOW ARTIFICIAL INTELLIGENCE CAN IMPROVE DIAGNOSES FROM RADIOLOGY IMAGING.

ARTIFICIAL INTELLIGENCE (AI) IS ONE OF the biggest buzz-phrases in most industries, including health care, and Monmouth Medical Center (MMC) is at the center of this exciting development in data analytics. RWJBarnabas Health is exploring the utility of artificial intelligence solutions in diagnostic radiology procedures and improving outcomes for patients. The research, which is being piloted at MMC, is focusing on a host of diagnostic imaging areas to identify various conditions faster through routine screening. Coronary artery calcification, a marker of heart disease, is one of these indicators under review.

“There is a big push right now, in medicine in general and radiology in particular, to incorporate AI into the practice,” says Richard B. Ruchman, M.D., chairman and program director, Department of Diagnostic Imaging, Monmouth Medical Center. “AI is a broad subject, but basically we are trying to use AI to look at imaging studies and draw information out of them to bring to the radiologist’s attention,” adds Dr. Ruchman, who is co-directing the pilot study with Stanley Lu, M.D., director of the Department of Neuroradiology at MMC.

AI is being employed in two types of screening tests. The first is called oppor-

tunistic screening. “That means imaging studies are ordered for a host of reasons, and while the referring physician often has one diagnosis in mind, there is significant additional information in the images,” Dr. Ruchman says. “AI can extract that information to make additional diagnoses.”

For example, if a referrer orders a computed tomography (CT) scan to look for cancerous nodules in the lungs, the scan is also taking an image of the heart. The AI algorithm can look at how much calcium has built up in the coronary arteries and alert the physician if it warrants closer attention.

The second category is triage. For example, the AI algorithm can interrogate all of the head CTs from the Emergency Department and bring an abnormal one to the radiologist’s immediate attention.

The first phase of the pilot program, on existing imaging scans, has shown that the AI algorithm does indeed work well. In the next phase of the research study, all new patients who undergo a routine CT scan to detect lung nodules caused by smoking will also be screened for coronary calcium. The AI will offer both opportunistic—it finds calcification—and triage—those with the most calcium and thus the highest risk will be flagged for quick review. This phase will take a year and a lot of investigators, Dr. Ruchman says.

MMC is also testing algorithms to detect fatty liver disease, emphysema, osteoporosis and intracerebral hemorrhage, and will soon start a trial using AI and mammography. AI can play a large role in improving health care, Dr. Ruchman says. “AI can assist the radiologist in providing actionable and significant diagnostic information. We believe there are meaningful benefits to understanding and discovering how artificial intelligence solutions can increase the effectiveness of our current processes and improve patient outcomes.”

TO LEARN MORE ABOUT RADIOLOGY AND DIAGNOSTIC IMAGING AT MONMOUTH MEDICAL CENTER, CALL 732.923.6800. TO SHARE THIS ARTICLE WITH A FRIEND OR TO RECOMMEND IT ON YOUR FACEBOOK PAGE, VISIT MONMOUTHHEALTHANDLIFE.COM.

