

Windward

Castle Medical Center

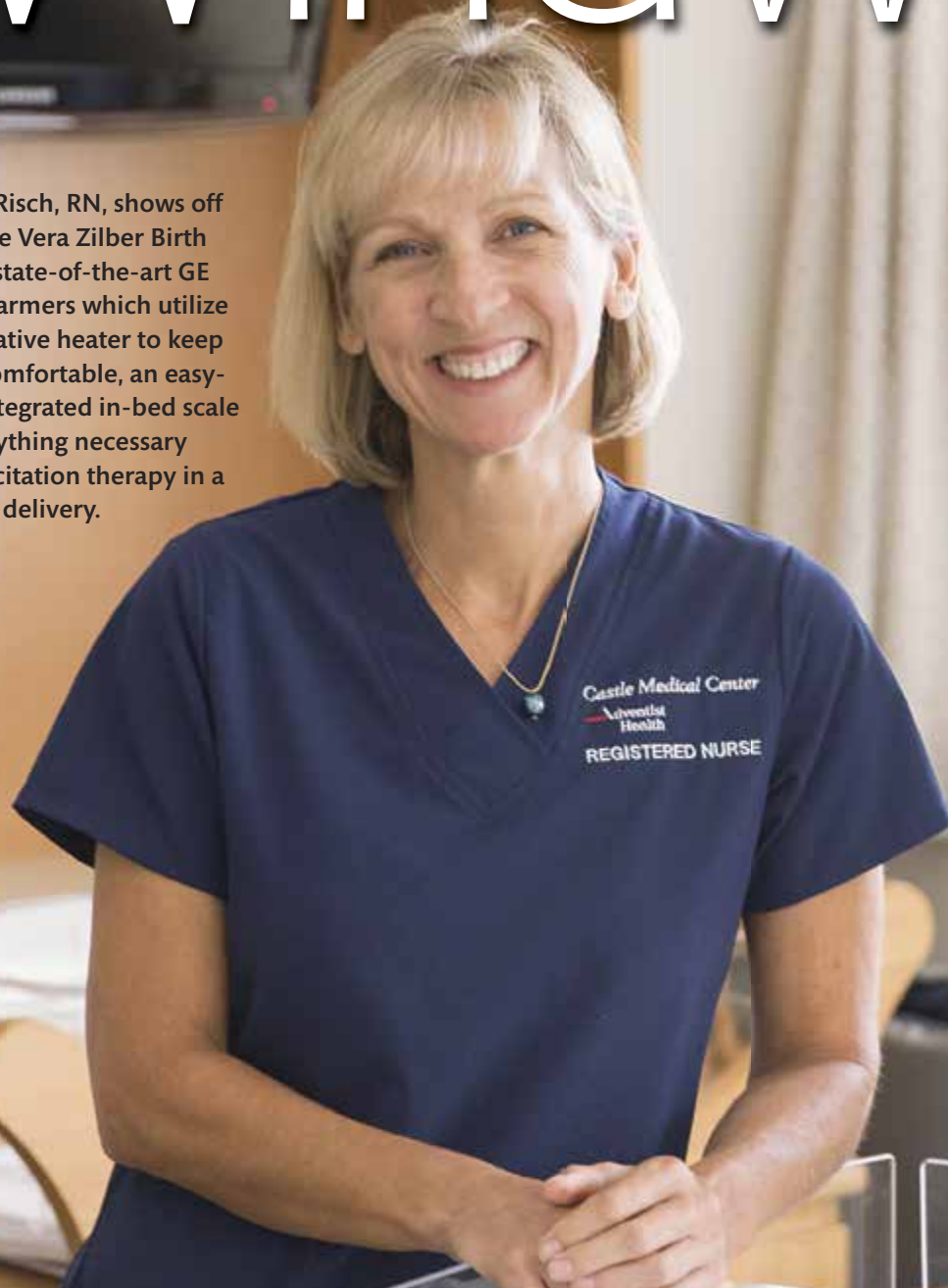
Adventist
Health

Exceptional Medicine
by Exceptional People

HEALTH

Fall 2014

Corinne Risch, RN, shows off one of the Vera Zilber Birth Center's state-of-the-art GE Panda Warmers which utilize an innovative heater to keep babies comfortable, an easy-to-use integrated in-bed scale and everything necessary for resuscitation therapy in a high-risk delivery.



Castle Medical Center receives Women's Choice Award

CASTLE MEDICAL CENTER has been named as one of the 2014 America's 100 Best Hospitals for Patient Experience by WomenCertified Inc., home of the Women's Choice Award. The Women's Choice Award seal (see page 3) is reserved for hospitals across the country who partner with WomenCertified in its mission to empower women to make smart health care choices.

The distinction is the only award that identifies the country's best health care institutions based on robust criteria that consider female patient satisfaction, clinical excellence and what women say they want from a hospital. That includes quality physician communications, responsive nurses and support staff, cleanliness, and trusted referrals from other women.



INSIDE THIS ISSUE

Page 2: Castle awards and accolades

Page 4: Castle's Women's Services: Extraordinary Care, Soothing Setting



Castle Medical Center was honored with both Pacific Business News' Healthiest Employer Award, large company category, and Healthiest Employer Overall. From left, Bob Charlet and Preet Nijjar of Pacific Business News; Travis Clegg, VP Operations, and Kathryn Raethel, President and CEO of Castle Medical Center; Gail Lerch, Hawai'i Pacific Health; John Henry Felix, HMAA; and Todd Reese, director of Human Resources, Castle Medical Center.

Castle honored as Hawai'i's Healthiest Employer for third year in a row

PACIFIC BUSINESS NEWS named Castle Medical Center "Healthiest Employer" in the large business category for the third year in a row. PBN annually presents the award to recognize small, medium and large businesses that create an atmosphere of health and wellness for their employees in the workplace.

The 2014 Healthiest Employer winners are chosen by a Mainland firm called Healthiest Employers, which calculated their scores from a 75-point questionnaire completed by each company about their wellness programs. The three winners were the highest scorers among 18 finalists in three categories, based on business size.

Among the finalists, four were small companies, six were medium-size companies and eight were large companies.

Judges felt that Castle Medical Center took its health and well-being to a different level this year by joining its employees' participation in the medical center's well-being program to its health care plan eligibility.

The awards were presented by John Henry Felix, chairman, president and CEO of the Hawai'i Medical Assurance Association; Gail Lerch, executive vice president of human resources and organization effectiveness for Hawai'i Pacific Health; and Pacific Business News Publisher Bob Charlet.

Lori McCarney, a former executive with Coldwell Banker Pacific Properties and Bank of Hawai'i, was the event's keynote speaker. She has been active on numerous nonprofit boards and competes in Ironman triathlons.

Marketing & Communications honored with 22 Koa Anvil Awards

IN JULY, the Public Relations Society of America (PRSA), Hawai'i Chapter, honored Castle Medical Center's Marketing Department with 22 Koa Anvil Awards. The awards were established in 1983 to capture and celebrate the four rings of excellence for which the Koa Anvil competition is judged: research, planning, execution and evaluation. The Hawai'i Chapter of the PRSA conducts the annual Koa Anvil Awards competition to recognize outstanding public relations programs and tactics and to encourage improved public relations performance and techniques. Entries are judged by chapters on the mainland.

CMC Marketing received awards in the following categories:

- ▶ Marketing consumer services: health care services for *In Sickness & In Health*.
- ▶ Community relations (assoc./non-profit): *I Love Kailua Town Party*.
- ▶ Reputation/brand management (assoc./nonprofit): *In Sickness & In Health*.
- ▶ Public service (nonprofit): *In Sickness & In Health* seminars.
- ▶ Integrated communications (assoc./nonprofit): 50th anniversary celebration.
- ▶ Media relations: consumer services (other): CMC 50th anniversary celebration.
- ▶ Creative tactics: 50th anniversary and birthday commercials.



- ▶ External video programs: 50th anniversary and birthday commercials.
- ▶ Newsletters: external audiences: *Windward Health*.
- ▶ Publications: books: *Kailua Foods*, *Recipes for Your 'Ohana*.
- ▶ Publications: single issue: *Our Blueprint—50th Anniversary*.
- ▶ Annual report: nonprofit organizations: *Our Blueprint—50th Anniversary*.
- ▶ Direct mail/direct response: *Our Blueprint—50th Anniversary*.
- ▶ Websites: external: Castle Medical Center website.
- ▶ Creative tactics: *Kailua Foods*, *Recipes for Your 'Ohana*.
- ▶ Internal video programs: 50th anniversary video.
- ▶ Audio programs: *In Sickness & In Health*—radio.
- ▶ Newsletters internal audiences: *Castle MD*.
- ▶ Magazines internal audiences: *Ulu pono Magazine*.
- ▶ Publications (others): *2013 Quality Report*.
- ▶ Annual reports nonprofit: *2013 Quality Report*.
- ▶ Direct mail/direct response: 50th anniversary invitation.



RIMPAC 2014 emergency response simulation

CASTLE MEDICAL CENTER was one of 19 Hawai'i hospitals coordinated by the HAH Emergency Services, a division of the Healthcare Association of Hawai'i (HAH), for the U.S. Navy RIMPAC 2014 exercise held Friday, July 11. The exercise simulated mass casualty care and movement of more than 160 simulated

casualties on Ford Island and transporting those casualty-actors via U.S. Army helicopters and ambulance-buses to 19 hospitals on five Hawai'i islands. The purpose of HAH Emergency Services and hospital participation in the exercise is to further enhance emergency response procedures that would be utilized during

major emergencies and disasters in Hawai'i.

"Efforts here at Castle were well-coordinated, overall," vice president of patient care Laura Westphal says. "These exercises help us practice our emergency response plans, and sustain our cooperative relationships that are critical during a disaster."

Castle Women's Imaging Center

"Mammography is a gift that women have been given so they can stay informed and stay healthy," says Mihana Souza, pictured here with Coco.

Mihana Souza, an award-winning entertainer and composer from the musically endowed Aluli family, has made Castle Medical Center her provider of choice for routine mammogram screenings for as long as she can remember.

"I love Castle," Souza says. "All five of my children were born there, and Castle has been our hospital forever. It's like a community. Everyone is so nice."



Castle Medical Center

Adventist Health

*Exceptional Medicine
by Exceptional People*



Extraordinary care, soothing setting

BY MELE POCHEREVA

MUCH HAS CHANGED at Castle over the years, including our imaging services. The Women's Imaging Center, opened in 2013, is designed exclusively for women, with a relaxing, spa-like setting; a welcoming staff; and even massage therapy services available by appointment.

"It's very comfortable, with wonderful, kind technologists," says Mi-hana Souza, an award-winning entertainer and composer. "And every birthing room has a beautiful view of the Koolau Mountains. From check-in to check-out it's a great experience."

More than just a fan of the comfort and convenience of the Women's Imaging Center, Souza is also a proponent of routine health screenings. "I'm all for tests that can detect illness and keep you healthy," she says. "Mammography is a gift that women have been given so they can stay informed and stay healthy."

Early detection = early intervention

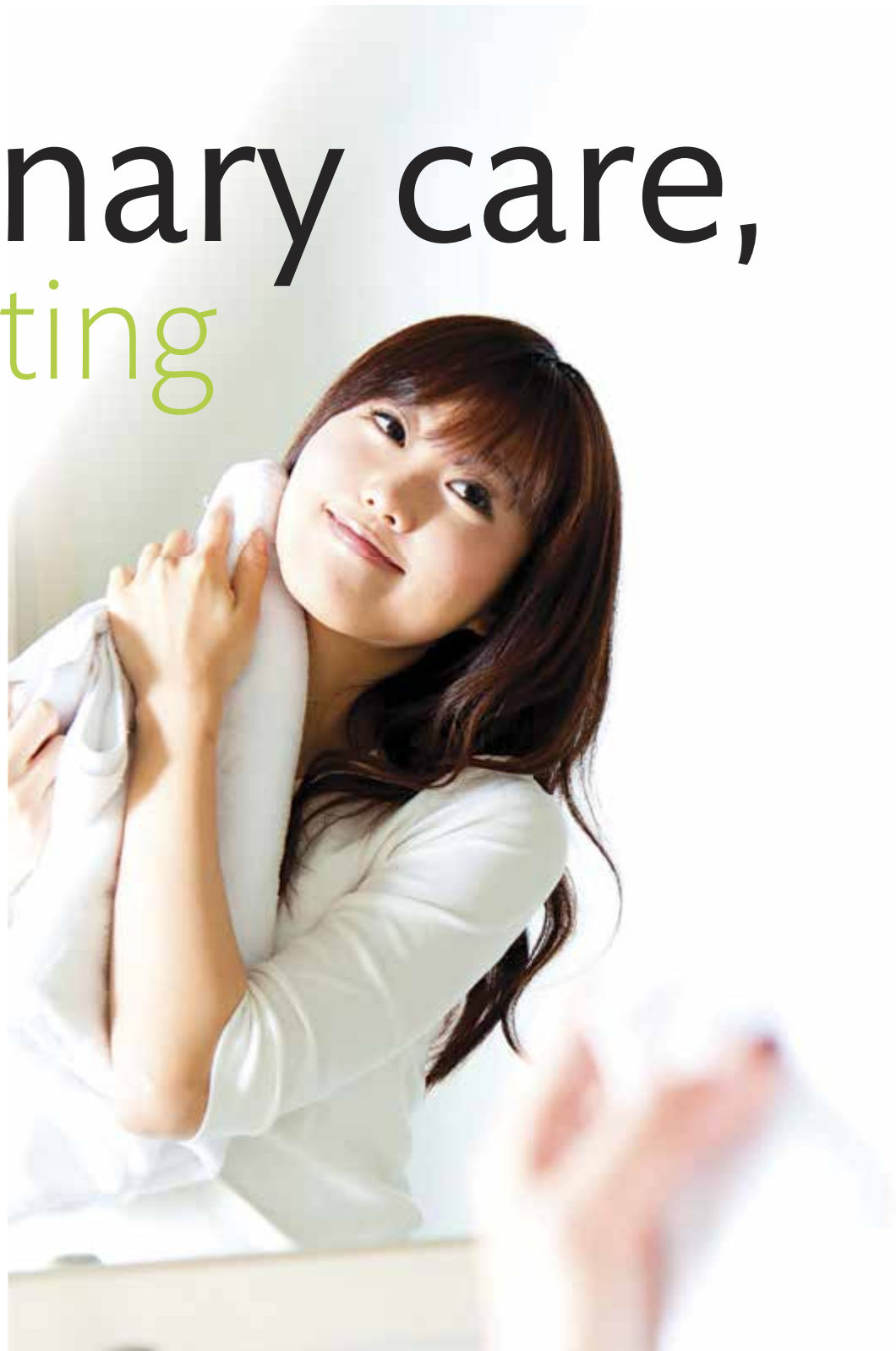
For most women 40 and over, an annual mammogram is the best way to find breast cancer early, which can greatly improve a woman's survival rate.

Breast cancer is the second-leading cause of cancer death in the United States (lung cancer tops the list), and it is the leading cause of death among women ages 35 to 65, according to the World Health Organization. One in eight American women will get breast cancer in her lifetime.

Despite these gloomy statistics, more than 2.5 million women with a history of breast cancer are alive today thanks in large part to the many new technologies available for finding and treating the disease. Mammograms play a key role in early detection of breast cancer because they can identify changes in the breast that may be early signs of cancer but are still too small to be felt.

Laura Westphal, MBA, CPHQ, RN, Castle Medical Center's CNO and vice president of patient care, is one of those fortunate women who credits a routine mammogram with detecting her breast cancer at an early stage. Now cancer-free for nine years, Westphal is appreciative of the compassionate care she receives from the imaging center's technologists.

"The technologists have so much experience between them, not



What is 3-D mammography?

Three-dimensional mammography, or breast tomosynthesis, is an imaging technology that acquires a series of low-dose projection images—thin "slices" of the compressed breast—at different angles. The system allows radiologists to view slices one millimeter at a time. Unlike a traditional mammogram, the slices separate objects at different heights in the breast.

Reviewing breast tissue slice by slice allows the radiologist to view breast tissue in a way never before possible.



Laura Westphal, CNO and vice president of patient care, a nine-year breast cancer survivor, knows firsthand the value of having Castle's Women's Imaging Center on Windward 'Oahu.



Call **263-5166, opt. 1** to learn more about 3-D mammography and other services available at the Women's Imaging Center.

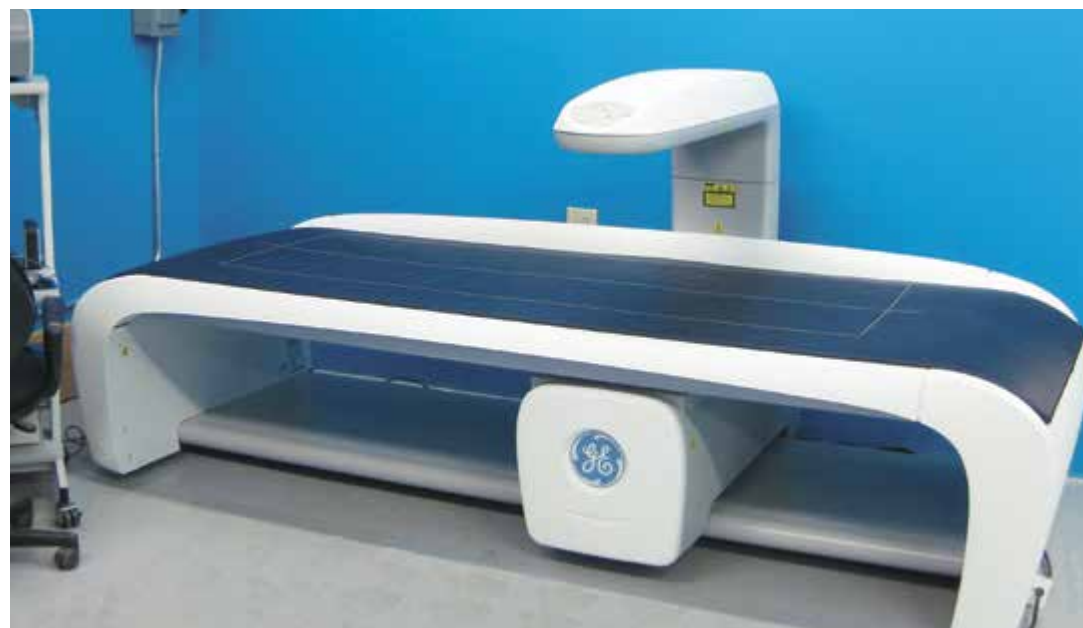
only in doing mammograms, but also in treating every woman as an individual and understanding the fears she may have," explains Westphal. "When radiologists ask for additional views (of the breast), the technologists explain the procedure every step of the way, in a very reassuring way. Additional views don't always mean 'bad news,' so the technologists' reassurance is always welcome."

The digital advantage

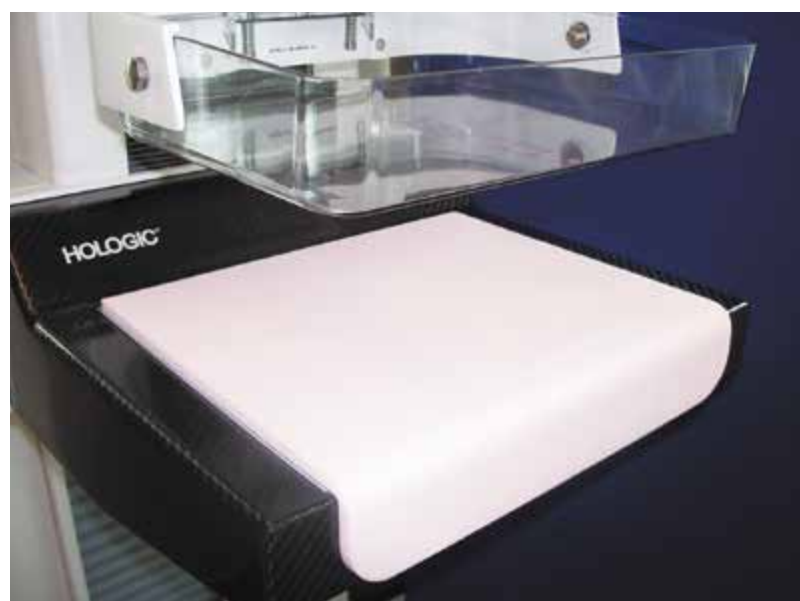
At Castle's Women's Imaging Center, women have the latest screening and diagnostic technology available to them, including the revolutionary Selenia™ digital mammography and the MammoPad® breast cushion, which offers a softer, more comfortable imaging experience.

Digital images appear on the technologist's monitor in a matter of seconds, reducing the time that patients spend in the imaging suite. More importantly, because of the sharp images it produces, digital mammography greatly enhances the ability to detect breast cancer at an early stage when it is most treatable. In fact, a controlled mammographic screening trial conducted by the American College of Radiology found that digital mammography detects significantly more cancers than conventional screen-film mammograms in women 50 and younger, premenopausal and perimenopausal women, and women with dense breasts.

The difference between digital and screen-film mammography is not only the way the image is taken, but also the way in which the image is viewed. The radiologist can magnify the images, increase or decrease the contrast, and make other adjustments that help evaluate microcalci-



Castle's Lunar iDXA bone density scanner is the only one of its kind on 'Oahu.



The Women's Imaging Center offers softer, more comfortable mammograms.

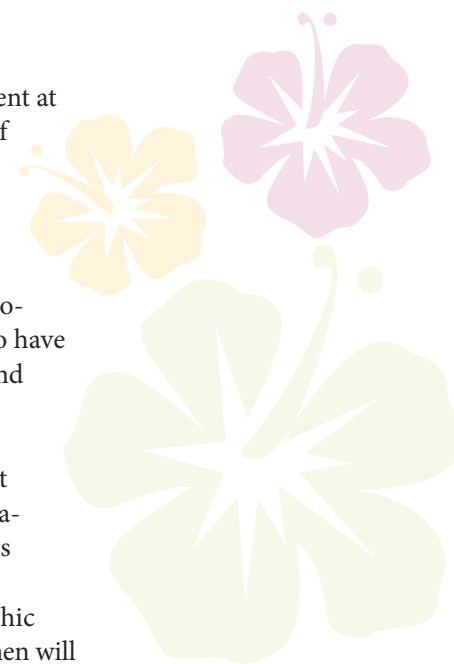
fications and focus on specific areas of concern.

The MammoPad breast cushion, used for every patient at the Women's Imaging Center, reduces the discomfort of mammograms for most women without compromising the image quality.

Together with the latest advances in technology, patients at the Women's Imaging Center benefit from a team of dedicated, board-certified radiologists, technologists and medical physicists—each of them experts who have met or exceeded the required training and education and who maintain their qualifications through mandatory continuing education directly relating to breast health and imaging. The center's breast health navigators assist newly diagnosed breast care patients with care coordination, as well as provide care coordination for all patients who visit the center.

"By offering not only the best available mammographic technology but also less discomfort, we hope more women will

—Continued on page 6



Extraordinary care, soothing setting

—Continued from page 5

follow recommendations for regular breast cancer screenings,” says Missie Wasielewski, Ma. Ed. RT (R), director of Diagnostic Service Line, Laboratory and Imaging Services at Castle Medical Center.

Castle’s mammography program is accredited through the American College of Radiology, which means staff qualifications, equipment, image quality, radiation dose and other quality controls are routinely reviewed to ensure our program meets the highest standards. Furthermore, the Women’s Imaging Center is a certified Pink Ribbon Facility, a distinction awarded only to an elite group of health care facilities that offer digital mammograms.

Additional screenings and services

Mammography screening is just one of the services the Women’s Imaging Center provides. Diagnostic mammograms, ultrasound examinations of the breast and breast biopsy services are available should a screening detect any abnormalities or if a patient has suspicious breast symptoms.

Testing for osteoporosis and body fat composition are other important screenings available at the center.

An estimated 52 million Americans have low bone density or osteoporosis, and about 1 of every 2 women over the age of 50 will break a bone because of osteoporosis. Castle’s Lunar iDXA (dual-energy X-ray absorptiometry) bone density scanner—the only one of its kind on ‘Oahu—provides precise, extra-crisp images that enable a radiologist to identify signs of osteoporosis or low bone density that, when detected early, enable doctors to treat the problem sooner. Such assessments are also important for women making decisions about hormone replacement therapy. The scanning is as painless as an X-ray and takes less than 15 minutes.

Castle Medical Center also is proud to be the only health care facility in Hawai’i currently using state-of-the-art CoreScan™ technology. It’s the first and only system to date that is approved by the Food and Drug Administration to measure visceral adipose tissue, or VAT, the fatty tissue found below the skin and around internal organs.

Significant research has linked the amount of visceral fat to metabolic disturbances and increased risk for cardiovascular disease and type 2 diabetes. In women, VAT also is linked to breast cancer.

Make an appointment



Call **263-5166, opt. 1** to schedule a softer, more comfortable mammogram screening or to learn more about 3-D mammography and other services available at the Women’s Imaging Center.

Whether you are waiting for test results or just need a stress break, Castle’s two licensed massage therapists offer soothing massages by appointment. Rates are \$15 for a 15-minute session; \$30 for a 30-minute session. Call **263-5050** for an appointment.

Join us for
Cool Kailua Nights!
 Block Party and Health Awareness Fair

**Saturday, Oct. 11,
 4 to 9 p.m.**

**Whole Foods Kailua
 Parking Lot**



All proceeds benefit Castle Medical Center
 and the Boys & Girls Club of Hawai’i Windward Clubhouse.

EARLY DETECTION=HOPE

Breast Cancer Facts*

After 40, an annual mammogram is your
best defense
 against breast cancer

Over **2.6 million** breast cancer survivors are alive in the US today

Mammography detects
MOST
 cancers in women without symptoms

5
 year
 survival
 rate for
 localized
 breast
 cancer is

98%

A woman’s chance of developing breast cancer in her lifetime is **1 in 8**

! Early breast cancer detection is the single most important factor to surviving the disease

8 out of 9 diagnosed women have no family history of breast cancer

*2013 Cancer Facts and Figures, American Cancer Society, USA; 2013, How Do You Measure Up?, American Cancer Society, USA; 2011–2012, Breast Cancer Facts and Figures, American Cancer Society, USA



TAKE TIME FOR YOUR HEALTH events calendar

sign up
online
castlemed.org

Take time for yourself with Castle Medical Center's health programs. We invite you to register for a health-promoting class or seminar or call for a physician referral. Call 263-5400, or visit our website at castlemed.org and click on "Classes and Events."

Castle Medical Center
Adventist Health



EAT WELL FOR LIFE

Thursdays, 6 to 7:15 p.m.

Instructor: Eileen Towata, PhD

These are vegan demonstration classes, which include samples and written recipes.

Class fee: \$10/person. Registration is required.

Oct. 23: Favorite Fall Vegetables

Enjoy hearty, earthy vegetables in comforting dishes for cool fall weather. Pumpkin will be one of the featured ingredients.

Nov. 20: Pups for Parties

Just in time for the holiday entertaining! These tasty and healthy nibbles are sure to be a hit at your holiday gatherings.

FAMILY

Take a tour of the birth center or sign up for classes: Giving Birth at Castle; Lamaze; the Bradley Method; Infant Safety; General Newborn Care; Breastfeeding; Car Seat Safety; and Healthy Pregnancy. Visit castlemed.org or call for dates and registration.

CANCER SUPPORT

Look Good...Feel Better

Monday, Nov. 10, 1:30 to 3:30 p.m.

A free program to help individuals with cancer look good, improve their self-esteem, and thereby manage their treatment and recovery with greater confidence.

FITNESS

Call 263-5400 or visit castlemed.org for registration or information on all our fitness classes.

Exercise Classes

Registration and fitness assessment are required (may include medical clearance).

- ▶ Bone Builder. ▶ Core Strength. ▶ Interval Training. ▶ Longer Life. ▶ Lunch Crunch. ▶ Pilates. ▶ Qigong. ▶ Steady on Your Feet.

Fit and Fantastic Feet

Tuesday, Nov. 4, 1 to 2:30 p.m.

Instructor: Eileen Towata, PMA® certified Pilates teacher

Healthy feet will make for a happier you. Shed your shoes for this session on foot exercises and self-massage techniques for your feet. Registration required. Fee: \$15

SURGICAL WEIGHT LOSS

Weight-Loss Surgery Seminar

Wednesday, Oct. 15 or Dec. 10, 6:30 p.m.; or Saturday, Nov. 8, 7 p.m.

Wellness Auditorium

Learn about Castle's comprehensive Metabolic and Bariatric Program from bariatric surgeon Steven Fowler, MD, and other bariatric team members. Registration required; call 263-5400.

JOINT CARE

Joint Care Seminars

Thursday, Oct. 2, Wellness Auditorium, or Nov. 13, Hospital Auditorium, 6 to 7 p.m.

Orthopaedic surgeon Linda J. Rasmussen, MD, discusses treatments to manage joint pain, including total knee and total hip replacement and MAKOplasty®, a partial knee resurfacing option.

KIDNEY DISEASE EDUCATION

Aloha Kidney Classes (6 weeks)

Tuesdays: Oct. 28 to Dec. 9, 5 to 7 p.m.

Hawai'i has one of the highest rates of kidney failure in the nation. Aloha Kidney is a new education class for patients with chronic kidney disease. To register, call 585-8404.

Diabetes and Nutrition

Call 263-5050 or visit castlemed.org to register for a diabetes and nutrition class.

SUPPORT GROUPS

Free and open to the public. Call 263-5400 or visit castlemed.org for details.

- ▶ Alzheimer's Caregivers. ▶ Parkinson's Disease. ▶ NAMI. ▶ Tobacco Cessation. ▶ Caregivers.



Seminars

6 to 7:30 p.m.

Castle Wellness & Lifestyle
Medicine Center Auditorium

These free monthly seminars provide expert health and wellness education from leading health care professionals. Healthy refreshments will be served.



Registration is required.
Call 263-5400 or visit
castlemed.org.

Chronic Illness: Planning for Medical and Personal Needs

Thursday, Oct. 9

Many people live to reach advanced stages of serious illnesses. Along with their families, they have to make hard decisions about medical treatments. Palliative care is a new medical specialty with focus on quality of life and planning for patients with advanced illness. Come and learn what this specialty can do for you. Presented by the Palliative Care Program team:

- ▶ Emese Somogyi, MD.
- ▶ Sheri Richards, RN.
- ▶ Emilie Smith, executive director of Castle Home Care.



Emese Somogyi, MD



Sheri Richards, RN



Emilie Smith, executive director of Castle Home Care

Modern Treatment of Varicose Veins 2014

Thursday, Nov. 13

Experiencing leg pain and swelling? Learn what can be done. Outpatient treatments in a physician's office are now available. Learn about the latest techniques. Presented by Sonny Wong, MD, FACC.



Sonny Wong, MD, FACC

The Mommy Makeover

Thursday, Dec. 11

Hear a plastic surgeon's perspective on restoring youth and beauty throughout motherhood. Learn about current and future trends. Presented by Boa Phan, MD, plastic surgeon.



Boa Phan, MD, plastic surgeon

How to find us

CALL US:

808-263-5500

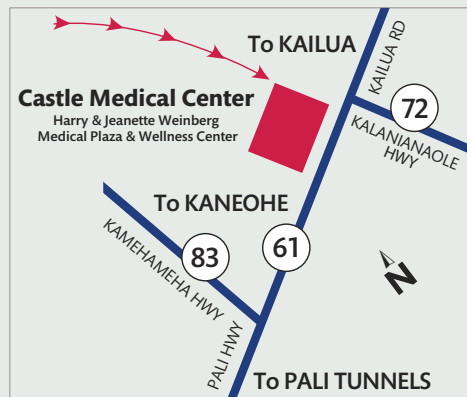
EMAIL US:

Visit our website at castlemed.org and click on "Contact Us." We'd be happy to hear from you!


- ▶ Send us a comment.
- ▶ Request a Castle brochure.
- ▶ Request a physician directory.

WRITE OR VISIT US:

Castle Medical Center,
640 Ulukahiki St., Kailua, HI 96734-4498



If you wish to be removed from this mailing list and no longer wish to receive *Windward Health*, please write to the Marketing Department at 640 Ulukahiki St., Kailua, HI 96734, or email us at callcenter@ah.org.

 Visit us at
castlemed.org

WINDWARD HEALTH is published quarterly as a community service for the friends and patrons of CASTLE MEDICAL CENTER, 640 Ulukahiki St., Kailua, HI 96734, telephone: 808-263-5163, website: castlemed.org.

Kathryn Raethel
President and CEO

Jasmin Rodriguez
Director of Marketing & Communications

Helene Waihee
Editor

Information in WINDWARD HEALTH comes from a wide range of medical experts. If you have any concerns or questions about specific content that may affect your health, please contact your health care provider.

Models may be used in photos and illustrations.

Copyright © 2014
Coffey Communications
CMM30673

FALL
2014



Castle Medical Center



640 Ulukahiki St.
Kailua, HI 96734

Nonprofit Org.
U.S. Postage
PAID
Honolulu, HI
Permit No. 985

2014 CASTLE MEDICAL CENTER CHRISTMAS TREE LIGHTING

30th annual ceremony on Wednesday, Dec. 3

CASTLE MEDICAL CENTER'S (CMC) 30th annual Community Christmas Tree Lighting Ceremony will take place on Wednesday, Dec. 3. Colorful decorations, bright lights, holiday concerts and trolley rides make this beloved Windward tradition a must-attend event for all 'Oahu residents.

Event highlights

- ▶ Pre-ceremony Christmas concert at 6:15 p.m. by the Marine Forces Pacific Band.
- ▶ Formal ceremony at 7 p.m. that includes special music, the lighting of the tree and the arrival of Santa.
- ▶ Holiday lights and decorations on our campus and trolley rides into Kailua to see the Christmas lights.
- ▶ Photo opportunities with Santa Claus and Mrs. Claus and Nana Bear.
- ▶ Activities for the children
- ▶ A special holiday concert by multi Hōkū Award winner Nathan Aweau at 7:30 p.m.
- ▶ Free popcorn, Christmas cookies and beverages (while they last).

Arrive at CMC early and pack a picnic supper to enjoy on the lawn with your family. Light meal options will also be available for purchase at the Bistro tent.

Parking and shuttle advisory

Event parking has been reserved at Kailua

High School with shuttle buses running regularly from 5 p.m. Trolleys will run between the hospital and the Kailua Town Center (front of Macy's) beginning at 5 p.m. No parking will be available on Manu Aloha Street (adjacent to Castle's Emergency Room).

For updates, visit castlemed.org or call **263-5400**.

Onstage

Emcee Dawn O'Brien has spent many years as a media personality. She is a freelance writer, editor and accomplished motivational speaker.

In Concert: Nathan Aweau

In addition to accompanying performers such as Gabe Baltazar, Henry Kapon, Loyal Garner and Nohelani Cypriano, for 16 years Nathan Aweau also worked with the legendary Don Ho. He is the only artist to be honored with the Hōkū Award for "Male Vocalist of the Year" three times and has worked on several Grammy Award-nominated CDs.



This is a free event sponsored by Castle Medical Center and our generous community partners. We encourage you to remember the needy by bringing nonperishable food items to drop in the collection bins at the entrance to the event for donation to the Hawai'i Food Bank



For updates and a list of sponsors, visit castlemed.org or call **263-5400**.



Free heart disease screening in October and November

Heart scans, or coronary calcium scans, are performed at Castle's Imaging Services using low-dose computed tomography (CT) to look for calcium deposits that can narrow the arteries and increase heart attack risk. The American College of Cardiology reports that recent clinical evidence indicates that CT calcium scoring is a valuable assessment tool to help determine a person's risk for heart attack and heart disease.

Castle Medical Center is offering this Coronary Artery Calcium (CAC) screening free of charge during the months of October and November to patients with an appropriate physician order. For more information, contact Missie Wasielewski, director of Diagnostic



Service Line/Laboratory and Imaging Services, at **263-5202**; or Mike Barber, director of Cardiovascular Service Line, at **263-5221**.