

Windward

Castle Medical Center

Adventist
Health

Exceptional Medicine
by Exceptional People

HEALTH

Fall 2015

EMERGENCY

First phase of renovation complete

AT THE END OF JULY, Castle Medical Center (CMC) completed phase 1 of the renovation of its Emergency Department. ED staff moved into the new space in early August, and the department's brand-new entryway and lanai are now open.

Phase 2 of the expansion has begun. During this second phase, the staff at CMC is committed to helping patients and family members seamlessly access emergency services and care.



INSIDE THIS ISSUE

Back page: Castle Medical Center's 2015 community Christmas tree lighting

Insert: Women's Imaging Center offers convenience, comfort and compassionate care

Castle earns 5-star rating

THE CENTERS FOR MEDICARE & MEDICAID SERVICES (CMS)

recently updated its database of hospital star ratings and awarded Castle Medical Center five stars.

The rating was based on the reporting period from October 2013 to the end of September 2014. Castle was one of 548 hospitals that earned five stars, more than double the 251 that earned five stars when the rankings were first



announced in the spring.

The rankings are based on answers to the Hospital Consumer Assessment of Healthcare Providers and Systems surveys and, according to CMS, will be updated quarterly.

More than 3,500 hospitals participated in the program. Quality ratings by CMS are important because they are often tied to value-based reimbursement levels in Medicare.

Castle is a preferred choice with women

CASTLE MEDICAL CENTER (CMC)

has been named one of America's 100 Best Hospitals for Patient Experience as a recipient of the Women's Choice Award.

This distinction is the only award that identifies the nation's best health care institutions measured against the needs and preferences of women, providing them the opportunity to identify which hospitals deliver the quality patient experience they seek for themselves and their families.

"We are honored to be recognized by the Women's Choice Award as one of America's 100 Best Hospitals for Patient Experience," says Kathy Raethel, CMC president and CEO. "We thank our Windward community."

Qualifying for America's 100 Best Hospitals for Patient Experience begins with scores derived by the Centers for Medicare & Medicaid Services for each



hospital in the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) database.

The score takes a subset of HCAHPS questions that research and experience show are more important to women than to men. Weight is applied to each of those questions to adjust for relative importance and used to arrive at a numerical score.

The 100 best scores in each of the four bed-size categories determine the America's 100 Best Hospitals for Patient Experience award winners. The four size categories are hospitals with up to 100 beds, 101 to 250 beds, 251 to 400 beds and 401-plus beds.

This credential signifies CMC's commitment to and passion for providing an extraordinary health care experience for women and all patients.

Help us continue to meet the growing health care needs of Windward O'ahu and learn more about why you should support Castle Medical Center. Visit castlemed.org and click on "Giving Back."

Castle Marketing honored with 18 awards



THE PUBLIC RELATIONS

Society of America Hawai'i Chapter (PRSA Hawai'i) recognized the top public relations campaigns and tactics of 2014 at the 32nd annual Koa Anvil Awards dinner on July 16 at the Modern Honolulu. Castle Medical Center's Marketing Department received 18 awards total in PRSA's two categories:

- ▶ Koa Anvil Awards—complete public relations programs incorporating sound research, planning, execution and evaluation.
- ▶ Koa Hammer Awards—outstanding public relations tactics that are part of a communications campaign, including research and writing. *Windward Health* won this award in the newsletter category!

One Koa Anvil Award or Koa Hammer Award is given in each category. Up to two other entries in each subcategory may be awarded an Award of Excellence. The PRSA Chicago chapter judged this year's entries.

Award of Excellence

CASTLE'S MARKETING DEPARTMENT WON 4 KOA ANVIL AWARDS:

Integrated communications	Associations/government/nonprofit organizations: "In Sickness & In Health" integrated programs
Internal communications	Associations/government/nonprofit organizations: <i>Ulupono</i> magazine
Public service	<ul style="list-style-type: none"> ▶ Associations/nonprofit organizations: Public service—TV ▶ Associations/nonprofit organizations: "In Sickness & In Health" radio show

CASTLE'S MARKETING DEPARTMENT WON 8 KOA HAMMER AWARDS:

Annual reports	Nonprofit organizations: "Quality Report 2014"
Creative tactics	"In Sickness & In Health"—radio
Direct mail/direct response	Nonprofit organizations: <ul style="list-style-type: none"> ▶ "Giving Matters" ▶ "In Sickness & In Health" postcards/seminars
Internal video programs	Nonprofit organizations: <i>Papua New Guinea</i> documentary
Newsletters	<ul style="list-style-type: none"> ▶ External audiences: <i>Windward Health</i> ▶ Internal audiences: <i>Ulupono</i> magazine
Publications	Other: "Quality Report 2014"

Koa Hammer Award

CASTLE'S MARKETING DEPARTMENT WON HIGHEST HONORS IN THE FOLLOWING 6 CATEGORIES:

Audio programs	Nonprofit organizations: "In Sickness & In Health" radio/audio program
External video programs	Nonprofit organizations: "In Sickness & In Health" vignettes
Magazines	Media relations internal audiences: Castle MD
Media relations healthcare	Consumer products: "2014 Pink Glove Dance Competition" video
Media relations healthcare services	Consumer products: "2014 Pink Glove Dance Competition" video
Websites	External: Castle Medical Center's website, castlemed.org



Pleasant,
comfortable

EXPERIENCE

—• for patients •—

Elementary school teacher Deb Sagers discovered the tumor in her breast early enough for successful treatment through a lumpectomy and radiation. She returns to the Women's Imaging Center every six months for follow-up mammograms and ultrasound exams.

"It's close to home, very professional, and the staff does so much to make the experience pleasant and comfortable for patients," Sagers says.



Castle Medical Center

 **Adventist
Health**

*Exceptional Medicine
by Exceptional People*



2014
WOMEN'S CHOICE AWARD
AMERICA'S 100 BEST HOSPITALS
FOR PATIENT EXPERIENCE



Convenient,
comfortable
and
compassionate

CARE

BY MELE POCHEREVA

MEDICAL EXPERTS WIDELY agree that early detection is the single most important factor in surviving breast cancer. But for some women, breast examinations and cancer screenings can be intimidating or even scary. The Women's Imaging Center at Castle Medical Center is designed to provide a soothing setting and the latest screening and diagnostic technology, all in one convenient location.

Mammography technology has made remarkable advances in recent years, both in the quality of the imaging and in patient comfort. Although many people are concerned about exposure to radiation, the dose for a mammogram is so small that there is minimal risk—the benefits of early detection far outweigh any risk.

The Women's Imaging Center at Castle is equipped with state-of-the-art Selenia 3-D digital mammography that produces high-resolu-

tion images that help enable the detection of breast cancer at an early stage, when it is most treatable. Unlike the older screen-film mammograms, digital images can be magnified and adjusted for better contrast and better viewing and evaluation by the radiologist.

A study by the American College of Radiology found that digital mammography is significantly more effective than film in detecting cancers in women 50 and younger, women with dense breasts, and those who are premenopausal and perimenopausal.

Plus, digital images appear on the technologist's screen in a matter of seconds,



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

reducing the time it takes for each screening. Each imaging unit is fitted with a MammoPad breast cushion that enhances patient comfort without compromising image quality.

The Women's Imaging Center is staffed by a highly dedicated team of board-certified radiologists, technologists and medical physicists who are specially trained in breast health and imaging. For patients who are diagnosed with breast cancer, the center's Breast Health Navigator is there to offer emotional support while guiding them through their follow-up care, including medical appointments, tracking mammogram results and breast health records, educating them about Castle's services, and recommending other resources to support them and their families.

"We hope that by providing a more comfortable screening experience and the latest imaging technology in a relaxing setting, more women will be encouraged to follow recommendations for regular breast cancer screenings," says Missie Wasielewski, MA Ed RT(R), director of Diagnostic Imaging Service Line at Castle. "We are very proud that our accredited mammography program has also been certified as a Pink Ribbon Facility, a designation achieved by an elite group of health care facilities like Castle that offer digital mammography."

Other services available

Should a mammogram screening find an abnormality or if a patient reports suspicious breast symptoms, the Women's Imaging Center is equipped to provide diagnostic mammograms, breast ultrasound exams and breast biopsy services to further evaluate the suspicious areas.

Another valuable screening technology available at Castle is CoreScan, which measures the fatty tissue below the skin and around internal organs, called visceral adipose tissue, or VAT. Research has linked this tissue to breast cancer as well as to increased risk for type 2 diabetes and cardiovascular disease. Castle is currently the only health care facility in Hawai'i to offer this state-of-the-art body fat screening.

Testing for low bone density, or osteoporosis, also is important, since 1 out of every 2 women over the age of 50 breaks a bone because of this bone-loss disease. Early detection helps doctors treat the problem sooner, and screening also is important for women who are considering hormone replacement therapy. Castle's Lunar iDXA (dual-energy X-ray absorptiometry) bone density scanner—the only one of its kind on O'ahu—delivers precise images that enable a radiologist to identify signs of osteoporosis. This painless screening takes about 15 minutes.

→ A survivor's message ←

Deb Saggars will be the first to tell you the importance of routine breast screenings. The Mokapu Elementary School music teacher was a year overdue for her well-woman exam in the summer of 2014, so on her birthday, she made an appointment. Six months earlier, Saggars had discovered a lump in her breast, but a similar lump had turned out to be a benign cyst. At just 39 years of age and with no family history of breast cancer, she didn't suspect cancer, just another cyst. Her physician recommended a mammogram.

The mammogram detected a suspicious area, so Saggars was scheduled for an ultrasound examination to further evaluate the findings. As she pulled into her driveway after the exam, the radiologist called and asked her to return to Castle in a couple of days for a biopsy.

On Aug. 4, during her first week back at school, Saggars learned she had breast cancer. Her first thought was, "I can't believe it's true." Then she worried, "How serious is this if I have felt the lump

for six months?" Her radiologist was reassuring, telling her that they probably had caught it early. Fortunately the cancer was indeed an early, stage I tumor that was successfully treated through a lumpectomy and radiation. Since then, Saggars has been sharing her experience and encouraging others to get regular breast exams.

"As I talked with others, I was floored by how many women have been affected by this disease," Saggars recalls.

"It doesn't matter how old you are, or what your family history is, if you feel something different, that's not normal for you, go in and have it checked," she implores. "There is such a high survival rate for breast cancer, so it's good to get checked right away."

Saggars returns to the Women's Imaging Center every six months for follow-up mammograms and ultrasounds. "It's close to home, very professional, and the staff does so much to make the experience pleasant and comfortable for patients," she says.



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



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

Tomosynthesis: The 3-D advantage

For more than five decades, mammography has been the primary screening test for early signs of breast cancer. Today, three-dimensional digital mammography—or breast tomosynthesis—brings a new level of technology to early detection that may be especially advantageous for women with a strong family history of, or predisposition for, breast cancer and for women with dense breast tissue.

3-D mammography takes a series of low-dose radiation images—thin "slices" of the compressed breast—at different angles. That enables radiologists to review these slices of tissue one millimeter at a time. A study published in *The Journal of the American Medical Association* in June 2014 reported that the Selenia 3-D digital mammogram—available at Castle's Women's Imaging Center—significantly increases breast cancer detection with a more than 40 percent increase in the detection of invasive cancers among the 450,000 mammography exams reviewed in the study. The superior quality of the images were also found to result in lower recall rates compared with 2-D digital mammography.

Currently, there is an out-of-pocket charge for breast tomosynthesis screenings under most health insurance policies. However, you should check with your insurance company to verify if they will cover this important service.

DENSE BREASTS

Are they a concern?

Perhaps your last mammogram report indicated that you have dense breast tissue, or maybe you got called back for a repeat mammogram because you have dense breasts. And now you're wondering, How does the density of your breasts affect your health?

First, it's important to understand what dense breast tissue is and what it isn't. Contrary to what you might suspect, breast density isn't related to the size or firmness of your breasts. Instead, it reflects the proportion of different types of tissue in your breasts—something only a mammogram can reveal.

Dense breasts have a lot of milk-producing and connective tissue and not much fatty tissue. Conversely, breasts that aren't dense are either made up almost entirely of fatty tissue or a sizeable amount of it.

Dense breast tissue looks white on mammograms, as do tumors. As a result, dense breast tissue sometimes hides tumors. In contrast, fatty tissue looks almost black on mammograms, making white-colored tumors easier to detect.

Mammograms still a must

None of this means mammograms aren't worthwhile if your breasts are dense. Most cancers show up on

The only way to determine the density of your breasts is with a mammogram—you can't tell by feeling or looking at them.

mammograms—even in women with dense breasts, the American Cancer Society reports. Still, the results of your mammogram may be less accurate or less clear than the results of a woman with more fatty breasts.

And while doctors don't know why, dense breasts also raise your risk of breast cancer—although your overall risk may not be very high. That's because many different things increase breast cancer risk, from a first pregnancy after age 30 to a family history of the disease. Your overall risk reflects all your risk factors considered together.

Most important: Talk to your doctor if you have dense breasts. Both ultrasound and MRI can help find breast cancers that aren't visible on mammograms. Together, you and your doctor can discuss the pros and cons of additional screening tests.

Additional source: American College of Radiology

For every **1,000** women who have a screening mammogram...

100*
out of the 1,000

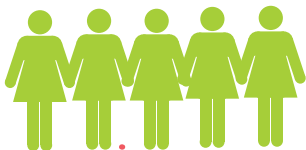
will return for an additional mammogram and/or ultrasound due to something seen in the initial mammogram



20*

out of the 1,000

will find what was seen in the imaging is likely not cancer and return in 6 months to keep watch on the finding



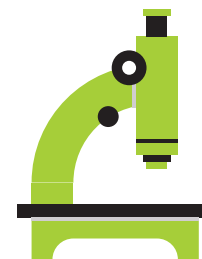
5

out of the 1,000 will be diagnosed with breast cancer

When breast cancer is found this way, the **cure rate is very high.**

61

out of the 1,000 will have the additional imaging and find nothing is wrong



19

out of the 1,000 will have a minimally invasive needle biopsy

To learn more about the benefits and risks of annual mammography, visit MammographySavesLives.org.

 **MammographySavesLives™**
... one of them may be yours

*This will be lower for women who have had prior mammograms and higher for women who are having their first mammogram.



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

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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 and prepayment are required. Call **263-5050**.

Oct. 22: Perfect Pairings

Get ideas for making and matching soups and sandwiches, including a vegan muffuletta.

Nov. 19: Wellness Family Favorites

Enjoy our department's favorite family recipes and traditions as we head into the holiday season.

NUTRITION

Lunch Munch

Monday, Oct. 5, 12:15 to 12:45 p.m.

Presented by Eileen Towata, PhD

A lunchtime mini cooking class with food and recipes. Fee: \$8/person (\$6/CMC associate).

Space is limited; registration and payment are required two days prior to class.

JOINT CARE

Joint Care Seminars

Thursday: Oct. 1 or Nov. 5, 6 to 7 p.m.

Wellness Auditorium

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.

WEIGHT LOSS

Weight-Loss Surgery Seminars

Saturday: Oct. 3 or Nov. 14,

7 to 8:30 p.m.

Wednesday: Oct. 14 or Dec. 16,
6:30 to 8 p.m.

Wellness Center Auditorium

Learn about Castle's comprehensive Metabolic and Bariatric Surgery Program from bariatric surgeon Steven Fowler, MD, and other bariatric team members. Registration is required. Call **263-5400** to register.

KIDNEY DISEASE EDUCATION

Aloha Kidney Classes (six weeks)

Tuesdays, beginning Oct. 20, 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**.

MASSAGE THERAPY

Mondays,
1 to 3:30 p.m.

Tuesdays,
10 a.m. to 4 p.m.

Wednesdays,
1 to 4 p.m.

Thursdays,
2 to 5 p.m.

Fridays,
11 a.m. to 2 p.m.

Release holiday stress and treat yourself to better health naturally with a massage in new private rooms in our Outpatient Diagnostic Center. Gift cards make the perfect present or stocking stuffer! Fee: \$15/15 minutes; \$30/30 minutes. Punchcard: \$68 for five 15-minute massages. Call **263-5050**.



Violet Coito, LMT



Carolyn Miyagi, LMT

CANCER SUPPORT

Look Good...Feel Better

Wednesday, Oct. 28, 1 to 3:45 p.m.

A free program to help individuals with cancer look good and improve their self-esteem, thereby managing their treatment and recovery with greater confidence. Registration is required. Call **800-227-2345**.

SUPPORT GROUPS

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

- Caregivers. ► Alzheimer's Caregivers.
- Hospice Hawai'i. ► Mama Hui.
- NAMI. ► Parkinson's Disease.

FAMILY

Take a tour of the Birth Center or sign up for classes: ► The Bradley Method. ► Breastfeeding. ► Car Seat Safety. ► General Newborn Care. ► Giving Birth at Castle. ► Healthy Pregnancy. ► Infant Safety. ► Lamaze.

Visit castlemed.org or call for dates and registration.

FITNESS

Call **263-5050** or visit castlemed.org for information on all our fitness classes.

Exercise Classes

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

- Better Bones. ► Build Your Balance.
- Core Conditioning. ► Dynamic Stretching.
- Functional Fitness. ► Longer Life.
- Lunch Crunch. ► Pilates. ► Stress Less.

CLIP AND SAVE

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.



Got Gas?

Thursday, Oct. 8

An informative discussion on how gas gets into the digestive tract; what the effect of intestinal gas is on the body; and ways to improve symptomatic bloating, belching, abdominal distension and excessive flatus.

► Patrick R. Kenny,
DO
Gastroenterology



Plastic Surgery: From War Zones to Hollywood and the Windward Side

Thursday, Nov. 12

Dr. Crabtree shares the history of plastic surgery and how it can positively impact your life.

► Thomas Crabtree,
MD
Plastic Surgeon



The Dangers of Ice Methamphetamine

Thursday, Dec. 10

Learn the dangers of this most destructive street drug, which is still popular in Hawai'i. Includes a display and informative demonstration.

► Edward
Howard,
Security Director



How to find us

Call us: 808-263-5500

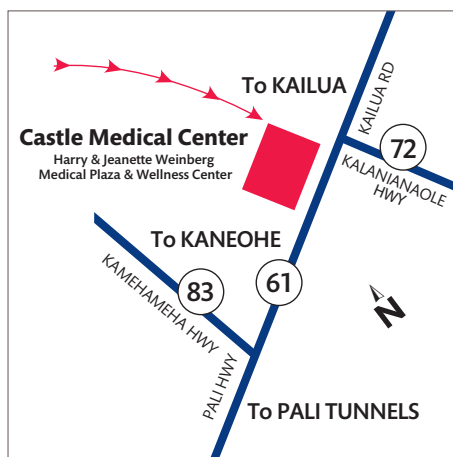


Visit us at castlemed.org.

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



Castle Medical Center



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Kailua, HI 96734

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At Christmas, Castle is all aglow

COMMUNITY TREE LIGHTING CEREMONY
WILL BE WEDNESDAY, DEC. 2

CASTLE MEDICAL CENTER'S (CMC) 31st annual community Christmas tree lighting ceremony will take place on Wednesday, Dec. 2. Colorful decorations, bright lights, holiday concerts and trolley rides make this beloved Windward tradition a must-attend event for all O'ahu residents. Here are some highlights of the event that you won't want to miss:

- ▶ Kicking off the festivities at 6:15 p.m., a pre-ceremony Christmas concert by the Marine Forces Pacific Band.
- ▶ At 7 p.m., the formal ceremony that includes special music, the lighting of the tree and the arrival of Santa.
- ▶ At 7:30 p.m., a special holiday concert by multiple Nā Hōkū Hanohano Award winner Weldon Kekauoha.
- ▶ Holiday lights and decorations on our

campus and trolley rides into Kailua to see the Christmas lights.

- ▶ Photo opportunities with Santa Claus, Mrs. Claus and Nana Bear.
- ▶ Activities for the children.
- ▶ Free popcorn, Christmas cookies and beverages (while they last).

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

Rockin' around the tree: Weldon Kekauoha!

Lauded by the Hawai'i Academy of Recording Arts, multi-instrumentalist and vocalist Weldon Kekauoha's music has been turning heads in Hawai'i's music scene since 1998.

Kekauoha grew up with an instrument in his arms and a head full of inventive lyrics that, coupled with his lifelong training, makes for gentle, rich and innovative music. Vivid, nostalgic melodies materialize out of his musical arrangements, which alternate between aching soulful and seductively alluring. His perceptive lyrics cut through clichés and deliver truth.

Among his accolades, Kekauoha counts numerous Nā Hōkū Hanohano awards that include Male Vocalist, Album of the Year, Song of the Year and Favorite Entertainer. He was nominated for a Grammy Award in 2014.

He's performed throughout Japan and the United States, and most recently, he shared the stage with such diverse artists as Keali'i Reichel and Natalie Ai-Kamau'u.

Kekauoha lives on the Windward side of O'ahu. He plays regularly with guitarist Jack Ofoia and bassist Alika-boy Kalauli IV.



Weldon Kekauoha



Dawn O'Brien

Celebrity emcee

Longtime media personality Dawn O'Brien will be on stage as the celebrity emcee. O'Brien is a freelance writer, editor and accomplished motivational speaker. She holds a master's degree in speech and taught at the University of Hawai'i Manoa.

This event is made possible free of charge by Castle and generous community partners. Visit castlemed.org or call 263-5400 for updates.



Parking and shuttle advisory:

- ▶ Event parking is at the Kailua Long's parking structure.
- ▶ Trolleys will run between the hospital and the Kailua Town Center (in front of Macy's) beginning at 5 p.m.
- ▶ No parking will be available on Manu Aloha Street (adjacent to Castle's Emergency Department).

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.

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.

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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.

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CMM31661

FALL 2015

