

## HEALTH TIPS

### Taking control of your health

A recent study suggests that certain types of advertising may be good for your health. According to the study, conducted by Prevention magazine with help from the FDA, direct-to-consumer advertising informs consumers about both the benefits and risks of advertised medicine.

"Although there is room for improvement, giving consumers information in a balanced way should help them participate in their own care and serve the public health."

According to Ed Slaughter, director of market research at Rodale, the parent company of Prevention magazine, this type of advertising informs Americans about their treatment options and may prompt discussions with doctors about important issues.

"Oftentimes, these discussions result in doctors giving general health recommendations and not necessarily a prescription medicine," said Slaughter. Prevention magazine's market research division conducts national surveys examining important public health issues such as heart disease, osteoporosis and direct-to-consumer advertising.

A recent survey revealed that:

- 81% of Americans say direct-to-consumer advertising informs them about new treatments for a condition they may be suffering from.
- 64% say DTC advertising helps them be more involved in deciding which medicine is right to take.
- 80% say DTC informs them about the benefits of the drug, while nearly 70% say it informs them about the risks of the drug.

## HEALTH SITES

- The American Society for Dermatologic Surgery at [www.aboutskinsurgery.com](http://www.aboutskinsurgery.com).
- The Caring for Every Child's Mental Health Campaign at [www.mentalhealth.org/](http://www.mentalhealth.org/) child.
- DuPont Corian at [www.corian.com](http://www.corian.com).
- The Centers for Medicare & Medicaid Services at [www.cms.hhs.gov/hipaa1](http://www.cms.hhs.gov/hipaa1).
- Priority Club Rewards at [www.priorityclub.com](http://www.priorityclub.com).
- SkinCeuticals at [www.skinceuticals.com](http://www.skinceuticals.com)
- Amanda's Angel Alliance at [www.amandadunbar.com](http://www.amandadunbar.com)
- The National Association of Enrolled Angels at [www.naea.org](http://www.naea.org).
- World Vision gift catalog at [www.worldvisiongifts.org](http://www.worldvisiongifts.org)

## Orthopaedic outpatient care at KM Hospital

By Missy Sheaff  
Kings Mountain Hospital

Have you ever felt you needed immediate medical care or attention and you didn't know where to go? Kings Mountain Hospital and Miller Orthopaedic want to make sure you never have that feeling again, and know you can turn to them for all your outpatient orthopaedic care. Miller Orthopaedic Clinic, a 75-year-old orthopaedic clinic with 10 subspecialty care centers and 27 orthopaedic surgeons, is located right around the corner with offices in Kings Mountain and Shelby. Through the partnership with Miller Orthopaedic Clinic, three physicians are on staff at Kings Mountain Hospital Outpatient Surgery Department and offer a wide range of orthopaedic outpatient services.

Dr. Patrick Hayes, Dr. Kevin James and Dr. William Stucky comprise the orthopaedic staff at Kings Mountain Hospital and Miller Orthopaedic

Clinics in Kings Mountain and Shelby. Each of the physicians has a complete background in orthopaedic medicine, but specialize on a specific area of orthopaedic treatment. This works to serve each patient individually and ensures they receive high quality care combined with state-of-the-art technologies. The doctors agree that their goal is to provide the community of Kings Mountain with quality orthopaedic care right here in town. "We want to accommodate the people of Kings Mountain and the surrounding areas so that they don't have to go any place else for treatment," says Dr. Stucky. "People can have high caliber surgeons coupled with top-notch technology close to their home."

Dr. Hayes recently joined Miller Orthopaedic Clinic in last year and specializes in shoulder surgery. His focus is on minimally invasive shoulder rotator cuff surgery, as well as shoulder instability repairs. "I enjoy what I do because it appeals

to my sense of practicality," says Dr. Hayes. "I see a problem, and I fix it." Dr. Hayes also adds that it is satisfying to take a patient with a disease and restore them back to function and everyday living. In addition, Dr. Hayes provides one-on-one teaching at Gardner Webb University in their athletic training major.

Dr. James, who has always enjoys sports, specializes in sports medicine. "Having competed at the national level in track and field, sports medicine in particular, was a natural choice for me," says James. In addition to providing medical care at Miller Orthopaedic Clinic and Kings Mountain Hospital, Dr. James, along with Dr. Stucky and Dr. Hayes, provides care for Burns, Cherryville, Crest, and Kings Mountain High School's football games and complimentary physicals for athletes. Dr. James also serves as the football team physician for Gardner Webb University and is the medical director for its athletic

training major.

Along with Dr. James, Dr. Stucky has also always been interested in sports medicine. However, he specializes in joint replacement as well as simple hand surgery, knee and shoulder arthroscopies and outpatient trauma. "Seeing people get better is the best part of my job," says Dr. Stucky. "You see patients' quick results and immediate gratification." He is the Director of Orthopaedics at Kings Mountain Hospital.

Another piece to the successful relationship between Kings Mountain Hospital and Miller Orthopaedic Clinic is physician assistant Ryan Hollifield. He is a 1990 graduate of Kings Mountain High School where he was a starting quarterback for the Mountaineers. Ryan attended Appalachian State University, Gardner Webb Nursing School and completed his physician assistant school in Maryland. Ryan is back on the sidelines at Kings Mountain High School football games,

but this time as a Miller Orthopaedic representative.

Although the physicians specialize in different areas of orthopaedic medicine, Hayes, James and Stucky all care for patients at Kings Mountain Hospital. The Outpatient Surgery Services Department at Kings Mountain Hospital provides complete orthopaedic outpatient care. "Our goal at Kings Mountain Hospital is to provide the community and surrounding areas with excellent care close to home," says Stucky. He also notes that he and his colleagues are pleased that they are getting the opportunity to be involved in the community.

Orthopaedics is just one of the services provided at Kings Mountain Hospital Outpatient Services Department. More than 30,000 procedures are performed each year, including these specialties: anesthesiology, cataract surgery, cosmetic and reconstructive surgery, endoscopy, general surgery, gynecology, podiatry and urology.

## GETTING TO KNOW THE STAFF OF KM HOSPITAL



**Patrick Hayes, M.D.**  
Home: Shelby  
Education: Attended Georgetown University Medical School, 1985-1989; completed orthopaedic surgery residency at the University of North Carolina Hospitals at

Chapel Hill, 1990-1994; completed shoulder fellowship at Mount Sinai Medical Center in New York, NY, in 2000.

Experience: Hayes has been practicing orthopaedics for eight years.

Hobbies: Enjoys soccer and exercising.



**Kevin James, M.D.**  
Home: Shelby  
Education: Attended Howard University College of Medicine, Washington, D.C., 1981-1985; completed orthopaedic surgery residency and internship at William

Reaumont Army Medical Center and R.E. Thomason General Hospital.

Experience: James has been practicing orthopaedics for 10 years.

Hobbies: He enjoys playing golf.



**William V. Stucky, M.D.**  
Home: Shelby  
Education: Attended the University of Michigan Medical School; completed his residency for orthopaedic surgery at Wayne State University, Detroit; interned in general

surgery at Wayne State University.

Experience: Stucky has been practicing orthopaedics for 12 years.

Hobbies: Takes great interest in showing horses.

## Diagnosing heart disease: new cardiac scanner

More than 12 million Americans have a history of coronary heart disease, and approximately 500,000 of those people die each year. The American Heart Association reports that about half of those who die were never even hospitalized. These facts point to a clear need for a reliable, non-invasive and economical tool to diagnose heart disease at an early stage, and to track progression of disease in order to allow for successful medical care, doctors say.

Fortunately, new medical

testing technology called Multislice computed tomography (CT) can help physicians diagnose heart disease in its earliest stages, without the need for surgery or direct angiography. Doctors believe this new cardiac scanner can improve the effectiveness of treatment and help slow down the progression of Coronary Heart Disease, a known cause of heart attacks.

Called the SOMATOM Sensation Cardiac, the new technology from Siemens Medical Solutions can visualize and differentiate coro-

nary lesions in early, possibly pre-clinical stages. For example, CT imaging techniques are becoming the new standard for diagnosing non-calcified plaque, a main cause of heart attacks.

Here's how it works: The Sensation Cardiac CT scanner uses '16-slice' technology to produce four-times more speed, real-time image reconstruction and higher image resolution than today's more common, top-of-the-line, four-slice CT machines. This increased speed provides a dramatic difference, particularly

when imaging moving organs such as the heart. Because more images are gathered in one rotation of the CT gantry and because each rotation is faster, doctors are able to gather more information in a shorter period, enabling them to make faster decisions.

The improved image quality of the new 16-slice scanner also allows doctors to see smaller vessels including small coronary arteries with less than one-millimeter diameter and other fine anatomical details they could not see before,

without surgery. Non-calcified coronary plaques, associated with coronary artery disease and possibly acute heart attacks, may be visualized at an early stage of the disease.

The Sensation Cardiac may even allow for more effective control of pharmaceutical treatment, such as lipid-lowering agents, doctors agree. The technology also could be used to complete follow-up visits after surgery, eliminating the need for additional invasive procedures. Learn more, at [www.siemensmedical.com](http://www.siemensmedical.com).

## A heart-to-heart on aspirin therapy

Cardiovascular diseases claim 100,000 African-American lives annually; and while heart disease is the number one killer of all Americans, African-American women experience a 2/3 higher risk of death than other women. Atlanta cardiologist Dr.

Jayne Middlebrooks answers questions on heart disease and the role of low-dose aspirin therapy to prevent recurrent heart attacks and stroke.

**How does heart disease affect African Americans?** While diet, higher stress levels and access to health care

may play a role in this increased risk to African Americans, some research suggests that biological differences may be factors as well.

The good news is that many heart disease risk factors can be controlled. You should talk to your doctor

about your overall heart disease risk and take steps including, if appropriate, daily low-strength aspirin therapy to reduce your risk of a recurrent heart attack or stroke.

**How do you decide who may benefit from daily aspirin therapy?** First I look at their overall risk for heart disease. I consider their age, medical history, blood pressure and cholesterol levels. I also determine whether they have any health conditions that can contribute to heart disease-like diabetes or smoking-or family history of heart disease. After reviewing all of this information, I decide if my patient would benefit from low-strength aspirin therapy.

**What aspirin dosage do you recommend to your patients?** I recommend 81mg aspirin. It's just a quarter the dose of a regular strength aspirin, but it has been shown to be as effective in preventing a recurrent heart attack or stroke.

Furthermore, higher doses of aspirin are associated with increased risk of stomach problems. If you're currently taking regular strength aspirin for your heart, talk to your doctor about whether 81mg low-strength aspirin is right for you.

**How common is it for people to take more aspirin than they may need?**

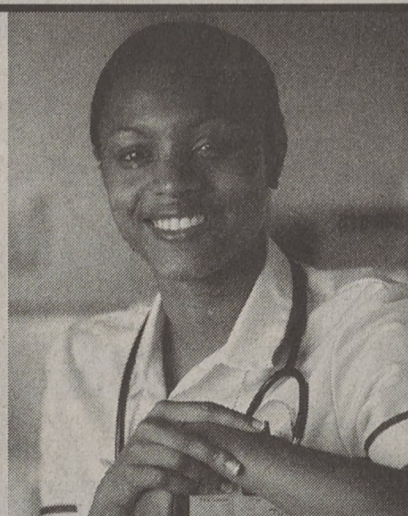
Currently, 58% of the 26 million Americans who are on an aspirin therapy for their heart may be taking more than they need. In the case of aspirin, more is not always better.

**If I'm taking aspirin therapy, do I need to be careful about the other medications I take?** Yes. A recent New England Journal of Medicine study found that ibuprofen, a common ingredient in several over-the-counter pain relievers, may interfere with the way aspirin works to reduce the risk of a recurrent heart attack. If you need to take a pain reliever while you're on daily 81mg aspirin therapy, talk to your doctor about acetaminophen, the medicine found in Tylenol®. Is aspirin therapy right for everyone?

No, there are risks associated with aspirin. If you have aspirin allergies, stomach ulcers or reduced kidney or liver function, you may not be a candidate for aspirin therapy.

Talk with your doctor about your risk and whether St. Joseph 81mg Adult Low Strength Aspirin is right for you. You can also visit [www.81mg.com](http://www.81mg.com) for info.

## Kings Mountain Hospital- Changing For The Better.



Since its beginnings more than 50 years ago, Kings Mountain Hospital has made many advancements. Today, the range of specialty care now available right here at home includes orthopaedics, urology, gastroenterology, physical therapy, laparoscopic surgery, cardiology and others. Every advancement over the decades

has been made with one thing in mind - to strengthen the health of our community through resources right here at home.

At Kings Mountain Hospital, we believe in the power of positive change and in the health and well-being of you and your family, now and in the future.



Kings Mountain Hospital  
Carolinas HealthCare System  
[www.carolinashealthcare.org](http://www.carolinashealthcare.org)