

winter 2007

# Livingwell

*Highlands*  
Medical Center

## Your Source for **SURGERY**

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**CARE**  
in the Comfort of Home

Highlands Imaging  
Center Has a  
**NEW MRI**

Find the  
hidden  
snowflake  
and you could



**WIN**

a gift card to a  
local restaurant.  
For complete rules  
turn to page 2.



DEAR FRIENDS,

**WELCOME TO** Highlands Medical Center's first edition of *Living Well*.

Highlands has implemented numerous advancements within the past several years, all to better contribute to your health. The name Highlands Medical Center represents the level of cutting-edge health care we are proud to provide.

In this new quarterly magazine, you'll read about our healthcare services, our physicians, and our people, all who strive to make Highlands your first choice for health care.

Our feature story this issue spotlights Highlands Surgery Center. The expertise of our physicians and the range of surgeries performed allow you and your family to avoid the stress and hassle of having surgery far from home.

As you settle into the winter months, remember loved ones who may find it difficult to care for themselves. For many of these individuals, Highlands Home Health is available to offer medical assistance that allows them to remain independent. On page 3, Delbert and Molene Hicks express their thanks to their friends at Highlands Home Health.

I hope you find *Living Well* informative and helpful as you navigate through life and consider this publication as another way Highlands cares for you.

Wishing you a happy and healthy winter season,

Tom Lackey  
CHIEF EXECUTIVE OFFICER  
Highlands Medical Center

# Meet Chad Bradford, MD

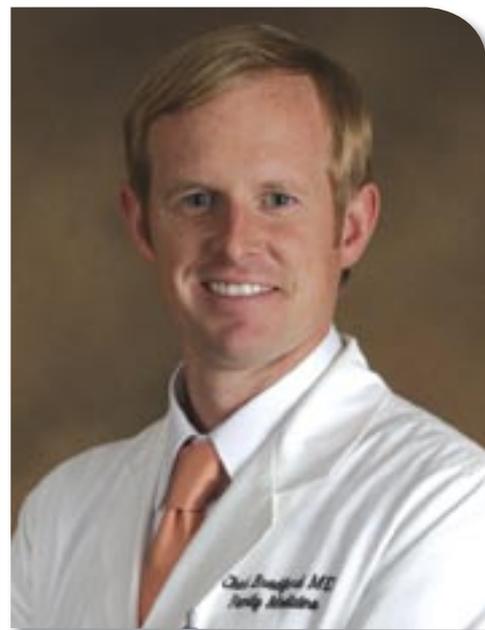
**IF THE NAME** "Dr. Bradford" sounds familiar, it's because Chad Bradford, MD, is the son of Charles Bradford, MD, a long-time Family Practice physician at Highlands Medical Center. We're proud to have both father and son on our team of physicians.

Dr. Chad Bradford received his degree in medicine from the University of Alabama School of Medicine, where he also completed his residency. Now, he is back in his hometown, caring for people he has known for years, and making new friends along the way.

When he's not spending time with his two children and wife, Emily – a teacher and cheerleading coach at Scottsboro High School – Dr. Bradford enjoys hunting and staying active.

Dr. Bradford's practice is located at 508 Harley Street, Suite B, in Scottsboro. He is available to see patients Monday, Tuesday, Wednesday, and Friday from 8 a.m. to 5 p.m., and Thursday from 8 a.m. to 12 p.m.

**To schedule an appointment with Dr. Bradford, call 259.0734.**



Chad Bradford, MD, family medicine physician, joins his father, Charles Bradford, MD, on the Highlands Medical Center physician team.

Find the  
  
 and **WIN!**

LOOK FOR THE **hidden snowflake** in this issue of *Living Well*, for a chance to win a \$25 gift card to a local restaurant.

Send a postcard or note with your name, address, and phone number, indicating the page number and location of the snowflake to:

**Highlands Medical Center**  
**Attn: Marketing and Business Development**  
**P.O. Box 1050**  
**Scottsboro, AL 35768**

All entries are due by March 30. Must be 18 years or older to enter. Highlands Medical Center employees and their immediate families are not eligible for the drawing. Winner will be drawn at random.

**ON THE COVER:** Dr. Daniel Ortiz cares for patients at Scottsboro ENT. He also utilizes his skills at Highlands Surgery Center. For more on Dr. Ortiz and other Highlands surgeons, please see page 4.

# Care in the *Comfort* of Home



Bonnie Hambrick of Highlands Home Health makes life better for her patient, Delbert Hicks, and his wife, Molene.

## A FAMILY SAYS “THANK YOU”

Delbert and Molene Hicks enjoy living in Scottsboro and like staying in the area for their medical care. That is why they were thankful that Highlands Home Health was nearby when Delbert needed home care.

“The Home Health team at Highlands has provided compassionate care to Delbert for years,” says Molene. “He’s 93 years old and blind, so it’s hard for him to get around, but the nurses always take such good care of him.”

Three times a week, nurses from Highlands Home Health come to the Hicks’ home and bathe Delbert, as well as help Molene know how to best care for him. Once a week, a nurse checks Delbert’s medications and vital signs, such as heart rate and blood pressure. If the nurse or Molene have any concerns, the nurse calls Delbert’s physician and discusses the best plan of treatment.

“At our age, it’s nice that the nurses come take care of Delbert. It helps us keep our independence,” says Molene. “We really enjoy it when they visit.”

**MORE THAN 600 RESIDENTS** – *young and old* –  
**OF JACKSON COUNTY** receive care in *their* homes  
thanks to **HIGHLANDS HOME HEALTH**.

**HIGHLANDS MEDICAL CENTER** understands that you recover best in your own home. That’s why medical professionals at Highlands Home Health are excited to provide for all your needs in a familiar place. Services include:

- › physical therapy
- › occupational therapy
- › speech therapy
- › wound care
- › diabetes education
- › lab work
- › administration of IV medications

“We have found patients adapt to therapy better in their home,” says Debra Brickley, RN, director of Highlands Home Health. “They can apply lessons, such as how to properly get in and out of their favorite chair, in the setting where they will actually be using these skills.”

As part of the Best Start program from Alabama Medicaid, Highlands also offers home visits for mothers with new babies – especially those with health risks, such as being born prematurely or at a low birth weight. Highlands is the only home health service in the area to offer these visits.

## A Personal Touch

Amidst the variety of home health services provided by Highlands, personalized care always has a place.

A full assessment of a patient’s health needs is taken during the patient’s first home visit. Next, an individualized plan is developed based on physician orders. If caregivers or family members want to be involved in care, they’re invited to learn how to deliver treatment and improve their loved one’s quality of life.

“Our goal is to give each patient the care they need in a comfortable environment,” says Brickley. “We invite anyone who is interested in receiving home care to call; we’d be happy to answer any questions.”

📞 *For more information about Highlands Home Health, call 259.4840.*

# Your SOURCE

Your son's sinuses need correction. YOUR MOTHER NEEDS HER GALLBLADDER REMOVED. *You need a hysterectomy.* HIGH  
TECHNOLOGY YOU NEED, *close to home.*



Larry Herberholz, MD, and Wesley Knowles, MD, (front) perform a broad range of general surgery procedures. Also pictured is Rogelio Velez, chief anesthesiologist at Highlands Surgery Center.

NO MATTER the reason you or your loved ones need surgical intervention, the experienced team of experts at Highlands can help.

“A lot of people don’t realize the surgical options our medical center offers,” says Monica Hancock, director of Highlands Surgery Center. “We have an array of surgical procedures to help people get back to life after an illness or injury. People often tell us how comfortable their experience was, no matter what procedure they undergo.”

Here is a closer look at the range of surgical offerings and the people who provide them at Highlands.

## From Otolaryngology...

Offering surgical solutions for issues concerning the ear, nose, and throat, otolaryngologists on staff at Highlands give much-needed services.

Some of the conditions otolaryngologists treat include:

- thyroid disorders
- hearing loss
- voice disorders
- ear-related dizziness
- chronic sinus problems
- chronic ringing in the ears
- nasal obstruction

“Untreated issues affecting the ear, nose, or throat (ENT) can have a huge impact on a patient’s quality of life,” explains Dr. Daniel L. Ortiz, board-certified otolaryngologist, facial/plastic surgeon, and allergy specialist on staff at Highlands. “Lost time at work and pain are two of the dangers of untreated ENT problems. Thanks to new surgical techniques, these conditions can be treated with minimal pain and downtime.”

To ensure a quick recovery, many of the conditions are treated using a minimally invasive approach. Surgeons insert an endoscope (thin tube with a camera on the end) into the mouth or nose to the problematic site to create a passageway, which can correct some ear, nose, or throat abnormalities.

*From Otolaryngology.*

# for Surgery

HIGHLANDS SURGERY CENTER HAS THE PHYSICIANS AND

## ...to Gynecology

Imagine being unable to go anywhere without the fear of leaking urine or suffering severe abdominal pain. For women with incontinence, uterine fibroids, and endometriosis, this fear is a daily reality.

Fortunately, these and many other gynecologic conditions faced by women can be corrected at Highlands. Using both open and minimally invasive techniques, gynecologists make it possible for women to move on and enjoy life.

"The team of surgeons at Highlands is well trained and gives women access to the latest and greatest surgical advances," says Paul Megehee, MD, board-certified OB/GYN on staff at Highlands. "Gynecologic conditions can be debilitating, and it's a privilege to help women overcome them."

## ...And More...

Some of the other surgical specialties provided at Highlands include:

- breast surgery
- eye surgery
- facial/plastic surgery
- general surgery (including appendix removal)
- orthopedic surgery
- urologic surgery

"If a patient has orthopedic or other surgery needs, he or she should definitely look close to home at Highlands," said Philip Maddox, MD, board-certified orthopedic surgeon at Highlands. "The hospital has an impressive and well-qualified staff and puts quality surgical care as a top priority."

## ...At a Location Near You

When you need surgery, you want to be surrounded by family and friends. That's when you need Highlands, your source for surgical care.

 To learn more about surgical options offered at Highlands, call the Highlands Surgery Center at 218.3743. For a physician referral, please call 218.3600.



## SURGICAL GROWTH

Highlands Medical Center works hard to supply surgeons with the tools and technology needed to keep up with advances in medicine. To make sure you receive the surgery you need fast, new surgeons are also continually brought on board to the medical staff. Last year, Darby Marshall, MD, became one of them.

"People sometimes think they have to travel for cutting-edge medical care," says Dr. Marshall, who is a board-certified otolaryngologist. "However, Highlands has what it takes to handle an array of problems without going out of town."

Originally from Charleston, South Carolina, Dr. Marshall came to Highlands in January 2006. He and his wife and their 3-year-old daughter were excited to move to this area.

"I wanted to be in a place where there was a real need for additional ear, nose, and throat care," Dr. Marshall says. "At Highlands, I get the chance to help people of all ages with the highest-quality care available and really make a difference."

 To make an appointment with Dr. Marshall, please call 574.6100.

Darby Marshall, MD, board-certified otolaryngologist, joined the Highlands Medical Center team in January 2006.



...to Gynecology... And More...



# Highlands Imaging Center Has a New MRI

The new, 1.5 TESLA PHILIPS MAGNETIC RESONANCE IMAGING (MRI) SYSTEM at Highlands Imaging Center

PRODUCES A HIGHER-RESOLUTION IMAGE that makes it possible to use MRI tests that *were not previously available.*



Achieva MRI image courtesy of Philips

WHILE HIGHLANDS has a history of providing MRI services to its patients, the addition of the new MRI means that patients have access to the latest computer software and technology. Even better, this short-bore MRI is less confining than a standard MRI, increasing patient comfort. Thanks to the short-bore MRI, a greater portion of the patient's body remains outside the unit on most exams, decreasing feelings of claustrophobia.

"In addition to reducing test time, the new MRI allows us to offer new services, such as breast imaging and MRI of smaller joints," says Brenda Lusk, radiologic technologist, director of Highlands Imaging Center. "We couldn't provide these services with the previous MRI, so we're excited about what this technology can mean for our community."

### What is MRI?

MRI is an imaging technique that allows physicians to see clearly the extent of patients' injuries and diagnose illnesses without performing an invasive surgical procedure. Using low-density radio waves and magnets, the MRI unit quickly and painlessly scans the body to create detailed images of the bones, muscles, soft tissues, and nerves. Because MRI is more sensitive to soft tissue changes, this technology is faster and more accurate than X-rays or computed tomography (CT) scans when evaluating many different injuries and illnesses.

During an MRI evaluation, patients lie on a platform that slides inside the short-bore MRI unit. Patients wear normal clothing – without any metal – and are permitted to eat and drink whatever they would like prior to the test.

After the test is performed, a radiologist reviews the image created during the test and generates a report for the patient's physician within 24 hours.

"MRI images are achieved by using a harmless magnetic field – not radiation – so the test is completely safe," Lusk says. "Physicians can evaluate patients safely for problems such as cancers, torn ligaments, and soft tissue masses."

*For more information about imaging services at Highlands Medical Center, visit our Web site at [www.highlandsmedcenter.com](http://www.highlandsmedcenter.com) and click on "Highlands Imaging Center."*

### MEETING AND EXCEEDING STANDARDS

Highlands Imaging Center is accredited by the American College of Radiology (ACR). This specific accreditation means that the quality of the images – as well as the quality of the staff – have been reviewed and meet the strict standards of the ACR.

# PEDIATRIC REHABILITATION

## *Now Available*



Miriam Herstik, physical therapist with Highlands Rehabilitation Center, works with Jessie Watkins on his balance and coordination. Jessie was referred to Highlands' pediatric rehab team following brain surgery.

HIGHLANDS REHABILITATION Center recently added pediatric rehabilitation to its services. Working with newborns to age 21, experienced therapists create individualized plans for young patients' special needs.

The program admits children for any type of condition, such as neurological deficits, congenital defects, cerebral palsy, brain injuries, and numerous diseases, even performing infant massage to relieve constipation.

Miriam Herstik, a physical therapist who specializes in pediatrics, has added her expertise to Highlands' physical, occupational, and speech therapy programs.

"The fact that we offer all three services is a real benefit to the area," says Herstik. "We want to meet community needs and educate parents on how to take care of their children in a comfortable and caring atmosphere."

Highlands Rehabilitation Center looks forward to its future in pediatric therapy.

"Even though the program is new, we've already realized the big difference we can make in expanding our services to include pediatric therapy," says Kevin Calhoun, director of Highlands Rehabilitation Services. "We are now able to meet the needs of all ages and abilities in the community."

*For more information about pediatric rehabilitation services at Highlands, please call 218.3760 or visit [www.highlandsmc.com](http://www.highlandsmc.com).*

## Let it Snow!

Kids, ask your parent's to help you figure out this wintry word puzzle. Can you find all 15 words? (Hint: Look up, down, backwards, and diagonally!)

**A B D S R P G W Q H R K I H I**  
**W G G V N T S O F I A D M Y C**  
**O N A M W O N S T B L G T P S**  
**R L J K D C W O I E O Z Y T L**  
**G E U A H J B F V R P S O H E**  
**J H T I C O L D L N T O C D I**  
**D O L N G K Y T E A B S A X G**  
**X L J G I E E T S T K Y O W H**  
**Y S A E B W T T I E W E S R I**  
**C N Z Z C I C I C L E E Q L F**  
**B U R E M Y T S O R F W I E M**  
**H M E E I O Q W U Q A B Q G A**  
**S W D R B A D Z K H L X N P S**  
**S K G F D W J S F I V U R A T**  
**B Z F A H R G Y Q M R N O Z M**

- |        |           |           |          |
|--------|-----------|-----------|----------|
| Boots  | Frosty    | Mitten    | Snowman  |
| Chilly | Hibernate | Polar     | Toboggan |
| Cold   | Icicle    | Sleigh    | Winter   |
| Freeze | Jacket    | Snowflake |          |

## An A-MAZE-ing Winter

Can you find your way to the snowman inside the maze?





# Our Talented Team

From primary care doctors to a range of surgeons, Highlands Medical Center has more than 40 physicians to meet your healthcare needs.

Need a physician? Our physician referral line offers an easy way to find the most appropriate physician for an individual's needs. Call 218.3600 to quickly find a physician accepting new patients – and save yourself the hassle of traveling out of town for health care.

#### **Allergy/Ear, Nose, and Throat/ Otolaryngology**

Dr. Darby Marshall  
Dr. Daniel L. Ortiz

#### **Anesthesiology**

Dr. Rogelio Velez

#### **Diagnostic Radiology**

Dr. Harrell Cox  
Dr. John Reichle

#### **Emergency Medicine**

Dr. Iqbal Saeed

#### **Family Practice**

Dr. Lonnie Albin  
Dr. Larry Bolton  
Dr. Chad Bradford  
Dr. Charles Bradford  
Dr. W. Hardin Coleman  
Dr. Mark C. Cooper  
Dr. Gurinder Doad  
Dr. Bret Fremming  
Dr. Janet Green

Dr. Durwood Hodges  
Dr. T. Murali Mohan  
Dr. S. C. Tapia  
Dr. J. Patrick Tucker  
Dr. Alan J. Wayne

#### **Family Practice/Obstetrics**

Dr. Mark C. Cooper

#### **Internal Medicine**

Dr. Muhammed Ata  
Dr. Usman Barula  
Dr. Stephen Green  
Dr. Charles Hood  
Dr. Younus Ismail  
Dr. Shoaib Khalil  
Dr. Junaid H. Memon  
Dr. Madadi Reddy  
Dr. V. S. Reddy

#### **Obstetrics and Gynecology**

Dr. Paul Megehee  
Dr. Jerry Pierce  
Dr. Ivonne Vargas

#### **Occupational Medicine**

Dr. James Johnt

#### **Pathology**

Dr. Michael Cookston

#### **Pediatrics**

Dr. Muhammad Amjad  
Dr. V. H. Reddy

#### **Sleep Disorders**

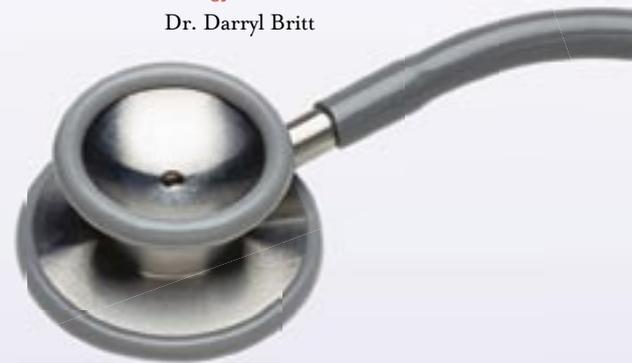
Dr. Daniel McDonough

#### **General Surgery**

Dr. Lawrence Herberholz  
Dr. E. Wesley Knowles

#### **Urology**

Dr. Darryl Britt



Jackson County Health Care Authority

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Medical Center

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