

winter 2008

# Livingwell

*Highlands*  
Medical Center

## One Call...

Highlands Physician Referral  
Line is here for you.  
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## Introducing Highlands Foundation

Giving to Friends and Neighbors  
page 6

# 7 Medical CONDITIONS

You Don't Know About  
(And Should)

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Find the  
hidden  
mittens  
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**More Physicians  
Enhanced Technology  
Expanded Services**

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218.3340

**Highlands Surgery Center**  
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**Highlands Imaging Center**  
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**Highlands Rehabilitation Center**  
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**Highlands Sports Center**  
218.3672

**Highlands Sleep Disorders Center**  
218.3639

**Highlands Home Health**  
218.3608

**Highlands Occupational  
Medicine Center**  
218.3860

**Highlands Health & Rehab**  
218.3842

**Cumberland Health & Rehab**  
437.7260

Find us on the Web at  
[www.highlandsmedcenter.com](http://www.highlandsmedcenter.com).  
*Need a Physician? Call 218.3600.*

Memon Embraces *Family* Tradition

“WHEN YOUR PARENTS and siblings are physicians, you definitely have direction for your career path,” explains Junaid Memon, MD, one of Highlands Medical Center’s busiest Internal Medicine physicians.

Although he may have had some family influence, Dr. Memon says he was drawn to study Internal Medicine because it afforded him the opportunity to see a wide variety of patients.

He completed his residency at Newark Beth Israel Medical Center in Newark, New Jersey. Board-certified in internal medicine, Dr. Memon is also licensed in nuclear cardiology and can perform stress tests to diagnose heart disease.

“At Highlands, I feel I am making a difference in the community,” Dr. Memon says. “Everyone has been so friendly.”

When he is not enjoying the outdoors – hiking, biking or playing soccer – Dr. Memon joins his wife in doing whatever their 5-year-old daughter and 2-year-old son enjoy.

Dr. Memon sees patients at Scottsboro Medical Clinic, 506 Harley Street.

*To schedule an appointment with Dr. Memon, call 574.6157.*



Junaid Memon, MD

Find the *Mittens* and **WIN!**

LOOK FOR THE **hidden mittens** in this issue of *Living Well* for a chance to win a \$25 gift card to a local restaurant. E-mail information to [info@highlandsmedcenter.com](mailto:info@highlandsmedcenter.com) or send a postcard or note with your name, address and phone number, indicating the page number and location of the mittens to:

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

All entries are due by March 1. 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.



*Congratulations* to last issue’s winner: Jean DuBose of Scottsboro  
Did you find the leaf? It was hidden on the bookshelf on page 6.



# The Search is *Over* Our referral line **FINDS A PHYSICIAN** for you.



From primary care doctors to a range of specialists, Highlands Medical Center has more than 40 physicians to meet your healthcare needs. Now, information about these physicians is available with the convenience of a phone call. By calling the Highlands Physician Referral Line at 218.3600, you are taking your first steps toward better health.



*You just found out you're pregnant and are looking for an OB/GYN.*

*You're having trouble sleeping and need to find a physician who performs sleep studies.*

*You're searching for a physician to care for your entire family.*

**LOOKING FOR A PHYSICIAN** but not sure who to call? Finding a physician in your area can be a breeze with Highlands Medical Center's Physician Referral Line.

If you are a recent arrival to the community, or you are dealing with a new medical problem, finding the most appropriate physician to meet your needs can be challenging. Highland's Physician Referral Line has made your search easier.

"We are very pleased to offer this service," says Jennifer McCurdy, marketing manager at Highlands. "We wanted the community to have easy access to the physicians in our area, and the Physician Referral Line is a great way to accomplish that."

#### How It Works

Highlands Physician Referral Line has all the latest information about doctors in Jackson County, including location, phone numbers and whether or not they are currently accepting new patients. All you have to do is call 218.3600 and explain what specialty you are interested in – family doctor, urologist, general surgeon, etc. – and you will be referred to trusted Highlands physicians in that field.

"Patients should expect to answer a couple of questions, such as what kind of insurance they have and where they live," says McCurdy. "The benefit is that with just one phone call they will be referred to the physician who best suits their needs."

#### Benefit to Doctors

In addition to benefiting patients, the Physician Referral Line also helps physicians. For doctors who are not currently accepting new patients, the line will help these physicians better schedule and assist their current patients. For physicians who are accepting new patients, the Physician Referral Line will help them bring on new patients in a more timely manner.

Highlands' newest physicians are Jennifer White, MD, and Andrew White, MD. They are located on Broad Street across from First United Methodist Church in Scottsboro. To schedule an appointment, please call 218.4080.

*For a referral to a physician, call Highlands Physician Referral Line at 218.3600.*

# What You Don't Know



*When you have the flu, you also have a fever. With strep throat comes* **SWOLLEN TONSILS.**

**YET NOT ALL MEDICAL CONDITIONS ARE AS EASY TO DIAGNOSE. MANY DEVELOP SILENTLY,**  
*with few warning signs and even fewer symptoms.*



**YOU COULD HAVE** one of these seven medical conditions for years before discovering it, making routine physical exams a critical component to maintaining good health. Educating yourself about the risk factors and warning signs can also help you detect the condition early and can significantly enhance your ability to control these serious conditions before they become life threatening.

## **1** Type 2 Diabetes

Diagnosed diabetes cases have drastically increased over the last 25 years, from 5.6 million cases in 1980 to over 15 million cases in 2005. Type 2 diabetes accounts for 90 to 95 percent of all diagnosed cases. Often brought on by obesity or physical inactivity or as a result of the aging process, Type 2 diabetes is a condition where the body is not able to use insulin properly to control blood sugar levels.



Symptoms include frequent urination, excessive thirst, extreme hunger or sudden vision problems. Type 2 diabetes is often controlled with lifestyle changes, including regular physical activity and a healthy diet, but insulin injections are sometimes prescribed as well.

## **2** Heart Disease

Heart disease is the number one killer of American men and women. Coronary heart disease occurs when plaque builds up in the arteries, preventing proper blood flow from reaching the heart, which leads to a heart attack.

Although many of us think of heart attacks as sudden, debilitating chest pain, heart attacks can have more subtle symptoms, including fatigue, nausea, shortness of breath, pain in the upper extremities and lightheadedness. If you suspect you or a loved one is experiencing a heart attack, call 911 immediately. The sooner a heart attack is treated, the higher the likelihood of a successful recovery.

*...control these serious*

# W Hurt You



### 3 Genital Herpes

More than 45 million Americans have genital herpes. Painful sores usually accompany herpes outbreaks, but between flare-ups, there are often no visible symptoms, meaning many people aren't aware they are transmitting the virus.

Some people who carry the virus don't experience sores, and may exhibit flu-like symptoms or swollen glands. Others may mistake sores for other skin conditions or insect bites. The lack of clear symptoms makes herpes harder to diagnose and easier to transmit.

Although herpes cannot be cured, anti-viral medications can be used to reduce the frequency and severity of outbreaks.

### 4 Melanoma

Melanoma is the deadliest of skin cancers, but is almost 100 percent curable if caught in the early stages. To protect yourself from the dangers of skin cancer, conduct monthly skin exams and inspect all moles. When looking for cancerous moles, remember your ABCDEs.

**Asymmetry.** A healthy mole will be symmetrical. If one side of a mole doesn't match the other, it might be cancerous.

**Border.** Look for irregular or jagged borders.

**Color.** Healthy moles are a solid color. Cancerous moles may have several colors throughout, including blue, red, black or brown.

**Diameter.** Melanomas are often larger than 1/4 of an inch in diameter.

**Evolving.** If you notice any mole that is changing, bleeding or crusting over, see a physician.



### 5 High Blood Pressure

One in three Americans has high blood pressure, but as many as a third of Americans are unaware they have the condition because there are no visible symptoms. Your blood pressure should be less than 120 over 80. Anything 140 over 90 is considered high blood pressure. The only way to know if your blood pressure is high is by having it checked during your annual physical.

High blood pressure can lead to stroke, heart attack, heart failure and kidney failure. To help keep your blood pressure under control, it's important to eat a well-balanced, low-sodium diet, exercise and avoid smoking and secondhand smoke.

### 6 Glaucoma

Glaucoma is a disease that attacks the optic nerve – the nerve responsible for carrying messages from the eye to the brain. The condition develops slowly and affects the peripheral vision first, making early symptoms hard to detect. The American Academy of Ophthalmology estimates that nearly half of those who have glaucoma don't know it because of the slow progression of the disease.

Unfortunately, there is no cure for glaucoma.

However, if detected early, further vision loss can be prevented. Research has found a connection between high levels of pressure in the eye and an increased risk of glaucoma. Eye injuries, advanced age and heredity can also contribute to your likelihood of getting the disease.



### 7 High Cholesterol

High cholesterol increases your risk of coronary artery disease, heart attack and stroke. If you have too much of LDL – or “bad” – cholesterol, it can contribute to plaque formation in your arteries. Plaque formations can eventually block the blood flow to your heart, resulting in heart attack or stroke.

Unfortunately, you can inherit high levels of cholesterol. You can also develop high cholesterol by eating foods high in saturated and trans fat. Most people can control cholesterol by monitoring it with annual check-ups, regular exercise and a healthy diet. If lifestyle changes are not successful, medications are also available.

*If you haven't had an annual checkup recently to detect these seven silent medical conditions, call Highlands Medical Center Physician Referral Line at 218.3600.*

*conditions before they become life threatening*

## Highlands Foundation:

# *Giving to* Friends and Neighbors

In an effort to provide even **HIGHER QUALITY HEALTH CARE AND AN ENHANCED EXPERIENCE** for patients and families, **Highlands Medical Center** has unveiled its latest endeavor—**Highlands Foundation**.



### A Return in Giving

If you want to give back to the community, you can benefit from a tax write-off, allowing you to make the most of your financial year.

"The people of Jackson County take pride in their communities," says Jennifer McCurdy, marketing manager at Highlands Medical Center. "They want the best for their area and want to give back in any way they can. Through a donation to the Highlands Foundation, they can also receive a gift in return – a tax deduction."

These donations directly affect healthcare services in Jackson County, contributing to facilities, technology advancements and other special projects at Highlands.

A **NON-PROFIT** fundraising arm of Highlands and its affiliates, the Highlands Foundation will be instrumental in bringing health care to the forefront in Jackson County and the surrounding areas.

"We have a very giving community, and health care is a top priority for all of us. One way the community can make an impact on health care is through Highlands Foundation," says Tom Lackey, Highlands' chief executive officer.

Funds will be used to purchase technology and equipment, to upgrade facilities and to provide more healthcare programs and services for the communities Highlands serves.

### Ways to Give

Highlands Foundation offers community members many options for donations, including:

**"In Memory Of"** – a special friend or loved one, to pay tribute to that person

**"In Honor Of"** – a staff member, physicians or even a friend or relative who may have had a wonderful experience at Highlands

**Bequest** – to allot money to Highlands Foundation in a will with assistance from a financial advisor or attorney

**Deduction from paycheck(s)** – employees at Highlands may choose to make donations, which are then deducted from their paychecks

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*"When you give to Highlands Foundation, you are making a lasting gift, whether it's for technology, facilities or healthcare education and outreach. Every Foundation project will ultimately help thousands of people in Jackson County."*

—Bryant Pitchford, chief development officer at Highlands Medical Center

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"The creation of Highlands Foundation allows community members a new way to remember their loved ones while making a visible difference," says Jennifer McCurdy, Highlands' marketing manager. "These donations will allow Highlands to provide more healthcare services than ever before, which will benefit all those in Jackson County."

*☎ If you would like to make a donation to Highlands Foundation, or if you need additional information, please contact Highlands Marketing and Business Development office at 218.3672. You may also mail donations to Highlands Medical Center, Attn: Marketing and Business Development, P.O. Box 1050, Scottsboro, AL 35768*

# Breast Biopsy Techniques Provide *Options* for Patients

If a **SUSPICIOUS AREA** is detected during a breast examination, mammogram or ultrasound, you'll probably **need a breast biopsy** to determine if the area is cancerous. The **CARING PHYSICIANS** at Highlands Medical Center offer **many options** — both *minimally invasive and invasive* — for this important test.



**DURING A** breast biopsy, the surgeon removes a small piece of breast tissue that is examined under a microscope to determine the presence of cancer. While reviewing the cells on the sample, the Pathologist can determine if the breast lump is malignant (cancerous) or benign (noncancerous).

Women have several options for breast biopsies, including:

- **Fine-needle aspiration biopsies** performed in the doctor's office. During this procedure, a thin needle is inserted through the skin and into the lump to remove cells. This test can help determine if the lump is solid or a noncancerous, fluid-filled cyst.
- During a **core needle biopsy**, a physician inserts a needle into the lump to remove some of the tissue for evaluation. A suction unit can also be used to remove larger samples.
- During an **open biopsy**, the surgeon makes an incision into the skin and removes either a sample or the entire lump for further testing.

"The vast majority of lumps examined during breast biopsies are negative for cancer, but biopsies are still absolutely necessary," says Lawrence Herberholz, MD, general surgeon on staff at Highlands. "Because of this, we always try to do the least invasive procedure possible and work from there for our patients."

Since moving to Jackson County seven years ago, Dr. Herberholz has been very active in cancer research fundraising and cancer education events for the community.

*When a breast biopsy is necessary, look to the surgical team of Lawrence Herberholz, MD, and E. Wesley Knowles, MD. Call their office at 259.0185 for more information.*

## Test Your Knowledge of Breast Cancer Basics

1 If you're at a normal risk of breast cancer, the American Cancer Society recommends that you begin having annual mammograms at this age:

- A. 35
- B. 40
- C. 45

2 During her lifetime, a woman has this chance of developing breast cancer:

- A. 1 in 4
- B. 1 in 6
- C. 1 in 8

3 Which group of women is most likely to get breast cancer?

- A. Caucasian
- B. African American
- C. Asian

4 What percentage of breast cancer occurs in women with no known risk factors?

- A. more than 15
- B. more than 35
- C. more than 70

5 Which is NOT a sign of breast cancer?

- A. A lump in the breast
- B. A change in the shape or size of the breast
- C. Bruising around the nipple

Answers:

- 1. B
- 2. B

3. A. While more Caucasian women will be diagnosed with breast cancer, African-American women are more likely to die from the disease because they're typically diagnosed later.

4. C. You're at a higher risk than average if you have a family history of breast cancer, you're overweight, you started menstruating before age 12 or you had your first child after age 30. However, the vast majority of women with breast cancer have no known risk factors.

5. C. Though any change in your breast — including lumps, shape and size change or nipple discharge — should be reported to your physician, bruising is not typically a breast cancer symptom.

*If your doctor recommends breast surgery, tell him or her you choose Highlands Surgery Center. For more information, visit [www.highlandsmedcenter.com](http://www.highlandsmedcenter.com).*



# Did You Know...

Sleep apnea can contribute to:

High blood pressure?

Cardiac problems?

Stroke?

**Did You Know...**

**Highlands Sleep Disorders Center  
can help.**

The Center is fully accredited by the American Academy of  
Sleep Medicine.

**218.3639**

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