



## *Spotlight*

### **Changes in Guidelines and the Importance of Screening**

March is Colon Cancer Awareness Month and an important reminder for you to get a colonoscopy if you are at risk for colon cancer.

Colorectal cancer is the third most commonly diagnosed cancer in American men and women and the **second leading cause of cancer-related deaths**.

### ***People First: Nurse Educator Selected as Employee of the Month***

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### ***Leader's Voice: Doctor's Day 2010 – Gratitude for Compassionate Care***

One day a year we set aside a time to recognize the contribution our physicians make to our community and our school of medicine.

### ***Patient Focus: Quality Tip; Hand Hygiene***

Hand hygiene is an essential component in reducing hospital infections. Here are a few Infection Control Reminders to share with ALL staff:

## **News & Announcements**

- Creighton University Honors Health Workers for Reaching Out to Earthquake Survivors
- CMA Employee of the Month: Mike Morse, Certified Coder
- Burhan Joins Creighton Medical Associates
- March is Colon Cancer Awareness Month-Get A Free Colon Cancer Test Kit

## Changes in Guidelines and the Importance of Screening



March is Colon Cancer Awareness Month and an important reminder for you to get a colonoscopy if you are at risk for colon cancer.

Colorectal cancer is the third most commonly diagnosed cancer in American men and women and the **second leading cause of cancer-related deaths**.

This is because many times colorectal cancer is found too late. Did you know that when colorectal cancer is detected at an early stage, the five-year survival rate is 90%?

It is important for people to get screened for colon cancer and to know their risks.

### Q & A with Dr. Bennie Upchurch



1. Many people have heard that they should get a colonoscopy at a certain age. Why is it so important to listen to these screening guidelines?  
*Colon cancer is a disease of the elderly. However, if we start evaluating individuals at the time they are likely to develop significant polyps and therefore have an increased risk of colon cancer, then we can prevent the disease and thereby save lives.*
2. I have heard many people say they are nervous about getting a colonoscopy because it will hurt or make them uncomfortable. What would you tell these people?  
*In almost every case the sedation will keep individuals asleep and comfortable. They are likely to have no memory of the procedure. The discomfort is similar to gas pain, which we have all had. This is generally very easy to control and therefore the majority of individuals have no fear of their second colonoscopy.*
3. In recent years, the screening age recommendation for African Americans was lowered to age 45, why is this?  
*African Americans in general have had poorer outcomes with regard to colon cancer. Colon cancer may have an earlier onset and a more aggressive course in African Americans. Access issues also have complicated the issue for some. By initiating screening earlier in African Americans, gastroenterologists hope to increase the likelihood of finding polyps and cancer in this group earlier to improve outcomes.*
4. Are you concerned that many people don't know about this age change?  
*Certainly, a big part of improving the quality of health care is to disseminate information both to health care providers and to the public. Throughout my career, March as the colon cancer awareness month has been an opportunity to bring attention to the importance of colon cancer screening. As an African American physician myself, it has been particularly important to highlight this recent change in the screening of African Americans as a group.*

5. If you could get a message across about colon cancer to people what would it be?  
*Colon cancer is the second leading cause of cancer death in American's and it is entirely preventable with screening colonoscopy. We simply need to get you in for a simple and easy test once every 5-10 years depending on your particular risk factors. Think of it as 15 minutes that can save your life.*

You can make a difference in your life or the life of a loved one. You are invited to attend our FREE seminar about colorectal cancer and colonoscopy and watch a colonoscopy demonstration presented by Dr. Bennie Upchurch and Dr. Eric Peters, Tuesday, March 30, 2010 at 7:00 p.m., in the Morrison Seminar Room at Creighton University Medical Center. Call 1-800-253-1414 to register!

**Download these flyers to post or to give to friends.**



**Download these FREE e-card cartoons to send to a loved one.** (Click on the link, then copy and paste picture into email)



**Risks:**

- **Age 50**  
*Did you know:* More than 90% of colorectal cancer cases are diagnosed in people over the age of 50?
- History of colorectal cancer or adenomatous polyps
- Crohn's disease or colitis
- Being African-American or an Ashkenazi Jew
- Eating a diet high in fat
- Type 2 diabetes
- Being physically inactive
- Obesity
- Smoking and heavy alcohol use
- History of Inflammatory Bowel Disease (IBS)
- Strong family history of colorectal cancer or polyps
- History of hereditary colorectal cancer syndromes or polyps

**Important Change in Guidelines for African Americans**

In 2005, the American College of Gastroenterologists recently issued new guidelines for African Americans regarding colon cancer screenings. While the traditional recommended screening age for colon cancer is 50, African Americans are encouraged to get a colonoscopy by age 45.

## Colorectal Screenings

Most people with colorectal cancer do not know they have the disease because they have no symptoms until the cancer reaches an advanced stage. Common warning signs of colorectal cancer include a change in bowel habits (diarrhea or constipation), a feeling that bowels do not empty completely, blood in the stool, stools that are more narrow than usual, gas pains, cramps or bloating, unexplained weight loss, weakness or fatigue, and nausea or vomiting. However, these symptoms also may be caused by other conditions, such as infection, hemorrhoids or inflammatory bowel disease. A person with symptoms should see a doctor for diagnosis and treatment as soon as possible. Successful treatment is more likely when colorectal cancer is detected early.

Screening tests to detect colorectal cancer include:

- Fecal occult blood test to check stool for small amounts of blood
- Sigmoidoscopy to examine the lower part of the colon
- Colonoscopy to view the large intestine and take tissue samples
- Barium enema to take X-ray pictures of the colon and rectum

Doctors recommend an initial colonoscopy at age 50. Generally, this screening test is repeated every 10 years. People at higher risk of developing colorectal cancer may need to begin screening at an earlier age.

## People First: Nurse Educator Selected as Employee of the Month



Education is an important part of Susan Davis' life. Teaching new nurse graduates has been a rewarding experience for her since Creighton University Medical Center started its Versant™ RN Residency program a little over a year ago.

That's one of the things she loves most about her job. "Making a difference, working with such compassionate nurses, educators and leaders," says Susan.

In fact, Susan started her career as a student at CUMC. "I have always felt a great connection with the staff here. Even from the time I was a student here there was always someone that I connected with and who saw the potential I had to become the nurse that I am today," says Davis.

For almost 20 years, Susan Davis has worked at Creighton University Medical Center. She currently works in the Nursing Education Department as an educator for Medical-Surgical Care and Oncology. In February, she was selected as CUMC's Employee of the Month because of her passion for nursing as well as the leadership skills she has displayed as a nurse educator.

In her nomination, one of her colleagues wrote, "Her commitment to patients, their families and the nursing staff has never wavered. She is an expert clinician and she has been able to take her knowledge and share it with the nursing staff."

Susan has led many important projects focused on major nursing initiatives, including the new epidural pump and the CHG bathing clothes.

“CUMC is a great learning environment with great staff. You will see many types of patients here that you may not get the chance to care for in other facilities. Although it does take a lot of hard work to be a nurse here, you will also touch and change many lives with the care you give, so be proud,” says Susan.

### *Leader’s Voice: Doctor’s Day 2010 – Gratitude for Compassionate Care*

One day a year we set aside a time to recognize the contribution our physicians make to our community and our school of medicine. Our mission of preventing illness, improving health and providing compassionate care is very much a team approach. An integral part of this team is our medical staff.

Next week, March 30<sup>th</sup>, we will celebrate Doctor’s Day, recognizing our physicians for their leadership efforts at Creighton University Medical Center, and for embodying our values – patient care, education and research.

The first Doctor’s Day observance was celebrated 77 years ago. Since then, the importance of recognizing our nation’s physicians has become a national observance. Physicians are honored on this day for their hard work, dedication, compassion and innovation.

Throughout our Creighton history, our physicians have personified the Jesuit principles of compassionate care – making a lasting impact on our community. This service of care expands beyond the boundaries of our community and region, touching the lives of patients throughout the world as recently demonstrated by their efforts in Haiti.

Join me in celebrating Doctor’s Day, and acknowledging the hard work and dedication of our physician team. As we recognize this day, take time to express gratitude to the physician members of our Creighton family.

### *Patient Focus: Quality Tip; Hand Hygiene*



The latest buzzzzzz.....

Hand hygiene is an essential component in reducing hospital infections. Here are a few Infection Control Reminders to share with ALL staff:

#### **Hand Hygiene**

**Hand hygiene is simply cleaning your hands in one of two ways, either by washing with soap and water or by using alcohol hand gel.**

#### **Hand hygiene needs to be performed:**

- Before and after contact with patient’s skin, moist, wet body substances or mucous membranes.
- During patient care.
- Before invasive procedures.
- After glove removal.
- Before eating, drinking, smoking or handling food.
- Before and after handling equipment such as a keyboard or mouse.

- After using the restroom (for both men and women).
- After coughing, sneezing or blowing your nose.
- When hands are soiled.

As a rule of thumb, remember to ALWAYS “gel in and gel out” when entering and leaving patient rooms.

### **Hand washing**

Hand washing requires:

- Soap
  - Running water
  - Friction (rubbing hands together)
1. Wet hands
  2. Apply soap
  3. Wash (apply friction) for a minimum of 15 seconds
  4. Rinse
  5. Dry hands
  6. Use a paper towel to turn off the water at the sink

### **Hand washing MUST be performed:**

- After using the restroom
- When hands are visibly soiled

### **Alcohol Hand Gel**

- Appropriate to use between patients and when hands are NOT visibly soiled
- Alcohol hand gel can be used a number of times (approx. 10) before hands start to feel sticky or gritty, when this happens hands must be washed with soap and water
- Once applied, alcohol hand gel needs to be completely dry before touching electrical machinery to avoid the possibility of shock/severe shock
- Call EVS to refill empty alcohol hand gel dispensers

### **To use alcohol hand gel:**

1. Dispense alcohol hand gel into palm of hand (approx. quarter size dollop)
2. Place finger tips and finger nails in gel in palm; smear some gel into other palm and do the same with other hand
3. Rub hands together, making sure to rub gel into palms, back of hands, and between finger tips
4. Rub gel into hands until hands are completely dry

### **Other Hand Hygiene Requirements:**

- Artificial nails are NOT allowed for staff who have direct contact with patients
- Nail length needs to be ¼ inch or less
- Hand jewelry should be kept to a minimum, such as a wedding band
- Nail polish must not be chipped or peeling
- Many hand lotions contain products that will cause gloves to deteriorate more rapidly; the hospital has selected a hand lotion that does not contain many of the products that degrades gloves, so when at work, use only the hand lotion provided by the hospital

## Creighton University Honors Health Workers for Reaching Out to Earthquake Survivors



(L-R) Dr. Charles Filipi, Dr. Theresa Townley, Nebraska Sen. Ben Nelson, and Dr. Brian Loggie meet before a Sunday, Feb. 28, brunch at Creighton University's Mike and Josie Harper Center for Student Life and Learning honoring health care workers who helped treat survivors of the Jan. 12 Haiti earthquake. Five Creighton-led teams were involved in the effort. Filipi, Townley and Loggie helped organize and/or lead the teams. Nelson helped arrange airlifts for nearly 40 critically ill patients to medical facilities offering higher levels of care.

## CMA Employee of the Month: Mike Morse, Certified Coder



Creighton Medical Associates has named Mike Morse, Certified Coder in the Department of Pathology as this month's Employee of the Month. Mike's nomination comes with a number of examples of how he often goes above and beyond the call of duty. The nominations include the following comments: "Mike is a very positive person. He is always willing and ready to assist his co-workers. Once I give Mike an assignment, I consider it done. He is accurate, timely, and completes the work with a positive attitude." "Mike developed new forms to be used by our phlebotomy team. The form took what was a cumbersome process and made it user friendly.

Mike is also conscientious. Any time he is gone, he is diligent about making sure his duties are covered". "Mike loves a challenge. When a new billing system was implemented, he employed his knowledge of technology and assumed responsibility for training the billing staff".

Congratulations Mike for being chosen Employee of the Month!

## Burhan Joins Creighton Medical Associates



John Burhan, M.D., has joined Creighton Medical Associates as a family medicine specialist and an instructor in Creighton University School of Medicine's Department of Family Medicine. He will see patients primarily at Creighton Medical Associates Twin Creek clinic in Bellevue.

Burhan's medical interests include preventive medicine, including hypertension, diabetes and hyperlipidemia; obstetrical, newborn and pediatric care; and minor surgical techniques.

He completed his family medicine residency at Creighton University Medical Center and his medical degree at Ross University School of Medicine in Portsmouth, Dominica, West Indies. He also assisted with cardiac research at University of California, San Diego. To schedule a patient appointment, call 402.280.3550.

## March is Colon Cancer Awareness Month-Get A Free Colon Cancer Test Kit

Did you know that colon cancer is largely preventable and that when it's caught early it has a 90 percent survival rate?

The American Cancer Society wants you to know that if you're age 50 or over, you should get tested for colon cancer.

It could save your life!

To receive a **FREE** Colon Cancer Test Kit, please contact the [CUMC Clinic Pharmacy](#) at 449-4560 or just stop by the pharmacy located in the CUMC hospital lobby level adjacent to the information desk.

Free Kits are available throughout March or while supplies last.

## Gift Shop Back Open



The Service League thanks you for your patience in our recent closing of the gift shop. Due to installation problems the flooring had to be removed and reinstalled while still under warranty. Come in and pick up a coupon for 20% off one regular priced gift or jewelry item.

The Creighton University Medical Center Gift Shop will be closed for several days due to construction.

## Creighton University Medical Center Yoga!

**The next session of yoga will began this week!  
Classes will be offered twice a week for 6 weeks.**

**Please see the schedule below. The first class each week will focus on stretching, toning and balance and is appropriate for all fitness levels and yoga beginners. The second class of the week will focus more on strengthening and be more challenging in pace and poses than the first class. All classes are at 4:45 PM either in the Becic or Dining Room ABC.**

Stretch and Tone Yoga (class from 4:45 to 5:30)	PowerYoga (class from 4:45 to 5:30)
March 15 (Monday) ABC	March 18 (Thursday) Becic
March 22 (Monday) Becic	March 25 (Thursday) Becic
March 31 (Wednesday) Becic	April 1 (Thursday) Becic
April 5 (Monday) Becic	April 8 (Thursday) Becic
April 12 (Monday) Becic	April 14 (Wednesday) ABC
April 19 (Monday) ABC	April 22 (Thursday) Becic

Yoga can improve the health and wellness of any individual interested in improving their level of fitness or reducing their stress level. Based on the ancient fitness science of hatha yoga, this class style blends balance, strength, flexibility and relaxation in a fitness format. This yoga class overcomes the mystery of yoga and delivers a practical, user-friendly style, which is accessible, understandable, and doable by individuals at any level of fitness.

No special clothing is required, but something loose or stretchy is recommended. A "sticky" mat is highly recommended for safety purposes. New participants are required to sign a waiver.

Everyone may sign up for one or two classes per week. The cost of class is \$12 per session (1 session = 6 weeks) for ONE class per week. \$24 per session for TWO classes per week.

You can sign up via email or just by coming 10 minutes early to one of the classes in the first or second week. If you cannot make it that week and still want to join, please email Amy Matthews at [amymatthews@creighton.edu](mailto:amymatthews@creighton.edu) for questions about yoga and sign up.

## Creighton University Medical Center Blood Drive

March is Red Cross Month, a time to honor the millions of people like you who generously give of your time, talent, money and blood to help change lives for those in need.

There are a number of openings for the CUMC blood drive Thursday, March 18. Contact Karen Kealy 449-4334 or Cheryl Morehouse 449-4566 to schedule an appointment.