

SAY GOODBYE TO SEASONAL ALLERGIES

ENRICH
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THE CENTRAL VALLEY REGION IS A FANTASTIC PLACE TO CALL HOME, BUT FOR PEOPLE WHO SUFFER FROM ALLERGIES, IT'S NOT ALWAYS IDYLIC. ALLERGENS ARE NUMEROUS IN THE REGION, BUT THOSE PLAGUED BY THEM CAN TAKE HEART: A FEW PREVENTIVE ACTIONS—AND IN APPROPRIATE CASES, HELP FROM TULARE REGIONAL MEDICAL CENTER (TRMC)—CAN REDUCE YOUR ALLERGY SEASON DREAD.

AN ALLERGY FORMS as a result of an abnormal reaction to an allergen, or triggering substance. When an allergen enters the immune system of an allergic person, the body initiates a chemical response to combat the foreign body, which causes symptoms such as runny nose, watery eyes, itching, and sneezing.

"Grass pollen, mold, and mildew are some of the more common allergens in this region," said Lionel Machado, Director of Respiratory Care Services at TRMC. "Grass pollen is typical in the spring and summer, while mold and mildew emerge in the fall and winter. In addition, our area sees an increase in airborne dust when walnut trees are shaken to harvest the nuts."

If you're part of the one in six Americans who suffers from allergies, there are some steps you can take at home to alleviate symptoms, including these:

- showering before bed to wash off pollen
- keeping windows and doors shut and using an air conditioner at home or in the car
- using a dehumidifier in the home

However, if these steps don't help, then it might be time to seek assistance from the physicians on staff at TRMC. They can provide patients with everything from diagnostics and education to medical treatment.

HOW WE CAN HELP

The first step in treating allergies is getting an accurate diagnosis. During an allergy skin test—which is performed in the physician's office—tiny amounts of allergens are placed on specific areas of the skin. If the skin reacts, the physician can determine the allergens and their severity and then recommend treatment.

While some allergies can be treated with over-the-counter or prescription medications, the physician might recommend a treatment called immunotherapy. With this long-term treatment, patients are regularly injected with small amounts of the allergen, which helps them build immunity over time.

Allergy season can be particularly tough on individuals with asthma and chronic obstructive pulmonary disease (COPD).
continued on page 2...

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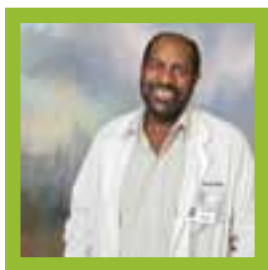


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continued from page 1...

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Lonnie R. Smith, MD

RESPIRATORY CARE SERVICES at TRMC provides treatments and management strategies—such as asthma education and antihistamines to reduce inflammation—to help improve the quality of life for individuals with allergy-related pulmonary conditions. These services require a physician's order.

For those with chronic sinusitis who regularly suffer from symptoms such as pain or pressure, headaches, and sinus infections, TRMC now offers an innovative procedure called balloon sinusplasty. This procedure, an alternative to surgical procedures that remove sinus tissue, restores the sinuses' ability to drain naturally by using a tiny balloon to open the sinus passages.

"The minimally invasive procedure is performed on an outpatient basis and takes one to two hours," said Lonnie R. Smith, MD, a medical staff physician at TRMC and Diplomate of the American Board of Otolaryngology. "Most patients are able to return to normal activities within 24 to 48 hours and are symptom-free within the first few weeks after surgery. It's an amazing procedure with excellent long-term results."

To find a physician who can help diagnose and treat your allergies, call our physician referral line at 877.Tulare2 (877.885.2732) or visit www.TulareRegional.org.

Relax and Play

Our community has always endeavored to make everyone feel at home, and nowhere is that sentiment more evident than in the consideration that goes into planning parks for all to enjoy—including those with allergies.

"We have 223 acres of open space and 114 acres of parks," said Milt Stowe, Director of Recreation and Parks for the city of Tulare.

"We try to reduce plant allergens whenever possible," Stowe said. "We recently finished building Del Lago Park, which contains more than 500 allergy-free trees. We also avoid the use of weed eaters and leaf blowers whenever possible to help control the amount of dust in the air."



AN EVOLUTION IN WELLNESS

BECAUSE OF THE PROVEN MENTAL and physical health benefits of exercise, Evolutions Fitness and Wellness Center is a natural extension of the continuum of care at Tulare Regional Medical Center (TRMC). Here, our team of fitness experts can design exercise programs for members—improving their stress level, self-esteem, energy, and motivation—while also having the ability to tailor services to members who need medically supervised programs not available at commercial fitness centers. By offering top-of-the-line fitness equipment, as well as a full range of classes, Evolutions Fitness and Wellness Center is focused on improving members' health—not just their aesthetics.

"We are the first fitness center many of our members have joined," said Jayne Presnell, Director of Evolutions Fitness and Wellness Center. "They come to Evolutions and see that we're fun, friendly, and health-focused, and realize this is a great place to start their healthier lifestyles."

The 45,000-square-foot fitness center opened in 2005 and boasts a lap pool, a one-tenth mile indoor track, a warm water therapy pool, comprehensive exercise equipment, and three group exercise rooms.

Evolutions also provides medical integration programs for people with conditions such as hypertension, diabetes, and fibromyalgia. Any member may choose to participate in health education lectures or attend one of the more than 100 exercises classes Evolutions offers each week.

"Some of our most popular classes are aquatic classes, indoor cycling, and Zumba® [a dance exercise class]," said Presnell. "We've also had great participation in our balance and coordination class for seniors."

To join Evolutions Fitness and Wellness Center and receive a free fitness evaluation, call 559.685.3800.



Balance and coordination class participants



e-mail enrich@TulareRegional.org to receive a free spring gift!

LOOKING TO THE FUTURE



Shawn Bolouki, CEO

OFTEN AS I usher in a new year, I assess the year that was—areas where I have succeeded and areas where there is room for positive change. The same can be said for Tulare Regional Medical Center (TRMC). During 2009, TRMC saw tremendous periods of growth: a new name, a new logo, and expanded technological capabilities that have further enhanced care at the hospital.

While many things change, those that will stay the same are the guiding core principles that will lead to our mutual successes:

MISSION:

To provide safe, efficient, technologically advanced health care with respect for the diversity of our region.

VISION:

To be the leader and preferred healthcare organization in the region.

As I look back to 2009, I see initiatives that led us to this direction. New physician groups for the Emergency, Radiology, and

Anesthesiology departments have enhanced patients' access to physician specialties. Implementation of more than 200 recommendations for enhanced operational efficiencies has led to a hospital that outperformed our neighboring hospitals by more than 85 percent in core performance measurements.

I'm proud of where TRMC is today. I'm even more excited about where it will be tomorrow. Our construction project is on schedule and we are moving forward with an expanded and enhanced medical facility accommodating more patient capacity and advanced technology.

To that end, I would like to acknowledge our Foundation for allocating more than \$300,000 for a new computed tomography (CT) scanner for our hospital. This machinery can perform a full-body scan in less than five minutes.

Our care and expansion will continue into 2010 and beyond because it is what you—and the entire Central Valley Region—deserve from our facility.

Sincerely,

Shawn Bolouki
Chief Executive Officer
Tulare Regional Medical Center

A NEW ERA FOR THE REGION'S HEALTH CARE

Tulare Regional Medical Center

TULARE REGIONAL MEDICAL CENTER (TRMC) IS PLEASED TO ANNOUNCE THE GROUNDBREAKING ON OUR NEW \$120 MILLION, STATE-OF-THE-ART MEDICAL CENTER.

WITH THE GROUNDBREAKING of the new facility in early Spring, TRMC's medical tower construction project is progressing according to plan and scheduled for completion in 2012.

"With the groundbreaking for the new facility near TRMC is well on its way to building and opening the hospital of tomorrow," explained Bill Postlewaite, Co-Chair of the Bond Oversight Committee and Bond Campaign for TRMC. "As we enter the next phases of construction, we get closer to providing greater access to medical expertise the region expects and deserves."

A NEW LEVEL OF EXCELLENCE

The new 115,000-square-foot tower will offer a host of medical technologies and amenities for patients and families. Boasting an expanded Emergency Department, a helipad, advanced surgical suites, and birthing rooms, TRMC is prepared for the next era in medical care.

"The new tower will expand our campus and make us the ideal facility for patients across our area," said Parmod Kumar, MD, Chairman/President of the Board of Directors at TRMC. "Our hospital has been working toward acquiring new technology and improving the health care available in our community, and the new tower allows us to continue with that goal."

INVESTING IN THE FUTURE

The upgrades made to TRMC are bringing the latest medical technologies to the Central Valley Region. Through this upgrade, Tulare Regional Medical Center is investing in the wellness of the area's residents for many years to come.

For more information about the medical tower construction project, visit www.TulareRegional.org.





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This publication in no way seeks to serve as a substitute for professional medical care. Consult your physician before undertaking any form of medical treatment or adopting any exercise program or dietary guidelines.

REFERRALS DONE RIGHT

OBTAINING A HEALTHCARE PROVIDER can be a difficult process, but Tulare Regional Medical Center (TRMC) is making the process easier. Our physician referral service is available by calling 877.Tulare2 or by visiting www.TulareRegional.org and clicking on the "Find a Doctor" tab. Securing a primary physician/surgeon for you and your family is important. If you need a new doctor, using the physician referral service can assist in finding the right doctor for you.

EFFICIENT AND EFFECTIVE

Whether on the phone or on our Web site, we will ask your medical need, your insurance coverage, your preferred language, and your preference for a male or female physician on the medical staff at TRMC.

With nearly 100 physicians on the medical staff at TRMC, you are sure to find a doctor who can fulfill your prevention, detection, and treatment needs.

TRMC physician referral service is available 24-hours-a-day, 7-days-a-week. There is no fee for this service and the selection of physicians is based on your personal needs and preferences.



TUESDAY TALKS

JOIN US FOR LUNCH the second Tuesday of each month in Evolutions Plaza from noon to 1 p.m. The room will be full of wellness energy derived from the opportunity to further your knowledge about health topics affecting you and your family.

Tulare Regional Medical Center's Educational Services Department has designed a format, facilitated by one of our medical experts, where you will be able to ask questions, make wellness behavior changes, and enjoy a free lunch.

Join our network of community members for Tuesday Talks and learn how the latest in health information can benefit you. Each month there will be a specific topic focus. Reservations are required for lunch. Listed below is a random sample of some of the 2010 topics.

- Learn how gluten intolerance is diagnosed and how to help family and friends living with Celiac disease.
- Enjoy practicing activities to provide food for the brain and keep you balanced.
- Get tips for managing the affects of hormone changes in children and adults.
- Learn how a pharmacist can help you with medication management.
- Come cook with us—learn to exchange this for that.
- Discover complementary or alternative medicine

Contact the TRMC Educational Services Department at 559.685.3404 to get the Tuesday Talk Topic Schedule and make lunch reservations.