

Windham Hospital Unveils **NEW LOGO**

*New look visually links all
Hartford HealthCare entities*

Hartford HealthCare recently unveiled a new logo and graphic identity and the new look will visually link all of Hartford HealthCare's entities, including Windham Hospital. As a result, staff, patients, families and guests of Windham Hospital will gradually start to see a new multi-colored logo appear on signage, vehicles, forms and printed materials. According to **Dick Brvenik**, the hospital's

Windham
Hospital
A Hartford HealthCare Partner



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Alberto Perez, MD, is pictured with one of the new Windham Hospital EMS vehicles.



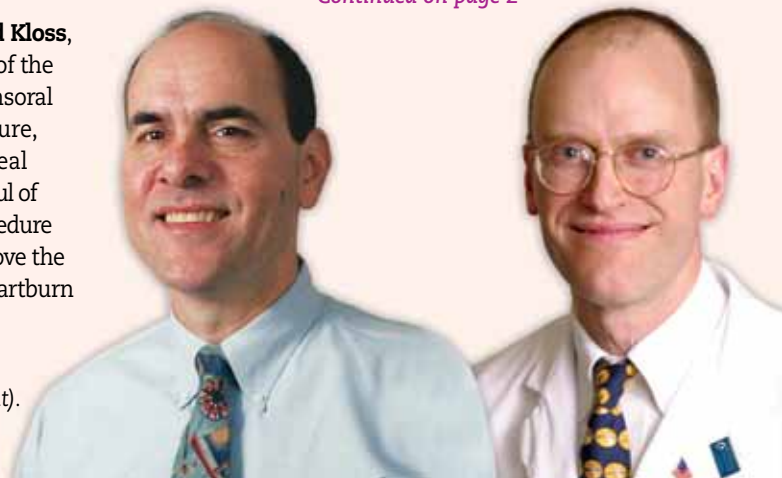
Windham Hospital Surgeons **First In Area**

Trained To Perform Incisionless Surgery To Treat Heartburn

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Francis Siracusa, MD, FACS, and David Kloss, MD, FACS are the first surgeons east of the river trained to perform the new Transoral Incisionless Fundoplication procedure, or TIF, for the treatment of gastroesophageal reflux disease (GERD). There are only a handful of surgeons in Connecticut performing the procedure which has been shown to significantly improve the quality of life for patients suffering from heartburn or symptoms of reflux.

Surgeons Francis Siracusa, MD (left) and David Kloss, MD (right).



NEW LOGO

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President and CEO, “The new logo creates a common identity for all member organizations of the Hartford HealthCare system. Whether guests visit our hospital, Hartford Hospital, MidState Medical Center, Natchaug Hospital, Rushford or any other organization affiliated with the system, they will begin to see the same logo on all our buildings.”

“The move is indicative of so much more than a new logo,” said Hartford HealthCare Senior Vice President and Chief Strategy Officer **James Blazar**. “This is about improving our regional healthcare from the inside out. Hartford HealthCare is about defying the broken realities of today, and creating a health system that is connecting with purpose.”

According to **Elliot Joseph**, President and CEO of Hartford HealthCare, “Today, an individual’s experience within the healthcare world is too often fragmented and disconnected. Patients are often left on their own to find care. Hartford HealthCare is focused on establishing a coordinated continuum of


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- JAMES BLAZAR
Senior Vice President and
Chief Strategy Officer

high quality care, creating life-long relationships with our patients, and leading the charge to deliver the future of healthcare to all of our patients.”

Brvenik said the process of integrating the new logo will not happen at Windham Hospital overnight, but will likely unfold over the course of two or three years. “We begin the process now and everyday we will make progress towards our goal.” He said the new logo will begin to appear both internally and externally throughout the


hospital in carefully planned phases. “Windham Hospital and every Hartford HealthCare system affiliate is working closely together to assure that the new logo is integrated in a timely yet cost effective manner.” For example, he said that the hospital will continue to use stationery, envelopes and business cards bearing the old Windham Hospital logo until that stock is depleted. When it is time to reorder, the new items purchased will bear the new system logo. Conversely, he said the transition will occur more immediately in other areas such as paramedic vehicle signage, banners for healthcare booths, hospital badges and some external and internal signage.

“There will undoubtedly be a lot of questions as we transition to this new look,” explained Brvenik. “Those questions should be directed to our Public Relations and Marketing Department. They are working with their colleagues from Hartford HealthCare and with each department head here at Windham to ensure a seamless transition.” For questions related to the logo transition and new logo usage, please contact **Heather Tindall**, Senior Executive Marketing and Community Partnerships at x6942. 

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According to **Dr. Siracusa**, millions of Americans suffer with daily heartburn or other symptoms of reflux such as regurgitation, chronic cough, hoarseness and dental erosions. “Until recently these people faced a lifetime of daily medications, often with incomplete resolution of their symptoms, or the risks of invasive surgery,” he said. “Now they have a much easier option with TIF, especially because this is performed completely without incisions and because recent studies show that TIF can reduce patients’ dependency on medications with 79 percent of patients remaining off their daily medications after two years.” Both **Dr. Kloss** and **Dr. Siracusa** underscore that GERD is an anatomical problem which needs an anatomical solution. “Reflux medication like Proton Pump Inhibitors (PPIs) can help relieve

patients’ heartburn symptoms but don’t solve the underlying anatomical problems or prevent further disease progression,” said **Dr. Siracusa**. “Even on PPIs, many patients are still unable to eat the foods they want or have to sleep sitting up to reduce nighttime reflux. In addition recent studies have shown that long term use of PPIs can lead to inadequate absorption of minerals such as calcium and can result in bone fractures.” He concluded, “After the TIF procedure, clinical trials show that most patients can eat and drink foods they avoided for many years. Reflux no longer impacts their life like it previously did.” The TIF procedure is based on established principles of surgical repair of the antireflux barrier, except that it is “surgery from within” performed transorally (through the mouth). The procedure reduces hiatal hernia and creates a valve between the stomach and esophagus restoring the natural, physiological anatomy to prevent reflux. Because the procedure is incisionless, there is reduced pain, reduced recovery and no visible scar. **Dr. Kloss** stated that, “The TIF procedure represents the next revolutionary step in the evolution of surgery. Laparoscopy, a form of “minimally invasive surgery,” typically requires three to five portholes and the

same internal incisions and organ dissection as open surgery. TIF requires neither abdominal incisions nor internal dissection, making it a truly “minutely invasive” surgical procedure to effectively treat GERD.” For more information, about Transoral Incisionless Fundoplication or for a consultation, please call **Dr. Siracusa** at 860.450.7222 or **Dr. Kloss** at 860.423.5000. 

**Dr. Siracusa and
Dr. Kloss will hold a
FREE
SEMINAR**

**open to the public,
on the TIF procedure
on March 24
at 5:30 p.m. at
Windham Hospital**

(Bernard and Desrosier Room)

*“After the TIF procedure,
clinical trials show that most
patients can eat and drink foods
they avoided for many years.
Reflux no longer impacts their
life like it previously did.”*

- FRANCIS SIRACUSA
MD, FACS

Time Is Life


Windham Paramedics Provide Free CPR Training for a HeartSafe Community

The paramedic team from Windham Hospital recently collaborated with the Town of Windham Fire Department personnel, Code One Training, and American Professional Education Services to help Windham maintain its “HeartSafe Community” status. During the training which was provided free of charge, 75 people were certified in adult, pediatric and infant HeartSaver Cardiopulmonary Resuscitation (CPR), and received training in the use of Automated External Defibrillators (AED), in adult and infant choking intervention, and in rescue.

Six separate training sessions were held at the North Windham, Willimantic, and Windham Center Fire Departments in the month of February. The sessions included hands-on training with realistic patient scenarios. “We are very happy to help support the Town of Windham in its HeartSafe Community endeavor,” said **Sean Trainor**, EMS Coordinator at Windham Hospital, and one of the participating trainers for the sessions. “This was a great effort, and it will definitely help save lives here in our region!”

The statistics are staggering: In the U.S., as many as 1,000 deaths per day can be attributed to sudden cardiac arrest; of the thousands of cardiac arrest victims, only 5.4 percent survive, and they survive because:

- ◆ Someone witnessed the event, recognized the emergency, and called 911.
- ◆ Someone started CPR immediately.
- ◆ Someone arrived quickly with a defibrillator device to shock the heart back to a healthier rhythm.
- ◆ Professional Emergency Medical Services personnel provided advanced life support, including airway and breathing support and medications.

Time is life. Most victims of sudden cardiac arrest will die unless treatment occurs within 10 minutes. All across America, local towns are working in tandem with the American Heart Association to maintain the “HeartSafe Community” program, a public program created to help save the lives of cardiac arrest patients. A HeartSafe Community installs and maintains AEDs in public areas and trains volunteers to use the AEDs; community members are educated about AEDs; and the entire program of installation, maintenance and training is documented. 



Paramedics Sean Trainor (shown above) and Ryan Monahan (bottom two photos) demonstrate CPR techniques to Windham residents.



A Word From Our Patients

March 2011

Dear Windham Hospital,

My friend recently passed away peacefully at Windham Hospital. I was with him.

The care and support he received from the staff on all three shifts was exceptional. Due to his grave condition, my friend was not always the easiest to deal with. The staff was always professional, pleasant, and professionally supportive of him and me. I was there daily. Dr. Leach was his doctor, and was wonderfully caring, right down to the very passing, providing care and compassion above and beyond the expected levels.

Please share these comments with the staff at the Hospital who were involved in his care. As I have mentioned in previous letters - even the coffee wasn't bad at the hospital.

Bob Lettieri
Windham CT



New Kid On The Block



Steve Juchnik
RN, BSN, GEN

TITLE:

Emergency Department Manager

EDUCATION:

Bachelor of Science Degree in Nursing from the University of Rhode Island; Certified in Emergency Nursing

EXPERIENCE:

Twenty years in the US Navy (six years active duty; 14 years in the Reserves; retired in 2007; saw active duty in two Gulf wars). Most recent: ED Manager, St. Andrews Hospital, Boothbay, Maine—a critical care facility serving a major tourism center. Previously worked at Mercy Hospital in Portland, Maine.

Steve is excited to be at Windham because, he says, "There is such a great sense of community here. People live here and they work here. It's a pride of ownership, and that makes it feel very special." He says he moved to Connecticut to be near his family, and to pursue additional education and professional growth. "I am glad to be working in a great facility with a super staff!"

HOBBIES:

fishing, going to the beach, boating... anything that involves water!

HealthLink IS A PUBLICATION OF THE PUBLIC RELATIONS AND MARKETING DEPARTMENT OF WINDHAM HOSPITAL

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