

# DEACONESS DYNAMICS

A Publication  
for Friends  
of Deaconess  
Associations  
of Cincinnati, Ohio

## LETTER TO OUR COMMUNITY

As 2009 came to a close, all eyes were on the future and the changes that await Deaconess. The December Vital Signs Forum sponsored by Deaconess Associations Foundation (DAF) opened the door for the exciting Independent Transportation Network, expected to launch in spring. Agencies, long term care facilities and companies that serve the seniors and adults who are visually impaired gathered for the breakfast and left with plans to incorporate the new system into their services.

ITN is one of the services encompassed by the new continuum being developed for older adults by DAF. As the Foundation began to develop its continuum of services for seniors, including ITN, the decision was made to leverage the existing ActiveLife name as the name for the new initiative. For some years, a senior membership group had been an active mainstay of the hospital, currently numbering 1,700 members. At one time the group was called ElderLife and, in keeping with the times, the name was changed to ActiveLife — a name chosen by the members themselves. Planning continues for the future of ActiveLife as Deaconess continues to serve the Cincinnati community.

Another cause for celebration was the half-a-million dollar gift given by The Heimlich Institute to the Hoxworth Blood Center in honor of Dr. Henry Heimlich. The gift will aid in the development of new cellular therapy treatment for patients. The partnership indicates the continuing path for Deaconess, one of service and commitment to our communities.

## Vital Signs Introduces Independent Transportation Network



At a December 9 Deaconess Vital Signs Forum introducing the ITNGreaterCincinnati, a panel discussing the need for transportation options for seniors and older adults with visual impairments included, from left, Jim Tincher, volunteer driver from ITNBluegrass, Tracey Collins of Cincinnati Area Senior Services, John Mitchell of Cincinnati Association for the Blind and Visually Impaired, Katherine Freund, founder of ITNAmerica, and Scott Collins of the Senior Resource Alliance.

On December 9, 2009, the Deaconess Associations Foundation Vital Signs Forum “Seniors Ride — Community Thrives” introduced ITNGreaterCincinnati™. The keynote speaker was Katherine Freund, founder of ITNAmerica®, who explained the background and operation of the volunteer-driven transportation system that sets itself apart with private cars and door-through-the-door service for seniors and older adults with visual impairments.

Each year, more than one million Americans who are age 70 and older stop driving. More than half of non-drivers 60 or older stay home on any given day, partially because they lack transportation options. In focus groups conducted last summer with older adults, the Deaconess Associations Foundation discovered that transportation ranks as a top concern for seniors who want to maintain their independence.

*Continued on page 2*

## “Facility of the Year” Celebrates



The employees of Country Aire Retirement Estates had a lot to celebrate at the annual Christmas dinner this year. In addition to staff awards, Country Aire celebrated being named the Deaconess Long Term Care “Facility of the Year.” The awards banquet was held at Lewis County Play House, a recently renovated theater located in Canton, Missouri.

*Continued on page 3*

Troy Culbertson, Administrator of Country Aire Retirement Estates, with Ms. Zonia Clay who was honored for her 40 years of dedicated service at Country Aire.

# Elder Vocal Ensemble Shares Christmas Cheer

Elder High School Vocal Ensemble provided a lively holiday performance at the Deaconess ActiveLife Christmas Luncheon at the KingsGate Marriott on Wednesday, December 16.

Over 100 members attended the December 16 luncheon, which featured the Elder Vocal Ensemble. Directed by Dave Allen, the choir of 25 young men dressed in tuxedos ran through favorites such as “Santa Claus is Coming to Town,” as well as more contemporary Christmas fare. Their fun-loving delivery was a hit with the ActiveLife audience. Several solos also showcased the talent of the group from Elder High School. Sing-a-longs also coaxed elder members into joining in the fun.

“This was the most fun of any of the holiday luncheons,” says Ginny Bernloehr, ActiveLife member and volunteer in the Deaconess Resource Center. The ActiveLife Program offers new friends, fun activities and health education, as well as travel opportunities for older adults in Greater Cincinnati. The program currently has approximately 1700 members.



*Above: Elder High School Vocal Ensemble performs at the annual ActiveLife Christmas luncheon.*

*Left: Myrna Scheurer, left, with Joy Tour & Travel, poses for a holiday photo with Barbara Lohr, Director of Marketing for Deaconess Associations.*

*Right: Pat Ward, Deaconess Associations Foundation, stands and mingles with ActiveLife members at the holiday luncheon.*

## VITAL SIGNS INTRODUCES INDEPENDENT TRANSPORTATION NETWORK, *Continued from page 1*



*Left: Keynote speaker, Katherine Freund, founder of ITNAmerica, explains the background and operation of the volunteer-driven transportation system, ITNAmerica*  
*Top right: A December 9 Deaconess Vital Signs Forum introduced ITNGreaterCincinnati, a volunteer-driven transportation service for seniors and adults with visual impairments.*

*Bottom right: Deaconess Associations Foundation Executive Director Pat Ward, left, with John Mitchell of Cincinnati Association for the Blind and Visually Impaired, Amy Scrivner of Cincinnati Eye Institute Foundation, Robin Usalis of the Clovernook Center and Don Holmes of Cincinnati Eye Institute Foundation introduced ITNGreaterCincinnati, the new volunteer-driven transportation option for older adults, at a December 9 Vital Signs Forum.*

Forum participants included 100 representatives from agencies and organizations that serve the senior population and older adults with visual impairments. In addition to the keynote address, the Vita Signs Forum featured a panel discussion consisting of members of the Vision Coalition, who are partnering with Deaconess Associations in launching this effort. Tracy Collins, Executive Director of Cincinnati Area Senior Services, John Mitchell, Executive Director of Cincinnati Associations for the Blind and Visually Impaired and Scott Collins, President of Senior Resources Alliance all spoke of the need for another transportation option, as evidenced by their own studies.

Representatives of ITN*Bluegrass*, the ITN Lexington affiliate that has been in operation for about 18 months, also were in attendance. Executive Director Gale Reece described the enthusiastic public response to the new option in Lexington and Jim Tincher, a Lexington volunteer driver, shared his viewpoint from the driver's seat, telling of the enormous satisfaction of being an ITN volunteer.

A pre-paid membership program, ITN is a door-through-door service which includes help with steps and packages, doors and walkers. Now in its 14 year, ITN recreates the comfort and convenience of private auto ownership and will supplement existing transportation systems in Greater Cincinnati. The Cincinnati affiliate was the 14th site to join the national organization ITNAmerica®.

## The Heimlich Institute Honors Its Founder with Hoxworth Gift

The Heimlich Institute, an affiliate of DAI, has given The Hoxworth Blood Center \$500,000 in the name of Dr. Henry Heimlich to fund new research at the Center in Cincinnati. Awarded in a January 28 ceremony, the gift will aid in the development of new cellular therapy treatments for patients.

Pat Ward, Executive Director of the Deaconess Associations Foundation, says he is pleased that this gift will not only be used to create cutting-edge treatments for patients, but also to further support Deaconess' efforts in encouraging medical innovation.

"We have a vital interest in furthering medical research, and we welcome this opportunity to partner with Hoxworth Blood Center," he says. "Deaconess is proud to support this groundbreaking research in the name of the Heimlich Institute."

Jose Cancelas, MD, PhD, and Thomas Leemhuis, PhD, researchers at the blood center, will use the \$500,000 gift to fund two projects: one looking at ways to eliminate cell damage in chemotherapy patients and the other aimed at creating cell therapies for immune-compromised pediatric patients.

Leemhuis, associate professor of pediatrics, says his team at Cincinnati Children's Hospital Medical Center will work to form an experimental treatment that could potentially fight three of the most common viral infections in immune-compromised patients.

Cancelas Associate Professor of Pediatrics and his team will analyze the role of stem cell proteins in adult bone marrow to see how they can be manipulated to improve side effects of chemotherapy in pediatrics.



**Top: (from left) Dr. Ronald Sacher, Hoxworth; Dr. Henry Heimlich and Tony Woods, Deaconess Associations**

**Lower left: (from left) Dr. Jose Cancelas and Dr. Ronald Sacher, Dr. Henry Heimlich, Tony Woods, Dr. Thomas Leemhuis**

**Lower right: (from left) Pat Ward, Deaconess Associations Foundation; Phil Heimlich; Dr. Henry Heimlich; and Tony Woods, Deaconess Associations**

### FACILITY OF THE YEAR CELEBRATES, *Continued from page 1*

Troy Culbertson, Administrator of Country Aire, says, "This is a great honor to be chosen for this award from so many good homes across the state of Missouri and Ohio. Our staff is very proud of the job they did during both the state and federal surveys this year, and are also proud of where they work."

Followed by a catered dinner, Troy and the Director of Nursing Debbie Sparks recognized staff for achievements such as a "Rising Star" award winner, "Nurse and CNA of the Year," "The Resident Choice Award" and years of service

achievements. Special honor was given to Ms. Zonia Clay for her 40 years of dedicated service at Country Aire. Previous administrators of Country Aire Retirement Estates sent words of gratitude to honor her service to the residents of Lewis County.

Following the presentations and a catered dinner, staff moved to the theater seating for a private showing of "The Note Book."

# DEACONESS DYNAMICS

311 Straight Street • Cincinnati, OH • 45219

NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
Cincinnati, Ohio 45219  
PERMIT NO. 9597

If you would like your name removed from this mailing list, please contact in writing Corporate Marketing and Communications, Deaconess Hospital, 311 Straight Street, Cincinnati, Ohio 45219.

*Deaconess Dynamics is published for friends and affiliates of Deaconess Associations Inc.*

Editor/Writer  
Barbara Lohr, Director  
Corporate Marketing & Communications

Design  
Hull Design Associates

Deaconess Associations Inc.  
311 Straight Street  
Cincinnati, Ohio 45219  
(513) 559-2100; fax (513) 475-5251  
[www.DeaconessAssociations.com](http://www.DeaconessAssociations.com)

Copyright©2010 Deaconess Associations Inc.  
All rights reserved. No part of this publication may be reproduced without the written permission of the publisher.

## Phones Ring for Mini-Maze Staff

On January 21, the physicians and staff of the Deaconess Atrial Fibrillation Center appeared on the WCPO Channel 9 five o'clock news in both interspersed clips and a live phone bank. In a well-received advertorial, Dr. Randall Wolf, Dr. Eric Schneeberger and one of their patients told the story of the cure enjoyed by patients who have had the Wolf Mini-Maze.

Over two million people in the United States suffer from atrial fibrillation, or heart arrhythmia, and the incidence rate increases with age. Atrial fibrillation is the single most important risk factor for stroke, and strokes associated with A Fib more often result in death or disability. In addition to greatly reducing that risk through the removal of the left atrial node, the Wolf Mini-Maze gives the patients relief from medications with serious side effects.

Dr. Wolf and Dr. Schneeberger have performed over 800 cases of this intricate minimally invasive surgery and they continue to develop subtle nuances that make the procedure done at Deaconess truly unique. The WCPO phone bank offered an opportunity to tell the story of the center in small segments, giving

**The WCPO  
phone bank offered  
... viewers a chance to  
phone in and talk  
on-the-spot with one of  
the surgeons or other  
staff members.**



*Dr. William Schneeberger, front left, and Dr. Randall Wolf, front right, sit with staff, back, to answer live calls at the WCPO Phonebank on January 21.*

viewers a chance to phone in and talk on-the-spot with one of the surgeons or other staff members.

The phones rang steadily, keeping all six participants busy. Seventy-two viewers flooded the phone bank over the one and one-half hours that the phone bank was live. Some had questions. Some were even already scheduled for heart procedures at other facilities but postponed them until they could consult with one of the center physicians.