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PUT TO THE TEST

STENTS VS. SURGERY FOR STROKE PREVENTION

PAGE 1

ONE OF THE BEST

UMC RANKS NEAR THE TOP

PAGE 50

A PLACE OF DISCOVERY, HEALING AND HOPE THE ARIZONA CANCER CENTER **PAGE 4**



brad habits

PITT KNOWS THE STRUGGLES OF KICKING A SMOKING HABIT. WHAT CAN YOU LEARN FROM HIM?

Stents vs. surgery for stroke prevention

Every 45 seconds someone in the United States has a stroke, according to the American Stroke Association (ASA). A blockage in one of your two carotid arteries—the major sources of blood flow to your brain—is a major cause of stroke. When plaque particles are dislodged from the carotid artery blockage, they can travel upstream and block blood vessels in your brain, resulting in a stroke.

Stroke prevention is possible. The vascular surgery team at University Medical Center (UMC) is working diligently on exciting new research that will help to ensure you or a member of your family doesn't suffer a stroke.

Studying up on prevention

Joseph Mills, M.D., chief of vascular and endovascular surgery at UMC, is serving as local principal investigator of the Carotid Revascularization Endarterectomy vs. Stenting Trial (CREST), a study supported by the National Institutes of Health's (NIH) National Institute of Neurological Disorders and Stroke. CREST is a national multi-site study comparing the benefits of carotid endarterectomy—the tradi-

Are You Eligible? ▼

For more information about the CREST study at University Medical Center, please contact Brenda Harrington, R.N., BSN at (520) 626-4845



Joseph Mills, M.D.

tional procedure for stroke prevention—versus carotid artery stenting, an innovative new stroke prevention technique.

Carotid endarterectomy is an invasive surgical procedure in which a vascular surgeon cleans out and reopens the carotid artery. Carotid artery stenting is a minimally invasive procedure in which a metal device called a stent is placed in the narrowed part of the carotid artery to cover the plaque and hold the vessel open.

“UMC is one of 110 medical centers across the United States and Canada that are enrolling a total of 2,500 participants over the next three to four years in this study,” Mills says. “Half of the patients will be randomized to receive a carotid stent, and half will undergo carotid endarterectomy.” The stenting procedures in CREST are performed by Mills and the carotid endarterectomies are performed by both Mills and John Hughes, M.D. Also participating in the clinical trial are neurologists Bruce Coull, M.D., and Rod Anderson, M.D.

teSting, teSting

Guidant Corporation is providing the carotid stent device, which was

approved by the Food and Drug Administration in August 2004, but only for patients at high risk of complications from surgery.

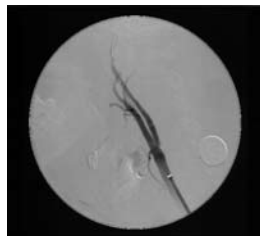
Stents have been implanted for years in blood vessels of the heart, kidney and legs. They can be inserted through a small catheter placed through the skin without an incision and without general anesthesia. Researchers are now exploring the innovative idea of using stents for all patients at risk for stroke from carotid blockage.

Participants in the CREST study must be at high risk for stroke and have at least a 70 percent carotid artery narrowing if they have not yet had stroke symptoms, or at least a 50 percent carotid blockage if they have already had a small stroke or temporary stroke called a transient ischemic attack. All participating patients receive medical management to reduce their risk factors for stroke, which include high blood pressure, obesity, diabetes and smoking.

Ten patients have been enrolled at UMC in the CREST study so far. As participation in this leading-edge study grows, Mills and the vascular surgery team will learn more about the best techniques for preventing stroke in you and your family. ■



This left internal carotid artery was severely blocked before treatment.



This is what the artery looked like after successful treatment with angioplasty and stenting.

New facilities promote greater access to quality care



Welcome to the winter issue of *Vim & Vigor*, University Medical Center's health resource.

These are busy and exciting times at University Medical Center. To meet the needs of our community, UMC is enhancing its specialty programs and expanding its facilities. The new state-of-the-art Cancer Center Clinic at UMC North on Campbell Avenue is under-way. In this issue you will read about the many great programs we have to offer and the unique healing environment we are planning for our patients and families at the new facility.

We have also embarked on an expansion project of our emergency room and urgent care

facility, which will include a new and distinct pediatric emergency service area. To meet the needs of our cardiology patients, we are expanding in both diagnostic and treatment services. We will be doubling the number of cardiac catheterization labs and electrophysiology labs in the next two years using the latest technological advancements. And last but not least, we are currently preparing for the expansion of our bed capacity adding four floors to our existing facility.

Though our landscape may be changing, one constant remains: our commitment to delivering world-class quality care and services.

As we enter the holiday season, we at University Medical Center know we have a lot to be thankful for: our volunteers, staff, physicians and donors. They all work together to make it possible for us to provide top-quality care.

Sincerely,

Gregory A. Pivrotto
President and CEO



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A Magnet Attraction

UMC's nursing staff is
what draws the best care

When you're in the hospital, care and compassion are just as important to your recovery as the medicine your doctor prescribes. And who can provide care and compassion during a hospital stay better than a University Medical Center nurse?

Its nurses are the reason why UMC became the first Arizona hospital to receive the coveted Magnet Recognition Award for Excellence in Nursing Practice in June 2003. This honor, granted by the American Nurses Credentialing Center (ANCC), recognizes hospitals that provide the very best in nursing care. As Arizona's first Magnet hos-



caption



caption

Join Our Team ▼

Interested in joining UMC's nursing team? We invite you to apply online at umcarizona.org or call our nurse recruitment officer at (520) 694-4937.

pital, UMC set the standard for nursing care in Tucson and throughout Arizona.

What an Attraction

In the 1980s, researchers identified the characteristics of hospitals that successfully attracted and retained nurses, even during a nursing shortage. They found that these hospitals didn't necessarily pay the best wages or have "perks" for their staff, but their nurses knew they were supported by the hospital's administration in their desire to provide the best possible patient care and that nursing was recognized as being important to the overall success of the organization. The characteristics consistently found at these hospitals are referred to as the "14 Forces of Magnetism."

The term "magnet" stems from the idea that these hospitals attract and retain nurses like a magnet. Magnet hospitals outperform other hospitals in various quality indicators such as fall prevention and reduction in pressure ulcers. Because Magnet hospitals are required to have a research base for their nursing practice (evidence-based nursing practice), patient care is based on a solid foundation of proven success. Innovations in care also are supported in the research requirements.

A Philosophy of Excellence

UMC's Magnet culture was recognized by the ANCC surveyors, who spent two days at UMC during the rigorous application process. Magnet hospitals such as UMC are characterized by their dynamic and supportive atmosphere for professional nursing. Nurses demonstrate their values of high-quality patient care, innovation, respect, integrity and teamwork. Their nursing interventions definitely have an impact on improved patient outcomes. Nurse-physician relationships are very positive in Magnet facilities, and a hospital's Magnet designation is often cited by physicians as an inducement to practice there.

As UMC prepares for re-designation in 2007, teams of nurses are focusing on each of the 14 Forces of Magnetism, monitoring current status and determining what can be done to make the department even better. Teams are working to increase the amount of nursing research undertaken and are developing a reward system for nurses who participate in community activities. And as always work continues to improve patient outcomes.

If you or a member of your family needs healthcare, you want a hospital that will offer the very best in nursing care. UMC's Magnet designation is the gold-standard for high-quality nursing care and an institution-wide philosophy of excellence.

1-to-4 is Our Way of Life

UMC took a bold step in 2003 when it capped its nurse-to-patient ratio at 1-to-4—possibly the best nursing ratio for medical-surgical patients at any Arizona hospital. This ratio is in effect day and night on all nursing units that care for adults and children recovering from a variety of surgeries and illnesses. In the two years since its inception, UMC has steadfastly stood by this commit-

Magnet copy overflow

ment to its nurses and patients.

Not only does the 1-to-4 ratio improve care by allowing nurses to spend more time meeting individual patient needs, it also helps UMC attract and retain the very best nurses. Nurses at UMC have time to do what inspired them to become nurses in the first place in an environment that supports them and values their contribution. ■

EXERCISE STRENGTHENS YOUR HEART, HELPS BOOST YOUR ENERGY, HELPS CONTROL YOUR WEIGHT, AND MAY DECREASE YOUR BLOOD PRESSURE AND CHOLESTEROL LEVEL.



Q

What Kinds of Dietary Changes Can I Expect?

ANSWER: You'll need to eat a well-balanced diet with adequate protein, vitamins and minerals. Your meals should be low in total fat, saturated fat, cholesterol and sodium. The American Heart Association (AHA) calls for limiting total fat to less than 30 percent of daily calories, and heart attack patients should restrict saturated fat to less than 7 percent of calories. The goal of a low-fat diet is to decrease cholesterol and other fats in your blood.

Do you have to ban your favorite fatty foods? No, says cardiologist Kent Salisbury, M.D., a director of

the Los Angeles affiliate of the AHA. "An occasional steak or dietary indiscretion is certainly not inadvisable, but it shouldn't be a regular occurrence."

Q

Is It Normal to Feel Down?

ANSWER: Although 15 percent to 20 percent of heart attack patients experience some symptoms of depression, most recover within the first several weeks. But a few patients may have persistent depression problems, according to psychiatrist Peter Shapiro, M.D., president-elect of the American Psychosomatic Society.

Patients who are depressed should

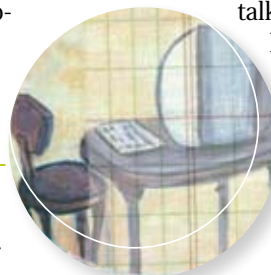
talk to their doctors about treatment—particularly because depression after a heart attack can double or triple the risk of another attack or even death. "It's increasingly being recognized that mood problems are common and treatable," Shapiro says. "Treatment helps patients feel better, not only moodwise, but in terms of their overall perception of their quality of life."

Q

How Soon Can I Return to Work?

ANSWER: Typically, patients can return to work in a matter of weeks, but this depends on your condition and the nature of your employment. Be realistic about your abilities, and talk to your employer. You may have to adjust your work or change jobs if it's too taxing.

"If your boss thinks you're made of glass and doesn't trust you to take



Our Commitment to Prevention

At University Medical Center, education and public awareness are part of our mission, especially knowledge on reducing risk factors as a way of prevention.

Named one of the top 50 hospitals by *U.S. News and World Report*, UMC along with the Sarver Heart Center are committed to research on prevention, causes, highest quality treatments and best outcomes. Our patients' safety and comfort are our highest priority.

◀ Getting Back to Life

A heart attack stops you in your tracks, to be sure, but you can return to a normal—but healthier—life. To learn more, visit the Sarver Heart Center online at heart.arizona.edu.

Caring for the Caregivers

Arizona Cancer Center nurses
participate in self-healing activities

Nursing is a rewarding profession, but it also can be very stressful, especially for nurses caring for people with cancer. Caregivers in general often find that they have little time left for themselves and oncology nurses are no exception.

Last August, a group of 28 Arizona Cancer Center nurses took some time for themselves at a self-healing retreat at Canyon Ranch Health Resort. Thanks to the generous philanthropy of Canyon Ranch's founders, Mel and Enid Zuckerman, the nurses participated in a day of activities and workshops aimed at learning self-care behaviors.

"It's so important to encourage nurses to practice self-care behaviors consistent with stress reduction so they can take better care of themselves and serve as role models for our patients and their caregivers," says Pam Aronson, R.N., BSN, OCN, nurse manager for the Arizona Cancer Center. "And this is a wonderful way to let our nurses know how valuable they are to us and our community."

Solace in Sharing

The self-healing retreat was the result of an educational program created by the nursing staff that began over a year ago. Known as Solace in Sharing (SIS), the program was created to help the center's oncology nurses explore self-care



teachings, such as guided imagery, meditation and ways to deal with death and dying. The program has proven to be so successful that future SIS programs are planned on topics such as nutrition and stress, exercise and movement, and creativity and spirituality.

"We've discussed stress and balance in life and how critical that is to us as caregivers," Aronson says. "We're trying to learn that it's OK to be kind to ourselves. Learning to take time away from responsibilities to connect with things that keep us vital allows us to continue giving whatever is necessary to our patients."

"So many patients are with us for years," she adds. "We become very attached to them and their families.

We share their joy and their sadness, and when we lose a patient, it's very painful. As nurses, we rely on each other for support."

Quality of Life

Through SIS programs, nurses at the Arizona Cancer Center are finding out how to take better care of themselves and learning coping skills and new modalities of complementary care they can share with patients and their families. Not only are the nurses benefiting, but their new knowledge and skills are filtering down to improve the lives of their patients as well.

"We can't affect a cure or change the course of treatment for our patients," Aronson says, "but we can change their quality of life." ■

One of
America's



Best

UMC is on the "Best Hospitals" list ... again

Once again, University Medical Center has been recognized by *U.S. News & World Report* in its 16th annual guide to "America's Best Hospitals."

The 2005 hospital guide appeared in the July 18 edition of *U.S. News & World Report*. In it, UMC is ranked among the top 50 hospitals in the United States in the following medical specialties:

- ◆ cancer (ranked 21st in the nation)
- ◆ geriatrics (21st)
- ◆ heart and heart surgery (22nd)
- ◆ respiratory disorders (25th)
- ◆ neurology and neurosurgery (33rd)
- ◆ gynecology (35th)
- ◆ orthopedics (35th)
- ◆ kidney disease (43rd)
- ◆ urology (46th)

"We're proud to be named one of

"It's a tribute to the people at UMC—our physicians, scientists, nurses and staff—who are committed to doing their utmost to better the lives of people living in the Southwest"



America's best hospitals," says UMC President and CEO Greg Pivrotto. "It's a tribute to the people at UMC—our physicians, scientists, nurses and staff—who are committed to doing their utmost to better the lives of people living in the Southwest."

One of the Few

Only three other Arizona hospitals, all of which are in the Phoenix area, are included in the 2005 "Best

Hospitals" list. One ranked in two medical specialties; the other two ranked in one medical specialty each.

Standards for ranking in "Best Hospitals" are rigorous, according to *U.S. News*. Of the 6,007 medical centers in the United States (military and veterans hospitals were not included), only 176 were ranked in even one of the 17 medical specialties measured by the magazine.

The "Best Hospitals" methodology was devised in 1993 by the National Opinion Research Center at the University of Chicago. The methodology factors in mortality statistics, hospital volume, nursing proficiency, availability of key technologies, reputation and other measures adjusted for each specialty. ■

Can Pitt Quit? *continued from page 44*

smoking—and also make it harder to quit. Kleinman, who provides specialized smoking-cessation programs for entertainment industry clients, says, "They work extremely long hours, sometimes 16 hours a day. Quitting can be difficult when you're not getting enough rest."

Glynn says smoking gives stressed-out individuals some relief—but it's only temporary. "If someone like Brad Pitt comes out of a restaurant, and

paparazzi surround him, the first thing he's going to think is, 'I need a cigarette.' Nicotine does, in the very short term, reduce stress. But over the long term, it has the opposite effect," he says.

And for people like Pitt whose professions require good looks, and for those of us who just want to look good, cigarettes are a bad idea. "They cause wrinkles," Glynn says. "They ruin your teeth and mouth. The

cumulative effect is going to show after 20 or 40 years."

As Pitt's battle to quit smoking plays out, Glynn sees an opportunity for him to set an example for his millions of fans.

"If he's going to share this," Glynn says, "it's good for him to show not only his desire to quit, but also the difficulty he's encountering. He can say, 'I'm determined to do it for myself, and for my fans.'" ■

Long on generosity

Great things are happening at University Medical Center and the Arizona Cancer Center, but they don't happen without help from our community. That's why we're grateful for the support of companies like Long Realty Company.

Long's association with University Medical Center and the Arizona Cancer Center began with a sizable grant from the Long Cares Foundation, which receives funding from participating Long agents. Funds from this grant are used to cover the unmet costs of cancer patients, such as treatment costs not covered by health insurance.

But Long Realty's support didn't stop there. With the news that UMC will be opening the new Arizona Cancer Center Clinic at UMC North next fall, Long has stepped forward again.

Making a Difference
Realtor Susie Wong met with UMC Foundation

President Kent Rollins and planted a seed—a library/education center to help patients and their families make it through the long hours of waiting. In addition to reading materials, the two-room education center will make available toys, portable CD players, games of all kinds, and computers for research and school work.

The facility will be staffed by a



Long agents join forces to make a difference through the Long Cares Foundation.

We Need Your Help

To learn how you or your company can support University Medical Center and the Arizona Cancer Center, contact the UMC Foundation at (520) 694-7770 or e-mail krollins@umcaz.edu. There are many ways to help, and we'll be happy to help you find options that meet your objectives.

team of volunteers made up of Long agents and members of the community. Long will recruit volunteers, conduct fundraising campaigns to furnish both the library and the education room, and conduct toy and book drives to fulfill this dream.

The generosity continues

Long's initial seed has grown to include other projects, too. Linda Huffman, assistant manager of the River/Campbell

office, learned that UMC needs toys and games for pediatric patients through the age of 18. So between now and the beginning of the campaign targeting the new Arizona Cancer Center, Long will conduct a toy drive to provide the pediatric unit with an array of toys and games to make life a little more fun for children who are hospitalized at UMC.

And ideas keep coming from the

talented minds at Long. Realtor Dale Mirmow, a certified yoga instructor, recommended Yoga for Healing classes. The caregivers at UMC agreed, and these classes will soon be offered at University Medical Center. "Everyone today has been touched by cancer; either personally or through a family member or friend," Huffman says. "The agents at Long consider it a sacred honor to support UMC and the Arizona Cancer Center."

Thank you, Long Realty Company, for your generosity and caring! ■

Learn More ▼

To make a donation or to find out more about Long's program to benefit UMC and the Arizona Cancer Center, leave a message at (520) 918-6574 or send an e-mail to longlibrary@cox.net.

Women, protect yourselves against cancer

Q *I know that finding cancer early is important. What can I do as a woman to protect myself?*

A Women should have mammograms as recommended by their doctors and perform a monthly breast self-exam to detect changes in their breasts. Ask your doctor to show you how to do this simple exam. A Pap smear to detect cervical cancer is also important. Both of these tests can discover cancer in its early stages when it's most treatable. After age 50, a colonoscopy to detect colon cancer is recommended.

Q *I have a family history of breast and ovarian cancer. I'm concerned—what should I do?*

A A woman with a family history of breast and/or ovarian cancer is at greater risk of developing these cancers. A recent study showed that one family member with ovarian cancer—particularly a first or second degree relative—was associated with a 30 percent risk of carrying an inheritable mutation. A mutation is associated with a 10 percent to 40 percent risk of developing ovarian cancer and about an 80 percent risk of developing breast cancer. A family history would warrant at least a visit to a genetic counselor and consultation with a physician who specializes in women at risk for these cancers.

Q *What is genetic counseling?*

A This is a medical specialty that deals with genetically linked

or inheritable diseases. At the Arizona Cancer Center, our genetic counselor specifically counsels for cancer risk. With an assessment, you can make decisions about genetic testing, preventive interventions or observations that are right for you.

Q *What should I do if I'm at risk for breast or ovarian cancer?*

A You should consult with doctors who have experience with women at increased risk for these cancers. For women who are, or think they might be at increased risk for these cancers, the Arizona Cancer Center provides access to a multi-disciplinary team of cancer experts: a breast surgical oncologist and gynecologic oncologist, both with expertise in prevention and early detection; a nutritionist; a genetic counselor; and support and counseling services.

During a consultation, a woman's risk of these cancers will be assessed and options for prevention or early detection will be provided. In addition, participation in research studies may be available because Arizona Cancer Center researchers are actively pursuing new and better methods of prevention and early detection.

Q *I have a family history of breast cancer. Is it safe to take hormones to control my menopausal symptoms?*

A Hormone replacement therapy (HRT) is controversial and asso-



Molly A. Brewer, DVM, MD, MS
Arizona Cancer Center
Associate Professor
Division of Gynecologic Oncology,
Biomedical Engineering and Cancer
Biology

ciated with a small increased risk of breast cancer in older women. It's unclear whether the risk is the same in younger women who have just gone through menopause. If symptoms are minimal, the increase in risk probably doesn't justify HRT. However, if symptoms are significant, HRT may be worth the small increase in risk. It's best to discuss this with your doctor, who can make a recommendation based on your health history.

Q *What are other cancer prevention strategies?*

A We know that exercise and good nutrition are important. Regular aerobic exercise and a diet high in fruits and vegetables, particularly green leafy vegetables, can reduce the risk of many cancers, including breast, ovarian, colorectal and endometrial cancer. ■

One of the Nation's Best

We're proud to have been designated as one of "America's Best Hospitals"—ranking among the top fifty hospitals in nine areas of specialty medical care by *U.S. News & World Report*.

Just as we're proud to be Southern Arizona's first Magnet Hospital, a tribute to the excellence of our nursing staff.

These honors mean that we are accomplishing exactly what we set out to do: excel in patient

services, attract and retain the finest physicians and nurses, and lead the way in research through our affiliation with nationally recognized programs in cancer and heart care.

We take pride in being up there with the best. But most of all, we are proud to be the hospital of choice for so many of our Southern Arizona neighbors. Their faith in our commitment and caring truly is an honor.



694-8888

www.umcarizona.org



UMC was ranked among the top 50 hospitals in the U.S. in these medical specialties:

- ▼ Cancer
- ▼ Geriatrics
- ▼ Gynecology
- ▼ Heart and Heart Surgery
- ▼ Kidney Disease
- ▼ Neurology and Neurosurgery
- ▼ Orthopaedics
- ▼ Respiratory Disorders
- ▼ Urology

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