

Healthcare Foundation Northern Sonoma County

Vision: To be the bridge for advancing healthcare in our community

Mission: Bringing together our community to engage donors in the support of healthcare in northern Sonoma County

New Facility to Treat Acute and Chronic Wounds

Taking advantage of some of the latest medical technologies, Northern California Wound Care at Healdsburg District Hospital offers patients a broad range of treatments for acute and chronic wounds, including hyperbaric medicine. Wound Care opened its doors at 1540 Healdsburg Avenue, June 2010. The facility is also home to the Dry Creek Rancheria Band of Pomo Indians Women's Diagnostic Center (bone density testing, mammography, and genetic cancer-risk assessment). The HDH program is the first of its kind in northern California, and it's the only hospital-based hyperbaric medical facility between San Francisco and the Oregon border (west of Sacramento). An average of 55 patients a week are treated at Wound Care, which is open Monday through Friday, 9 AM to 5 PM.

Heading a multidisciplinary staff of medical specialists is the medical director of Wound Care, Dr. Dan Rose. After 34 years in private family practice and surgery assistance, he was recruited by HDH CEO Evan Rayner for the position. "It has some elements very much like family practice," says Rose. "The only real difference is you never get to see your patients again after they get well."

Hyperbaric Oxygen Therapy

Even before the discovery of oxygen in the late 18th century, hyperbaric techniques were

tried (unsuccessfully) as early as 1662 and then, again, in the late 1700s, when almost every major European city could boast of a hyperbaric chamber. Hyperbaric oxygen therapy finally became successful in the 1930s to treat divers suffering from decompression sickness. In 1962, doctors began using it to treat carbon-monoxide poisoning. While treating miners for that condition after a mine explosion, doctors noticed the healing of burns was accelerated in the chamber. Since then, research continues to find other ways this therapy can be used.

Hyperbaric oxygen therapy is often the most effective method to treat severe wounds, such as diabetic lower-extremity ulcers, which won't heal through conventional methods. It also works for other conditions, for example, venomous bites and decompression sickness (the bends). Although not exhaustive, the list also includes delayed radiation injury, chronic bone infections, failing skin flaps and grafts, acute traumatic ischemia (an absolute or relative shortage of blood supply to a body



Photo by Rick Tang

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From Our Chair

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Just as we usher out the old year and welcome the new, we bid farewell to some as we welcome others to the Healthcare Foundation. Please give a warm welcome to our new co-chairs, Dr. Dave Anderson and Mary Jane Mittelstadt. I'm stepping down as chair at the end of the year, and as I conclude my six years on the board (two years as chair), I am reminded of how rewarding volunteering can be. We encourage all of you to join us as volunteers.

We also must say goodbye to our executive director, Rick Ventura. We wish him well and appreciate his efforts to secure our future, especially with projects such as the Kalmanovitz Challenge and the Kight Challenge. An executive search is currently under way, and we will announce a new executive director in the new year.

Although many projects were started before Rick and my tenures, we are happy that we could successfully complete the hospital capital campaign, as well as the installation of a new mammography machine and new dexta scanner (*Thank you Girlfriends for a Cure!*), and 64-slice CT scanner. Phase one of the Imaging Center was also finished. Ongoing projects started under our watch include ongoing physician recruitment (four new doctors in our district) and

launching the electronic medical-records system districtwide. We've also expanded our original mission. We're now positioning the Healthcare Foundation to serve as a catalyst for collaboration and change among local health care providers.



I'd like to especially thank the staff, Karen Wallace and Lindsay Bacigalupi, for their tireless efforts administering day-to-day operations and events. The Healthcare Foundation would not be the stalwart companion to local health care without their energies

and devotion. A big thank you to all volunteers who contribute that most precious quality of all—their time, and, of course, to all our donors. Because of you, the Healthcare Foundation continues to have a profound effect on all of our lives, not just for local health care, but also for the health of our northern Sonoma County communities.

Here's to the best for our glorious holiday season. May the new year bring happiness and good health to your door. Thank you all for making my tenure a rewarding experience.

A handwritten signature in black ink that reads "Yvonne Kreck". The signature is fluid and cursive, with a large loop at the end.

Yvonne Kreck
Chairman

From Our Executive Director

Despite the difficult times we live in, *it's been an exceptional year* for the Healthcare Foundation Northern Sonoma County! As we celebrate the holidays and bring in the new year, we all have much to be thankful for, including significant improvements in local quality health care and the continued expansion of full-service health care for the communities we serve.

Thanks to the generosity and kindness of our contributors, the revitalization campaign has been successfully completed with nearly \$14 million raised and directed toward the economic stabilization of Healdsburg District Hospital, recruitment of physicians, updating facilities, and the implementation of programs and services critical to the health care needs of our district, including the Wetzel Family Emergency Department, the Patricia & Raymond Chambers Intensive Care Unit, and the Kozel Stroke Institute.

We've assisted in the recruitment of physicians now practicing at HDH Primary Care and Alliance Medical Center. This effort continues as we help recruit primary care doctors and specialists. The Healthcare Foundation also contributed a \$50,000 challenge grant to the Cloverdale Health Care District, designated towards acquiring a new ambulance.

Another well-deserved thank you: With your commitments in hand, *we met the \$2 million Kight Challenge!* Your contributions of \$3 million were matched by the Kight Foundation with a \$2 million grant. These funds especially benefit children, as well as the under- and uninsured, whose increasing numbers reflect our recessionary economy. Your



contributions have fulfilled more than half the funds for the Kalmanovitz Challenge. That means with your help, we'll raise the \$3 million that the Kalmanovitz Charitable Foundation will match dollar-for-dollar. The Kalmanovitz Challenge provides \$6 million in funds for the renovation and reequipping of the HDH Imaging Center (including the best-of-class 64-slice CT scanner, which has been operational since August), which now serves more than 250 patients per month.

Because of this unwavering support from the community, saying goodbye is very difficult. As many of you are aware, I'm moving on to a unique opportunity near my southern California roots. However, I take away a perspective from serving this amazing collection of communities that inspires me everyday wherever I am: It's not only your generous and sustained support, but also because you—the members of our community—choose each day to invest in the health care needs of our communities. This generosity reflects a unique and inspired commitment to our families, our neighbors, each other, and to our future.

Thank you to each and every one of you—contributors who've met the challenges, our staff, Karen Wallace and Lindsay Bacigalupi, who are the backbone of our organization, the board who empowered me, the doctors, nurses, and support staff—to all of you, my very best wishes for your health and well being in the new year. I sincerely hope our paths continue to cross.

A handwritten signature in black ink that reads "Rick Ventura". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rick Ventura
Executive Director and Fund Development Officer

Courtesy of Northern California Wound Care

1540 Healdsburg Ave • Healdsburg, CA 95448

Phone: (707) 473-4404 Fax: (707) 473-4405

Scabs are out

Don't leave a wound open to the air. A scab is a roadblock to healing skin cells. Proper moisture content is essential to healing. Keep it covered.

Clean it right

Washing a cut with hydrogen peroxide or alcohol is the surest way to kill delicate skin cells. Instead, add a teaspoon of salt to a quart of warm water and irrigate gently every day.

Red is bad

If you see redness, warmth, and tenderness extending more than an inch from a wound, you need antibiotics. See your doctor.

Yellow is bad

If you see yellow stuff, or pus, in your wound, see your doctor or get medical maggots.. Properly cleaned wounds heal fast.

Tan is bad, too

Getting a sun tan means getting skin cancer. Wear a sunscreen, any sunscreen. SPF 15 is better than SPF zero. A cotton shirt is SPF 5.

Nice shoes

If you are diabetic or have numb feet, don't wear those new shoes all day the first day. Break them in or they'll break you in.

Gotta have blood

Poor circulation can keep a wound from healing for years. If your leg muscles cramp when you walk and stop when you rest, see your doctor. If they cramp when you elevate them, see your vascular surgeon. If you smoke, for heaven's sake, STOP SMOKING!

But not too much blood

If you have varicose veins and swelling in your legs, you can keep a leg ulceration growing for years. Too much blood trapped in your legs slows down wound healing. If you don't have arterial vascular disease, elastic wraps or support hose are a must. Elevate your legs 30 minutes, 4 times a day.


Piece, Brother

If you have a sore that stays for six months, your doctor needs a piece of you. Skin cancer is the most common cancer and the easiest one to cure, except for melanoma.

Can't take the pressure

Walking on a corn is like walking on a pebble. The good skin underneath can break down. Pare and pad those nasty skin buildups.

Donate today!

 (707) 473-0583

 www.healthcarefoundation.net



New 2012 Calendar Now Available

Healthcare Foundation Northern Sonoma County is proud to announce publication of its *Wine Country Northern Sonoma County 2012 Calendar*. These attractive calendars are in full color, and each month features beautiful historic advertising and marketing art. Calendars are \$10. To purchase, call **(707) 473-0583**.

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Healthcare Foundation Northern Sonoma County

Wishing everyone a happy holiday!

New Facility to Treat Acute and Chronic Wounds *(continued)*

part), crush injury and compartment syndrome, and thermal burns. However, Rose cautions people to make sure hyperbaric oxygen therapy is the right treatment for their condition: "A lot of hyperbaric therapy is used for conditions that are not evidence based," he says. "Be careful and demand proof."

Hyperbaric oxygen therapy takes place inside a pressurized chamber where patients recline while breathing 100-percent oxygen at approximately two atmospheres (about twice the normal pressure of a room), depending on the treatment. Treatments are typically 90 minutes. "We do have people from several counties, and one person drives an hour and a half," says Rose. But that's about as far away as people can be to take the treatments. "We do have patients that come from Ukiah and Clear Lake, but it's really hard because it's a commitment of Monday through Friday. It's a two-hour event, and they do that for about six weeks, generally." Rose explains that people are willing to follow through with the demanding schedule of these treatments because they work.

Most Common Wounds

Two conditions are most common. "Vascular impairment, either through diabetes or smoking, is number one," says Rose, "and then close on its heels is radiation injury." Diabetes is prevalent in the counties of Sonoma, Lake, Mendocino, Napa, and Marin, and delayed radiation injury follows about 5 percent of radiation treatments. "Five years, ten years down the line, the secondary complications [of radiation therapy] emerge that are vascular in nature," explains Rose. Hyperbaric oxygen therapy can regenerate 80 percent of lost blood vessels in the radiated area.

"For example, a prostate radiation [patient] five years later begins to bleed from the bladder. We put them in the chamber. There's a 96 percent remission rate if you put them in the chamber within six months of the bleeding." Rose points out that the success rates at Wound Care also help HDH referral rates from urology and oncology patients. And there's equally compelling numbers for diabetic ulcers. For advanced diabetic foot ulcers without hyperbaric treatment, the major amputation rate is about 40 percent; with hyperbaric oxygen treatments, the amputation rate drops to 10 percent. "So you save three out of four limbs," says Rose. "It's got a real track record."

Standard Wound Care

Although hyperbaric oxygen therapy is a significant advantage for many Wound Care patients, two-thirds of the center's patients receive what is called standard wound care, which is applied according to 10 factors: vascular inflow, vascular outflow, infection, moisture control (not too wet or too dry), debris (removing dead tissue), pressure and offloading, neuropathy, inflammation, nutrition, and education.

Applying compression to a wound and offloading pus and other fluids were developed more than 100 years ago by Dr. Paul Unna, a German physician who specialized in dermatology. This method can provide excellent results at a fraction of the cost of other medicines and techniques: "We treated a lady with an ulcer on her heel. She had developed a new ulcer beyond that and those both got infected, a real mess," explains Rose. "Her treatment—a diabetic wound or a pressure wound? So I put her in a splint, three dollars worth of plaster, and in three weeks, her ulcer was healed, the one she had for a year."

If you'd like more information about Northern California Wound Care and the kinds of treatments they have available, you can call them at (707) 473-4404.

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