

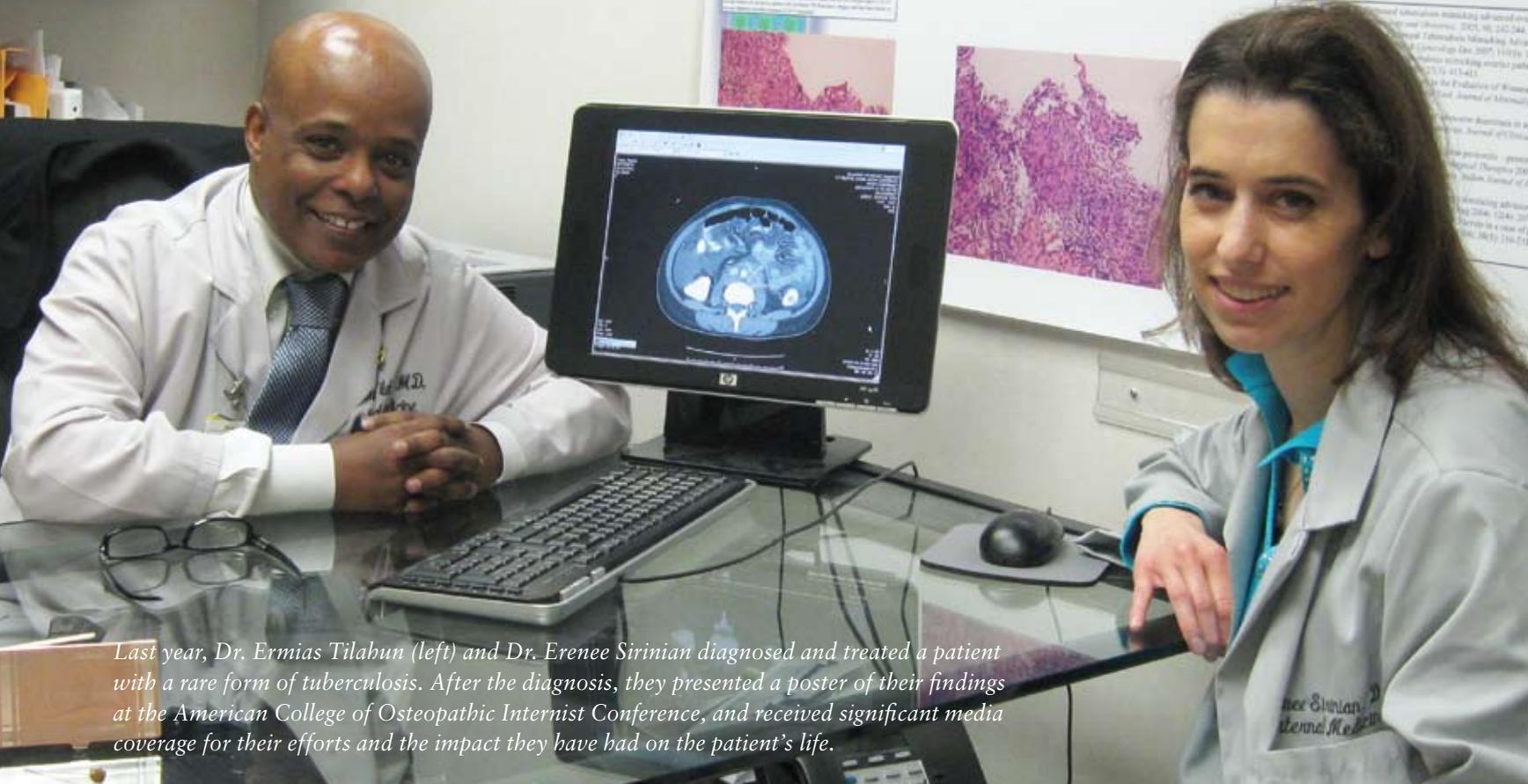
we informed

News and Education for Swedish Covenant Hospital Staff

3

A Second Opinion; A Second Chance

A rare and life-changing diagnosis by a Swedish Covenant Hospital physician energizes a patient, our hospital and the community.



Last year, Dr. Ermias Tilahun (left) and Dr. Erene Sirinian diagnosed and treated a patient with a rare form of tuberculosis. After the diagnosis, they presented a poster of their findings at the American College of Osteopathic Internist Conference, and received significant media coverage for their efforts and the impact they have had on the patient's life.

2

- ▶ SCH plans Cultural Celebration Day
- ▶ First unannounced HFAP visit a success

4

- ▶ Check out this month's Magnet Moments
- ▶ ECF is closing... now what?

5

- ▶ Learn about new discounts at the Galter LifeCenter
- ▶ Walk for Heart Health Month

6

- ▶ Congratulations to our January STARS!

7

- ▶ Education Calendar

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The science of feeling better



A Second Opinion; A Second Chance

A rare and life-changing diagnosis by a Swedish Covenant Hospital physician energizes a patient, our hospital and the community.

For six months, Rahel Taye experienced a constant, agonizing pain in her abdomen. She visited half a dozen hospitals across the U.S. and in Canada, and none could figure out what was wrong.

Eventually, Rahel went to a prominent university hospital in Chicago, where they diagnosed her with ovarian cancer. But something wasn't right. Something was telling 26-year-old Rahel to get a second opinion.

That's when she ended up in Dr. Ermias Tilahun's office here at Swedish Covenant Hospital — where she soon got a life-saving diagnosis and treatment.

Dr. Tilahun recognized Rahel's symptoms as those of peritoneal TB, a rare form of tuberculosis found in the stomach rather than the lungs. This form of TB, which is likely acquired through ingesting bacteria through raw milk or food, can be misdiagnosed as ovarian cancer because both conditions display a raised CA-125 level in the blood. Many U.S. physicians are unaware of this because of the rarity of TB in developed countries. Dr. Tilahun's experience treating patients from various cultures, as well as his Ethiopian background, provides him with a more global perspective to health care which, as evidenced by this case, can make a dramatic difference in the life of a patient.

Dr. Tilahun ordered several tests, and with the help of internal medicine resident Dr. Erene Sirinian, he was able to confirm the diagnosis. He prescribed the appropriate medications, and Rahel quickly began to recover.

She is now fully recovered and back to her normal quality of life. She and her husband, Soloman, are hoping to have a baby — something they wouldn't have been able to hope for if

Rahel had gone forward with the ovarian cancer treatment.

“He saved my life,” Rahel said over and over at a recent meeting with Dr. Tilahun. “He saved my life.”

Community Impact

This is a great example of how Swedish Covenant Hospital's diverse physician, staff and patient base contributes to the quality of care we provide.

When our Public Relations staff learned of this special patient case, they knew it had potential to educate and inform the community — while raising awareness of Swedish Covenant Hospital's expertise — through media coverage.

A producer from ABC Channel 7 news showed interest in doing a segment on the story, highlighting the importance of getting second opinions and recognizing the need for a global perspective on healthcare.

The segment appeared on Dec. 11, 2008, and the news quickly spread. The segment was linked from Google News, U.S. News and World Report and was later picked up by an Ethiopian magazine, newspaper and radio station.

Tilahun's office immediately began receiving calls from people who wanted second opinions or simply wanted to switch to him for primary care. Since the news aired, he's received nearly 100 phone calls from people who learned of him through the segment, he said.

Web traffic related to Dr. Tilahun also increased dramatically. Fifty



This frame was taken from the ABC news broadcast featuring Dr. Tilahun, which aired on December 11, 2008. In the interview, Dr. Tilahun explained that the patient's CT scan results were one of many clues that lead to him to confirm her peritoneal TB diagnosis.

searches for “Tilahun” on sites such as Google and Yahoo led people to click on SwedishCovenant.org, and another 60 visits to SwedishCovenant.org came from clicking the link at the bottom of the story on abc.com. Dr. Tilahun's “Find A Doc” profile on SwedishCovenant.org has received 167 page views — far higher than any other internal medicine physician.

Hospital Impact

All of this led to many new patients for Dr. Tilahun's practice. This is great for both Dr. Tilahun's and Swedish Covenant Hospital's businesses. Perhaps most importantly, the news coverage raised awareness among the public about the great care we provide here at Swedish Covenant Hospital.

As shown by these results, the media is a very important vehicle through which we can communicate the message about Swedish Covenant Hospital's medical expertise and patient-centered care philosophy.

Our Public Relations team is always looking for unique patient stories to consider for media interest or other venues such as *Well Informed* or SwedishCovenant.org. Please share these stories with Public Relations by calling Ext. 3812 or e-mailing Angela Fornelli at afornelli@schosp.org.