

National Jewish Health CONNECTION

A newsletter for healthcare providers



Michael Salem, MD
President and CEO
National Jewish Health

New Name Addresses Future of Medicine

Signaling a bold evolution and expansion beyond traditional boundaries of respiratory medicine into exciting new areas of science and health, National Jewish Medical and Research Center became National Jewish Health on July 14, 2008.

“Simply put, this isn’t just about a name change. National Jewish has been a leader in innovation and medicine for more than 109 years. This change signals our determination to lead in the era of preventive and personalized medicine,” said Michael Salem, MD, President and CEO of National Jewish Health. “As we implement our 10-year strategic plan, we are growing beyond the concept of a traditional medical and research center. The name change reflects a multifaceted initiative, entitled *Science Transforming Life*® to better meet the changing face of health care in America. This is one of the most exciting and innovative leadership initiatives in our history.”

Dr. Salem states that National Jewish Health will invest more than \$40 million to continue to be the global leader in the treatment and research of respiratory, immune and related diseases. In addition, we will expand the breadth of our services through the newly developing disciplines of personalized medicine. “Our vision is to closely integrate our basic research programs and advanced diagnostic capabilities with our outstanding clinical services to provide the best possible care and research not only for residents of Colorado, but also for patients who come to us from across the nation and around the world.”

Evolution is Part of Our Heritage

“The name change is an evolution of who we already are,” said Dr. Salem. “We have been ‘National Jewish’ since the beginning, but we have modified our name six times in our 109-year history with revised descriptors that reflected the growing vision and scope of our activities.”

- 1899** The National Jewish Hospital for Consumptives
- 1925** National Jewish Hospital at Denver
- 1965** National Jewish Hospital and Research Center
- 1978** National Jewish Hospital/National Asthma Center
- 1985** National Center for Immunology and Respiratory Medicine
- 1997** National Jewish Medical and Research Center
- 2008** National Jewish Health





Science



Transforming



Life

New Name Addresses Future of Medicine continued

Why “Health”?

Health connotes the preventive, personalized medicine approach envisioned in the institution’s strategic plan. The word ‘health also:

- Reflects the expanding healthcare network that National Jewish has opened in recent years in Highlands Ranch, Englewood, Littleton (sleep center), Broomfield (sleep center), and the Aspen/Vail Valleys
- Describes our partnership to staff and manage the intensive care unit and hospitalist staff at HealthOne Rose Medical Center
- Conveys our growing programs for tobacco-cessation and weight-management
- Communicates who we are in a shorter, easy-to-remember phrase

New Logo and Brand Promise

The new brand promise, *Science Transforming Life*[®], emphasizes the institution’s commitment to scientific discovery, and the belief that those discoveries will transform the lives of patients.

The logo has been designed to communicate at multiple levels, including the concept of science (based on the well known DNA helix and caduceus shapes), transformation (the orange fire of discovery) and life (the human form).

“We believe National Jewish Health, the brand promise *Science Transforming Life*[®], and our new logo strike just the right balance between our history and our future, as well as our strong commitment to science as a means of improving the lives of our patients,” said Dr. Salem.

The new naming and brand strategy was created under the direction of Denver-based Monigle Associates, and will be implemented over time with a variety of in-house and external communications partners.

Number 1 Respiratory Hospital Again

In July, National Jewish was recognized again by *U.S. News & World Report*, as the #1 respiratory hospital in the nation for the eleventh consecutive year.

The Region's Most Advanced Imaging

The new Institute for Advanced Biomedical Imaging at National Jewish Health offers you and your patients the latest technologies available including high resolution CT, PET/CT and MRI capabilities that are unparalleled in the region. Our international reputation and the vast cardiothoracic radiology experience of our fellowship-trained radiologists, provides the gamut of thoracic radiology, with particular expertise in interpreting high resolution chest CT; cardiac CT and MR studies. If you have cardiothoracic or musculoskeletal imaging needs, please contact us at 303-398-1611 or radiology@njc.org.

Onsite imaging capabilities provide added convenience for patients who can access our diagnostic services at one location. Referral providers may consult with our radiology team and will receive results quickly with our digitized system.

Most Advanced Imaging Technology Available

Recently, Siemens Healthcare and National Jewish Health became strategic partners based on our shared vision of personalized medicine to improve and develop novel imaging and diagnostic technologies using genomics, proteomics, and integrated research and clinical care. This partnership enables National Jewish Health to provide the most cutting-edge technology available.

Personalized Diagnostics

Just as we tailor our treatment programs for each patient's individual needs, we also individualize our diagnostic capabilities to those specific needs. For each patient, we consider the type of testing that best fits the situation and problem, the best method and sequencing that will maximize the information while minimizing radiation exposure and cost. The wide variety of imaging equipment in our Institute affords many noninvasive options for diagnosing difficult cases.



Joyce Schroeder, MD, and radiology technician position patient in new MRI.

Imaging Services at National Jewish Health Include:

Bone Density/DEXA

Cardiac Camera — provides patients with a comfortable and reclined bent knee sitting position that produces exceptional image quality and improved clinician diagnostic confidence.

C-Arm — offers a large field of view, maximum overview of anatomy without repositioning; and fast imaging rates for cardiopulmonary and gastroenterology applications.

CT and PET/CT Scanners — Dual Source, 64 and 128 slice capabilities provide superior temporal resolution that freeze the motion of the heart, and enjoys twice the speed and twice the power of single-source systems. Our PET/CT gives enhanced imaging clarity and diagnostic confidence for applications, such as oncology management and cardiac assessment for viability reperfusion and revascularization.

Echocardiography

Esophagram

Fluoroscopy

MRI — Offering comprehensive metastasis evaluation, whole CNS imaging, and visualization of vascular diseases, the Avanto is the first Siemens system to fully incorporate Tim (Total imaging matrix) technology and the first whole body surface coil concept.

Nuclear imaging

Radiography

Tailored barium swallows

Ultrasound

Physician Line 1-800-652-9555

What's in Your Air?

Identify Indoor Air Pollutants with Family Air Care® Test Kit

National Jewish Health physicians created the Family Air Care® Indoor Allergens & Mold Test Kit to measure the quality of indoor air and help consumers identify indoor air pollutants that can cause or exacerbate health conditions. Respiratory ailments are impacted by indoor allergens:

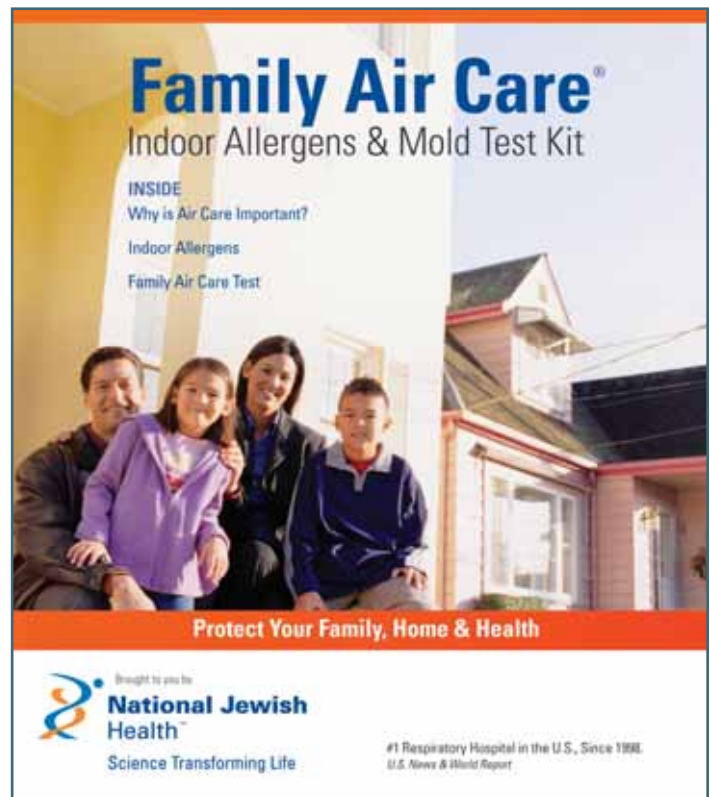
- Over 22 million people in the U.S. have asthma — over 6 million are children
- 20-40 million people or 15% of population suffer from allergic rhinitis
- The strongest risk factors for asthma are family history of allergic disease and sensitization to indoor allergens.

The recent guidelines for the Diagnosis and Management of Asthma, United States Department of Health and Human Services, October 2007 suggests:

“If patients who have asthma are exposed to irritants or inhalant allergens to which they are sensitive, their asthma symptoms may increase and precipitate an asthma exacerbation. Substantially reducing exposure to these factors may reduce inflammation, symptoms, and need for medication. Recognition and treatment of these conditions may improve asthma control.”

The Family Air Care® Kit addresses indoor air quality by identifying and monitoring the most important triggers of allergy, asthma and other respiratory illnesses. It is easy to use and is the most scientifically advanced test system for allergens (mold, dust mites, cockroaches, and cat and dog dander) available on the market today.

The kit is affordable and easy to use with household vacuums. A dust sampling unit is included in the kit and attaches to the vacuum hose. Users simply vacuum a well-used living area and a bedroom area in the home. The dust sampling kit is returned and processed by the National Jewish Advanced Diagnostics Laboratories using the most sophisticated scientific techniques available. Results are emailed within days. Consumers receive information about allergens and may access links to local abatement resources via familyaircare.com.



The Family Air Care® Indoor Allergens & Mold Test Kit is the highest quality, lowest cost test system of its kind on the market today with an MSRP of \$299.

For more information, or to purchase a kit, please contact the Family Air Care program at 800-934-4839 or visit familyaircare.com

Genetic Tests Offers Potent Example of Personalized Medicine

Warfarin Assay Available

Millions of people in the United States take the blood-thinning medication Warfarin (Coumadin) to prevent blood clots that can cause heart attacks and strokes. However, an individual's response to the medication can vary greatly; a single dose of medicine may cause dangerous blood thinning, which can cause internal bleeding for some people. That same dose will have no effect on others, leaving them susceptible to dangerous blood clots. The optimal dose can range all the way from 4 milligrams to 80 milligrams per week. Until now, doctors could only evaluate the dosing with tests done only after a patient begins the treatment, leaving patients at risk for potential blood clots or internal bleeding.

Importance of Gene Testing

Recently, two separate genes were identified that greatly affect the dosing of warfarin. One affects how active a given dose of the drug is, and another affects how quickly the drug is metabolized to become inactive. Individuals can carry any of several different forms of these genes. The various forms of these genes are so important that the U.S. Food and Drug Administration recently recommended getting genetic testing prior to beginning warfarin therapy.

National Jewish Health Warfarin Assay Available

The National Jewish Health Molecular Diagnostics Laboratory performs an assay to determine what form of these two genes each individual has. Results from these assays help determine the effective dose of Warfarin before an individual begins taking the drug, allowing physicians to safely customize warfarin treatment for millions of individual patients.

"The launch of our Warfarin sensitivity test is the first step in our grand vision of being a key global innovator and driver of personalized medicine," said Preveen Ramamoorthy, Director of the Molecular Diagnostic Laboratory. "It represents the coming of age of our state-of-the art Molecular Diagnostics Laboratory and signals our commitment to serving the unmet needs of physicians and patients through the deployment of personalized medicine tests in routine clinical practice."

Please call 1-800-550-6227, Option 6, for information about ordering this test.



National Jewish Health DNA researcher, Paul Reynolds, PhD.

Autoimmune Lung Center

Specialized, diverse care for complex needs

If you have patients with rheumatologic lung disease — or suspect an underlying rheumatologic disorder to account for your patient's lung disease, the National Jewish Autoimmune Lung Center can work with you to diagnose, treat and manage those patients.

Patients with a variety of rheumatologic illnesses are at risk for respiratory manifestations that include interstitial lung disease, pulmonary hypertension, inflammatory or fibrotic airways disorders, pleural abnormalities, respiratory muscle impairment, respiratory infections and medication-induced lung toxicity. These patients often require a combination of sophisticated and diverse treatment from collaborating rheumatologists, pulmonologists and other healthcare providers.

Innovative Program

The National Jewish Health Autoimmune Lung Center is one of the only formal programs in the world designed to meet the complicated medical needs of these patients. Our rheumatologists and pulmonologists are subspecialists with extensive experience in evaluating and managing patients with rheumatologic lung diseases.

Autoimmune Lung Center Features

- Cross-specialty care
- Optimized evaluation and management of patients with rheumatologic lung disease
- Clinicians with specific expertise in rheumatologic-associated respiratory manifestations
- Cross-specialty, interactive clinics, and weekly case conferences
- State-of-the-art technology in thoracic imaging, histopathology, pulmonary physiology and rehabilitation
- Access to clinical research and ongoing clinical trials
- Efficient and effective communication with referral providers

We welcome your referrals. Please call our Physician Line at 1-800-652-9555 for physician-to-physician consultations, patient referrals or information about our Autoimmune Lung Center.

Rehabilitation Services for Parkinson's Pediatrics and Occupational Issues

Call 303-398-1490 for appointments and information

The Lee Silverman Voice Treatment (LSVT®)

National Jewish has three LSVT trained and certified speech-language pathologists qualified to provide treatment that improves the voice and speech of individuals with Parkinson's disease.

Occupational Therapy

Personalized treatment can help patients gain strength, increase range of motion, joint protection, and environmental adaptations. The National Jewish Occupational Therapy Department can develop and implement exercise programs specifically for your patients' needs.

Pediatric Occupational Therapy

Our therapists can address fine motor delays, visual motor delays and sensory integration disorders through a variety of assessments:

- **BOT-2**—Bruininks-Oseretsky Test of Motor Proficiency – Second Edition
Developed to assess the motor functioning of children from 4/5 to 21 years of age by looking at fine motor precision, fine motor integration, manual dexterity, upper limb coordination, and bilateral coordination.
- **VMI**—Beery-Buktencia Developmental Test of Visual-Motor Integration identifies significant difficulties that children ages 2-18 may have in coordinating their visual perceptual and motor abilities.
- **PDMS-2**—Peabody Developmental Motor Scales-Second Edition evaluates children from birth to 6 years for fine and gross motor skills development by measuring their ability to process sensory information and sensory perception on functional performance.

Clinical Trials

National Jewish Health conducts numerous clinical trials for a variety of conditions and patients. Please visit nationaljewish.org for more information.

Asthma in the African American Population – 12 years and older

We are studying the safety and effectiveness of a study drug for the treatment of asthma in the African American population. Participants must have a diagnosis of asthma and currently take daily asthma medication. Information and enrollment, call **303-398-1026**.

COPD: New Inhaler

National Jewish Health is conducting a one-year study to test a new combined inhaler for Chronic Obstructive Pulmonary Disease. This treatment contains two FDA approved medications in one convenient inhaler. The study involves diagnostic testing and medical evaluations at no charge, smoking cessation information and support provided upon completion of the study. Information and enrollment, call **303-398-1911**.

Inadequately controlled asthma study – Ages 18-75

We are seeking patients taking Advair 500/50 who have not experienced full control of their asthma. Patients with uncontrolled asthma requiring at least one course of oral steroids within the last year may qualify. Patients will receive FDA approved Xolair vs. placebo in addition to the normal asthma treatment. The study lasts one year and patients may qualify for assistance with the cost of Advair throughout the study. Information and enrollment, call **303-398-1911**.

Peanut Allergy – Ages 12 to 40

This study is conducted by the Consortium of Food Allergy Research (CoFaR) which is funded by the National Institute of Allergy and Infectious Diseases, part of the National Institutes of Health (NIH). It will determine if by taking a peanut product, the participant may be able to eat peanut without developing an allergic reaction. Information and enrollment, call **303-398-1549**.

Rheumatoid Arthritis – Ages 18 and older

National Jewish Health is seeking participants who suffer from Rheumatoid Arthritis. Patients taking a stable course of Methotrexate (MTX) and who would like to find better control of

RA symptoms (painful, swollen joints) may qualify. We will add an investigational treatment to determine its impact on the structural damage in patients who suffer from RA. Information and enrollment, call **303-398-1911**.

Study of Acid Reflux in Children with Asthma – Ages 6 to 17

We are seeking participants who are under a physician's care for asthma, using prescribed asthma medicine regularly but still have symptoms, and who are not taking daily prescription medicine for acid reflux. This study is sponsored by the American Lung Association and the NIH. It will investigate if treating silent acid reflux improves asthma control. Information and enrollment, call **303-398-1618**.

Treating Children to Prevent Exacerbations of Asthma – Ages 6 to 17

The TREXA study (funded by the NIH) will try to determine whether inhaled steroids can be used on an as needed basis and still provide asthma control. Information and enrollment, call **303-270-2267**.



Clinical trials available for children and adults.

Meet our New Faculty

As part of our strategic plan, National Jewish Health is expanding our faculty to better meet the needs for specialty care in our community and across the country. We are pleased to introduce the following new physicians:

Allergy/Immunology

Sheila Amar, MD
Eric Chenworth, MD
Sheila Gogate, MD

Cardiology

Brett Fenster, MD

Endocrinology

Elizabeth Regan, MD

Environmental and Occupational Medicine

Hide Nobu Shigametsu, MD

Genetics and Therapeutics

David Schwartz, MD

Nephrology

Melissa Yanover, MD

Pediatric Allergy/Immunology

Grace Tamesis, MD

Pediatric Pulmonology

David Nichols, MD, pediatric pulmonology and adult/ped Cystic Fibrosis clinic

Psychosocial Medicine

Jay Ashmore, PhD
Amy Lukowski, PsyD

Pulmonology

Adam Friedlander, MD
Jeff Hansen, NP
(National Jewish Health South Denver)
Shelley Levesque, MD
Shandhya Rai-Sherpa, MD
(National Jewish Health East Denver)
Michael Risbano, MD
(National Jewish Health South Denver)
Milene Saavedra, MD
(National Jewish Health East Denver)

Sheila Tsai, MD
Ivana Yange, MD
Robert Young, MD

Pulmonary and Critical Care Medicine

Carrie Horn, MD
Karl Roos, MD*

(* Hospitalist at Rose Medical Center)

Visit www.nationaljewish.org for provider biographies.

New Test Promises Quicker, More Accurate Evaluation for Cystic Fibrosis Patients

Researchers at National Jewish Health have identified a simple gene-based blood test that more accurately and quickly measures cystic fibrosis patients' response to therapy than current tests. The researchers recently published the results of a small "proof-of-principal" trial in the online version of *American Journal of Respiratory and Critical Care Medicine*, and will also publish them in a future print issue.

"The currently accepted test, a measure of a patients' ability to exhale air, has several limitations that make it ineffective for some patients and not sensitive enough for clinical trials of many new medications," said Dr. Milene Saavedra, lead author of the study and Assistant Professor of Medicine at National Jewish Health. "By measuring the activity of genes associated with the immune/inflammatory response, we can get a more accurate picture of the biological processes occurring inside the lungs."

National Jewish Health researchers thought white blood cells circulating in the blood might be a good source of biomarkers for a more sensitive and accurate test. White blood cells are the predominant cell type at sites of tissue destruction in CF patients' lungs. As they circulate through the lungs in the blood they encounter the inflammatory environment and alter their gene expression as a result. By measuring mRNA, scientists can identify which genes are being expressed and how strongly.

The researchers are now conducting a trial of 60 CF patients to provide stronger statistical evidence for the power of CD36, CD64 and ADAM9 to diagnose a positive response to therapy by CF patients.

Innovative and Interactive CME at Your Convenience

The Office of Professional Education at National Jewish Health™ offers innovative and interactive CME/CE learning opportunities through a variety of channels including online courses and live events.



Featured CME/CE Online Courses

CMELogix.org is our online portal for continuing medical education that provides accredited CME/CE offerings on respiratory and immune system diseases.

Get CME/CE on your schedule with curriculum developed by our world-renowned faculty. After you have completed your evaluation, simply print your certificate; there's no more waiting for it to arrive in the mail!

Current Online Courses:

Optimizing Asthma Control

This three-part series is designed for primary care physicians, registered nurses, nurse practitioners, physician assistants and other allied health professionals interested in the treatment of asthma. www.Optimizing-Asthma-Control.info focuses on issues at the forefront of asthma control and includes case-based interviews with physicians and patients.

Insomnia: Recognition and Intervention

Insomnia is often co-morbid with other medical conditions; its prevalence is about 50% in clinical practices. www.Insomnia-Intervention.com is designed to educate physicians, pharmacists and other healthcare professionals about the prevalence of insomnia and the importance of recognition and treatment interventions for better patient care.

Rethinking Difficult Asthma

Chaired by Richard J. Martin, MD, the Chair of the Department of Medicine at National Jewish Health, www.rethinkingdifficultasthma.info features a presentation on "Changes to the Asthma Guidelines and Their Relevance to Pulmonologists." Learn about the new guidelines, the clinical relevance of them, what referring physicians need to know and the latest concepts in biological phenotyping.

Atopic Dermatitis – The Itch That Rashes: Soak and Seal Skin Care

This activity is heavily focused on the clinical features, causes and management of Atopic Dermatitis. Visit www.CMELogix.org to learn more about Atopic Dermatitis and view the highly informative video "The Itch That Rashes: Soak and Seal Skin Care."

Asthma Educators Certification (AE-C) Online Review Course

Pursuing your National Asthma Educator Certification AE-C? This review course will help prepare you to take the National Certification exam to be certified as an asthma educator. There are

8 modules included in the online review course that address the content outline for the exam as presented in the National Asthma Educator Certification Handbook. Visit www.CMELogix.org today.

Upcoming Online Courses:

Airway Clearance Devices – Why Use Them?

Roles and Mechanisms of Controller Medications for Asthma

Go to www.CMELogix.org for a complete list of our online professional education offerings.



Featured CME/CE Live Events

Register today to secure your spot at the premium events listed below. Courses held in the Molly Blank Conference Center, National Jewish Health Campus, Denver, CO unless otherwise noted.

Health Effects of Cigarette Smoking and General Approach to Smoking Cessation

Learn How to Advise and Motivate Smokers to Quit: Tools and Skills for Practitioners

Featuring: Heather LaChance, PhD and Barry Make, MD

Saturday, November 8, 2008

31st Annual National Jewish Health Pulmonary & Allergy Update at Keystone Resort, Keystone, CO

Continuing Medical Education on Allergy, Immunology and Pulmonary Topics

Featuring: Erwin Gelfand, MD, Richard Martin, MD and Harold Nelson, MD

Wednesday – Saturday, February 4-7, 2009

3rd Annual Rocky Mountain Allied Sleep Conference

The Rocky Mountain Allied Sleep Conference aims to establish a gold standard in sleep education.

Friday – Saturday, March 13-14, 2009

"I Can't Breathe" – Cardiac and Pulmonary Dyspnea

An educational program for generalist physicians in making differential diagnoses of cardiac and pulmonary dyspnea.

Featuring: Howard Weinberger, MD, FACC

Saturday, April 18, 2009

Rocky Mountain Food Allergy Conference

Featuring: Dan Atkins, MD

Saturday, May 2, 2009

For a complete list of our live events, for more information or to register please go to www.nationaljewish.org/ProEd or call 800.844.2305.

Bring your patient care to new heights.

Continuing Medical Education on Pulmonary, Asthma, Allergy and Immunology Topics
from **the #1 Respiratory Hospital in the U.S.***

** U.S. News & World Report*

31st Annual National Jewish Health Pulmonary & Allergy Update

Keystone Resort, Colorado | February 4-7, 2009

photo courtesy of Dan Davis/Vail Resorts

Conference Co-Chairs:

Erwin Gelfand, MD

Chairman, Department of Pediatrics
Professor of Pediatrics, National Jewish Health

Richard Martin, MD

Chairman, Department of Medicine
Professor of Medicine, National Jewish Health

Harold Nelson, MD

Chairman, CME Committee
Professor of Medicine, National Jewish Health

Target Audience:

Pulmonologists, Allergists, ENTs, Family Physicians, Internal Medicine Physicians, Physician Assistants, Nurse Practitioners, Registered Nurses, Pharmacists, Respiratory Therapists and other healthcare professionals with an interest in pulmonary, asthma, allergy and immunologic diseases.

CME Credits: 16, CE Contact Hours: 24

Register now to interact with the world's leading specialists in a casual setting.

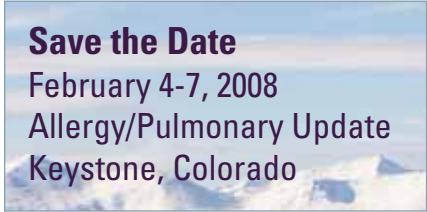
For more information or to register visit
www.nationaljewish.org/keystone or call 800.844.2305



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Save the Date
February 4-7, 2008
Allergy/Pulmonary Update
Keystone, Colorado

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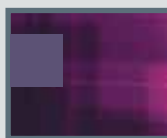
Fall 2008

A newsletter for healthcare providers

#1 Respiratory Hospital Again

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Patient Scheduling	303-398-1355
	800-222-LUNG
Physician Line (consultations, referrals, resources)	800-652-9555
Rehabilitation (direct referrals)	303-398-1490
Sleep Center	303-270-2708
Clinical Studies	303-270-2222
ADx Laboratories www.njlabs.org	800-550-6227
Professional Education www.CMELogix.org	303-398-1000
	800-844-2305



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