

DEDICATED CARE

Newsletter

SUMMER 2010

Improving
the way you experience

medicine.

DEDICATED CARE CENTER

Moving to Fort Norfolk Plaza
AUGUST 16, 2010

301 Riverview Avenue, Suite 900 • Norfolk, VA 23510 • Phone: 757-252-9300

Map & Directions



FROM COLLEY AVENUE

Pass through the intersection of Colley and Brambleton Avenue. Take a right off Colley Avenue onto Southampton Avenue, and then take a right onto Riverview Avenue. The Dedicated Care Center will be located on the 9th floor, Suite 900.

FROM BRAMBLETON AVENUE – WEST

When traveling west on Brambleton Avenue, take a left on Colley Avenue. Then, take a right off Colley Avenue onto Southampton Avenue and then a right onto Riverview Avenue. The Dedicated Care Center will be located on the 9th floor, Suite 900.

FROM BRAMBLETON AVENUE – EAST

While traveling east on Brambleton Avenue take a right on Colley Avenue. Then, take a right off Colley Avenue onto Southampton Avenue and then a right onto Riverview Avenue. The Dedicated Care Center will be located on the 9th floor, Suite 900.

HERE'S A LOOK *Inside...*



BEHIND THE SCENES

Did you ever wonder what your doctors do in their free time? The answer is obvious. We sit around contemplating how to improve the practice, of course. Good health care doesn't happen by accident. We spend a lot of time looking at the best ways to practice medicine and how to help our patients. Once a week, the physicians and administrative staff get together to discuss how we can improve the quality of your care and improve how you experience healthcare at our practice. We don't just talk about being good doctors; we take a hard look at our data and take steps to improve what we do every day. Every diabetic in the practice is tracked on a variety of clinical measures to make sure they are meeting their goals. Those patients that are not at optimal levels of control are given extra attention and guidance to help them beat this serious disease. In the near future we will expand our tracking systems to heart attack and stroke patients. These are serious conditions and we will bring all the tools we have to help our patients get the best possible outcomes.

How involved were the doctors in planning the move to the new building? The numbers of hours to prepare and execute the move to the new building are too many to count, but we weren't just trying to build a pretty place to practice. Yes, the water views are spectacular and some may even say the curious additions to our brand new fish tank are cute! More importantly, to bring you exceptional healthcare, we have taken this opportunity to bring in the best equipment out there.

Our bone density machine has been upgraded to the latest technology and our mammogram unit has been replaced with a state-of-the-art digital machine. Our computers systems are undergoing improvements to prepare for the electronic medical record coming in December. All of this takes careful deliberation and smooth interaction between the doctors and the administrative teams. Unless you have been to another practice for primary care, you may not realize the difference between Dedicated Care and the rest of the world. It is not just our time in the exam room that makes a difference in your care, but the countless hours spent in analyzing and planning for your arrival that contributes to making our practice the best it can be. We look forward to seeing you in the new building!

- The Doctors

GET TO GOAL

This year, the American Heart Association set new goals for cardiovascular health. Using seven easy to identify health criteria, you can see how your health measures up.

The seven measures are:

- Never smoked or quit more than one year ago
- Body mass index less than 25 kg/m²
- Physical activity of at least 150 minutes (moderate intensity) or 75 minutes (vigorous intensity) each week
- Four to five of the key components of a healthy diet consistent with current American Heart Association guideline recommendations
- Total cholesterol of less than 200 mg/dL
- Blood pressure below 120/80 mm Hg
- Fasting blood glucose less than 100 mg/dL

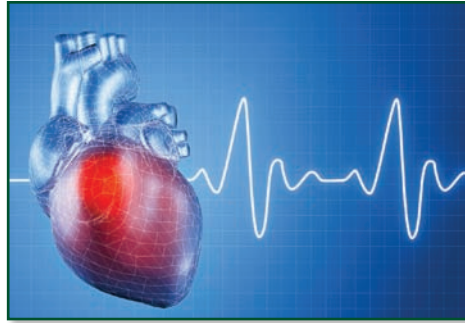
The American Heart Association has set up a web site for you to plug in your personal information and get a more detailed view of your health status.

That web site is: <http://mylifecheck.heart.org>.

Did you meet all the goals? This is what the American Heart defines as “Ideal Health”. If you don’t have a perfect score I’m sure we can help. Take advantage of our nutrition classes and microfit bike assessment with a personal trainer to jump start your program.

If you need help with smoking cessation, talk to a member of your team at the Dedicated Care Center. We are always interested in helping our patients quit tobacco in all forms.

The above list should be your foundation for basic cardiovascular health. More advanced testing such as crp-hs, coronary calcium score, and carotid artery screening should be considered if you are not at a state of ideal health or have non modifiable risk factors such as bad genetics. Crp-hs is a blood test for inflammation of arteries that helps identify those at higher risk for cardiac events. A coronary calcium score is a CT scan that identifies risk factors for future heart blockages that can help us initiate treatment before a heart attack occurs. Finally, a carotid artery screen is a simple in-office ultrasound of the arteries leading to the brain to detect blockages before a stroke occurs. All these tests are non-invasive and quickly available at our office. Call your Patient Service Coordinator today for more details! As always, we appreciate your continued trust and participation in the Dedicated Care Center and we look forward to providing you with the best and most personalized medical care available.



NEW FACES

Leila Saadeh has joined Dr. Charles Lisner’s team as a Patient Service Coordinator. Leila graduated from James Madison University in 2009 with a B.S. in Media Arts and Design. She worked in the Marketing Department at Sentara Medical Group prior to joining Dedicated Care Center. She enjoys being with her loving family, going to concerts, and yoga. Working with others and interacting with patients is what she most admires about being a Patient Service Coordinator.

Jamie Keyes has joined the Dedicated Care Center as a Pharmacy Technician in the DCC Dispensary. She has 13 years of experience working in major retail pharmacies in the Tidewater area. She was born and raised in Virginia Beach, where she and her husband, Andy, are raising their two beautiful children. Emily is 13 and Eric is 6. Jamie enjoys reading, weekend trips with her family to the Outer Banks and going for walks around the lake with their poodle, Roxy.

Adrienne Rust-Chester has joined Dr. Charles Lisner’s team as a Patient Service Coordinator. Adrienne earned her Bachelor of Arts degree in Sociology from Villanova University in 2007, and just graduated this summer from Eastern Virginia Medical School with her Master of Public Health. In her free time, she enjoys traveling, going to the beach, and spending time with friends and family.

Leila



Jamie



Adrienne



DEDICATED CARE CENTER NEW PHONE NUMBERS

Gregg R. Clifford, M.D., F.A.C.P.

Fax Number: 757-510-9280

Main Number: 757- 252-9250

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Maggie Correa 757-252-9313 - PSC

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April Cox 757-252-9344 - PSC

Sabrina Smalls, LPN 757-252-9340

DCC Dispensary

Jamie Keyes

Pharmacy Technician

Office: 757-252-9005

Fax: 757-252-9017

Executive Evaluation Center

Fax Number: 757-252-9201

Main Number: 757-252-9200

Now, Personal Physician Has A Whole New Meaning.

If you would like to learn more or schedule an appointment for a complimentary visit to meet one of our physicians, please call us at (757) 252-9300 or visit our website at

www.dedicatedcarecenter.com



William M. Bethea, Jr.,
M.D., F.A.C.P.



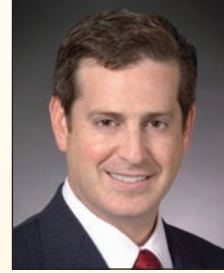
Gregg R. Clifford,
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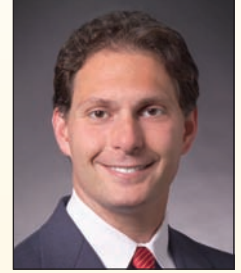
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