

## Editorial message for major healthcare CEO gets great prognosis



Each year, the Lovelace Health System had been publishing a special supplement in the local newspapers, sharing helpful healthcare tips with readers, as well as putting a friendly face to the countless physicians who worked behind the scenes in Lovelace's large network of New Mexico facilities.

Thanks to a contact that Tom knew from an earlier project at the American Cancer Society, he was called in as one of the freelancers who would be ghost-writing articles appearing in the supplement. Not only did he do background research, interview the specialists, and write "advice" columns for the doctors (under their names, of course) — he also landed the assignment of writing an editorial introduction that was to come from Dr. Derick Pasternak, the CEO of the Lovelace Health System.

The amazing thing is, Tom's ghostwritten CEO message sailed through with virtually no changes! People in Lovelace's PR department were astounded — they worked with the CEO on a daily basis and knew his preference for not only accuracy but also a professional tone and personal style that internal staff were not always able to duplicate.

That year's newspaper supplement accomplished its goals, continuing to build on Lovelace's outstanding reputation in the community — and Tom was called back the following year to work on the next edition.

## **An editorial comment, from Lovelace The emphasis is on wellness**

You've probably heard of "preventive medicine." It's an idea that has been around for some time in the medical world. Louis Pasteur, Jonas Salk, and other scientists have long looked for ways to prevent illness, as well as to treat it. Today, our goals are still the same. If anything, we're now pursuing preventive health care on an even greater scale, since we've learned just how effective this approach can be — solving problems before they occur.

At Lovelace, this quest for "wellness" is something we take very seriously. It is an everyday concern, which goes well beyond the doctor's office and state-of-the-art facilities. Emphasizing wellness not only makes good business sense (healthier employees are more productive), it also provides financial rewards, in the form of lower health care and insurance costs. A healthier New Mexico is in everybody's best interest.

### **Bringing wellness to you.**

All the medical knowledge in the world won't accomplish a thing, however, unless it is shared with, and practiced by, the people who really count...you, your family, your friends, and thousands of others in cities and towns across our state. That is why Lovelace is so active in the community. Our commitment to wellness means taking the initiative, getting involved, putting our expertise to work for you — at home, at work, at school, or wherever else it's needed.

The special newspaper section you are reading right now is only one example of our efforts. We are constantly making information available on a wide variety of health care topics, through brochures, newsletters, and publications like Lovelace's *Health and Fitness Magazine*, articles in medical journals, broadcast news reports, and many other media, including a closed-circuit TV system at Lovelace facilities.

Our "Lifestyles" programs bring full-time health education professionals into the community, through regular classes designed to improve and promote healthy lifestyles...from sessions on nutrition and weight management to smoking cessation, stress management, exercise programs, and much more.

**Free and low-cost services.** We also offer a number of programs, such

as diabetes screenings, blood pressure checks, cancer support groups, effective parenting classes, mammograms, immunizations, and other services, which are often given free of charge or at low cost, at health fairs and other events.

**Employee programs.** Beginning with the astronaut testing we pioneered for the space program, Lovelace has been diligently studying and dealing with the issue of health at the workplace. Our occupational health programs enhance employee health, safety, and productivity, while helping control employer health care costs. These include examinations and evaluations, injury and illness care, physical therapy, immunizations for foreign travel, and work site programs.

**Sports event and team sponsorship.** With Lovelace's longstanding interest in health and physical fitness, it's only natural that we have also become involved in sports-related activities, such as our continuing sponsorship of the Duke City Marathon, community sports teams, support of school sports activities, and other similar programs.

### **Taking a leadership role.**

At Lovelace, this dedication to wellness doesn't stop at the boardroom, but extends to our entire organization. Our facilities have been officially designated as a "No Smoking Zone." An indoor track has been built into the Lovelace Medical Center on Gibson Blvd., above the main lobby, for use by employees and visitors alike. Numerous Lovelace physicians, nurses, and staff members have joined the physical fitness movement, participating in a variety of individual and group activities. The way we see it, it is our duty to lead by example.

As you finish reading the many informative articles in this paper, we encourage you to get more information. Feel free to contact the doctors who are listed with each story. And if you're as committed as we are, please join us in our quest for wellness.



Derick P. Pasternak, M.D.  
Lovelace President and Chief Executive Officer

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# Playing It Smart In Winter

(ghost-written by Tom Nalesnik)

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**You know the scene. Joe and Sally Skier come back from the mountains, suffering from snow blindness, a beet-red complexion, and painfully dry, itchy skin...and wondering what went wrong.**

Chances are, they wore comfortable, dark goggles...went skiing with a light sunscreen... sat around in an outdoor hot tub, soaking up more sun...perhaps enjoyed a sauna or steam room... showered or bathed, using a strong deodorant soap... immediately dried off and got dressed... and finally, spent a relaxing evening in front of a warm, cozy fire. It's the perfect itinerary for trouble, every step of the way. And here's why.

## Eye Protection.

Strong sunlight can be a real threat to vision, especially with the combination of highly reflective snow and high altitudes, where ultraviolet rays are greater in intensity. Temporary snow blindness often results, which could lead to more serious problems like cataracts later in life.

When you wear ordinary dark glasses or goggles, your pupils adjust by dilating, or opening up. Which means your eyes could actually be absorbing more ultraviolet radiation than usual. While inexpensive sunglasses may feel comfortable, they may not be protecting your eyes adequately by screening out these UV rays.

To be on the safe side, choose glasses or goggles that are labeled "special purpose," under new FDA guidelines. Lenses on these products are designed to block at least 99% of UVB rays, 60% of UVA rays, and 97% of visible light. Another good feature to look for is shatterproof, polycarbonate construction.

## The Right Sun Screen.

When it comes to skin problems, ultraviolet light is the villain here, too. UVB rays are the ones that cause sunburn, and have a direct connection to skin cancer. UVA rays, on the other hand, go deeper into the skin, producing premature aging, and heightening the effects of UVB rays.

This is a particularly serious concern, since we live in a region with such extremely high rates of skin cancer...among the highest in the nation.

The dangers of too much exposure to the sun are clear. Your first line of protection is a good sunscreen — one that blocks *both* types of UV radiation. High-altitude skiers should pick a sunscreen with an SPF (sun protection factor) of at least 15. (SPF, by the way, refers only to UVB protection.) To minimize skin-drying effects, choose one with a moisturizing base, not one with alcohol. "Waterproof" or "water resistant" formulas have an added benefit: they keep working whether you're heavily perspiring on the slopes or taking a dip in an outdoor hot tub.

A note of caution, though: if you have sensitive skin, sunscreens containing PABA (a common ingredient) may not be for you. PABA has been known to cause an allergic reaction in some people. It also tends to leave stains on clothing.

Once you choose the right sunscreen for your particular lifestyle and skin type, apply it every chance you get, as often as possible. When using sunscreen, remember to apply it to *all* the exposed areas, not just the obvious ones. That includes chin, neck, forehead, hands, under the tip of your nose, around your eyes, and especially your ears, which are usually forgotten. For the most effective protection, put it on one hour before going outdoors, and reapply every two hours if you're per-

spiring or soaking in a hot tub. A moisturizing lip balm with sun screen is also a good bet, to prevent burning or chapping.

If you're on medications, such as Retin-A, antibiotics, diuretics, or antidepressants, it's wise to take some extra precautions. Certain drugs and medications have the side effect of increasing your sensitivity to the sun. Other medical or skin conditions may also mean added sensitivity. In some cases, you may even wish to use zinc oxide, to totally block the sun...check with your dermatologist beforehand, for advice.

## Dealing With Low Humidity.

Sun and wind aren't the only wintertime problems. Vacation-goers and stay-at-homes alike are usually troubled by humidity — that is, a lack of it. Cold air holds less moisture than warm air, so it tends to have a drying effect on your skin. Add to that the fact that heating systems (as well as old-fashioned fireplaces and wood stoves) dry the air. What can you do to counteract this? Here are a few suggestions.

When you wash up or bathe, avoid harsh soaps (particularly deodorant types) and astringents, as well as lotions and scrubs that scour or scrape away skin. For high altitudes, cream cleansers are ideal for gently cleaning, yet keeping the moisture in your skin.

Baths, showers, saunas, and hot tubs can all have a double effect — the hotter the temperature, and the longer you stay in, the drier you get. Even though you're bathing or showering with water, it still has a drying effect. Lukewarm water, of course, is better than hot. And steam rooms are more preferable than saunas, since they're less drying. With saunas, it's a good idea to limit yourself

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to five minutes. You can also apply moisturizer to your skin while inside. Moderation is the key, whatever you do.

After most people bathe, they usually dry off with a towel, blow-dry their hair, then get dressed and move on to the next order of business. If you want to preserve your body's moisture after a bath or shower, however, you might want to take a few moments for some dry skin prevention...apply oil right away, before the skin has a chance to dry.

Later, throughout the day, it's always good to reapply cream, oil, or moisturizer to exposed areas like hands and face. There are even some new moisturizing products out, containing lactic acid, that have a more penetrating action. These may help skin regeneration, and prevent wrinkling. They're available either by prescription, or over-the-counter.

During the winter, heated indoor air can be a prime contributor to skin prob-

lems. It is said that the average home's humidity, from November through March, can be nearly as dry as the Sahara Desert. To offset this, a humidifier would be a good investment for your home, particularly in the living room and bedroom.

Finally, here are some familiar words of advice from your doctor: always drink plenty of liquids. By moisturizing "from the inside," you'll keep a healthy fluid balance and also prevent problems on the outside. This is particularly important at higher altitudes. As a rule of thumb, you should drink at least two quarts of water during a mildly active day, and more during strenuous activities.

Whether you're an avid winter athlete or an occasional outdoors type — by thinking ahead and taking proper care of yourself, you'll not only have a better time this winter, you will also enjoy continued good health for many years to come.

For more information, call 262-7097.



To Whom It May Concern:

Tom Nalesnik of Corporate Style served as ghost writer for a number of features in the Fall 1990 Lovelace health care supplement, which appeared under the bylines of our medical staff.

His contributions were as follows:

Staff consultation, additional research, original writing, and headline concepts:

"Playing It Smart In Winter," page 1

"An Editorial Comment From Lovelace/Emphasis on Wellness," page 2

Editing, rewriting lead paragraphs, and other touch-up work to make staff members' articles more interesting:

"Planning Ahead For Comfortable Senior Years," page 2

"Notes and Quotes From Lovelace," page 2

"Exercise Your Way To Good Health," page 3

"Eat, Drink, Be Merry, And Deal Better With Stress," page 4

Tom's quality work, along with his responsiveness to short turn-around deadlines helped to make this major project a success for Lovelace.

A handwritten signature in cursive script that reads "Anne L. Monson".

Anne L. Monson  
Director, Public Information