



We are here for YOUR practice

This newsletter is provided to clients of 4path Laboratory Services and other practices in the Great Lakes region. It's our intent to provide you with timely, useful information to help make your beneficial to you and for your patients.

-Stephen G. Ruby, MD, MBA

Quick Look Inside!

- **Are you at risk of untreated Hepatitis C?**
Doctors are at higher risk for hepatitis...do you know your status? Have you been tested? There is a new drug available to treat some types of hepatitis C.
- **Getting ready for the fall holiday season?**
Soon the holidays will be here. Are you prepared for your patient promotions?
- **Meet our newest "future" staff!**
See our newest addition...born on August 25, 2014!
While you are at it...learn a little about our real staff (p.3)
- **Need to make your next presentation snap?**
Powerpoint and other "slide" shows are starting to look old.
Learn about a FREE presentation program that will take you to a new level.
- **Rapid diagnosis for GI and Respiratory Infections**
Rapid result infectious disease panels are now available from 4path.
Eliminate the days of waiting for a result from the lab, and treat more confidently and sooner!

Please feel free to share this newsletter with your peers...or send them to our web site and sign up for their own copy!
We welcome individuals from all specialties and locations!

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*New Test Announcement!
Rapid molecular assessments for
GI and Respiratory Infections
Now Available!*

ISSUE

02

Sept.
2014

4path's MONTHLY
NEWSLETTER
WITH NEWS
YOU CAN USE

4path, Ltd.
Pathology Services

PathNews

this issue

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4path, Dedicated to Your Success

In this newsletter, we provide information to help build your practice and be more profitable. But this month, I have a very important announcement. And this announcement may very well play a significant role in your long term health.

Hepatitis C update

July 28 was the world health organization's "Hepatitis Day". Ugh. Couldn't they find something better to "celebrate"? But I think that it's an important topic. Especially for all health care providers - All of our valued clients!

Yes, doctors and other health care providers are at increased risk for acquiring hepatitis, typically through exposure from infected patients. It might be a needle stick from a blood draw. Perhaps a IV needle when it's being removed. You may be contaminated from a surgical procedure such as an abdominal surgery, skin biopsy, bunionectomy or any number of other invasive blood-contaminated procedures. It might even be from contamination during endoscopy procedures.

You may not know it, but you may have been infected with any one (or more) of the hepatitis viruses.

Up until recently, hepatitis C was very worrisome because of the inability to provide curative treatment. However this year that has changed. A new drug, Solvadi has been released for the curative treatment of some genotypes of Hepatitis C. Now, although still serious, there are many patients who may be cured of this disease.

But before you can be treated, you need to know if you are infected. For that reason, it's important to be tested and if you are positive, seek expert medical attention from a physician who can help determine the best course of therapy for you.

There is no time better...than now...to see if you are infected. Doctor....It's a matter of life and death. Get checked TODAY!



Did you know this???

It's been reported that beer can help with rheumatoid arthritis for women. Yes. Beer! Marge Simpson would love it. So if you are at the Fall Podiatric Meeting in Indianapolis, it's a great time to try an Indy "A-List" winner at Black Acre Brewery located about 10 minutes east of downtown in Irvington. You will love the relaxed atmosphere after a busy day at the meeting...and enjoy some great local brews. Yes...it's a plug for my son's brew-pub. Ask for Steve and say Hi!
www.BlackAcreBrewing.com

Fall Indiana and Illinois Podiatric Meetings

Going to fall meetings? Be sure to visit the 4path booths at both the fall Indiana Podiatric Medical Association meeting October 16-19 at the Indianapolis Hyatt Regency and the Illinois Podiatric Association meeting on October 16-18 at the Lincolnshire Marriott Resort. We look forward to seeing you there!

Breaking News!

Who is a new grandmother?



Everyone gets excited about a new baby...especially grandmothers. Well we are proud to announce the newest grandson of our lead histotechnologist - Gloria. Her new grandson, Jack Lawrence was born on August 25, 2014 weighing in at 8 lbs , 10 oz, and 20 inches tall. You can send Gloria congratulations at [GMicek@4path.com!](mailto:GMicek@4path.com)

What are your thoughts about this newsletter?

Let me know what you think about this newsletter. Do you find it useful? Did you read it all? What else would you like to see? Do you have any announcements about your practice? Any interesting topics or other information that would benefit all of our readers? Maybe even an interesting case...or photograph. Send your feedback to my e-mail: SRuby@4path.com. I look forward to hearing from you!

-Stephen G. Ruby, MD,MBA



Time is of the essence. Learn about **rapid** GI and respiratory infection panels, now available at 4path.

Now 4path is providing rapid, highly sensitive DNA based tests panels for common GI diarrhea and Respiratory pathogens to benefit your patients!

Infectious diarrhea and respiratory disease - Rapid Testing

Let's face it. These are common issues that you probably see on a daily basis in your practice. And often you may be treating based on your clinical impression, because getting a diagnosis from the laboratory takes a long time...and often doesn't come back until after the patient is already receiving treatment or is getting better.



What if you could get a definitive answer in just a couple hours and KNOW if your patient's respiratory infection is due to any of the 20 common virus or bacterial agents? Or if your patient's diarrhea is due to one or more of 22 different infectious agents - bacterial, viral and protozoan - that commonly cause diarrhea?

Knowing this information can

help you institute proper therapy for your patients more rapidly, AND help prevent the incorrect diagnosis or treatment of these disorders.



4path is proud to offer this service with FDA approved rapid molecular testing. With a simple swab from the upper respiratory tract (resp-20), or a small amount of stool (GI-22), this comprehensive testing can be performed. Easily, rapidly and with high sensitivity and specificity. Collect the specimen right in your office, surgery center, endoscopy suite or any other out-patient facility (no need for at-home messy stool collections)

No longer will you need to guess at what agents you need to treat! Contact us today for more information and availability. **1-877-884-7284.** Or visit www.4path.com for more comprehensive information.

Summer is over. But the risk of Lyme disease is not...

Have you visited a location where you may have been exposed to deer ticks? There are more than 30,000 cases reported annually in the US. Wisconsin, a common vacation destination, is a "hot spot" for this disease.

An early symptom (3-30 days) is a "bull's-eye rash" that can be up to a foot across and is warm to touch. Later (days to weeks) a variety of symptoms can occur. Late symptoms can include arthritis, and in some instances, neurological issues. It's important to have a high index of suspicion for this disease for timely diagnosis and treatment. Post-treatment chronic auto-immune-like diseases can also occur.

Learn more about signs, symptoms diagnosis, testing, treatment and more about lyme disease at: www.CDC.gov/lyme/

Value, Service, Commitment....
Beyond the Diagnosis



Ready for the holidays?

Are you ready for the fall holiday season?

OOPS! Did the holidays sneak up on you last year? All of a sudden you realized that Christmas or other end of the year holidays were here and you didn't get out the "required" holiday cards to your patients and physician colleagues?

NOW is a great time to put that order in for your cards and to start getting your mailing list ready.

Heck...maybe you will even get your business cards out on time...and before your

personal cards from home this year!

Are Christmas / holiday cards the best bang for the buck?

Everyone sends out Christmas or holiday cards during the end of the year holiday season. It's a really nice touch and a way to say a special thank-you to your patient and referring physicians.

But are you getting the best value for the time and money that you are putting out?

Perhaps not.

Now how many THANKSGIVING cards have you received? I would guess a whole lot less. And because they arrive when they are not competing with all of the other year end holiday cards...they are much more likely to be seen and read. And it also follows the theme of the season. It's about giving THANKS to those important people in your life.

There is no better time to thank people... than Thanksgiving!

(Image: Mr.TinDC Flickr Creative Commons)

This Month's Q&A Technology Tips

Q: I need to give a lecture and I find powerpoint presentations really boring. Is there something different I can do?

A: Absolutely!

First, be sure that if you are using power point, you have the latest version. With each version there are more and more effects and options that you can use to create a great visual presentation. But if you don't want to upgrade, or you have given up on powerpoint presen-



tations, consider giving Prezi a try. You can create very dynamic and engaging presentations on-line at Prezi.com.

These presentations are unlike most other presentation programs and look polished and professional. And the best part is ...IT'S FREE. Yes, Prezi.com has a basic free program. It's got so many features that I don't have any need to upgrade to the paid version. I highly recommend it, and have been using it for my presentations for more than two years. You will love it. -Dr. Ruby

About 4path

Get to know our staff - Kathy

If you have called the 4path main number you have probably talked to Kathy, Laboratory Coordinator. Kathy has been with 4path since opening. She is the person behind coordinating pickup, sending out reports as well as mailing out nail fungus education books. Kathy also handles special requests for patients and physicians. Please be sure to thank Kathy for all she does in keeping us all on schedule...for 4path, your practice and your patients.

Who are our pathologists?

At 4path, we are fortunate to have highly qualified, pathologists with extensive training and experience, all dual board certified in anatomic and clinical pathology.

Dr. Stephen G. Ruby, founder and Medical Director has 40 years of laboratory experience as well as special training in surgical pathology and dermatopathology.

Dr. Deborah Giusto earned her degree as a PharmD, before becoming a pathologist. She has had fellowship training in surgical and GI pathology.

Dr. John Abran has over 14 years of experience as a pathologist and has special expertise in uropathology as well as general surgical pathology.

All can be reached at our main number 1-877-884-7284