

New Lab Address! We anticipate being in our new location later this month. Follow us on Twitter for the latest information on this exciting move!

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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 actionable information to help benefit your practice, lifestyle and your patients.

-Stephen G. Ruby, MD, MBA

Quick Look Inside!

- **The luck of the Irish. Maybe it's true...maybe not**
You don't have to be Irish to be lucky. You can MAKE your own luck. Learn how to create your own lucky future inside this newsletter
- **Traveling Soon?**
Here is a simple list of items that you should have when you are packing for a trip. And a simple, yet highly effective way of protecting your important travel documents.
- **Did you eat your veggies today?**
Yes your mother would be happy, but so will your heart. Learn more inside!
- **Looking to make great graphics for your patient handouts?**
There is a great FREE program that can help you create great looking infographics for your patient educational materials.
- **Did you set up your web site this past month?**
Congratulations to Dr. Sheldon Z. Rubin who took ACTION based on last month's article on web sites and now has a web presence for his practice!

Please feel free to share this newsletter with your peers...or send them to our website www.4path.com and sign up for their own copy! We welcome individuals from all specialties and locations!

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ISSUE

08

March
2015

4path's MONTHLY
NEWSLETTER
WITH NEWS
YOU CAN USE

4path, Ltd.
Pathology Services
PathNews

March Madness

Are you nuts about March Madness? What fun things do you do to celebrate it? Root for your college team? Root against your favorite rival? Well, at 4path, we just have fun with all of this basketball hoopla. The most excitement that I have EVER had about March madness was a couple of years ago when Butler University won the championship. Why? Because that's where both of my kids went to school. For myself, coming from Wayne State University in Detroit... well let's just say that March Madness wasn't in our vocabulary there.

By the way, do you know your chances of picking a PERFECT March Madness bracket? It's nearly 1 in 9.2 quintillion. And in case you didn't know...a quintillion is even more than a bizillion. Good Luck!

Practice Promotion What's your plan?

Your practice is your business. And like any good business you need to promote it to help it grow and be successful. What do YOU do to promote your practice? Letters? Referrals? Testimonials? Ads? Web sites? Newsletters?

There are numerous options and infinite messages that you can use. What have YOU found to be successful? What hasn't worked for you?

We are looking to highlight your promotions with other readers of this newsletter. Send us your "stuff" to SRuby@4path.com or to the office by mail. We want to feature YOUR work here!



This issue

Make your own luck P.1

Practice Promotions P.1

Cardiovascular Health P.2

Infographics: Patient Education P.3

4path, Dedicated to Your Success

Do you rely on LUCK for Success?

Don't be ashamed if you do. Most people count on being lucky to be successful. However it's likely that your success ISN'T due to luck.

Was it luck that got you into graduate school? Was it luck that got you through all of your exams? Was it luck that helped you land your first job? Was it luck that helped you be successful in your practice? I would think not. Nope. Luck isn't all it's cracked up to be. If a meteor landed in front of you while walking your dog...that's luck. If it HIT you while you were on the walk...that's BAD luck. But for everything else in our lives, luck probably isn't a major contributor to your success.

So what is "luck" that helps us in life? I like to think that it's the product of our relationships with others, the effort we put into life and our ability to make connections. And we often see major changes in the direction of our lives from what some call "luck".

For example, when I was completing my fellowship in surgical pathology, there were NO jobs available in Detroit for new graduates. It was pretty bleak. Then one day during a lecture I attended in training, rather than quickly exiting the classroom after the guest speaker completed his presentation, I took the time to introduce myself to Dr. Steven Bauserman and let him know that I was looking for positions.

"I will give you a call if I hear anything" was the response that I got. Sure, I figured that nothing would come of it. Total time about 5 min. But I was wrong. Only a week later I received a call from him to let me know about a position near Chicago. Contacts were made. Interviews quickly scheduled and within a couple of weeks, I was offered a position. The rest is history...with a career that has spanned nearly 30 years, all within a few miles of that original position.

Was it all luck? Some might say that it was, but I would challenge that idea. Rather, it was the development of a relationship, albeit brief. That relationship and the effort to establish it with someone that I only briefly met was what provided me with the "luck" that I needed to get that first position. Pretty good investment.

So how will you make your own luck? How will you develop your relationships and how will you expend your energy and efforts to create your luck?

Remember what Abraham Lincoln said, "The best way to predict the future is to make your own."

Go out and make your future. You deserve it.

Spring time:

TRAVEL time.

Traveling soon?

If you travel a lot...and especially if you don't, you know that it's important to pack everything you need, and not pack what you don't. Here are a few tips of what you should make sure you have for your next trip.

1. Chargers and Converters for all of your electronics.
2. Make sure your cell phone will work at the destination country that you are visiting. And have a good password.
3. Pack your clothes so you can layer...and be prepared for all temperatures and weather. Be sure to pack casual/formal depending on the itinerary.
4. Pack comfortable shoes that can go "out on the town" yet still be great for walking.
5. Essential Smart phone apps- (a) Alarm Clock (b) Translation program (c) currency converter (d) camera / video (e) Maps program (f) Reader (for books)
6. Keep all of your medications with you...in your carry on luggage. Don't pack them in luggage that will get checked.
7. Extra collapsible luggage for bringing home your purchases!

Last, consider scanning your important documents...such as passport, drivers license, credit cards (both sides) plane tickets and other important papers, then e-mail them to yourself at a commercial account, such as gmail or yahoo. If they are lost or stolen, you will have ready access to them by calling them up on your e-mail.

Where have YOU been?

Almost everybody likes to travel. And each of us has a "favorite" location. For me, it's Captiva Island in Florida, where I can just unwind for a week, walking on the beach and finding shells. What is YOUR favorite vacation? What makes it your favorite, and would you recommend it to others? Send an e-mail to SRuby@4path.com and share where YOU like to go!



Mom told you to eat your vegetables...

They are a great source of dietary fiber, as well as providing you with excellent nutrients.... and they taste great!

Dietary Fiber

Dietary Fiber - it's not just about being "regular". Yes, that is an important consideration for the reduction of GI related problems. But did you know that dietary fiber is also important for cardiovascular health? In the US, about 2 people die of cardiovascular related disease every minute of every day. It's the leading cause of death in the US. Some of the major risk factors for this killer are: High cholesterol, high blood pressure and obesity.

Studies have shown that diets high in fiber can help reduce your risk for CHD (coronary heart disease). In some cases, risk was reduced by 29%! By increasing fiber intake, along with low fat diet, participants reduced their LDL (bad cholesterol) without lowering HDL (good cholesterol). This was more than reductions seen in low-fat diets alone. Moreover, this combination provided additional benefit to patients already taking statins.

But not all fibers are the same. Some types of fiber can provide

benefit, while other forms do not provide the same cardiovascular benefits.

So what should you look for? The fiber that provides the best cardiovascular benefit is "Psyllium husk". (Product name: Metamucil, or you can look for "psyllium" as the ingredient for generic fiber supplements). Other forms of fiber, including inulin, guar, methylcellulose, and wheat dextrin do not provide the cardiovascular benefit that psyllium does, although they can provide other health benefits in other organ systems.

What is the recommended amount you should take? WebMD reports that the Institute of Medicine recommends 25 grams of fiber daily for women; 38 grams for men. But the average American only eats about 15 grams a day... much too little for gaining any cardiovascular (or other health) benefits.

There are different ways of boosting your daily fiber

intake. Eating more plant foods, especially vegetables, beans, fruit, whole grains and nuts can help. They have natural nutrients and provide benefits beyond the fiber alone. However if you are unable to eat those types of foods, or can't consume enough to obtain the daily recommended amount of fiber for cardiovascular benefit...then consider fiber supplements.

Supplements come in all forms: powders, capsules and caplets. The form of the fiber supplement isn't important... but the type of fiber is. Be sure you are getting psyllium fiber to gain the best cardiovascular benefit. And don't expect to get all of your fiber from supplements. Be sure to eat healthy foods regularly.

Last...if you are just starting out to increase your fiber intake, be sure to phase it in slowly to help prevent GI symptoms, such as bloating and gas. Be sure to drink plenty of water!

Here is to YOUR cardiovascular health.



Is your PHI (personal health information) safe?

Avoiding HIPAA Data Breaches

In the previous issue of this newsletter, we have discussed securing patient data (PHI) to prevent a data "breach" which would be required to be reported.

Recently, HealthData Management reported on their website some great pointers to help you reduce the risk of a data breach...and reporting. The Institute for Health Technology transformation published a report "When Security Breaches Don't Have to be Reported".

Having encryption and "end-point security software" which allows a user to protect and manage data on your computer remotely. This should be supported by policies, procedures, enforcement and education. Using these guidelines can help you offer a good level of PHI breach prevention.

This report further describes that control of the mobile devices should be under the facility, not the individual, to help prevent the possibility that the employee is the individual who is breaching the data, or that they don't manage the encryption key with the same level of care that the parent organization would.

Endpoint software should allow the organization to track where a computer is and allow it to be remotely wipe the storage (hard drive) and also to detect if the device encryption is functional or if the files have been tampered with, all with an audit trail documentation.

Is this all confusing? Yes, but it's important to understand. The financial impact of a data breach can be substantial.

Want to read more to help your practice put preventative policies in place? Check out the report at: <http://ihealthtran.com/security-breaches>

This Month's Q&A Technology Tips

Q: How can I make great graphics for my patient information sheets?

A: First, let me say that you have the right idea about patient education items.

Words are not as powerful as using graphics.

There are many great tools that are available to create great looking graphics. Word can generate text and graphics, but it's somewhat more difficult to manipulate the appearance, and it looks like it came off a word processor. Using a presentation graphics program (such as PowerPoint or an Apple equivalent) can provide



you with a slightly better capability. The grand-daddy of them all is using Adobe, but it's expensive and difficult to use, but produces great results.

There is one other alternative...using an Infographics program. These programs can help you design and create a great looking "poster" (or..."infographic") on your computer. These provide a great looking way of presenting data that is sure to be better appreciated...and read...by your patients.

Canva.com is a free, relatively easy to use infographics program that can get you creating great looking handouts...today. Check it out!

Web site follow up.

Way to go Dr. Rubin!

On Monday, Feb. 23, during a visit in the laboratory, Dr. Sheldon Z. Rubin mentioned that he was working on his web site in Wix...as we recommended in the last newsletter. With a little help from Dr. Ruby, we had two pages for Dr. Rubin's web site up and running. in about 30 minutes! This includes a photo of Dr. Rubin, information about his services, locations (2) and contact information. What a great start! We look forward to the growth of Dr. Rubin's site, now that he has gotten the "Cyber-bug". Congratulations Dr. Rubin!

4path, Pathology Services

4path Pathology Services is an independent, physician owned pathology laboratory dedicated to helping our clients be more successful. We provide pathology services for GI, GU, GYN, podiatry, dermatology, ENT, surgery and endoscopy centers and all types of physician and out-patient offices.

KEEP YOUR BUSINESS LOCAL!
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Do you have something to contribute?

Do you have a topic that you want to provide an article for? Do you have a topic that you would like to see covered here? If so, let us know about it! Send an e-mail to Dr. Ruby at SRuby@4path.com. You can include the article you want to publish or the topic you would like to learn more about. *We reserve the right to select articles and topics that we feel best fits this newsletter and to edit any submitted materials.*

Value, Service, Commitment....



Beyond the Diagnosis