



Moving Forward to  
Serve You and Your  
Patients Better!

ISSUE

09

April  
2015

4path's MONTHLY  
NEWSLETTER  
WITH NEWS  
YOU CAN USE

4path, Ltd.  
Pathology Services

# PathNews



This issue

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## Nail Education Program Policy Change

Effective immediately we are making a minor change to our highly successful fungal nail education program.

While we previously sent Dr. Ruby's patient education book, "My Doctor Says I Have Nail Fungus" to all patients who had a nail analysis at 4path (except where instructed otherwise by the submitting physician), we have found that in some cases this may have caused confusion for patients with negative pathology.

For that reason, effective immediately, we will be only sending the education books to patients who test positive, either by histopathology or fungal culture. Regardless, if you wish for your patient to receive this book even if their study is negative, just let 4path know your wishes, and we will be sure to get this information to your patient. As always, we won't send this valuable education book to the patient if requested to withhold it by the ordering physician.



## 4path, Dedicated to Your Success

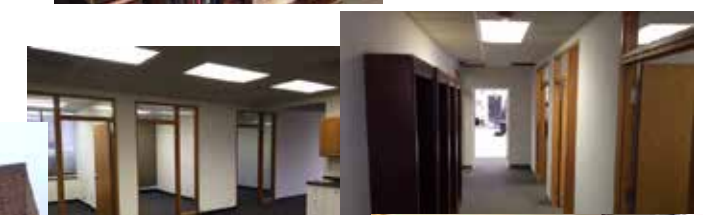
### 4path has MOVED!

Yes, during March, we finished up the improvements that we needed in the new space for 4path. Plumbing was installed. Electrical modified. Walls put up. Cabinets put in place. Carpeting put down. Lighting updated. Tiles put down in the lab. Then... Everything packed up in the offices, labs, cubicles. Put in boxes. Stacked up. Loaded on trucks. Moved in to the new space. Unpacked. And then switched on. Presto.

What seemed daunting is now done.

**4path is officially in its new location.**

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## Quick Look Inside!

- **4path has MOVED.**  
4path is now officially in our new location...all together in a new facility. Check out a few photos inside of the new "digs"
- **Do YOU use 4path's Fungal Nail Educational Program?**  
If not, then why not? It's a great educational tool for your patients with nail fungus. We have recently changed our policy on sending out this valuable educational book to patients. See inside!
- **Probiotics. Do you know how they can help your patients? And you?**  
Most bacteria are our friends...and probiotics are a good way of getting enough of them. Read more about some of the benefits that they can provide.
- **Do you talk to yourself?**  
We all do. But does your conversation help...or hinder you? Learn more inside!
- **Want great images for your publications?**  
Images make a big difference in readership. Learn how to get great ones.

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

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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





## Simple things to help you

### When Disaster Strikes...will you be ready?

Most people don't think about emergencies - until they happen. But emergencies happen all of the time and it's best to be prepared for some of the more common one.

Living in the Great Lakes region, we all know results in a lot of snow during winter, and the high potential for being "snowed in". While there have been many songs written about the benefits of an occasional snow-bound day, they don't cover the bad things that can happen when you are stuck in a home for an extended period.

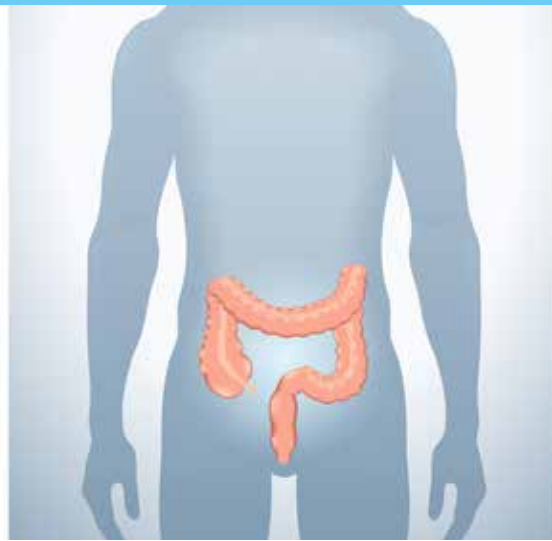
It's wise to have a stockpile of non-perishable food and bottled water in your home to help get you through those times when there may be a shortage of food. The impact of an emergency, such as a snowstorm, tornado, power outage, flood, etc. will be dramatically less if you are prepared.

And being prepared is not just about food. There are other important items that you should have as part of your emergency preparedness. It can include flashlights, first aid kit, basic tools, maps, solar chargers (for your cell phone), and shelter-in-place materials. If you have to travel by car during an emergency, you will also need to have various items for auto safety.

Learn more about being prepared. Search "emergency preparedness list" on Google or visit [www.ready.gov/kit](http://www.ready.gov/kit)

### Are we late?

Yes, this month's newsletter is a little late...we were all a little busy with the move! Thanks for your understanding!



## PROBIOTICS

The benefits extend far beyond just your gut.

### Probiotics....they promote a healthy gut and a whole lot more...

Pro: Something "in-favor" of Biotic: Relating to or resulting from living things or a component of a community - a "benefit to the host".

Probiotics. These little critters are often misunderstood. People think that they are only for those people who have "unhealthy" gut flora. But there is a lot more to probiotics. Probiotics are living bacteria supplement that can provide a health related benefit... that goes beyond your gut.

Although your gut processes food into nutrients for you, it also has many other functions, including a large impact on your immune system. In some cases, use of probiotics have been reported to provide positive benefits for many different immunologic diseases, including inflammatory skin conditions, inflammatory bowel disease (Crohn's disease, Ulcerative colitis), ileal pouch

syndrome, irritable bowel, allergies and others.

In addition, these good organisms can help restore "balance" to your gut flora after taking antibiotics or helping in your recovery from infectious diarrhea caused by viruses, bacteria or parasites. This can help reduce the impact of "bad" bacteria on your gut and help colonize with more beneficial bacteria. They have also been shown to help create a healthier gut mucosa, with less "leaky" junctions between the cells, providing a tighter seal between the gut contents and the vascular space.

There are many different combinations of probiotics, and selection is beyond the scope of this article, but it should be known that the best probiotics are made of a mixture of many different types of bacteria. These bacteria must be in high doses, especially when supplementing such disorders as inflammatory bowel disease. In these cases, patients may be taking 250 billion colony forming units of probiotic, once

or more times per day. It's necessary because of the very high number of bacteria that are already in your digestive system.

Probiotics are not classified as a drug, and are regulated as a "supplement". Some call this a "medical food" to help reinforce the beneficial medical use of them. Different manufacturers provide probiotics with different bacterial combinations and strengths; some with 8 or more different bacterial strains and up to 250 billion colony forming units.

When starting probiotics some people may experience mild stomach upset, diarrhea, gas and/or bloating. These symptoms typically only last a few days. If you develop allergic or other more serious symptoms stop taking the supplement and see your doctor. However, probiotics have generally been considered very safe for most individuals with normal immune function. Talk to your doctor to see if you would benefit from a probiotic.



## What are you saying to yourself?

### Do you talk to yourself?

No, I don't mean like the guy that is clearly carrying on a conversation by himself. Rather, I mean this: What are you saying to yourself in your head? Is it a POSITIVE message? Or is it NEGATIVE?

You might not think that there is much to your internal conversation. But I will suggest that it DOES make a dramatic difference. Your internal conversations dictate what you think about. How you look at the different issues that you are currently dealing with in your life and in your business. It sets the tone for your response and the actions to

everything that you do.

Consider this...have you ever been around a truly negative person? What do you see happening with them? I will bet that it's not positive. They find fault in everything, and focus only on negative aspects. It's likely that their outcomes are usually very much like their attitude...bad.

On the other hand, what is it about that positive person for whom everything seems to go well? They look at troublesome issues as challenges to be solved and conquered, not as insurmountable problems and roadblocks.

So how are your self-conversations? Negative? Or positive? If you are negative, you can change...and I suspect that you will find that things will go a lot better once you truly incorporate positive internal conversations in your head.

Become aware of your internal conversations. Actively shape and mold those thoughts so that they support a positive outcome. See challenges as things to be solved, not roadblocks. It might not be easy, but the more you do it, the easier it will get, and eventually you will find yourself being positive most of the time..with positive results in your life. It's what successful people do!

## This Month's Q&A Technology Tips

### Q: Is there a good source of images for the documents that I create?

A: Can you guess the answer to this? Absolutely! Great graphics create engagement with the reader. It gives them immediate feedback to the written component of the article and helps "prepare" their mind for absorbing the content. Last month I shared with you a great program to produce Infographics.

But sometimes you just want a great image. Something professional. High quality...much like you see in this newsletter.



But don't just get them from the Internet... because if they are copyrighted, you may find yourself in some trouble with the owner.

So use a valid image service. I personally like Shutterstock.com On Shutterstock there are millions of great images available. Although costly when purchased one-by-one, here is a trick that I use: Sign up for one-month for \$249 (but search for coupons on line for a discount). You get 750 images for the month...which works out to about \$0.33 per image. You can't beat that price for high quality royalty free images. You can download them and then use them in your publications. It's a great source for photos!

## We want to hear from YOU.

### Maybe?

There was a great quote that I recently heard on "House of Cards". It applies to so many areas of our lives, I just HAD to share it with you.

*You don't go from "No" to "Yes" without a "Maybe" in between.*

## 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 in the Great Lakes Region.

KEEP YOUR BUSINESS LOCAL! Contact us today for more information on how we can help YOUR practice.

**1-877-884-7284**

## 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](mailto: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 prior to publishing.*

# Value, Service, Commitment....



# Beyond the Diagnosis