Ohio State hosts Personalized Health Care leaders

Academic leaders, industry experts, government policymakers, healthcare providers and entrepreneurs from around the world will discuss scientific innovations and developments in P4 Medicine during the 2012 Johanna and Ralph DeStefano Personalized Health Care International Conference Oct. 3–4 at Ohio State's Blackwell Inn.

P4 Medicine is a novel approach to individualized medical care that engages consumer Participation, Predicts and Prevents disease, facilitates health and creates a Personalized life-strategy wellness plan for each individual. The theme of this year’s conference is “Advancing P4 Medicine Through Innovations in Science.” Conference focal points include:

- Leveraging advancements in educational infrastructure and innovations in health care to impact personalized medicine
- Creating a consumer-focused environment to encourage patients’ participation in their care
- Harnessing the power of biomarkers and their potential to predict clinical events
- Managing complex systems to impact disease prevention

To learn more or to register, visit ced.osu.edu/Personalized-HealthCare. Conference questions can be sent to Amy.Ehrlich@osumc.edu and registration questions to davis.3719@osu.edu.

P4 Medicine: • Predictive • Preventive • Personalized • Participatory

But for Ohio State…
Fast, expert care saves patient’s life

Tina, a mother of two from Lancaster, Ohio, was having a typical morning—getti...
EAT RIGHT

Enter this vending machine food quiz

One P4 Pledge area is Eat Right! You can start improving your nutrition with your next visit to a food vending machine. Foods in vending machines are often high in calories and fat, while low in nutrients like vitamins and minerals. A healthy diet depends on an individual making healthy choices. Can you select the item that is lower in fat in each of these numbered vending food choices?

Select the lower-fat food item from these vending machine choices:

1. (A) Trail mix or (B) Fig Newton cookies
2. (A) Oreo cookies or (B) Hostess snack cakes
3. (A) Fritos corn chips or (B) Animal crackers
4. (A) Planters peanuts or (B) Pretzels
5. (A) Slim-Fast shakes or (B) Grandmas cookies

Enter the contest:
Email your low-fat selections (number and letter, such as 1A or 1B) by Oct. 10 to Insight@osumc.edu.
Four correct entries will be selected, and each will win a $25 grocery gift certificate. Anyone with an osu.edu or osumc.edu email address is eligible to participate. Winners will be announced in the Oct. 18 Insight onCampus. If you need help, you can visit the P4 Medicine resource pages at osup4medicine.com/resources.

GET FIT

Barbara Comeaux
Lab Tech, Biomedical Research Tower
Original Post: I’m going to be 40 and know my metabolism will be slowing down, if it hasn’t started already. I started taking a weight lifting/aerobic class twice a week taught by my sister, who’s a certified physical trainer, and I have recently begun to train for my first 5K! I have my sights set on a half-marathon in January. I can be healthier. I can be stronger. I can do this.

September Update: A few things have changed since I filled out the P4 Pledge – like I’ve already turned 40, completed my 5K in June and will be taking part in another one Sept. 23. I’m also taking Yoga once a week and have added another weightlifting class along with using a treadmill and bike twice a week for an hour each day. I’ve also lost 30 pounds since February, and although I seem to have hit a slight plateau I know I’m getting fit so the weight loss isn’t the focus and will start to come back on line when the body is ready.

CHILL OUT

William Shepard, CM
Facilities Staff, University Hospital East
I would like to reduce the amount of “bad” calories in my diet by eating more natural and unprocessed foods, to improve my overall well-being, and to encourage my husband and family to do the same. This will hopefully ensure a more energetic lifestyle for all of us!

TOBACCO-FREE

Diane Triwush
Facility Planner
Both of my parents died of cancer, and both smoked until their diagnosis. I will take this step toward minimizing my risks and strive toward a cancer-free life for myself.

Nearly a thousand faculty and staff of Ohio State’s Wexner Medical Center have taken the P4 Pledge to improve their lives in one of these areas:

- Tobacco-Free
- Eat Right
- Get Fit
- Chill Out

This is one more way Ohio State’s Wexner Medical Center demonstrates its commitment to improving people’s lives through P4 Medicine – care that is predictive, preventive, personalized and participatory.

You can take the P4 Pledge and see what colleagues are doing to improve their health at osup4medicine.com/. The site also provides a “people map” of others who have taken the pledge along with a list of campus, community and national resources that can help you achieve your health goals.

What does good health mean?
For Yvette Mitchell, it means she can enjoy a bike ride at the Three Creeks Metro Park. For Diane Triwush, good health means the opportunity to travel and enjoy sights like San Francisco’s Golden Gate Bridge.

Here’s a sampling of what those who have taken the P4 Pledge say about advancing on their health goals:

**EAT RIGHT**

Missy Kaufman
General Internal Medicine, Martha Morehouse Medical Plaza
I would like to reduce the amount of “bad” calories in my diet by eating more natural and unprocessed foods, to improve my overall well-being, and to encourage my husband and family to do the same. This will hopefully ensure a more energetic lifestyle for all of us!

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**Years of Service 2012**

Jim Brown | The Ohio State University Wexner Medical Center

Honoring Service
Faculty and staff of Ohio State's Wexner Medical Center were honored Sept. 4 at the 2012 Years of Service Event held at the Columbus' Lifestyle Communities Pavilion. Honorees and their guests were treated to dinner, dessert extravaganza, and entertainment.

The evening's theme of "Then...and Now" was nostalgically carried out through the modeling of nursing attire and noted changes that have occurred throughout the years. The event was coordinated by the Faculty and Staff Recognition Office.

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**‘Journey to Innovation’**

Wendy Pramik | The Ohio State University Wexner Medical Center

In selecting his present vocation, Safdar N. Khan, MD, was inspired by the past. An orthopaedic surgeon at Ohio State's Comprehensive Spine Center at Carepoint East, Khan specializes in treating adult and pediatric patients with complex spine deformities. He offers patients innovative treatment options, including implanting artificial intervertebral discs in the spinal column to reduce severe back pain.

Khan's desire to treat acute back pain stems from his upbringing in Pakistan.

"I saw a lot of spinal deformity in Pakistan," says Kahn, who was born in Lahore and received a medical degree from Aga Khan University Medical College in Karachi. "I saw how a relatively preventable disease process could wreak havoc on people."

Khan came to the United States in 1998 to further his knowledge of spinal deformities, joining Ohio State's Department of Orthopaedic Surgery in 2011 as an assistant professor.

"I had to go somewhere where I could learn and achieve more," says Khan, adding that he ultimately wants to take what he's learned back to Pakistan.

Khan's clinical interests include complex spine surgery, spinal deformity surgery, minimally invasive spine surgery and reconstruction of the spine. His research interests include the biology of spinal fusion and fracture healing, and the application of regenerative molecular medicine to the treatment of spinal disorders.

Khan says being a part of Ohio State's rich cultural diversity is important, as is having a diversely rich medical and research environment.

"We learn from each other's experiences, feed off each other's energy and strive to understand one another's perspective. It just adds to this forward momentum of better, bigger and stronger.”

See and hear Khan's journey to Ohio State at go.osu.edu/N66.

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**About ‘Journey to Innovation’**

Diversity in people and ideas is a core value and strength of The Ohio State University and its Wexner Medical Center. The video series "Journey to Innovation" shares the stories of 12 foreign-born physicians who made Ohio State's Wexner Medical Center their destination. Follow the series in Insight and online at YouTube.com/OSUWMC (search "Journey to Innovation").

"Journey to Innovation" was made possible by a grant from the OSU Medical Alumni Society; Ismail Nahed, MBBS, MPH; the OSU Wexner Medical Center Diversity Council, and the Department of Marketing and Strategic Communications.
What attracted me to Ohio State? The opportunity to create new platforms for translational research by forming teams of experts from diverse clinical and scientific backgrounds. Our unique approach has resulted in groundbreaking research discoveries in cardiovascular medicine and several other human diseases – discoveries that will impact patients not only at Ohio State, but across the globe.

How am I advancing personalized health care at Ohio State? Our team at the Dorothy M. Davis Heart and Lung Research Institute, part of Ohio State’s Heart and Vascular Center, is focused on determining why patients develop abnormal heart rhythms (arrhythmia) and heart failure. Our findings will be used to develop new methods and technologies for diagnosing and treating patients with cardiovascular disease.

But for Ohio State... patients all across central Ohio would not have received a second chance at life. Heart disease is the leading cause of death in America, and I am proud to know that our discoveries have directly benefited heart disease patients at Ohio State and have guided treatments for individuals across the country.

Ohio State’s reputation for excellence is drawing world-class talent to Columbus. WE HAVE ATTRACTED MORE THAN 215 EXPERTS IN 2 YEARS, AND 87 PERCENT OF CENTRAL OHIO’S BEST DOCTORS ARE OHIO STATE FACULTY. Through their skill and dedication, we are delivering on our promise to improve people’s lives, and giving central Ohioans access to the very best care.

Peter Mohler, PhD
Director, Dorothy M. Davis Heart and Lung Research Institute
Associate Dean for Basic Research, OSU College of Medicine
American Heart Association Established Investigator
Pew Scholar of the Pew Charitable Trusts
Kavli Fellow of the United States National Academy of Sciences
Arrived at Ohio State in 2011 following training and positions at Duke, Vanderbilt and University of Iowa