

MEDIA TIP SHEET

STORY IDEAS FROM CAROLINAS HEALTHCARE SYSTEM
CALL PUBLIC INFORMATION AT 704-355-3141

MAY 2009

BE HEALTHY, SAVE MONEY! - One of President Obama's eight principles for healthcare reform is to "invest in prevention and wellness," and Congress is planning to give employers authority to reward their employees with incentives for healthy behaviors.

CHS recently introduced a wellness plan that gives employees the option of saving \$200, \$400 or \$600 annually on their medical premiums, based on meeting a set number of 10 wellness criteria. It is believed to be the first program of its type nationally among large healthcare providers.

The Web based program is sponsored by *LiveWell Carolinas!* and is the newest of a dozen initiatives targeting fitness, preventive health and lifestyle enhancement.

To speak to someone about our new wellness plan call Public Information at 704-355-3141.

LAWNMOWERS AND CHILDREN DO NOT MIX – Summer is here and that means yard maintenance is a top priority; however, parents need to remember injuries to children from lawn mowers can be life-changing and even worse, life-threatening. Dr. Steven Frick, a pediatric orthopedic surgeon at CMC, can discuss traumatic injuries resulting from lawn mower accidents and provide helpful tips to prevent them. Want to speak with Dr. Frick? Call Public Information to set up an interview.

GIVING UP CARBS TO FIT INTO THAT BIKINI? Think again! Research at the Heineman Medical Research Laboratories, at Carolinas Medical Center, shows that low-carb diets, like the Atkins diet, can be especially dangerous when an individual suffers cardiac stress or exercises for an extensive period of time. Dr. Tom Masters can offer advice on healthier dieting options during bikini season. Call Public Information if you are interested.

CMC PHYSICIANS GIVE BACK TO THE COMMUNITY- Call Public Information if you are interested in interviewing either of these physicians.

Dr. David Jacobs is the associate medical director of the F.H. "Sammy" Ross Trauma Institute at CMC. He is actively involved in the prevention of youth violence and created the annual Youth Violence Prevention Conference that teaches parents, educators, law enforcement officials and health care professionals how to turn young people away from using violence to solve problems. He also visits CMS schools and hospitals to discuss violence with youth, and collaborates with local youth service agencies on ways to raise awareness regarding the importance of violence prevention.

Dr. David Pearson is a physician with the Department of Emergency Medicine at CMC. He is also the medical director of Shelter Health Services, Inc., a non-profit organization that provides free healthcare to homeless women and children in Charlotte. The organization is 20 years old and helps patients get back on their feet as productive members of the community after an incredibly challenging time in their lives.

HEAR, HEAR- Check out our podcasts at www.carolinasmedicalcenter.org. You might get an idea for yet another story. The May podcast features Urvi Desai, MD, of the CMC Department of Neurology and she discusses sleep disorders and their impact on our health.

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