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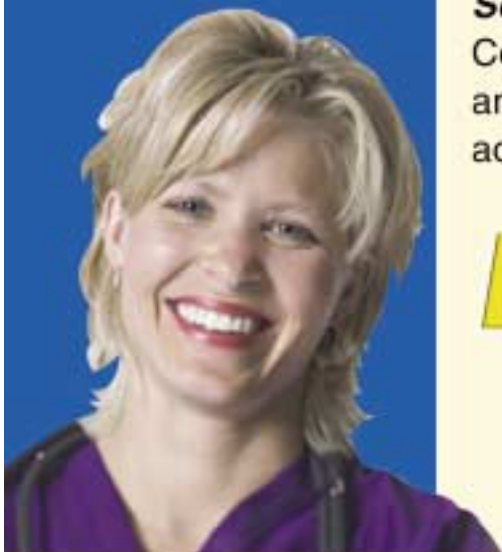
October 2006
Volume 9, Issue 9

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Our Mission

To provide healthcare professionals with job opportunities, continuing education, new products, resources, and editorials to help them succeed in their careers.

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Editorial: by Jennifer (Jay) Sherwood, BScN, MEd.

Medical Tourism:

A Growing Industry Around the World

One of the shared priorities among the provincial/territorial and federal governments is the "wait time guarantee". The proposed guarantee is a way to assure patients waiting for treatment that they will receive it within clinically acceptable wait times. The guarantee will inform patients how soon they can expect to receive care and what to do if the wait becomes excessive. The Hon. Tony Clement, federal Minister of Health, says that Ministers of Health have already agreed on an initial set of ten common benchmarks for medical treatment and screening services in key care areas such as cancer, cardiac care, orthopedic areas and vision treatment – namely cataracts. Funding to ensure that action is taken is included in the 41 billion dollars over ten years agreed to in the 2004 health accord. Clement sums up the guarantee by saying that there will be a guarantee in place "...in each and every province and territory [and that it]...will mean that a patient in Prince Edward Island will get the same health service as a patient anywhere else in Canada in a timely manner even if it means sending that patient to another province" [emphasis added]. (Clement, Aug 16, 2006 and Aug 17, 2006).

Proposed wait time guarantees do not take into account sending patients to other countries for services that they cannot get at home in a timely fashion. As well, the proposed guarantees speak to only "medically necessary" services that are publicly funded. However, there are some patients who have taken matters into their own hands and travel abroad (usually offshore) to receive treatment. Some go abroad for elective procedures while some choose to do so for treatment that they have to wait too long for at home. Ease of international travel, costs of health care, wait times, globalization and rapidly expanding technology and improving standards of care in many countries around the world have led to an increasingly lucrative industry called medical tourism.

According to the Wikipedia online encyclopedia, medical tourism is "the act of traveling to other countries to obtain medical, dental and surgical care." Medical tourists are generally residents of industrialized countries (like Canada, Britain and the US) who travel to less developed ones where the

currency exchange ratios are favorable. In the past, the most typical medical tourist was one who was looking for an elective procedure such as cosmetic surgery at a cost that was lower than they would have to pay at home. While the reasons patients had for traveling for treatment varied, many from the United States sought treatment abroad for the significantly lower costs. Today, medical tourists from Canada are often people who are frustrated with long waiting times. Patients from Britain are often those who can't wait for treatment from the public health system but also can't afford to see a physician in private practice. (CBC News Indepth, 2004).

There are a number of developing countries that actively promote medical tourism and among them, India is considered a leader. Its National Health Policy states that the treatment of foreign patients is legally an export and is deemed to be eligible for all fiscal incentives extended to export earnings. India is moving into a system of "medical outsourcing" where hospitals and clinics subcontract to western countries to provide services dedicated to relieving their overburdened health systems. An example is the largest of about half a dozen medical corporations serving medical tourists in India is the Apollo Hospital. Its aggressive move into medical outsourcing has provided overnight computer services for US insurance companies and hospitals as well as working with pharmaceutical companies with drug trials. In 2004, it began working with Britain to work as a subcontractor to do surgery and tests for patients at a fraction of the cost for both the public and private systems. In the case of Apollo, the first patients were Indian expatriates who returned home for treatment. Patients from Europe, the Middle East and Canada followed. Apollo now has 37 hospitals in India and is in partnership in hospitals in Kuwait, Sri Lanka and Nigeria. Western patients frequently get a package deal that includes flights, transfers, hotels, treatment and a post-operative vacation. (CBC Indepth News, 2004)

In the past, horror stories of botched surgeries in other countries coloured the idea that high quality care could be received offshore and patients still need to weigh the risks against saving money and reducing wait time for treatment. However,

according to an American futurist Marvin Cetron, many of the hospitals and clinics catering to western patients are the best in the world and are staffed by physicians trained at major medical centres in the US and Europe. Physicians are supported by more registered nurses per patient than in any western facility and some of these hospitals or clinics provide single patient rooms that resemble accommodations in four star hotels with a nurse dedicated to that patient 24 hours a day. (Cetron, 2006).

Medical tourism may never become a component of wait time guarantees in Canada. However, there are already patients who have chosen to go abroad for care that they could not get in a timely fashion at home. In 2004, CBC reported that there were about 45 patients in Alberta who had used this means of getting "medically necessary" treatment abroad with reimbursement for the treatment costs from the provincial medicare system. However as medical tourism gains momentum, patients need to do a considerable amount of research as well as discussion with their personal physician before a decision is made to take this route to care. Quality of care can be variable abroad and while there is value in the accreditation from source country regulators accreditation from international bodies should be checked. Lists of accredited international providers are maintained by both the Joint Commission International www.jointcommissioninternational.com and the British Standards Institute www.bsi-global.com (Carrera, 2006).

(Editor's Note: The following references are listed only as they appear online.)

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David Rainham M.D., C.C.F.P.
Family Physician, Author, Speaker

WHAT'S YOUR MENTAL WEIGHT?

The key to weight loss success

*"I am putting myself on a strict diet.
I am not going to eat between snacks!"*

"Lose 30 pounds in thirty days!" scream the banners and book titles. "The miracle way to weight loss!" The bad news? There are no quick fixes for being over weight – or for the challenges of modern life that may contribute to overeating or make losing weight permanently, seem impossible!

Although obesity is partly genetic, the basic cause of it is the intake of more calories than we use up. Some people gain weight when their lifestyle or job responsibilities change, perhaps they eat more, or do less exercise and sports – but for many over weight people stress plays a major role.

The key to long term success is to persist and develop a balanced diet and exercise routine that you can stick with until they are a habit. A healthy rate of weight loss is about one pound per week which means taking in about 250 less calories per day and

using up 250 calories more through exercise.

This sounds easy, and often is – at the beginning, but when people feel stresses, maintaining a change in lifestyle can be very hard. Many experts think that it's just as important to consider our adjustment to life's problems as it is to plan an eating and exercise program. Assessing "Mental Weight" takes in to account the factors that may cause resistance or be the foundations of frustrating yo-yo dieting.

For many eating helps ease tension and anxiety – it's a distraction when you are nervous, a comfort when you are feeling lonely or down, and a pleasure when you are bored or frustrated. And when you are overloaded, if you do have some spare time it's easier to sit and watch TV then to get out and exercise. In addition, being very overweight creates stress not only by increasing rates of high blood pressure, diabetes and other illnesses – but also by lowering self-esteem and making daily activities more difficult. Research has shown the best weight loss results and maintenance come from programs that not only develop healthy eating habits but address motivation and emotional issues. This is the key to lasting results.

If stress makes weight loss difficult, start keeping

track of when you overeat or don't exercise and try to get in touch with feelings that you have at that time. Does eating relieve painful feelings such as anxiety, anger, loneliness, boredom and depression? Low self-esteem, self-doubt, and problems with relationships and sexuality, early life experiences such as abuse, or simply the way we learned about eating and food, affect our ability to change habits.

Sometimes there is a mental 'tug of war'. You might say: "I should lose weight, but right now I need to feel calmer; more comfortable," or "Oh, who the heck cares anyway" – not realizing the emotion behind the craving – and with no other way to soothe feelings and urges which play on your mind until they are satisfied.

See Stress page 7

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Yukon
Health and Social Services

Education and Classifieds

From the Editor's Desk

Did You Know...?

Compiled by Jennifer (Jay) Sherwood, BScN, MEd.

Once again I am writing this column to share with you some of the many snippets of information that come our way here at HEALTHbeat. This column highlights a small sample of the information that has arrived during the last month. All of this comes from press releases, lists and other such things that are available. Apart from editing, I am passing it along to

you as it comes to me. Be advised, HEALTHbeat does not endorse or otherwise support any of the products, new ideas etc.

Did you know that...

OTTAWA, Sept. 12 /CNW Telbec/ – More than 280,000 Canadians aged 65 and over have Alzheimer's disease. As the Canadian population

and populations around the world continue to age, Alzheimer's disease will become even more prevalent. Two experts from the Canadian Institutes of Health Research (CIHR) are available to comment on the effects of Alzheimer's disease and on Canadian researchers working towards a cure in light of World Alzheimer's Day that was on September 21, 2006.

For further information: For an interview with Dr. Martin-Matthews or Dr. Quirion, please contact: Marie-France Poirier, CIHR Media Specialist, (613) 941-4563, Mobile: (613) 447-4794, or e-mail: mediarelations@cihr-irsc.gc.ca

MICHAEL GREGER, M.D., the Director of Public Health and Animal Agriculture at The Humane Society of the United States, has released his book "Bird Flu: A Virus of Our Own Hatching"? This important book sheds new light on not only where this virus came from but how it became so deadly.

In his book, Dr. Greger not only takes a sobering look at the deadliness of the virus-he offers hope. The best solution to ending the devastating effects of avian influenza and forcing the virus back to being just a benign intestinal bug of waterfowl, is to move "away from raising birds by the billions under intensive confinement," industrialized animal agriculture practices that facilitate viral spread and mutation. Dr. Greger also gives us ways to mitigate the lethality and reach of bird flu within our own families and communities-simple steps such as controlling public coughs and sneezes or washing hands may have dramatic effects in limiting the spread of the virus. Readers can also follow a pandemic flu planning checklist that provides survival tips to prepare for the next pandemic.

For information: Contact Shirley Sandler: at shirley.sandler@newmancom.com

EDMONTON – A 13-year-old Fort Saint John, B.C. boy is the first child in Western Canada to have a valve in his heart replaced without open-heart surgery. The Stollery Children's Hospital in

Edmonton is one of just two children's hospitals in Canada that performs the procedure.

CALGARY – When it officially opens its doors on September 27, 2006, the new Alberta Children's Hospital will offer state-of-the-art healthcare services to children of all ages throughout Southern Alberta. The new hospital cost \$253 million to construct. The province of Alberta provided approximately \$220 million, while community partners through the Alberta Children's Hospital Foundation provided \$33 million in funding.

ONTARIO, Sept. 12 /CNW/ - Children's Treatment Network of Simcoe York is helping meet the needs of over 1700 children with multiple disabilities in Simcoe County with the official opening of its first Resource Centre in Barrie. Located in The Common Roof building, the Simcoe Resource Centre will bring badly needed specialty services closer to home for families who've had to travel miles to get the treatments they need. For the first time, kids with multiple disabilities in Simcoe County will have access to a wide range of enhanced and integrated rehabilitation and child development services, equipment and professionals at one location. Network members from healthcare, education, recreation and community services organizations serving kids with special needs collaborated to develop the Centre, which also houses the first dedicated Paediatric Therapy Gym in Simcoe.

TORONTO, September 20, 2006 – A White Paper issued by the AMD Alliance International (AMDAl) shows that the impact of vision loss due to age-related macular degeneration (AMD) on patients' quality of life and psychological well-being is comparable to that of cancer or coronary heart disease. The White Paper also shows that diagnosis of AMD and the threat of blindness increases depression.

See Did you know? page 7

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Janice Weigel

Six Sigma Black Belt Manager
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Arash Asli

Solutions Architect
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Maria Starosta

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Maria is completing her MA in Leadership.

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Nurses and allied professionals who work with Solutions in various locations across BC say:

"I've been working with Solutions Staffing Inc. for the past two years and have found it to be the most exciting thing that I have done in years. This is the best way to broaden your horizons and meet many intelligent and interesting people along the way! Travel nursing has allowed me to meet exceptional financial goals, experience new ideas, and see a lot more of British Columbia than I would have otherwise." **Connie, RN**

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• Every employee who works with Solutions

works with an individual recruitment specialist who works with them to find the perfect assignment to fit their schedule, experience and skill level and personal preference. Each recruiter is able to arrange casual shifts, travel assignments or permanent placement based on the preference outlined by each employee.

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• Meeting new friends throughout British Columbia is just one of the fringe benefits of working with Solutions Staffing Inc. Utilizing Solutions Employee Resource Center to keep in touch with new colleagues and new friends is an excellent way to maintain new friendships and plan assignments together to catch up.

• Enjoy Personal and Professional growth when you experience healthcare settings that are outside of your regular experience. Learn new and sometimes old ways of doing the same procedures and experience unique cultural environment.

"I've been traveling for about three years now. The last year has been in B.C. with Solutions Staffing Inc. The nice thing about traveling is being able to see so many new places and meeting new people that I might not have been able to meet. I've developed life long

friendships and great memories in the places that I've been. Working as a traveler is very gratifying because you know that you are helping the hospital in their time of need, others get their vacations and time off because you are there. It's nice knowing that even temporarily you're a valued member of a team." **Jason, RN**

It's About Money!

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Learn skills for working with people who have mental health and addictions problems.

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Information session October 16

6:30pm, Room 1614, New Westminster Campus, 700 Royal Ave.
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Career Opportunities

Nursing Unit Manager

Medicine & Renal Unit

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Job Summary: A challenging position awaits you in an environment of team approach and patient care. The primary functions include the supervision and evaluation for the delivery of competent, compassionate and cost effective patient care outcomes as provided by the nursing staff.

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- Baccalaureate degree in nursing preferred with current, active practicing registration with the SRNA
- Minimum of three (3) years experience in a clinical specialty or administration
- Experience in hemodialysis an asset
- Demonstrated administrative, decision-making and problem-solving ability
- Must have organization and leadership ability and be able to work with an interdisciplinary team approach

Clinical Nutrition Manager

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Job Summary: The Clinical Nutrition Manager plan, directs, organizes and coordinates clinical activities related to acute and long-term care and community services clients across the region. The incumbent is responsible for developing and maintaining the client menu system for the Sunrise Health Region.

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If you are interested in the above positions or any other employment opportunities please contact:

Human Resources, Yorkton Office
Sunrise Health Region
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Fax: (306) 786-0741 Email: resume@shr.sk.ca
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The following positions are now available with the Northland District Health Board:

REGISTERED NURSES....

Are you registered with the New Zealand Nursing Council or are eligible to be registered with the New Zealand Nursing Council?

Northland District Health Board is the provider of public hospital services with an extensive range of acute and elective services. The hospitals are located at Whangarei, Kaitia, Bay of Islands and Dargaville. There is also a significant network of community-based outpatient and mental health services throughout the region as well as public health activities focussed on improving health.

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- Maternal and Child Health - purpose built Child Health Centre
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Emergency Department - Vacancy No: N506-357

Busy, challenging and very rewarding, be a part of it! If you have recent emergency nursing experience and a minimum of two years post registration preferably with experience in medical / surgical and pediatrics and enjoy variety and flexibility, apply now.

For further information contact: Margaret Dreadon, Charge Nurse, phone: +64 9 4304101 ext 8576 or e-mail: margaretd@nhl.co.nz

Registered Nurses

Cardiac Coronary Care Unit - Vacancy No: N506-161

With the ongoing development of the Cardiac Service, we are seeking motivated cardiac nurses to join our team. You will have a strong background in cardiac care; possess good communications skills, and a passion for providing high quality cardiac care to your patients.

For further information contact: Karen O'Keefe, Nurse Manager, phone: + 64 9 430 4101 ext 8509 or e-mail: karen@nhl.co.nz

Registered Nurses

Orthopedic Services - Vacancy No: N504-254

Are you looking for a challenge, and want to be part of a forward thinking dynamic team? In Orthopedic's we can offer you a variety of cases, where you will develop and learn new skills. We have great orientation and offer ongoing education.

For further information contact: Dee Taffer, Charge Nurse, phone: +64 9 4304101 ext 8126 or e-mail: wd1charge@nhl.co.nz

Registered Nurses

Renal Services - Vacancy No: N506-224

Are you a Registered Nurse who would like to work in the specialty of Haemodialysis? Previous nursing and or haemodialysis experience is preferable but not essential. Our team will help you to develop a wide range of Renal nursing skills. Full orientation and training can be provided.

For further information contact: Cheryl Kiwi, Charge Nurse, phone: +64 9 4304101 ext 8225 or e-mail: cherylek@nhl.co.nz

Registered Nurses

Operating Theatre - Vacancy No: N503-217

We have positions for Experienced Operating Theatre Nurses wishing to develop their skills in general, trauma, urology, gynaecology, ophthalmology, ENT, Dental and Endoscopy. You will be required to work rostered shifts with an on call component and should possess good communication skills along with the ability to work as part of a team.

For further information contact: Marie Verkuylen, Charge Nurse, phone: +64 9 4304101 ext 8707 or e-mail: mariev@nhl.co.nz

Registered Nurses/Midwives - Vacancy No: RM06-312

Special Care Baby Unit/Maternity

SCBU is a family focused six-cot level 2 neonatal unit. The work is challenging and rewarding. At least one years post graduate work is essential and full orientation will be provided. Our maternity offers both a primary and secondary service to over 1300 women per year. Within our service we have case loading and facility midwives. We have position available in the Bay of Islands (Kawakawa) and the Far North (Kaitia).

For further information contact: Lyn Wardlaw, Manager Maternity & SCBU, phone: +64 9 430 4101 ext 8478 or e-mail: lwardlaw@nhl.co.nz

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- You can choose to live in town or closer to the water's edge within 20-40 minutes of the hospitals
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- Whangarei and Kaitia Hospitals have free staff gymnasiums. Staff also benefit from corporate rates at local gyms

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Job Description and Official Application Form are available from, and should be returned to the Human Resources Officer - Recruitment,

Northland District Health Board, PO Box 742, Whangarei Tel: +64 9 430 4101 ext 3198 e-mail: jobs@nhl.co.nz or visit our website at www.northlanddhb.org.nz

For more information on these jobs and more visit:

www.northlanddhb.org.nz

NORTHLAND DISTRICT HEALTH BOARD

Te Pōwhiri Hauora Ō Te Tai



LONDON, ONTARIO – One small machine may have big potential for effectively treating prostate cancer with few side effects and minimal invasiveness. It's just a question of confirming that potential for patients through clinical investigation of the new technology, known as High Intensity Focused Ultrasound (HIFU).

Dr. Joseph Chin, a scientist with Lawson Health Research Institute as well as Chair/Chief of the Division of Surgical Oncology, London Health Sciences Centre and Professor of Urology & Oncology, University of Western Ontario is heading up the trial to confirm the safety and efficacy of the procedure. This includes determining its limitations and the ideal patient population for its use. "I am hopeful that HIFU will become a treatment option for patients who have already failed radiation therapy and are now faced with limited options," says Dr. Chin. "I also hope we will eventually determine its suitability as a primary therapy for the treatment of prostate cancer."

Stress from page 3

People often eat past the feeling of pleasure – and to the point of discomfort and nausea. Then they feel guilt and regret, and criticize themselves, saying "I am weak", or "I'm useless" which is untrue and unfair. The person who regularly overeats may be coping with serious emotional pain – it's not a matter of 'self control' or 'willpower'.

With help you can learn to lighten your "Mental Weight" and manage stresses and feelings that reduce your motivation to lose weight – permanently.

Dr. David Rainham is a Family Physician, author of The Stress of Losing Weight and Medical Consultant for the Optimum Weight Management Program. To register for a computer based "Mental Weight" assessment visit, www.optimumhealth.ca.

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The Weeneebayko General Hospital

located in Moose Factory, Ontario, on the southern tip of James Bay is a fully accredited general treatment acute care facility servicing a population of 10,000 residents in the Mushkegowuk Territory.

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For a copy of the work description and further information, please contact:
Human Resources Department, Weeneebayko General Hospital,
P.O. Box 34, Moose Factory, ON POL 1W0
Ph: 705-658-4544 ext. 2327 Fx: 705-658-4917 Email: della.miller@wha.on.ca

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For more information, visit www.apegga.org or contact Arlene Lack, Mentoring Coordinator at 780-426-3990, ext. 2820 or toll free at 1-800-661-7020.

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The Association of Professional Engineers, Geologists and Geophysicists of Alberta

Date: Monday, November 6, 2006
Tuesday, November 7, 2006

Place: The Westin Hotel, 101352 - 100th Street
Edmonton, Alberta

Cost: \$195.00/day or \$350.00 full registration
Early Bird Discount
\$243.00/day or \$425.00 full registration
after October 16th

Unlimited Nurse Search, Inc. The Right Job... *The First Time!*

by Jennifer (Jay) Sherwood, BScN, MEd.

Unlimited Nurse Search, Inc. has a long standing reputation as being the experts in helping healthcare professionals relocate to the USA. The company has a unique approach to recruitment for positions in the USA and your subsequent relocation.

Your recruiter at Unlimited Nurse Search, Inc. will guide you with their expertise and knowledge. They will first help you to secure the job that is right for you and will then walk you through the licensure and relocation process – standing by your side all the way.

We recently spoke with some of the employees at Unlimited Nurse Search to get an idea of how they operate. Their responses are shared below.

We're Experts in Recruitment & Relocation...

- We place professional medical personnel into permanent positions across the USA.
- Our clients are required to fill in our detailed job specification form which includes a job description, geographic location and company benefits.
- A recruiter will work closely with both the candidate and the employer to ensure that both their needs are met.

The Right Job... The First Time...

- We apply sophisticated techniques, derived from training courses, when interviewing our candidates.
- We find out as much about their background and personality as possible. Our experience has shown us that chemistry, rather than an impressive resume, is the deciding factor in placing candidates successfully.
- Part of our application form asks questions regarding a candidate's likes and needs related to duties, preferred company culture, management style and what they regard as their strengths and weakness.
- We then match these qualities to our client's job requirements and only short list someone if there is a fit on all the requirements. The result is a highly successful interview to placement ratio and the tendency is that our candidates want to stay with the facility.

We Offer Personalized Service...

- When you work with Unlimited Nurse Search, Inc. we assign one employment specialist specifically to a candidate. This ensures that they have access to someone who has an understanding of their job needs which will affect the accuracy of our short listing certain positions for them.

We Help You Get The Job...

- Before each interview, each short listed person is thoroughly briefed on the facility.
- We outline the benefits offered, the duties, skills and personality requirements of the facility and why we believe they meet these requirements. This saves time during the interview and allows them to concentrate on the intangibles and other aspects such as the geographic location. In this way they can assess not only whether the job is a good match for them, but also see the whole picture.
- Thorough ground work is all done up front so that there are no unexpected surprises.

The Need For Urgency...

The supply of skilled healthcare professionals is becoming more and more scarce. Worldwide recruitment drives to place healthcare professionals into the USA has created a great deal of competition and even though a candidate's skills are in great demand, there is usually a second or even a third candidate on the short list as a back-up if they procrastinate in the decision making process. It is for this reason that we prompt our professionals to make a quick decision when a position is presented to them as we do not want them to lose out on an excellent opportunity.

This sense of urgency pays dividends when potential employers approach us. Their interest level remains high and speed encourages a positive attitude towards our candidates.

Unlimited Nurse Search's commitment to their clients and candidates is evident in everything they do. They constantly strive to exceed expectation. Their reputation for professionalism stems from the care taken in taking down a detailed job specification, to the interviewing and referral of



candidates and the follow up process. Extreme care is taken to find the right candidate match and above all to keep both the client and the candidate informed of progress at all times.

The healthcare staffing industry, as with most other industries, has seen significant changes over the last few years. Hospitals are looking for innovation and consistency in quality service delivery. Unlimited Nurse Search's methodologies have evolved accordingly to ensure they add value to their service offerings and are fully aligned to the market changes.

Unlimited Nurse Search, Inc. is dedicated to providing the highest quality of service to both the employers they serve and the professionals they place.

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Please email your resume to Unlimited Nurse Search at jobs@unlimitednursesearch.com (preferably as a word attachment) or fax it to (858) 350-3995 and visit

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