

Media Tip Sheet

Stories and Events for July 2014



- **New PR Contact Information for Arizona's Dignity Health Hospitals**

Dignity Health has formed a new corporate communications division for its four hospitals in Arizona. **Members of the media wishing to contact the PR team for Arizona's Dignity Health hospitals and urgent care centers should now use the same PR contact information for St. Joseph's Hospital and Medical Center which includes media pager number 602-746-9303, during normal business hours.** Dignity Health in Arizona includes Barrow Neurological Institute, Chandler Regional Medical Center, Dignity Health Medical Group, Mercy Gilbert Medical Center, St. Joseph's Hospital and Medical Center, St. Joseph's Westgate Medical Center and four urgent care centers.

- **St. Joseph's Introduces New Kidney Transplant Program**

Increasing obesity statistics have sparked St. Joseph's Hospital and Medical Center to launch a kidney transplant program. The hospital was officially approved for kidney transplant in April and expects to do its first transplant before the end of summer. As obesity and diabetes continue to become more prevalent, experts say kidney disease will also become more common. Currently, more than 1,500 Arizonans are in need of a kidney transplant. Please call 602-406-3312 to schedule an interview and learn more about this new program.

- **Milestone Anniversary of Gehrig's "Luckiest Man" Speech – Barrow ALS Experts Available for Interviews**

July marks the 75th anniversary of Lou Gehrig's famous "Luckiest Man" farewell speech which Gehrig delivered after being diagnosed with ALS. Barrow ALS experts are available for interviews to discuss how Gehrig raised awareness of the debilitating disease and how Barrow's new groundbreaking ALS center is expected to bring Arizona to the forefront of research and medical treatment of ALS. Please call 602-406-3319 to schedule interviews.

- **Valley's Newest Trauma Center Exceeds Expectations**

Since the opening of Chandler Regional Medical Center's Level I Trauma Center in March, the hospital has more than doubled its original trauma volume projection. The new trauma center has cared for more than 750 patients since its opening and the hospital is scheduled to open a state-of-the-art 96-bed patient tower next month to accommodate the trauma volume. With the new tower completion on the horizon, hospital administrators anticipate an annual trauma and emergency volume upwards of 2,500 patients as opposed to the originally projected 1,500. Stay tuned for more details about the opening of the new tower.

- **Mercy Gilbert Launches Platform to Help Medical Staff Cope with Emotional Experiences During Caregiving**

Mercy Gilbert Medical Center has launched a unique platform to help its medical staff openly discuss the most challenging emotional and social issues that arise in caring for seriously ill patients. Called the Schwartz Center Rounds, the forum provides an opportunity to explore the human dimension of health care and help caregivers connect with patients emotionally to provide a higher level of compassionate care and humankindness. The rounds at Mercy Gilbert will begin this month. Please call 602-406-3319 if you are interested in covering this story.