

Health Care Headliners

SUPPLEMENT TO IN BUSINESS LAS VEGAS | April 11, 2008

Presented by

**SouthwestUSA
Bank**

A PRIVATE BANK



Sponsored by
UNIVERSITY OF SOUTHERN NEVADA





THE UNIVERSITY OF SOUTHERN NEVADA MBA **THE RIGHT MBA FOR YOU!**

As the world of business grows increasingly complex, so does the need for responsible leaders, effective communicators and entrepreneurial managers.

The University of Southern Nevada MBA Program combines proven business and management theory with real-world experience to teach students principles of leadership, communication, finance, teamwork and entrepreneurial development, all of which are essential to make well-informed and responsible business decisions.

■ **Small Class Sizes** ■ **Innovative Curriculum**

■ **Experienced Faculty** ■ **Complete an MBA in as Little as One Year**



11 Sunset Way,
Henderson, NV 89014
702-968-2015
mba@usn.edu
www.usn.edu



Award-Winning Care



ROSE DE LIMA CAMPUS

Recognized by HealthInsight as #1 in the state for quality measures.

Ranking based on outstanding performance in three main areas: 1) Leadership commitment, 2) Stable nursing environment, 3) Embedding appropriate practice.

SIENA CAMPUS

Recognized by HealthGrades® as #1 in the state for overall cardiac services, percutaneous coronary intervention (PCI) and cardiac surgery.*

SAN MARTÍN CAMPUS

Recognized by Avatar as being in the top 2% in the nation for patient satisfaction.



St. Rose Dominican Hospitals

A member of CHW

ROSE DE LIMA CAMPUS

102 E. Lake Mead Pkwy.
Henderson, NV 89015
702.564.2622

SIENA CAMPUS

3001 St. Rose Pkwy.
Henderson, NV 89052
702.616.5000

SAN MARTÍN CAMPUS

8280 W. Warm Springs Rd.
Las Vegas, NV 89113
702.492.8000

For employment opportunities,
visit strosehospitals.org

*2008 data as reported by
HEALTHGRADES®
GUIDING AMERICA TO BETTER HEALTHCARE®

Excellence





From the presenting sponsor

Dear In Business Las Vegas readers,

Superior client service

As Nevada's only private bank, at SouthwestUSA Bank we've taken personal service to a loftier level. Whether you're an entrepreneur, a successful executive or an active retiree, you'll appreciate the SouthwestUSA Bank difference.

Your unique in-bank experience begins the moment you walk into our comfortable reception area. Instead of teller lines, you'll have your own

personal managing director to help you define, plan and achieve your financial goals. That's the type of relationship you just won't find anywhere else.

Because our clients are men and women who work hard, value their time and expect more from their bank, we pioneered the concept of Concierge Banking in Nevada. Concierge Banking brings our services to you when, where and how you want them. With our FDIC-approved



mobile banking vehicle, you'll enjoy the ease and flexibility of conducting any banking transaction from the comfort of your home or office.

Of course, SouthwestUSA Bank offers the latest in full-service Internet banking. You can manage your finances anytime, anywhere through our safe and secure Web site. It's designed specifically for busy clients like you who want the convenience of banking directly from your home, office, or anywhere you have Internet access.

Technology is a useful tool, but we never let it stand in the way of personal interaction. When you call us during our workday, from 8 a.m. to 4 p.m., you'll get a live telephone response, not voicemail. And if you prefer to avoid ATMs, simply pick up the phone. We're here for you.

I invite you to discover the SouthwestUSA Bank difference for yourself. After all, you've earned it.

Sincerely,

Patrick Wisman
Chief Executive Officer
SouthwestUSA Bank

From the sponsor

Dear In Business Las Vegas readers,

The University of Southern Nevada MBA program is proud to sponsor the 2008 Health Care Headliners for a second year. It's an honor to be part of this great event.

Southern Nevada's health care professionals are challenged with maintaining and enhancing the level of health care for a diverse and rapidly growing population. They prove their dedication to the residents of our community each and every day by devoting countless hours to providing high-quality services delivered with care and compassion.

Likewise, the University of Southern Nevada MBA program is dedicated to improving the business management of local health care facilities by preparing our students to be responsible leaders, entrepreneurial managers and effective communicators. Our comprehensive and intellectually challenging MBA curriculum combines proven business and management theory with real work experience to teach students the principles of leadership communication, economics, accounting, finance, teamwork and entrepreneurial development, all of which are essential to make well-informed and responsible business decisions. Additionally, throughout the program students examine and learn about health care industry business issues through case studies as well as focused individual and group projects.

To serve full-time working professionals, USN MBA program courses are delivered in multiple formats that meet students' needs, while providing educational opportunities both for students who have or don't have prior undergraduate business education. The internship component also allows students



to use an appropriate job-related assignment to intensify their experiential learning. Another thing that distinguishes the USN MBA program is the singular focus of the block system, where a student completes only one course at a time in an accelerated format that offers the student early graduation.

The administration, faculty, staff and students of the University of Southern Nevada MBA program congratulate the men, women and organizations honored as In Business Las Vegas Health Care Headliners for their unwavering commitment to improving the quality of life in Southern Nevada — now and in the future.

Dr. Okeleke Nzeogwu, Ph.D.
Director, MBA Program
University of Southern Nevada

“The greatest joy I have is to tell my patients they have been cured.”

Dr. Nam Hoang Dang

Chief of Hematological Malignancies,
Nevada Cancer Institute

By Jeannette Green Davies
Special Publications writer

Dr. Nam Hoang Dang's dedication to cancer patients is undeniable and his patience laudable. For 24 years, Dang has worked on perfecting a drug that attacks cancerous cells. Dang said the drug is a monoclonal antibody that destroys solid tumors and hematological cancers. After all these years, Dang is convinced he's seen a breakthrough.

In February, Dang, chief of hematological malignancies at Nevada Cancer Institute, got word from the FDA that the drug he's convinced will cure several forms of cancer has been accepted for human testing. The FDA essentially gave Dang a green light to begin Phase I clinical trials, which are the first in a series to determine if the drug is safe for humans. "The trials could begin as early as this summer. We are now in the process of selecting a location and are considering the United States, Europe or Asia," Dang said.

Dang's years of research led him to discover a molecule called CD26 that has a critical role in how certain cancers develop. Next, he created CD26's antibody and what evolved was a humanized monoclonal antibody that targets solid tumors and hematological cancers.

Advances in Dang's work are incremental and decisions depend on previous data. Animal tests, which he conducts with three other scientists, indicate effective results on various cancers including kidney cancer; mesophelioma, a cancer of the lining of the lungs; and T-cell lymphoma, a rare blood cancer. A typical day for Dang involves seeing patients, conducting clinical trials, designing experiments and traveling to medical institutions to present research findings.

"My cancer patients are the heroes who put up heroic fights against cancer," Dang said. "The fight against cancer is a team effort involving the patient, the doctors, the nurses, the pharmacists, the lab technicians and the data managers of the clinical trails. All of us play a specific role ... to improve the patient's lives and help them fight off the disease.

Dang's focus is to develop new therapies derived from knowledge of basic biological processes, particularity those involving apoptosis, immune activation, cellular signal transduction and cell cycle regulation. The Nevada Cancer Institute recognizes Dang's work as a major breakthrough that will not only help cancer patients, but will help the institute attract other world-class researchers.

Research | Scientist



"There are times when I think of the patients I have lost to the disease," Dang said. "Their memories spur me to work harder to come up with new treatments to save my current patients."

Originally from Vietnam, Dang, 44, came to the United States as a 12-year-old boy who learned to speak English by listening to sports radio talk shows. Dang and his family spent time in refugee camps in California before moving to Dallas with the support of a Highland Park, Texas, church.

Dang credits his parents for his passion for learning and with their encouragement he earned top honors throughout his schooling. Today, he holds B.S., M.D. and Ph.D. degrees from Harvard University and Harvard Medical School. He took his residency training at Massachusetts General Hospital and fellowship training at Dana-Farber Cancer Institute, becoming board certified in internal medicine and medical oncology.

Dang has garnered many prestigious awards and honors that include the National Arthritis Foundation Medical Student Award, the Dana-Farber Cancer Institute's Friends Fellowship, the V Foundation Scholar Award, the Howard Hughes Medical Institute Postdoctoral Research Fellowship for Physicians and the M.D. Anderson Cancer Center Physician Scientist Award.

Dang is optimistic his drug will be approved by the FDA and eventually be available to cancer patients. FDA officials say the process can last years, and only one in five drugs survives the entire process to win government approval. "The greatest joy I have is to tell my patients they have been cured," Dang said. "If this is not possible, my goal is to achieve control of the disease so my patients can live as normal a life as possible."

Rod A. Davis

President/CEO,
St. Rose Dominican Hospitals

By Lisa McQuerrey
Contributing writer

Rod A. Davis has been president and chief executive officer of St. Rose Dominican Hospitals since 1991. Under his leadership, St. Rose has grown to three campuses and added innovative high-tech programs and services.

“St. Rose has a rich heritage and history in the art of healing,” explained Davis, citing research that shows a positive connection between a patient’s physical, psychological and spiritual needs in overall health care treatment. Added Davis, “I believe ... science has caught up with what the nuns knew all along.”

The St. Rose de Lima Campus was purchased by the Dominican Sisters of Adrian in 1947. Now part of the San Francisco-based, nonprofit Catholic Healthcare West system, Rose de Lima has been recognized by HealthInsight, a private, nonprofit organization dedicated to improving the health care systems of Utah and Nevada, as a leader for quality measures. The campus has attained “outstanding performance” recognition in

Manager/Administrator



leadership, stable nursing environment and embedding appropriate practices.

As Southern Nevada’s 1990s population growth began placing heavy demands on existing health care facilities, Davis oversaw the 2000 opening of St. Rose’s \$100 million Henderson-based Siena Campus, home to a Level III trauma center, a neonatal intensive care unit and an open-heart surgery center.

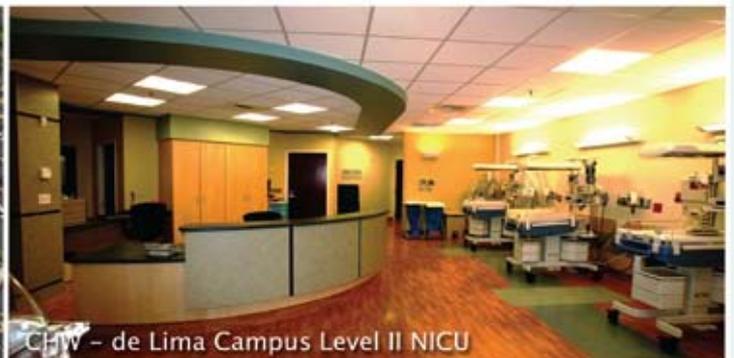
It also utilizes the da Vinci surgical system and high-tech digital mammography. The Siena Campus was recognized by HealthGrades®, an independent health care ratings company, as number one in the state for overall cardiac services, percutaneous coronary intervention and cardiac surgery. In 2006, Davis oversaw the opening of St. Rose’s southwest Las Vegas San Martin Campus, recognized as being in the top 2 percent for patient satisfaction.

Davis is lauded for securing financial stability and viability of St. Rose facilities. He is also credited with overseeing development of an invasive cardiology program that includes open-heart surgery; an urgent care center; a home health program; Henderson’s first in-home hospice care; the highest rated orthopedics program; a full-service neurosurgical program and an aggressive menu of community outreach and educational programs.

“I’m very proud of the achievements we’ve made,” said Davis. “We’ll continue to do our part to improve the quality of health for all of the residents we serve.”



UHS - SMC Bed Tower Addition



CHW - de Lima Campus Level II NICU



CHW - Siena Campus Level III NICU



ACCESS Medical MOB and Parking Structure

Whether it's ground up construction for a new hospital facility, medical office buildings, a major multi-story addition, surgical suites, diagnostic imaging remodels, a new ICU or a complex T/I project, SR Construction has successfully operated in every department. SR Construction has the experience, ability, personnel, and reputation to make every operation a success. Please stop by our office, contact us by phone, or visit us on the web at www.srconstructionlv.com. We would love to consult with you on your upcoming procedures.

SR Construction
3579 Red Rock St.
LV, NV 89103
702.877.6111 O
702.258.6326 F
www.srconstructionlv.com

NV Lic 33080

SR CONSTRUCTION
The "SR BUILT" Process



“

Nursing satisfies the desire to make the world a better place, one person at a time, and truly make a difference in someone's life.

”

Dr. Mable Smith

Dean and Professor, University of Southern Nevada College of Nursing

By Jeannette Green Davies
Special Publications writer

To say the least, March was a *tour de force* month for Mable Smith, RN, J.D., Ph.D. On the heels of having been named the Woman of Distinction in Education by the National Association of Women Business Owners of Southern Nevada, Smith also got word that, after months of hard work, the University of Southern Nevada College of Nursing achieved accreditation by the National League for Nursing Accrediting Commission.

Now, she's back in school at USN doing what she loves doing most: training nurses — the people who are so sorely needed in the health care community in state the of Nevada and throughout the country. Smith's hands are full as dean of nursing and as a professor who educates and grooms nurses to provide compassionate patient care and give back to their communities by volunteering time at local health fairs.

Smith has been a major influence on increasing the enrollment in the USN nursing program. The class of 2009 has 82 students — up from the 34 students enrolled in the class of 2008. She has had a similar affect on the quality and number of faculty members. Smith personally recruited 15 full-time and five adjunct professors to help students earn Bachelor of Science degrees in nursing. While other educational institutions are hard-pressed to recruit professors who want to work in Nevada, highly qualified professors from around the country have come to USN to work specifically with Smith, partly based on her “can do” attitude.

“Nursing satisfies the desire to make the world a better place, one person at a time, and truly make a difference in someone's life,” said Smith, who feels fortunate to have a profession that

combines her love of nursing with teaching.

An academic at heart, in June, Smith enters the global nursing arena at the second annual Nurse Education Conference in Ireland to participate in panel discussions on the future of nursing worldwide. Smith is well qualified to participate having graduated from Florida State University with a Bachelor of Science degree in nursing, a Master of Science degree in nursing from Emory University and a Doctorate of Philosophy in higher education administration from Florida State University. Her love of education also motivated her to earn a Juris Doctorate from the College of Law at Florida State.

Smith began her academic career as a nursing instructor at Florida A&M University and worked as an associate professor at the University of Southern Mississippi and Old Dominion University. She was also the coordinator of the nursing program at University of Southern Mississippi, Gulf Park campus. She has worked at various health care facilities as a staff nurse and as a nursing supervisor at a rehabilitation hospital. Smith has taught at all levels of nursing including undergraduate, RN-BSN, graduate and doctoral-level students.

A prolific writer, Smith authored and co-authored numerous reference works including chapters in nursing textbooks. Her book, “The Legal, Ethical and Professional Dimensions of Higher Education,” was published in 2004. She reviews manuscripts for the National League of Nursing and is a frequent presenter on nursing/law issues. Smith was recently invited to Eastern Kentucky University to discuss the legal aspects of nursing.

Smith has been a practicing attorney and is a member of the Virginia Bar Association. She serves on the board of directors of the American Association of Nurse Attorneys. In Nevada, Smith belongs to the Southern Nevada Medical Industry Coalition of workers and educators who maintain quality health care standards in the community.

Nursing



Dr. Patrick Simone

By Lisa McQuerrey
Contributing writer

A Las Vegas resident since 1986, Patrick Simone, DDS, MAGD, is a respected leader in the field of preventive, restorative and esthetic dentistry.

An honors graduate from the State University of New York at Buffalo School of Dentistry, Simone earned a doctor of dental surgery degree. He completed undergraduate training at St. John Fisher College, earning a Bachelor of Science in biology.

Simone is known for his commitment to continuing education in the dental field, keeping his practice up to date on the latest dental technology, practices and procedures.

His areas of specialization include teeth whitening, veneers, bonding, crowns, inlays and overlays as well as dental implants.

Locally, Simone has been recognized for his charitable dental work. On a professional level, he has participated in the Pacific Aesthetic Continuum at the University of California, San Francisco. Simone is also a faculty member at the UCLA School of Dentistry, Center for Aesthetic Dentistry, a member of the American Academy of Cosmetic Dentistry, American Dental Association, Nevada Dental Association and the Clark County Dental Association. In addition, he is a master in the Academy of General Dentistry, and he participates in the Seattle Institute for Advanced Dental Education.

Dentist

*Relationships. Solutions. Value.
...Since 1937.*



“CORE brought a lot of expertise to the table, since the company has done many similar projects. Our office required a very different and unique type of construction because of the shielding required for the MRI machines and CT-scans. CORE’s staff was very friendly and easy to work with, and the results are excellent.”

Bhuvana Kittusamy, M.D.
Owner of Las Vegas Radiology



P ~ 702.794.0550 † F ~ 702.794.0953
2410 FIRE MESA ST. STE. 130 † LAS VEGAS, NV

Marta Wilson

Clinical Director, Nevada Tobacco Users' Helpline

By **Jeannette Green Davies**
Special Publication writer

Being a quitter in Marta Wilson's line of work is a good thing. As clinical director for the Nevada Tobacco Users' Helpline, Wilson employs irony when advising tobacco-addicted people who call the helpline to get assistance in kicking the habit. Wilson points out that even though tobacco has been there like a true friend, through good times and bad, the irony is that the friend is slowly but surely killing them.

Nevada Tobacco Users' Helpline, a division of the University of Nevada School of Medicine, is a nicotine dependence treatment program center that treats all types of tobacco addictions. Wilson is responsible for the information content delivered by professional counselors, people who have been personally trained by Wilson. Counselors provide information about the helpline program and various medications designed to help users quit.

"It's rewarding to help an individual come off of a drug that has controlled their life," Wilson said. "Individuals who strive to quit are very courageous."

The helpline is available to any Nevada resident, 18 years or older, who wants to kick the habit, or people who want to help a friend or loved one quit. The helpline offers education in English or Spanish, self-help materials and an individualized "quit plan" as well as ongoing support from a personal counselor. Wilson knows how difficult it is to kick the nicotine habit and her staff of professionals is ready to help with the telephone-based treatment. "Callers to the Nevada Tobacco Users' Helpline are five times more likely to succeed in quitting than those who try to quit on their own," Wilson said.

Community Outreach



To "get quit" is a common expression around Wilson's office where she oversees the helpline's clinical programming and administration. Dr. Elizabeth Filides, the program's founder, along with medical director, Dr. George Kaiser, hired Wilson to help Nevadans kick the habit. Wilson is quick to clarify the difference between a bad habit and an addiction. "Tobacco is an addiction that should not be confused with a bad habit. An addiction is an overwhelming, undeniable need and a habit is a pattern of action that is difficult to break," Wilson clarified.

Wilson's professional credentials include national certification in alcohol and drug counseling with specialized certification from the University Medical Center for Bedside Counseling in nicotine dependence. She is an adjunct professor in the department of counseling at UNLV and in the University of Phoenix, Las Vegas' human services department. She has a master's degree in counseling from UNLV and a liberal arts degree from California State University at Fresno.

The State of Nevada Board of Examiners for Alcohol, Drug and Gambling Counselors and the state Task Force for The Fund for a Healthy Nevada have both sought Wilson's expertise. Along with the more than 20,000 Nevadans who have called the Nevada Tobacco Users' Helpline in the past five years to get help to ditch the nicotine habit.

Wilson's proud to make a contribution to reduce the number of nicotine users in Nevada since tobacco-related illnesses are the leading cause of preventable death in Nevada, killing an estimated 3,359 Nevadans each year.



The Nevada Tobacco Users' Helpline's toll-free number is (888) 866-6642 or (702) 877-0684. Hours of operation are M-F, 10 a.m.-9 p.m.; Sat., 10 a.m.-2 p.m.



Healthier by association.

From the smallest medical offices to the largest hospitals, Littler Mendelson has a long history of assisting health care employers with their employment-related issues. We can assist you with everything from collective bargaining with health care unions to resolving personnel issues, creating affirmative action plans, appropriate employment policies, and handling wrongful termination, discrimination and complex wage and hour class action litigation. We work every day on some of the most complex and challenging legal problems facing health care employers, including dental and medical practices, nursing care homes and mental care providers. **To find out how Littler can help you, visit our website at www.littler.com.**

LITTLER MENDELSON, P.C.

675 Attorneys + 44 National Offices = One Integrated Solution
www.littler.com

Patrick Hicks, Founding Shareholder, Nevada Offices
Wendy Krincek, Managing Shareholder, Nevada Offices

50 West Liberty Street, Suite 400, Reno, NV 89501 • PH: 775.348.4888
3960 Howard Hughes Parkway, Suite 300, Las Vegas, NV 89169 • PH: 702.862.8800

Jean Peyton

Founder, Blindconnect Inc.

By Jeannette Green Davies
Special Publications writer

Imagine gradually losing sight in one eye and within a year also losing sight in the other. Jean Peyton knows, first hand, the frustration of being able to see one day and not the next.

Being legally blind does not, however, prevent her from living life to the fullest. Peyton's the first to say she has taken advantage of her blindness and Geiger, Peyton's guide dog, a three-year-old black lab, is literally with her every step of the way.

Volunteer

After mourning the loss of her vision from an eye disease, Peyton realized the best way to help herself was to help others. So she established Senior Vision, now called Blindconnect Inc., spurred by the difficulty she and several of her visually impaired friends encountered finding services geared toward the blind. Peyton changed the name of the organization when it incorporated.

Blindconnect is designed to help people adjust to blindness, to be able to accept the condition and resume being productive members of society. Peyton appointed herself as the nonprofit organization's first volunteer and today she has evolved into Blindconnect's "poster adult." She especially relates to people who were able to see at one time but lost their vision.

"Blindconnect's mission is to ... help each other cope, as well as find available services and resources within the community at large."

Peyton holds back tears when she shares memories of her friend, Angela Beller Hoffman, who lost her will to live and committed suicide when faced with blindness. Hoffman was terrified, not only about being blind for the rest of her life, but about how she would be able to function without sight. She couldn't cope when she learned she would have to travel out of state for rehabilitation training. As a result, Peyton and Hoffman's family are working to create Nevada's first, state-of-the-art rehabilitation training skills center, named Angela's House, in memory of Angela Hoffman.

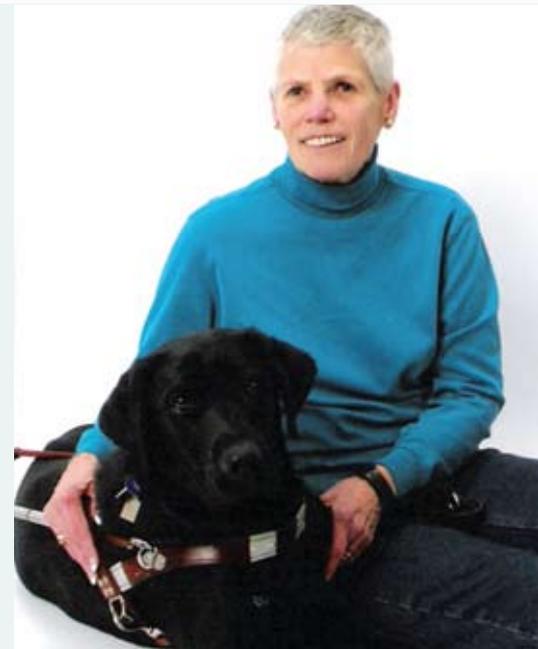
"Angela's House will be a place for visually impaired adults to learn coping skills, get support services and encouragement from other blind people," Peyton said.

Hope is what motivates Peyton to volunteer her time and energy to help others. Hope is what she'll use to follow all the avenues she can to make Angela's house a reality. Her immediate concern is raising the needed funds to get the project off the ground.

A recipient of the Governor's Points of Light Award given by the state of Nevada and the Nevada Volunteers/Nevada Commission for National and Community Service Inc., Peyton encourages people to have regular eye examinations and not to take their sight for granted. She recommends that everyone get annual eye exams because an eye disease detected early could save many from blindness.

Always at her side is the ever-faithful Geiger, helping her to live her life without human assistance and giving her the courage she needs to go out into the world everyday.

The two are so connected that when, once a month, Peyton leaves the house



alone to practice navigating her way with only the use of her cane, Geiger cries by the door until she returns.

"We are the best of partners," Peyton said. "Geiger is a blessing that I never take for granted."

If you're thinking of going anywhere else,
You ought to **have your head examined.**

And of course, **we can do that.**

That's just a little radiology humor, but when it comes to your well-being, our specialists couldn't be more serious.

angiography | biopsy | CT/CTA | DEXA | fluoroscopy | interventional | mammography
MRI/MRA | nuclear medicine | PET/CT | ultrasound | x-ray

DR 702-759-8600
DESERT RADIOLOGISTS www.desertrad.com
2020 Palomino Lane | 7200 Cathedral Rock Dr. | 3920 S. Eastern Ave. | 60 N. Pecos Road | 2811 W. Horizon Ridge Pkwy.



“

Kids think that paramedics and firefighters and police are the coolest because [our vehicles] ... make noise and have lights.

”

Stephanie Teague

Paramedic, American Medical Response

By Danielle Birkin
Contributing writer

When Stephanie Teague was in her early teens, a communication error between her doctor and her pharmacy had near-fatal results. “I was actually overdosed and went into cardiac arrest,” said Teague, a Southern Nevada native. “Between my mom, the paramedics ... and Sunrise Hospital, I was a survivor. I became fascinated by emergency medicine then, and I couldn’t help but want to be a part of it.”

Certain she had found her professional calling, Teague took a first responder course with American Medical Response (AMR) — the nation’s leading medical transportation company — then went on to the intermediate level, which allowed her to work special events and the 9-1-1 system. “Then, I had this strange desire to keep on going, so I went to paramedic school — a very intense and wonderful experience,” she said.

A nine-year AMR employee — including three as a paramedic — Teague is dedicated to providing expert and compassionate emergency care, a trait that has earned her the respect of colleagues and patients alike.

But while her devotion to providing emergency lifesaving medical treatment is apparent, her real passion lies in community outreach, namely, visiting Las Vegas Valley grade schools and teaching children about the 9-1-1 system.

“Kids think that paramedics and firefighters and police are the coolest because [our vehicles] ... make noise and have lights. Going to elementary schools and teaching kids about 9-1-1 is the most fun I have ever had,” said Teague, who makes eight

to 10 such appearances each year. “The importance is also beyond words,” said Teague, who cites a common scenario where a child’s caretaker may be an aged grandparent with a medical condition. If that medical condition is life threatening, the child needs to be able to reach help. “Our dispatchers are phenomenal when it comes to kids, and when a child is calling we know there is something really wrong. We send the cavalry. If [it turns out] grandma is just sleeping really hard during her nap, we don’t mind — better safe than sorry.”

A mother of four, Teague is known for treating transport patients like family as evidenced by a relationship she established last summer with an 80-year-old patient. Assigned to handle the man’s inter-facility transport, the man was receiving radiation therapy for brain cancer. Teague watched with dismay as the man eventually weakened and lost his appetite. During one transport, he mentioned that the only food that sounded palatable was a chocolate strawberry milkshake from Dairy Queen. After fixing dinner for her family, Teague took her kids to Dairy Queen and bought a chocolate strawberry shake, which she delivered to the man in his hospital room. Before he died, four weeks later, she took him a shake twice a week.

“We kind of have an unwritten rule not to get attached because it ends up hurting in the long run, but I couldn’t help it because he was wonderful and so much fun,” she said. “He did not win his battle and it is still hard for me. I did become more attached than I should have, but I have a grandfather in another state who is ill, and I knew people ... were taking care of my grandfather, so I was going to take care of somebody.”

For Teague, being a paramedic is a daily adventure. “I don’t think I could give this up for anything,” she said. “This is the most exciting job.”

Emergency Services

Dr. James D. Atkinson

Medical Director, Gastric Band Institute

By Lisa McQuerrey
Contributing writer

Once viewed as a drastic last resort for the morbidly obese, the field of bariatrics is now evolving in such a way that procedures including gastric bypass surgery and gastric banding are becoming viable options for many people for whom excess weight is a serious health issue. At the forefront of some of the most revolutionary forms of this specialized surgery is Gastric Band Institute's medical director, Dr. James D. Atkinson.

Physician

A native of Las Vegas, Atkinson earned his bachelor's degree from Portland State University and his medical degree from the University of Nevada. In 1995, he went on to fulfill his residency requirements at the University Medical Center of Las Vegas where he trained in bariatric and trauma surgery. In 2000, he served as surgical chief resident. "I had great experiences during my residency and later with the general surgery group I joined," said Atkinson. "My operative experience was significant, and helped me become an accomplished surgeon."

Today, he works exclusively in the field of bariatrics and is a sought-after mentor, training surgeons from across the country. Under his leadership, Gastric Band Institute has earned a national ranking in the top 5 percent by Health Grades Report and is recognized as the best bariatric program in Nevada.

"It's an exciting field," noted Atkinson, who said he decided to focus entirely on bariatrics after experiencing the overwhelmingly positive impact the surgery has on the lives of his patients. "Bariatrics, in general, has been revolutionized over the last 10 years. Gastric banding is less invasive, very safe and can often be performed on an out-patient basis."

Gastric bypass surgery is a technique in which the size of a person's stomach is surgically reduced. It holds less food, and that leads to weight loss. Gastric banding produces much the same result, employing the use of a physical banding device that reduces the capacity of the stomach. As Nevada's (and America's) collective waistband continues to expand, it's a subject that's rapidly gaining public and health industry interest.

In the past, Atkinson said this type of surgical intervention was reserved for people with BMIs (body mass index) that fell into the morbidly obese range, putting them at risk for multiple, serious health risks including cardiovascular disease and diabetes. Today, however, procedures such as gastric banding are offered to those on the lower end of the BMI scale — even those who are as little as 30-40 pounds overweight — as a preventative form of health care. "Most people who are prone to store weight — in the 40-70-pound range — have genetics involved," explained Atkinson, adding that the weight loss achieved through bariatric procedures can help stave off future weight-related medical problems.

While at first glance, bariatric surgery might seem like a magic pill, Atkinson points out that maintenance and after-care is a lifelong process.

And it doesn't come cheap. On average, Atkinson says gastric banding in



Southern Nevada carries a price tag in the neighborhood of \$16,000. He said in the past some insurance companies hesitated to cover such surgery. Today, many now recognize the long-term health benefits and associated savings. The bottom line for Atkinson, however, is patient satisfaction. "In a surgical practice, results are the most important thing," said Atkinson.



ELEVATED HEALTHCARE DESIGN

VA MEDICAL CENTER, LAS VEGAS



ARCHITECTURE INTERIOR DESIGN GRAPHIC DESIGN

NEVADA | CALIFORNIA 702.731.2033 | www.jmaarch.com

John Laub

Executive Director,
Nevada Biotechnology & Bioscience Consortium

By **Danielle Birkin**
Contributing writer

John Laub believes the transition from the information age to the biotech age is afoot, and as executive director of the Nevada Biotechnology & Bioscience Consortium (NevBio) — a volunteer, non-profit organization comprised of companies, institutes, academia, researchers, scientists and individuals interested in biotech and life sciences — Laub is poised to disseminate information, encourage business development and promote scientific investigation and education.

Education

Laub is a native Nevadan who has a background in accounting finance and is also executive director of the Regenerative Medicine Organization. He said

NevBio was founded a year ago when he and a group of colleagues attended the Regenerative Medicine Conference. Impressed with new research and opportunities, they decided to create an organization to bring a focus and create a synergy to the advancements made in life sciences.

“The mission of the group is awareness, education and partnership,” said Laub, one of the four co-founders. “We need to make Nevadans aware that we are entering the biotech century,” he said, adding that our kids need to learn and understand biology because it will be as important to the younger generation as knowing computers and the Internet was to the previous generation. “And it takes education and business to work together. ... This will help Nevada by providing economic development, new treatments and an increased number of clinical



cal trials for Nevadans and better health care as doctors in Nevada are exposed to new treatments and more resources.”

“In one short year, we’ve had a tremendous impact because Las Vegas and Nevada are ready for this,” Laub said. “The advances that are occurring in science and medicine are exciting and I feel like I have a front-row seat to some of the greatest discoveries that are going to change mankind. Craig Venter, who helped bring about the making of the first synthetic bacterial genome, said that the science is important, but getting the word out about the science is just as important, so we all have a role.”

Laub said science and math education are strongly emphasized in Southern Nevada — thanks, in part, to a push from parents, teachers and the Clark County School District — which will help prepare young people for the biotechnology revolution.

“But we need to make people aware of what’s going on in biotechnology so we can start attracting developing companies and encouraging research,” he said. “Right now, we have students graduating from the college of sciences at UNLV who can’t find jobs here and we want to change that. We’d like to keep them here ... because this is our best and our brightest. We can become more than a tourist destination. We can become a center for biotechnology and I think we will because people in Las Vegas think out of the box and they are risk-takers, and that’s what’s going to make a difference in becoming a biotech center.”



Put your company in the driver's seat with unique limited benefit offerings from **Creative Financial Services, LLC**. Get the entire team in the race with plans designed to offer your part time, seasonal, 1099, on-call and extra board employees limited medical, dental and vision coverage. You'll be surprised at the very affordable rates that won't break your team's budget.

Our Alliance Plans ensure that every employee is in top racing condition by providing:

- Up to 4 doctor visits per year
- Large national network
- Limited hospitalization benefits
- Prescription drug coverage
- Vision coverage
- Employee Assistance Program
- Emergency accident benefits
- Optional life & dental coverage

MAKE THE CALL!

Contact your broker/agent for full plan specifics or contact us directly.



Arthur Burchard
Marketing Director
702-248-6901
aburchard@vcoxmail.com

© 2008 Creative Financial Services, LLC

Dr. Thomas J. Stegmann

Chief Medical Officer & President,
CardioVascular BioTherapeutics Inc.

By Jeannette Green Davies
Special Publications writer

Thomas Stegmann, M.D., Ph.D., has had the awe-inspiring experience of holding a human heart in his hands; he has also seen the effects of heart disease close up. He's read the statistics and knows heart disease is the leading cause of death among American women and accounts for 38 percent of all deaths annually.

Innovator

"Coronary vessels in women are generally smaller than in men which makes artery surgery more complex," Stegmann said. "Women's coronary heart disease is quite often a more diffuse type and more difficult to treat than in men."

Stegmann is a cardiothoracic surgeon, a professor of surgery and an internationally well-known innovator for his pioneer works in inducing angiogenesis, the growth of new blood vessels in the heart. Stegmann is president and chief medical officer for CardioVascular BioTherapeutics Inc., a Las Vegas-based bio-pharmaceutical company focused on protein drugs that are used in the treatment of cardiovascular disease.

Stegmann and his company developed injectable and topical formulations of the active pharmacological ingredient to facilitate new blood vessel growth (angiogenesis) in heart tissue and organs that have been compromised by impaired blood supply.

What motivates him is frustration with the lack of options in heart disease treatment. When he conducted bypass operations, he knew that patients would eventually come back to him because he wasn't able to completely fix the problem with the alternatives available to him. Stegmann is convinced that growing new arteries is the technology that will be the most successful in the fight against heart disease.

Stegmann explains that the fibroblast growth factor one (FGF-1) triggers the growth of all cells needed to build an arterial blood vessel, and with the growth of these cells new vessels develop and connect to the pre-existing, original vascu-



lar system. The newly developed arterial system increases blood supply to those tissues, thus preventing heart attacks.

Stegmann was department director of thoracic and cardiovascular surgery at the Fulda Medical Center in Fulda, Germany from 1984-2006 and received his medical degrees from Heidelberg University. Following his residency in the thoracic and cardiovascular surgery division at Hannover Medical School in Germany, Stegmann was appointed Hannover's professor of surgery.

"Human communication is the most exciting part of my career. It's also the ability and the power of helping patients, treating patients' diseases and the chance to perform research that challenges me," Stegmann said. "My ultimate goal is to move forward the therapeutic options for patients with cardiovascular disease."

Many of Stegmann's patients consider him an angel for saving their lives and when he's not studying new ways to treat heart disease or working to save lives in the operating room, Stegmann jumps on his Harley-Davidson and rides with his motorcycle club, the Heart Angels, who consider him an angel as well.



Dr. Richard W. Featherstone is the only dentist in Nevada with credentials in both implantology and cosmetic dentistry. He was awarded the honored Accredited Member designation by the American Academy of Cosmetic Dentistry (AACD). Dedicated to excellence in cosmetic dentistry, the AACD is the oldest, most prestigious dental organization in the world. This distinguished

accreditation takes years to complete, requiring rigorous testing and absolute perfection in five highly challenging case studies. Dr. Featherstone is one of only 286 dentists worldwide and one of two Nevada dentists to be recognized in this way by the academy.

To find out more about accreditation from the AACD log on to www.aacd.com



Richard W. Featherstone, D.D.S.

Monday - Friday 7am-7pm

702.914.4478 | www.drfeatherstone.com
880 Seven Hills Dr. Ste.130 Henderson, NV



We're changing the world one voice at a time.

AARP has launched Divided We Fail to raise the voices of millions of Americans who believe that health care and lifetime financial security are the most pressing domestic issues facing our nation.

Learn the issues, add your voice and find out how you can get involved at DividedWeFail.org.



DividedWeFail.org

Dr. Joseph Quagliana

Medical Oncologist,

Comprehensive Cancer Centers of Nevada

By Danielle Birkin
Contributing writer

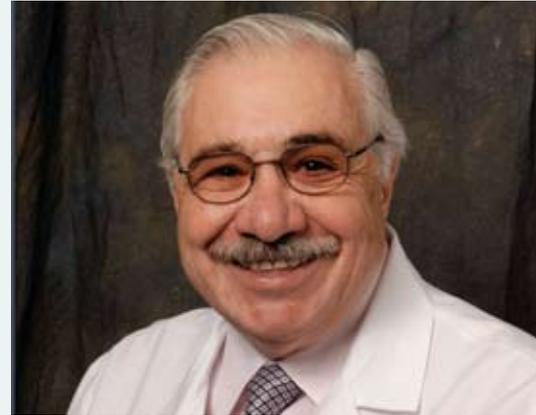
Joseph Quagliana, M.D., is widely regarded as Las Vegas' godfather of oncology and is credited with bringing cancer diagnosis and treatment to Southern Nevada.

A native of Buffalo, N.Y., and the son of a butcher/grocer, Quagliana completed his medical training at the University of Buffalo School of Medicine working as a shoe shiner and playing the drums to make enough money to pay the bills. He received his oncology training under the tutelage of distinguished oncologist, Dr. James Holland, and his hematology training under renowned hematologist, Dr. Maxwell Wintrobe, experienced Quagliana said propelled him into the field of oncology and hematology.

In 1968, after serving two years in the U.S. Air Force, Quagliana was recruited as the first chief of medical oncology by the University of Utah School of Medicine, where he established the Intermountain Regional Cancer Network Program to provide cancer education and training in the western United States. He also initiated membership of the University of Utah in Southwest Oncology Group, now one of the largest National Cancer Institute-supported clinical trial cooperative groups in the U.S.

In 1969, Quagliana began conducting monthly tumor boards at St. Rose de Lima Hospital in Henderson and at Southern Nevada Memorial Hospital (now known as University Medical Center). In 1974, he accepting the position of chief of hematology/oncology and director of medical education at Southern Nevada Memorial Hospital. Through an affiliation with Tulane University, he established the first national cancer research programs in Southern Nevada and continued working with Southwest Oncology Group.

In 1979, he established his own outpatient cancer clinic, the Cancer and Hematology Center of Nevada, balancing private oncology practice with research and education for 20 years before joining the team at Comprehensive Cancer Centers of Nevada in 1999.



"I have dedicated my life to the people of Las Vegas, and I think I brought in the beginning of cancer research," said Quagliana, who was also instrumental in bringing other qualified oncologists to the area. "Whenever you do cancer research, you are bringing the latest treatment to the patients, and the majority of treatments can now be delivered right here in town, close to patients' homes where it is convenient for them and they can remain with their families."

"Over the years, not only do we have a number of new specific cancer treatments, but also a lot of treatments to help patients — like new drugs to prevent nausea and vomiting, and low white blood counts — and drugs that build up red blood," he said. "Comprehensive Cancer Centers of Nevada is part of U.S. Oncology, which has 900 oncologists across the country. In town, we have a community cancer program, and we do research through that as well."

Although Quagliana said he was inspired to pursue a career as a physician by the old-time family practitioner in Buffalo, who used to make house calls, he also went into medicine for more personal reasons.

"The truth is, I had an invalid brother who got crippling arthritis and was in a wheelchair from age 7, and I watched my mother having to dress him and bath him and care for him. And, I watched my dad ... pay the doctor's bills. They did not have any medical insurance at the time," Quagliana said. "It was pretty emotional ... and I said, 'I've got to do things myself in medicine and try and make it work right for people.'"

Lifetime
Achievement



SAME DAY CROWNS INVISALIGN EXCEPTIONAL DENTISTRY

Dr. Caggiano is a member of the Academy of General Dentistry, the American Dental Association, the Nevada Dental Association, and the Southern Nevada Dental Society for which she is a current member of the Peer Review Committee and the Concerned Dentist Committee.

- No interest financing available.
- Newest Technologies in a pleasant, relaxing environment

Excellence
IN DENTISTRY

702.732.7878
PAMELACAGGIANODDS.COM

321 N. PECOS RD. STE. 100 | HENDERSON, NV 89074

41%

of

In Business readers plan to purchase or expand their **insurance** coverage in the next 12 months.

Call 702-990-2443
to advertise

IN BUSINESS Las Vegas

Source: In Business Las Vegas 2005 subscriber study (CBJN/Readex Research)



Desert Canyon Rehabilitation Hospital's entrance and its functional, yet beautiful, central garden (below).

Resort Rehab

Patients
experience
high-class
healing

By April Dziubala
Special Publications writer

Desert Canyon Rehabilitation Hospital is more resort than hospital. They call patients guests, the kitchen the culinary center and the nurses' station the concierge desk. The 50-room hospital, located south of Summerlin near I-215 and West Russell Road, represents a 50,000-square-foot revolution in health care, adding a white-glove touch to a white-walled institution.

"We're not a hospital, we're a resort for recovery," said Desert Canyon CEO Suzanne Cram. Cram is responsible for the therapeutic, resort-inspired design of the facility, which welcomes those who have suffered from complications because of stroke, spinal cord injury, amputation, orthopedic injury and joint replacement, trauma, brain injury, neurological disorders, work-related injury and more.

Taking lessons from the Ritz-Carlton and drawing on her nursing and health care administration background, Cram opted for the use of healing colors, vivid paintings of nature scenes, spacious layouts and ample natural lighting to speed patient recovery.

"Some people think it's hocus focus, but we don't," she said. "You're a sick person, but we treat you as a guest." Cram explained that this "guest" frame of



mind has a positive impact on patient progress. She said they dress nicer, are more active and even eat better. Though patients' appetites probably get the biggest boost from the culinary center's chef who greets patients in full chef attire, complete with a tall white hat and warm smile.

Desert Canyon has a lot of features similarly unique to its fine dining experience. In fact, Cram argues that it's the environment, policies and procedures together that make it such a one-of-a-kind facility. The center offers progressive and aggressive treatments comparable to competing rehab hospitals countrywide, but Desert Canyon isn't corporately owned which meant unprecedented freedom in creating the physical and conceptual framework.

For example, unlike many rehab hospitals, Desert Canyon offers therapy seven days a week. Moreover, there are no group sessions, so patients receive individualized attention and care. Furthermore, there are no visiting hours because Cram and Desert Canyon medical director, Dr. Alan Berman, consider family a vital component in a pa-



Desert Canyon's meals are prepared by professional chefs.

“ We’re not a hospital, we’re a resort for recovery. ”

Suzanne Cram, CEO, Desert Canyon



Dr. Alan Berman

Offices are tucked away from patients’ view and a number of breakaway areas are provided where staff can retreat to eat lunch and be “out of character,” which Cram calls a Disney approach. Staff members interact with patients only when they’re dressed and ready to play their parts as caretakers.

No facet of Desert Canyon is traditional, even its healing garden pushes the envelope of patient recovery. Countless hospitals have healing gardens, but Cram’s twist on Desert Canyon’s centrally located, tranquil hideaway makes it more of an obstacle course than a place for a quiet stroll, and for good reason. “It’s pretty to look at, but it’s functional,” Cram said referring to pathways that have four different terrains, challenging in-

tient’s recovery.

Two little pajama-clad girls, who were recently spotted racing in the facility’s halls, served to remind Berman of the center’s commitment to family. The girls spent the night in their grandmother’s room, sleeping on a fold-out love seat. With the girls’ love and support, the grandmother worked harder in physical therapy — no small feat since every patient is required to log three hours a day in the fitness center.

Another unique aspect of Desert Canyon’s philosophy is a concern over the separation of administrative operations from patients’ healing environments.

clines and tight turns that teach patients how to navigate wheelchairs in the real-life landscape they will encounter outside the center.

Virtually everything at Desert Canyon, from the rehab activities and décor to the policies and procedures, serves a therapeutic purpose. That’s the way everyone involved on the project’s ground floor wanted it and how Cram and Berman intended to keep it when recruiting each new staff member.

“We wanted people who had experience with startups,” Cram said of the staff recruitment process. Every director had to be willing to learn new roles and responsibilities, take risks and multitask. With an ambitious team of medical and administrative professionals in place, Desert Canyon is achieving its goals.

“We’re outcome-oriented,” Berman explained, adding that Desert Canyon’s data is uploaded and compared to other rehab facilities on a daily basis, revealing Desert Canyon’s patients have shorter average lengths of stay. Cram and Berman hope the numbers stay in their favor and people will look no further than their Oquendo Road facility for treatment.

“I don’t want us to be known,” Cram said, “I want us to be renowned.”



Suzanne Cram

IN BUSINESS Las Vegas
Giving Guide
2008/2009

A resource guide to nonprofit corporate giving opportunities and events in the valley.

Support a nonprofit of your choice in this special publication!

Here’s how it works:

Each organization will receive a two-page spread at a special charitable rate. One page goes to your company for your full-page ad and the facing page is devoted to the nonprofit organization of your choice. We encourage corporate underwriters to cover the cost of the space for organizations they support. The business receives the benefit of exposure in the Giving Guide and the nonprofit reaches thousands of other prospective donors.

Coming: June 27, 2008 • Space deadline: May 15, 2008

Contact your account representative to reserve space 702-990-2443 • Sponsorship opportunities and premium positions available.

IBLV Giving Guide

LOGO

NAME OF NONPROFIT

YOUR AD HERE 10.25 x 14

SAMPLE

YOUR LOGO, AS A SPONSOR

June 27

June 27

IBLV

Giving Guide

LOGO

Name of Nonprofit
Address • Phone
Web
President & CEO

Our Mission

Our Goals

Year Established

Service Area

Who We Are

Sponsored By

LOGO

IMAGE

Board of Directors

How you can help

Fundraising Events	Volunteering	Giving
--------------------	--------------	--------



Winning Dialysis Care.

Whether you are visiting Las Vegas or making it your home, you can trust your dialysis care to a winner. DaVita dialysis centers in Las Vegas are proud to provide high quality care to dialysis patients in and around the Las Vegas area. Our state-of-the-art centers provide hemodialysis, home hemodialysis, nocturnal dialysis, peritoneal dialysis and self care services.

Available to all patients is the Vascular Access Center, located in 3150 W. Charleston Blvd. • Las Vegas, NV 89102, specializing in access for dialysis patients in Las Vegas, (702) 258-0078.

Our dedicated and experienced physicians, nurses, dietitians, social workers and dialysis technicians are here for you providing high quality care to patients. For more information, Las Vegas visitors may call our coordinator at 1-866-688-2929.

We have 10 convenient locations for you to choose from:

Siena Henderson
2865 Siena Heights Dr. #141
Henderson, NV 89052

Southern Hills
9280 W. Sunset Road #110
Las Vegas, NV 89148

Anthem Village
2530 Anthem Village Drive
Henderson, NV 89052

Desert Springs
2110 E. Flamingo Road, Ste. 108
Las Vegas, NV 89119

Mountain View
2881 Business Park Ct. #130
Las Vegas, NV 89128

North Las Vegas
2300 McDaniel Street
North Las Vegas, NV 89030

Las Vegas Acutes
7330 Smoke Ranch Rd., Ste. A
Las Vegas, NV 89128

South Las Vegas
2250 South Rancho Drive, Ste. 115
Las Vegas, NV 89102

West Las Vegas
3100 W. Charleston Blvd., Ste. 100
Las Vegas, NV 89102

Pahrump
1460 E. Calvada Blvd.
Pahrump, NV 89048

Summerlin
653 N. Town Center Drive, Ste. 70
Las Vegas, NV 89144

You've Earned It

On call 24/7.

Bad coffee and vending machine candy.

Helping patients every day.

Time is money. Only one bank understands that. SouthwestUSA Bank. With perks that say, "I'm making a difference." Like no teller lines. Full service mobile banking capability. And your own personal Managing Director.

**Not everyone gets to be a SouthwestUSA client.
Aren't you glad you're not everyone?**

SouthwestUSA Bank. Nevada's only private bank.

You've earned it.

las vegas, nv 853.4700 swusabank.com



**SouthwestUSA
Bank**
A PRIVATE BANK



MEMBER
FDIC