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Health Care Headliners

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FROM THE EDITOR

Dear Readers,

Welcome to our inaugural edition of "Health Care Headliners." It's our look at a few of the scores of people who have made an important impact on the local health care industry.

On the pages that follow, we have identified 11 areas in health care and acknowledged one pioneer in each. The names came from recommendations from various people in medical fields as well as research by some of our writers and editors.

The result is great stories about some truly outstanding people. A few are doctors, others are nurses and we even have a volunteer and an emergency medical technician. These are people who have truly made a great difference in our community.

We know the important role that the health care industry plays in the Las Vegas Valley. The sheer growth locally in the medical field is astounding. The numbers of hospitals continue to grow — and more are on the way. Additionally,

there are scores of "quick-care" facilities, licensed nursing homes and private psychiatric centers.

Educational facilities have also grown by leaps and bounds. They are educating students and placing them locally.

We want to especially thank our sponsor this year, the University of Southern Nevada, and all of the advertisers that helped make this publication possible. Special thanks also go out to the Foundation Room and Mandalay Bay, the host of our reception to salute these great individuals.

Rob Langrell

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TABLE OF CONTENTS



5 FROM THE EDITOR
 Rob Langrell



6 FROM THE SPONSOR
 University of Southern Nevada



7 Community Outreach
 Doug Geinzer



15 Spotlight
 Solutions Recovery



8 Emergency Services
 Donald Abshier



16 Physician
 Dr. Jonathan Camp



9 Volunteer
 Olga Hay



17 Innovator
 Dr. Randa Bascharon



10 Nurse
 Claudia Swift, R.N.



20 Manager/ Administrator
 Dr. K. Warren Volker



11 Educator
 Dr. Michael Crovetti



21 Research/Scientist
 Dr. Mary Guinan



12 Dentist
 Dr. Mark Escoto



22 Lifetime Achievement
 Dr. Keith Boman

Dear In Business Las Vegas readers:

The University of Southern Nevada MBA program is proud to sponsor the 2007 Health Care Headliners publication.

From physicians to nurses to administrators to researchers, the local health care community is challenged with maintaining and enhancing the level of health care for a diverse and growing population. Our health care providers prove their dedication each and every day by devoting countless hours to providing top-quality services delivered with care and compassion.

Similarly, the University of Southern Nevada MBA program is dedicated to improving the business of health care by preparing industry professionals 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, finance, teamwork and entrepreneurial development, all of which are essen-

FROM THE SPONSOR

tial to make well-informed and responsible business decisions. Additionally, throughout the program students examine the business of health care through case studies and individual and group projects.

The University of Southern Nevada MBA program is delivered in two convenient fast-track formats. Our weekday program is completed in nine months and our weekend program, ideal for working adult students, is completed in 20 months. The University of Southern Nevada's innovative block curriculum system allows students to master course concept, one subject at a time, to build competency in key areas of business, management and entrepreneurship.

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

Dr. James Bailey, CPA

Director, MBA Program
University of Southern Nevada



“ Our health care providers prove their dedication each and every day by devoting countless hours to providing top-quality services delivered with care and compassion. ”

Recruiter helps improve Nevada health care

By Brian Sodoma
Special Publications writer

Since the early 1990s, Doug Geinzer has played a huge role in helping grow the local medical community's workforce and enhance its reputation. The founder of Recruiting Nevada,

Institute and future premier research facilities, the evolution into a "center of excellence" has helped attract more qualified doctors and nurses to the state. Currently, there are seven public nursing



COMMUNITY OUTREACH

Doug Geinzer, Recruiting Nevada

a collection of 10 different employment-recruiting Web sites, Geinzer has become a matchmaking force for employees looking to relocate to the Silver State and Valley medical-industry employers. In short, Geinzer's community outreach work has improved the quality of life for every Las Vegas citizen by bringing in top-notch health care professionals to the Valley.

"I didn't feel there was an easy avenue for people to find work in Las Vegas. Being a transplant from another city, I could see this," Geinzer said about starting the company in 1993 as a print newspaper called the Las Vegas Employment Guide. The publication reached a circulation of 58,000 within three years. In 1999, Geinzer sold the paper and focused his efforts entirely on developing Internet-recruitment sites. Today, his group targets school teachers, engineers, medical professionals, nurses, accounting professionals and more. Recruiting Nevada conducts 120,000 job searches a month.

Geinzer received his human resources training on the job when he was in the Army Reserve program. "That's where I learned that if you recruit good people you're going to have a good company. I learned all about the supply and demand equation," he said.

In 2001, with its tremendous population growth, the harsh realities of the nation's nursing shortage took root in Nevada. The state became the worst in the nation for its nurse-to-population ratio — only 520 nurses for every 100,000 Valley residents. At the time, according to the Nevada Hospital Association, there were approximately 800 local nursing jobs created annually, with the local education infrastructure graduating only a little over 300 nurses.

With this in mind, Geinzer created the recruitment site, Nevadanurses.com, and later was sought by the University of Nevada, Reno's medical school to help court other top-industry talent to the Valley. The nurse-to-patient ratio jumped to 547 per 100,000, and Nevada topped California with a 5 percent increase in its nursing population. "I'd love to see us climb to the median level, which is about 740, but we've got a long way to go for that," Geinzer said.

With the growth of health care educational institutions and the arrival of the Nevada Cancer

schools in Nevada, three of which are in Las Vegas. Through the years, Geinzer admits the pitch to bring people to the Valley has shifted.

"Back then, it was different. [There was] ... affordable housing. [The] cost of living being lower, we sold the quality-of-life thing," he said. "Today, we spin it a little differently. 'We're the fastest growing, health care market ... a center of excellence [with] six new hospitals. We have the latest technology. It's easier to break the glass ceiling.'"

Geinzer also works with the Nursing Institute of Nevada to promote a positive image for the nursing profession. The group targets children from kindergarten to third-grade with positively-



themed coloring books about nurses as health care "super heroes."

Geinzer believes that nursing has had a bad image as an occupation where people are overworked and underappreciated. "We had to start correcting that," he said.

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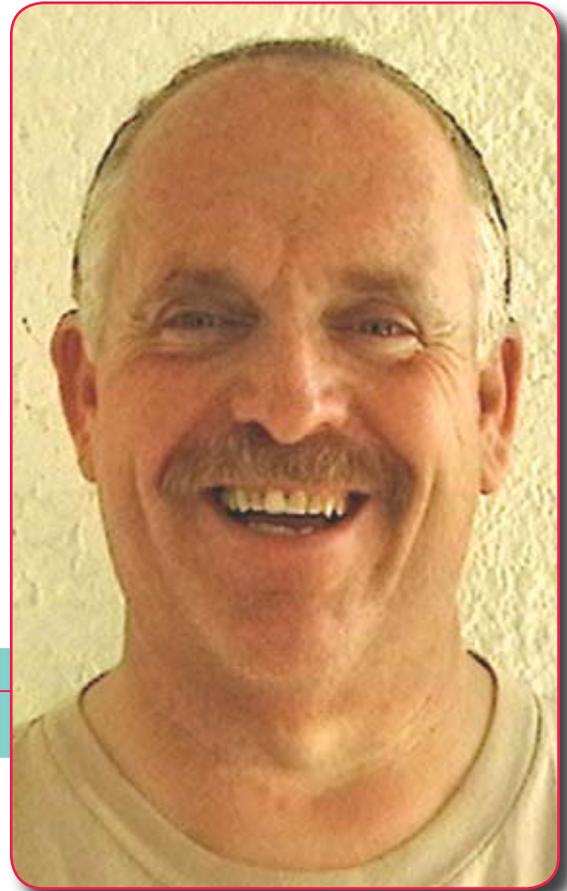
Paramedic teaches 'know-how' as well as passion for the job

By Alana Roberts
Special Publications writer

To Don Abshier, being a paramedic means being there for people in trouble. In his 30-year career as a paramedic, Abshier said he has assisted thousands of Southern Nevadans in emergencies. However, he said providing medical care is only part of the job. It also means taking time to provide moral support for people when they deal with trauma.

"To me, being a paramedic is about saving lives and making a difference," he said. "But, what is saving a life? What is making a difference? Sometimes, [just] holding somebody's hand is making a difference — that day, at that moment."

Abshier began his career in 1976 as a volunteer firefighter with the Boulder City Fire Department. He later earned his certification as a paramedic and



EMERGENCY SERVICES

Donald Abshier, Clark County Fire Department

began a 25-year career working for American Medical Response and its predecessors. While working for AMR, he served in a variety of capacities, including field training officer, paramedic supervisor, risk manager, HazMat coordinator and special-events coordinator.

In 2002, he joined the Clark County Fire Department and is now the department's EMS training officer where he not only trains firefighters and emergency workers, he creates curriculum and oversees two other instructors. Abshier is tasked with ensuring the department's 800 firefighter/EMTs maintain their certifications through ongoing training as required by their bi-annual licensures. EMT's need 24 hours of continuing education to maintain their certification, and nationally registered paramedics require 70 hours.

Abshier has received national recognition for his knowledge, experience and bedside manner. In 1991, he was one of two people honored by the American Ambulance Association as one of its "Stars of Life." He has also spoken at national conferences on such topics as mass-casualty planning and crisis communications; he's also helped write textbooks on patient care.

Sharon Chayra, Abshier's wife of 17 years and a former emergency medical technician, said his enthusiasm for the job has rubbed off on their children. She said Abshier allowed their three children to tag along when he taught class. Because of that exposure, their daughter was prepared when a horse injured Chayra eight years ago.

"This happened when she was 14; she had been taking ... classes since she was five," she said. "[She knew] the 911 protocols — calling 911, making sure I stayed still, making sure I had an airway and relaying the information to paramedics when they arrived on scene." Because of her training, she knew what to do and kept cool.

Chayra met Abshier when she was a student in his classes. She loved being in his class because she said he used humor to teach, resulting in an effective and enjoyable learning experience. "He was entertaining and hysterical to listen to," she remembers.

Chayra now owns Chayra Communications, which provides public relations and marketing services to the health care industry.

In his role as trainer, Abshier said he tries not only to follow the syllabus but teach his students the importance of caring about the people they serve.

"I ... have passion for what I do," he said. "I... [hope] that passion ... [gets passed on to] the guys I instruct and teach. If just one of those guys remembers one little thing of what I said, and it makes a difference in one patient, then I'm doing my job." 

“To me, being a paramedic is about saving lives and making a difference... Sometimes, [just] holding somebody's hand is making a difference — that day, at that moment.”

Nevada Cancer Institute volunteer gets as much as she gives



VOLUNTEER

Olga Hay, Nevada Cancer Institute



Although Hay is one of more than 400 volunteers, Goodwine said her contributions to the institute are invaluable. “Olga has been with us from the very beginning,” she said. “What’s wonderful is she is part of that first impression team. Those are the folks who see the patients when they walk in the door. Patients

know her. They’ve established a rapport with her. Knowing she’s here makes them smile. She’s here because she truly believes in what we’re doing [because] she has been touched by cancer.”

Hay said she doesn’t want to take too much credit. She said the entire volunteer team at Nevada Cancer Institute deserves recognition. “On behalf of all of the volunteers ... thank you for recognizing me,” she said. 

By Alana Roberts
Special Publications writer

As a two-time cancer survivor, Olga Hay believes somebody is looking out for her. That’s why she cherishes the chance to “pay it forward” and look out for others who need her help. As a concierge/information service volunteer for Nevada Cancer Institute, Hay helps others who battle cancer, a battle she’s fought — and won — herself.

Hay is one of the first people institute visitors see when they walk through the door. She greets patients and their families and assists them in a myriad of ways — everything from finding nearby accommodations to advice about restaurants, shopping and places of interest.

“I welcome them ...” she said. “I can empathize ... Often we chat and [I] give people comfort.”

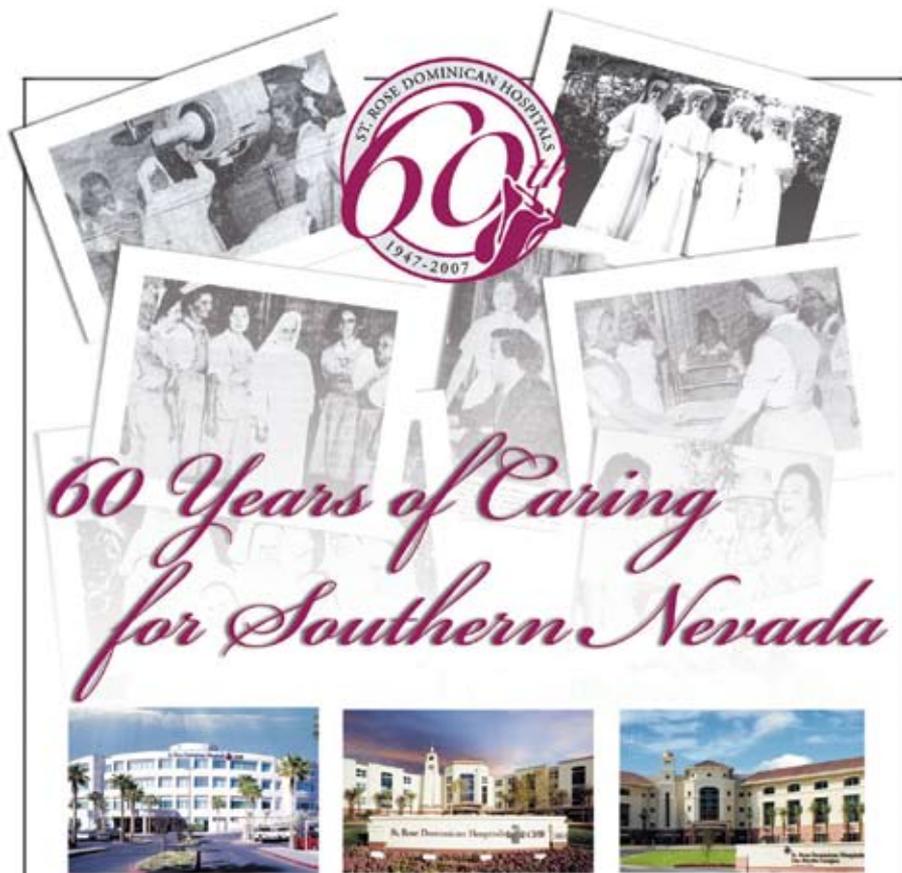
Volunteering at the Nevada Cancer Institute since it opened in September 2005, Hay, 73, devotes as much time as possible to helping out. She works three days a week, four hours at a stretch, and has accumulated more than 800 hours of volunteer work. She hopes the institute and its visitors get as much from her efforts as she gets from being there.

“I’d be here more often, but they won’t let me,” she chuckled. “I’d rather be here than sitting in a casino. Some senior citizens sit in a chair and die. It [volunteering] makes life worth living. I feel privileged to work here.”

Although she ran her own desktop publishing business until 1996, Hay has found time to volunteer since 1981. It’s important, she said. “I like to volunteer. I like to give back [because] I’ve been very fortunate.”

She also said volunteering gives her an opportunity to meet other like-minded folks. “One of the great things about volunteerism is you meet nice people,” she said. “People who give.”

Lori Goodwine, director of hospitality, reception and volunteer services for Nevada Cancer Institute, said volunteers contribute immensely to the institute’s mission. She said the time volunteers donate allows them to expand their resources and without them they couldn’t accomplish nearly as much.



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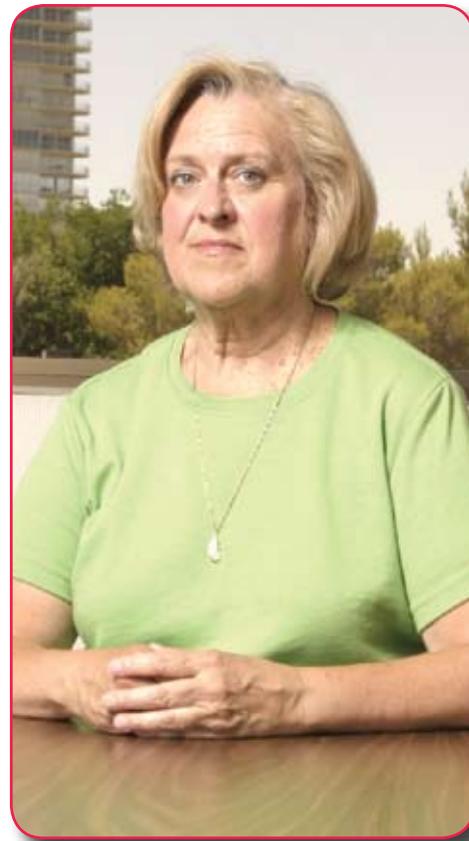
Nurse helps transplant recipients navigate the system

By Alana Roberts
Special Publications writer

Anurse should not only be on the cutting edge of his or her profession, he or she should possess the human qualities of compassion, sensitivity and empathy. Claudia Swift is such a nurse. Swift's job is to work with organ donors, organ recipients and their families, a job that requires the ability to communicate clearly as well as the ability to listen and understand. Not an easy job.

Swift's interest in organ transplantation was ignited when she worked as a transplant coordinator in Cleveland; it was there she learned that organ transplants often make the difference between living a productive life or facing death. A registered nurse, she was recruited to help start a transplantation program at Sunrise Hospital & Medical Center in 1989, where she's been a transplant coordinator ever since. The hospital limits its services to kidney transplantation.

In her role as transplant coordinator, Swift not only uses her nursing skills but her strong people skills. Not every potential recipient is a candidate for organ transplantation so Swift helps each person determine if the procedure is right for them. If so, she helps prepare them for surgery, assists after surgery and helps them navigate through the



NURSE

Claudia Swift, R.N., Sunrise Hospital and Medical Center

labyrinth of the health care and insurance systems. Swift also refers transplant recipients and their families to services that help deal with the emotional and financial tolls associated with waiting for and receiving transplant organs.

Swift began her career in 1968 as a licensed practical nurse and became a registered nurse in 1971 after attending the Mount Carmel School of Nursing in Columbus, Ohio. Today, she not only earns her living assisting transplant recipients and their families, she volunteers her spare time to advancing the cause. She's actively involved with the Champions of Organ Sharing, a support group for recipients and their families and the National Kidney Foundation.

Further, she is a board member, past president and founder of the Second Chance Foundation, a nonprofit organization that actively fundraises to assist needy recipients. It also seeks to educate the community about the shortage of available organs and the importance of organ donation.

"She's wonderful," Sylvia Wolf, executive director of the Second Chance Foundation, said of Swift. "She's ... dedicated. She helps with everything, supports everything and she comes to everything."

"Claudia has been an active member of this community since she got here," added Ken Richardson, executive director of the Nevada Donor Network and a board member of the Second Chance Foundation. "She's an amazing volunteer; she's a joy to work with."

Swift said Sunrise Hospital has grown the number of kidney transplants it performs from 12 to 30 each year. Still, she said more could be done. That's where the need to educate the community about organ transplantation comes in.

"The biggest restriction to transplantation is donors," she said, referring to the challenge of educating people to become organ donors. "It's hard ... because it makes people think about their mortality and they don't like to do that."

Swift said she's witnessed the impact of organ transplantation on lives. And while not all outcomes are positive, still, she said the work is vitally important and is worthy of volunteer dedication.

"I've gone to 50th wedding anniversaries [and] people have had babies..." she reflects — all made possible through organ transplantation. And while she has also gone to her share of funerals, she remains positive. "I'm passionate about it and ... [continue to] be committed to it."

Orthopedic surgeon helps Valley become center of excellence

EDUCATOR

Dr. Michael Crovetti, Medical Education & Research Institute of Nevada



By Brian Sodoma
Special Publications writer

Center, in Henderson, where he'll have complete in-house diagnostic and surgery facilities, a luxury that, up until now, he hasn't had.

"Everything ... need[ed] to treat will all be in one building," he said. "If someone comes in with a hurt knee, we can diagnose [today] and start the treatment tomorrow."

With a world-renown, surgeon-training program at MERIN, the recent arrival of the Nevada Cancer Institute and the future Lou Ruvo Alzheimer's

Institute in downtown Las Vegas, Crovetti said the local medical community should get the respect it deserves. He likens the area to Scottsdale, Arizona, where the Mayo Clinic brought greater respect to the area's medical professionals. But the innovator sees the need for a closer-knit medical community.

"... There's definitely not a developed camaraderie," Crovetti said. "[A spirit of goodwill is] what we need to become a true medical community."



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Dr. Michael Crovetti is candid when it comes to sharing the worries he and fellow surgeons had after graduating from medical school. With decisions to make and obstacles to overcome, a fledgling doctor's journey is little more than a leap of faith – a leap that Crovetti took only to find success far beyond his expectations.

Landing in the Valley in 2001 after completing his residency and fellowship in Dayton, Ohio, the orthopedic surgeon eschewed joining an existing group practice and resolved to establish a practice of his own, the Bone and Joint Institute of Southern Nevada. Two years later, he founded a non-profit surgeon education program, the Medical Education & Research Institute of Nevada (MERIN), where he and other surgeons teach cutting-edge technology and unique non-invasive operating techniques. Today, MERIN has provided advanced training for more than 5,000 surgeons from 31 countries.

"In medical school, you hope you graduate. Then, you hope you get a residency. Then, you wonder if you'll ever see a patient once you get an office and put out a shingle," he said. For Crovetti, all that came to fruition and then some. "[In two years], next thing I knew, ... I'm moving to a new building that's a research center. This whole thing has gone way better than I ever thought it would."

Crovetti's specialty is knee, shoulder and hip surgery. Shortly after he completed his medical training he learned about a minimally-invasive surgery procedure called the mini-incision hip replacement, a discovery that shaped his future approach to medicine. "It just made sense to me and [I] began training surgeons all over the world [in the procedure]."

One of the most gratifying aspects of his practice is helping injured high school athletes get back on track. "You get to know these kids, and it's so rewarding to fix them up," he added. "Then sometimes I open the paper and read about them competing. It's just ... a great feeling."

The surgeon is currently breaking ground on a new 40,000-square-foot facility, the Crovetti Medical

Leading Valley dentist donates top-notch care to teens

By Brian Sodoma
Special Publications writer

Dr. Mark Escoto is one of those unique people who knew early in life that he wanted to be a dentist. Having a great role model was all it took.

"I was really influenced by the dentist I had as a child. He was very caring. He explained everything. ... I thought what he did was really great," Escoto said

Orthopedics (ICCMO) and is currently working on his mastership from the same institution — a course so difficult fewer than 200 dentists worldwide have been able to successfully complete it. His thesis topic deals with TMJ.

"It's the most satisfying thing in the world to help someone who has been in chronic pain," he said,



DENTIST

Dr. Mark Escoto, A Beautiful Smile and the Nevada TMJ Institute

about his childhood dentist. Fortunately for Escoto's patients, the experience also helped shape a pioneer in the Valley's dental community.

Escoto is the founder of A Beautiful Smile and the Nevada TMJ Institute, and is considered an expert on TMJ (temporomandibular joint) disorder, a painful jaw malady that results in headaches, facial, back, neck and shoulder pain. Escoto has already completed his year-long fellowship training from the International College of Cranio-Mandibular

while adding that he has learned a lot on the subject from peers and experts. "I didn't invent the wheel; I'm just trying to perfect it. There are a lot of great guys [dentists] out there and I was fortunate to learn from ... them."

After being in business for 18 years, Escoto enjoys a large practice with high customer-retention rates. He says the expertise level in the city's medical

DENTIST SEE PAGE 13



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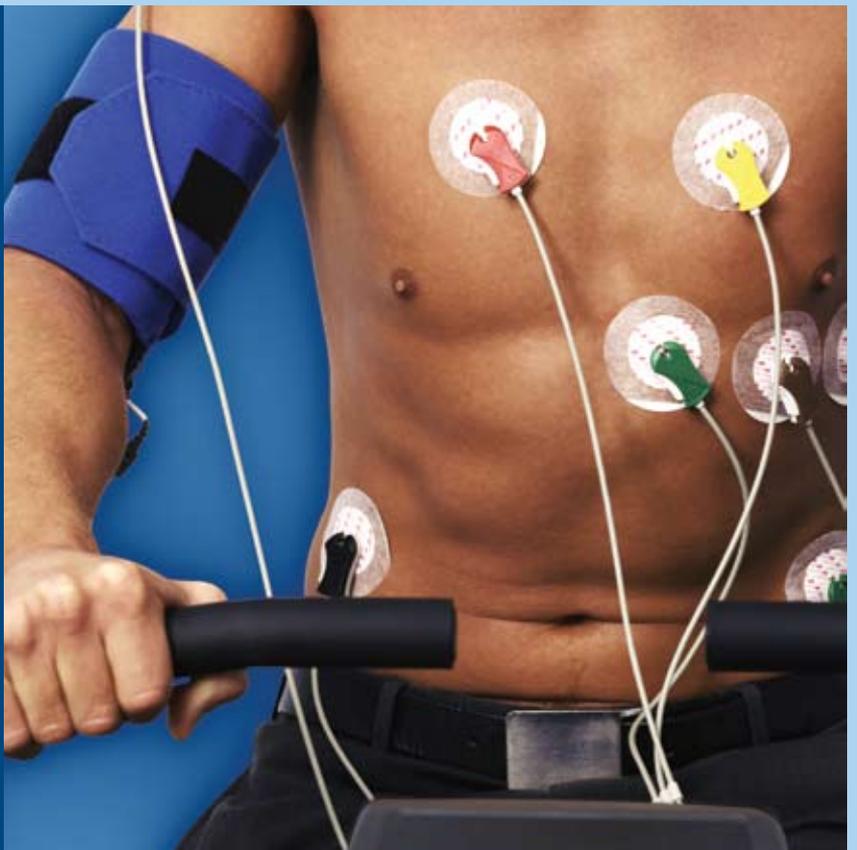
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“It’s a task for them [arranging transportation], sometimes, to get over here so I try to fit them in quickly. I don’t like ... them to miss school.”

DENTIST FROM PAGE 12

community has also been elevated immensely since he started his practice in 1989.

“Overall health care is getting better. There are a lot of great doctors here. Years back, you’d find people going to UCLA to get something done. There’s really no need for that anymore,” he added.

Escoto recently dove head first into giving back to the community. In the past year, he has donated dental services to more than 40 children from Girls and Boys Town, a local foster-home program. He tries to stay flexible with his schedule so he can fit the teens in whenever they can make it to his office.

“It’s a task for them [arranging transportation], sometimes, to get over here so I try to fit them in quickly. I don’t like ... them to miss school,” he said.

Escoto had been looking for a group he

could help and this group was a perfect fit for the father of six. “I love children. They’re so neat. ... It’s a really rewarding experience. The kids are great and really enthusiastic,” he added.

Escoto prides himself in always being a student when it comes to his profession. Most recently, he has been furthering his education on the topic of sleep apnea. Through his experience and education, he has discovered the connection between straight teeth and unobstructed breathing.

“It’s [sleep apnea] such a big issue right now. I tell parents all the time, if you don’t have proper breathing, orthodontic cases will relapse,” he said. “I’m always trying to learn not only from the courses I take but from individuals at the courses. When I’m with [fellow dentists], I always come away with ... new material and new ideas.”

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First of its kind drug and alcohol rehab opens

IN BUSINESS LAS VEGAS

Solutions Recovery Inc., the first drug and alcohol residential treatment facility in Las Vegas, opened its doors in mid-May.

“When most people think Las Vegas — the last thing that comes to mind is rehab,” said Dave Marlon, president and founder of Solutions Recovery Inc. “Solutions Recovery is a much-needed oasis in the middle of a desert... pun intended.”

While there are other rehab facilities in the Las Vegas area, they are mostly set in clinical or hospital environments and are geared toward treating larger groups of patients.

Solutions Recovery has set a limit of no more than nine individuals in each of its two Las Vegas locations. Each home is decorated with “recovery” as a theme, sporting a pool and other amenities such as a billiard room, Jacuzzi, fully appointed

30-, 60-, 90- or 120-day comprehensive executive/professional residential program. A 30-hour per week program consisting of individual and group counseling facilitated by master’s level clinicians, certified counselors and other clinically trained staff. The staff is selected based on their clinical expertise and commitment to help people.

The program also offers an array of holistic services that assist in the restoration of well-being including:

- Acupuncture

- Autogenics
- Executive life coaching
- Exercise and fitness
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- Massage
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- Spa treatments
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For more information, log on to the company’s website at www.solutions-recovery.com or call (702) 228-8520. 



“Our staff psychologists and out-patient physicians are simply the best in their field.”

kitchen and a meditation garden blooming with roses and fruit trees.

Besides being a safe and secure place, Solutions Recovery allows for peaceful reflection during the recovery process. Those who attend Solutions are supported by experienced professionals, using a combination of out-patient and in-patient physicians, psychologists and accredited mental health counselors along with personal fitness trainers, massage therapists and hairstylists, among others, using a holistic approach designed to achieve lasting results, Marlon said.

“We believe that addictions are biologically based and responsive to pharmacological, psychotherapeutic, rehabilitative and recovery interventions,” said Michael R. Adams, the vice president of clinical operations.

Adams, a licensed clinical social worker and chief administrator with more than 30 years of experience in the mental health field, has hand picked the physicians, clinicians and staff who care for the individuals and their family members at Solutions Recovery.

“Our staff psychologists and out-patient physicians are simply the best in their field,” Adams said. “Beyond their caring and experience lies a wealth of knowledge and dedication that is simply unsurpassed.”

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Valley surgeon is pioneer in pediatric orthopedic surgery

By Brian Sodoma
Special Publications writer

Dr. Jonathan Camp, 54, was recruited to the Las Vegas Valley in 1990 by a large orthopedic surgical group to be not only its first pediatric orthopedic surgeon but also the first pediatric orthopedic

pediatric orthopedic surgeon, Camp is able to focus more on what he loves best and what he calls “the emotional center” of his practice — spinal surgery.

“I’m still seeing some general pediatric



PHYSICIAN Dr. Jonathan Camp, Children’s Bone and Spine Surgery

surgeon in the entire Las Vegas Valley. But in 2001, he branched out and opened his own more-specialized practice, Children’s Bone and Spine Surgery, dedicated to pediatric orthopedic and scoliosis surgery in addition to adolescent sports medicine. He now has two offices: one in Henderson, the other in Summerlin.

“When you’re one of 16 people you have zero control and you feel a little bit like a rat in a maze,” he said of leaving the group and starting his own practice. “It felt like my specialty would best be delivered from a sub-specialty group.”

Now, with two partners on board, Dr. Jason Nielson, who focuses on sports injuries, and Dr. David Stewart, who specializes in general

surgeries. But in the last six months, I’ve been able to focus almost exclusively on the spine,” he said. “Like any profession, as you go you learn about the things you ... like and the things you don’t. I want to focus on the things I like and de-emphasize the others.”

Camp hesitates to say whether there was a specific moment in his career that fostered his desire to focus on the spine, but points to his fellowship at the Texas Scottish Rite Hospital outside of Dallas, in the late ’80s, as an exciting time when he could focus on scoliosis and other spine problems.

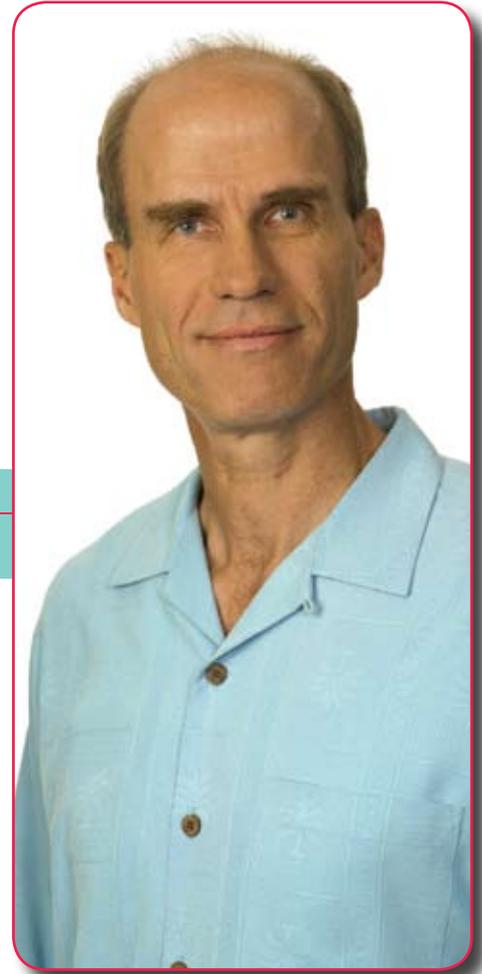
“It [the hospital] was a like a palace. There were no charges, the kids got all free care, and for six months we had the pre-eminent spine surgeon from France [Dr. Jean DeBosset] working with our staff. His focus was scoliosis. It was ... a great educational experience,” Camp remembers.

Now, partnered with Dr. Larry Lanke, another prominent pediatric spine surgeon from St. Louis, Camp recently spent a month on an informal sabbatical, learning a free-hand technique that greatly reduces blood loss during surgery. In the past, Camp said he used four units of blood per operation. With the new technique, he uses only about one-half of a unit.

It’s a huge transition in improved patient outcomes, said Camp. “I’ve had kids go home in four days.” In addition to decreased patient risk, costs are lower because hospital stays are shorter he added.

Eager to share his knowledge, Camp considers creating his own fellowship program which would allow a medical student to come under his wing to study pediatric spine surgery, someone he hopes would have his desire to refine his or her spine surgery skills.

But the best part of Camp’s job is helping children lead a normal life. “To see a smashed-up bone and piece it together, ... or to take a scoliosis patient that’s 120 degrees out and to correct it to only 20 degrees ...” he said is its own reward. “[It makes me] want to learn everything I can about this one little inch of medicine.”



“Like any profession, as you go, you learn about the things you like and the things you don’t. I want to focus on the things I ... like and de-emphasize the others.”



Local surgeon uses technology to individualize sports training

By Brian Sodoma
Special Publications writer

There's no shortage of exercise and nutrition information these days, but even with the vast amount of knowledge available, it can be a challenge for top athletes to know what's the best training approach for them. That's where Dr. Randa Bascharon comes in.

"Within a few minutes, I have information on the cardiac, metabolic, hormonal, nervous and pulmonary systems [and many others], which gives me an understanding of how anyone can overcome a stressor," she said. Stressors can



INNOVATOR
Dr. Randa Bascharon

Bascharon, a top Valley orthopedic surgeon, has answers for athletes who want to be at the top of their game.

Bascharon customizes training programs for athletes using Russian software developed more than two decades ago. The software, called Omega Wave Technology, utilizes a laptop to collect data from sensors placed inside patches attached to the athlete's body. The sensors are much like those found on an EKG. The information is collected at various times, starting at the client's first visit, which Bascharon calls the "baseline," then at other times, for example, after exercise, 24-hours after a workout and so on.

come from physical training, job stress or other catalysts. The idea is to figure out how long it takes an individual's system to recover. Athletes use this information to schedule workouts at the best time of day and at correct intensity levels so that the body can perform at its peak and gain the greatest benefit.

"This way, we are able to develop wellness protocols on very individualized, specific programs so that you are training smarter, not harder," she explained. "You're training when your body has the capacity to do it, and you're

INNOVATOR SEE PAGE 19



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“ I see... many children and young athletes [who] are underserved and misdirected,” she said — many of whom try to sharpen their sports performance by merely working on skills. “[Without the information from the Omega Wave Technology, they] ... never really expand outwards. [Regretfully], this sets up short-lived careers. ”

INNOVATOR FROM PAGE 17

not ... overtraining or tapping out the system when the body's not ready to deal with that stressor.”

Athletes are perfect candidates for the system, said Bascharon, a runner and former high school basketball player herself who did her fellowship in sports training. Through the years, she's worked with Olympic athletes and professional sports teams.

Bascharon moved to the Valley last year from Lake Tahoe, where she spent three years helping snowboarders rehabilitate and learn proper training techniques after injuries. Too often, athletes look at individualizing their training for peak performance only after they get hurt, she said.

“They [snowboarders] are the worst kind of athletes ever,” Bascharon said with a laugh. She said they are people who never think about sports enhancement until they get hurt. And while the passion to perform

is still there after an injury, she has to explain to them that there's more to rehabilitation than just surgery and physical therapy. “This is why certain athletes ... [who] are very talented [and] who train real hard, aren't successful. People don't realize the body has to be ready,” she said.

In addition to working with professional sports teams and Olympic athletes, Bascharon also likes working with young, upcoming Valley athletes, a group of people with whom she intends to interact more.

“I see ... many children and young athletes [who] are underserved and misdirected,” she said — many of whom try to sharpen their sports performance by merely working on skills. “[Without the information from the Omega Wave Technology, they] ... never really expand outwards. [Regretfully], this sets up short-lived careers,” she said. ■■

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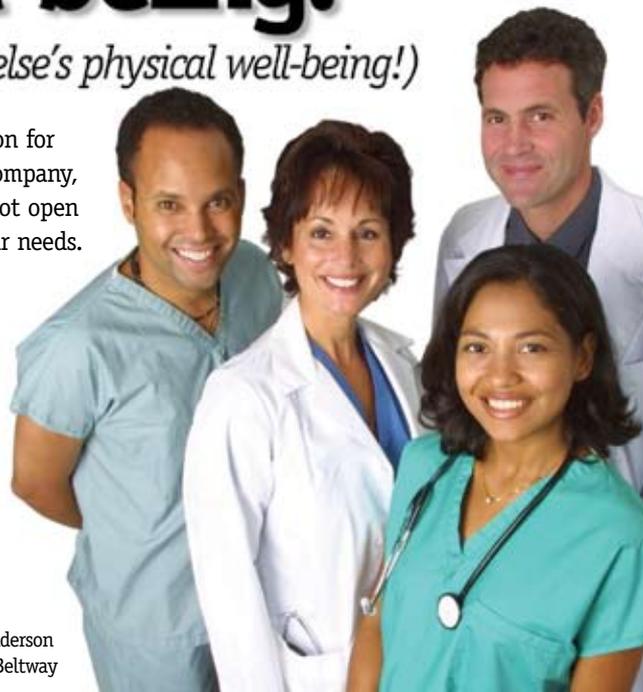
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Obstetrician mixes business with medicine

By Alana Roberts
Special Publications writer

As a doctor with a strong entrepreneurial bent, Dr. K. Warren Volker often finds himself exchanging his white coat for a business suit. As a practicing obstetrician and gynecologist for eight years, he serves as managing partner of

that take a heaping helping of people and time management skills. But, Volker said he sees himself less as a boss and more as a guide.

"I'm a big delegator," he said. "I find key people and believe in letting them do their jobs. With



MANAGER / ADMINISTRATOR

Dr. K. Warren Volker, Women's Specialty Care

Women's Specialty Care. He said the successful management of a medical practice requires not only medical acumen but business savvy.

His entrepreneurial initiative has placed him in a position to lead other physicians and medical professionals. In that role, he spearheads a continuous effort to expand the practice, handle day-to-day managerial tasks and contract negotiations with insurance companies, in addition to conducting meetings with members of his medical and administrative staff. All are tasks

high-level professionals, you're really [just] giving guidance. If they ask your opinion, give it, but don't be dictatorial. It's more...guiding [them] through the issues." But, the most important management skill he utilizes is the art of listening. "It's something my mom taught me," he grins.

Volker started Women's Specialty Care in 2001 and has since grown the practice from two physicians to 14 physicians, five nurse practitioners and three nurses with a total of 76 employees. The number of patients the practice serves has also increased



and strategic planning made the difference. He said a sound strategy of reinvesting in the business resulted in a practice that offers front-line technology like 4D ultrasound technology and minimally invasive surgical procedures. Volker soon plans to offer a cutting-edge system for the early detection of breast cancer. "A lot of physicians have ideas of what they'd like their practices to be," Volker said. "[But] they don't have the know-how or aren't able to hire someone to do it for them, to plan and invest."

Volker also launched other medically related ventures. Earlier this decade, he led a group of physicians in forming the Premier Physicians Insurance Company (PPIC), a medical malpractice insurance firm established in response to the medical malpractice insurance crisis. Insurance companies said high medical malpractice awards pushed many insurance companies to abandon medical insurance altogether and those remaining in the health care arena levied huge rate increases that, consequently, forced many doctors to leave the state. Volker remembers rate hikes between 50 and 90 percent and obstetricians and gynecologists were acutely affected. "It was killing my practice and killing medicine in Nevada," he recalled.

Though the problem has since been resolved as a result of legal reforms, Volker contends that part of the solution is a result of the stable rates PPIC offered doctors. He said the firm created a solid alternative to established medical malpractice insurance providers.

Still, he said there's a problem attracting doctors to the OB/GYN specialty nationwide. Those practices that survive do so by smart management he maintains.

"If you don't have a plan on how to adapt, you have to leave or figure out ways to improve it," Volker said. It's clear Volker's a man who knows how to adapt and not only survive, but thrive.



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Scientist brings world-class expertise to UNLV campus

By Alana Roberts
Special Publications writer

Dr. Mary Guinan's public health career has been far-reaching, literally taking her around the world. As a scientist and physician, she began work in the 1970s in India, assisting the World Health Organization eradicate

prevention program through a partnership with the Southern Nevada Health District.

Ron Smith, interim vice president of research and graduate dean at UNLV, said Guinan's contributions to Nevada and the school have been priceless. "What



RESEARCHER/SCIENTIST

Dr. Mary Guinan, UNLV School of Public Health

smallpox. In 1980, following the Russian invasion of Afghanistan, the U.S. State Department sent her to Pakistan, assigned to evaluate the health of Afghan refugees on the Afghanistan/Pakistan border. In 1981, she helped investigate the first cases of AIDS for the Centers for Disease Control and Prevention (CDC), an agency she was employed by, in various capacities, for over 20 years.

Guinan's long and laudable career began in Galveston, Texas at the University of Texas Medical Branch where she earned a doctorate in physiology/biochemistry followed by a medical degree from The Johns Hopkins School of Medicine.

Her roles with the CDC placed her on the cutting edge of public health and eventually, in 1998, led to an offer for the position of Nevada state health officer. In that capacity, she helped investigate the causes for the high number of childhood leukemia cases in Fallon, Nevada. She also led the effort to fluoridate Clark County's water.

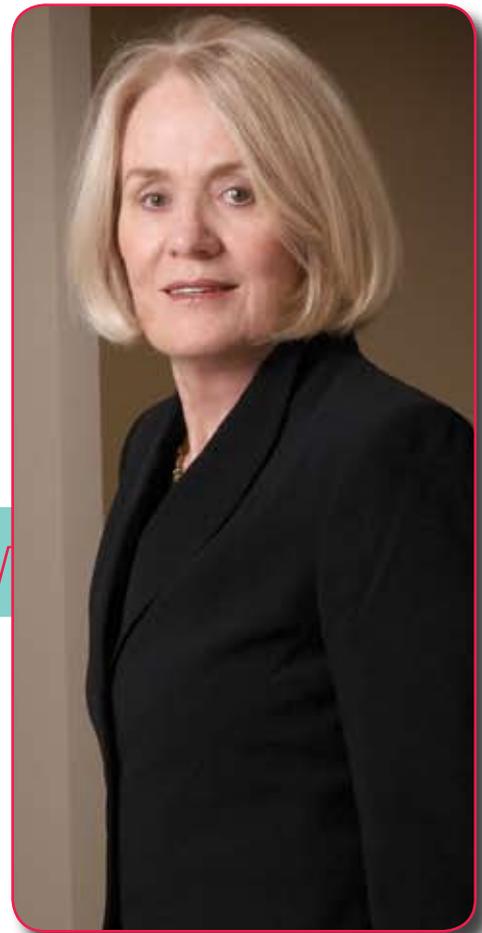
Recognized as a major player in the medical and public health communities, Guinan was honored with the 2006 Alma Dea Morani, M.D. Renaissance Woman Award which acknowledges the contributions of an outstanding North American woman physician or scientist — one who has made significant contributions both inside and outside of the medical field.

Fortunately for Nevada, Guinan was drawn here because of the public health challenges it presented. "I felt [that] Nevada needed me," she explained. "People said, 'Why are you going to Nevada? They have some of the worst health outcomes.' ... That's why they need me! I love Nevada and the Southwest [and] there's a lot of work [to do]."

Guinan, with more than 30 years of experience in public health under her belt, is now the dean of the University of Nevada, Las Vegas School of Public Health, which opened in 2004. The school's mission is to promote public health, attract people to public health fields and help eliminate health disparities by providing education, research, service and leadership to the community — a large, but not impossible undertaking for Guinan. Under her direction, significant school research led to removal of lead-contaminated candy from stores in Southern Nevada and the launch of a childhood lead poisoning

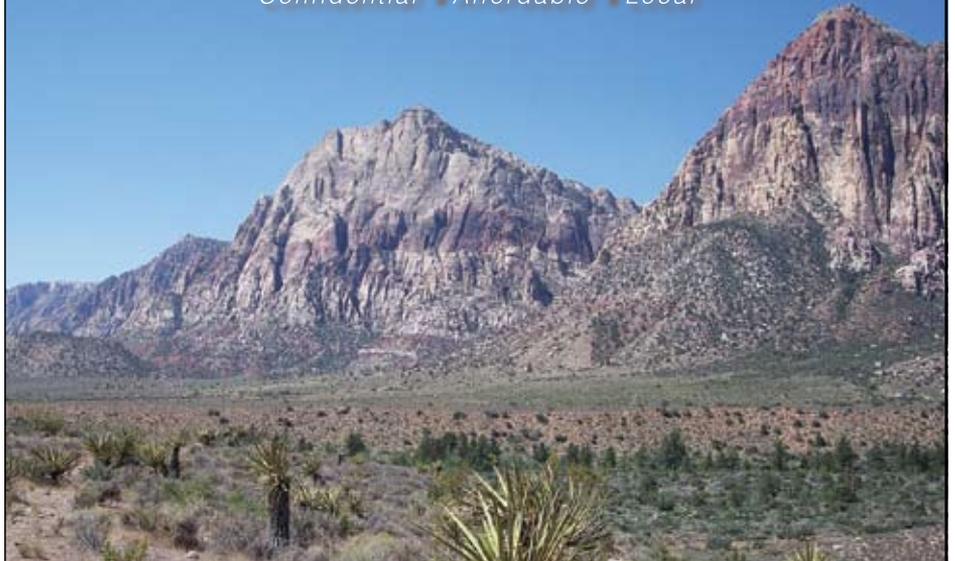
I really think is so valuable about Mary Guinan is she took all that international experience and she translated it to help Nevadans," he said.

Guinan said she anticipates the school will continue to have a positive impact on the community's health. "I hope that we can fulfill our mission to improve the quality of life here," she said. "I'm proud and honored to be able to contribute to the prevention of diseases and keeping people healthy." 



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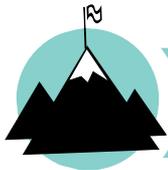
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Local cardiologist is big on philanthropy

By Alana Roberts
Special Publications writer

Dr. Keith Boman is not just a respected Las Vegas cardiologist, he's a man with degrees and experience as long as your arm and a track record in philanthropy and community ser-

vice. Performing Arts in downtown Las Vegas underway. He's also a trustee of the Donald W. Reynolds Foundation, which made a \$50 million gift to the Las Vegas Performing Arts Center Foundation to make the cen-



LIFETIME ACHIEVEMENT

Dr. Keith Boman, Cardiologist

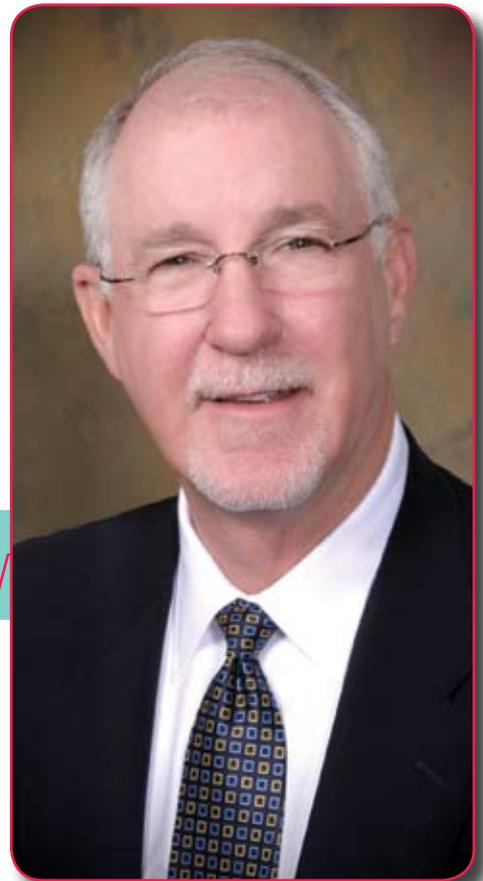
vice that's nothing less than sterling. His is a lifetime of achievement.

A native Las Vegas, Boman believes it's his responsibility to give back to the community by improving it, and for him, that's through the arts.

As chair of the Las Vegas Performing Arts Center Foundation, he's diligently working to get construction of the Fred W. and Mary B. Smith Center for the

ter a much-needed reality.

Much needed because Clark County is considered the largest county in America without a world-class performing arts center, which, he said, makes the community ripe for one. For a man who believes the arts broaden our range of emotional experiences, the center is long overdue. "The Smith Center will change the way we look at ourselves as a community," Boman



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maintains. "Finally, we're doing something for ourselves instead of the tourists."

But that's not the end of his philanthropy. Boman is also on the advisory council of the Make-A-Wish Foundation of Southern Nevada; he's one of the founders of The Meadows School; he's participated in the effort to relocate the Nevada Ballet Theater to its current location and is a former assistant professor of clinical medicine for the University of Nevada School of Medicine.

Further, he's the medical director for Boyd Gaming Corp's automated external defibrillator program. Through the program, the company's security personnel are trained to use the defibrillators should patrons or employees suffer cardiac arrest. That program, implemented in 1997, was the first of its kind, worldwide, to be used within a casino.

"I went to a number of organizations to sell this program," Boman said. "Boyd Gaming stepped up to the plate. ... We set the standard." Eventually, other casinos followed suit and implemented similar programs.

Boman's leadership qualities displayed themselves early when he was elected as Ed W. Clark High School's first student body president. Later, he earned his bachelor's degree from the University of California, Santa Barbara and graduated from The George Washington University School of Medicine and Health Sciences. Boman has been in medical practice in Las Vegas since 1980 and has had a solo practice since 1997.

He said he's had opportunities to work elsewhere but chose to come back after medical school because of connections with his family and Las Vegas. "I had a job offer in Santa Barbara," he revealed. "[But,] it was my family that brought me back [and] it was the best decision I ever made."

She taught me it's what's on the inside that counts.



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