



Physician News

Armando Fuentes, MD

Medical Director, Perinatology

Dr. Armando Fuentes will join Children's in July as medical director, perinatology. Board certified in obstetrics and gynecology and maternal fetal medicine by the American Board of Obstetrics and Gynecology, Dr. Fuentes has 24 years' experience. He has expertise in prenatal diagnosis, fetal echocardiography and invasive fetal therapy. He is proficient in amniocentesis, chorionic villous sampling, intrauterine transfusions and bladder shunts for bladder obstruction. Prior to Children's, Dr. Fuentes was director of the Maternal Fetal Center in Winter Park, Fla., and assistant professor at Florida State University, College of Medicine in Tallahassee, Fla. He completed an obstetrics and gynecology residency at Albany Medical Center in Albany, N.Y. Dr. Fuentes completed a fellowship in maternal fetal medicine at University of South Florida in Tampa.

Beni Adeniji, MD Perinatologist

Dr. Beni Adeniji will join Children's Hospital in July as a perinatologist upon completion of a maternal fetal medicine fellowship at Cedars-Sinai Medical Center in Los Angeles, Calif. At Cedars-Sinai he received the Lowry Fellowship Award in Maternal Fetal Medicine for outstanding professional achievement. Prior to his fellowship, Dr. Adeniji was an obstetrician/gynecologist for Family Healthcare Network and Tulare County Health and Human Services Agency in Visalia, Calif. Board certified in obstetrics and gynecology, Dr. Adeniji completed his obstetrics and gynecology residencies at Jessop Hospital for Women in Sheffield, United Kingdom, and King-Drew Medical Center in Los Angeles.

Dr. Gordon L. Alexander, Jr., joins Children's as President and CEO.

Children's Hospital Central California welcomes Gordon L. Alexander, Jr., MD, as the Hospital's new president and chief executive officer.

"I am very impressed with the solid foundation that Children's Hospital has built and the excellent care and service it provides," said Dr. Alexander, who began his new role June 14. "I am looking forward to getting to know the Hospital and community, and doing what I can to help take Children's to the next level."

Dr. Alexander comes to Children's Hospital from Fairview Health Services in Minneapolis, Minn., where he served as president of the University of Minnesota Children's Hospital and University of Minnesota Medical Center for the past 11 years. At the University of Minnesota he oversaw an 800-bed hospital including the 207-bed children's hospital and a 200-bed behavioral hospital with over 35,000 admissions per year and 450,000 annual visits per year. During his tenure he instituted a performance management system that has resulted in strong financial performance, and led a strategic planning process that has improved quality and patient safety and expanded access for services to children. In addition, he has partnered with the University's Foundation to raise more than \$50 million for the Children's Hospital.

Dr. Alexander also served as chief medical officer and senior medical director Fairview Clinics at the same organization in the



Dr. Gordon L. Alexander, Jr., most recently served as president of the University of Minnesota Children's Hospital and University of Minnesota Medical Center.

mid-1990s. He joined Fairview in 1980 as an Ob/Gyn with Southdale Obstetrics and Gynecology, P.A. He attended the University of Minnesota-Twin Cities, Minneapolis/St. Paul where he earned a bachelor's degree in business and a doctor of medicine degree from the University of Minnesota Medical School.

Dr. Alexander succeeds William F. Haug who let Children's Board of Trustees know last year of his intention not to renew his contract. Haug came to Children's in 2000. To find the right person for this important position, the board of trustees conducted a national search and several months of interviews.

Referring a Patient

For urgent referrals, or to transfer a patient, call the Children's Access Center at **866.353.KIDS (5437)**. or go to childrenscentralcal.org/services/refer for a list of physician office numbers and information.

Outreach Centers:	Merced Pediatric Subspecialty Center	209.726.0199
	Modesto Pediatric Subspecialty Center	209.572.3880
	San Luis Obispo Pediatric Subspecialty Center	805.546.7692

The Craycroft Cancer Center offers expert pediatric care, keeps families close to home.

If you suspect your pediatric patient has cancer, contact The Craycroft Cancer Center at Children's Hospital. We have the expertise and state-of-the-art facility to diagnose and manage all forms of cancer.

One of the 10 largest hospitals of its kind in the country, Children's breadth of specialized services and depth of experience enable us to treat childhood cancer from the most common to the rarest conditions. Our multidisciplinary team has grown to include eight board certified and board eligible pediatric oncologists/hematologists with expertise in treating childhood cancer and clinical research in pediatric oncology. Trained at top institutions across the country and beyond, these specialists have brought their expert knowledge to our region.

"Children's has what you need to take care of your pediatric patients with cancer," said Dr. Robert Mignacca, Children's medical director of hematology and acting medical director of oncology. "Just call us."

The Craycroft Cancer Center serves as one of the leading pediatric cancer facilities on the West Coast and the only provider of pediatric oncology services in the area. The Center includes an oncology outpatient unit and a fully-equipped 36-bed inpatient unit, Starship Craycroft. In addition, Children's offers hematology services specializing in the diagnosis and management of hematological disorders. Our goal is to provide infants, children and adolescents quick access to care and an early diagnosis. Our experienced team can then develop an individualized treatment plan to ensure the best possible outcome.

The Center is a member of Children's Oncology Group (COG), a cooperative research collaborative of about 235 medical institutions that works to identify cancer causes and pioneer new treatments and cures. Committed to exploring new life-saving therapies when available, the Center has more than 300 patients on COG protocols at any given time, offering our patients the latest medications and treatment regimens. Involved in more than 100 ongoing clinical trials, the Center is one of the largest participants in COG research protocols on the West Coast. The Center serves more than 500 families and diagnoses over 100 new patients a year.

Highlighted Services

Brain and nervous system cancers are the second most common cancers in children, making up about one-fourth of childhood cancers. A tumor in the brain can especially damage a child's long-term development, potentially affecting their personality, ability to function and growth. To improve diagnosis and



Oncologist Dr. Ruetima Titapiwatanakun is one of eight pediatric oncology/hematology subspecialists at The Craycroft Cancer Center. She is seeing Josef for his regular appointment in the outpatient center.

treatment, Neuro-oncologist Dr. David Samuel contributes valuable expertise as part of the diverse team – including neurosurgery, neurology, physiatry and radiology – that provides patient care. With in-depth training in this specialized field focused on brain and nervous system cancer, Dr. Samuel coordinates the patient's multidisciplinary care and plays a key role in determining how best to treat the tumor.

Cancer therapies have dramatically improved over the past 30 years. Today, an estimated 78 percent of children treated for cancer will become long-term survivors. But the very same treatments that cure cancer patients put them at risk for long-term health problems. Children's Late Effects/Survivorship Program helps these patients prepare for a brighter future. The program provides a comprehensive evaluation of the cancer survivor's health and academic and social development, as well as patient education about their diagnosis, treatment, potential late effects and maintaining health. Clinical program coordinators collect data and contact survivors for follow-up clinical trials to evaluate long-term health effects of childhood cancer treatments. This beneficial feedback helps improve treatments for all children. Our program is open to any childhood cancer survivor who has ended treatment for at least three to five years, whether treated at Children's or another facility.

"We are committed to making our cancer patients' lives as normal as possible while they have cancer, and we want them to have successful lives after cancer," said Dr. John Gates, Children's oncologist/hematologist and program leader.



A staff that enjoys working with kids does more than administer therapies. They explain things at an appropriate level, and they encourage patients to understand what's happening and become active in their own care. Oncology nurse Julie Sayer engages Esmerelda during a blood draw, and both are laughing by the time the appointment is done.



Maternal Fetal Center will provide care to both child and mother.

As Children's leaders planned the next step in newborn care, we evaluated changes that would grow our programs from "very good" to "great." Looking at best practices nationwide, we decided to change our approach to high-risk births, to treat not just the child, but the mother. This laid the foundation for our new Maternal Fetal Center and led to the recruitment of Dr. Jeffrey Pietz as chief of newborn medicine and two perinatologists.

Dr. Armando Fuentes will bring 24 years of experience to his role as Children's medical director of perinatology, and he will be joined by Dr. Beni Adeniji. This will be part of a partnership with Saint Agnes Medical Center, where Children's has operated a level II NICU for almost 25 years. Saint Agnes received the HealthGrades 2009/2010 Maternity Care Specialty Excellence Award, a designation that ranks them among the top 5 percent of hospitals nationwide for maternity care services.

Studies have shown a need for additional access to perinatal care in our region. The program will cover our 45,000-square-mile service area, bringing this sort of unified regional center to the Valley for the first time.

In partnership with Saint Agnes, Children's will now offer care that includes preconceptional counseling, services at the point that a high-risk pregnancy is identified, at birth, and will enhance the care we offer into childhood and up to adulthood.

"The partnership changes emergencies into planned situations," said Dr. Pietz. "It means all the doctors know what to expect, the parents

know what to expect, and a plan of care is being implemented long before birth."

Dr. Fuentes agreed. "A baby is in the system from the minute of diagnosis. We can prepare the parents and take steps to improve or prolong the pregnancy. We can bring in specialists and surgeons and make sure the baby is born with all the right care available."

Dr. Fuentes stressed that the program will focus on helping expectant mothers handle conditions, like diabetes, that could cause prematurity or birth defects. By delaying delivery and - if possible - getting mom to term, the team can improve a newborn's chance of better health.

"We're changing the way we think," he said. "If I can get mom an extra seven weeks of gestation, we can change the whole picture. There's a big difference between 24 weeks and 32 weeks."

Bringing this unified mother-child treatment into the pediatric environment is a best practice that no other Valley hospital offers. Babies resulting from high-risk pregnancies often need advanced pediatric treatment or surgery, and we have teams available for nearly any kind of specialized care. It's why programs like this are so successful in children's hospitals.

"We extend the treatment team with subspecialists," said Dr. Pietz, "Many diagnoses are made before birth. Subspecialists come into the treatment plan early. They're here, they meet with the parents, they work with everyone on the team."

Dr. Pietz is already on hand and treating patients in our NICU, and Dr. Fuentes and Dr. Adeniji will join us this summer.

Physician News Continued

Philip Hyden, MD

Medical Director, The Guilds Child Abuse Prevention and Treatment Center

Dr. Hyden joined us in May with more than 20 years of experience. He oversees suspected child abuse and neglect patients, focusing on expanding clinical services and research to address pediatric sexual assault. Dr. Hyden served as medical director of Child Maltreatment Services at Kapi'olani Medical Center for Women and Children in Hawaii. He completed a pediatric fellowship in child abuse and neglect at the C. Henry Kempe National Center for the Prevention and Treatment of Child Abuse and Neglect in Denver, Colo.

David Samuel, MD

Pediatric Neuro-Oncologist

Board certified in pediatric hematology/oncology, Dr. Samuel joined us in January as a pediatric neuro-oncologist. He is part of our Craycroft Cancer Center multidisciplinary team treating children with brain tumors and subsequent neurological conditions. He completed fellowships in pediatric neuro-oncology at Memorial Sloan-Kettering Cancer Center in New York and the Dana-Farber Cancer Institute in Boston. He also completed fellowships in pediatric hematology/oncology at St. Bartholomew's and the Royal London NHS Trust as well as the Great Ormond Street Children's Hospital in London.

Malavalli Seetharam, MD

Pediatric Neurologist

Board certified by the American Board of Neurology and Psychiatry with subspecialty certification in child neurology, Dr. Malavalli Seetharam joined Children's in May. He provides pediatric neurology services in the North Valley at both the Merced Pediatric Subspecialty Center and Modesto Pediatric Subspecialty Center. With more than 20 years' experience in pediatric neurology, Dr. Seetharam previously worked in private practice. He completed a fellowship in child neurology at the Medical College of Virginia.

\$4 million Catheterization Lab offers major upgrade.

When one of your pediatric patients needs a catheterization and/or interventional procedure to diagnose or treat congenital or acquired heart disease, The Willson Heart Center at Children's is the only pediatric facility between Los Angeles and the Bay Area to provide that service. To ensure this excellent care remains close to home, Children's recently replaced its functional but aging cardiac catheterization laboratory with a \$4 million, high-tech facility. The lab's new imaging system also utilizes only about one-tenth of the current dose of radiation, making the procedure safer for your patients.

Staffed by pediatric cardiologists and nurses, the cath lab team performs about 200 procedures a year, using the most minimally invasive techniques available for infants and children. Diagnostic

and interventional services are offered, the latter including relieving valve obstructions or blockages; embolizing abnormal blood vessels; and performing atrial septal defect closures, ventricular septal defect closures, angioplasties, stents and more. Patients complete the procedures under anesthesia or sedation in a surgical room environment.

"Twenty years ago some children would have needed open-heart surgery or died if it weren't for what we can do now," said Dr. Carl Owada, an interventional cardiologist and medical director of Children's catheterization lab. "We have a very efficient, top-of-the-line lab that will continue to serve the community and children well."

Important note for physicians

In an effort to further expedite patient results, all Medical Imaging finalized reports from Children's Hospital will be automatically faxed to your location based on the fax number on file. Therefore, you can expect to receive reports throughout the day as they are signed. Reports will be faxed starting June 21; the last day they will be mailed is June 18. We are confident that this change will improve the timeliness of patient care.

If you have any questions, are not receiving your reports or have changed your fax number, please contact Medical Imaging at 559.353.5918.

Medical Education

Children's Pediatric Symposium Series

All events held 7:30 a.m. to 1:30 p.m. Free registration includes all symposium materials, continental breakfast, plenary session and lunch.

San Luis Obispo - Sierra Vista Regional Medical Center
Saturday, September 25

Modesto - Sutter Gould Educational Facility
Saturday, October 9

Madera - Children's Hospital Central California
Saturday, October 23

Bakersfield - Location TBD
Date TBD

For a complete list of monthly Medical Education topics, visit childrenscentralcal.org. For questions about Medical Education contact Norma Barajas, PhD, at 559.353.7230 or email nbarajas@childrenscentralcal.org.

Physician News Continued

G. Sharat Kumar, MD
Pediatric Hospitalist
Board certified in pediatrics, Dr. G. Sharat Kumar joined Children's as a pediatric hospitalist in February. He brings more than a decade of pediatric experience to the Hospital. Prior to coming to Children's, Dr. Kumar practiced in Connecticut and Pennsylvania. Dr. Kumar completed his pediatric residency at Hahnemann University in Philadelphia, Pa.

Marcial Salvador, MD
Pediatric Hospitalist
Board certified in pediatrics, Dr. Marcial Salvador joined Children's as a pediatric hospitalist in January. Dr. Salvador provides pediatric services for Specialty Medical Group (SMG), Children's physician partner, at Emanuel Medical Center in Turlock. He comes to us from Alice Hyde Medical Center in Malone, N.Y., where he provided pediatric services in the center's outpatient practice along with nursery and inpatient duties and emergency room consultations. Dr. Salvador did a pediatric residency at Mt. Sinai School of Medicine at Elmhurst Hospital Center Program in Queens, N.Y.

Other Medical Staff Changes
Dr. Virginia Meade, a neonatologist, left Children's in February.