

Dr. Todd Newberger



## Q&A

### Give the Gift of Life— Donate Blood

Each year, patients at NorthShore Hospitals use more than 10,000 units of blood. A single trauma patient in one of our Emergency Departments can use 20 or more units. That takes 20 donations! You can help keep the blood flowing by becoming a NorthShore donor, just like affiliated Internist Todd Newberger, MD. Dr. Newberger answers frequently asked questions about giving blood:

**Q. Why is it important to donate blood?**

**A.** There's no substitute for the product, and it's so simple to do. The thought of someone dying as a result of an inadequate blood supply troubles me because I know I can help.

**Q. Is the need for donations more critical in summer months?**

**A.** There's always a need for donations, although holidays and summer activities can expose us to a higher risk of trauma. There's never a bad time to give.

**Q. You are a regular donor at the Evanston Hospital Blood Bank. Is it easy to do?**

**A.** It's so easy and convenient! I work nearby and with minimal planning, you can get in and out quickly and not disrupt your day. I love the people in the donor room. They're extraordinarily nice and professional. It's a great way I can help my own institution and the larger community.

**The Evanston Hospital Blood Bank is open from 8 a.m. to 4 p.m. Monday through Friday. Make an appointment today at (847) 492-5700 (Ext. 1272) or visit [northshore.org/C13](http://northshore.org/C13).**

### Save These Dates

**Sept. 25 and 27, 2014**

**Understanding Your Heart:  
Preventive Strategies**

Join us for a free seminar on heart health education and prevention information, featuring cardiac care leaders from Mayo Clinic and NorthShore. The Sept. 25 program will be held in Schaumburg, and the Sept. 27 program will take place in Northbrook.

**Oct. 4, 2014**

**Preventing and Treating Stroke  
and Brain Aneurysm**

Join experts from NorthShore Neurological Institute and Mayo Clinic as they present the latest information on the prevention and treatment of stroke and brain aneurysms. This enlightening program will be held at the Renaissance Chicago North Shore Hotel in Northbrook.

**Nov. 1, 2014**

**Associate Board's 10th Annual Benefit**

The Associate Board of NorthShore will host its 10th annual benefit, "A Decade Under the Stars," at Adler Planetarium in Chicago. Proceeds support the Infant Special Care Unit and the Department of Pediatrics.

**STAY UP TO DATE** on all NorthShore free community seminars and events online at [northshore.org/C15](http://northshore.org/C15).

### Your Family Health History Can Save Your Life

Understanding your family health history is more important than ever in terms of personalizing your preventive care and screening to protect yourself from life-threatening diseases. Health Heritage is a new online tool from NorthShore that helps you create personalized risk reports and links to your current Electronic Medical Record (EMR) for seamless communication with your physicians.

NorthShore is the first healthcare system in the country to use Health Heritage, and you can easily register through [NorthShoreConnect](http://NorthShoreConnect). The dynamic program analyzes your personal and family health history and uses the latest science and medical research to provide you with specific screening recommendations. Start today! Visit [northshore.org/C14](http://northshore.org/C14).

