




Senders Pediatrics Update

2/15/2011

Flu is here with a vengeance: Nationally, 37 states including Ohio, are reporting widespread activity (up from 30 states the week before). The number of visits to doctors both nationally and locally is up compared to most years. Remember of course that we did not have a seasonal flu season last winter so we don't have last year as a comparison. This year, influenza or flu is causing more misery, more hospitalizations and more deaths. Nationally, there were 11 pediatric deaths last week (fortunately, none in Ohio) for a total of 30 this season putting 2011 on track to be one of the most "at risk" flu seasons for children in some time. An analysis of hospitalized patients suggests that children under age 4 are most at risk for serious complications. And almost 50% of hospitalized children were previously healthy children with no underlying medical condition. The good news is that the vaccine appears to be protective. At Senders Pediatrics, we believe our vaccination rate is one of the highest among Cleveland pediatricians. Our intention is to continue to vaccinate patients through the end of the month and we have recently ordered more vaccine to help protect those children who have not yet been vaccinated. Remember, it is not too late to get protected. And although children under 4 are most vulnerable, don't forget about your teenagers. A recent quote from a 16 year old diagnosed with the flu was, "If there is anyone out there wondering if they should get a flu vaccine, tell them the disease makes you miserable and missing a week of school and all the classes and tests that go along with it, is just not worth it. Tell them to get the vaccine". Finally, anyone who would like to participate in our flu vaccine study that offers the potential for complete protection against the disease can call Carrie at Senders Research at 216-291-9424 extension 140.

Playing online video games may just save the planet: Can you believe that the same pediatricians that support Daily Dose of Reading can also be open minded enough to see the value in gaming? For unique perspectives on controversial topics such as this, subscribe today for our new blog by clicking on the orange blog link  at the top of our home page at www.senderspeditrics.com. And don't be shy about emailing back. We believe that engaging with you in nontraditional medical areas, such as this one, helps us achieve our mission to create a pediatric care community.

If you can give us 6 hours, we can guarantee more calm in your family: Senders Parenting next Empowered Parenting Seminar takes place tonight, February 15, 2011 and next Tuesday, February 22 from 6-9 PM led by nationally acclaimed Parent Coach, Amy Speidel. Join close to 2000 parents

who have participated in this program over the past 6 years and have learned a new language in parenting their children. This program is geared to all parents who are experiencing frustration in their parenting model. And if you need extra mentoring, join Amy for personalized parent coaching sessions. [Click here to sign up.](#)

Do you know that we take care of kids 7 days a week? We are one of the only Cleveland pediatric practices that see patients 7 days a week. This week we saw a record number of patients on Saturday and Sunday. There is a lot of illness out there. In addition to influenza, RSV, a disease that causes wheezing and respiratory distress in young children, is also circulating heavily. Remember though, that only a small minority of children end up getting seriously ill with either of these diseases. One sign to monitor is a child's ability to drink. We breathe, we suck and we swallow. If breathing is disrupted, then swallowing will also be disrupted. But, if sucking and swallowing (and drinking) are okay, then we have less to worry about with breathing. Humidifiers are always helpful this time of year. And for your older children with sinus symptoms, don't forget about a Neti pot. One of the oldest remedies in the book, Neti pots or sinus washes (available in all major pharmacies) pour saline solution into one nostril, wash out the sinuses and allow infected material to exit through the other nostril. And they really work!

Senders Research makes a real difference: Does your 10 or 11 year old want to participate in a vaccine study of a currently licensed vaccine, learn about how clinical science works and get paid for his or her efforts? Are you as concerned as we are about Asian bird flu for which there is currently no vaccine protection and do you want to talk about participating in a study that will possibly protect your 6 month to 9 year old against the next potential pandemic? Are you interested in protecting your newborn against resistant strains of meningitis? For more details on these and all of our studies, call Carrie at Senders Research, 216-291-9424 ext 140.

Are you happy with the care you receive at Senders Pediatrics? Tell a friend, forward our email blasts and blog entries to family and friends or join us on Facebook and Twitter. And if you are particularly satisfied about a person or aspect of our practice, we'd love if you would be willing to provide us a testimonial for use on our website. Call Dyuanna at 216-291-9424 ext. 172 for more information. In 2011, we are more committed than ever before to partner with you to help produce healthier and more confident children.

A few exciting things going on at Senders Pediatrics:

- Follow Certified Parent Coach Amy Speidel's blog at www.parentingadvicethatworks.com

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