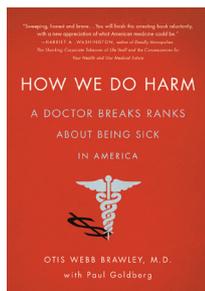




### BOOKS

**How We Do Harm: A Doctor Breaks Ranks About Being Sick in America.** *Otis Webb Brawley and Paul Goldberg. New York, NY: St. Martin's Press, 2012, hardcover, 320 pages, \$25.99.*



Providing excellent reading about a physician's experiences on the complex interrelationships among healthcare providers, patients, and the American healthcare system, Brawley and

Goldberg give the reader a wealth of information from a cadre of sources solidifying the need for healthcare reform. This book illuminates how care rendered by the medical community may place patients in harm's way when driven by the financial interests of the physician, pharmaceutical industry, and insurance entities. Gaps and inequities in the delivery and quality of care are revealed. Oncology cases illustrate how too much treatment or lack of treatment may both result in early death when operating in the current health system. The readings are interesting, informative, well-written for the layman and professional, and supported by strong scientific data. Patient and public policy advocacy, along with healthcare system transformation, are recurrent themes noted throughout the text.

The core essence of this text encapsulates key challenges faced by the nation's health program: health disparities, high costs, a culture of practice driven by conflicts of financial interest amongst the healthcare providers, and a nonuniformity in the practice of medicine that may result in poor health outcomes, premature death, or painful suffering. The book provides a broad and easy-to-understand overview on the sociologic, health, and financial perspectives affecting the national healthcare spectrum. Brawley addresses the strong hold of the pharmaceutical and insurance industries,

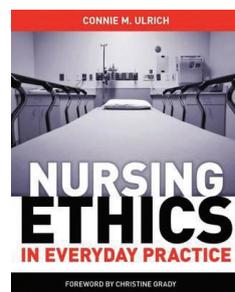
the role of lobbyists, division among oncology academicians and practitioners, and the need for more clinical research leading to the development of policy initiatives and evidence-based medicine.

Although the book was written from a medical oncologist's view, it provides comprehensive insight to how nurses can work collaboratively with physicians to increase healthy patient outcomes and improve quality of life. Nurses can become engaged in patient advocacy, facilitate the shared decision-making process, and have a more visible role in the care coordination for social and healthcare assistance. These all are often needed by patients with cancer.

This resource is easy to read and highlights the importance of patient care advocacy and public health policy. For the lay community, it underscores the importance of education and patient-centered care. This book is one text that should be a part of healthcare transformation discussions.

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**Nursing Ethics in Everyday Practice.** *Connie M. Ulrich. Indianapolis, IN: Nursing Knowledge, 2012, softcover, 352 pages, \$39.95.*



Ulrich's book is a practical guide to navigating a wide variety of ethical dilemmas that nurses encounter, from improving routine communication with patients and colleagues to charged issues such as end-of-life care. Engaging and complex case studies illustrate the tension inherent in ethical dilemmas where two or more competing and compelling choices may exist. Often in these cases, no right or wrong choice exists; instead, a practitioner is faced with uncertainty.

Ulrich contends that nurses may face many small ethical dilemmas as part of

their regular practice, although they may not recognize them as such if they are not of the headline-grabbing variety. Ulrich encourages and illustrates fundamental behaviors essential to creating the best possible environment for patients and their loved ones to navigate illness.

Part 1, "General Considerations of Ethics in Nursing," guides readers in recognizing ethical conflicts in their practices and provides tools with which to resolve them. Ulrich's Framework for Reflection is an excellent tool to initiate thorough, deliberate communication regarding the ethical dilemma at hand, whether large or small. Although all 18 steps may not be used by a nurse in a daily course of communication, the framework reinforces the principle of patient-centered care while broadening awareness of alternate perspectives through open-ended questions and self-awareness. This tool should be essential reading for all nurses, regardless of their level of contact with patients.

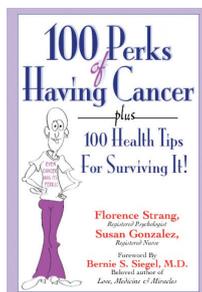
Part 2, "Ethics in Specialized Nursing Care," dedicates distinct and comprehensive chapters to issues, including critical care, neonatal nursing, pediatrics, and end-of-life care. These chapters are an excellent resource as they distill complex perspectives into a usable format for nurses, regardless of the nurse's familiarity with to ethical dilemmas in their practice.

An aging patient population with increased comorbidities, coupled with an impending projected shortage of nurses, may have serious effects on the amount of time nurses are able to spend communicating with patients. Simultaneously, nurses experience first-hand the ethical dilemmas and other deleterious effects that poor communication can have on the treatment outcomes and coping patterns of patients and their families. This book is a succinct, useful resource for resolving ethical conflicts—and, potentially, patient outcomes—by improving awareness and communication and working toward a resolution with practical tools and insight.

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## NEW RELEASES

**100 Perks of Having Cancer: Plus 100 Health Tips for Surviving It.** Florence Strang and Susan Gonzalez. *Basic Health*, 2012, softcover, 224 pages. \$19.95



How often do you hear the words “healthy,” “happy,” and “cancer” mentioned in the same sentence? That is precisely what gives this book its unique character. The authors not only “talk the talk” of living a healthy lifestyle with a positive attitude on the cancer journey, they also continue to “walk the walk.”

Florence Strang’s perks, which are a combination of inspirational and humorous anecdotes, have made her audiences laugh and cry. Susan Gonzalez’s tips are sought after because of their educational content with a witty twist. Together they provide a valuable resource that will inspire and motivate their readers while keeping them smiling.

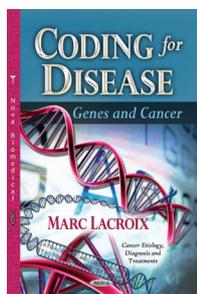
Six months after being diagnosed with stage III breast cancer, Strang found herself faced with a life-altering choice. With just over a 50% prognosis of survival, she realized that she had a difficult journey ahead. She could choose to face this journey by focusing on the harsh, ugly realities of cancer, or she could choose to confront it with a positive attitude. As a psychologist, she was acutely aware of the mind-body connection and the health-promoting benefits of a positive attitude. After a difficult chemotherapy treatment, Strang convinced herself that cancer was not that bad. In fact, it even had its perks. She then issued herself a challenge to find 100 perks of having cancer, and to honor this commitment, she decided to blog her efforts ([www.perksofcancer.com](http://www.perksofcancer.com)). At that time, little did she realize the thousands of people her blog would help in the months that followed.

Although Strang was well educated on the psychological aspects of cancer, she found herself overwhelmed by the amount of information out there regarding the health aspects of it. She soon discovered a fellow stage III breast

cancer survivor and RN, Gonzalez, who truly lived up to her blog persona of “The Savvy Sister.” Gonzalez could assimilate and summarize large amounts of information into articles that were not only immensely educational, but also entertaining. Strang found herself tuning in to Gonzalez’s blog for healthy living tips on exercise, nutrition, medication, and supplements, and Gonzalez would visit Strang’s blog for its humor and inspiration.

As Strang neared the end of her perks challenge, she invited Gonzalez to join her in writing a book that would address the needs of body, mind, and spirit. Together they share a vision of promoting the message that cancer does not have to be viewed as a death sentence. Whatever the diagnosis or prognosis, living a happy and healthy lifestyle following a cancer diagnosis is possible.

**Coding for Disease: Genes and Cancer.** Marc Lacroix. *Nova Science*, 2013, hardcover, 189 pages, \$121.90.



Cancer is characterized by uncontrolled cell division and the potential for those cells to invade surrounding tissues and spread around the body. Most of these changes in cellular behavior are the result of alterations in the function or levels of the proteins that control these processes. And these alterations are, in turn, usually caused by modifications at the DNA level. Indeed, cancer is now recognized as being essentially a disease caused by mutation, or dysregulated expression, of genes. Of the estimated 30,000 genes in the human genome, more than 250 are currently known to play an important role in the development of cancer, either sporadic or familial. In some cases, their effects result from gene fusion, from translocation or amplification of a chromosomal region. Attention has largely shifted from the identification of rare high-risk genetic mutations to a hunt for lower-risk gene polymorphisms, many of which are likely to be common within the population. Another increasingly investigated field is epigenetics, which relates to abnormal and prolonged changes in the

mechanisms that alter gene expression and activity without involving changes in genetic sequence.

## WEB & MOBILE APPS

**Breast Cancer Freebies.** <http://breastcancerfreebies.com>

This Web site was started five years ago by journalist Bethany Kandel after she was successfully treated for breast cancer. This Web site “pays it forward” with information on free products from mammograms to lymphedema sleeves to scholarships.

**MediSafe Project.** Download at [www.medisafeproject.com](http://www.medisafeproject.com)

Inspired when their father had a medical emergency precipitated by an insulin error, two brothers developed this Web site, which provides free apps that help track multiple medications, send reminders when a dose is due, and notify spouses or friends if medicines are not taken.

**Look Good Feel Better® Beauty.** Look Good Feel Better, download at [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org) or the iTunes store.

For more than 24 years, Look Good Feel Better has helped more than 1.2 million women with cancer regain the power to look and feel beautiful. Oncology nurses have previously known this cosponsored program of the Personal Care Products Council Foundation, American Cancer Society, and Professional Beauty Association to be a free two-hour workshop where women learn how to cope with treatment-related appearance changes and receive free products. However, a new mobile app allows patients to access the program wherever they are in a personalized and interactive way.

Featured descriptions of books and other media in New Releases are provided by publishers to alert readers to recent or forthcoming resources only and have not been reviewed independently for the *Oncology Nursing Forum*. Associate Editor Patricia Ringos Beach, MSN, RN, AOCN®, ACHPN, can be reached at [pubONF@ons.org](mailto:pubONF@ons.org), with copy to editor at [ONFEditor@ons.org](mailto:ONFEditor@ons.org).

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