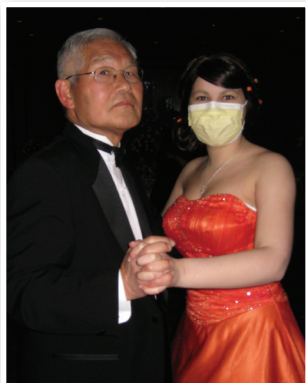


Physician Connection

Published for the Physicians at Hurley Medical Center.



Hurley "City Nights, 1940's Style" 30th Benefit Ball a Success



Dr. Susumu Inoue &
Emma Hudson,
Hurley Benefit Ball Ambassador



Drs. Venkat Rao, Venu Vadlamudi &
Athar Baig



Hurley Physicians & Patrick Wardell, CEO

The Hurley Foundation's 30th Annual Benefit Ball held on March 5 was a huge success, with 450 people attending the black-tie gala held at the Riverfront Banquet Center in Flint. Thanks to the tremendous show of support, the event raised over \$115,000 to benefit Hurley's Child Life Services.

In keeping with the theme, "City Nights, 1940's Style," the ballroom was transformed into a stunning landscape, complete

with swing dancing, jumbo screens playing classic black and white movies, and so much more. The attendees enjoyed fine wines and delicious cuisine, accompanied by great entertainment and dancing. The silent auction, which included 140 items, took in \$20,175.

The Hurley Foundation thanks co-chairs Karin & Mike Burnett, as well as our sponsors, in-kind sponsors, guests, volunteers and Hurley staff who made this very special evening possible.

Dear Hurley Family,

Thank you so much for your participation and hard work on the Hurley Benefit Ball. The proceeds will greatly benefit the Child Life Program. Whether you served on the committee, bought a ball ticket or participated in the silent auction, I thank you. You have made a difference for our youngest patients.

Lori Newton - Director of Child Life Services



Dr. & Mrs. Kirk Stucky

SAVE THE DATE:

May 4, 2011

CME-MSU/FAME Research Forum
Holiday Inn Gateway
8:00 am to 5:00 pm
No registration required

May 14, 2011

CME-Bioethics for the Practicing Physician
Holiday Inn Gateway
8:30 am to 12:30 pm
To register call 1.888.611.4462

May 17, 2011

CME-Pediatric Rheumatology
Merliss Brown Auditorium
5:30 pm to 7:00 pm
To register call 1.888.611.4462

May 18, 2011

CME-Responsible Prescribing Practices from Morphine to Marijuana
Flint Golf Club
7:30 am to 4:00 pm
To register call 1.800.821.6517 ext 4620

May 18, 2011

General Medical Staff Meeting
Merliss Brown Auditorium
5:30 pm
No registration necessary

June 1, 2011

Office Manager Network Conference
Topic: OSHA
Merliss Brown Auditorium
11:30 am to 2:00 pm
To register call 810.262.9400

2011 Michigan State University College of Human Medicine-Flint Campus Resident Teaching Awards

Beginning in 1988, the graduating class of Michigan State University College of Human Medicine - Flint Campus has selected medical residents to receive the Outstanding Resident Educators Award. This award is given annually by each graduating class to the residents who they believe have demonstrated excellence in teaching and an enthusiastic commitment to student education. Three Hurley residents will receive the honor for 2011.



Binay Kumar, MD
Internal Medicine

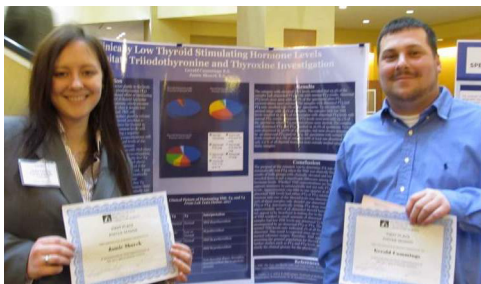


Ahmed Akl, MD
OB/GYN



Thalia Pachiyannakis, MD
OB/GYN

Hurley Medical Technology Students Receive Award



The annual meeting of Michigan Society of Clinical Laboratory Scientists (MSCLS) was held March 30, 2011 through April 1, 2011 in Kalamazoo, Michigan. The conference hosts a scientific laboratory poster competition. The competition featured a broad range of participants. Seventeen posters were submitted by students of universities and hospital institutions within the Michigan region. Hurley Medical Technology students, Jamie Shorek and Jerry Cummings (as pictured above), were awarded first place for their poster titled, "Clinically Low Thyroid Stimulating Hormone Levels Necessitate Triiodothyronine and Thyroxine Investigation." Hurley commends and recognizes all seven of its Medical Technology students for their excellent performance in this competition.

Hurley Foundation News

Hurley Receives \$72,548 Grant

The Carls Foundation awarded Hurley a grant of \$72,548 to pay for a new hearing screener for the NICU and the costs (including construction, design, medical equipment and furnishings) of a pediatric examination room in the new Emergency Department. The hearing screener will help Hurley meet its mandate from the State of Michigan to screen all newborns for hearing impairment before they are discharged from the hospital. The new Pediatric ED will have 16 treatment rooms for children, as well as its own registration and waiting area so children can be evaluated away from the adult area. The new design essentially doubles the bed capacity as compared to our current space. Hurley is the only hospital in the region that has staff specially trained in pediatric emergency medicine.

Glow Bowl on May 13

Join us for the 21st Annual Children's Miracle Network Glow Bowl on Friday May 13, 2011 at Colonial Lanes! Sign up for the 6 pm or 8 pm slot. For \$25 a person,

you get a t-shirt, 2 games of bowling, and shoe rental. Please contact Angie Cuneaz at 262.9399 for more information.

Students Flip for Charity

Students at Grand Blanc Gymnastics participated in the fifth annual Tumble-a-thon for Children's Miracle Network during the week of February 22. The fund raising event, whereby students raised pledges for every somersault and/or cartwheel they performed in one minute, raised \$3,000.

Dailey Elementary Made a BIG Difference

Students from Dailey Elementary in the Beecher School District chose Children's Miracle Network as their charity of choice for their January Coin Drive. In just one month, the children (grades K-6) raised \$400 for the Child Life Program at Hurley. During the March 11 check presentation ceremony at the all-school assembly, there was a surprise announcement. The teachers at Dailey said that "if the KIDS can do it, so can WE!" They, in turn, presented another \$400 check for Child Life.

How To Improve Doctor Patient Communication

Reprinted With Permission: By Paul J. Dorio, MD

When I was a medical student on my first clinical rotation, obstetrics, I was criticized for not using enough medical jargon when I spoke to the patients.

I took that criticism as a compliment and have always attempted to speak clearly and without too much "inflation" of my terms. In my opinion, the more clearly we physicians communicate, the better will be our patients' understanding of their ailments.

The important topic of doctor-patient communication led a neurosurgeon on iMedExchange, Dr. Thomas Lansen, to make some suggestions, which I have paraphrased and amplified below:

- Don't talk science to your patients. It may show what you know, but it doesn't give them any information. Use language that is appropriate to the situation. Make real-

world analogies.

- Cover your important information slowly. If the clock is your enemy, invite your patient to return for questions at another visit.
- Don't be defensive. Most negative posturing by patients is a reflection of fear. Kindness and empathy help soothe people's fears.
- Patients forget what you tell them. We all do when we go to the doctor's office. Repeat key elements and gently ask whether the patient understands the information.
- A patient's companion can be quite helpful. Treat questions from the companion with as much attention as if they came directly from the patient.
- Don't rush through negative information. When speaking

about complications, give a few moments for questions, and be candid. Complications don't occur often, but if you have one, it's a 100% occurrence for you; so it's important that you know what could happen.

- If you are a specialist, as I am, know that you may often encounter patients who have been referred from their physician who do not fully understand the implications of their disease. Work through this benign lack of understanding and help the patient come to a better understanding of the facts and details.

few items serve as an addition to the topic of improving doctor-patient communication. That street goes both ways of course. It is important for both doctors and patients to understand each other's points of view, as best they can, to ensure maximum understanding through information sharing. This aspect of being an e-patient is, to me, one of the most important: improved care through shared understanding.

Paul J. Dorio MD, is a Board Certified Interventional Radiologist in Naples, FL. Dr. Dorio's article can be found on MedPedia at www.medpedia.com/users/11952.

There are many more comments one could make, but let these

National Nurses Week 2011 Nurses Trusted to Care

Hurley Medical Center will be celebrating National Nurses Week May 9 – 13, 2011. Often described as an art and a science, nursing is a profession that embraces dedicated people with varied interests, strengths and passions because of the many opportunities the profession offers. Nurses work in emergency rooms, school based clinics, and homeless shelters, to name a few. Nurses have many roles – from staff nurse to educator to nurse practitioner and nurse researcher – and serve all of them with passion for the profession and with a strong commitment to patient safety. Please stay tuned for more information on Nurses Week.



Hurley Medical Center and the Flint Public Library Present:

Healthy Thinking:
SMART PATIENTS
& FAMILIES
ASK SMART
QUESTIONS



"Nonoperative & Operative Treatments for Hip & Knee Arthritis and Joint Replacement Surgery...Is It Right for You?"

Seann Willson, MD
Board Certified Orthopaedic Surgeon
Fellowship Trained in Total Joint Arthroplasty

Listen to Dr. Willson discuss these important medical issues for you and your loved ones.

TUESDAY, APRIL 26
Flint Public Library
1026 E. Kearsley Street, Flint
Upstairs Meeting Room
6:00 - 7:30 p.m.
FREE and Open to the Public
Healthy Refreshments Provided



FREE
TOTE BAG TO
FIRST 100
ATTENDEES

For more information, please call 888.611.4HMC.

Auxiliary Presents \$100,000 Check to Hurley Medical Center

Hurley Medical Center Auxiliary members celebrated the organization's 55th birthday at their luncheon on February 15, 2011 at Bethel United Methodist Church in Flint. During 2010, the group's 161 members donated a total of 40,000 hours of volunteer work in their 19 separate services.

A check for \$100,000 was given to Patrick Wardell, Hurley President and

Chief Executive Officer, representing the Auxiliary's fourth payment toward a \$500,000 pledge for the Emergency Department Renovation Project. The money was raised from sales in the Medical Center gift shop and patient hospitality cart and by other fundraising events and activities. Auxiliary members also received service pins for total hours worked since joining the Auxiliary.



From left to right: Sheila Minarik, Thelma Watson, Lola Manner, Nancy McWhirter

Missouri Grandfather Pays Off Debt to Hurley



From left to right: Larry Brown, Bob Brown, Garry Brown

On March 8, 2011, Hurley received some very special visitors. Bob Brown traveled to Hurley from Dexter, Missouri to settle a 60 year old debt. In 1951, his wife delivered twins at Hurley. The Brown's only had enough money - \$5.00 to pay for one child, since they did not expect twins. The debt has weighed on Brown all these

years, since it was the only bill he never paid, and he wanted a clear conscience. Brown drove two days to Hurley, along with his 60 year old twins, Garry and Larry Brown and other close friends and relatives. This photo was taken at the cashier's window, where they received a receipt, and a warm Hurley welcome.

Hurley To Host Pediatric Rheumatologist

Hurley Medical Center has been awarded a visiting professorship by the American Academy of Pediatrics.

On May 17 and May 18, Dr. Andrew Lasky, Pediatric Rheumatologist from Children's Mercy Hospital in Kansas City, MO. We plan on utilizing Dr. Lasky's expertise and experience in a variety of venues. Please plan on attending and begin collecting suitable cases for our discussion at the events. Additional information on the CME program will be sent when plans are finalized.

Please plan on attending:

Tuesday, May 17

5:30 pm to 7:00 pm

Pediatric Rheumatology CME Event (planning stages)
Merliss Brown Auditorium

Targeted Audience:

Family Practice, Internal Medicine, IM/Peds, Pediatrics

Wednesday, May 18

8:00 am to 9:00 am

Pediatric Grand Rounds - Classroom 1011

4:00 pm to 6:30 pm

Journal Club - Charles White Conference Center A & B

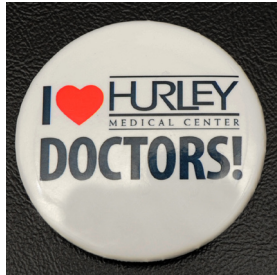


Celebrate National **DOCTOR'S DAY!**

Hurley Recognizes National Doctor's Day with a Special Celebration

On March 30, Hurley honored our 500+ dedicated physicians for National Doctors Day. The celebration included breakfast, networking, health screening, carnations and cake and punch.

Thank You to All the Hurley Physicians for Your Dedication and Commitment



Doctor's enjoy breakfast & networking



Staff prepare for the celebration

HealthPlus Expands Access to Lab Services

Hurley Medical Center Laboratory Now Available for All HealthPlus Patients

Beginning April 1, you can now send lab work for all of your HealthPlus patients to Hurley. Under the agreement with the Joint Venture Hospital Laboratories (JVHL), Hurley is now an authorized laboratory provider for all HealthPlus programs. Prior to this time, Hurley only provided laboratory services for your HealthPlus Medicaid and GHP patients.

This change will add convenience for your office to utilize only one lab for these patients. HealthPlus will continue to reimburse physicians for the draw fee and the current office lab tests, such as urinalysis, lead, strep, etc. If you do not perform any lab services in your office, your patients may visit any of the Hurley laboratory sites.

Hurley will work closely with JVHL to assure all laboratory values are sent to HealthPlus for any Pay-for-Performance programs and/or other patient quality activities. Additionally, the laboratory results will become part of your patient's record both in your office and in the hospital for better continuity of care.

We look forward to working with you on this enhancement. Hurley representatives will be out to your office to answer questions and provide support. If you have questions in the meantime, please contact Dan Alling at 810.569.1666.

Reminder

Please notify Medical Records when you will be out of town. This will assure we notate your medical records to allow additional time for completion. Please contact Wyntis Hall at 810.262.6760 or whall1@hurleymc.com.

Responsible Prescribing Practices from Morphine to Marijuana



Presented by:

Hurley Medical Center (CME) Provider
Genesee County Community Mental Health
Genesys Regional Medical Center
McLaren Regional Medical Center
Genesee District Dental Society

Supported by funds from the Genesee County
Prosecutor's Office through the Michigan State Police

Wednesday, May 18, 2011

7:30 am to 4:00 pm

Flint Golf Club
3100 Lakewood • Flint, MI 48507

To register call 1.800.821.6517 Ext. 4620

We're Here For You!

The Physician Services Team is your communication link with Hurley Medical Center and serves as the point of contact for any questions, comments or suggestions. The team conducts in-person office visits, on-site hospital or phone consultations and e-mail to provide physician support.

Physician Services Contact Information:

Elyse Berry, Director

810.262.7123 (office)
810.625.1773 (cell)
eberry1@hurleymc.com

**Michelle Landis,
CME Coordinator**

810.262.9142
mlandis1@hurleymc.com

Regina Waller, Manager

810.262.7302 (office)
810.516.8310 (cell)
reginawaller@hurleymc.com

**Andrea McBurney,
Operations Support Specialist**

810.262.9400
amcburn1@hurleymc.com

**Steve Herr, Physician
Services Representative**

810.569.5638 (cell)
sherr1@hurleymc.com

**Valerie Southall, Physician
Services Representative**

810.347.8124 (cell)
vsoutha1@hurleymc.com