

# Physician Connection

Published for the Physicians of Hurley Medical Center.



## Back-to-School Campaign Seeks to Enroll Michigan's Uninsured Kids in Health Insurance

In August, a coalition of Michigan hospitals, urban school districts and community health centers launched an intensified back-to-school campaign to enroll eligible children in the state's low-cost and free health insurance programs known as MICHild and Healthy Kids.

The eight-week campaign is part of a year-long effort of the Enroll Michigan coalition to enroll as many of Michigan's more than 127,000 uninsured and eligible children as is possible in MICHild or Healthy Kids. The fall back-to-school campaign was announced at concurrent news conferences on August 23 at Hurley Medical Center in Flint, Sparrow Health System in Lansing, Oakwood Taylor Teen Health Center in Southgate, and Burton Elementary and Middle School in Grand Rapids. The Enroll Michigan coalition includes the Michigan Primary Care Association (MPCA), the Michigan Health & Hospital Association (MHA) and the Middle Cities Education Association (MCEA).

"This care is critical for detecting health conditions at an earlier stage and ensuring healthier kids in our communities," said Patrick Wardell, President and Chief Executive Officer of Hurley Medical Center in Flint. "Introducing children to prevention and wellness also



Left to right: Doug Paterson, Director of State Policy, MPCA; Cindy Bruett, Genesys; Eileen Tomasi, RN, Flint Schools; Larry Daly, Covenant Healthcare; Patrick Wardell, Hurley Medical Center; Ruthanne Sudderth, MHA

teaches them the importance of developing healthy habits. Those lessons will last them a lifetime."

More than 127,000 children are uninsured in Michigan. While most are eligible for MICHild or Healthy Kids, they have not enrolled for reasons including language barriers, lack of transportation or means of communication (telephone access) and unawareness of eligibility and/or how to enroll. Enroll Michigan has been working since March to connect the families of eligible children to MPCA Community Navigators to complete the simplified online, telephone and in-person enrollment processes.

Families with children who have no health insurance can enroll today by emailing [enroll@mpca.net](mailto:enroll@mpca.net), calling 2-1-1, or by visiting the Enroll Michigan website, [www.enrollmichigan.com](http://www.enrollmichigan.com). Families can also enroll their child by calling the MPCA toll-free at 800.752.7268, and a trained staff person will take the information over the phone.

## CALENDAR

### October 22, 2011

Endocrine Update  
Holiday Inn Gateway Center  
8:00 am - 12:00 pm  
Approved for AMA PRA  
Category 1 Credit™  
Tuition Fee: \$35.00 in Advance  
To register, call 1.888.611.4462

### November 2, 2011

2011 Terry Thomas Ob/Gyn Update  
Holiday Inn Gateway Center  
8:00 am - 4:00 pm  
Approved for AMA PRA  
Category 1 Credit™  
Tuition Fee: \$55.00 in Advance  
To register, call 1.888.611.4462

### November 16, 2011

Topics in Dentistry-Pain Mgmt & CTS  
Hurley Medical Center Auditorium  
5:30 pm - 8:00 pm  
Approved for AMA PRA  
Category 1 Credit™  
There is no charge for this activity. To register, call 1.888.611.4462

### November 30, 2011

Pediatric Update  
Holiday Inn Gateway Center  
8:00 am - 4:00 pm  
Approved for AMA PRA  
Category 1 Credit™  
Tuition Fee: \$50.00 in Advance  
To register, call 1.888.611.4462

## SAVE THE DATE

### December 14, 2011

Annual Medical Staff Meeting  
5:30 pm  
Flint Golf Club

# 'They Were on Fire' New Orleans-Bound, 2012

## **Veeramreddy, Veerapaneni, Sanikommu and Sharif take top prize in statewide competition**

One of Hurley's resident physician teams took first place in the Doctor's Dilemma Jeopardy-style of medical competition Sept. 9 during the American College of Physicians Internal Medicine-Michigan Chapter Annual Scientific Meeting in Grand Rapids, Mich. Padmaja Veeramreddy MD (fourth-year Combined Medicine/Pediatrics resident), Narendra Veerapaneni MD and Srinivasa Sanikommu MD (both third-year Internal Medicine residents) edged out the competition to win the title of state champ for the Hurley team. Mohammad Sharif MD (third-year Internal Medicine resident) served as alternate. All four prepared for the competition.

Laura Carravallah MD, director of the Combined Medicine/ Pediatrics Residency Program at Hurley, posted news of their win, along with a photo, to the "HMC Housestaff" Facebook page (a closed group just for Hurley house staff physicians). "They were on fire!" she wrote.

Ghassan Bachuwa MD, director of the Internal Medicine Residency Program at Hurley, sent the news via his iPad. "Great job!" he wrote. "We are very proud of you. Hope for the first place at the national. Pack your bags for next year!"

The win earned the team an all-expense-paid trip to the ACP Internal Medicine 2012 conference in New Orleans April 19-21, 2012, where they will represent the Michigan region in the competition for the national championship title. Up to 40 teams of residents from around the nation are expected, according to the ACP Internal Medicine Doctor's Dilemma web page.

The Hurley team earned the right to compete in the Michigan statewide competition by winning the Doctor's Dilemma Competition during the regional ACP Associates Day May 20, 2011, in Ann Arbor.



*From left: Padmaja Veeramreddy MD, Narendra Veerapaneni MD, and Srinivasa Sanikommu MD of Hurley Medical Center earned the title of state champion in the Doctor's Dilemma Jeopardy-style medical knowledge competition for resident physicians Sept. 9. They are to compete nationally in 2012.*

# SQUASH THE BUG & STOP THE FLU

Get your **FREE** flu shot at the Employee Health Office or attend one of our Flu Free Clinics.



Flu season is once again upon us. Hurley is offering free flu shots to our physicians to help protect you from the flu bug.

Get your free flu shot at the Employee Health Office or attend one of our Flu-Free Clinics listed below:

### **Monday - October 10**

Linden Rd - Behavioral Medicine  
Noon - 1:00 pm

### **Thursday - October 13**

Eastside Building  
12:30 - 1:30 pm

### **Tuesday - October 18**

Linden Rd - Physical Medicine  
7:30 am - 8:30 am

### **Monday - October 24**

Hurley Medical Center  
East Rotunda by Cafeteria  
6:00 am - 8:00 am  
11:00 am - 2:00 pm  
4:30 pm - 7:00 pm

### **Tuesday - October 25**

Hurley Medical Center  
East Rotunda by Cafeteria  
6:00 am - 8:00 am  
11:00 am - 2:00 pm  
4:30 pm - 7:00 pm

## **Did You Know?**

Hurley has a toll free phone number

**Toll Free: 800.336.8999**

**In Area: 810.262.9000**



## EpicCare Link – Accessing Patient Medical Information

### Hurley Medical Center Announces EpicCare Link

EpicCare Link will provide your office with secure Web-based access to information about the care your patients receive at Hurley Medical Center.

By having access to EpicCare Link you will be able to follow the progress of care for patients that you have referred to us and improve your ability to coordinate ongoing care. It also allows for printing and scanning of records in your practice which can eliminate unnecessary phone calls.

One of the great features of this product is the secure messaging function that

will allow physicians to offer electronic consults. EpicCare Link also will make the process of referring patients faster and more efficient.

**To ensure all office personnel have access to this new service, the following will need to be completed and faxed to 810.760.9956:**

1. HIPAA Privacy and Security Certificate of Completion (if you currently have a MRIS, sign on code please go to [www.hurleymc.com](http://www.hurleymc.com), click on staff portal and click on HealthStream, to update your HIPAA and/or print certificate of completion)
2. Confidentiality Statement
3. Sign on Code Form

Upon completion, a sign on code form will be provided to each individual that has completed the form.

**We are also asking that each office consider appointing an administrator for EpicCare Link. The administrator will be responsible for:**

1. Ensuring that user ids and passwords are updated as employees are hired or leave the practice.
2. Making sure staff has completed HIPAA training on an annual basis.

To obtain copies of these forms or if you have any questions or concerns regarding EpicCare Link, please contact Regina Waller, at 810.262.7302.

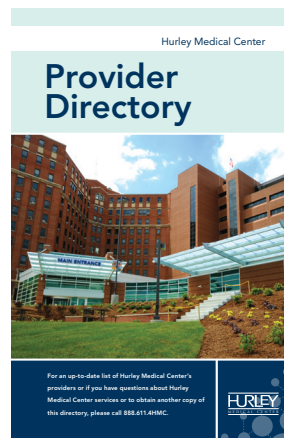
## Hurley Foundation Trauma Center Golf Classic is a Success



On Monday, September 12, 2011 the Hurley Foundation held its 27th Annual Trauma Center Golf Classic at the Flint Golf Club to benefit Hurley's Trauma Center and Burn Unit. This year, the event raised \$100,000 and \$3,000 at the silent auction. Flint businessman Joe Ketzler was this year's Hurley Golf Ambassador.

*Left to right: Ira Rutherford, Hurley Foundation Board of Directors; Charlotte Edwards, Chair, Hurley Board of Managers; Frances Gilcreast, Hurley Board of Managers.*

## 2011 Hurley Provider Directory



The 2011 Hurley Provider Directory has been finalized and printed. This handy reference tool will serve as a valuable resource for you and your patients as you explore the many services offered at Hurley Medical Center.

To allow for easy updates and improved durability, we have switched to a hard-cover binder for use at physician offices. This will allow for removal and replacement of pages as we send out updates periodically. Additionally, we've

created a spiral bound Provider Directory for patients that will be distributed at health fairs and community events. Thank you to all who provided input and ideas to create this essential tool.

Directories will be mailed beginning October 7, 2011 to all Hurley physician offices. Please contact Andrea McBurney at 810.262.9400 to request additional copies of the directory or to share general comments.



## PREMISYS – New Access Control System Requires Badge Updates

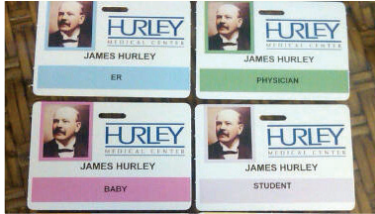
Hurley Medical Center is in the process of converting to a new access control system called PREMISYS. It will require that all card holders receive a new ID badge. The new

badge will contain the old bar codes along with a chip inside to use on the new readers that will be installed in the second phase. The badge will work with both systems.

A second bar code has been added to work with Epic. Any person that will be accessing Epic for clinical means will need to have the second Epic number plus the second bar code.

Physician Services is working with Public Safety to minimize the impact of obtaining a new badge for physicians. All physician photos on file were shared with Public Safety to create new badges. These new badges will all have "PHYSICIAN" as the title. Beginning October 6, representatives from Physician Services will be delivering the new badges in exchange for the old ones.

If we do not have a photo on file for you, please contact Physician Services at 810.262.7302 to schedule a photograph and new badge.



## Hurley Launches Blog Talk Radio Series

On October 3, 2011, we launched our first ever Hurley Blog Radio page where you will find different health and wellness topics, physicians and Hurley clinicians talking about health concerns, diagnosis, treatment and our finest state of the art technology. Please check the page often as it will be updated with new radio blog interviews each week.

Below, please find the link to the Hurley Blog Radio page, for the first episode in our weekly series - Healthy Eating with Michele Bernreuter, RD, CDE, a Registered Dietitian and Certified Diabetes Educator at Hurley Diabetes Center:

<http://www.blogtalkradio.com/hurleymedicalcenter>

If you have expertise on a certain subject and would like to be considered for an interview on Hurley Blog Radio, please contact Regina Waller, Physician Services at 810.262.7302 or [reginawaller@hurleymc.com](mailto:reginawaller@hurleymc.com).

## Hurley Hosts FREE Healthy Women's Living Event

Hurley Medical Center is hosting the 2nd Annual "A Day Just for You 2 + 2," on Saturday, October 22nd. This free event is a day dedicated to women and features fitness, food, and fun.

Everything is more fun with friends, so we're inviting all physicians to join us and to please encourage your patients to attend with a friend, or two, or ten. The day will be filled with free health screenings, education, cooking demonstrations, and more. Attendees can enter for a chance to win a Spa Weekend Getaway in Traverse City for two.

Lunch will feature a special panel discussion focusing on breast cancer awareness. Seating for lunch is limited, so please call 888.611.4HMC (4462) or visit [hurleywomen.com](http://hurleywomen.com) to reserve a seat.

CELEBRATING AND SUPPORTING ALL WOMEN

LEARN TO LIVE A HEALTHIER LIFE.  
GET HEALTH SCREENINGS.  
AND HAVE FUN!

Hurley Medical Center  
P R E S E N T S :

**A Day Just for You<sup>2+2</sup>**  
FALL 2011

**Women's Healthy Living Event**  
Bring a friend or two or ten to this FREE event!

**SATURDAY,  
OCTOBER 22, 2011  
10 am – 2 pm**

**Riverfront Banquet Center**  
1 Riverfront Center West, Flint  
(former Hyatt/Character Inn)

**GREAT PRIZES FOR YOU & A FRIEND!**

Special luncheon featuring a panel discussion focusing on breast health and breast cancer awareness. Contributions to the Hurley Breast Health Nurse Navigator Program are welcome at the door.

Luncheon seating is limited. Register online at [hurleywomen.com](http://hurleywomen.com) or call 888.611.4HMC (4462).

**HURLEY**  
MEDICAL CENTER

# Red Wings Kick Off 2011-12 Season with MI Wings Community Tour:



## Four Players Visit Hurley Medical Center - One of Two Hospitals in Michigan

On September 15, The Detroit Red Wings kicked off their 4th Annual Michigan Wings Community Tour presented by ITC, with two groups of four Red Wings players visiting two children's hospitals - including Hurley and DeVos in Grand Rapids, along with Battle Creek Air National Guard Base and a Bay City elementary school, on their way to training camp in Traverse City.

The east leg of the tour brought Pavel Datsyuk, Darren Helm, Jakub Kindl and Brad Stuart to Hurley Medical Center where the players engaged with more than 100 patients in the Pediatric, PICU Unit and NICU. While at Hurley, the players presented a special personalized Red Wings jersey to Patrick Wardell, Hurley President and Chief Executive Officer, and were interviewed by the local media.

Every patient received a co-branded Detroit Red Wings and ITC autographed poster during the community tour. Thank you to Renay Gagleard, the NICU and Pediatric Unit staffs, the Hurley Foundation and the entire Hurley family for all of their cooperation, time and assistance during this special visit.



*Red Wings with pediatric patient Daiyn Goforth and his brother Valor.*



*Pavel Datsyuk and pediatric patient Dale Sims.*



## Hurley Welcomes New Doctors

**John Baker, MD**  
Pediatric Ophthalmology

**Thomas Beird, MD**  
Hand Surgery

**Michael Bork, MD**  
Maternal Fetal Medicine

**Basil Fathalla, MD**  
Pediatric Rheumatology

**Raquel Gonzalez, MD**  
Pediatric Surgery

**Olugbemiga Jegede, MD**  
Academic Hospitalist

**Amir Jundi, MD**  
Nephrology

**Thomas Kraner, MD**  
Trauma Surgery

**Binay Kumar, MD**  
Academic Hospitalist

**Arashdeep Litt, MD**  
Academic Hospitalist

**Jay Bharatbhai Nayak, MD**  
Hematology/Oncology

**Nicholas Post-Vasold, DPM**  
Podiatry

**Premasudha Ramadas, MD**  
Internal Medicine

**Michael Safa, MD**  
Emergency Medicine

**Jeffrey Settecerry, MD**  
Orthopedic Surgery

**Michael Tupper, MD**  
Emergency Medicine

# Hurley Joins the Institute for Healthcare Improvement's Project JOINTS Initiative - Only Hospital in Genesee County Participating



Hurley has joined the Institute for Healthcare Improvement's Project JOINTS initiative, a federally-funded program designed to speed adoption of proven methods to prevent surgical site infections (SSIs) after hip and knee replacement surgery. Michigan is one of five states participating in the first stage of this three-year project. Project JOINTS stands for "Joining Organizations IN Tackling SSI."

"Patients are not getting the best care reliably enough," said Maureen Bisognano, President and CEO of the Institute for Healthcare Improvement (IHI). "It can take years from the publication of evidence-based advancements to when patients can reap the benefits. Patients deserve better. Organizations taking part in Project JOINTS are dedicated to accelerating the spread of practices shown to protect patients from potentially devastating infections."

Launched in April of 2011, Project JOINTS is focusing on hip and knee replacement surgery because infections following these procedures can be catastrophic for the patient and those caring for them. Treatment can mean multiple surgeries, months of medical and physical therapy, prolonged periods of recuperation, and often considerable pain and sizeable out-of-pocket expenses. For some, permanent disability and long-term financial problems are the results.

"With over 1.1 million procedures done in 2008, knee and hip replacements are two of the most commonly performed surgeries in the US. Depending upon patient risk, it is estimated that between 6,000 and 20,000 SSIs occur annually after these types of surgeries and the number is predicted to rise substantially in coming years due to an aging population staying more active.

Hurley is dedicated to the care of a variety of orthopedic injuries; our unique setting promotes wellness and maximizes patient recovery with one-on-one patient care tailored to each individual's needs. Beginning in October, Hurley is implementing five evidence-based practices designed to prevent SSIs in patients undergoing hip and knee replacement surgery," says Sidney Martin, MD, Orthopedic Surgeon on staff at Hurley and Family Orthopedic Associates.

Three of the five evidence-based practices are based on newer evidence:

- Patient bathing or showering with a special antibacterial soap for at least three days before surgery
- Screening patients for the presence of Staph prior to surgery and treating those testing positive
- Preparing skin at the surgical site with an antiseptic solution that contains alcohol

Two of the five practices are based on more well-known SSI prevention practices:

- Reliably giving the appropriate antibiotics to the patient before starting surgery
- Avoiding shaving hair at the surgical site

The Institute for Healthcare Improvement ([www.IHI.org](http://www.IHI.org)) is an independent not-for-profit



*Sidney Martin, MD*



*Ajay Srivastava, MD*

organization that works with health care providers and leaders throughout the world to achieve safe and effective health care. IHI focuses on motivating and building the will for change, identifying and testing new models of care in partnership with both patients and health care professionals, and ensuring the broadest possible adoption of best practices and effective innovations. Based in Cambridge, Massachusetts, IHI mobilizes teams, organizations, and increasingly nations, through its staff of more than 100 people and partnerships with hundreds of faculty around the world.

Hurley Medical Center Presents:

**FREE Joint Replacement Seminar**

Think you have to live with joint pain? Think again.

**TUESDAY, OCTOBER 25**  
6:00 – 7:30 P.M.  
Fenton Community Center  
150 S. Leroy St, Fenton

Featuring **Ajay Srivastava, MD**  
Family Orthopedic Associates

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**THURSDAY, OCTOBER 27**  
6:00 – 7:30 P.M.  
Walli's Restaurant  
1341 S. Center Rd, Burton

Featuring **Sidney Martin, MD**  
Family Orthopedic Associates

Attend our free, no-obligation seminar to learn about surgical and non-surgical treatment options available through Hurley Medical Center's Center for Joint Replacement. Call 888.611.4HMC (4462) to register.

888.611.4HMC (4462) • [hurleymc.com/jointcenter](http://hurleymc.com/jointcenter)



**On Thursday, September 8, 2011, Bruce Siegel, MD, MPH, President and Chief Executive Officer of the National Association of Public Hospitals & Health Systems Visited Hurley and Met Patrick Wardell, Senior Leadership, and Toured the ED.**



*Left to right: John Stewart, Patrick Wardell, Dr. Bruce Siegel, Dr. Michael Jaggi*

## **Willowbrook Golf Fundraiser Raises \$4,900 for Hurley Breast Navigator Fund**

For the 10th year, Willowbrook Golf Course in Byron was the setting for this special ladies golf classic.

This annual event was hosted by Barb Dingman, Pauline Stephens, Lynne Wells, and Pat Tyler on July 22nd. With over 35 teams, funds were generated from entry fees, hole sponsors, event holes, 50/50 ticket sales, raffles and monetary donations. The day concluded with a tasty lunch provided by the ladies from the United Methodist Church in Durand along with raffle prizes for each participant. The event raised \$4,900 for the Navigator Fund and \$1,240 for the American Cancer Society.



*Back Row, left to right: Pat Tyler, Pauline Stephens, Lynne Wells  
Front row, left to right: Barb Dingman, Marsha Schmit, RN*

## **The Center for Joint Replacement Announces Formation of Council to Promote Patient and Family-Centered Care**

Patient and family-centered care (PFCC) is a model of care delivery built around the key concepts of respect and dignity, information sharing, participation and collaboration. PFCC improves safety and quality by involving patients, and the family members who know them best, in improving healthcare processes.

Hospitals around the country have been successfully incorporating family-centered practices and seeing improved outcomes. Patients and families can offer us unique perspectives and expertise about our system of care. It makes economic sense for patients, families, hospitals and communities by making money and other resources available to be expended in

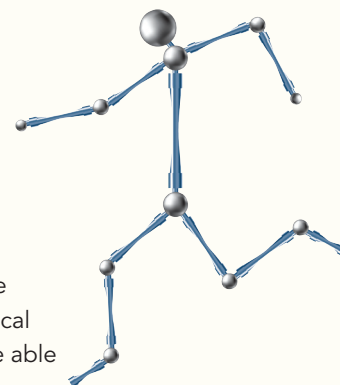
more efficient and effective ways.

Hurley's strategic focus for fiscal year 2011 is to "Build an Exceptional Medical Center." One of the key components of the plan is to institutionalize patient-family centered care. The Center for Joint Replacement is pleased to announce the formation of our newest council which will begin meeting on October 26th, 2011. We have established a team of former joint replacement patients, their family members and members of our own Hurley staff to examine the 'joint replacement experience'.

The Center for Joint Replacement unit currently enjoys a 95% satisfaction rating, but there is always room for improvement.

"This is an exciting time for the medical center, to be able to look at our care and procedures from the customer's perspective", says Cathy Metz, Service Line Administrator for Orthopedics.

The council will meet monthly to evaluate every step of our program, from the moment a patient is boarded for surgery to the moment they complete their free month of membership at the Hurley Health and Fitness Center following their rehabilitation. The goal of the council is to identify areas for growth and improvement.



## Hurley Foundation News



### Miracle Dinner on October 20th

**Date:** Thursday, October 20, 2011  
**Time:** 6:00 - 8:00 pm  
**Location:** Holiday Inn Gateway Centre

Children's Miracle Network at Hurley will hold its third annual "Miracle Dinner", October 20, 2011. Tickets are \$50 per person. All proceeds will benefit the Child Life Program in Hurley's Level III Neonatal Intensive Care Unit.

For more information, please contact Angie Cuneaz at 810.262.9399 or [acuneaz1@hurleymc.com](mailto:acuneaz1@hurleymc.com).

## 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:

**Regina Waller, Manager**

810.262.7302 (office)  
810.938.9539 (cell)  
[reginawaller@hurleymc.com](mailto:reginawaller@hurleymc.com)

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*Specialist*

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*Services Representative*

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