

Physician Connection

Published for the Physicians of Hurley Medical Center.

Hurley Children's Hospital Launch for Community



Hurley Medical Center is about to embark on an exciting new journey. Over the past decades Hurley has developed a preeminent position in the region for our pediatric services, our residency programs, our nurses and doctors and staff. Now it is time to launch them into a children's hospital – the new Hurley Children's Hospital.

Our Children's Hospital will take all our pediatric services and present them as they should be, as a highly integrated healthcare institution delivering the highest quality care for infants, children and adolescents.

While the Children's Hospital will not be a standalone building, it will be a way of delivering, presenting and marketing all of our children's medical expertise under one unified umbrella. This really does matter to our parents,

their children and our community. We must never forget that it is our children that are our future and they deserve our best.

Today, Hurley is one of three Children's Hospitals within a hospital in Michigan, with one of the top trauma volumes in the state. Everyday, we deliver exceptional care for 56% of the children in four counties.

Please save the date – On November 15 at 10:30 am, we invite all members of the Hurley family and the greater Genesee County community to join in our celebration as we mark this medical milestone inside Merliss Brown Auditorium. Thank you for your help, support, encouragement and guidance as Hurley continues on our mission of "Clinical Excellence, Service to People."



CALENDAR

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

December 14, 2011

Annual Medical Staff Meeting
 5:30 pm, Flint Golf Club
 To register please call
 1.888.611.4HMC

CME Needs Assessment Survey

Please take our Needs Assessment Survey in order for us to plan future CME activities that are effective in meeting your educational needs and professional practice gap. Your input is crucial.

We appreciate your response by November 23, 2011. By entering your name at the end of the survey, you are eligible for a \$50 gas card drawing.

You may access the Needs Assessment survey by one of the following ways:

Direct access through the following address:
<http://www.surveymonkey.com/s/LC8L29Q>

On any computer in the Physician's Lounge (non iSITE), look for the CME Needs Assessment icon on the desktop. If you have any questions, please contact the CME Department at 810.262.9142.

Dangerous Auto No-Fault House Bill 4936 URGENT Action Required

Letter Submitted by Chief of Staff - Jitendra Katneni, MD

I am writing this letter to encourage you to join me in opposition to House Bill (HB) 4936. If you are not aware of the bill, let me take a moment to highlight the dangers to the passing of this bill by the Michigan House of Representatives.

The bill would essentially gut Michigan's model Auto No-Fault Law and replace it with a dangerous system that relies instead on expensive lawsuits, higher health insurance premiums for families, and a cost shift from insurance companies onto the state's cash-strapped Medicaid system. HB 4936 includes language to limit personal injury protection to \$250,000,

forcing injured people to sue for their medical expenses from catastrophic injuries exceeding that amount. Eliminating Michigan's no-fault insurance laws won't just lead to thousands of new lawsuits clogging our courtrooms-it will drive up costs on taxpayers. The bill also would dramatically limit the amount of health care funds available to many patients injured in automobile accidents.

I am encouraging you to join me in contacting members of our local Genesee County delegation (both House and Senate) to ask

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Hurley Medical Center Project JOINTS Receives Exemplar Status



In August, 2011, Hurley 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. Hurley Medical Center is pleased to announce that Hurley is the first, and ONLY hospital in Michigan to receive 'exemplar' status. 42 hospitals in Michigan have enrolled in this project, to date.

"We are thrilled to have achieved 'exemplar' status. 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 implemented five evidence-based practices designed to prevent SSIs in patients undergoing hip and knee replacement surgery. This goes hand in hand with the "Clinical Excellence, Service to People" that Hurley provides 24/7, around the clock," says Sidney Martin, MD, Orthopedic Surgeon on staff at Hurley and Family Orthopedic Associates.

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."

Congratulations to everyone involved in this process. We couldn't have done it without you.

Hurley Academic Hospitalist Program



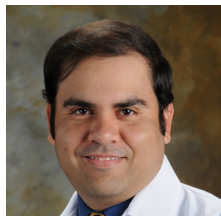
Olugbemiga Jegede, MD



Binay Kumar, MD



Arashdeep Litt, MD



Imran Shafique, MD

Please welcome to Hurley's Academic Hospitalist Programs, Drs. Binay Kumar and Arashdeep Litt, who have completed the three year Internal Medicine residency program, and Dr. Olugbemiga Jegede, who completed the four year Internal Medicine/Pediatric residency program. These three physicians will work with Dr. Imran Shafique in the role of Academic Hospitalist to provide medical education to residents, as well as provide private care to a select group of community physicians.

The hospitalists will act as a case manager, ordering tests, coordinating care with any specialists the patient requires. Because

our Hospitalists are on site, they are available to speak with other physicians, follow up on testing, and provide overall care to the patient in the hospital.

The Academic Hospitalists will communicate with a patient's primary care physician upon admission to and discharge from the hospital and throughout the patient's stay. In fact, within 24 hours of discharge, the primary care physician will receive a detailed summary of the hospitalization.

Please contact Regina Waller at 810.262.7302 if you would like additional information regarding this program.

Hurley Medical Center Only Michigan Hospital with Workstation Treadmill in Radiology Department: Physicians Read X-Rays, Stay Healthy, Improve Productivity, Efficiency & More



AppaRao Mukkamala, MD reading films while on the treadmill

Physicians in Hurley's Radiology Department have a new addition - a treadmill. Doctors at Hurley Medical Center are reading x-rays (films) and changing lives, while they work out. "This is a win-win situation," says AppaRao Mukkamala, MD, Chief of Radiology at Hurley Medical Center.

"This is not only burning calories, but it increases work productivity because of the blood flow to your brain, and doctors are finding 10% more findings while reading films this way. Because of this new technology here, we are able to reduce stress, improve mood, reduce back problems, improve sleep and reverse and/or delay aging," adds Dr. Mukkamala.

The revolutionary concept was first created in 1996 by a psychology professor at the University of California, Berkeley. But the idea began to catch on only after a Mayo Clinic endocrinologist, James Levine, MD, devised and tested a treadmill desk in 2005 and calculated that walking while you work at a slow, steady pace (less than two miles per hour) can burn 100 to 130 calories per hour, 3 pounds a month, and a yearly loss of close to 40 pounds.

Patient and Family-Centered Care (PFCC) Update

Hurley PFCC initiatives continue to grow and have impact for many of our patients and families. A new, flexible visitation policy was implemented over two months ago with very few issues resulting from this major change. Several family members have expressed their appreciation of how Hurley staff has been able to help with their schedule difficulties so they can better support our patients.

The number of patient and family advisors continues to grow. Besides a core group of advisors that make up the Hurley PFCC Partnership Council, we now have two advisors representing the pediatric complex, one for women's services/NICU, and two for the medical/surgical complex. These complexes continue to work toward initiating family rounds on each of their nursing units, as well as, projects identified in discussions with their advisor groups. The ED council continues to organize and several patient/family members are ready to join with the staff in the coming months. The orthopedic department has organized a PFCC council that had its first meeting in late October. Six patients that have had joint replacement surgery have been recruited as advisors for this group.

A wonderful example of PFCC practice occurred recently in the Endoscopy Lab where a young adult patient was scheduled to



Jamal Farhan, MD, consults with a patient

have a procedure. It has not been common practice to allow a family member to stay with a patient during a procedure there. This patient who was accompanied by her mother was very frightened, so an RN arranged for the mother to stay with her daughter during the procedure. The physician was completely supportive of this and the entire experience had a very positive outcome for the entire team, including the patient and family member. Even the smallest gesture can have a profound impact on a patient and their family.

For more information about PFCC contact Karen Lantzy 810.262.4982.

Hurley Medical Center – Partners in Health Deliver Nutritious Message



Below is an excerpt from an article that appeared on the September edition of the SafetyNet online, published by the National Association of Public Hospitals and Health Systems (NAPH):

The obesity epidemic hits home for Hurley Medical Center, which serves the Flint, Michigan population. Located in Genesee County, Flint ranks 10th in the nation for obesity rates. The proportion of obese residents in Flint is higher than it is in either Genesee County as a whole or the entire state of Michigan. Hurley sees the direct effect of these statistics in its facility, as increasing numbers of children are being admitted for asthma and diabetes, which often stem from obesity. But Hurley – with the help of Kohl's Department Stores – is taking a proactive stance by helping obesity's youngest victims shed their weight and become active, healthy adults.

For the past six years, Hurley has partnered with Kohl's Cares® – a community giving and volunteer program that raises funds for children's health and educational opportunities – on children's health initiatives including rehabilitation, asthma and childhood injury prevention. This year, Kohl's has awarded Hurley \$137,745 to participate in the "Kohl's Cares for Healthy Kids" program. In

its second year, the program teaches children and their parents to make healthy food choices and increase daily physical activity.

"This grant will not only raise awareness of a growing problem in our communities, but provide great opportunity for kids and their parents to 'do something about it'. Our partnership is a welcome collaboration to bring focus to such an important and prevalent health issue," according to Micki Juip, MA, RN, CDE, Director, Health Status Improvement Initiatives, Hurley Medical Center.

Over the course of a year, the program will include live community and school events, an extensive media campaign including radio commercials and public service announcements and a dedicated Web site, www.kohlshurleykids.com. The site provides tips for parents and kids on fitness and healthy eating, nutritious recipes, information on upcoming program events and a kid-friendly Q&A.

Left to right: Flint Mayor Dayne Walling; Marita Tambasco, Kohl's Grand Blanc Store Manager; Tim Madsen, Kohl's Linden Rd. Store Manager; Micki Juip, Patrick Wardell

House Bill 4936 – URGENT Action Required Continued from page 2

them to use their influence among all their colleagues in the Michigan Legislature to ensure that House Bill 4936 does not pass. To make this task easier, on your web browser type in: <http://capwiz.com/msms/state/main/?state=MI>, which will direct you to the Michigan State Medical Society's Advocacy page where you will be given the opportunity to take action and voice opposition to the bill.

I appreciate your support and as always I am available if you have questions or require my assistance and can be contacted at 810.262.9239.

If you would like to personally make a call or send an email, please find that information listed below:

Representatives

Jim Ananich at 800.FLINT.49
jimananich@house.mi.gov

Richard Hammel at 888.347.8048
richardhammel@house.mi.gov

Paul Scott at 866.989.5151
paulscott@house.mi.gov

Charles Smiley at 855.CSMILEY
charlessmiley@house.mi.gov

Woodrow Stanley at
888.WOOD.034
woodrowstanley@house.mi.gov

Senators

John Gleason at 866.268.2914
senjgleason@senate.michigan.gov

David Robertson at 517.373.1636
sendrobertson@senate.michigan.gov

Hurley Medical Center and Mott Community College Athletic Teams Form Partnership: Hurley is Hospital of Choice for MCC Team Athletic Injuries

Hurley Medical Center is proud to announce that we have formed a partnership with Mott Community College and are now the hospital of choice for athletes in team sports requiring medical care, off the field.

"It is a real comfort to know that medical care of the highest quality is just minutes away from our athletic facilities. The relationship that we have formed with Hurley Medical Center over the past decade involving on-site athletic trainers has already established a bond between our two institutions. As we continue to seek ways to improve medical care for our student athletes, we know that the expertise of the Hurley Medical Center staff will be invaluable," says Thomas Healey, Athletic Director, Mott Community College.

For athletes needing physical therapy before returning to play,



Mott Community College Basketball Team

the highly trained sports medicine staff at Hurley SportsCare is available to progress them through their rehabilitation. Upon completion of therapy, Mott's athletes can take advantage of our Post Rehab Exercise (PREP) program and receive a free month membership to the Hurley Health and Fitness Center.

The attentive staff, array of equipment and extensive programming are rated the highest in the area, and Hurley is the leader in providing a medically-based approach to fitness and wellness.

Blog Talk Radio

Please remember to visit Hurley's Blog Talk Radio page often. Here you will find different health and wellness topics, physicians 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:

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

If you have expertise on a subject and would like to be considered for an interview on Hurley Blog Talk Radio, please contact:

**Regina Waller at
810.262.7302.**

Epic

By now you should have received a letter from Drs. Katneni and Roebuck regarding upcoming Epic training. If you have not already, please carefully review this important information as it has potential impact to your medical staff privileges. Briefly stated:

- Medical staff members must be trained and have received a certificate of completion by midnight March 4, 2012.
- If training is not completed by March 4, 2012, the professional staff member will be placed in the Temporary "Off Staff" (automatic suspension) category, which means professional staff will not be able to provide clinical care, consultation, admit patients, access Epic, or give orders for care.
- Professional staff still not trained at the time of the board meeting, March 6, 2012, will be recommended for permanent suspension (not reportable to the

NPDB). Privileges will be reinstated upon successful completion of training with the application fee waived.

- There will be no process for written orders after Epic implementation. All orders must be entered by the practitioner electronically. Limited exceptions are provided, including when the practitioner is not physically on site or where the practitioner is engaged (e.g. surgery or bedside procedure) and unable to electronically enter their own orders.

Please Watch Your Office Mail for Epic Class Registration Information

Please know that at anytime if you have questions or concerns you can contact:

Dr. Katneni at 810.262.9239

Dr. Roebuck at 810.262.9854.

Thank you for your anticipated cooperation.

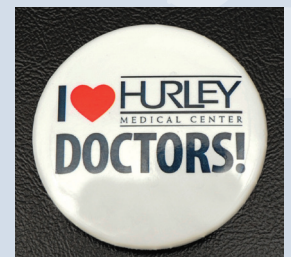
SAVE THE DATE
Hurley Medical Center's
31st Annual Benefit Ball

Please join us for the 31st Annual Hurley Benefit Ball on Saturday, March 3, 2012 at the Riverfront Banquet Center in downtown Flint. Proceeds from the 2012 Hurley Ball will benefit Children's Hospital here at Hurley.

For ticket information and to make a donation, please contact Angie Cuneaz in the Hurley Foundation today at 810.262.9399.



In further appreciation of your commitment & dedication, Hurley Physician Services has arranged to provide complimentary chair massages.



Please Join Us For A
Chair Massage

Friday, November 18 & Friday, December 2

10:00 am to Noon

Physician Lounge - 1W

Massages are provided compliments of
Baker College therapeutic massage students