



Physician Connection

June 2011

i-Optimization Update: A Voice of Epic Experience

Matt Zaccheo, DO, joined Bronson Adult Intensivist Service in August 2010. Dr. Zaccheo worked at University of Pittsburgh Medical Center when that



Matt Zaccheo, MD

hospital went live on Epic. He said that as they approached their go-live date, there was the natural anxiety about how this change would

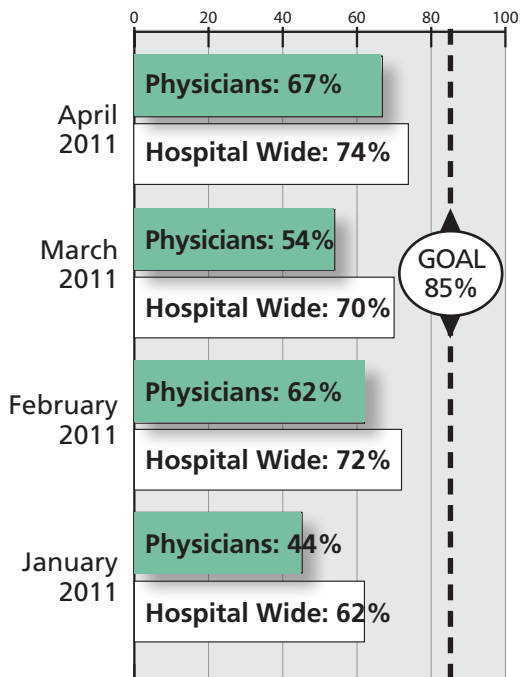
affect both staff and patients. From his experience, "Epic staff and the hospital's project team were personally there every step of the way and patient care was never interrupted." Dr. Zaccheo admits, "It can be potentially scary to change your routines when you

have been doing things a certain way for a long time. However, the system

"Epic staff and the hospital's project team were personally there every step of the way and patient care was never interrupted."

streamlined workflow and took away redundancies." He assures, "Six weeks into it, you look at it and wonder, 'how did we live without it?'" Bronson is moving closer to our goal of "One Patient, One Record." Visit <http://inside.bronsonhg.org> and click on "i-Optimization" on the left for more information.

BMH Physician Hand Hygiene: Data Shows Need for Continued Improvement



Neuroscience Grand Rounds

Friday, June 10, Noon-1p.m.,
Bronson Gilmore Center
Forum Room A

Pediatric Case Studies

Daniel Fain, MD and Kellie Sweet, DO
Bronson Neuroscience Center



Daniel Fain, MD



Kellie Sweet, DO

Lunch will be provided.

Physicians and Residents Named to President's Team

Congratulations to the physicians and residents who have been named as winners of the 2011 President's Team Awards!



Robert Gorman, MD
Bronson Orthopedics
& Sports Medicine



Dean Kindler, MD
Bronson Neuroscience
Center

Marcos Madeiro, MD
KCMS Internal
Medicine Resident

Lacey Rao, MD
KCMS Orthopedic
Resident

Bronson Stroke Certification Survey Successful

Bronson Methodist Hospital recently completed its biannual stroke survey to recertify the hospital as a Joint Commission Primary Stroke Center. The surveyor was very complimentary and found no opportunities for improvement. A special thank you to Dean Kindler, MD, executive medical director of medical neurosciences for the Bronson Neuroscience Center, who was very involved in explaining how Bronson provides optimal care for stroke patients.

New Physicians Join Bronson

Sternlate Tshiliwa, MD



Bronson Internal Medicine Hospital Specialists

Board certified: Internal Medicine

Residency: Michigan State University College of Human Medicine – Hurley Medical Center

Sternlate Tshiliwa, MD

in Flint. Medical degree: University of Zimbabwe. Contact: (269) 341-8481

Giani Cazan-London, MD



Bronson Maternal-Fetal Medicine

Board certified: Maternal Fetal Medicine and Obstetrics & Gynecology

Fellowship: The University of Michigan Medical Center

Giani Cazan-London, MD

Residency: Sparrow Hospital
Internship: Madigan Army Medical Center
Medical degree: Wayne State University School of Medicine
Contact: (269) 341-7887

Family Activated Rapid Response Team Goes System Wide

Starting Tuesday, June 7, families in all inpatient medical/surgical units at Bronson Methodist Hospital and Bronson LakeView Hospital may activate the Rapid Response Team (RRT). The pilot project in Pediatrics received positive feedback by empowering families to prevent patient safety events. With that success, this is now going system wide. Family members are encouraged to activate the RRT if they are concerned about a patient's deteriorating condition and tell the nurse. The RRT tracks who called, the reason, and the outcome. Family-activated RRT demonstrates Bronson's commitment to patient & family centered care principles of dignity and respect, information sharing, participation and collaboration.

Physician Connection is published monthly by Bronson Healthcare Group. To submit a topic or news about a Bronson medical staff member or his or her practice, e-mail bullardm@bronsonhg.org or call Maggie Bullard-Marshall at (269) 341-6614.

Alexander Runowski, MD



Bronson Urgent Care/ Occupational Medicine in Battle Creek

Board certified: Family Practice

Residency: Sparrow Hospital
Internships: Sparrow Hospital and the

Alexander Runowski, MD

University of Arizona College of Medicine
Medical degree: Michigan State University College of Human Medicine
Contact: (269) 965-4500

Standardized Colors: Purple for No Codes, Red for Allergies

Since May 9, Bronson Methodist Hospital has standardized the color purple for "no codes" and red for allergies to follow state recommendations that prevent patient safety errors. The red "No Code" sheet located at the front of the chart is now purple and the pink allergy chart slide-in on the outside front of the chart is now white with patient allergies in red ink. Contact Gwen Boyle, RN, at (269) 929-0551 with questions.

Bronson Offers Interpreting and Translation Services

To use Bronson's interpreting and translation services, call (269) 341-7654 and the operator will connect you.

There are two options:

- 1. Over-the-Phone:** For urgent interpreting, any provider can access a foreign language interpreter for up to 150 languages through the Language Line.
- 2. Campus Medical Interpreters:** For appointments, family consults, and other communication sessions

Bronson offers campus medical interpreting for Sign Language, Spanish and several other languages. Bronson also offers document translation services. For more information, contact MonaLisa Watson at (269) 341-6515.

Physician Wellness Committee Convened

Bronson's Physician Wellness Committee recently convened with the following medical staff members:

- Anne Cavanagh, MD (chair)
- Marijo Snyder, MD (co-chair)
- Karen Alcaraz, MD
- Melissa Davidson, MD
- David Dunstone, MD
- Christina Jacobs, MD
- Steven Szeles, MD

Thank you for volunteering your time to improve physician wellness! The committee plans to send a survey to solicit physician feedback on wellness needs and will provide an online physician wellness resource list. Please share your feedback with the members of the team.

Recruitment at Bronson Successful for Alzheimer's Disease Treatment Study

A large multi-center Phase 3 study funded by the National Institute of Health of intravenous immune globulin in patients with mild to moderate Alzheimer's disease has recently completed enrollment ahead of schedule. Nadeem Mirza, MD, one of the study investigators who works at Bronson



Nadeem Mirza, MD

LakeView Memory Clinic, successfully enrolled several subjects in the study. The study leader, Dr. Norman Relkin of Cornell University, thanked the investigators for their "superb effort."

Physician Development Advisory Group Forming

Bronson is forming a Physician Development Advisory Group at the recommendation of the Medical Staff Executive Committee. The committee will provide input and feedback on the development of physician leadership, education curriculum, and physician leader forums. Contact Marijo Snyder, MD, medical director for physician staff development, at (269) 341-6418 if you are interested in joining.