



# Physician Connection

July 2011

## HCAHPS: Your Patient Satisfaction Scores Matter!

	Jan 1 - Jun 22, 2011	2011 Goal
Doctor communication	81.5%	83.0%
<b>Questions:</b>		
1. Did doctors treat you with courtesy and respect?	88%	
2. Did doctors listen carefully to you?	80%	
3. Did doctors explain things in a way you could understand?	77%	

Studies indicate physician communication with patients and families impacts patient outcomes and satisfaction. Bronson providers strive to provide excellent health-care services by partnering and collaborating with patients and families, sharing information, and treating patients and families with dignity and respect. Improving patient satisfaction in these areas improves overall health outcomes. Starting in 2012, CMS will use 2011 data to withhold payment from Bronson and return it based on performance.

### Share the Scores

Here are the results of Bronson patients who answered the questions as "always."

### Scoring

**Hospital Consumer Assessment of Healthcare Providers & Systems (HCAHPS)** is a national, standardized survey of hospital patients that asks a random number of recently discharged patients about their experience at the hospital. The survey asks 27 questions that are included in Bronson's Press Ganey patient satisfaction surveys.

## Rounding Checklist Pilot to Better Identify Patient Needs

Starting July 18, the Adult Medical Unit (AMU) and Cardiology Unit at Bronson Methodist Hospital will use a rounding checklist to help multidisciplinary teams identify risk factors that may lead to readmissions and develop a safe transition plan with the team. Interventions may include a follow up phone call, home health care referral, and an appointment with the primary care physician. The checklist will

### Tips

Use these tips to help improve your partnership with patients and families.

- Introduce yourself.
- Uncross your arms.
- Sit down.
- Allow the patient to "tell the story" without interruption. On average, a physician interrupts the patient after 20 seconds.
- Discuss non-medical topics such as children or pets.

### Recognition

Bronson Methodist Hospital (BMH) recently received the HealthGrades 2011 Outstanding Patient Experience Award™ for having overall patient satisfaction scores in the top 10 percent of hospitals in the nation. While we are honored, we know there is more work to be done to partner with patients and families. We want to sustain this high level of patient satisfaction and continue to raise the bar.

be located at the main desk on AMU and front desk on Cardiology. It includes needs assessments and interventions for the case manager, nurse, pharmacist, social worker, therapist, and dietitian to populate and review daily. The provider may also review the checklist to understand potential barriers to learning and care plan adherence. Contact Kris Miller at (269) 341-8462 with questions.

## Bronson Battle Creek Partnership is Official

On July 1, Battle Creek Health System joined the Bronson family of companies and changed its name to Bronson Battle Creek. The vision for the new partnership is to form a regional health system that delivers better coordination of care for patients throughout southwest Michigan. This will enable Bronson to take its longstanding commitment to quality to an even higher level. The goal is to better meet patients' needs by providing the right care in the right place at the right time. For more information, visit [bronsonhealth.com](http://bronsonhealth.com).



## Snyder Joins Bronson's Executive Team

Marijo Snyder, MD, will join Bronson's executive team as vice president for medical staff development later this summer.



*Marijo Snyder, MD*

She will work with Scott Larson, MD, senior vice president of medical affairs and chief medical officer, to plan, organize and oversee medical staff development for Bronson Healthcare Group. Dr. Snyder is forming a Physician Development Advisory Group to provide input as she adopts and implements strategies to develop medical staff leadership and engage the medical staff in Bronson's mission to deliver excellent healthcare services. Please welcome Dr. Snyder to this new role. She may be reached at (269) 341-6418 and is looking forward to your suggestions.



## Ambulatory Infusion Clinic Expands Hours

Infusion therapy services are now offered Monday through Friday from 7 a.m. to 7 p.m. with weekend appointments available. Bronson Ambulatory Infusion Clinic is located at Bronson Medical Office Pavilion, 601 John Street in Suite M-429. For questions or additional information, call (269) 341-8550.

## Physician Access to Electronic Medical Records

Bronson's Medical Staff Leadership is reviewing the policy on physician access to electronic medical records. As a reminder, per federal rule, medical records are only to be accessed when you are treating a patient, seeking payment or performing an operations activity like peer review. Medical staff may access their personal medical records only after the HIM Department has a written consent on file. This consent must be updated yearly. Contact HIM at (269) 341-6487.

## Update: i-Optimization

An electronic demo of Bronson's future electronic health record is now available on the Bronson intranet. Providers can access two ways: from within the Clinical Portal, go to the Miscellaneous Tab and click on the link labeled "Bronson eDemo of Epic System;" or go to [inside.bronsonhg.org](http://inside.bronsonhg.org) and click on the i-Optimization link on the left side of the page. Then click on the link in the box labeled eDemo. This demo is not intended as training – just a sneak peek. If you do not have a Bronson account and would like more information, please contact Hussein Akl, MD or Luis Ortiz, MD, Chair and Co-Chair of the Physician Advisory Team. If you are having trouble with your system sign-in, please contact the IT Support Center at (269) 341-6330.

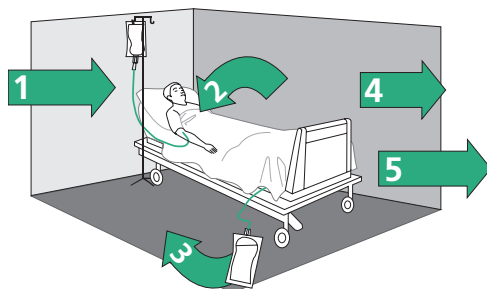
## Physician Wellness Survey

You will receive an e-mail request for an online Physician Wellness Survey in mid-July. Please take a few minutes to share your feedback. Survey responses are anonymous and confidential and will be used by the Physician Wellness Committee to determine needs/priorities.

## Pharmacists Now Do Lovenox® Patient Education

Bronson Methodist Hospital pharmacists are now educating inpatients being discharged on Lovenox®. Documentation of this education will be completed in HED under Anticoagulation SQ and will cover materials given, main problem, safety issues, discharge follow-up, and the importance of medication therapy. Patient understanding of the importance of anticoagulation therapy promotes the safe use of this medication in order to prevent adverse consequences.

## My 5 Moments for Hand Hygiene



The My 5 Moments for Hand Hygiene approach defines the key moments when healthcare workers should perform hand hygiene.

1. Before Touching a Patient
2. Before Clean/Aseptic Procedure
3. After Body Fluid Exposure Risk
4. After Touching a Patient
5. After Touching Patient Surroundings

## Involving Your Patient/Family in Decisions About Care

Ethics and Risk Management staff will be providing face-to-face education throughout the summer at staff meetings, performance improvement meetings, and other venues for all active Bronson providers. The sessions will include information about new policies and procedures that are designed to improve communication between patients and providers and enhance HIPAA compliance. The new documents include:

- Tool for identifying a patient's surrogate decision maker
- Non Beneficial Care Policy
- Emergency Resuscitation Order Set
- DNR orders for EMS staff

For more information, contact Anne Cavanagh, MD, at (269) 341-7339.

## Bronson Critical Care Units VAP-Free for Four Months

The critical care units at Bronson Methodist Hospital had ZERO incidents of ventilator associated pneumonia (VAP) from January through April 2011. This is a significant accomplishment since the overall VAP rate for 2010 was 3.3/1,000 device days. The critical care unit physicians and staff are ensuring optimal care for every patient, every time by taking several proactive measures to prevent pneumonia, starting with whether or not the patient really needs the ventilator. Other actions include elevating the head of the bed to a 30 degree angle, oral hygiene, and frequent suctioning.

## Medication Alert: Insulin Five Times More Potent

Bronson has seen an increase in the number of patients taking Humulin R® U-500. Many providers may not be familiar with this more potent version used for patients with increased insulin resistance. **This is NOT an error on the medication list. Humulin R® U-500 is five times more potent than typical insulin.** Please be aware of the potential for harm or error. Contact James Curtis at (269) 341-6230 or Karyl Hare at (269) 207-2148 with questions.

## Conversations in Clinical Ethics

**Topic:** Ethical issues and practical strategies for addressing common diversity issues that arise in healthcare settings.

**Speakers:** Kirk Payne, MD and MonaLisa Watson

**Monday, July 11, 2011 noon-1 p.m.**

Gilmore Center Classrooms 4 A&B FREE. A complimentary box lunch will be provided. Please contact Nora Chaus at [chausn@bronsonhg.org](mailto:chausn@bronsonhg.org) or (269) 341-8599 to register. Contact hours may be available.

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](mailto:bullardm@bronsonhg.org) or call Maggie Bullard-Marshall at (269) 341-6614.