



Physician Connection

August 2011

i-Optimization Update: Physician Advisory Team Says Plan Ahead

The i-Optimization Physician Advisory Team (PAT) is reminding all medical staff members to begin planning for the additional demands on your schedules in preparation for going live with Epic, Bronson's new Electronic Health Record (EHR). Go-Live Event 3 (GLE 3) is May 1, 2012, when all inpatient and outpatient departments of Bronson Methodist Hospital will go live. Training for providers will occur in the preceding six to eight week period. The number of hours required for training will vary depending on your area of practice. Many providers will attend 10-15 hours of classroom training. In addition, Epic strongly recommends that all users practice independently for at least two to four hours.

Specific training dates will be published in a course catalog on November 25, 2011. Until then, please anticipate the additional demands this will place on your time.

GLE 1 (11/1/11) and GLE 2 (2/1/12) communication occurred directly with the affected providers. The Course Catalog for GLE 1 is available on the i-Optimization intranet page (on inside.bronsonhg.org). Providers who work in Bronson primary care practices in Kalamazoo County are requested to sign up for classes now. All providers must demonstrate adequate competency in the use of Epic in order to gain access. For questions, contact PAT chair Dr. Hussein Akl or PAT vice chair Dr. Luis Ortiz.

Medical Staff Bylaw Changes

Several members of the medical staff participated in reviewing the medical staff bylaws. They recommended several changes that will be presented to the Medical Executive Committee (MEC) in September. If MEC agrees, the changes will be recommended for vote at the Dec. 7 quarterly medical staff meeting. Once approved by the MEC, a link to the new bylaws document will be posted on the Physician page of the Bronson intranet so all med staff members can review them. E-mail doctthought@bronsonhg.org with questions.

Tdap Requirement

The Bronson Medical Executive Committee voted to require all medical staff members to be immunized against Tdap to prevent the spread of pertussis to patients and staff based on Centers for Disease Control & Prevention recommendations. This is required once in adulthood. Send documentation to the Medical Staff Office (Box 39) or fax (269) 341-8294 by December, 2011. Contact ProHealth at prohealth@bronsonhg.org with questions.

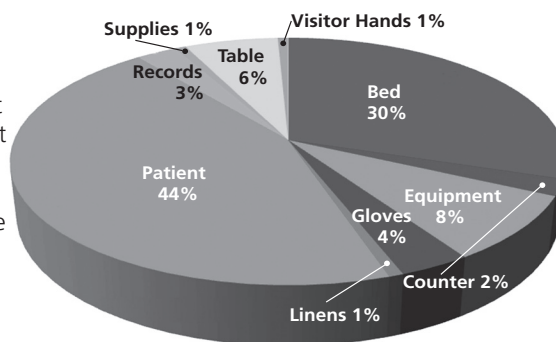
Referring to Wound Care Services Now Easier

Bronson Burn and Wound Center is now coordinating all referrals to wound care services at Bronson. This new process provides standardized treatment throughout the Bronson system and eliminates the need for you to determine

at which Bronson site your patient should be seen. To refer patients, fax orders to (269) 552-5868. Go to the Referrals to Bronson Practices/Services page at inside.bronsonhg.org or call (269) 341-8827 for a referral form.

Physician Hand Hygiene

Physician hand hygiene compliance at Bronson Methodist Hospital was 58 percent in June. The graph shows what items physicians touched before using hand hygiene. Remember to use hand hygiene before touching anything in the room, especially the patient.



HCAHPS Update: Eight of 10 Patients Always Satisfied

Eight out of every 10 patients at Bronson Methodist Hospital are "always" satisfied with physician communication (actual = 81.3 based on 2nd quarter data). The goal is nine out of 10. Questions are based on whether or not the patient felt the physician treated him/her with courtesy and respect, listened carefully, and explained things in a way that could be understood.

TIPS TO IMPROVE HOW YOU COMMUNICATE AND PARTNER WITH PATIENTS AND FAMILIES:

- Ask open-ended questions and respond with empathy.
- Make yourself available to the patient and family. Make certain they know how to contact you with any questions, even if you are consulting. Few will contact you, but many will be impressed with the offer.
- Involve the patient in the decisions that are made. Make sure you provide complete explanations and a variety of options for treatment. Take into account a patient's particular beliefs, wants, and needs and try to work with the patient to develop a treatment that is right for him/her.
- Inquire, before departing, if there is anything else that the patient would like the physician to address. Studies show that, often, patients save the most salient or troubling questions for the end of the encounter (e.g., "Oh, by the way..." or "One more thing...").

Checklist for a Useful Checklist

Bronson has created a *Checklist for a Useful Checklist* to help physicians and providers integrate checklists into practice. View it online under the Physicians tab at <http://inside.bronsonhg.org>. Safety checklists are a proven strategy for preventing errors. Call Stacey Finley at (269) 341-6332 for a copy and for help implementing this in your practice.



Pharmacists Will Now Contact Physician for Potential Allergic Reaction

Pharmacists at Bronson Methodist Hospital are now required to contact the physician for all "direct hits" on allergies. Patient safety report trends identified cases where the patient/family member stated the patient was allergic to a specific medication and the medication was still ordered. Regardless of stated reaction, pharmacists will now call the prescribing physician when stated allergy is equal to stated medication order to prevent allergic reaction.

Physician E-mail Communication

Please e-mail the Medical Staff Office at MSO@bronsonhg.org with your preferred e-mail address. Based on feedback from employed providers, Bronson will start e-mailing this publication monthly to all medical staff. Bronson's physician leaders acknowledge that e-mail is an effective communication tool and want to respect your time. Therefore, **all e-mail communication to medical staff must be approved by Scott Larson, MD, Bill Mayer, MD, or Marijo Snyder, MD to ensure relevance.** Thank you for sending your e-mail address so we may provide timely, useful communication.

Quarterly Medical Staff Meeting

Wednesday, Sept. 7, 7-8:30 a.m.
Bronson Gilmore Center
Forum Rooms

topic: **Bronson Battle Creek**



Denise Brooks-Williams, Bronson Battle Creek President & CEO



Frank Sardone, Bronson President & CEO

Also presenting will be Scott Larson, MD, Bronson Senior VP Medical Affairs & CMO, and Thomas Ignaczak, MD, Bronson Battle Creek VP Medical Affairs.

ProHealth will be on hand to provide Tdap and flu immunizations. CME credit will be applied for.

New Team Takes Innovative Approach to Treating Parkinson Disease

Bronson Rehabilitation Services and Bronson Neuroscience Center have teamed up to provide a new multi-disciplinary approach to treating patients with Parkinson disease. The Parkinson Treatment Team will deliver integrated and specialized care to both patients and their families. To refer a Parkinson patient to Bronson Rehabilitation Services, fax an order to (269) 341-6688. To refer a Parkinson patient to Bronson Neuroscience Center, fax an order to (269) 341-6894. To learn more, see the news article on the Physicians tab at inside.bronsonhg.org.

Recent Change in Gonorrhea Treatment Recommendations

The former CDC treatment recommendations for uncomplicated gonorrhea included single dose ceftriaxone (250 mg IM) or cefixime (400 mg orally). Fluoroquinolones were removed from the recommendations in 2010 because of emerging resistance. The CDC recently (MMWR, July 8, 2011) reported the emergence of cephalosporin resistance in *Neisseria gonorrhoea*. Cefixime is less active than ceftriaxone, so the CDC is now recommending that cefixime not be used for treatment of gonorrhea, and that ceftriaxone be used in combination with azithromycin, a single dose, 1 g orally. The report stated "Ceftriaxone is the most effective cephalosporin for treatment of gonorrhea and should be used for treatment of gonorrhea in combination with azithromycin or doxycycline. Azithromycin is preferred over doxycycline for dual therapy with ceftriaxone..." The revised treatment recommendations will appear in the positive laboratory test report. Contact Richard Van Enk, PhD at (269) 341-6316 with questions.

Department Name Changes

With the expansion of services, the word "Center" is a better descriptor of these Bronson services: **Bronson Infusion Center; Bronson Anticoagulation Center; and Bronson Burn and Wound Center.** The locations, phone and fax numbers remain the same.

Neuroscience Grand Rounds

Friday, August 12, Noon-1p.m.
Bronson Gilmore Center
Forum Rooms A&B

Concussion Assessment, Evaluation and Follow Up in Our Community

Robert J. Baker, MD, PhD, ATC, FACS, FAAFP, Bronson Orthopedics & Sports Medicine, Joint Replacement, General Orthopedics (formerly K Valley Orthopedics)

Mark Kerschner, MD, Southwestern Michigan Emergency Services, P.C.

Lunch will be provided. Call Karen Bergman at (269) 341-7587 to RSVP or for more information.

Intro to Emergency Preparedness

Monday, August 15, 8-11 a.m.
Bronson Gilmore Center
Forum Rooms

Disastrous events can occur without warning. Bronson wants to be sure that all physicians and providers are prepared to handle these situations. Please contact Mary Ryan-Skolasky at (269) 341-8717 to attend this free course.

Physician Role in Reducing Urinary Catheter Use

The 2009 Infectious Diseases Society of America Guidelines state that indwelling catheters should be placed only when they are indicated and should be removed as soon as they are no longer required to reduce the risk of catheter associated-bacteriuria and catheter associated-urinary tract infection. No patient should have an indwelling catheter unless it is absolutely needed. Contact Richard Van Enk, PhD at (269) 341-6316 or vanenkr@bronsonhg.org with questions.

DocThought E-mail

E-mail docthought@bronsonhg.org with your suggestions and input. Your e-mail will be routed to the appropriate leader for response. This is a 24/7 opportunity to access Bronson executives and physician leaders.

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.