



Physician Connection

October 2011

i-Optimization Update: First Go Live Nov. 1!

After a year of preparation, building and training, it's almost here!

On Tuesday, November 1 Bronson primary care practices in Kalamazoo County will experience the first Go-Live Event with Epic, Bronson's new electronic health record. On that day, those practices will begin a whole new way of providing care to their patients. Replacing paper charts with computerized charts will bring exciting improvements and dramatic changes!

The staff and providers of Go-Live Event 1 have been busy training and practicing in September and October. When they put their new skills to the test in November, they will be well-supported by a team of experts which will include Epic employees, Bronson i-Optimization staff, Physician Advisory Team (PAT) members, Bronson Leaders and Super Users. Support will be provided live on location in the practices ("at the elbow!") as well as by telephone from the Command Center team.

Go-Live Event 2, when the Bronson Specialty Practices go live, is Wednesday, February 1, 2012.

For more information about the Go-Live schedule, training requirements and much more, go to inside.bronson.org, then click on the i-Optimization link on the left side. For questions, please contact PAT chair Dr. Hussein Akl at (269) 303-9999 or aklh@bronsonhg.org, or PAT Vice Chair Dr. Luis Ortiz at (269) 364-0430 or ortizl@bronsonhg.org.

Effective November 2011, emergency resuscitation status will be discussed, documented, and ordered for every patient at each admission. If the discussion is straightforward, it can be documented on the Emergency Resuscitation Order Set and does not bear repeating in the progress note. For example, for a healthy patient undergoing elective orthopedic or gynecological surgery who wants to have full resuscitation, all the needed documentation is on the form.

Policy Changes for Emergency Resuscitation

More extended conversations, status changes, disagreements, etc. need to be in detail in the progress notes. There are four options: "Medical Care with Full Resuscitation;" "Medical Care without Cardiac Resuscitation at Time of Arrest;" "Medical Care without Resuscitation;" and "Allow Natural Death (AND)." The emergency resuscitation order may be initiated or changed by attending, consultant, mid-level provider or physician resident. Any order other than "medical care with full resuscitation" must be discussed with and approved by attending prior to writing.

More detail is available in the medical staff policy, found online at <http://inside.bronsonhg.org> under "Physicians," "Medical Staff Office," "Medical Staff Policies and Procedures." Anne Cavanagh, MD, has also been sharing this information one-on-one and during key stakeholder meetings. Her phone number is (269) 341-7339.

Medical Staff Bylaws Changing

Why change?

To update our bylaws and assure ongoing compliance with The Joint Commission and legal requirements

What was the process?

- Task force: Matthew Dommer, MD; Scott Gibson, MD; Cheryl Knapp; Scott Larson, MD; Bernard Roehr, MD; Marijo Snyder, MD; and Mark Uggeri, MD
- Consultant: Horthy, Springer & Mattern
- Approximately "500" hours committee time
- "5-6" drafts were produced
- Input from Medical Executive Committee (MEC), Medical Staff Quality Committee, Credentials committees

What has changed?

In general, the committee kept items that were working well, ensured the bylaws were in line with regulatory requirements, and made improvements where necessary. Four documents were created:

1. Bylaws

- Indemnification provisions
- Medical Staff Categories
- Active
- Courtesy
- Consulting
- Ambulatory
- Administrative/Med School Faculty Staff
- Honorary

2. Credentials

- Higher eligibility criteria for application
- Requirement for board certification for recertification (grandfather clause)

- Conditional reappointments
- Empower section chiefs
- Collegial intervention
- Change automatic suspension to automatic relinquishment – included expedited review
- Change to precautionary suspension rather than summary suspension
- Conflicts of interest

3. Allied Health Professions

- One policy
- Three categories:
 - Licensed Independent Practitioners – Category I
 - Advanced Dependent Practitioner – Category II
 - Dependent Practitioner - Category III
- Credentialing & investigation processes
- Process for adding new categories

4. Medical Staff Organization Manual

- Retain single medical staff
- Listing of all medical staff committees
 - Composition, term limits
- Listing of clinical section structure
 - Adding two new sections due to patient volumes and number of providers:
 - Hospitalist
 - Orthopedics

More Information

The final draft will be posted on the Physician intranet at <https://inside.bronsonhg.org> and recommended for vote at the December 7 quarterly medical staff meeting. E-mail doctthought@bronsonhg.org with questions.

VAST Nurses Use New Tech to Place PICC Lines

The Bronson Vascular Access Specialist Team (VAST) has added the Sapiens 3CG technology for use during peripherally inserted central catheter (PICC) line placements. Adding the Sapiens technology allows the VAST nurse real-time feedback of the PICC tip location using ECG waveforms as long as the patient is in sinus rhythm. In most cases, Sapiens technology will eliminate the need for a post-procedure chest X-ray, thus saving the patient the charge for an X-ray and exposure to radiation, and will allow for immediate use of the PICC.

Tdap/Flu Requirement Reminder

Medical staff members must be immunized by December 2011 against Tdap and influenza in accordance with Centers for Disease Control & Prevention recommendations. Send documentation to the Medical Staff Office at Box 39 or fax (269) 341-8294 in order to remain a member of the medical staff. For questions contact ProHealth at prohealth@bronsonhg.org.

Co-Management of High-Risk Surgical Patients

Bronson Methodist Hospital is standardizing care for high-risk elective surgical patients. Bronson Internal Medicine Hospitalists are available to partner with primary care physicians (PCPs) and surgeons to co-manage these patients through the pre-operative consultation and inpatient stay. Or, PCPs may choose to co-manage their high-risk surgical patients following the new protocol for care. Drs. Bernard Roehr and David Christ successfully piloted this approach with high-risk total joint replacement patients. For more information, visit the Physician tab online at <https://inside.bronsonhg.org> or contact Bill Mayer, MD at (269) 341-7318 or bmayer@bronsonhg.org.

Wellness Survey Results and Action Plan

Thank you to the more than 100 physicians who participated in the physician wellness survey administered in July!

Here are the top five most requested resources identified and how we're addressing them:

- 1. Referral network** for individual professional support – Resources have been posted to the Physician Wellness site access through <http://inside.bronsonhg.org>, click on "Physicians," scroll to the end under Links and click on "Physician Wellness."
- 2. Stress reduction education** and
- 3. Group exercise opportunities** – The Bronson Athletic Club is partnering with the Physician Wellness Committee to provide opportunities at Bronson Methodist Hospital before the end of the year. The tentative plan is to develop a Wellness Series that incorporates stress management, diet and exercise.
- 4. Social activities** for providers – About 40 providers participated in our first "After Hours" event on September 22. More events will be scheduled soon, including provider family fun.
- 5. Book club** for providers – Melissa Davidson, MD has volunteered to lead the first book club. Look for more information this winter.

The Physician Wellness Committee continues to look for ways to meet your needs. E-mail docthought@bronsonhg.org with your input and additional suggestions.

Heart Failure Readmit Rate 50% Lower with Transition Team

The heart failure readmission rate for Bronson Internal Medicine Hospital Specialists (BIMHS) was fifty percent lower for patients served by the Bronson Heart Failure Care Transition Team. Stacy Ochsenrider, NP leads this team to help manage and improve care for high-risk heart failure patients for 30 days after hospital discharge. Call (269) 341-8481 for more information.

Medical Staff Development Focuses on Four Areas

After input from the Physician Development Advisory Group and Physician Leadership Committee, Bronson's medical staff development will initially focus on the following four areas:

1. Physician Leadership Fellowship

Up to 24 participants will be selected annually to participate in a nine month program to develop leadership and interpersonal skills and to better understand the physician role in the changing healthcare environment.

2. Conversations on Leadership

A hospital or community leader will share his/her leadership experience and perspective with a small, interactive group of physicians.

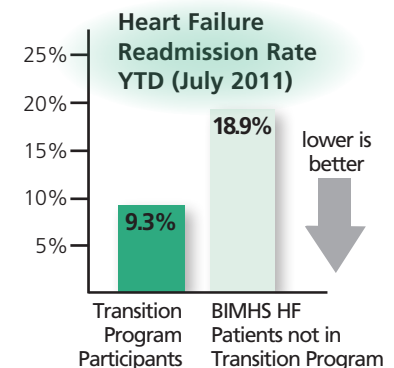
3. Medical Staff Forums (formerly quarterly medical staff meetings)

These will be held once per quarter for the entire medical staff to provide education on relevant topics and conduct the business of medical staff governance.

4. Park Club Dinners

Small groups of medical staff members will be invited to join Bronson executives for select healthcare topics; e-mail docthought@bronsonhg.org if you're interested.

Marijo Snyder, MD, VP medical staff development, has begun planning and implementation. Please continue to share your ideas and suggestions by e-mailing docthought@bronsonhg.org.



2011 CDC Influenza Immunization Update

The Centers for Disease Control and Prevention (CDC) recently released their recommendations for the use of influenza vaccines for the 2011-12 season. There are no substantial changes from last year's recommendations, but a few useful things to note.

2011-12 CDC Influenza Vaccines Recommendations

- Routine annual influenza vaccination is recommended for all persons aged ≥ 6 months.
- Vaccination should optimally occur before onset of influenza activity in the community, and providers should offer vaccination as soon as vaccine is available. Vaccination also should continue to be offered throughout the influenza season.
- Although influenza vaccine strains for the 2011-12 season are unchanged from those of 2010-11, annual vaccination is recommended even for those who received the vaccine for the previous season.
- Children aged 6 months through 8 years require two doses of influenza

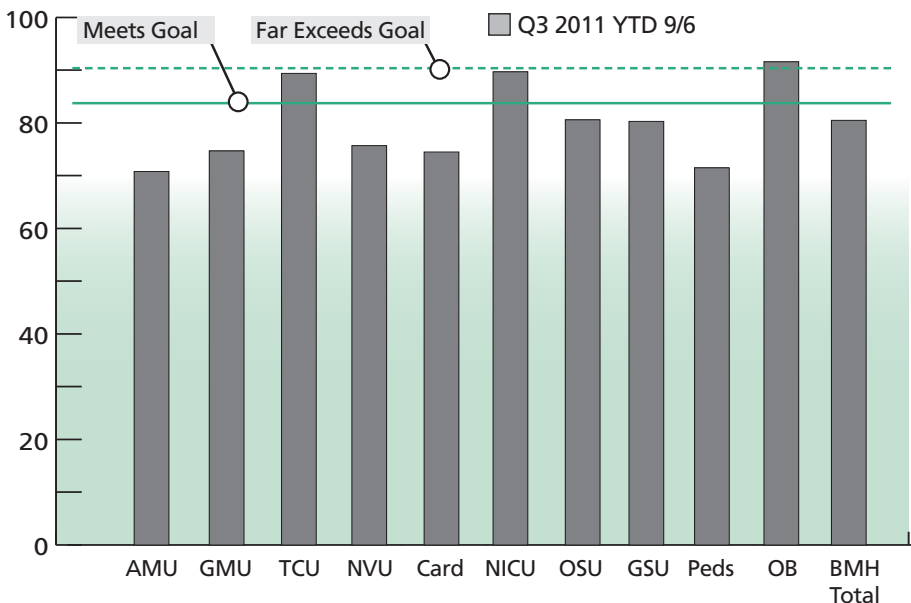
vaccine (administered a minimum of four weeks apart) during their first season of vaccination to optimize immune response.

- Because the current vaccine is the same as last year's vaccine, the pediatric dosing algorithm for children aged 6 months to 8 years is a little different this year.
- Hypersensitivity to eggs has been listed as a contraindication to receipt of influenza vaccine on most package inserts. However, several recent studies have documented safe receipt of TIV in persons with egg allergy, and recent revisions of some TIV package inserts note that only a severe allergic reaction (e.g., anaphylaxis) to egg protein is a contraindication.
- The benefit of influenza immunity often outweighs the risk of immunization in patients who think they may be egg-allergic, and providers should consult the recommendations and algorithm to help make this decision.

E-mail fludocor@bronsonhg.org for more information.

Patient Satisfaction with Communication with Doctors by Unit

Bronson has been working to improve physician communication with patients. The graph below shows how each unit is performing at Bronson Methodist Hospital. Congratulations to NICU, OB and TCU providers! Please continue to focus on treating patients with courtesy and respect, listening carefully, and explaining things in a way that patients and families can understand.



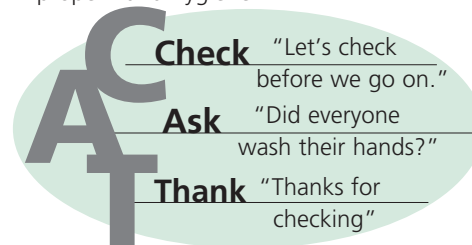
BMH Earns Gold Performance Award for Cardiac Care

The American College of Cardiology Foundation recognized Bronson Methodist Hospital as one of only 167 hospitals in the nation to receive the NCDR® ACTION Registry®-GWTG™ Gold Performance Achievement Award for implementing a higher standard of care for heart attack patients. The treatment guidelines are established by the American College of Cardiology and the American Heart Association.



Hand Hygiene Reminder CAT

The CAT (check, ask, thank) tool has been developed to encourage each other to use proper hand hygiene. Follow CAT to hold each other accountable and thank those who remind you to exercise proper hand hygiene.



Hospice, Bronson Announce Collaboration

Hospice Care of Southwest Michigan (HCSWM) patients at Bronson Methodist Hospital will now be part of a program called General Inpatient Program (GIP) on Bronson's Adult Medical Unit (AMU). The program provides the inpatient the option of receiving hospice care within the hospital with HCSWM physicians as attending physicians. Admitting and attending physicians may call HCSWM at (269) 345-0273 for a consult. Visit the physician intranet at <http://inside.bronsonhg.org> for more information. Contact Natasha Watson, AMU nurse manager, at (269) 341-8445 with questions.

Upcoming Events

Conversations on Leadership

Wednesday, October 5, 7-8 a.m.

Bronson Gilmore Center for Health Education, Forum Rooms B&C

Join William C. Richardson, PhD, BHG Board of Directors, former president & CEO of the Johns Hopkins University and W.K. Kellogg Foundation, for his perspective on healthcare leadership and physician engagement in health policy and safe practices. RSVP to Julie Taylor at 341-8887 or taylorj@bronsonhg.org.

WMU School of Medicine Open Forum

Thursday, October 13, Noon-1 p.m.

KCMS Media Room (Park in WMU Lot #10 behind Waldo Stadium)

Join Dean Hal B. Jenson, MD for the series of open forums related to the planning of the new WMU School of Medicine. No RSVP is required. A box lunch will be provided to the first 80 attendees.

Diabetes Conference – Diabetes Management Throughout Life Stages

Wednesday, October 19 8 a.m. to 12:30 p.m.

Bronson Gilmore Center for Health Education Auditorium

The conference will address challenges and barriers that patients at each life stage may face; medications, unique characteristics of the population and transitions to the next stage of life. Free. To register and for CME information, call 341-8585.

Economics of Health Lecture Series

Wednesday, October 19, 3-4:30 p.m.
2028 Brown Hall, WMU

“Economic Reasons for the Growth of Hospitalists in the United States and Implications for Improved Models of Care for High Risk Patients”
David Meltzer, MD, PhD

Free. Contact Dr. Meyer at (269) 387-5531 or e-mail donald.meyer@wmich.edu with questions.

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.

WMU School of Medicine Open Forum

Thursday, October 25, Noon-1 p.m.

KCMS Media Room (Park in WMU Lot #10 behind Waldo Stadium)

Join Dean Hal B. Jenson, MD for the series of open forums related to the planning of the new WMU School of Medicine. No RSVP is required. A box lunch will be provided to the first 80 attendees.

Conversations in Ethics

Thursday, October 27, Noon-1 p.m.

Bronson Gilmore Center for Health Education

“Social Media: Do we want to know what our patients are saying about us?”

Identify potential ethical issues that arise from social media (Facebook, Caring Bridge, etc.) used by patients and identify practical strategies to approach ethical issues that arise at the bedside from social media used by patients. Lunch will be provided. RSVP to Nora Chaus at (269) 341-8599 or e-mail chausn@bronsonhg.org.

Economics of Health Lecture Series

Wednesday, November 9, 3-4:30 p.m.
2028 Brown Hall, WMU

“Our Own Worst Enemies: How We and Our Government Created, Extended and Exacerbated the Health Care Mess”
Charles Phelps, Professor and Provost Emeritus, University of Rochester

Free. Contact Dr. Meyer at (269) 387-5531 or e-mail donald.meyer@wmich.edu with questions.

Congratulations to the physicians and staff at
Family Doctors of Vicksburg, PC
for serving our community in family practice for 100 years!

Bronson Welcomes New Physicians



Jelanie Bush, MD

Jelanie Bush, MD

Bronson Pediatric Referral Service
Board eligible in pediatrics
Medical Education: Michigan State University College of Human Medicine



Joshua Ellwitz, MD

Joshua Ellwitz, MD

Bronson Orthopedics & Sports Medicine, Spine & Scoliosis Center
Board eligible in orthopedic surgery
Medical Education: Medical College of Wisconsin

Fellowship: adult and pediatric spinal deformity, the University of California-Davis



Marcos Madeiro, MD

Marcos Madeiro, MD

Bronson Internal Medicine Hospital Specialists
Board eligible in Internal Medicine
Medical Education: Universidade Federal do Ceara in Fortaleza, Brazil
Residency: MSU/KCMS



Shadi Jibawi, MD

Shadi Jibawi, MD

Bronson Internal Medicine Hospital Specialists
Board eligible in Internal Medicine
Medical Education: Ross University School of Medicine
Residency: MSU/KCMS

Bronson Rehabilitation Services Welcomes New Medical Director

Paula Kilmer, MD, is now medical director for Bronson Rehabilitation Services in Kalamazoo County. Dr. Kilmer



Paula Kilmer, MD

will be responsible for clinical oversight and provider communications. She will also work with the rehabilitation team on quality improvements and strategic planning.

Dr. Kilmer continues to be part of the Bronson Neuroscience Center team as a medical spine specialist. She is board certified in physical medicine and rehabilitation, and electrodiagnostic medicine. Dr. Kilmer can be reached at (269) 341-6677.