

Physician CONNECTION

Published for the Physicians of Hurley Medical Center



Congratulations!

John Hebert III, MD, FACOG Selected for the College of Human Medicine Outstanding Community Faculty Award



Dr. John Hebert

The CHM Outstanding Community Faculty Award is presented each year to a community-based faculty member for their strong contribution to the college's educational and community-based research programs. Dr. Hebert has brought distinction and honor to the college and has served as an outstanding role model for CHM students, residents and faculty.

The award ceremony will be held on Thursday, May 5, 2016 at 6:30 pm in the Radiology Auditorium in East Lansing.

December Birthdays

- | | |
|--------------------------|----------------------|
| Hisham Ahmed MD | Paul Lauber MD |
| Abd Alghanem MD | Mohamed Mansour MD |
| Mohammad Ashraf MD | Ranjan Monga MD |
| Awad Aziem MD | David Mowery PA-C |
| Scott Bonzheim PA-C | Ureddi Mullangi MD |
| Rao S Botta MD | Rockefeller Oteng MD |
| Nicholas Bournias DDS | Ali Owda MD |
| Daryl Damron PA-C | Piyush Patel MD |
| Zachery Delproposto MD | Cheryl Ray CRNA |
| Shannon Dennis PhD | Tina Reamer CRNA |
| Kaitlin Denton NP | Valerie Rouls PA-C |
| Joseph Drevon PA-C | Elna Saah MD |
| Audra Eggert PA-C | Sukamal Saha MD |
| Gregory Fournier CO, OT | Vaibhav Sahni MD |
| Melissa Gregory MD | Samiullah Sayyid MD |
| Mona Hanna-Attisha MD | Luisa Schlaud NP |
| Derrick Harper MD | James Shenck DMD |
| Saqib Hasan MD | Gagandeep Singh MD |
| Yogesh Jagirdar MD | Edward Stack MD |
| Tejal Joseph MD | Vicki Thomas LPC |
| Veena Kalra MD | Basim Towfiq MD |
| Omar Kashlan MD | Gerard Williams PhD |
| Haesook Kim MD | Stephen Williams CO |
| Samasandrapalya Kiran MD | Kristin Wolf MD |

Reproductive Medicine Event

Nearly 25 people attended the Hurley Healthy Living Series about Reproductive Medicine on November 5th. Dr. Mostafa Abuzeid and Dr. Frederico Rocha spoke to the crowd about the latest fertility treatments and about the services The Hurley Center for Reproductive Medicine offers. The audience also had a chance to ask questions. To learn more, please call 810.262.9522.



Dr. Frederico Rocha and Dr. Mostafa Abuzeid

December Anniversaries

Hurley congratulates the following providers who reached milestone anniversaries during the month of December:

5 Years – Madar Abed, MD

30 Years – Cecilia Lopez, MD

Hurley recognizes the dedication and commitment of all doctors.



STAY CONNECTED!



Stay Connected!

Become a fan of the Hurley Medical Center page on Facebook by clicking the "Like" button. We'd ♥ to hear your stories.

Hurley Medical Center

Hurleymc.com
Facebook.com/Hurley Medical Center
Twitter.com/Hurley Medical

Hurley Foundation

Hurleyfoundation.org
Facebook.com/HurleyFoundation
Twitter.com/HurleyFNDN

Please share your stories.

We'd love to hear from you! Please send your stories and photos by December 8, 2015 to rwaller1@hurleymc.com, or contact Regina Waller, Director (Physician Services, Continuing Medical Education (CME) and Medical Staff) at 810-262-7302.

2015 *Year in Review*

Hurley News Happenings:



- Hurley Children's Hospital was one of two \$20,000 winners of the CU Direct online contest. An additional matching donation of \$20,000 from Dr. Alan Klein, Pediatric Dentist and advisor to the Sheppy Dog Fund, \$10,000 from Elga Credit Union, and a \$1,000 from the White Horse Tavern in Flint, brought the total win from the contest to \$51,000!
- Hurley's own Marsha Schmit, RN, BSN, CBCN our Breast Health Nurse Navigator was named Oncology Nurse Navigator of the Year by Breast Cancer Wellness Magazine.
- Hurley Medical Center the Flint Farmers' Market and the YMCA of Greater Flint joined forces to bring the community a Wellness Hub within the Flint Farmers' Market on 300 East 1st Street in Flint. In January, a permanent kiosk was established for the Wellness Hub at the market.
- Governor Rick Snyder appointed Veena Erinjeri, Hurley's Director of Respiratory and Neurology, to the Michigan Board of Respiratory Care.
- In May, Hurley Crowne Point Physical Therapy opened its doors. It is located in the Crowne Point Endoscopy Center off of Hill Road.
- The 2015 Children's Miracle Network Hospitals Telethon, hosted by ABC12 on Sunday June 7th, raised a record breaking \$1,916,997. This year's total is \$785,437 more - or a 69% increase over last year's \$1,131,560 total. All of the money raised stays local, right here at Hurley.
- Hurley Children's Hospital now has \$10,000 from the Dr. Pepper Snapple Group to help enhance the experience for pediatric patients thanks to your votes in this year's Battle of the Brave Contest, a national online contest hosted by Speedway. This year's Ambassador was 4 year old Kaidyn Lewis.
- At the end of June, Hurley Children's Hospital won \$30,000 in the "Real Comfort Real Kids" video contest sponsored by White Cloud. For two months, voters could for Hurley's video each day. Hurley was one of three hospitals tied for first place. The other hospitals were: El Paso Children's Hospital in El Paso, TX, and Palmetto Health Children's Hospital in Columbia, SC.
- Hurley Medical Center was re-verified as a Level I Trauma Center and re-verified as a Level II Pediatric Trauma Center through 2018 by the Verification Review Committee, an ad hoc committee of the Committee on Trauma of the American College of Surgeons. This achievement recognizes the trauma center's dedication to providing exceptional care for injured patients. A Level I Trauma Center is the highest designation attainable. Hurley has the ONLY Level I Trauma and Level II Pediatric Trauma Centers in the region comprised of Genesee, Lapeer and Shiawassee Counties.
- The Hurley Children's Center- Sumathi Mukkamala Children's Center opened for pediatric patients on Tuesday, August 11. The Center is located on the second floor at the Flint Farmers' Market.
- Nearly 200 people attended the first annual Senior & Caregiver Expo, hosted by Hurley's Senior Center of Excellence and the Valley Area Agency on Aging, on Saturday September 12th at the Holiday Inn Gateway Centre in Flint. The workshop provided expert information on Alzheimer's Disease, advance directives, caregiver stress, bath & bathing tips, proper lifting techniques, when & how to choose a care facility, and avoiding scams that target seniors.
- Pop artist Rachel Platten granted Hurley permission to use her "Fight Song" in a video produced by Hurley's Marketing Team that featured children from our Pediatric Hematology Oncology & Sickle Cell Clinic, their families and Hurley staff. The video went viral, reaching nearly 1 million people. Some of the Hurley pediatric patients featured in the video met Platten at a meet and greet in October, and were treated to her Saginaw concert by 106.3FM.
- Hurley Children's Hospital's Dr. Mona Hanna-Attisha prompted change with new research on blood lead levels in Flint children. Hundreds of media outlets from around the world, country, state and Mid-Michigan covered this alarming analysis of blood lead levels, which indicate lead overexposure in Flint children since the Flint water source switch. The results were released at a press conference at Hurley Medical Center on September 24th. These results prompted state officials to switch back to Detroit's water system.
- In addition to over 200 Teens being screened for potentially life threatening conditions at Carman Ainsworth Middle School on January 17th, Nearly 300 teens were screened at the Hurley Teen Heart Screening event on October 17 at the Flint Farmers' Market. Out of 287 teens that participated in October, 20 were told they could play sports, but were advised to follow up with their physician. None were told to stop sports immediately. The screening looks for evidence of hypertrophic cardiomyopathy, a serious condition that can cause sudden cardiac death in young athletes as well as in students engaging in physical activity or exercise.
- Hurley's Marketing department launched a new campaign in October called #THISisHurley. THIS. is used to punctuate something factual. THIS one word says, "I agree with you 100%" or "That is very true." Often found online on message boards and chatrooms, it can also be used in face to face conversations as the modern way of saying you agree with an opinion or statement. Many people who follow us on social media are using #THISisHurley, as well as some media outlets. You will see our new campaign on billboards, print ads, and more. Look for our new #THISisHurley video on Hurley's Facebook page or Youtube channel.

Service Line Year in Review:

Geriatric Service Line (Cathy Metz, Service Line Administrator)

- Restored compliance for NICHE exemplar status
- Created geriatric trauma order sets/care plans/admission process
- Strengthened Oak Street partnership with a new wellness/exercise room at the Oak Street Senior Complex in Flint. This partnership provides healthy programming and services to the residents. Hurley supplies the medical equipment for their treatment room. Also, we send staff over to the complex for monthly Blood Pressure screenings, and information on fall prevention, medication safety, nutrition, personal safety and patient rights.

Orthopedic Service Line (Cathy Metz, Service Line Administrator)

- Established 2 new PT clinics
- Secured non operative pediatric orthopedic physician (Dr. Frye)
- Secured BCBS COE application and approval
- Participated in PIP pilot for MARCQI
- Opened Park Plaza Physical Therapy located in the Park Plaza building on Ballenger Hwy

Laboratory Outreach (Beth Friedt, Service Line Administrator)

- Moved Mott draw station to the new Farmers' Market Children's Clinic
- On-boarded Dr. Verrill, PhD, as a clinical chemist
- Successful re-accreditation for School of Medical Technology (7 yr)

Women and Children Service Line (Mattie Pearson, Service Line Administrator)

- Recruitment of Maternal Fetal Medicine Physician (Dr. Rocha)
- Expansion of Nurse Family Partnership grant (60 participants enrolled)
- Increase in Midwifery births and Midwife GYN patients (15 patients scheduled daily)

Surgical and Emergent Services Service Line (John Stewart, Service Line Administrator)

- Successful 3 year ACS re-verification Bariatric COE
- Development of a Geriatric trauma activation system
- Filled Trauma Surgeon vacancies - hired 3 surgeons
- Successfully completed Adult and Pediatric ACS re-verification for Level I and II trauma
- Developed Minimally Invasive Center of Excellence
- Expanded wound care service - hired wound care Physician (Dr. Arja)
- Official & Exclusive Medical Provider for the Crim Festival of Races
- Appointment of Dr. McCann to the Michigan Trauma Quality Improvement Program (MT and chair of Region 3 Trauma Steering Committee
- Appointment of Michelle Maxson as co-chair of the Region 3 Destination, Triage and Transport Committee
- Quality Improvement projects selected for presentation at National TQIP

Wellness and Population Health Management (Alisa Craig, Service Line Administrator)

- Employee Wellness implemented new Employee Fitness Rooms on 6W and SON 3
- 794 employees participated in Health Evaluations
- Camp Move It - 37 children attended

Community Wellness

- Successful year 1 of new Camp Move It! Including earning \$11,000 MDCH Health Innovations grant
- Launched new "Quit For Life" classes in January 2015
- Partnering with GFHC to launch Project Healthy Schools (PHS) in two schools: Beecher and St. John Vianney

Diabetes Center

- Support for MDCH grant for improving colon cancer rates in diabetes patients (\$10,000 grant)
- In May, the Diabetes Center was asked by DHHS to participate in a "photovoice" project with 5 other diabetes programs across the state. We submitted photos showing the impact of our work in the community.
- Jenn Walrath received her CDE certification – certified diabetes educator.
- American Diabetes Association recognition, MDHHS certification maintained for program
- Numbers increased significantly – referrals up 475 from previous year. A1c pre-program 8.9, post 6.9 this year. Completion rate up 8%.
- Was asked by McLaren to participate in their annual community resource fair on Oct 22, 2015 to share information on our program. Now in network for McLaren employees who need diabetes education.



Hurley in the News ...

Flint's Water Crisis Continues to Dominate Headlines



Dr. Mona
Hanna-Attisha

Dr. Mona Hanna-Attisha, Director of Pediatric Residency at Hurley Children's Hospital, continues to be one of the most sought after interviews by the media. Dr. Hanna-Attisha and Hurley researchers discovered an increase in elevated blood lead levels (EBLs) in children across Flint, after the city switched to the Flint River for drinking water without the addition of necessary corrosion control. The city has since switched back to Detroit's Water system, but Dr. Hanna-Attisha says filters still need to be used. In addition to the hundreds of media outlets that have picked up this story, Dr. Hanna-Attisha receives more interview requests nearly every day from local, state, national and international outlets. Of the most notable recent outlets include CBS Evening News, USA Today, Rolling Stone Magazine, WXYZ in Detroit, Detroit News, Detroit Free Press, NPR, the American Academy of Pediatrics, and Al Jazeera.

Hurley Children's Hospital Officially Celebrates Online Contest Win

On Friday October 23rd, Merliss Brown Auditorium was bustling, as many attended the official celebration for Hurley's win in an online national contest sponsored by White Cloud. Hurley took 2nd place in the *Real Comfort, Real Kids* video contest and won \$30,000. Our video competed against Children's Miracle Network Hospitals from all over the nation. Hurley's video, produced by our marketing department and Mott Community College, featured a humorous take on what it can be like to share a hospital room. Representatives from White Cloud also attended the event. NBC25 covered the event.

Hurley Center for Reproductive Medicine takes spotlight



Dr. Mostafa
Abuzeid



Dr. Frederico
Rocha

Dozens of local women attended the Hurley Healthy Living Series free Seminar on November 5th at the Holiday Inn Gateway Center, the Hurley Center for Reproductive Medicine was featured by

ABC12 and NBC25, highlighting not only the latest research on the topic, but showcasing the vast array of services offered by **Dr. Mostafa Abuzeid** and **Dr. Frederico Rocha**. Dr. Abuzeid was also featured on ABC12 in a medical minute, which airs Tuesdays during the 4pm news.

Hurley Diabetes Center sought out by media

Diabetes Awareness Month and healthy holiday eating were topics the media wanted to learn more about, so they sought advice from our expert staff at the Hurley Diabetes Center. **Michele Bernreuter, MS, RD**, CDE Diabetes Program Manager with the Hurley Diabetes Center, was interviewed live on ABC12 and NBC 25 about both topics in November. Michele was also featured several times in November about different topics surrounding Diabetes in the ABC12 Medical Minute, which airs during the 4pm news on Tuesdays.

Hurley's Level 1 Trauma Center Featured



Dr. Michael
McCann

Dr. Michael McCann was featured on an ABC12 Medical Minute in October about our Level 1 Trauma Center, the only in the region. He explained for viewers why a Level 1 trauma center increases survival, and talked about our expert team that is standing by 24/7, ready to serve our community.



5 things every modern medical practice needs

Medical practices are complex, and there's no golden rule for achieving the perfect care setting. But physicians can take certain measures to ensure their practices are prepared for evolving technology, increased patient demands and shifting payment models, Bruce Bagley, MD, told a group of physicians at the [2015 AMA Interim Meeting](#). Here are five things every practice will need to thrive.

Dr. Bagley said practices that wish to survive rapid changes in health care and cultivate successful transformation will take these actions:

1. **Develop and adapt organizational models that can grow with your practice.** Physicians shouldn't burden themselves trying to predict every future change that will occur in health care and then designing a fool-proof practice that somehow reflects these unpredictable changes, Dr. Bagley said. Instead, he said physicians should "develop an agile organization" around themselves, "so that as things changes—and they're going to constantly change—[the practice] can adapt to it."

To create a nimble practice, Dr. Bagley advises that physicians view a special [organizational development module](#) the AMA created as part of its [STEPS Forward website](#). The site currently offers a total of 27 interactive educational modules developed by physicians to help address common practice challenges. The modules also offer continuing medical education credit.

Dr. Bagley said the module shows physicians how to navigate transitions and adapt to infrastructural change.

2. **Build a real care team—not another "hero model."** If medicine were a sport, it'd be one that revolves strictly around the team—not the star player, Dr. Bagley said. He noted that physician practices have to move away from "hero models" that rely solely on one physician and instead build teams that partner with others around defined goals and efforts.

He advises practices to integrate work flows for physicians and the rest of the care team, so they are not treating patients in isolation or solely relying one person's decisions. A STEPS Forward module can help physicians [create a strong team culture](#) in their practices.

3. **Focus on population health.** Practices that wish to reduce costs and not sink under high patient demands must take special measures to promote population health data, Dr. Bagley said. Doing so often entails "identifying the top 5 percent of your patient panel that's costing you the most money" and designing special interventions that fit these patients' needs.

He said patient registries can help physicians identify these at-risk patients and develop evidence-based treatments. A STEPS Forward module on [panel management](#) can help.



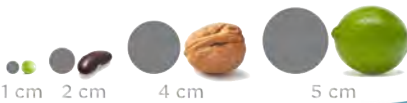
4. **Build physician leaders.** "In the future, if we really want change to work, it's going to have to be physician led," Dr. Bagley said. But this doesn't mean that every health system or practice has to have a physician CEO. Instead, "there has to be enough clinical input and physician leadership at all levels of the organization, so it remains a clinical enterprise and not just a financial one," he said. A new [leadership program](#) from the AMA and the American Association for Physician Leadership® will be available next year to help physicians further develop these skills.

5. **Foster physician satisfaction by measuring—and addressing—barriers to patient care.** A [study](#) released in 2013 by the AMA and RAND Corporation has found that being able to provide high-quality care to patients is the primary reason for job satisfaction among physicians, while obstacles—such as unusable electronic health records and administrative burdens—to doing so are a key source of stress in the profession.

To avoid burnout and staff turnover, Dr. Bagley advises physicians to develop a systematic way to measure the prevalence of these obstacles in practice and create special initiatives that address them. STEPS Forward modules on [preventing physician burnout](#) and [improving physician resiliency](#) offer the steps practices need to succeed in these endeavors.

By AMA staff writer [Lyndra Vassar](#)

Don't be scared Be screened



How is lung cancer detected?

Too often lung cancer is not detected until after it has spread. Early detection is the key to survival. The first step is knowing your risk. Go to www.riskforcancer.com to answer a few short questions to assess your overall risk and find a specialist in your area. If you are at risk, you can take action.

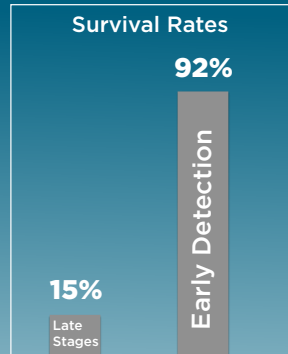
Why do I want to know?

Early detection is the key to survival. Clinical studies show that when lung cancer is detected and treated in stage one, the ten-year survival rate is 92%. Most other forms of cancer, such as breast, prostate and colon, already have seen the positive results of early detection.

What if they find a suspicious lesion?

If you are informed that you have a suspicious lesion, often the first step is to obtain a biopsy of the lesion. This is normally an outpatient procedure that is performed on a very regular basis. Biopsy procedures give physicians the information they need to create the best treatment plan for each patient. If you are diagnosed, the treatment can usually be performed rapidly.

**Early
Detection
Could
Save Your Life.**



HURLEY
Lung Center

Please call Hurley's Lung Health Navigator (810) 262 9309

HURLEY MEDICAL CENTER
Annual Medical Staff Meeting

Wednesday
December 16, 2015

NEW LOCATION:
Riverfront Inn, 1 Riverfront Center West
Flint, MI 48502

Valet Parking Available. This is a closed business meeting for members of the Hurley Professional Staff.

Please RSVP your attendance and meal choice by
December 1, 2015 by calling 855.310.3627

5:30 pm - Cocktails & Hors d'oeuvres
6:30 pm - Dinner