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Please Share Your Stories

Please send your stories and photos by the 15th of each month to rwaller1@hurleymc.com, or contact Regina Waller, Director (Physician Services, Continuing Medical Education (CME) and Medical Staff) at **810-262-7302**.

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Hurley IN THE NEWS

Hurley Healthy Living Series on Shoulder Replacement Preview

Cathy Metz, Hurley's Musculoskeletal & Senior Center of Excellence Service Line Administrator, spoke live on ABC12 News at Noon to promote the Hurley Healthy Living Series event on Shoulder pain treatments.

Hurley's Orthopedic Team and Dr. Matthew Sardelli, of Ortho Michigan, spoke to an audience and answered questions on September 19th at the Holiday Inn Gateway Centre at US 23/Hill Rd.

Hurley's Senior Care Giver Event Preview

Cathy Metz, Hurley's Musculoskeletal & Senior Center of Excellence Service Line Administrator along with Kathy Boles from the Valley Area Agency on Aging spoke live on NBC25's morning show about the upcoming Senior Care Giver Event on October 18th at the Holiday Inn Gateway Centre at US 23/Hill Rd. From finances to daily needs, those who attend will receive information from numerous area groups about caring for an aging loved one. The free event is 4pm to 8pm, with registration beginning at 3:30pm. To register, call 810-262-4855.

Car Seat Safety

Marie Snodgrass with Safe Kids of Greater Flint spoke to ABC12 about proper car seat/booster seat installment. She also demonstrated how to properly secure a child in a safety seat.

Golf Trauma Classic

ABC12 covered the dinner portion of the Hurley Trauma Center Fall Golf Classic at the Flint Golf Club on September 12th. Two ambassadors, who both suffered traumatic injuries shared their incredible recovery stories and told the audience how Hurley made all the difference.

CME Calendar
CONTINUING MEDICAL EDUCATION

NOVEMBER 2, 2016 - WEDNESDAY
Annual Terry Thomas Conference
& Ob/Gyn Residency Alumni Event
"Recognition & Management of Mood Disorders in Pregnancy"

Holiday Inn Gateway, Flint
6:00 p.m. – 8:30 p.m.

Approved for *AMA PRA Category 1 Credit*™

To register, Call: 1-855-310-3627, or

Online: www.education.hurleymc.com/cme/calendar

or snap the QR code on the right:



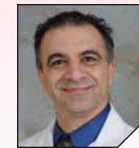
CME on Demand is also available!

Please visit: www.education.hurleymc.com/cme/calendar

Voice OF THE PATIENT
Physician, YOU are the Patient's Experience!



"Dr. [H] Gomez was extremely attentive and very concerned about my son's care. He actually pushed for things to move quickly. He introduced the oncoming physician."



Dr. Minasian



Dr. Farhan

"Drs. Minasian and Farhan are exceptional doctors...very good."



"Dr. Oteng was very awesome! He made my 3-year-old's visit wonderful!!!"



"My doctor was **Brooke Thompson**. She was very nice. Very quick and to the point but always made sure to answer questions and she was very friendly. I really liked her as my doctor."



"Dr. Wilkerson is an excellent doctor. I hope I spelled his name correctly. He helped me understand what was going on. I thank him greatly. All of the staff was awesome. Thank you."



"Dr. Wilson is one of the most attentive, thorough physician/surgeons I have ever dealt with."



Dr. Shah-Nah Khan is fantastic. She's responsive, aggressive and treats everyone from the ER physician to patient's family members with respect and compassion. She took a patient of mine to IR for embolectomy recently, and the family wouldn't stop talking about how wonderful she was and how they trusted her. The next day, the ER RN who accompanied the patient during the procedure raved about how Dr. Khan took time to educate her during the procedure, how even keeled she was and on and on. She is a great addition to the Hurley team. –Dr. Kristin Swor



"Love Dr. Wiggins!!"

Flu Vaccinations
It's Time to kiss the Flu Goodbye!

Flu shots are available at Hurley Medical Center. The Joint Commission and CMS have required all hospitals report vaccination rates. Everyone needs to report if they received their flu vaccination or if they declined, and why. If you access My Hurley, from the Hurley home page, you will be directed to complete a flu questionnaire.

The information obtained from this questionnaire will be used to determine the attitudes and beliefs at Hurley Medical Center. This will help us to focus our efforts to improve vaccination coverage among staff. The survey is for informational purposes only.

Flu Vaccinations will be available at the West Lobby Vaccination Clinics from 6:30 am to 4:30 pm:

- Tuesday, October 4, 2016
- Monday, October 17, 2016

Flu Vaccinations will also be available on EVERY NURSING UNIT. You must complete the seasonal influenza form and return to the folder in the medication room on the medication refrigerator.

No vaccinations will be given in the Emergency Room or in the Urgent Care Clinic.

If you have any questions about flu vaccinations, please call Ann Newell, CIC, Infection Control Manager at 810.262.9515.

CME Calendar
CONTINUING MEDICAL EDUCATION

OCTOBER 4, 2016 - TUESDAY

"Prescription Drug Abuse"

Holiday Inn Gateway, Flint

5:30 p.m. – 7:00 p.m.

Approved for *AMA PRA Category 1 Credit*™

To register, Call: 1-855-310-3627, or

Online: www.education.hurleymc.com/cme/calendar

or snap the QR code on the right:



OCTOBER 19, 2016 - WEDNESDAY

"Management of the Chronic Opioid User"

Holiday Inn Gateway, Flint

5:30 p.m. – 7:30 p.m.

Approved for *AMA PRA Category 1 Credit*™

To register, Call: 1-855-310-3627, or

Online: www.education.hurleymc.com/cme/calendar

or snap the QR code on the right:



WELCOME NEW PROVIDERS

OCTOBER Birthdays

- Shafi Ahmed MD
 Mohammad Al-Harastani MD
 Ahmed Arif MD
 Preetha Balakrishnan MD
 Amitabha Banerjee MD
 Joseph Betcher MD
 Evan Black MD
 Frederick Bruening MD
 James Chambers DO
 Gail Cookingham MD
 Christopher Cukrowski DO
 Hemant Desai MD
 Marek Didluch MD
 Peter Feczko MD
 Stacy Frye MD
 Kevin Gaffney MD
 James Galas MD
 Afroze Hai MD
 Christopher Hehemann DPM
 Erin Holdren-Otis DPM
 Gaurav Kapur MD
 Steven Karr DPM
 Sunil Kaushal MD
 Wayne Kinning MD
 Alexey Levashkevich MD
 Tintin Manuela-Abad MD
 Steven Marchetta DO
 Robert O'Connor MD
 Cherie Phillips MD
 George Predeteanu MD
 Ratan Rajani MD
 Kavita Rajkotia MD
 Ixxy Ramirez MD
 Abdul Razzak MD
 Randolph Schumacher MD
 Joseph Simmert DO
 Lon Steinberg MD
 Kirk Stucky PsyD
 Mohammed Syed MD
 Hemant Thawani MD
 Steven Zak MD

Nurse Practitioner
Erika Haddon, DNP
 Advanced Cardiovascular Clinic
 6122 West Pierson Road
 Flushing, MI 48433

Pediatrics

Neonatology
Renae Reisig, MD
 Neonatal Care Specialists
 1 Hurley Plaza
 Flint, MI 48503

Medicine

Geriatric Medicine
Rasha Nakhleh, MD
 Hurley Outpatient Clinic
 1 Hurley Plaza
 Flint, MI 48503

Internal Medicine
Mohammed Shaik, MD
 Venkatasive Peram, MD
 2222 South Linden Road, Suite G
 Flint, MI 48532

It is our pleasure to welcome you to Hurley Medical Center (HMC) and thank you for partnering with us to provide quality healthcare to our patients. We value your commitment and appreciate your service.

Anesthesia

Genesee Medical Anesthesia, PC
 1 Hurley Plaza, Anesthesia
 Department
 Flint, MI 48503

- **Matthew Ashley, CRNA**
- **Edward Capps, CRNA**
- **Gabriel Mullins, CRNA**
- **Jessica Wolin, MD**
- **Jing Zhang, CRNA**

CDC Cancer Grant - Improving Colon Cancer Screening

The Hurley Diabetes Center is participating in a CDC grant project focused on improving screening rates for colon cancer in Michigan. There is a link between diabetes and colon cancer, so a diabetes education center seemed a good place to pilot this effort.

At the initial diabetes assessment, patients are asked if they have been screened for colon cancer. The topic is discussed in class 3 of our series and information is included in the education manual they receive. The letter of program completion to the physician informs providers of the link and reminder to get patients screened.

In year two we will continue but will add education on the diet prep for the exam in our teaching. Many with diabetes avoid colonoscopy due to fears of lows during prep, while on insulin. Patients are encouraged to discuss insulin adjustment with physician before the exam. Those with diabetes are educated that they should not use sugar free beverages during prep for the exam, but carb count using liquid carbs in place of solid food. Please contact the diabetes center for more information. 810-262-2311.

In Memoriam

In an effort to help preserve their memory and legacy, this section is dedicated in remembrance of those members of the Medical Staff who recently passed away.



Dr. Celestine M. Joseph

Dr. Celestine M. Joseph
Obstetrics & Gynecology
 (May 19, 1941 – August 31, 2016)

Dr. Joseph died Wednesday, August 31, 2016 at McLaren Regional Medical Center – Flint. He worked as an attending physician in Obstetrics & Gynecology at Hurley Medical Center for 40 years. He was most recently a private practitioner at Genesee OB-GYN & Cosmetic Surgery located in Flint, Michigan.

If anyone knows of others who need to be included in this Memoriam, please contact the Medical Staff Office.

Hurley Professional Staff Anniversaries:

Hurley congratulates the following providers who reached milestone Hurley Professional Staff Anniversaries during the month of October:

- | | |
|---|--|
| 5 Years
Joseph Arcidi MD | 20 Years
Scott Karlene MD
Nkechi Onwuzurike MD
Samiullah Sayyid MD |
| 10 Years
Hussein Mazloum MD
Ronald Sparschu MD
Mark Weiss MD
Asim Yunus MD | 35 Years
Mehmet Agabigum MD |
| | 40 Years
Linval Fleetwood MD |

Hurley recognizes the dedication and commitment of all doctors. As a feature of the Physician Connection, Hurley will acknowledge five (5) year anniversaries each month.

Myths That Physicians Believe About Patient Experience

Excellent patient experience is a critical piece of modern medicine, reflected clearly in outcomes. And more than amenities, clean rooms, or quiet during night, the factors that most inflect patient experience all relate to communication and coordination among the care team—factors that physicians are in a unique position to influence. Clinician-patient communication, leadership of the care team, and support and empathy for the patient across the unit are the most important factors for success, and they're all driven by the physician as the "Influencer in Chief."

MYTH 1
 HCAHPS is only a hospital metric

FACT
 Patient experience has **direct financial ramifications** for physicians

Performance on Patient Experience Metrics Can Impact Physician Finances

Medical Liability Greater if Patients Are Dissatisfied

Physicians with low patient satisfaction scores are more likely to be sued for malpractice

Public Reporting Tied to Future Payment

Medical practices with 100+ eligible professionals participating in the Physician Quality Reporting System are required to participate in CGCAHPS; reporting will impact their value modifier (VM) payment in 2016

Increase in Online Consumer Information

- Social media platforms (Facebook, Twitter) and review sites (ZocDoc, Angie's List) influence market share
- Patient reviews revolve around their experience

MYTH 2
 Patient experience is not a real clinical concern

FACT
 Excellent patient experience—including better coordination and clearer communication—**drives clinical outcomes**

Patient Experience Drives Clinical Outcomes

89% of American adults are not proficient in health literacy and 60% of patients immediately forget the medical information explained to them. Yet studies show that patients listen closely when the physician is talking and care deeply about the physician's opinion. Excellent physician communication and strong care team coordination—both critical components of patient experience—are required to engage patients and achieve best outcomes.

Higher patient satisfaction with inpatient care and discharge planning associated with lower 30-day readmission rates."

Relationship Between Patient Satisfaction with Inpatient Care and Hospital Readmission Within 30 Days
American Journal of Managed Care

Higher patient satisfaction associated with improved guideline adherence and lower inpatient mortality rates."

Patient Satisfaction and Its Relationship with Clinical Quality and Inpatient Mortality in Acute Myocardial Infarction
Circulation: Cardiovascular Quality and Outcomes

Patient-centered care associated with decreased utilization of care services and lower total annual charges."

Patient-Centered Care Is Associated with Decreased Health Care Utilization
Journal of the American Board of Family Medicine

MYTH 3
 Patients rate experience based on factors like amenities or nursing—things outside physicians' control

FACT
 Physicians hugely influence the most important **drivers of experience ratings**

Physician Communication with Care Team Sets Tone for Multiple Patient Experience Domains

Notably, all the top-ranking domains—communication with nurses, pain management, and timeliness of assistance—require excellent patient-provider interaction and flawless care team coordination. These are all domains that suffer with poor physician-care team communication. Patients are not really looking for a cleaner room or better food. **They seek caregivers who communicate with them, and with one another.**

Some of the nursing communication items are really a proxy for teamwork...how well the nurses could answer their questions, is often a reflection of how well the nurses and the physicians are communicating."

Susan Edgman-Levitan
CAHPS creator and HCAHPS expert

MYTH 4
 I don't have the time to spare for longer patient interactions

FACT
 Better patient experience is about **quality, not quantity**

Introduction Adds Seconds, Yields Improved Outcomes

BEFORE	Physician fails to knock on door or introduce him- or herself after entering the room	Dialogue between physician and patient is perfunctory and leads to poor patient experience
AFTER	Physician knocks on door and introduces him- or herself after entering the room	Communication between physician and patient is a conversation and leads to improved patient experience

MYTH 5
 Patient experience is not about physicians

FACT
 The physician is the **Influencer in Chief** when it comes to patient experience

The Four Ways You Can Ace Your Role as the Influencer in Chief

Lead by Example

- Physician sets precedent for patient experience performance for staff
- Takes control of clarifying care team and care plan for patient as needed

Drive Strong Care Team Communication

- Physician demonstrates exemplary communication skills when working with care team
- Serves as strong leader, resolving problems and mediating disputes as needed

Cultivate Patient Empathy

- Uses resources available (family, patient posters, medical records, etc.) to understand patient and condition
- Develops and exercises compassion toward patient and family

Ensure Excellent Patient Communication

- Physician engages in top-notch patient communication—verbally as well as through body language, facial emotional indicators, and actions
- Serves as caregiver, pillar of knowledge and guidance, teacher, shared decision maker, leader