



Forum

A NEWSLETTER ESTABLISHED AND COMPLETED BY THE THE MEDICAL & DENTAL STAFF OF ROCHESTER GENERAL HOSPITAL.
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24/7 PHYSICIAN
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922-4414

DIRECT ADMISSION
NUMBER:
922-7333

2010 Quarterly Staff Meetings

3/19, 6/18, 9/17, 12/17
7:30 - 9:00 a.m. Twig Auditorium

50% attendance recommended
for all attending Physicians

Message from Mark Clement

The great American author, Oliver Wendell Holmes, who also was granted a Medical Degree, once wrote that "many ideas grow better when transplanted into another mind than the one where they sprang up." While he may not have been a practicing physician, Holmes astutely captured the importance of collaboration and integration that we have so successfully embraced as a system.

As you know, in recent years we have embraced an operating philosophy – one that has been strongly supported by our Medical and Dental Staff – to build a more tightly integrated health system that provides a high quality, seamless continuum of care for our patients, while also producing efficiencies that further strengthen our system.

I am very proud and pleased to share with you that Rochester General Health System was recently recognized as one of the Top 50 Integrated Health Systems in our nation by SDI, the fourth straight year we have been included among the nation's very best!! Additionally, RGHS now ranks among the Top 10 integrated systems in the entire northeast, joining the company of highly respected systems such as Geisinger and Yale-New Haven. And, we are one of only two systems in New York State to be named among the Top 50, the other being based in Long Island.

The IHN Rating System™ rates local and regional, non-specialty integrated healthcare networks (IHNs) on both their performance level and degree of integration. The rating system is a means for identifying the IHN 100© based on critical success factors related to:

- Hospital Utilization
- Financial Stability
- Physician Participation
- Services & Access
- Outpatient Utilization
- Contract Capabilities

Clearly, this latest honor is an affirmation of our collaborative efforts to build One Great Health System that is recognized for providing world class care, service and efficiency, and one that is the provider of choice for both physicians and patients throughout our region. I am particularly proud and appreciative of the outstanding efforts of our Medical and Dental Staff members to examine ways in which we can establish consistent processes and protocols throughout our system that ensure that our patients receive the very best care in each of our affiliates, and create an even better practice environment for our physicians.

Through the outstanding leadership of our physicians and leadership team, we have made very significant progress in achieving clinical integration across a number of service lines, including OB/Gyn, Anesthesiology, Emergency Medicine, Labs and Behavioral Health, and are starting to do so in Surgical Services. Additionally, Dr. Steve Rich, system Chief of Geriatrics and Long Term Care, is overseeing integration of protocols for Geriatric Services



Mark Clement, President
& CEO

Diagnostic Imaging Announcement RGHS and NWCH

*By Jonathan Broder,
Chief of the Department of Diagnostic Imaging*

We are pleased to announce the following leadership and operational changes which are effective immediately for NWCH.

Dr. Atul Gupta has been selected by his department colleagues to serve as NWCH's Chief of Diagnostic Imaging and this appointment has been approved by the Hospital's Board of Directors. Dr. Gupta replaces Dr. Roman Kowalchuk who served in that capacity for the past 3 years. We would like to thank Dr. Kowalchuk for his outstanding service. Under his leadership, the department experienced tremendous growth, and he along with the team, were instrumental in implementing many quality improvements.

Roop Hazarie, Senior Director of Imaging Services, will now have overall RGHS responsibility for Diagnostic Services. In this capacity, Roop and his team members will focus on operational excellence, clinical integration, technology planning and strategic business growth.

At NWCH, the Diagnostic Services Department will report directly through Yvonne MacTaggart to Roop, in his RGHS capacity, and to **Doug Stark**, the new Director of Outpatient Services and Business Development for NWCH, for any on-site operational issues/concerns.

Dr. Gupta, Roop and Doug will work with the NWCH Diagnostic Imaging team members to ensure alignment within the System, operational efficiency and clarity of direction.

Welcome All Clinical Providers

*In an effort to enhance provider satisfaction,
we are continuously improving our communication
protocols related to patient care:*

- There is now a Central Communications Representative in the Glass Bubble at the front area of the ED.
- This individual will gladly provide you with any assistance needed.
- In the event that there is not a chart present on the clip board or in the blue binder in the rack of your patient's room, please access this individual to obtain a printed copy for your use.
- Please provide identification that you are a clinical provider who meets HIPAA guidelines for treating your patient.

Benefits:

- This position will be staffed 24 hours a day, 365 days a year.
- It is no longer necessary to access MedHost in order to obtain patient related data.
- We are increasing opportunities for our Emergency Department staff to become familiar with our valued Medical and Dental staff members.

*Thank you for allowing us to partner with you in providing
premier care and services to your patients.*

Access to Emergency Department Records for Consultants and Admitting Staff

*By Bryan Gargano, MD, FACEP
Medical Director
Emergency Department
Rochester General Hospital
Office: 922-3916*

Many consultants and admitting physicians who come to the Emergency Department are often frustrated by the, at times, difficult nature of accessing a patient's chart in MedHost (The ED EMR). In order to help better serve our colleagues to help us all provide the best patient care possible, there are now two separate processes that can be used to obtain this information.

The first path is to check the blue binder or patient's clip board to see if a chart is present and then, if not, obtain one from the communication secretary in the glass bubble at the front of the Emergency Department. Please approach them through the open window, identify yourself for HIPAA compliance issues, and ask for a chart on the patient you are here to see. You should also be provided with progress note paper at this point as well.

The second path is for those who wish to have direct access to MedHost. If you want to attend a brief orientation to MedHost and review on tutorial found on the RGHSnet, under the Emergency Department, you can have direct access to MedHost for viewing of your patient's information.

MARR Webinar – "Just Say No" to Antibiotics for Colds and Flu; CMEs available

The Michigan Antibiotic Resistance Reduction (MARR) coalition and Wayne State University School of Medicine have developed a new, CME-accredited educational program designed to promote appropriate management of upper respiratory infections. All healthcare professionals can access each of the three one-hour modules and obtain CME credits until October 5, 2010. Anyone can view this free webinar by simply registering and creating a password. Specifically designed for primary care practitioners, the presentation includes information about antibiotic resistance, treatment guidelines for upper respiratory infections (URIs), and strategies to improve patient satisfaction when antibiotics are requested but not necessary for the treatment of the illness. All are invited to participate through MARR's partnership with the Centers for Disease Control and Prevention (CDC). Access at <http://www.mi-marr.org/index.html>.

Radiation Safety and CT Exams

By: *Jonathan D. Broder, MD, Chairman, Diagnostic Imaging*
Debra A. Koch, MS, CHP, LMP, Physicist/Radiation Safety Officer

Reference: American College of Radiology Web Sites

Recent articles published in the Archives of Internal Medicine raised concerns about radiation exposure to those patients undergoing Computed Tomography (CT) exams. The article by Berrington de Gonzalez, et al. entitled "Projected Cancer Risks From Computed Tomographic Scans Performed in the United States in 2007 (Archives of Internal Medicine/volume 169, December 14/28, 2009) concluded that "...several areas of CT scan use make large contributions to the total cancer risk...". It stated that "approximately 29000 future cancers could be related to the number of CT scans performed in the US in 2007." The article admits this may be an overestimate. In addition, it is important to note that 25 percent of people in the United States die of cancer, and about 1.5 million new cancers are diagnosed annually. The 29000 figure mentioned above, even if close to accurate, is overall a very small risk versus the immediate, proven life saving benefits of CT. These articles were followed by many reports in the lay media about this topic. As a result patients will likely be asking questions about their risk. It is important for health care providers to be more knowledgeable about this topic in order to respond to patients' concerns and use imaging exams appropriately.

Due to the upward rise in medical imaging exams performed each year with special focus on multi – slice CT scans, medical radiation exposure for the American patient population has increased. The use of Computed Tomography has increased dramatically with approximately 3 million being performed in 1980 to 72 million performed in 2007. However, growth of medical imaging over the past several years has slowed significantly, and according to Medicare data, imaging utilization growth for 2006,2007 was only 2 percent nationally which is at or below the growth rate of other major physician services. As indicated by the American College of Radiology (ACR), CT as well as other medical imaging exams have been directly linked to greater life expectancy and declines in cancer mortality rates. Medical imaging exams are also often less expensive than the invasive procedures that they now replace.

Despite these significant advantages of medical imaging and CT, it does come at

some cost, and in the case of CT, this includes ionizing radiation. Although ionizing radiation is associated with increased risk of developing cancer, no published studies have indicated that radiation from medical imaging examinations cause cancer. Most of today's conclusions, including those in the above mentioned articles, rely largely on data which equates radiation exposure and the effects experienced by atomic bomb survivors in Japan to current day patients who receive CT exams. With modern day advancements in technology and science, most CT exams are performed in a controlled environment, with controlled settings resulting in a limited radiation exposure to a small section of the body. Atomic bomb survivors were exposed to x-rays, neutrons, particulate radiation, and byproducts from radioactive materials. The biological effects are different from the atomic bomb scenario and the CT exam scenario. Atomic bomb survivors, due to the constituents of the bomb(s), were exposed to more penetrating types of radiation in comparison to the type of radiation a patient receives from an x-ray. A CT exam uses x-rays and sophisticated software with dose modulation algorithms which reduce radiation dose to provide the radiologist with a high quality image of the body section examined.

The news broadcasts and various articles also focused heavily on reporting the variations in dose from CT scans between numerous facilities. It is strongly recommended that CT exams be performed at an accredited facility. The most common accrediting body for CT is the American College of Radiology (ACR). Rochester General Hospital is accredited by the ACR for Computed Tomography. Accreditation at Newark-Wayne is pending. An accredited facility relies on Appropriateness Criteria for each exam and strongly supports the ALARA principle in which we make every effort to keep the dose of radiation to the patient As Low As reasonably Achievable. The minimum level of radiation exposure possible is used while not reducing image quality. The accreditation process ensures that an accrediting facility maintains appropriate technique protocols to keep the radiation exposure during these examinations within an accepted controlled range. Radiation

dose from CT exams at an accredited facility must all meet the same criteria; hence dose will vary less between accredited facilities. An accredited facility will ensure that the radiologist interpreting the CT scans has met stringent education and training standards, the technologist operating the equipment is certified by the appropriate body, and the equipment is surveyed regularly by an ACR qualified medical physicist to make sure that it is functioning properly and taking optimal quality images.

The Diagnostic Imaging Department is a participant in the Image Gently campaign which implements dose reduction in pediatric imaging. Most recently the department has launched a Radiation Safety Awareness program for our adult patients under 40 years of age who may potentially receive higher radiation exposures as a result of multiple CT examinations. The program identifies patients who fit this criterion, and their primary/referring clinician is notified of the potential risk from multiple examinations and encouraged to substitute CT examinations with other diagnostic imaging modalities such as Ultrasound or MRI when appropriate. This program will soon be implemented at Newark-Wayne as well. As recommended by the ACR, patients are encouraged to keep a record of their x-ray history, and prior to having a scan, ask their doctor:

- Why do I need this exam?
- How will having this exam improve my health care?
- May I have an alternative exam that does not use radiation?
- Is this facility accredited?
- Is my child receiving "child size" doses of radiation?

In summary, although no published studies have indicated that radiation from medical imaging examinations cause cancer, the risk of radiation exposure related to medical imaging is not to be taken lightly. The Department of Diagnostic Imaging at RGHS has been and will continue to be a responsible provider of medical imaging to ensure patient safety and quality. Radiologists, radiologic technologists, and a certified medical physicist are always available to answer questions.





ROCHESTER GENERAL MEDICAL GROUP

RGMG Center for Allergy Immunology & Rheumatology Expands Service with Addition of New Office in Greece

- Rochester General Medical Group has opened a new Center for Allergy Immunology Rheumatology (CAIR) office in Greece at **3800 Dewey Avenue** to serve the growing numbers of patients who live in the Greece region.
- This is the third office for the Center for Allergy Immunology Rheumatology, which also has offices in Downtown Rochester at 222 Alexander St. and in Linden Oaks, Penfield, at 10 Hagen Dr.



The new Greece office is staffed by Dr. Ana Maria Arango, a Rheumatologist and Dr. S. Shahzad Mustafa, an Allergist. Dr. Mustafa is board certified in Internal Medicine and Allergy and Immunology and treats both adults and children. Dr. Arango is also board certified in Internal Medicine, as well as Rheumatology, and treats adult patients.

Dr. Arango, and Dr. S Mustafa will see patients with a range of conditions including adverse reactions to drugs, hives, allergic and non-allergic nasal and sinus disease, asthma, autoimmune/ immunologic diseases, eczema, food allergies, rheumatoid, inflammatory and osteoarthritis arthritis, systemic lupus, spondylosis, scleroderma, and gout/crystal arthritis.

The office offers walk-in allergy shots every Thursday. **For more information, or to make an appointment or refer a patient, please call 585.922.8350.**

Mark Clement *cont. from page 1*

within all of our affiliates, creating processes related to reducing falls, rehabilitation, exercise and diet. We are also committed to expanding and integrating services such as Neurosurgery, Oncology and GI on the Newark-Wayne Campus. Later this year we will extend our focus to our Hospitalist program and Surgery. And, we're working closely with the leadership of the Greater Rochester Independent Physician Association (GRIPA) to explore with large corporations and payers innovative partnerships that produce greater efficiencies and improved clinical outcomes for our community and those we serve.

What we have achieved over the past several years, and the recognition we have received for those efforts is something of which we all can be very proud. And, while the recognition is certainly nice, its importance pales in comparison to the benefits clinical integration will bring to our patients and physicians. As we move forward in our journey, we will continue to establish system-wide clinical and operational protocols that result in better communication, better patient hand-offs, better patient safety and, ultimately, better patient outcomes.

Thank you once again for your support, cooperation and involvement in our effort to become a more effectively integrated health system. I am confident that with your continued support, we will fulfill our vision of becoming our community's most trusted healthcare provider, and the system of choice for patients and physicians throughout our region.

Thank you!!



The RGH MDS Annual Dinner Dance

Members of the RGH MDS, including Honorary/Emeritus and Adjunct Staff along with Sr. RGHS Administration enjoyed themselves on Saturday January 23, 2010 at the Riverside Convention Center during the RGH MDS Annual Dinner Dance. Psychics, the Tom Monte Quartet and the engaging SkyCoasters assisted a relaxed crowd who had fun and truly enjoyed themselves.

The RGH MDS honored those Honorary and Emeritus Members as well as those Active RGH MDS Members in attendance who have been Members for 25 plus years by making a donation in their names to the RGHS Haiti Relief Fund. to help Rochester General bring extraordinary healthcare to our community.

GRIPA Nationally Recognized By HIMSS and ASQ for Quality Electronic Prescribing!

The Greater Rochester Independent Practice Association (GRIPA) in conjunction with the Rochester General Health System (RGHS), was recognized by the Health Information and Management Systems Society (HIMSS) and the American Society of Quality (ASQ) for the deployment and implementation of an electronic prescribing system.

The GRIPA Connect electronic prescribing program links physicians, pharmacists and care managers to ensure the best care is provided to each patient at each point of care and in transitions of care. There are 200 to 300 local care providers using the system on a daily basis who have written over 90,000 prescriptions through this advanced technology. The built-in safety checks significantly improve quality of care by avoiding potential adverse drug reactions and interactions. Additionally, spending less time on administrative functions such as the paperwork associated with prescription renewals allows physicians and other care providers to spend more time on patient care.

"Stories of Success! Health IT's Impact on National Safety Goals and Priorities", sponsored by HIMSS and ASQ, emphasizes the link between the use of information technology in health care and improvements in health care quality and patient safety. The program showcases outstanding accomplishments in real-world adoption and use of information technology that has improved health care safety, quality, effectiveness and efficiency, following the national priorities established by the National Priorities Partnership (NPP) and The Joint Commission's National Patient Safety Goals (NPSG).

As a result of the e-Prescribing deployment at one of the practices in the Rochester General Medical Associates (RGMA), the practice realized the following benefits:

- 600 prescriptions are now processed electronically each week, and growing;
- Dramatic reduction in time to process prescription renewals from up to a week to less than 24 hours;
- Patient complaints reduced by 50%;
- Prescription-related phone calls dropped by 80%;

These positive outcomes are expected to grow as the usage rate of the e-Prescribing system grows. The RGMA and other practices in the GRIPA network also have the opportunity to gain additional reimbursement from Medicare and Medicaid through financial incentives to use e-Prescribing.

For more information about HIMSS *Stories of Success!*, go to their website:

<http://www.himss.org/storiesofsuccess/>

And for more detailed information on this project, see the summary at: <http://www.himss.org/storiesofsuccess/docs/tier1/>

[RochesterGeneralHealthSystem_Tier1.pdf](http://www.himss.org/storiesofsuccess/docs/tier1/RochesterGeneralHealthSystem_Tier1.pdf)



About ASQ

ASQ (The American Society for Quality) has been the world's leading authority on quality for more than 60 years. With more than 85,000 individual and organizational members – with nearly 4,000 healthcare members, the professional association advances learning, quality improvement and knowledge exchange to improve business results and to create better workplaces and communities worldwide. As a champion of the quality movement, ASQ offers technologies, concepts, tools and training to quality professionals, quality practitioners and everyday consumers. ASQ has been the sole administrator of the prestigious Malcolm Baldrige National Quality Award since 1991. Headquartered in Milwaukee, Wis., ASQ is a founding sponsor of the American Customer Satisfaction Index (ACSI), a prominent quarterly economic indicator, and also produces the Quarterly Quality Report.

About HIMSS

HIMSS is a comprehensive healthcare-stakeholder membership organization exclusively focused on providing global leadership for the optimal use of information technology (IT) and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington D.C., Brussels, Singapore, and other locations across the United States, HIMSS represents more than 23,000 individual members, of which 73% work in patient care delivery settings. HIMSS also includes over 380 corporate members and nearly 30 not-for-profit organizations that share our mission of transforming healthcare through the effective use of information technology and management systems. HIMSS frames and leads healthcare public policy and industry practices through its educational, professional development, and advocacy initiatives designed to promote information and management systems' contributions to ensuring quality patient care.