

Reaching beyond your office walls *The importance of community outreach for all physicians*

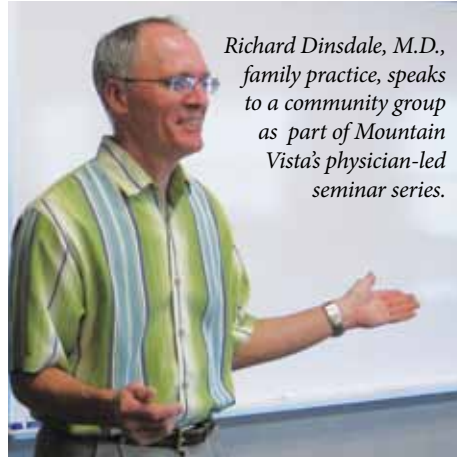
At Mountain Vista Medical Center (MVMC), physicians on the medical staff have several community outreach opportunities available. At Mountain Vista we understand physicians want to continue to grow their practice and help educate the community about important health topics. By providing community education, connections are made with the people in the communities we serve.

For many physicians new to the medical staff, this is a great opportunity to build community relationships in an informal setting and share knowledge. Even tenured physicians like family practice physician, Richard Dinsdale, M.D., with Desert Grove Family Medical, participate in outreach opportunities. "As a physician for more than 20 years, I understand the importance of reaching out beyond the walls of my office to meet potential patients. People today are becoming more and more proactive about their health - with many physicians to choose from these days, the seminars are a great way for people to get to know physicians before making that initial appointment," says Dr. Dinsdale.

Several times throughout the year, we distribute a letter to the medical staff about upcoming community outreach opportunities, some of which include:

Community seminar series: held year round, physicians are invited to speak on a variety of health topics. Seminars are held on campus in Classrooms 3 & 4 on the second floor with full audio visual equipment available. Seminars are 60 minutes, including time for questions and answers. Seminars are promoted in several different ways including online, direct mail and print advertising.

SeniorAdvantage: this program is designed for adults age 55+ and currently has more than 1,400 members. Members are mailed a monthly event calendar and



Richard Dinsdale, M.D., family practice, speaks to a community group as part of Mountain Vista's physician-led seminar series.

all events are held here at Mountain Vista. Speaking times are day-time only and all speaking topics are encouraged.

Health fairs: throughout the year, Mountain Vista is invited to participate in health fairs across the Valley. This past January, Mountain Vista sponsored a health fair at Golden Vista RV Resort in Apache Junction. More than 200 attendees enjoyed the screenings, information tables and education breakout sessions. We also held our third annual Heart Healthy Day on February 20; this is our largest event of the year with more than 400 people attending.

As a direct result of Dr. Dinsdale's participation at the Golden Vista Health Fair, one of his offices saw an increase in new patients. In fact, there were 19 new patients on a single day at that specific office. "Participating in the community outreach opportunities that Mountain Vista offers has been great exposure for our offices. We were able to reach out to people who we may never have been able to meet with before," concludes Dr. Dinsdale. To learn more about upcoming community outreach opportunities, please contact Jamie Randall, coordinator, Marketing, at (480) 358-6145 or via e-mail at Jamie_Randall@iasishealthcare.com.

Dear Mountain Vista Medical Staff:

As we approach a change in weather this spring, I gladly welcome the warmer temperatures. The unusually colder temperatures and rainy weather this past winter did not slow down the visitors and patients to MVMC. To meet the growing demands of our community, a third cath lab and interventional radiology suite have been added in our Cardiology Department. We are also currently in the process of adding two additional operating suites.

The STEMI activation by EMS during transport is fully integrated as of March 15, following approval by the Medical Executive Committee. The ability to transmit EKGs from the field to the ER within 60 seconds is something we are proud to be able to offer to the communities we serve. MVMC also just received the Cardiac Receiving Center designation from the Arizona Department of Health Services Bureau of Emergency Medical Services and Trauma System. One of the key components of this designation is the ability to provide mild therapeutic hypothermia.

We are halfway through our fiscal year 2010 - and we are on track to achieve our goals. We are focused on providing the community with high quality health care. By continuing to offer expanded services to the community, we are positioning Mountain Vista as the health provider of choice.

Thank you for your hard work and continued dedication to the hospital. We are committed to providing high quality care to our patients with advanced technology and exceptional customer service. Thank you for working with us to achieve these exceptional results. On behalf of the team here at MVMC, we look forward to working with you for many years to come to provide the quality of care the people in our communities deserve. If you have any questions or concerns, please feel free to contact me.

Sincerely,



Tony Marinello
Chief Executive Officer

Mountain Vista recently expanded services by adding a third cardiac and vascular procedure room and is building out two more operating rooms (anticipated completion date in June).

Physician Spotlight

Jerrelle Copeland, M.D., internal medicine physician



What was your first job?

I was born in Baltimore, Md., where my first job was a baby sitter. I am very proud of the three boys I baby-sat. One became a physician, one a lawyer and the other an engineer. My first physician job was with a multi-specialty group in Washington, D.C. I practiced there for seven years before moving to Arizona in 1998. In October 2008 I started my own internal medicine practice.

Education:

I went to Spelman College in Atlanta, Ga., for my undergraduate degree. Then I went to Howard University College of Medicine for medical school. I interned at Providence Hospital in affiliation with George Washington University Medical Center and I did my residency at Howard University Hospital.

What is the proudest moment in your career?

The proudest moment in my career is my graduation from medical school. I am the first person in my family to become a physician. It was also the achievement of a goal I had pursued for eight years.

What motivates you?

My family has been a source of motivation for me. I've been married to my husband of 26 years and we have two children. I am very fortunate to have a supportive family - my parents were both science educators, who encouraged me to pursue a career in medicine.

What are you most passionate about?

I enjoy teaching and community involvement. I am passionate about giving back to my community, through the work I do with the Cultural Cup Food Bank and Free Medical Clinic in Phoenix, Ariz. It gives me great joy to work with the team of volunteers, which includes people in the community, nurses, doctors and medical students from Midwestern Osteopathic School of Medicine. I am currently writing a grant application which would allow the clinic to expand its programs.

Coding definitions

Important update for physicians

At MVMC, we strive to provide patients with optimal care. Physician documentation is key to providing accurate medical records to our patients. There are several conditions that have coding definitions that are different from physician terminology. Bacteremia, septicemia, SIRS, urosepsis and sepsis are conditions that require accurate and detailed documentation. This is important for coding accuracy and to indicate the severity of the patient's illness. When documenting the presence of one of these conditions, please consider the following coding definitions, which can differ slightly from physician definitions.

- **Bacteremia** is a condition diagnosed as the presences of pathogenic microorganisms in the blood. It is not considered life threatening and is often asymptomatic.
- Similar to bacteremia, **septicemia** is associated with pathogenic microorganisms within the blood stream, with the difference being that septicemia is a systemic infection. As a result of the

similarities, your documentation must be very clear in the delineation between the two diagnoses.

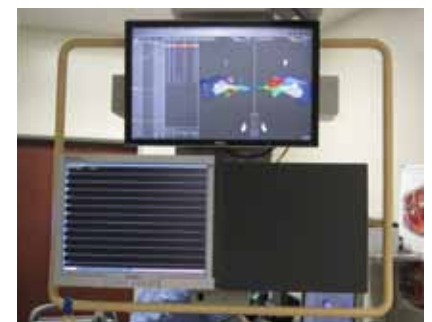
- **SIRS** is a systemic inflammation accompanied with hyper- or hypothermia, tachycardia, tachypnea and elevated white blood cell count. It is triggered by an infection or trauma.
- The definition of **urosepsis** for coding is UTI. If the patient has a UTI with sepsis, please document it as such.
- **Sepsis** is defined as SIRS due to an infection. If a patient is admitted with an infection and SIRS is documented, this is coded to sepsis.

Accurate and detailed documentation of these conditions will improve hospital coding and reporting. This will also decrease the amount of queries that you will be responsible for answering which can help decrease your workload. If you have any questions, please contact Jannifer Owens, coding supervisor, Health Information Management System (HIMS), at (480) 358-6405.

What's new at Mountain Vista?

Mountain Vista recently received the following quality awards and recognition from HealthGrades®, the nation's leading health care ratings organization. These designations speak directly to the quality outcomes from the patients in our community who have received care at Mountain Vista:

- Top 10% in the Nation for Overall Cardiac Care
- 2010 HealthGrades Cardiac Care Excellence Award
- Five Star ratings in:
 - Cardiology Services
 - Coronary Bypass Surgery
 - Coronary Interventional Procedures
 - Treatment of Heart Failure



Mountain Vista is the first in the state to install the CARTO®3 System, which enables physicians to quickly and accurately visualize cardiac anatomy and is especially useful in the treatment of AFIB.

Did you know that Mountain Vista has a Positron Emission Tomography (PET) scanner? The PET scan shows how the organs and tissues are functioning and can be used to diagnose cancer, heart problems and brain disorders. To learn more about the PET scanner or how the PET scan can benefit you and your patients please contact Gina Hardaway, hospital services representative, at (480) 809-7677 or via e-mail at GHardaway-Holt@iasishealthcare.com.

Pain management – how we rate

Through Mountain Vista's patient satisfaction survey process, patients can share their perceptions of care. While patients are asked a myriad of questions about their experience at MVMC, one prime area of impact for our physician partners is in pain management.

Specifically, patients are asked, "How often was your pain controlled?" and "How often did the hospital staff do everything they could to help with your pain?" Our scores in this area continue to linger below the national average, meaning that patients are telling us that we are not doing enough to manage their expectations surrounding pain.

Seek out patient history

Consider, when possible, asking patients before admission about their experience with pain. During assessment, speak to them about what pain management techniques have worked well in the past. Understanding the patient's expectation and preferences will help set up you, the patient and the care team for a successful visit.

With all inpatients, the nursing care team uses a visual pain management scale to gauge pain severity. Through our



Brenda Spieldenner, RN, Med/Surg and general surgeon, Raul Lopez, M.D., review a patient's chart to make sure that they are addressing all of the patient's pain medication needs.

intentional rounding process, the bedside caregivers inquire about the patient's pain every hour.

Because our patients desire that their pain be managed to their personal comfort, this can prompt our care team to ask physicians to review and consider other pain management options. Including patients in their pain treatment helps ensure that they feel like true participants in the decision-making process. Ultimately, their experience and the likelihood they will recommend MVMC for care is increased, which makes for a win for the entire team.

Physician HCAHPS Scores through January 31,2010	MVMC Score	Nat'l. Mean
Communication with doctors.	70%	80%
Did doctors treat you with courtesy and respect?	80%	86%
Did doctors listen carefully to you?	73%	78%
Did doctors explain things in a way you can understand?	57%	73%
How well was your pain controlled?	64%	68%

Arizona charts record number of rabid animals in 2009

Arizona marked a historic milestone with the number of rabid animals in 2009.

Currently, 261 animals have tested positive for rabies, 85 more than 2008. As temperatures get warmer, people will be outside more and the risk of exposure to rabid animals increases. Early symptoms of rabies in humans are nonspecific, consisting of fever, headache and general malaise. As the disease progresses, neurological symptoms appear and may include insomnia, anxiety, confusion, slight or partial paralysis, excitation, hallucinations, agitation, hypersalivation, difficulty swallowing and hydrophobia (fear of water).

Death usually occurs within days of the onset of symptoms.

Several tests are necessary to diagnose rabies ante-mortem in humans; no single test is sufficient. Tests are performed on samples of saliva, serum, spinal fluid and skin biopsies of hair follicles at the nape of the neck.* Please contact Maricopa County Department of Public Health for assistance with rabies testing in humans. If you have any questions about this, please call Maryann Moyer, RN, BSN, infection control practitioner, at (480) 358-6545.

*Source: Arizona Department of Health Services and Maricopa County Department of Public Health.

Physician to Physician

A message from Jeffrey Proudfoot, D.O., FACEP, Chief of Staff



We celebrated Doctors' Day on March 30. Thank you for all that you do for the hospital, your colleagues and patients. Every day as physicians, we have the opportunity to make a difference.

Reflecting on my years as a physician, I am reminded that we all have a prime reason for going into the medical field. For me, it was because I have always liked to help people, plain and simple. I think that in today's world, many of us forget why we went into health care. Over time, the personal touch can diminish, even with the best of intentions. I encourage all of you to think back and remember the reason why you became a doctor. Remember that your hard work is appreciated - you make a difference every day.

To that end, a commitment to service is a top priority here for all MVMC team members. You may be wondering about how service applies in the health care industry. Our patients have many options for health care and we want to be the provider of choice in our community. By treating each patient with dignity and respect, keeping them informed about their care and helping to manage their pain, we enhance patient satisfaction and in turn, foster our own success.

Thank you for your ongoing dedication - I look forward to working with you during every day.

Sincerely,

Jeffrey Proudfoot, D.O., FACEP
Chief of Staff

Welcome new physicians

Kussay Alsamkari, M.D., Internal Medicine
 Chatur Babaria, M.D., Hospitalist
 Dilip Bobra, M.D., Vascular Surgery
 Eugene Bourne, M.D., Radiology
 James Chow, M.D., Orthopedics
 Lizhu Gao, M.D., Hospitalist
 Ralph Heap, M.D., Surgical Assist
 Chandhry Kern, M.D., Internal Medicine
 Joseph Khatchadourian, M.D.,
 Endocrinology
 Harinath Kumar, M.D., Urology
 Natasha Laird, M.D., OB/GYN
 Michaela Lessler, M.D., Pulmonary
 James McEvoy, D.O., Radiology
 Jyothia Punnam, M.D., Hospitalist
 Leo Stinnet, M.D., General Surgery

April meeting calendar

Thursday, April 8 CVT Committee, 7 a.m., Classroom 4
 Medicine, noon, Classroom 4
Monday, April 12 Credentials, noon, Physicians' Lounge
 Physician Staff Liaison Team, 4:30 p.m., Classrooms 1 & 2
Tuesday, April 13 Medical Education Committee, 5 p.m., Board Room
Monday, April 19 Medical Executive Committee, 5:30 p.m., Board Room
Wednesday, April 21 Quality Council, 12:30 p.m., Classroom 1
Monday, April 26 Professional Practice Review Committee (PPRC), 5 p.m., Board Room

April birthdays

April 3	Saleem Akhtar, D.O.	April 18	Jeffrey Laiserin, M.D.
April 5	Muhammad Vasiq, M.D.	April 20	David Hayes, M.D.
April 6	Octavio Vidal, M.D.	April 21	Stephen Ovanessooff, M.D.
	Walid Almuti, M.D.		Margaret Fleet, M.D.
April 7	James Cason, M.D.		Vijay Kumar, M.D.
April 9	Rod Silverman, M.D.	April 22	Steven Steinbaum, M.D.
	Seyed Javadpoor, M.D.	April 25	Philip Zollars, M.D.
April 10	Emily Grade, M.D.	April 26	Mark Eckhauser, M.D.
	Donna Hamburg, M.D.	April 28	Yamine Saddouk, M.D.
April 11	Clifford Goodman, M.D.		Devin Gray, M.D.
	G. Arun Kumar, M.D.	April 30	Hollis Shaw, M.D.

HCAHPS Update

Included in this issue of *Physician Focus* is a special insert designed to further explain the effect that the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey has on physicians. Please review this information as it impacts all of us at MVMC.

