



Medical Executive News

Arlene Donowitz, M.D., President, Medical Executive Committee



It's a new decade, and there are some exciting changes and challenges for physicians. The past 12 months saw exciting growth for Memorial with construction on the new Memorial Ooltewah Medical Center on schedule to open in June. The new Center will feature a state-of-the-science imaging center, a satellite site for the MaryEllen Locher Breast Center, and a physician office suite. Memorial Family Practice, which opened in Ooltewah in 2009, will be relocating to the new site, and space will be available for other physicians. Construction was also completed on expansion of surgery at Memorial North Park.

patients, including genetic testing counseling. Physicians are invited to stop by the Center for Cancer Support at Memorial or Memorial North Park to be more familiar with how valuable these programs can be for your patients.

Arlene Donowitz, M.D.

Powerful Radiosurgery Treatment for Cancer

The Novalis Tx™ for image-guided radiosurgery will be available at the Memorial Cancer Institute this summer. This technology will offer patients fast, accurate non-surgical treatments for cancer and other conditions.

Clinical score cards are being prepared in several areas to give physicians and staff database-derived information for evaluating and improving performance. In this issue we look at Memorial's Orthopedic Scorecard for Hip and Knee Replacement.

We welcome several new physicians who joined Memorial's medical staff since the beginning of the fiscal year and highlight one of them in the "Getting to Know You" column.

On behalf of the Medical Executive Committee, I thank you for your commitment to quality care and hope this newsletter will be of value. Many things are changing in medicine, and communication will become a big issue. It will be increasingly important for us to communicate with each other and maintain cordial and supportive relationships. We all need to be thinking about how to do that better.

What is the best course of communication for us? Please let us know of your suggestions.

Electronic Medical Records

Allscripts Electronic Health Record solution has been selected for Memorial's employed physicians for outpatient ambulatory care medical records with the opportunity for non-employed physicians affiliated with Memorial to use the same system at a significant discount. Allscripts promises to meet any requirement for physicians to receive incentive dollars from the stimulus package if we use the EHR in a meaningful fashion. The stimulus incentives become available in 2011.

In this issue of *MDOc* we highlight colon cancer and our responsibility to our patients to encourage screenings which can greatly reduce the death rate from the cancer and to be aware of the advantages of laparoscopic colon cancer surgery. We describe some of the free educational and support services available at Memorial for our cancer

Welcome New Medical Staff Members

William T. Bates, III, D.O., *Family Practice*

Ann H. Rybolt, M.D., *IM/Hospice Services*

Gene K. Lee, M.D., *Ophthalmology*

Stephen L. Snyder, M.D., *Emergency Medicine*

Ondrej J. Lisy, M.D., *Cardiology*

Michael L. Sprague, M.D., *Gynecology*

Robert F. Marcum, M.D.,

Pulmonary Medicine

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advanced medicine
inspired by you.

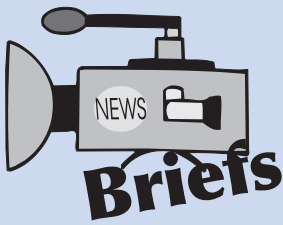
A newsletter
for physicians
on staff at
Memorial

February 2010

CATHOLIC HEALTH
INITIATIVES

Memorial
Health Care System

inspired medicine



Women's Cardiac Exercise

You may refer patients to a special cardiac exercise class at Memorial's Cardio-Pulmonary Rehabilitation Center for a minimal cost. Women pay \$35 a month, and they can bring an exercise buddy (another woman) for an additional \$12. They attend two days a week for an hour of exercise physiology guidance, one-on-one coaching, cardiac exercise and strength training. To refer someone, contact Allan Lewis 495-7764.

Colonoscopy Incentives for Your Female Patients

During National Colon Cancer Awareness month, Memorial is offering women an incentive to get a colonoscopy. Those who schedule in March or April will receive a free 30-minute massage and a one-hour Tai chi class.

Inspire Wins Award

Memorial's community magazine *inspire* was selected as a 2009 Silver International Davey Award winner from more than 4,000 entries. "This award is a testament to the hard work of Editor Joyce Dick and Managing Editor Karen Sloan," says Lisa McCluskey, vice president of Marketing Communication at Memorial. "Joyce infuses each issue with stories of hope and healing. She has brought life and vitality to a simple concept of helping people live well." Inspire is mailed to 165,000 households in the Chattanooga region as a benefit to residents.

Getting to Know You

After practicing in Martin, Tennessee, for 13 years, Dr. Peter Lund decided in 2009 to move to Chattanooga and expand his general orthopaedic practice to include more hand surgery. He completed his hand fellowship at the University of Mississippi Medical Center in Jackson in 1996 following his residency at Tulane.

Notable: "Actually, the decision was both professional and personal," Dr. Lund says. "My wife Courtney grew up in Chattanooga, and our daughter Petra is just over two. We wanted to be closer to extended family, and we love the beauty and recreational opportunities in this area."



Peter John Lund, M.D.
Orthopaedic Surgery
Hand Fellowship

Q: What do you enjoy most about orthopaedic surgery?

A: Ortho is a great field. Many of our patients have painful problems, and we're usually able to make a noticeable impact on their quality of life. Being able to return them back to the recreation and every day activities they enjoy is very gratifying.

Q: What have been improvements in field?

A: There has been significant improvement in treatment of tendon injuries. We can now do arthroscopies of small joints like the wrist and ankle, and we have new and better replacements for the small joints. But time tested and honored procedures in joint replacement and repair haven't changed much in the past few years.

Q: How did you happen to choose the hand fellowship?

A: The hand is one of most complex parts of the body, and the loss of hand function is devastating. Working on the hand is intricate and meticulous, and it can be tedious, but I love it. To restore sensation and mobility in the hand is especially gratifying.

Q: What do you think are the biggest challenges for treating patients?

A: Many of our patients now search the internet before they come in and have pre-conceived ideas of what is wrong with them and the type of treatment they want. They may come in wanting a laser procedure when no laser procedure is available for their problem. The challenge is to be able to spend time with patients, make a careful diagnosis, and help them understand the best treatment. It takes a lot of discretion on the part of the surgeon.

Cancer Conference Schedule

- All are held in the MaryEllen Locher Conference Center
- Urgent cases can be presented any Friday
- To schedule cases for conference presentation, please call the Cancer Registry, x2798 or x2262.

Breast Conference

- 7 a.m. (Every Thursday)

Thoracic/Head and Neck Conference

- 7:00 a.m. (First and third Fridays)
- February 19
- March 5 and 19

Genitourinary/Gastrointestinal Conference

- 7 a.m. (Second and fourth Friday)
- February 26
- March 12 and 26

GYN Conference

- 7:30am (Every three weeks)
- Wed., March 2 and 30

Cancer Committee

- 11:30 a.m.
- Wed., February 16

Physicians Can Change Colon Cancer Statistics

50,000 people do not need to die from colon cancer in 2010

“Physicians need to take the initiative to encourage patients to begin colon screenings at age 50 unless they are in a high risk category,” says Gastroenterologist Dr. Don Hetzel. “We may have some liability if we are not talking to our patients about screening.”

Patients who are at increased or high risk because of their family history or certain acquired conditions may need screening earlier and more frequently.

Genetic testing, available in Memorial Center for Cancer Support, may be advised for those with a family history of cancer or polyps before age 50, multiple cancers within a family and genitourinary cancers. Those with positive genetic testing should have a colonoscopy every 2 years beginning at age 20 to 25 years, until age 40, when annual exams should be given. For information on genetic testing at Memorial, call Kim Shank, RN at 495-7827.

What is the best colon cancer screening test?

“Colonoscopy is the preferred colorectal cancer prevention test, and when polyps are found, they can be immediately removed.”

What about CT Colonography?

This non-invasive virtual scan is available, but it is not covered by Medicare or most insurance, it misses many small and/or flat polyps, and if any are found, the patient has to schedule a colonoscopy.

What about Pill Prep?

“The pill prep, which is sodium phosphate, has received black box warnings because renal failure may occur,” Dr. Hetzel says.

What about Patients Who Take Blood Thinning Medications?

“Patients can continue taking aspirin and most prescription medications, including Plavix, as the risk of bleeding does not appear to be significantly increased.”

Laparoscopic Surgery for Colon Cancer?

“Surgery remains the primary treatment for colon cancer,” says Dr. Charles Portera, Jr. “With an open procedure, patients may face a long and difficult recovery, but with certain colon cancers, laparoscopy is an option of benefit to patients.”

Experience Important for Laparoscopic Surgery

Studies show that when performed by an experienced surgeon, laparoscopic surgery is a safe and effective alternative to standard open surgery for most patients with colon cancer.

Dr. Portera also points out the value of a dedicated surgical team to work with the surgeon. “At Memorial Hospital everyone on the team has worked with the advanced equipment, and they know their role in each step of the procedure. Memorial’s dedicated GI/Colorectal Unit is alert to the unique post-operative needs of these surgery patients” says Dr. Charles Portera, Jr., surgical oncologist.

Advantages of the Laparoscopic Procedure

- Less post-operative pain
- A shorter hospital stay
- Quicker return to normal bowel function
- Quicker return to normal activity
- Better cosmetic results

For more information on Memorial’s GI/Colorectal Centers of Excellence, call Coordinator Kim Shank, RN at 495-7827.



**Don Hetzel, M.D.,
Gastroenterologist**



**Charles Portera, Jr.,
M.D.,
Surgical Oncologist**

Special Programs for Your Cancer Patients

Free Valet Parking at Cancer Center

Your cancer patients can now drive under the canopy at the entrance to the Cancer Institute on Glenwood Drive and the valet service will park their car and return it when needed. This can save them having to search for a parking place and walk.

Free Professional Support Services

Encourage your cancer patients to visit the Schmissrauter Center for Cancer Support at Memorial and Memorial North Park to benefit from a full range of holistic care for mind, body, and spirit – from education and financial support to dietary counseling, stress management, massage, Tai-Chi, computer access, professional guidance, and support groups. Most services are free for any cancer patients regardless of where they are receiving treatment. The multidisciplinary staff includes an oncology nurse educator, chaplain, clinical social worker, clinical dietitian, and certified massage therapist. For information, call 495-7778

Free Smoking Cessation Classes

Freedom from Smoking, a proven program developed by the American Lung Association, is offered four times a year. In several sessions smokers examine what triggers their smoking, how to avoid those triggers, and become non-smokers. For dates and to register, call 495-7701.

Technology Spotlight:

Memorial To Offer Novalis Tx™

The Premier Cancer-Fighting Technology

After studying several radio-surgery options, Memorial chose Novalis Tx because of its state-of-the-art versatility for current and future technology.

“Memorial’s team chose this premier cancer-fighting tool after a thorough review of available options,” said Dr. David W. Rice, a radiation oncologist at Memorial. “Patient safety, comfort and treatment effectiveness were our primary concerns.”

With the Novalis Tx radiosurgery platform, Memorial can offer state-of-the-art, non-invasive treatment for a wide range of malignancies and other potentially debilitating conditions without harming nearby healthy tissue.

“Novalis Tx is a versatile, proven and precise way of delivering stereotactic treatment with reduced patient treatment times,” Dr. Rice said. “Memorial continues to lead in helping patients wage their fight against cancer.”

Delivery of the equipment is expected this Summer. For more information, contact Joe Robb at the Memorial Cancer Institute.

Memorial Clinical Scorecard Hip and Knee Replacement

Quality scorecards can serve as a tool for evaluating and improving quality performance. Dedicated to excellence, Memorial compares statistics on patient outcomes with national best practice outcomes. Data from 2007 was used in this scorecard.

Importance of Volume

Studies indicate that hospitals in which more than 100 of the procedures are performed per year, patients have a lower risk of death and selected complications than those treated in hospitals in which 10 or fewer procedures are performed.

- Hip Replacement – Memorial and Memorial North Park – 516 procedures annually
- Knee Replacement – Memorial and Memorial North Park – 1,103 procedures annually.

Average Length of Stay

Length of stay at Memorial hospitals is one day less than the national average.

| | Memorial Mean | National Sample |
|-----------------------------------|---------------|-----------------|
| Hip Replacement Memorial and MNP | 3.8 days | 4.9 |
| Knee Replacement Memorial and MNP | 2.8 days | 3.8 days |

Antibiotic Prophylaxis

The benefits of selective antibiotic use have been demonstrated. The best practice standard is patients undergoing hip or knee arthroplasty should receive a prophylactic antibiotic within one hour prior to the surgical incision being made. The prophylactic antibiotics should be discontinued within one hour after the surgery end time.


| | Hip Patients | Knee Patients |
|--|--------------|---------------|
| Peri-operative antibiotics | 100% | 100% |
| Antibiotics start 1 hour before surgery | 88% | 93% |
| Antibiotics discontinued within 24 hours | 81% | 87% |

Inpatient Mortality Rates

| | National Average | Memorial & Memorial North Park |
|------------------------------|------------------|-----------------------------------|
| Elective Hip Replacement | 0.1% | 0% |
| Including Hip Fracture Cases | | 1.1% |
| Knee Replacement | 0.12% | 0% |

Additional Quality Measures

- 100% of Orthopedic Surgeons on Memorial’s Medical Staff are ABOS board certified or eligible.
- Blood Clot Prevention measures include VTE assessment within 24 hours, use of blood thinners, physical therapy, elastic stockings, and pneumatic compression devices.
- Patient Safety techniques include observation of correct-patient, correct-procedure, and correct-site protocols.
- Dedicated orthopedic operating rooms and nursing units follow clinical pathways of care and provide a comprehensive rehabilitation and recovery program.

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