

MEDSTAFF NEWSLETTER

UPSTATE UNIVERSITY HOSPITAL

NOVEMBER 2014

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MESSAGE FROM THE MEDICAL STAFF PRESIDENT

BETTINA SMALLMAN, MD

December tends to be a busy month for many of us and this year is no exception. The Medical Staff office has been working hard to prepare for the 2014 Annual Medical Staff Meeting. We are excited to inform you that our key note speaker is **Dr. James Merlino, the Chief Experience Officer of the Cleveland Clinic Health System.** He is the founder and the current President of the Association for Patient Experience and a recognized world leader in the field of patient experience. In 2013, Health Leader Magazine named him one of “20 People Who Make Health Care Better.”

In his presentation to the combined Upstate Medical Staff, Dr. Merlino will outline important reasons why engaging in patient experience is

crucial at a time when patients, businesses, and payers will have greater ability to view and analyze physician performance, likely leading to greater consumerism in healthcare. In essence, everyone’s bottom line will be affected - even yours - unless proven principles of success can be applied.

Having had the opportunity to attend the Patient Experience Seminar at the Cleveland Clinic this May with my colleagues, there was unanimous agreement that the messages delivered are powerful and the journey described intriguing. There was no claim of being perfect and having an answer to everything, but there was no doubt that there is a practical road map for change and transformation on how to put patients first.

Patients make a connection between how they are treated and how they perceive their quality of care. Perception becomes reality!

We sincerely invite you to attend the annual Medical Staff Meeting on **December 2 at 17:30 in the Weiskotten Hall, 9th floor Cafeteria.**

Again, this is a unique opportunity to learn important and practical lessons that have proven to work and we highly encourage you to mark your calendar for this event.



Bettina Smallman, MD



Upstate University Hospital's Medical Staff and Upstate University Hospital
are proud to welcome
James Merlino, MD

James Merlino, MD, is the Chief Experience Officer of the Cleveland Clinic health system, and is a practicing staff colorectal surgeon in the Digestive Disease Institute. He is also the founder and current president of the Association for Patient Experience.

Partnering with key members of the Clinic leadership team, he helps to improve communication with physicians and employees, and to drive employee engagement strategies. He is a recognized world leader in the emerging field of patient experience.

Dr. Merlino believes that all employees are caregivers and partners in delivering great patient care to positively impact the patient experience. He believes the guiding principle of 'Patients First' requires more than world-class clinical care . . . it requires care that addresses every aspect of a patient's encounter [with Cleveland Clinic], including the patient's physical comfort as well as educational, emotional and spiritual needs. Ultimately, he believes Patients First is about treating your patients the way you would want your family members to be treated. Dr. Merlino will be at SUNY Upstate Medical University on Tuesday, December 2, 2014 speaking to various groups throughout the hospital.

*Dr. Merlino is the keynote speaker at the Annual Medical Staff Meeting
Tuesday, December 2, 2014 @ 5:30pm
Wieskotten Hall 9th Floor Cafeteria.
Food and beverages will be served.*

I WANT YOU TO MAKE LOTS OF MISTAKES
ANTHONY P. WEISS, MD, MBA



My son Theo plays soccer. He is good at it, good by external, third-party, people-who-know-about-these-things standards, not just proud dad standards. He is five, filled with pure energy, and loves the game. Watching him play is one of the greatest joys in my life.

He plays at a local soccer club in Syracuse, one that I had heard about when I was in Boston, because the coach (Richard Shaw) wrote a superb book on youth soccer available on Amazon. Theo's fall indoor season started a few weeks ago, and at the first session Coach Richard sat the kids down for some sage wisdom before they started their dribbling skills. His advice? "I want to see you try new things out there. I want to see you make lots of mistakes. Lots of them."

What a perfect, refreshing, liberating way to teach. This is a safe place. Try new things. Make mistakes. Learn from them. It's ok. More than ok, it's the way we do things here. Because by trying new things you will go from good to great. And your passion will remain high.

How many of you received this instruction when you were a kid? I'd assume not too many. Like most physicians, the message you heard was fairly consistent, from high school biology to organic chemistry to gross anatomy. "There's a certain way we do things. It's been the way we've done things since the ancient Greeks. Learn the right answer and don't do

anything too radical." The need for perfection is a dual edged sword, it can motivate us, but it can also be a fear-inducing burden, stultifying any attempts to change.

This way we've done things generally works well. It's gotten all of us to where we are today. It's gotten our organization to where it is today. But for each of us to improve, and for Upstate as a whole to improve, we need to try new things. New approaches to care, new ways of interacting, new technologies, new structures. And we will make mistakes. You will make mistakes. I will make mistakes.

That is ok. It's more than ok, it needs to become an anticipated part of the way we do things here. As long as we can look at these errors, learn from them, and quickly try something else. This is what great organizations do, they build safe spaces to be new-thing trying, mistake-making, learning organizations.

My son fell on his bum several times that night, trying a scissors move and his step-over. No one was seriously hurt. He had an awesome time. And he learned a valuable lesson that I know will serve him well in life, whether he plays in the World Cup or becomes a doctor.



The Schwartz Center Rounds®

A multidisciplinary forum where caregivers discuss social and emotional issues that arise in caring for patients

Heartbreak with Non-Accidental Trauma

WELCOME
NEW MEDICAL STAFF
&
APC MEMBERS

Tuesday, December 2, 2014

3:45 pm – 4:45 pm

East Tower 10405 A & B

All Staff Invited
Refreshments Served

Panelists:

Jessica Scanlon, LMSW

Terry Davis, RN

Physician, TBD

Facilitated by:

Louise Prince, MD

Physician Champion:

Colleen O’Leary, MD

John Brown, CRNA	Anesthesiology
Joshua LaBarge, CRNA	Anesthesiology
Heather Lorenc, MD	Family Medicine
Maria Aquilino, NP	Medicine
Namita Chittoria, MD	Medicine
Michelle Dart, NP	Medicine
Madeline Farchione, PA	Medicine
Adham Jurdi, MD	Medicine
Kelly Leonard, PA	Medicine
Christopher Norman, NP	Medicine
Jill Weatherly, PA	Medicine
Christine Kirkman, NP	Neurology
Betty Guisinger, CNM	OB/GYN
Monika Kolloori, MD	Ophthalmology
Ryan Connolly, PA	Orthopedics
Dongmei Huang, MD	Pediatrics
Laura Rice, MD	Radiology

- Hurt children, dying children, parents or other caregivers suspected of causing trauma - these tragedies call on our depths of caring, compassion and professionalism.
- The Schwartz Rounds multi-disciplinary case presentations and discussions provide the safe, confidential forum for sharing reactions, expressing frustrations, or grieving.
- The Schwartz Rounds are open to all staff of University Hospital: Physicians, residents, faculty, nurses, students, therapists, social workers, spiritual care, housekeeping and other support staff. They are not open to the public.
- For more information, please contact Rev. Virginia Lawson, PhD, Coordinator, lawsonv@upstate.edu, 464-5596.

Continuing Medical Education (CME) credits available

The Schwartz Center Rounds program at Upstate was initiated by the Dr. Daniel Burdick Compassionate Care Fund, established in 2013 by a generous founding gift from the children of Daniel and Billie Burdick. The gift honored Dr. Burdick’s compassion for both patients and caregivers throughout his medical career as a surgical oncologist and general surgeon, and his foresight in recognizing the emotional toll of serious illness on care providers.

Rounds are continuing thanks to administrative support with additional funding from
The Friend In Deed Fund
and
The Advocates of Upstate Medical University and
The Upstate Medical Staff Fund





SCIP 2 – Prophylactic Antibiotic Selection for Surgical Patients

A goal of prophylaxis with antibiotics is to use an agent that is safe, cost effective, and has a spectrum of action

that covers most of the probable intraoperative contaminants for the operation.

For colon surgery and hysterectomies cephalosporins and anaerobic coverage is required.

We are pleased to announce 5 new Members-at-Large to the Medical Executive Committee who will start their term January 2015.

Our congratulations are extended to:

Downtown Campus:

Tanya George, MD	Medicine (Hospitalist)
Lynn Cleary, MD	Medicine (Internal)
Rolf Grage, MD	Radiology

Community Campus:

Timothy Creamer, MD	Medicine (Hospitalist)
Po Lam, MD	Surgery

The Medical Staff is very fortunate to have a tremendous breadth of talent among our members combined with their strong commitment to be part of important medical staff issues. We are looking forward to a busy and productive year. Welcome Aboard!

MEC MEMBERS

Bettina Smallman, MD; Medical Staff President, Chair, Medical Executive Committee

(Pediatric Anesthesiology)

Mitchell Brodey, MD; Medical Staff Vice-President (Medicine)

Robert Kellman, MD; Medical Staff Vice-President (Otolaryngology)

Satish Krishnamurthy, MD; Medical Staff Treasurer (Neurosurgery)

Colleen E. O'Leary, MD; Medical Staff Past President (Anesthesiology)

MEMBERS AT LARGE

Tamer Ahmed, MD; (Pediatric Surgery)

Sharon Brangman, MD; (Medicine)

Derek Cooney, MD; (Emergency Medicine)

Timothy Creamer, MD; (Medicine)

David Halleran, MD; (Colo-rectal Surgery)

Leslie Kohman, MD; (Thoracic Surgery)

Zulma Tovar-Spinoza, MD; (Neurosurgery)

Howard Weinstein, MD; (OB/GYN)

EX-OFFICIO, NON VOTING MEMBERS

Nancy Daoust, MS, FACHE; Chief Administrative Officer, Upstate University Hospital at Community General

Gregory Eastwood, MD; Interim President, SUNY Upstate Medical University

Beth Erwin, CPCS, CPMSM; Director, Medical Staff Services

Sarah Fries, NP; Associate Director of Nursing for Advanced Practice Services

William Grant, EDD; Interim Associate Dean for Graduate Medical Education

Bonnie Grossman, MD; Associate Medical Director (Emergency Medicine)

John McCabe, MD; Chief Executive Officer (Emergency Medicine)

Nancy Page, RN; Chief Nursing Officer

Paul Seale, FACHE; Chief Operating Officer

AD HOC, NON VOTING MEMBERS

Robert Carhart, MD; Chair, Credentials Committee (Medicine)

David Duggan, MD; Dean, College of Medicine, SUNY Upstate Medical University; (Medicine)

Anthony Weiss, MD; Chief Medical Officer and Medical Director (Psychiatry)