

MEDSTAFF NEWSLETTER

UPSTATE UNIVERSITY HOSPITAL

OCTOBER 2014

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MESSAGE FROM THE MEDICAL STAFF PRESIDENT BETTINA SMALLMAN, MD

Patient experience is a popular and important topic these days, so then what exactly do we mean when we talk about “the patient experience” at Upstate Medical University? We are in fact talking about patient satisfaction and in particular, how satisfied a patient is with us, the health care provider. There are numerous providers consisting of physicians, nurses, X-ray technicians, cleaning personnel, and so on- in short, everyone that a patient comes in contact with during their stay in the hospital. Every interaction leaves an impression. There are compelling reasons why our aim should be a satisfied patient: it is a well known fact that physicians with good bedside manner who are able to connect with their patient are less likely to get sued. In addition, in the future pay for performance will have replaced the system of pay for volume. Satisfying patients is an art and a skill. Much of this skill needs to be taught, and much time and resources will need to be invested into this education process.

The following link takes you to an interesting article that speaks to 9 patient experience and satisfaction secrets for hospitals and healthcare:

<http://www.forbes.com/sites/micahsolomon/2014/09/08/7-things-hospitals-and-healthcare-professionals-get-wrong-about-the-patient-experience-and-patient-satisfaction/>

Some of the recommended steps are complex and will require system changes, but others are quite easy to achieve and can be applied even tomorrow. The power of eye contact and a warm smile are two things that resonate from that article.

A recent interaction with one of our long term pediatric patients, now a teenager, reminded some of us how powerful good listening skills, focused attention, and a warm smile can be: just as our patient was about to be induced for general anesthesia, she politely requested to say something. We paused and she simply

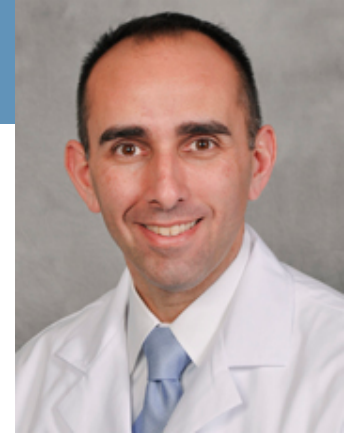
stated “thank you so much for being so kind to me.” She continued to explain how much she appreciated being taken seriously, that she was very aware of her speech impairment, yet everybody had taken the time to address her in person and treated her with respect and patience. She was clearly happy with her care.

This is the reward in making sure that our patients are satisfied. The reality is that the patient’s satisfaction is our satisfaction, too. Moments such as this make that clear.



Bettina Smallman, MD

EBOLA ANTHONY P. WEISS, MD, MBA



Last week, Thursday, the Governor of the State of New York named Upstate University Hospital as one of eight regional centers to provide care to any patient with Ebola Virus Disease (EVD). This is a huge responsibility placed on our shoulders, as we have been entrusted to safely care for any EVD patient within our region, representing a huge geography through central New York. It is also a strong vote of confidence in our hospital, and our affiliated medical staff; a recognition of the real expertise in Emergency Medicine, Infectious Disease, and Critical Care that we have here at Upstate. I am proud to be part of this organization at this time.

In some ways this is not surprising, as Upstate already plays a critical role in the region as the "go-to" hospital when the chips are down. Upstate is at the 90th percentile amongst academic medical centers nationally, near the top of the list, for the percentage of patients referred in from other hospitals. Indeed we receive twice the rate of transfers in from other hospitals than the average teaching hospital in the United States. In some ways, we are like the Statue of Liberty for Central New York Healthcare, accepting those who need our help.

This role, as a regional tertiary care center, puts extraordinary pressure on us, as the patients we receive are extremely sick. Most of the time we handle this pressure well, but we can always do better. Over the coming weeks and months, we will be focusing on how we can improve the transfer process, our cross-disciplinary communication, and our handoffs - all key components of providing the seamless care necessary to the critically ill patient.

We have been preparing for Ebola since August, and believe me, the preparations for receiving an EVD patient have been pushed into overdrive with the recent events in Texas and the Governor's declaration. But in many ways we've been preparing for decades, as the essence of serving as a rescue hospital is woven into the fabric of our organization. It is my hope that these EVD preparations will make us even better prepared, not only for EVD, but for all other patients who look to Upstate for help.

MEMBER-AT-LARGE ELECTION

YOUR OPINIONS MATTER, IT'S TIME TO BE HEARD. HERE ARE 5 REASONS TO VOTE!

1. So you can complain

If you love to complain to encourage change, voting is for you.

2. It's your right

If you are active medical staff, you are self-governing, so it's your right.

3. Representation

Make sure your concerns are your representative's concerns.

4. To cancel out someone's vote

In disagreement with your colleagues? Cancel them out.

5. If you don't, someone else will

Why would you want someone else deciding how you practice?

Members of the Medical Staff running for election to be your representatives on the Medical Executive Committee include:

Downtown

Lynn Cleary, MD

Rinki Agarwal, MD

Rolf Grage, MD

Tanya George, MD

Derek Cooney, MD

Matthew Glidden, MD

Jiri Bem, MD

Housam Hegazy, MD

Medicine (Internal)

OB/GYN

Radiology

Medicine (Hospitalist)

Emergency Medicine

Medicine (Hospitalist)

Surgery

Medicine (Hospitalist)

Community

Gary Wishik, MD

Timothy Creamer, MD

Po Lam, MD

Anesthesiology

Medicine (Hospitalist)

Surgery

Active staff are eligible to vote - you will receive an e-mail for a link to make your voice heard!
If you believe you should receive emails intended for Active staff, and do not, please contact Medical Staff Services at 315-464-5733 for assistance.



WELCOME
NEW MEDICAL STAFF
&
APC MEMBERS

Ziad Alsokary, CRNA	Anesthesiology
Charles Nkamji, CRNA	Anesthesiology
Anthony Klimek, MD	Emergency Medicine
Rajeev Sharma, MBBS	Medicine
Girish Trikha, MBBS	Medicine
Linda Troia, PA	Medicine
Reem Akkawi, MBChB	OB/GYN
Marvin Balmir, PA	Orthopedics
Khanh Dinh, PA	Orthopedics
Elizabeth Ruckdeschel, MD, PHD	Pathology
Amy Caruso Brown, MD	Pediatrics
Carla Overton, MD	Pediatrics
Alberto Maldonado, MD	PM&R
Reem Awwad, MD	Radiology
Michael Rethy, MD	Radiology
Christopher Rickman, MD	Radiology
Peter Zelinka, MD	Radiology

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UPSTATE
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DRS. SCHWARTZ, SHAW AND SUROWIEC

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- Carotid Artery Occlusive Disease
- Chronic Venous Insufficiency
- Diabetic Foot Care
- Dialysis Access Placement
- Peripheral Arterial Occlusive Disease
- Varicose Veins

Phone: 492-5750

Physician Office Building North
Suite 3k
4900 Broad Road
Syracuse, NY 13215

UPSTATE
UNIVERSITY HOSPITAL
COMMUNITY CAMPUS

ANNUAL EDUCATION



You may not have heard, but over the past year, we've changed the way education is provided to you. Our goal is to bundle and send educational materials no more than quarterly. We have been working with Dr. Weiss and Dr. Smallman to identify other methods for getting you information, including Dr. Weiss' weekly CMO Morning Report, and the monthly Medical Staff Newsletter.

For the third quarter of 2014, we've rolled all of the education that has been identified as needed on an annual basis into a four page packet, with links to various policies you may find helpful. We hope this method of providing you materials is convenient, in addition to meeting the need to be compliant with various state, federal, and local mandates.

This 4 page education packet is located on the Medical Staff Services website:

http://www.upstate.edu/medstaff/forms/annual_education.php

Review the education pack (this is provided as a PDF), and feel free to read the links associated with the various sections. If for some reason the links are not available to you, you can email us at Medstaff@upstate.edu, and we will send you the policy you'd like to read.

To complete the education and document your compliance: Enter your name and e-mail address, check the box next to the attestation statement, and click submit. The screen will confirm you have completed the education, and you'll receive a copy via email. An email is also generated to us documenting your completion of this 2014 education for your credentialing file.

Please complete your review and attestation no later than 10/31/2014. If you have questions, please call 315-464-5733 or 315-492-5553.

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)