

CONNECTIONS

A message from Bill Leaver to our leaders across Iowa Health System | May 2010



Staying Connected

Welcome to Iowa Health System Connections, a monthly e-newsletter to share news from throughout the health system. Please forward this to others who may find it of interest. Thanks for all you do to help us achieve our Vision of delivering the Best Outcome Every Patient Every Time.



Dr. Alan Kaplan Elected President of the American College of Physician Executives

Iowa Health System Vice President and Chief Medical Officer Alan Kaplan, M.D., has been elected as the 2010-2011 President of the American College of Physician Executives (ACPE), the nation's largest group of physician executives.

"Dr. Kaplan was chosen by his colleagues to lead ACPE this year for his sharp intellect and strategic thinking ability at a time of tremendous change in our nation's health system," said ACPE CEO Barry Silbaugh. "Alan understands the importance of physician leadership across all sectors of the health care industry."



Dr. Alan Kaplan

In his role as president, Dr. Kaplan will work with the ACPE board of directors to lead the nation's oldest and largest organization for physician executives. A focus of Dr. Kaplan's will be ensuring the necessary tools are in place to help member physicians continue to be or become world-class medical executives, depending on their experience.

Dr. Kaplan is an excellent selection to lead the American College of Physician Executives. Within Iowa Health System, Alan has demonstrated the drive, expertise and integrity necessary to develop and support the next generation of physician executives – leaders who will play a primary role in improving health care.

St. Luke's – Cedar Rapids was Visited this Month by a Health Care Celebrity

Don Berwick, M.D., President and CEO for the Institute of Healthcare Improvement, and also President Obama's nominee for administrator of the Centers for Medicare and Medicaid Services, toured St. Luke's Emergency Department with St. Luke's CEO Ted Townsend and Mercy – Cedar Rapids CEO Tim Charles.

Dr. Berwick is one of the nation's leading authorities on health care quality and improvement. He also is Clinical Professor of Pediatrics and Health Care Policy at Harvard Medical School and Professor in the Department of Health Policy and Management at Harvard School of Public Health.



Left to Right - Ted Townsend, Tim Charles and Dr. Don Berwick

Dr. Berwick has told the world through a videotaped speech he delivered last year about his admiration for what St. Luke's and Mercy are doing together to improve health care delivery in the Cedar Rapids region.

Zoo View” Live at Iowa Health – Des Moines

Iowa Health – Des Moines has partnered with Blank Park Zoo to offer “Zoo View” to their patients and families.

Blank Park Zoo has installed Webcams in the snow monkeys exhibit for patients and families at Iowa Methodist, Iowa Lutheran, Methodist West and Blank Children’s to watch.

The monkeys, called Japanese Macaque, are in addition to the animal assisted therapy program at Iowa Health - Des Moines that has been in place for about 18 years. The animal assisted therapy program has been proven to help take a patient’s mind off their hospital stay and remind them of home.



“It isn’t uncommon to see therapy dogs in our halls helping our patients and helping in the healing process,” said David Stark, President of Blank Children’s Hospital. “Now we are able to extend our therapy outside the hospital and share animals that many people have never seen before in their own environment.

To see the Monkeys, visit <http://www.blankparkzoo.com/index.cfm?nodeID=21078>.

Finley Offers Digital Mammography Results Even Before Patients Leave Their Appointment

The Finley Hospital now offers the latest technology and highest quality imaging available in digital mammography with the Selenia Digital Mammography system.

This technology will allow Finley to offer the convenience of providing mammogram results before the patient leaves their appointment.

The use of digital mammography has greatly enhanced the ability to detect breast cancers at earlier stages. Due to this latest technology, digital mammography images can be transmitted quickly across a network. Digital images also can be easily stored, copied without any loss of information, and transmitted and received in a more streamlined manner, eliminating dependence on only one set of “original” films.

Trinity College of Nursing and Health Sciences Appoints New Chancellor

Trinity Regional Health System in the Quad-Cities has appointed Dr. Susan Wajert as the new Chancellor of the Trinity College of Nursing and Health Sciences, effective June 28. Dr. Wajert will succeed interim Chancellor Sandra Bellinger.

Dr. Wajert comes to Trinity from Defiance College in Ohio where she most recently served as the Associate Academic Dean for Program Development as well as Chair of the Business, Allied Health and Sport Management Division. Dr. Wajert has been at Defiance College for 10 years serving in both academic and leadership positions within the health sciences and business administration departments.



Dr. Susan Wajert

In addition to her clinical experience as a bedside nurse, Dr. Wajert also has served as an instructor, adjunct professor and program director at academic institutions in Ohio and Kentucky, including the College of Mount St. Joseph, Thomas More College and Xavier University.

Dr. Wajert has a Bachelor of Science degree in Nursing from Bowling Green State University and Master of Science Degree in Nursing from Norwich University. She earned her Master of Business Administration Degree from the University of Toledo and Doctorate from the Union Institute and University.

Trinity Regional Medical Center – Fort Dodge Physicians Attend Fellowship in Russia

Paul Dayton, DPM, FACFAS, and third-year Resident Physician, Dustin Prins, DPM, had the incredible opportunity of traveling last month to the Russian Ilizarov Scientific Center for Restorative Traumatology and Orthopedics.

The Center is world renowned for its cutting edge research and development in the area of Orthopaedic medicine. Twice a year, 12 physicians from America are sponsored by Small Bone Innovations (SBI) to travel to the Ilizarov Center in Kurgan, Russia.

As part of the 10-day SBI Ilizarov Fellowship, Drs. Dayton and Prins were able to observe and participate in lectures, laboratory, patient wards and surgery. They also were exposed to internationally recognized experts in circular external fixation, osteosynthesis and bone lengthening techniques pioneered by Dr. Ilizarov.

Circular external fixation has shown to have much better results for patients and is less invasive than standard fixation procedures. “The most notable characteristic about circular external fixation is that there are no incisions for the patient, which means less chance of infection, faster recovery and preservation of the soft tissues,” Dr. Dayton said. “If the bones are not healing properly or need to be adjusted we can do it by a simple turn of a screw. Where as in traditional open techniques you have to open up the incision again and adjust or replace the plates, which exposes the patient to a higher chance of infection and long healing period.” The technique of circular external fixation is performed only by a small percentage of the physicians in the United States. Dr. Dayton has been using and teaching this technique for about six years.



Dr. Paul Dayton



Dr. Dustin Prins

Allen Designated Chest Pain Center

Allen Hospital has been designated an Accredited Chest Pain Center with Percutaneous Coronary Intervention (PCI) by the Society of Chest Pain Centers. Allen is the fourth Chest Pain Center in Iowa.

More than 5 million Americans visit hospitals each year with chest pain. The goal of the Society of Chest Pain Centers is to significantly reduce the mortality rate of these patients by teaching the public to recognize and react to the early symptoms of a possible heart attack, reduce the time that it takes to receive treatment, and increase the accuracy and effectiveness of treatment.



Iowa Health Physicians – Boone Family Practice Participates in CHAIRity Event

Child Abuse Prevention Month was in April and Iowa Health Physicians' Boone Family Practice participated in Boone County CARES 2nd Annual Children's CHAIRity Silent Auction.

Area businesses and citizens participate by decorating a children's themed chair which was then displayed and available for bid in the atrium at Boone County Hospital. All proceeds go to Boone County CARES to help fund the many child abuse and neglect education programs offered in Boone County.

Pictured, is the chair decorated and donated by Boone Family Practice. The final bid for the chair was \$100.



St. Luke's – Sioux City Launches New Advertising Campaign

St. Luke's has launched a new advertising campaign that includes billboards, radio, television and print advertising. With its theme of "Because of You," the campaign reinforces St. Luke's commitment to patient-centered care and the hospital's focus on the Siouxland community.

The campaign touts St. Luke's as the market leader in births, the opening of its new operating rooms, their experienced GI team and that more patients are choosing St. Luke's for emergency care. The commercial also ties in the National Research Corporation Consumer Choice Award St. Luke's received after being named most preferred hospital in the Siouxland.



Iowa Health Home Care Sees Increased Patient Volume

Iowa Health Home Care is experiencing a large increase in patient volume. In 2009, Iowa Health Home Care averaged 12 new referrals per day.

So far in 2010, the agency is averaging 13 new referrals a day, and patient volume is expected to rise throughout the year, and employees are being added to provide the highest level of patient care.

"Many people are eager to specifically work in home care and have come to Iowa Health Home Care because of our positive reputation in the community," said Elizabeth Sutter, Executive Director of Home Care.

Awards Honor Marketing and Communications Teams

Iowa Health System and several affiliates received awards for recent marketing and communications initiatives.

Allen Memorial Hospital in Waterloo received a Silver ADDY Award from the American Advertising Federation for its "Flu Goo" video that helped raise awareness about hand hygiene among area children.

Iowa Health – Des Moines was recognized by the Central Iowa Chapter of the Public Relations Society of America for the event they held to unveil its Life Flight helicopter and pediatric ambulance. The organization also was honored with five Healthcare Advertising Awards for several activities, including:

- Methodist West grand opening multi-media campaign
- LifeFlight calendar
- Unity TV series featuring its hospitals
- Methodist West grand opening poster
- Blank pediatric ambulance design

St. Luke's Hospital in Cedar Rapids earned a Silver ADDY Award from the American Advertising Federation for the fall 2009 edition of its Health Beat Magazine. The hospital also received five Aster Awards for patient and community resources, including:

- Preparing a child for a CT scan patient education materials
- Twitter-cast of a live patient surgery
- Cancer wellness handbook
- Emergency room virtual tour
- Web site design

St. Luke's Health System in Sioux City was recognized by the Healthcare Advertising Awards with two awards for the physician referral program and "Dressed for Desserts" special event.

Iowa Health System's corporate communications team has been awarded two national Aster Awards for its new Web site redesign and a video describing work to develop Blueprint hospital units that are improving the patient experience and increasing employee satisfaction.

"With our communications efforts, it is our goal to deliver clear and engaging messaging in what we hope is a compelling manner," said Cheri Bustos, Vice President of Public Relations and Communications at Iowa Health System. "It's always an honor to have the efforts of our marketing and communications teams recognized at this level."