

# WHAT'S UP?

## FMC PHYSICIAN NEWSLETTER

May 2009

### PICU will remain open

The PICU provides services for children who range in age from just a few weeks old to 18. After a very open process seeking input from nursing and the medical staff, the decision was reached to maintain the PICU. The PICU was under review by FMC because it loses approximately \$2.5 million annually, and serves a small number of patients.

Staff and physicians will work collaboratively to develop a new care model and increase referrals to the unit. They currently are reviewing what models of providing care others use. The goal is to have a high-quality service with financial stability so that the unit is sustainable. Enhanced marketing is also key.

Additionally, there will be an increased emphasis on fundraising efforts and grant writing to support the unit and the care it provides to patients and their families. It is hoped that the PICU will be a long-term part of FMC.

### New Quality/Med Staff director joins FMC

I would like to acknowledge the contributions of Jan Sgambelluri during the past seven months. Jan provided leadership as interim director of Medical Staff Services and Quality Management. Jan was also key to helping with the recent CMS visit.

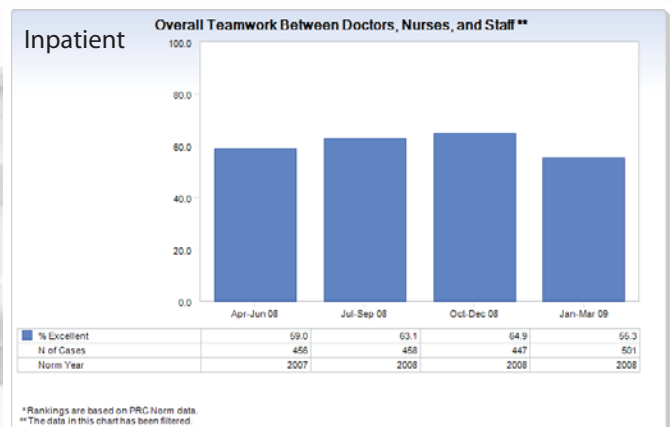
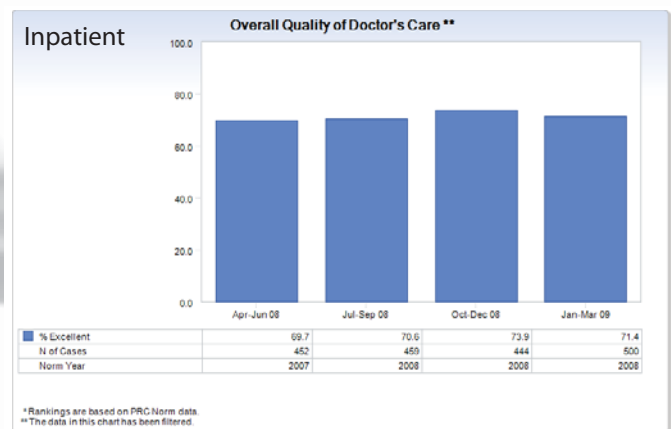
I am pleased to welcome Robert Hirst as our new Director of Quality Management/Medical Staff Services. Bob has more than 20 years of successful experience working with staff and physicians to improve care processes, patient service and overall hospital quality. Bob has worked as a staff member and consultant for organizations including Banner Health, Cleveland Clinic, SSM Healthcare and the Mayo Clinic.

Please join me in welcoming Bob.

### Bike to Work Week May 10-15

The citywide event kicks off at 9 a.m., Sunday, May 10 at Heritage Square. For more information go to [flagstaffbiking.org/bike-to-work-week](http://flagstaffbiking.org/bike-to-work-week).

### Patient satisfaction Jan-March 2009



The blue indicates percent excellent score given by our patients. Thanks for all you do to meet service expectations of patients.



Flagstaff Medical Center  
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cont'd.

## Swine Flu Grand Rounds

The University of Arizona and the Arizona Telemedicine Program will present a Medicine Grand Rounds panel of speakers to discuss H1N1 (Swine) Flu on Wednesday, March 13. The lecture will be broadcast in the Medical Staff Conference Room at FMC from 12-1 p.m.

## Century Ride set for July 25

For the ninth year, the Century Ride, sponsored by Absolute Bikes, will give avid cyclists and citizen riders the opportunity to ride through the amazing views of Northern Arizona while benefiting two great causes.

As always, a portion of the proceeds will benefit The Taylor House. Additionally this year, a portion of the proceeds will benefit the Cancer Centers of Northern Arizona Healthcare.

The 95-mile mountain route winds through historic Flagstaff, Wupatki and Sunset Crater national monuments, and back to FMC. For those not wanting to complete the 95-mile loop, there is a 45-mile loop ride to the Sunset Crater turn-off and back, and a 65-mile loop to the Painted Desert Vista Scenic Overlook and back. For those wanting to complete a full 100-mile ride, there is an additional 5-mile loop at Sunset Crater.

The ride begins with a group start at 7 a.m. There is a minimum donation of \$55 per person to enter the ride. The first 350 registered cyclists will receive commemorative gifts with their donation. For more information or to pre-register, call 928 779-5969, or sign up online at [absolutebikes.net/taylor](http://absolutebikes.net/taylor).

## Fit Kids of Arizona

NAH and FMC have embarked on a community wellness program – Fit Kids of Arizona – designed to improve the health of our community by providing a resource for families affected by the growing national epidemic of childhood obesity. John Duong-Tran, M.D. and Michael Sokoloff, M.D., are the medical directors of the program.

Fit Kids of Arizona was started in January to address a local need for support services for children struggling with weight issues. Children are referred into the program by their primary care physician. During their visits they meet with a nurse practitioner, registered dietitian, exercise physiologist and counselor.

A second clinic will open at VVMC in July. For more information, call ext. 13537.

## FMC is a tobacco-free campus

FMC is a tobacco-free campus. Since Nov. 16, 2006, smoking and any form of tobacco use has not been permitted on any FMC campus or property. This includes buildings, walkways, parking lots, cars parked in FMC parking lots, FMC vehicles on or off campus, private

sidewalks or private streets within campus boundaries.

The purpose of this policy is to provide a healing environment for our patients, visitors, medical staff, volunteers and employees by eliminating tobacco use at FMC campus. Please do not write orders that state your patient may be allowed to go outside and smoke.

The pharmacy has several types of nicotine replacement therapy that can be ordered for patients. This can be a challenging patient situation, but please support the hospital position on maintaining a healthy environment for patients, visitors, volunteers and medical staff.

## Controlled substances database for practitioners

The RxSentry Prescription Drug Monitoring Program is a Web-based system that facilitates the collection, analysis, and reporting of information on the prescribing, dispensing, and use of controlled substances. This state-of-the-art Arizona State Board of Pharmacy system was designed to serve as a valuable tool in the effort to protect the health and welfare of Arizona citizens by reducing the abuse of prescription drugs.

The system materially assists state regulators and practitioners authorized to prescribe and dispense controlled substances in the prevention of diversion, abuse, and misuse of controlled substance prescription medication. The use of data collected through RxSentry allows for the provision of education and information, early intervention, prevention of diversion, investigation, and enforcement of existing laws governing the use of controlled substances.

For more information, or to gain access to the system, visit [http://www.azpharmacy.gov/CS-Rx\\_Monitoring/default.asp](http://www.azpharmacy.gov/CS-Rx_Monitoring/default.asp).

## Stricter Medicare requirements

Beginning April 1, the time frame under which physicians can bill retroactively for services after successful enrollment or re-enrollment in Medicare has been shortened from 27 months to only 30 days. In addition, physicians must alert contractors of a change in practice location within 30 days, or risk expulsion from Medicare for up to two years.

The American Medical Association and the Medical Group Management Association have developed a Medicare Provider Enrollment Toolkit for members. For more info, visit the AMA Web site.