



Stethoscope

Published for the Medical Staffs of the John C. Lincoln Health Network

September 2011

Chief Medical Officer Appointed for NM

Christopher Shearer, MD, MPH, has been named chief medical officer for North Mountain by Hospitals CEO Bruce Pearson. Mary Ann Turley, DO, continues as medical director for both hospitals.

“It is vital to have a full time Chief Medical Officer at both facilities,” Dr. Turley said. “Dr. Shearer has experience as a hospital and managed care leader that will help us accomplish our strategic goals.”

Dr. Shearer will provide consultation and development of inpatient medical care management processes, working closely with North Mountain’s hospital-based physicians and attending medical staff to improve quality, utilization, patient satisfaction, patient safety, revenue compliance and collaborative practice.

Changes Made in Nursing Reporting

Under a new structure announced by Hospitals CEO Bruce Pearson, all patient care units now report to Maggi Griffin, RN, vice president and chief nursing officer for both hospitals.

North Mountain Nursing Vice President Patt Rehn, RN, is responsible for Emergency Services at both hospitals, diabetes education, the Magnet nursing program, nursing Quality Improvement, nursing research and wound care.

Other changes: Deer Valley Surgery reports to Vice President David Price and North Mountain Rehabilitation Services reports to Vice President Michael Skehan.

John C. Lincoln North Mountain Certified as Primary Stroke Center

John C. Lincoln North Mountain Hospital in Phoenix has become the Valley’s newest hospital certified as a Primary Stroke Center by DNV Healthcare, an international certifying agency approved by the US Centers for Medicare and Medicaid Services. For the past four years the hospital has been accredited as a Primary Stroke Center by JCAHO.



“North Mountain demonstrated that its stroke care program follows national standards and guidelines that can significantly improve outcomes for stroke patients,” said Michael Skehan, vice president of Clinical and Support Services at North Mountain, who led the stroke certification task force that started preparing the hospital for stroke certification last spring.

“We received zero Level 1 or 2 non-conformities when the surveyors from DNV recommended full certification for John C. Lincoln North Mountain Hospital as a Primary Stroke Center,” Skehan added. “I could not be more proud of our entire stroke certification team and hospital co-workers who all jumped at the opportunity to earn this recognition for our caregiving capability.”

Strokes are the third most prevalent cause of death, the leading cause of adult disability, and affect 700,000 Americans every year. A stroke occurs when blood flow to the brain is disrupted by a blood clot (ischemic) or by bleeding from a burst blood vessel (hemorrhagic). Both causes impair the brain’s ability to function, but they require opposite treatments.

Because diagnosing the cause is key to receipt of appropriate and effective care, it’s important for patients and families to insist that EMS providers take them to a Primary Stroke Center, Skehan said, where staff is trained not only to recognize symptoms of stroke, but more importantly, to correctly identify and treat the cause.

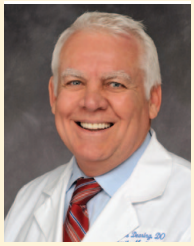
“Rapid medical treatment – started less than 3 hours after onset of symptoms – can save many stroke patients from a lifetime of disability,” said task force member Robbi Johnson, clinical director of Intensive Care at North Mountain. “This includes quick assessment and stat CT with results within 45 minutes. A well-functioning team is vital for this success.”

“Time loss equals brain loss,” said task force member Pam Marquis, RN, clinical director of North Mountain’s stroke unit, the Progressive Telemetry Unit. “When stroke symptoms begin, people should call 9-1-1 without delay.”

DNV Primary Stroke Center certification is based on submitted documentation and a site visit by DNV surveyors, during which the hospital staff demonstrates its commitment to excellence. DNV’s PSC Certification program incorporates elements from federal CMS hospital standards as well as requirements from

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John C. Lincoln Physician Named Channel 12's Morning Medical Expert



Jim Dearing, DO

Jim Dearing, DO, medical director for John C. Lincoln's Physician Network, has been selected by Channel 12 as its new morning news medical expert.

Dr. Dearing will work with KPNX-TV morning news anchor Fay Fredericks and her co-anchors, Joe Dana and Syleste Rodriguez, to help viewers understand how health stories in the news affect them. Dr. Dearing will appear live between 5 and 7 a.m. whenever there is breaking health news that affects Valley residents.

Twice board-certified, Dr. Dearing is a family physician who has taught for two decades at the Midwestern College of Osteopathic Medicine. He continues to hold several prestigious positions for nationally recognized medical associations, including the American Academy of Family Physicians, American Osteopathic Association and the American College of Osteopathic Family Physicians.

Dr. Dearing sees patients at John C. Lincoln Dearing Family Medicine, 19841 N. 27th Ave., Suite 101, Phoenix, AZ 85024, telephone 602-942-8512.

Less-invasive Treatment for Uterine Fibroids

A free one-hour seminar explaining uterine fibroid embolization (UFE) will be held for your patients at 6:30 p.m. Tuesday, Sept. 20, in the John C. Lincoln Medical Office Building 1, next to the Deer Valley Hospital.

UFE is a less-invasive treatment recommended by the American College of Ob-Gyn as an alternative to hysterectomy treatment for painful fibroids.

Interventional radiologists Aaron Wittenberg, MD, and David LoPresti, MD, will give a short presentation and answer audience questions.

RSVP via email at RSVP@JCL.com by Sept. 16. Learn more at JCL.com/UFE.

Advances in Radiation Safety: Hospitals Reduce Exposure Levels

Technical and procedural approaches are being taken at both John C. Lincoln Hospitals to further reduce patient radiation exposure during medical imaging.

"We have always tailored our programs to be compliant with 'ALARA,' the principle that radiation exposure should be As Low As Reasonably Achievable," said North Mountain Radiology medical director Howard B. Fleishon, MD, who is also the hospital's radiation safety officer.

"In recent years, however," Dr. Fleishon added, "radiation safety in medical imaging for adults and for children has gained a higher profile."

Both John C. Lincoln Hospitals are participating in two awareness programs: Image Wisely for adults and Image Gently for pediatrics.

Image Wisely is an awareness program of the American College of Radiology, the Radiological Society of North America, the American Society of Radiologic Technologists and the American Association of Physicists in Medicine. Image Gently is an initiative of The Alliance for Radiation Safety in Pediatric Imaging, founded by The Society for Pediatric Radiology, the American Association of Physicists in Medicine, the American College of Radiology and the American Society of Radiologic Technologists.

North Mountain and Deer Valley have created a collaborative team to address radiation safety concerns. This group is headed by the Radiation Safety Officers from North Mountain and Deer Valley, Dr. Fleishon and Deer Valley radiologist John T. James, DO. "It is the goal to have processes in place which can foster a better understanding of the risks of diagnostic radiation and precautions that may be undertaken to minimize risks to patients and employees," Dr. James said. "Some of these goals can be accomplished through hardware as well as educating ordering clinicians and operators."

In March, each hospital acquired two 16-slice CT scanners with specialized filters and a step function that allow radiation dosage to be adjusted and reduced without compromising the quality of medical imaging. Applications training was provided at both hospitals along with the new equipment installations.

As a result of the capabilities of the new scanners and by following the recommendations from the Image Wisely and Image Gently initiatives, overall radiation exposure per exam has been reduced approximately 25 percent, Dr. Fleishon reported. In addition, he said, North Mountain has also lowered the radiation dose to trauma patients needing "delay" imaging of the liver and kidneys. Delayed scanning can pick up traumatic injuries not seen on the initial scan because of the contrast enhancement.

"Since this is a site-specific exam," said Ginger Penick, director of CT and MRI at North Mountain, "we can reduce the dosage for the second scan when we take additional images through the liver and kidneys. Now when we 'scan' through the liver and kidneys a second time, we are again reducing the radiation dose from the original scan, which has already been reduced from what we were previously doing."

Another huge radiation dose reduction is in protocols for biopsies and abscess drainages. "The new scanners have a faster, more efficient sequence that has reduced radiation per procedure approximately 70 percent!" Dr. Fleishon said.

Primary Stroke Center

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the guidelines of the Brain Attack Coalition and recommendations of the American Stroke Association.

Members of the North Mountain Task Force on Stroke Accreditation included Skehan; Marquis; Johnson; Michelle Scott, DO; Victor Zach, MD; Islam Abujubara, MD; James Duong, MD; Nelson Faux, MD; Kevin Veale, DO; Julie Cobos, RN; Kathy Brown, RN; Norma Barlow, RN; Carla Stapleton, RN; Kathleen Gariboldi, RN; Sean Broderick, RN; Charmaine Berggren, RN; John Crawford, RN; Steven Hardin; Susan Moravec, PharmD; Kim Gatewood; Patt Rehn, RN; and Maggi Griffin, RN.

Phoenix Suns Charities Board Goes to Work at Desert Mission Food Bank

Escalating numbers of hungry clients at John C. Lincoln's Desert Mission Food Bank will soon find expedited service and optimized comfort in an expanded intake and registration area funded by a \$30,000 grant from the Phoenix Suns Charities.

"This is an unusual grant for us," explained Phoenix Suns Charities Executive Director Kathryn Pidgeon. "Usually we grant up to \$20,000 per organization for a variety of worthy causes, and once a year we grant \$100,000 for major community needs. But when our Board saw the need at Desert Mission Food Bank, they were moved to approve a level of support that we have never before funded."

The grant will provide Desert Mission with funding needed to expand the lobby and enhance customer service, said Cindy Hallman, vice president for Desert Mission and Community Services.

The Food Bank's significant need for more client service space intensified through the tough economic conditions of the past few years, Hallman said. "Three years ago, we were providing nutrition support for 4,991 individuals each month," she said. "Today, more than 6,322 people come to us monthly for food. That's a 27 percent increase in demand."

A key Desert Mission goal, Hallman noted, is to provide area residents with the support they need in an environment that nurtures dignity and respect. "Now, thanks to the Phoenix Suns Charities, our food bank clients will soon receive services in a facility that matches our mission," she said.

Phoenix Suns Charities is the cornerstone of the professional basketball team's philanthropic foundation, which makes grants to other non-profit organizations in the community that serve children and youth in the areas of education, health and human services, the arts, sports and recreation, and rehabilitation. In the 23 years since its inception, Phoenix Suns Charities has donated more than \$11.6 million to worthy Arizona organizations.



A dozen members of the Board of Directors for Phoenix Suns Charities plus two teen assistants and their executive director spent a recent morning at Desert Mission Food Bank, assembling weekend Snack Pacs for area students.

Open House for Kyphoplasty Demos

Members of John C. Lincoln's medical staffs are invited to drop in on special demonstrations of Kyphoplasty – the minimally invasive use of balloon decompression and surgical glue to repair vertebrae damaged by extreme osteoporosis or bone cancer.

The demonstrations will be hosted by John C. Lincoln interventional radiologists Aaron Wittenberg, MD, and Bill Romano, MD, in a traveling education van sponsored by Kyphoplasty manufacturer Medtronic. The massive van houses a complete procedural lab including a radiopaque manikin whose skeletal framework can be x-rayed and treated with the Kyphoplasty procedure.

The van will be parked adjacent to the Deer Valley Hospital on Sept. 7 with demonstrations during the extended lunch hour and from 4:30 to 7:30 p.m. On Sept. 8 it will be parked near North Mountain Hospital with demonstrations again offered around noon and at the end of the work day.

Medical Staff Meetings

September 2011

September 6 (Tuesday)

10:30 a.m. – P&T, 2 A/B, Cowden Center, NM

6 p.m. – Bioethics, North Dining Room, NM

September 7 (Wednesday)

7 a.m. – CVT, MOB1, DV

7:30 a.m. – Emergency Dept., Debbie's Conference Room, Pavilion 2, DV

September 8 (Thursday)

9 a.m. – Trauma Operational Committee, 2 A/B, Cowden Center, NM

September 12 (Monday)

5 p.m. – Peer Review Committee, 3 A/B, Cowden Center, NM

September 13 (Tuesday)

7:30 a.m. – Radiology, North Dining Room, NM

12 p.m. – Credentials Committee, Administrative Board Room, DV

12:15 p.m. – Critical Care, North Dining Room, NM

12:30 p.m. – Pre-medical Executive Committee, Administrative Board Room, DV

September 15 (Thursday)

1:30 p.m. – Hospital Services, North Dining Room, NM

September 19 (Monday)

5 p.m. – Medical Executive Committee, Debbie's Conference Room, Pavilion 2, DV

September 20 (Tuesday)

12:30 p.m. – Utilization Review, North Dining Room, NM

September 21 (Wednesday)

12 p.m. – P&T, Debbie's Conference Room, Pavilion 2, DV

12:30 p.m. – Credentials, North Dining Room, NM

September 22 (Thursday)

7:30 a.m. – Pre-Medical Executive Committee, Administrative Conference Room, NM

September 27 (Tuesday)

5:30 p.m. – Peer Review Committee, Debbie's Conference Room, Pavilion 2, DV

September 28 (Wednesday)

12:30 p.m. – P&T, North Dining Room, NM

5:30 p.m. – Endovascular, Debbie's Conference Room, Pavilion 2, DV

September 29 (Thursday)

7:30 a.m. – Medical Executive Committee, North Dining Room, NM

Contact the Medical Staff office in either hospital concerning this calendar:

NM: 602-870-6317 • DV: 623-879-5412

David and Joan Lincoln are Health Care Heroes Finalists



David and Joan Lincoln

Long-time John C. Lincoln board member David Lincoln and his wife, Joan, were honored as finalists in the Phoenix Business Journal's 2011 competition for the Lifetime Achievement award as Health Care Heroes.

David Lincoln, the youngest son of John C. Lincoln, has spent 45 years on the John C. Lincoln Health Network Board, 33 years on the John C. Lincoln Health Foundation Board, 11 years on the Desert Mission Board, 23 years on the board for Lincoln Ambulatory Care and six years of leadership for John C. Lincoln's Mission Development. That's more than 118 years of service, pretty impressive for a man who's barely 85.

Lincoln is known, not only for reading and absorbing every word

in the hundreds of documents board members get dealing with the issues on which they must act, but for his thoughtful consideration of complex topics, his insightful questioning and his strategic wisdom. David and Joan Lincoln are both generous donors who financially support the Network's mission.

Trauma Grand Rounds

Monthly Trauma Grand Rounds sponsored by John C. Lincoln's Level I Trauma Services Department are held in Barb's Conference Room in the Cowden Center, 9202 N. Second St., Phoenix, on the campus of John C. Lincoln North Mountain Hospital. Call Trauma Services, 602-870-6060, ext. 6059, to RSVP.

Patient Management in the ICU

David Spain, MD, FACS
Chief of Trauma and
Critical Care Surgery
Stanford University Medical Center
7:30 - 8:30 a.m. Thursday, Sept. 8

Trauma Reconstructive Surgery

Pablo Prichard, MD
Trauma Reconstructive and
Plastic Surgeon
North Mountain Hospital
7:30 - 8:30 a.m. Thursday, Oct. 13

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John C. Lincoln Health Network

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Ideas and information for articles are invited.

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