

Medical Staff NEWS

LIFE AFTER CHARLEY

Jim Nathan

*We are so very proud of the physicians on our
Medical Staffs for all you did during this crisis ...
and continue to do in its aftermath.*

*Our hospital staff shared with me that many
physicians were at each hospital during and after
Charley and really pulled together
to do the right thing for the
patients and our community.*

We are deeply grateful for your support.

I N • T H I S • I S S U E

Life After Charley • JCAHO National Patient and Safety Goals
Physical Therapy and Early Intervention in Treatment of Low Back Pain
Lee Diabetes Care Announces Renewal of their American Diabetes Association Recognition
Net Access • Dr. Bob Beanie Baby Project • Lee Memorial Health System Offers Free Screening for PVD
Lee Center for Weight Management Expands Services to the Pediatric Population
Radiation Oncology Fax Numbers • Memorial Service at the Children's Memory Garden
Foundation Events • Medical Staff Hotline • Continuing Medical Education

JCAHO NATIONAL PATIENT SAFETY GOALS

"TIME OUT" AND "MARK SITE" REGULATIONS EXTENDED TO ALL LOCATIONS

- WHO: Medical Staff, Physician Assistants, Nurse Practitioners, Midwives, Nursing, Pharmacy, Therapists, Case Managers, Technicians
- WHAT: JCAHO Universal Protocol for Preventing Wrong Site, Wrong Procedure and Wrong Person Surgery and Guidelines for Implementation Effective July 1, 2004. (See attachments)
- WHERE: All JCAHO accredited organizations • All Lee Memorial Health System facilities
- WHY: To improve patient safety through prevention of wrong site, wrong procedure and wrong person surgery
- HOW: 1.) JCAHO has expanded the definition of procedures now requiring Time-Out and Surgical Site-marking, as follows:
- All operative and other invasive procedures that expose patients to more than minimal risk
 - To include procedures done in settings other than the operating room
 - To include procedures that involve puncture or incision of the skin, or insertion of an instrument or foreign material into the body, including, but not limited to:
 - Percutaneous aspirations
 - Biopsies
 - Cardiac and vascular catheterizations
 - Endoscopy
- 2.) JCAHO now requiring site marking and "time-out" for invasive bedside procedures (i.e. chest tube insertion).
- 3.) JCAHO now requiring site marking for procedures with a midline incision, or those done through a midline orifice (i.e. mouth, anus, urethra) if the intention of the procedure is to treat an organ that can be "right" or "left" and therefore subject to lateralization error.

LMHS is implementing policy revision to ensure compliance

G. P. Fitzgerald, III M.D.
Corporate Medical Director
CCH and LMHS Medical Staffs
Telephone: 334-5643

Chuck A. Krivenko, MD
Chief Medical Officer
Medical Clinical Services

Mary Kirkwood, RN, MS
System Director of Quality,
Patient Safety & Standards
Telephone: 334-5690

PHYSICAL THERAPY & EARLY INTERVENTION IN TREATMENT OF LOW BACK PAIN

Janet Siegel, MS PT

Pain is a common reason for primary care physician visits with back pain being the most common chronic pain in the United States. As many of us know, this population of patients can be difficult to treat. Approximately 80% of adults experience some type of back pain in their lifetime. If not treated appropriately early on, the odds of returning to productive activities decreases significantly as time passes (Shepard Center. Fall 2001. In *Spinal Column* magazine.) Atlanta, GA). When a person experiences back or neck pain, they often are afraid that any movement will make them worse. This “guarding” or lack of movement or activity can lead to a chronic pattern of muscle weakness, joint stiffness, anxiety, depression, pain, etc.

Acute back pain usually resolves spontaneously within 2-4 weeks in 90% of patients, but the recurrence rate is high – 60%-80% within the 1st year. A study done by Hidas, et al. showed that inhibition of the multifidus muscle with acute, first episode low back pain and pathologic changes in this muscle have been linked with poor outcome and recurrence of symptoms. Multifidus recovery is not spontaneous on remission of painful symptoms. The lack of muscle support may be one reason for the high recurrence rate of low back pain following the initial episode. There is also evidence of a strong relationship between multifidus muscle dysfunction and poor outcome and recurrence of low back pain following disc surgery (*Spine*, Dec 1996 Vol 21(23), pp 2763-2769).

It is now known that the “wait and see” approach to treating neck and back pain is not

the most effective means in treating most people. An emphasis on early intervention and functional restoration is the key, therefore, conservative treatment, which includes physical therapy, should begin within the first 2-4 weeks following onset of symptoms. Physical therapy should not be considered as a last resort after more invasive procedures have failed, but should be included with the early intervention of treatment. There are many research studies that show the importance of early intervention to avoid disability in low back pain patients. A few of these, from the journal, *Spine*, are: (1995;20(4): 473-477, 1998;23(23):616-2624, 1996;21:2763 -2769.

Physical therapists are part of the traditional conservative medical model. They are trained experts in the diagnosis and treatment of musculoskeletal pain and dysfunction. Physical therapists perform a thorough evaluation including present and past history, subjective information, objective measurements, and special tests. An individual treatment plan is designed after all the information has been evaluated. To achieve functional, time related goals, the treatment plan may include physical modalities, manual therapy, therapeutic exercise, neuromuscular or postural retraining, aerobic conditioning and a strong emphasis on education. Physical therapy goals for early intervention of an acute condition would be to decrease pain and edema, reduce muscle guarding, and decrease the chance of reoccurrence of the problem and development of chronic pain by correcting any musculoskeletal dysfunction, strengthening weakened muscles, improving flexibility, posture retraining and education.

continued on page 7

LEE DIABETES CARE ANNOUNCES RENEWAL OF THEIR AMERICAN DIABETES ASSOCIATION RECOGNITION

Lee Health Solutions recently received the prestigious American Diabetes Association Education Recognition Certificate for a quality diabetes self-management education program. The Lee Diabetes Care program has continually received this Recognition since 1989.

Programs applying for Recognition voluntarily submit to a vigorous review process by experts in the field of diabetes who evaluate each program on its ability to provide patients with a comprehensive individualized education program. Programs that achieve Recognition status have a staff of knowledgeable health professionals who can provide participants with comprehensive information about diabetes management. "The process gives

professionals a national standard by which to measure the quality of service they provide," comments Sharon Krispinsky, Lee Health Solutions Program Development Manager. "And, of course, it assures the consumer that he or she will likely receive high-quality service."

Lee Diabetes Care also has the distinguished honor of Disease Specific Certification by the Joint Commission on the Accreditation of Hospitals. The program offers ten hours of initial education followed by quarterly follow-up for the first year and then annual follow-up for a patient's lifetime.

To refer your patients to Lee Diabetes Care or for more information, please call 573-5720.

NET ACCESS

Net Access is the browser-based application that allows Physicians, Physician Extenders and Physician Office Staff secure access to patient Lab, Rad, Micro Results, Dictated Reports, and Demographic information over the Internet. If you haven't logged on, or have any questions, please contact Karen Mueller, IS Physician Liaison at 335-7753 or karen.Mueller@leememorial.org or you may page Karen at 930-6635.

DR. BOB BEANIE BABY PROJECT

The "Dr. Bob Beanie Baby Project" was set up in memory of Dr. Bob Gerson, a dedicated and beloved physician with the Lee Memorial Health System. He loved Beanie Babies and collected them for years. In his memory approximately 200 Beanie Babies are distributed each month by his wife, Nancy Gerson, to adults in crisis with the hope that they too like Dr. Bob will be able to connect to their own childlike joy during challenging times.

To assist in this effort, Odette Santos, manager of the Coral Tree Gift Shop at CCH has been able to supply the Beanie Babies at cost.

LEE MEMORIAL HEALTH SYSTEM OFFERS FREE SCREENING FOR PVD

Lee Memorial Health System (LMHS) will host free screenings for vascular diseases at The Life Center at Cape Coral Hospital on October 1, 2004. LMHS joins more than 400 health facilities across the nation in Legs For Life® – National Screening for Vascular Disease.

The free screenings for PVD and AAA will be held from 8 a.m. to 4 p.m. on October 1, 2004 at the Cape Coral Hospital Life Center (the last appointments will be scheduled for 3:30 p.m.).

To make an appointment for the Legs For Life screening at the Cape Coral Hospital screening, call the SHARE Club at 772-6500. For more information about PVD, AAA and other vascular diseases, visit www.legsforlife.org.

Legs For Life was founded by the Society of Interventional Radiology (SIR), the national

professional society of interventional radiologists, physicians who specialize in the diagnosis and treatment of conditions affecting the vascular system. The local screenings at LMHS are organized by John L. Howard, M.D., of Florida Radiology Associates, and conducted by multidisciplinary teams headed by Dr. Howard and other SIR members. Screenings are led by SIR members, and conducted with multidisciplinary teams of health professionals. The American Diabetes Association, the American Radiological Nurses Association, the Council on Cardiovascular Radiology and Intervention of the American Heart Association and the Society for Vascular Nursing support Legs For Life.

LEE CENTER FOR WEIGHT MANAGEMENT EXPANDS SERVICES TO THE PEDIATRIC POPULATION

Lee Health Solutions is pleased to announce the expansion of their affordable Weight Management Program to children and adolescents. Registered Dietitians experienced in weight loss facilitate this innovative program designed to meet the individual needs of our patients. This medically supervised program consists of an individual nutrition assessment and education, weekly “weigh-in” support groups and monthly individual follow-up for reassessment and collection of outcomes.

The primary goal of the Lee Center for Weight Management is to not only assist clients in meeting their weight loss goals but to also demonstrate improvements in obesity comorbidities such as blood pressure, diabetes, lipids and sleep apnea. Discounted exercise programs with the Lee Memorial Wellness Centers are also a key component of this weight loss program.

To refer your patients to the Lee Center for Weight Management or for more information, please call 573-5720.

RADIATION ONCOLOGY FAX NUMBERS

Fax numbers in the blue covered LMHS (internal) phone book, dated May 2004, need to be changed.

The correct number is 936-6684.

Peter Blitzler	Pages 161 and 112
Danny Dosoretz	Pages 161 and 117
Michael Hanus	Pages 161 and 121
Michael Katin	Pages 161 and 123
C. Mantz	Pages 161 and 126
Lois Mastrofrancesco	Pages 161 and 126
John O'Connor	Pages 161 and 128
James Rubenstein	Pages 161 and 131

MEMORIAL SERVICE AT THE CHILDREN'S MEMORY GARDEN

On Sunday October 17, 2004, at 2:00 pm the staff of The Children's Hospital of SW Florida will be holding the semi-annual memorial service at the Children's Memory Garden located on the campus of Health Park Medical Center. This event honors the memory of all children (from pregnancy through 18 years) who have passed away in the Lee Memorial Health System during the previous six months.

All medical staff involved with the care of children are cordially invited to attend. This event is very meaningful to the families and they deeply appreciate knowing that their children are remembered by their physicians as well. For more information, please contact Spiritual Services at 335-7150, or the Pathway to Healing Pediatric/Pregnancy Bereavement Program at 432-3672.

continued from page 3

Physical Therapy & Early Intervention in Treatment of Low Back Pain

Therapy goals for a chronic condition would parallel those of the acute problem. The benefit of therapy at this stage may not always mean decreasing the patient's pain but providing them with the adaptive strategies, tools and education to manage their pain/symptoms and improve their overall functional ability and strength so that they can return to a more productive lifestyle.

Physical therapy should be considered as a part of the initial care for patients who experience acute or chronic pain since many times correcting a musculoskeletal dysfunction can alleviate or reduce pain, restore function, and prevent the need for other more expensive and invasive procedures which may not be necessary.

FOUNDATION EVENTS

**SAKS 5TH AVENUE/KEY TO THE CURE
WEDNESDAY-SATURDAY,
OCTOBER 13-16, 2004**

Saks will conduct a four-day event to benefit women's cancer (breast, ovarian, uterine, cervical) research, prevention and treatment. A kickoff party will be held Wednesday evening October 13, at Saks Fifth Avenue located in the Bell Tower Shops. Please call the Foundation at (239) 985-3550 for more information.

**NINTH ANNUAL JAZZ ON THE GREEN
SATURDAY, OCTOBER 23, 2004**

Join forces with the P.O.L.O. Club of Lee County, as they present nationally acclaimed jazz artists performing for the benefit of The Children's Hospital of Southwest Florida. The evening will include great music, special children's activities and a wide variety of refreshments. Check out their web site for frequently updated information

www.jazzonthegreen.com

MEDICAL STAFF HOTLINE

For Medical Staff issues or concerns, call the Medical Staff Hotline @ 334-5700

CONTINUING MEDICAL EDUCATION

“ANTIMICROBIAL RESISTANCE PATTERNS”

Michael Lutarewych, MD

Wednesday, September 1, 2004

6:30 – 7:30 PM

Lee Memorial Hospital Auditorium

RSVP Dinner – 573-5680

“EPILEPSY UPDATE”

Selim Benbadis, MD

Associate Professor, Departments of
Neurology & Neurosurgery

Director, Comprehensive Epilepsy Program
University of South Florida College of
Medicine

Monday, September 13, 2004

6:30 – 7:30 PM

Lee Memorial Health System Auditorium

RSVP Dinner – 573-5680

“INFECTIONS IN GYNECOLOGIC & OBSTETRICAL SURGERIES: EPIDEMIOLOGY, PREVENTION AND TREATMENT”

Rudolf Kotula, MD

Tuesday, September 14, 2004

7:15 – 8:15 PM

HealthPark Medical Center Room 1B

Following the OB GYN Department Meeting

RSVP Dinner – 573-5680

“INTEGRATIVE MEDICINE IN THE HOSPITAL SETTING”

Franciene Zimmer, PhD, RN

Monday, September 20, 2004

12:30 – 1:30 PM

Cape Coral Hospital Meeting Room A

LEE CANCER CARE PRESENTS GYN ONCOLOGY CONFERENCE FOR CLINICIANS: 2004 & BEYOND “WOMEN’S CANCER: REDUCING THE PATIENT’S RISK”

Daniel Clark-Pearson, MD, Jay Carlson, DO,
Pedro Escobar, MD & James Orr, Jr., MD

Friday, September 17, 2004

11:30 – 4:30 PM

Boy Scouts of America Conference Center

4 CME Credits

**Call 335-7595 for a brochure or to
register via phone**

If you have questions or would like to submit an article to *Medical Staff News*, please contact

Joanne Gorgone, RN, BSN, CME Coordinator, Lee Memorial Health System

636 Del Prado Boulevard, Cape Coral, Florida 33990

Phone: 239-574-0397 Fax: 239-772-6564

E-Mail: joanne.gorgone@leememorial.org