

# Medical Staff **NEWS**

## SMOKING CESSATION

*By Mark A. Greenberg*

Documentation of counseling patients regarding smoking cessation has become a monitored clinical performance indicator by the National Quality Forum, JCAHO, and Medicare. As a service to our Medical Staff, and as an aid for regulatory compliance, our Case Managers will provide patients who smoke with information on "Quitline" which is a toll-free telephone-based tobacco cessation hotline sponsored by the Florida Department of Health, collaborating with the American

Cancer Society. The service provides for 5 proactive counseling sessions (8 for pregnant women), self-help materials, and pharmacotherapy assistance. Anyone living in Florida is eligible for the service. In addition, a red "Smoker Alert" label will be placed on the patient's chart reminding the attending physician to advise the patient to quit smoking. As always, we appreciate the Medical Staff's cooperation in this quality improvement initiative.

## OPERATING ROOMS BENEFIT FROM FMEA PROCESS

Operating rooms at all three Lee Memorial Health System hospital campuses are improving patient outcomes thanks to FMEA, a process improvement tool initially developed for use in the aerospace industry.

"FMEA stands for Failure Mode and Effects Analysis," said Mary Kirkwood, R.N., M.S., System Director of Quality and Standards. "It's a systemic method of identifying and preventing product, equipment and process problems before they occur."

The FMEA process was developed by the United States government and the aerospace

industry in the mid 1960s to address safety issues. Other industries, including automakers, have used FMEA to help prevent errors and defects, enhance safety and improve customer satisfaction.

"Using FMEA to improve our processes helps us comply with JCAHO patient safety standards for hospitals," said Mary.

The FMEA approach involves flow-charting a selected process and identifying nine steps: mode, cause, effect, degree of severity, frequency, chance of detection, risk priority, design action and design validation.

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A Surgical Services team was assembled to use FMEA to evaluate medication processes in LMHS operating rooms. The team used the FMEA process to review a series of steps that occur when medication is ordered for patient use in the operating room, including the dispensing of medication in the pharmacy, verifying allergies and adverse reactions, verifying the physician preference card medication reference, circulating nurse

procedures and verbal medication orders.

Team members rolled out a plan to educate the operating room staff at each campus on the new policies and procedures and benefits have already been seen in all three operating rooms.

“This is a great example of an interdisciplinary process helping to improve patient outcomes,” Mary said. Representatives from the operating room at each campus, as well as staff from legal services and the pharmacies, all worked together as a team to make it happen.

## STANDARD OF CARE FOR AMI PATIENTS IN THE ED

The standard of care for Acute Myocardial Infarct (AMI) patients arriving at any of the Emergency Departments in the Lee Memorial Health System is changing. The goal to provide Direct PTCA to AMI patients as a first line standard of care is supported by the DANAMI-2 Trial and the American College of Cardiology. Data collected for fiscal year 2002 shows HealthPark Cath Lab notification time to local injection time averages 59.9 minutes for patients coming from any emergency room in the system. Therefore, it is achievable to meet the ACC Guidelines of door to first balloon inflation within 90 minutes. Patients meeting criteria, arriving in the Emergency

Departments at Lee Memorial or Cape Coral Hospitals will be transferred as quickly as possible to the Cath Lab at HealthPark Medical Center per the order of the Interventional Cardiologist on call. Because the patient will undergo an emergent heart catheterization, they will not receive thrombolytic therapy.

A tracking tool for the AMI patients has been developed. It is initiated in the Emergency Departments and it is completed in the Cath Lab at HealthPark. The tool gives us the opportunity to assess outcomes as well as to keep channels of communication open with Lee County EMS.

## ARTWORK TO BENEFIT LMHS TRAUMA CENTER

Artists Darryl Pottorf and Robert Rauschenberg recently donated their works to benefit the Lee Memorial Trauma Center. You can lay claim to your own masterpiece by going to the “Art for Life” virtual gallery located at [www.leememorial.org/foundation](http://www.leememorial.org/foundation). Pieces by both Rauschenberg and Pottorf are still available as we go to press.

Donate \$2,500 or more to the Trauma Center and select one of the Pottorf originals. A \$5,000 gift entitles you to choose a limited edition signed Rauschenberg print. Need more information? Call Lee Memorial Health System Foundation at 437-1840 today!

## DOC COGGINS COMMITMENT TO EXCELLENCE AWARD

The Lee Memorial Health System employee rewards and Recognition Committee is excited to announce the establishment of the prestigious Doc Coggins Commitment to Excellence Award. This highest, formal employee award, given by the LMHS Board of Directors, is named in honor of Lester "Doc" Coggins, respected community leader and former LMHS board member who exemplified the system's vision.

All non-management employees are eligible for this award, which will be given away on a quarterly basis. The five quarterly winners will

be chosen from individuals nominated by peers and leaders. Winners will receive gifts including a check for \$500 and will be honored at a special dinner reception. Nominations will be screened by Human Resources for basic eligibility criteria, then reviewed by a selection committee consisting of five leaders and the five award recipients from the previous quarter.

Nominees must be role models for excellent service and performance and exceed patient/customer expectations.

For more info, call Staff Activities Coordinator Kim Gaide at 573-5464.

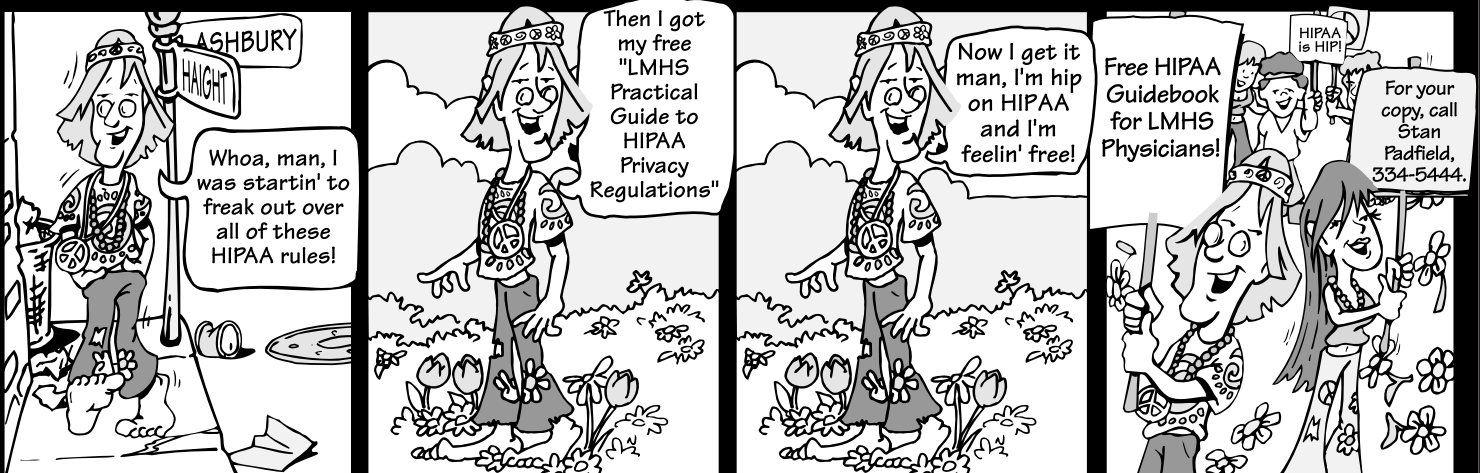
## CAPE CORAL HOSPITAL ANNUAL MEDICAL STAFF MEETING

The Cape Coral Hospital Annual Medical Staff Meeting is Thursday, April 10th at Cape Coral Hospital in the New Cafeteria. Refreshments will be served at 6:30 PM and the meeting will begin at 7:00 PM.

## LMHS MEDICAL STAFF PRACTICAL GUIDE TO HIPAA PRIVACY REGULATIONS

To order your free copy of the LMHS Medical Staff Practical Guide to HIPAA Privacy Regulations, please contact Stan Padfield, LMHS Director of Health Information Management at 334-5444. This 26-page booklet is available at no cost to LMHS physicians.

## HIPAA revolution: Free Resource!



## DISNEY ADVENTURE DISCOUNTS

The Staff Activities Committee has arranged for special Disney discounts for LMHS employees and physicians for the week-ends of May 30th and June 6th for two nights or more at Fort Wilderness and the All Star Resort. This discount applies if LMHS books a minimum of ten rooms or campsites. Special park hopper tickets are also available.

Tickets must be purchased 30 days prior to your arrival. Call 1-407-939-7180.

Group name - Lee Memorial Health System

Group Number GO382866 for May 30th arrival or GO382867 for June 6th arrival.

## MEDICAL STAFF HOTLINE

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

## CONTINUING MEDICAL EDUCATION - CME APRIL

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### **"DEEP BRAIN STIMULATION FOR PARKINSON'S DISEASE"**

Daniel Robertson, MD

**Thursday, April 3, 2003**

Lee Memorial Hospital Auditorium  
12:30 - 1:30 PM

**RSVP Lunch by 4/1/03: 573-5680**

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### **"DOMESTIC VIOLENCE"**

Colleen Henderson, Abuse Counseling & Treatment, Inc.

**Thursday, April 10, 2003**

Lee Memorial Hospital Auditorium  
12:30 - 1:30 PM

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### **"COMPLICATIONS OF TOTAL HIP REPLACEMENT"**

Edward Humbert, DO,MS

**Saturday, April 26, 2003**

Lee Memorial Hospital Auditorium  
9:00 - 10:00 AM

**RSVP Breakfast by 4/24/03: 573-5680**

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### **LEE CANCER CARE PRESENTS:**

#### **"NEW AGE TECHNOLOGY IN CANCER MANAGEMENT"**

**Friday, April 11, 2003**

Lee Memorial Hospital Auditorium  
11:30 - 12:00 PM - Lunch and Registration  
12:00 PM - 3:15 PM - CME lectures

#### **"One Tumor, One Chip"**

**Timothy Yeatman, MD**

#### **"Diagnosis and Treatment of Soft Tissue Sarcomas":**

**G. Douglas Letson, MD**

#### **"Surgical Management of Metastatic Spine Tumors":**

**Frank D. Vrionis, MD**

**3 CME Credits, Call 336-6137 to RSVP by 4/4/03**

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

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