

# Medical Staff **NEWS**

## DOCTOR APPRECIATION DAY

March 30th marks the annual observance of Doctor's Day. This day is celebrated as an opportunity to show appreciation for our nation's doctors.

Doctors of all specialties are honored on Doctor's Day because of the efforts of a physician one-hundred-sixty years ago. On March 30, 1842, Dr. Crawford W. Long of Jefferson, Georgia administered the first ether anesthetic for surgery. This history-making achievement and the continuous efforts by doctors to alleviate human suffering have become the basis for celebrating Doctor's Day.

Over the years, training and research have produced great strides in the physician's skill and fund of knowledge, yet even with the latest technology, the "art" of practicing medicine continues to be a challenge. Patients benefit from being well informed and the assurance that doctors do care.

In 1990, President George Bush signed into law a Joint Resolution of the U.S. Congress

proclaiming March 30th of each year as National Doctor's Day. The enactment of this law allows people in their community to publicly show appreciation for the vital role that doctors play in caring for the sick, advancing medical knowledge, and promoting good health.

Everyone should understand that our physicians are important to our communities not only as caregivers, but also as neighbors and civic leaders. Our doctors are part of our communities and are part of our families, so we want to be sure to publicly thank and acknowledge them for their contributions to our health and well being.

On behalf of Lee Memorial Health System, I thank the members of our Medical Staff for their support and contributions to our community. Happy Doctor's Day!

**Sandra L. Wharton, CMSC, CPCS**  
**System Director, Medical Staff Services**  
**Lee Memorial Health System**

## 102 NURSES HIRED IN 100 DAYS!

The Lee Memorial Health System Human Resources Recruitment Team is proud to announce that LMHS achieved and surpassed its goal of hiring 100 Nurses in 100 Days. We are happy to welcome 102 Registered Nurses into the LMHS Family!

The successful recruitment campaign began on Oct. 28, 2002 with an open house for nursing and allied health professionals at the Hilton Garden Inn in Ft. Myers. The campaign ended on Feb. 3 with a Job Fair at HealthPark Medical Center. In between was much hard work by the LMHS HR Recruitment Team.

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- Credentialing Process • Medical Director for Cardiac Rehab Announced
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## GUIDE BOOKLET DESIGNED TO HELP PHYSICIANS PREPARE FOR HIPAA PRIVACY REGULATIONS

**The deadline for compliance with the HIPAA Privacy Regulations is April 14, just weeks away.**

The Lee Memorial Health System HIPAA Steering Committee has developed a *Practical Guide to HIPAA Privacy Regulations*, prepared as an awareness and training guide specifically for LMHS Medical Staff. This 26-page booklet, available at no cost to LMHS physicians, includes:

- An overview of the HIPAA Privacy Regulations
- A list of helpful Web sites
- A readiness checklist
- Sample authorization forms, business associate contract provisions and notices of provider privacy practices

- A HIPAA assessment/readiness audit tool.

**To order your free copy of the LMHS Medical Staff Services Practical Guide to HIPAA Privacy Regulations, please contact Stan Padfield, LMHS Director of Health Information Management, 334-5444.**

HIPAA stands for the Health Insurance Portability and Accountability Act of 1996 and includes six complex regulations that aim at standardizing health care transactions, code sets, patient privacy and security. Under HIPAA's privacy and information security sections, it is illegal to release health information to inappropriate parties or to fail to adequately protect health information from release.

## IMPORTANCE OF CREDENTIALING PROCESS

1) Credentialing is primarily performed to protect patients. It is one of the most effective controls in medicine today and probably ranks right up there with residency training as a key to quality.

2) Credentialing is also performed to protect the hospital and medical staff in case a patient is (or believes he/she has been) injured.

Corporate negligence cases often allege that the hospital did not perform the credentialing function well. Good credentialing practices allow your hospital to easily demonstrate that you dotted all the i's and crossed all the t's. There's no question that if a hospital and its credentials committee do their jobs well, it becomes very difficult for a plaintiff attorney to demonstrate negligent credentialing.

3) We credential because it's required to stay in

business. The federal government requires it, as does the JCAHO, NCQA and state laws. If your hospital fails to uphold its credentialing obligation, it will face loss of license, Medicare/Medicaid participation and accreditation status.

4) Evaluating one's peers is one of the oldest principles executed among medical staffs. It dates back to the American College of Surgeons in the early part of the 20th century. Who better than other physicians to determine whether a physician is qualified?

**Credentialing a new physician from start to finish takes approximately two months. If you have someone joining your practice, please begin the credentialing process early to allow sufficient time to complete the verification of credentials.**

*Sandra L. Wharton, CMSC, CPCS  
System Director, Medical Staff Services*

## MEDICAL DIRECTOR FOR CARDIAC REHABILITATION ANNOUNCED

Kathy Shierling, Executive Director Lee Cardiac Care, is pleased to announce Dr. Lawrence Kline, D.O. has accepted the position of Medical Director of Cardiac Rehabilitation for Lee Memorial Health System. As Medical Director, Dr. Kline will provide leadership and strategic direction for Cardiac Rehabilitation services and medical oversight for the Cardiac Rehabilitation programs. He will work directly with the Cardiac Rehabilitation management team of Sandy Childress, RN, BS at HealthPark/

Lee Memorial Hospital and Diane Sobel, CRT at Cape Coral Hospital for issues of clinical outcomes, quality management and system integration. Responsibilities include: assisting the Cardiac Rehabilitation program in the accomplishment of the organizations' mission and vision, meeting the requirements of JCAHO, American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) certification guidelines and Medicare reimbursement guidelines.

## MISSION IN MOTION' PROVIDES OPPORTUNITY TO SUPPORT LMHS

A clown cheers a child undergoing cancer treatment...a chaplain provides emotional support to the family of a deceased patient...an oncology nurse returns from a clinical training program able to provide more specialized support to physicians.

These are just a few examples of the many activities that Lee Memorial Health System employees, physicians and volunteers will have the opportunity to support during the LMHS Foundation's upcoming Mission in Motion Annual Fund campaign. The Foundation has established the Mission in Motion (MIM) fund to provide an opportunity for those who work with LMHS to help make a difference in quality patient care and affirm the System's vision to be the best patient-centered health care system in the state of Florida.

Donations to the unrestricted Mission in Motion fund will support the most emergent needs of the System. Participants also will have the option of designating their donation to one of four special funds for 2003: the Spiritual Services Endowment Fund, Arts in Healthcare Fund, Staff Education Fund or Friends of Nursing Fund.

"These special funds will allow staff to support programs that have been endorsed by the system for enhancing service and the delivery of quality patient care, but that do not have enough funding on an annual basis to do all the things they are capable of," said **Diane Kimes**, Director of Gift Planning for the LMHS Foundation and coordinator for the MIM campaign. "The special funds may change from year to year, and on the pledge cards there is a place where donors can suggest special funds to be established for next year's campaign."

In April, members of LMHS Medical Staff will receive a brochure in the mail explaining the various giving options, along with a pledge card. Donors will be recognized (by name only) on an annual "honor roll" in each hospital's cafeteria. They will also receive a MIM campaign keepsake and have their name listed in the Foundation's annual report.

**Dr. George Kalemeris**, Ameripath, Fort Myers, has agreed to serve as the MIM campaign chair for the LMHS Medical Staff. For more information about the Mission in Motion campaign, contact Diane Kimes at the LMHS Foundation, 437-1840, or Dr. Kalemeris at 275-1164.

## MEDICAL STAFF HOTLINE

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

### CONTINUING MEDICAL EDUCATION - CME MARCH

#### MARCH 6, 2003

#### "Assessment and Treatment of Balance Impairment" - Nathalie Grondin, PT & Daniel D'Andrea, PT

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

Objectives: Participants will be able to describe the issue of falls in the elderly population and vestibular and balance disorders that are amenable to physical therapy interventions.

#### MARCH 22 & 23, 2003

#### "The Children's Hospital of Southwest Florida/LMHS Annual Pediatric Conference for Physicians & Nurses"

at Sanibel Harbour Resort & Spa. This 1 1/2 day conference will provide 11 CME credits. Day one includes a diversity of pediatric topics: Dermatology, Asthma, Headaches and Kids, ADHD, Anemia, Surgery and Ethics. Sunday, day two is a half-day with the Florida Medical Association mandated CMEs: HIV/AIDS, Domestic Violence and Prevention of Medical Errors. Call 574-0397 or 574-0374 for Registration fees or to request a Brochure.

#### COMING IN APRIL.....

#### Lee Cancer Care presents: "New Age Technology in Cancer Management"

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 for Info & Brochure**

If you have questions or would like to submit an article to

*Medical Staff News*, please contact

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## HIPAA revolution: Let's Rap, Man!

