



M E D I L I N E

A MEMORIAL HOSPITAL COMMUNITY RELATIONS PUBLICATION

MAY 2010

BEST PLACES
to work in **PA**₂₀₀₉



Sally Dixon

MESSAGE FROM SALLY...

Over the past year, Memorial Hospital has been working on a strategic initiative to build a cardiovascular service line. Although there have been challenges along the way, we are pleased with the progress we have made.

Last fall we hired Joe Iandolo as our cardiovascular service line director and under his direction, we have recruited a top-notch team of clinical staff with many years of cardiovascular experience. In March, Dr. Manu Rajachandran joined Memorial Hospital as the chair of the heart and vascular service line.

(continued on next page)

Welcome Dr. Raj

Dr. Manu Rajachandran, or Dr. Raj as he is referred to, joined Memorial Hospital earlier this month as the chief of the new Cardiovascular program. "This is an exciting opportunity to build a comprehensive cardiovascular disease service line. It is clear that Memorial Hospital can be a valuable resource for cardiovascular services in the community, and I look forward to leading the effort to provide state-of-the-art services to our patients," said Dr. Raj.

Memorial Hospital identified the need for a cardiovascular service line that was staffed by a group of cardiologists who were focused on Memorial. With an aging population and community health assessments that point to higher-than-average rates of obesity, diabetes and other risk factors, the need for heart and vascular services in our community will continue to grow.

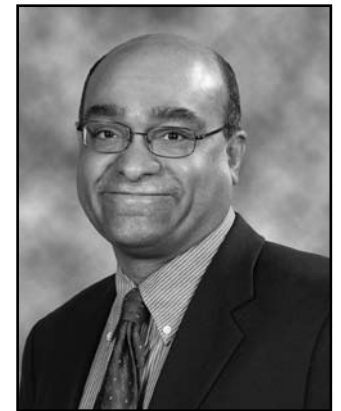
In addition to invasive and non-invasive cardiac procedures, Dr. Raj has expertise in vascular medicine and he is anxious to promote vascular disease awareness in the community. He has performed endovascular procedures on patients who fear they may lose their leg, and Dr. Raj has been able to save their limb by opening an artery. "It is an absolute joy to know what I have done has changed someone's life," said Dr. Raj.

Before coming to Memorial, Dr. Raj was the chairman of the Department of Endovascular Medicine and the Director of the Comprehensive Vascular Program at Deborah Heart and Lung Center in New Jersey. His wife, Latha, and twin daughters, Shreya and Divya, remain in New Jersey and look forward to joining him in York at the end of the school year.

When asked why he likes being a cardiologist, Dr. Raj said he enjoys the "instant gratification." "When I see a patient who presents with chest pain and severe arterial blockages and I open that vessel by placing a stent, there is an immediate positive effect. I know that I have instantaneously made a difference," he added.

Dr. Raj said he is looking forward to working with other physicians in the Memorial Hospital family to help patients with risk factor management. He wants to help patients deal with their risk factors through medication and modification. "I am concerned not only with how many more years I can give a patient, but what the quality of that patient's life will be."

For questions or more information on the new Heart and Vascular Center at Memorial Hospital, call 849-5588.

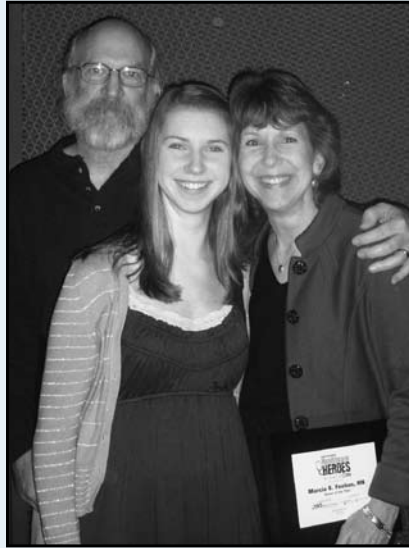


Memorial Hospital
Heart and Vascular Center

Marcia Feehan and Dr. Gregory Smolin Named Health Care Heroes

Marcia Feehan, Emergency Department, was a finalist in the Nurse of the Year category and Gregory Smolin, D.O., Emergency Department, was a finalist in the Physician of the Year category in a recent awards competition sponsored by Central Penn Parent magazine. Marcia was the highest scoring finalist in her category and was named Nurse of the Year.

The competition was designed to recognize Central Pennsylvania's outstanding physicians, nurses, volunteers, health educators and organizations making a difference in health care.



Marcia Feehan, her husband, Terence, and daughter, Kathryn

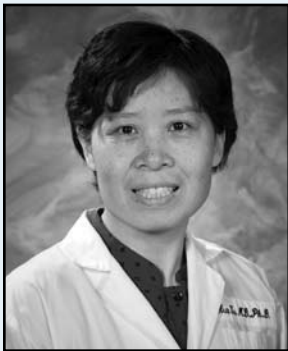
"We are so proud of Marcia and Dr. Smolin. We are fortunate to have such well-respected healthcare providers as members of the Memorial Hospital family," said Sally Dixon, Memorial Hospital president and CEO.

The finalists and winners were recognized at a breakfast at the Whitaker Center in Harrisburg in March.



Dr. Gregory Smolin and his mother, Shirlee Smolin

Welcome Dr. Lihua Xu



Memorial Hospital is pleased to announce that Dr. Lihua Xu has joined Susquehanna Trail Family Medicine. After working in cancer research and obstetrics, she was intrigued by the variety of patient care in a family practice. "Everyone here is very helpful and great to work with."

Dr. Xu attended medical school in China and practiced obstetrics and gynecology there. After moving to the United States in 1995, she began working in prostate cancer research first at Johns Hopkins Hospital in Baltimore, Maryland and then Henry Ford Hospital in

Detroit, Michigan. After completing her residency at University of Massachusetts, Dr. Xu and her family moved back to this area.

When asked why she chose Memorial, Dr. Xu said "I was impressed with Memorial's philosophy and family atmosphere."

She lives in Timonium with her two sons and husband, who works in research at Johns Hopkins.

MESSAGE FROM SALLY...

(continued)

In addition to invasive and non-invasive medicine, Dr. Raj has expertise in vascular medicine and is looking forward to promoting that service in the community.

We are continuing to recruit additional cardiologists to join Dr. Raj and will be officially opening the new Heart and Vascular Center at Memorial this spring.

We look forward to introducing you to our Heart and Vascular Center physicians and staff. I'm sure you will agree they are a talented, dedicated group. Please share your feedback and comments from your patients about our cardiovascular services with me. I am anxious to hear from you. For more information on making referrals, please call 849-5588.

*Sincerely,
Sally J. Dixon
President and CEO*



Application for Appointment

The physicians listed below recently applied for medical staff appointment and/or privileges at Memorial Hospital. If you have any information concerning these individuals that may assist the Credentials Committee, please provide that information to Bernadette Emig, Medical Affairs coordinator, or Kraig Sturtz, M.D., chairperson of the Credentials Committee.

Constanta T. Ebro-Prokesh, D.O.

Family Practice

Jeffrey C. Lazar, M.D.

Pulmonology

Nicole E. Peters, D.O.

Emergency Medicine

Manu S. Rajachandran, M.D.

Cardiology

Protecting Our Patient's Privacy

News of the birth of octuplets in January 2009 to Nadya Suleman reached homes across the country. Everyone wanted to know more about Suleman and her eight new children. For health care workers, this curiosity could create trouble. At the hospital where the octuplets were born, 15 workers were terminated or resigned when it was discovered they had inappropriately viewed health records.

Workers at other hospitals were disciplined when they peeked at medical records for Britney Spears, Farrah Fawcett and Maria Shriver. Violating patient privacy is a serious event in health care and is not limited to celebrities. Breaching privacy can be upsetting to a patient and can damage the trust they have with their health care provider.

"Patient privacy is a major issue. In a split second, you can affect the reputation of Memorial Hospital," said Faith Zeigler, Memorial's privacy officer.

Recently, new regulations went into effect requiring a risk assessment to be completed on every privacy violation. In certain situations, patients must be notified of the breach and violations must be reported to the Department of Health and Human Services each year.

"Every time you go to look at something, ask yourself 'Do I need to be looking at this to do my job?' If the answer is yes, it is okay," said Faith. "If the answer is no, then don't look."

The privacy regulations apply to physicians, associates and volunteers, and outside businesses that work with the Hospital. Medical record access is audited regularly for privacy violations. For more information about privacy regulations, please call Faith at 849-5306.

Help to keep health information safe for all of our patients by following these guidelines:

- Only access information you "need to know" to perform your job duties.
- Ask for a patient's approval before sharing verbal confidential information with others, including visitors.
- Only access the minimum amount of information needed to perform your job duties.
- Never access information for personal reasons.
- Never share your password.
- Always log off your computer before walking away.

Important Information Regarding Diagnosis Codes

ICD9 Diagnosis code(s) are required for all outpatient services. It is important that these codes are reported at the highest level of specificity, which means always including a fourth and fifth digit. Also, there is no limit to the number of codes that may be supplied by the physician's office. Multiple codes, supporting the tests ordered, will ensure that medical necessity requirements are met for these tests.

Failure to report codes at the highest level or codes that do not meet medical necessity will result in denials from all insurance companies, including Medicare. In these instances, your patients may be asked to assume financial responsibility or your office may be contacted regarding additional codes or correct codes. It is much better for you, your patient and the Hospital to always supply the accurate and necessary codes.

If you would like specific information regarding medical necessity and appropriate coding, please call Bill Major, denials coordinator for Memorial Hospital, at 849-5455.



MEDICAL STAFF INFORMATION CHANGES

Thomas Ceello, M.D.
Voluntary Resignation

Joseph Conway, Jr., M.D.
Voluntary Resignation

Louis E. Costa, D.O.
New Address and Fax
Midstate Institute of Surgery, LLC
P.O. Box 126407
Harrisburg, PA 17112-6407
717-718-7707 • Fax 717-540-1272

Vrushali Deshmukh, M.D.
Voluntary Resignation

Asif Javed, M.D.
Voluntary Resignation

Michelle Klinek, M.D.
Name Change
Michelle Weiss, M.D.

Joel Noel, D.O.
From Active to Honorary

Rahat Taswir, M.D.
Voluntary Resignation

Linda M. Taylor, M.D.
New Address
430 N. Main Street, Suite 4
Spring Grove, PA 17362

L. Martha Thomas, M.D.
Voluntary Resignation

PLEASE REMIND YOUR PATIENTS TO PRE-REGISTER

One call scheduling and pre-registration, 717-815-2351.

Pre-registration appointment cards are available for your office by calling Jeri Lowery at 815-2797.



MEDICAL STAFF ADDITIONS

Peter Kouvatso, D.O.
Internal Medicine Consultants
1777 Fifth Avenue
York, PA 17403
717-843-8051 • Fax: 717-846-0721
Specialty: Internal Medicine

David B. Peichert, M.D.
MidAtlantic Cardiovascular
9105 Franklin Square Drive
Baltimore, MD 21237
410-574-1330 • Fax 410-574-2691
Specialty: Cardiology

Stephen J. Plantholt, M.D.
MidAtlantic Cardiovascular
3449 Wilkens Avenue, Suite 300
Baltimore, MD 21229
410-644-5111 • Fax 410-644-1128
Specialty: Cardiology

Kerry C. Prewitt, M.D.
MidAtlantic Cardiovascular
7501 Osler Drive, Third Floor
Towson, MD 21204
410-583-5529 • Fax 410-583-1267
Specialty: Cardiology

Lihua Xu, M.D.
**Susquehanna Trail
Family Medicine**
2295 Susquehanna Trail, Suite A
York, PA 17404
717-812-0731 • Fax: 717-812-9848
Specialty: Family Practice

Gary Yurow, M.D.
MidAtlantic Cardiovascular
7501 Osler Drive, Third Floor
Towson, MD 21204
410-583-1170 • Fax 410-583-1267
Specialty: Cardiology



Memorial Partners with Recondo Technology

Memorial will be able to access real-time information on each patient's health plan, matched to every detail of the Hospital's contract with the designated payers, through a new relationship with Recondo Technology.

Through the use of their Sure Pay Health (SPH) tool, Recondo verifies patient eligibility, confirms insurance plan details including current deductibles, co-payments and co-insurance, and accurately calculates patient financial responsibility for various services. The result is an accurate, estimated bill for collection in advance of service.

Memorial Hospital recently went live with Recondo in the Emergency Department, Surgical Services and the Imaging Department.

What will this mean to your patients? "It will enable staff to educate patients regarding their estimated patient responsibilities prior to service," said Chris Stottlemeyer, director of Patient Accounting. Staff will be prepared to collect payments prior to service being rendered. In addition, it will assist the Hospital with identification of patients who may require financial assistance through Memorial's Financial Hardship Program. The goal is to collect these amounts prior to service so patients can concentrate on their health and not be surprised down the road."

According to Chris, it is not the Hospital's intention to delay or cancel services, but rather provide the education piece that is so important in today's environment of high-deductible and high co-insurance plans.

For more information, please call Chris at 849-5432.

Memorial Welcomes New Director of Occupational Health

Rob Bernhard, Memorial's new director of Occupational Health, is no stranger to Memorial Hospital. As the Human Resources manager for Key Plastics' Pennsylvania plants, Rob worked with our IRC for more than 12 years. Rob and his family have also come to Memorial for health care over the years.



"I have always been so impressed with the level of care Memorial provides," said Rob. "And Memorial's customer service is second to none."

Rob is excited to join the Memorial family and is looking forward to using his business background and his perspective as an employer to help grow Memorial's occupational health business. "As an employer, the IRC offers quick access to staff and physicians, easy-to-understand explanations of questions and a willingness to work with employers and employees to maintain a safe, healthy workforce," Rob said. "Now I want to get out in the community and share what makes us different than the competition."

When he is not at Memorial Rob can be found at his family business, Zia Maria's Pizzeria on South George Street. He and his wife, Maria, own the pizzeria. They have two children, Nina who is a patient care tech at Memorial and Andrew who is a junior at Penn State University. For more information on IRC services, call Rob at 849-5491.

Sally Dixon Receives Award

Congratulations to Sally Dixon for being named one of Central Penn Business Journal's Most Influential Women. The Journal is honoring 25 women of influence in our region. Sally will be honored at a luncheon in Harrisburg this month.