



M E D I L I N E

A MEMORIAL HOSPITAL COMMUNITY RELATIONS PUBLICATION

NOVEMBER 2009



Sally Dixon

MESSAGE FROM SALLY...

Memorial Hospital's plans for a replacement hospital continue to move forward. This summer, we contracted with KLMK Group from Richmond, Virginia to be our advisor for the project. KLMK has significant experience in leading replacement hospital initiatives and has been hard at work over the last few months leading educational and visioning sessions about our new hospital.

Our plans for a replacement hospital also require additional physicians and expanded service lines. To that end, we have formed partnerships with physician recruiting agencies that are helping us to identify and recruit family practice physicians and specialists.

(continued on next page)

Eight is Great!

Memorial Hospital was recently named one of the Best Places to Work in PA for the eighth year in a row. The awards program was created in 2000 and Memorial first applied for the award in 2001. We have been on the list of the Best Places each year we have applied.

The statewide survey and awards program was designed to identify, recognize and honor the best places of employment in Pennsylvania, benefiting the state's economy, its workforce and businesses. The Best Places to Work in PA list is made up of 100 companies split into two groups: 50 medium-sized companies (25-250 employees) and 50 large-sized companies (251 or more employees). Memorial Hospital has been named one of the Best Places to Work in PA in the large category.

Companies from across the state entered the two-part process to determine the 100 Best Places to Work in PA. The first part consisted of evaluating each nominated company's workplace policies, practices, philosophies, systems and demographics. This part of the process was worth approximately 25 percent of the total evaluation. The second part consisted of an employee survey to measure the employee experience. Nearly 45,000 Pennsylvania employees filled out the survey. This part of the process was worth approximately 75 percent of the total evaluation. The combined scores determined the top companies and the final ranking. Best Companies Group managed the overall registration and survey process.

Memorial Hospital will be recognized and honored at the Best Places to Work in PA evening awards ceremony on Tuesday, December 1 at the Hershey Lodge & Convention Center. The final rankings will be revealed at the ceremony.

BEST PLACES to work in PA₂₀₀₉

Deb Quackenbos Named Director of Nursing

Deb Quackenbos was named Memorial Hospital's director of nursing and will oversee inpatient nursing operations in the Critical Care Unit (CCU), 1-West and 2-West; manage the clinical supervisors; and oversee scheduling and patient flow.

Director of nursing is a new position that was created to oversee the care provided to Memorial's inpatient population. The position encompasses some of the duties previously performed by the vice president of patient services, Sue Gordon. It will enable Sue to focus more of her attention on strategic and administrative duties.



Deb has been a part of the Memorial Hospital family for the past 23 years. She has held numerous positions, including: Emergency Department (ED) nurse; manager of 1-West and CCU; interim manager of ED; scheduler; and clinical supervisor. Deb's most recent position was CCU nurse manager.

Memorial Named One of the Best Two Hospitals in the Nation

For the second year in a row, Memorial was named one of the Hospital of Choice Award recipients. More than 1,000 hospitals in the country apply for the award each year and the top 100 are chosen as winners. Memorial's application and site visit scored so high that we were ranked number two out of the 100 award winners. The competition, sponsored by the American Alliance of Healthcare Providers, recognizes hospitals that are deemed America's most customer-friendly hospitals.

Memorial Welcomes Director of Operations Improvement



Memorial Hospital is pleased to welcome Carolyn Ford as director of Operations Improvement.

Carolyn spent the first years of her career as an occupational therapist. During that time, she transitioned from providing one-on-one care to implementing programs that affect others. As she began implementing programs, she wanted to improve her skills and pursued a master's degree in health care administration from the University of Florida. Following graduation, she completed

a two-year fellowship at Johns Hopkins in Baltimore, Maryland. For the past seven years, she has held a variety of positions at Hopkins, including senior financial project coordinator for Neurosciences, senior project administrator for Service Excellence and administrator for the Department of Dermatology.

Carolyn is impressed with Memorial's efforts in data collection. "We do a lot of good things at Memorial to collect data. The data is reported for everyone to see, which is important since the public has increased access to information about the quality of our care. When results aren't positive, it's my job to fix them," said Carolyn.

Memorial Begins Using Electronic Death Certificates

Memorial Hospital has partnered with eCedent to access, manage and certify death certificates online. It allows funeral homes and physicians to fill out, electronically sign and print death certificates from any computer with internet access. eCedent is the only electronic death certificate approved by the Pennsylvania Department of Health.

Paper death certificates should no longer be utilized at Memorial Hospital except for coroner's cases and during computer downtime.

Everyone who uses eCedent must create a username and password. Leanne Shoff, Quality Improvement Department, is available to help physicians set up an account. She can be reached at 849-5694.

MESSAGE FROM SALLY...

(continued)

This fall, we began renovations to the Heart Center and will be reopening it with new equipment and specially-trained personnel in order to allow Memorial to offer more invasive procedures. We are also planning to expand our oncology services and will have more to share about that over the next year.

Our plans would not be possible without the support of each one of you. As the Thanksgiving holiday approaches, I want to thank each one of you for your continued loyalty to Memorial.

*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 Philip Hove, D.O., chairperson of the Credentials Committee.

Rafique Ahmed, M.D., Cardiology

Martin A. Albornoz, M.D., Cardiology

Charles C. Cummings, M.D., Cardiology

Benjamin V. DuBois, M.D., Cardiology

Kouros Mastali, M.D., Cardiology

Frank H. Morris, M.D., Cardiology

David B. Peichert, M.D., Cardiology

Raymond H. Plack, M.D., Cardiology

Kerry C. Prewitt, M.D., Cardiology

Paresh Shah, M.D., Cardiology

Henry S. Sun, M.D., Cardiology

Matthew R. Voss, M.D., Cardiology

Lihua Xu, M.D., Family Practice

Gary A. Yurow, M.D., Cardiology

Memorial Introduces New Minimally Invasive Surgery

Memorial Hospital general surgeons, Drs. Ignacio Prats and Chris Evans, recently started performing a new surgery, referred to as the Covidien SILS™ procedure, to remove gallbladders. SILS™ stands for a single incision laparoscopic surgery.

In contrast to traditional laparoscopic surgery that usually involves up to four ½ inch or smaller incisions, the SILS™ procedure is achieved with one access point through the patient's belly button. Because the incision is obscure, the potential for visible scarring is greatly reduced, which is an advantage over the traditional procedure.

Another advantage of this single-incision technique is the potential for less pain. "It's another step in improving the surgical experience for our patients," said Dr. Ignacio Prats.

Dr. Evans agrees. "I have been using the SILS™ procedure for the last few months and my patients love it," he said. "They are amazed that there is no visible incision and that they only experience a minimal amount of pain. Less pain means less medication and a faster recovery for patients."

Gallbladder surgeries are usually performed to treat gallstones or inflammation of the gallbladder. While the gallbladder's main function – to store bile produced by the liver and release it for digestion – is important to the body, it is not essential.

In addition to gallbladder surgery, Drs. Prats and Evans are also using the SILS™ procedure to remove appendixes and select portions of the bowel. Dr. Evans said patients who have the traditional bowel surgery may be in the hospital five to seven days, but with the SILS™ procedure, they can go home two to three days after surgery.

For more information, call Dr. Evans' office at 812-8871 or Dr. Prats' office at 741-3449.

Institutional Review Board Process

The federal government mandates that all research using human subjects be reviewed by an Institutional Review Board (IRB). If research is conducted at Memorial or elsewhere by our residents and involves human subjects, then an application must be submitted to Memorial Hospital's IRB for review. When the IRB is complete, applications may receive one of three types of feedback: approved as is, approved with revisions or not approved.

A project is considered research with a human subject when it:

- Pertains to living individuals
- Involves an investigator obtaining either data through intervention or interaction with an individual(s) or identifiable private information

Memorial's IRB meets monthly to review all submitted applications and the review process may take up to two months. If a study is "approved with revisions", the researcher should allow an additional month for those revisions to be reviewed and approved.

For more information about Memorial's IRB, please contact Flavius Lilly, vice president of Quality and Strategy, at 849-5336.



MEDICAL STAFF INFORMATION CHANGES

Roland H. Allard, D.O.

From Active to Honorary

John Wolfe Blotzer, M.D.

Voluntary Resignation

John J. Bobin, M.D.

Voluntary Resignation

Stephen M. Concino, D.P.M.

From Courtesy to Honorary (Retired)

Gregory P. Fazio, M.D.

Voluntary Resignation

Marius B. Figueredo, M.D.

Voluntary Resignation

C. Edwin Martin, M.D.

Voluntary Resignation

Kevin J. McCullum, M.D.

Voluntary Resignation

James D. Mills, M.D.

Voluntary Resignation

W. Jay Nicholson, M.D.

Voluntary Resignation

William J. Nicholson, M.D.

Voluntary Resignation

Thomas E. Schryver, M.D.

Voluntary Resignation

Brian T. Schuler, M.D.

Voluntary Resignation

Lyle A. Siddoway, M.D.

Voluntary Resignation

Samuel J. Solomon, M.D.

Voluntary Resignation

Paul H. Tolerico, M.D.

Voluntary Resignation

PLEASE REMIND YOUR PATIENTS TO PRE-REGISTER!

One Call Scheduling & Pre-Registration!

717-815-2351



Memorial Hospital
www.mhyork.org



MEDICAL STAFF ADDITIONS

Vrushali U. Deshmukh, M.D. **Internal Medicine Consultants**

1777 Fifth Avenue
York, PA 17403
843-8051 • Fax: 846-0721
Specialty: Internal Medicine

Janette D. Foster, M.D. **Lung, Sleep and Critical Care Consultants, P.C.**

2350 Freedom Way, Suite 200
York, PA 17402
851-2465 • Fax: 851-2465
Specialty: Pulmonary Medicine

Brent S. Hines, D.O. **Orthopaedic and Spine Specialsits**

1855 Powder Mill Road
York, PA 17402
848-4800 • Fax: 741-9867
Specialty: Orthopedic Surgery

Derek A. McCoy, M.D. **Orthopaedic and Spine Specialsits**

1855 Powder Mill Road
York, PA 17402
848-4800 • Fax: 741-9867
Specialty: Family Practice

Brian L. Pettiford, M.D. **Wellspan Cardiothoracic Surgery**

1575 Bannister Street, Suite 7
York, PA 17404
851-6454 • Fax: 851-1665
Specialty: Cardiothoracic Surgery

Contracted Health Plans

For your reference, below is a list of the health plans Memorial Hospital is currently contracted with. If you have any questions, please call Carrie Frey, manager of Reimbursement and Budget, at 849-5450.

- Advantra Medicare+Choice
- Aetna US Healthcare
- Aetna Better Health *(not accepted by Home Health Services, White Rose Hospice and Surgical Center of York)*
- Alliance PPO
- Amerihealth Mercy Health Plan *(not accepted by Home Health Services, White Rose Hospice and Surgical Center of York)*
- Beech Street
- Capital Blue Cross
- Capital Blue Cross Senior Blue
- Cigna Healthcare *(not accepted by Home Health Services)*
- Devon Health Services
- EHP, Inc.
- First Health Network
- Gateway Health Plan *(not accepted by Home Health Services or White Rose Hospice)*
- Gateway Health Plan Medicare Assured
(not accepted by Home Health Services, White Rose Hospice or Surgical Center of York)
- Geisinger Gold Medicare Advantage Plan
- Geisinger Health Plan *(not accepted by Home Health Services or White Rose Hospice)*
- Great West Healthcare *(not accepted by Home Health Services)*
- Health Payors Organization *(not accepted by Home Health Services or White Rose Hospice)*
- HealthAmerica/HealthAssurance
- HealthAmerica Medicaid HMO
- Highmark Blue Shield
- Highmark Blue Shield Freedom Blue
- HumanaChoice *(not accepted by Home Health Services or White Rose Hospice)*
- Integrated Health Plan
- Intergroup
- Keystone Health Plan
- MAMSI
- MDIPA
- Multiplan *(not accepted by Home Health Services or White Rose Hospice)*
- OneNet
- Optimum Choice
- PPO Next *(only accepted by Surgical Center of York)*
- Prime Health Network *(only accepted by Surgical Center of York)*
- Private Healthcare Systems *(not accepted by Home Health Services or White Rose Hospice)*
- South Central Preferred
- Sterling Option Medicare Advantage Plan *(not accepted by Home Health Services or White Rose Hospice)*
- Today's Options PFFS and PPO
- Unison Advantage Medicare Advantage Plan
- Unison Health Plan
- United Medicare Complete Choice
- UnitedHealthcare
- Universal Health Care Medicare Advantage PFFS and PPO
- UPMC for You
- UPMC for Kids
- USA MCO *(not accepted by Home Health Services or White Rose Hospice)*

