OfficeLINK

A COMMUNITY RELATIONS PUBLICATION

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Dr. Terry York to Serve as Interim CMO

Memorial Hospital is pleased to announce that Dr. Terry York has agreed to serve as the interim Chief Medical Officer (CMO). In this role, Dr. York will oversee Medical Affairs, Medical Education and Quality.

"I look forward to working with everyone associated with Memorial as we continue to enhance the care we provide to our patients," said Dr. York. "One of our biggest strengths at Memorial is because of our size we can implement change quickly. We are also fortunate to have independent physicians who are willing to give their time to affect change."

Dr. York received his D.O. degree from West Virginia School of Osteopathic Medicine and completed an internship at Brentwood Hospital in Ohio. He completed a residency in diagnostic radiology at Memorial Hospital and then became a member of the Hospital medical staff in 1994 when he joined Miller DiPietro Associates.

He has held many leadership positions over the years and is currently the president of the Memorial Hospital medical staff and a Hospital Board member.

"Please help me to thank Dr. York for his continued support of Memorial Hospital," said Sally Dixon, Memorial Hospital president and CEO. "His leadership will be very helpful as we continue to grow our services."

ATTENTION OFFICE MANAGER!

Please forward this newsletter to all office associates.

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- ☐ _____
- ☐ _____

You Are Invited to Attend Memorial Hospital's OfficeLink Quarterly Meeting

Date & Time

Friday, September 9, 2011 • 11 a.m. to 1 p.m.

(A complimentary lunch is included.)

Location

Memorial Hospital's Staff Room

Presenter

Tony Crisafulli, CCAT

Vice President, Physician Division

PATHS, LLC

Topic

Optimizing the Physician Revenue Cycle

Our speaker will cover the key components necessary to maximize reimbursement in your practice including the use of proper coding sources, identifying denial trends and corrective measures, data mining and utilizing some of the newer technologies.

Sponsored by

Memorial Hospital

Please R.S.V.P. by calling Memorial Hospital's Community Relations Department at 849-5492 by September 1, 2011.

Memorial Hospital

325 South Belmont Street · P.O Box 15118 · York, PA 17405 · 717-843-8623 · 800-436-4326 · WEB: www.mhyork.org

Health Care Heroes Announced!

Susan Luchka, center, with past Nurse of the Year winners from Memorial Hospital, Terri Epler, left, and Marcia Feehan.

Several members of the Memorial Hospital family were honored recently at the Central Penn Parent's Healthcare Heroes' awards event.

Susan Luchka, director of Clinical Education, was named Nurse of the Year. Also recognized were Dr. Eric Barr with Family Medicine Associates of York, who was a finalist for Physician of the Year, and Dr. Julie Drolet with the Women's Institute for Gynecology and Minimally Invasive Surgery, who was a finalist in the Women's Health and Wellness Hero category.

In other categories, Memorial associate Mike Henry received the Hospital Hero award and Memorial Hospital was named a finalist in the Children's Healthcare Advocate category.

"Congratulations to everyone on their recognition. We are fortunate to have such well-respected health care providers and associates as part of the Memorial family," said Sally Dixon, Memorial Hospital president and CEO.

The awards competition distinguishes Central Pennsylvania's outstanding physicians, nurses, volunteers, health educators, employees and organizations making a difference in health care.

Future OfficeLink Programs

Friday, September 9, 2011
Optimizing the Physician Revenue Cycle
Tony Crisafulli, PATHS, LLC

Tuesday, December 6, 2011
Strategies for Developing an Effective Team
Ed Krow, Vantagen – A ParenteBeard Company

Changes Regarding Physician Signatures

Stamped signatures on outpatient request forms are no longer accepted unless the form is also signed by the physician with the stamp used for legibility purposes. Signatures must be legible and if not, the name should be printed under or beside it. Electronic signatures are accepted. Please call Jeri Lowery, Patient Registration manager, at 815-2797 if you have any questions.

Please note this exception for Laboratory orders:
While the Centers for Medicare and Medicaid Services (CMS) is not enforcing the physician signature requirement for laboratory testing at this time, signatures are recommended. The absence of a signature on an order may lead to a medical record audit of the ordering physician to verify that the physician's intent is in fact documented as directed in the CMS regulations. Signature stamps may be used underneath the physician's signature for legibility purposes. Requisitions that do not identify the ordering physician are not accepted. If you have any questions, please call Laboratory director Brenda Gates at 849-5371.

Enhanced Women's Ultrasound Services at the Breast Center

Memorial Hospital is now offering enhanced women's ultrasound services at The Breast Center, 1600 Fifth Avenue, Suite 106. The enhanced services include gyn/pelvis (non OB), head/neck, chest, abdominal and retroperitoneal aorta ultrasound exams for women age 18 and older. According to Robin Wible, Memorial's director of Imaging, patients requiring only ultrasound services (and no other testing) will automatically be scheduled at Memorial's Breast Center.

"We believe women will appreciate this welcoming and comfortable environment for ultrasound services," said Robin.

Patients will automatically be reminded during the pre-registration process to report to Memorial's Breast Center location. Patient appointments are available every weekday afternoon starting at 1 p.m. To schedule an appointment, please call the Memorial Hospital Call Center at 815-2351.

Welcome Malvena McLeod

Memorial Hospital's new outpatient dietitian in Community Health and Wellness is Malvena McLeod, a registered dietitian with more than 20 years of experience in nutrition. Her role at Memorial includes assisting with community health programs, such as KidShape®, providing nutrition information at health fairs and writing columns for the *York Daily Record*.

She also provides outpatient nutrition counseling for patients with diabetes and heart disease as well as other conditions such as hypoglycemia, hypertension and gastroesophageal reflux disorder (GERD) where nutrition counseling may be helpful. Physicians may refer patients to Malvena for nutrition counseling by:

- Completing a Certificate of Medical Necessity form for each patient including patient contact information, diagnosis, ICD-9 codes, insurance information and any other pertinent information.
- Signing the Certificate of Medical Necessity (a stamped signature is not permitted per CMS guidelines) and faxing it to Malvena at 849-5342.

Upon verification of the patient's account and insurance information, Malvena will call the patient to schedule an appointment. After the appointment, she will complete an outpatient nutrition progress note and follow-up sheet reflecting the appointment outcome and any future appointments scheduled. This will be faxed to your office for the patient's file. Your office will also be informed of missed or declined appointments, or if the patient could not be reached to set-up the original appointment.

If you have questions about Memorial Hospital Outpatient Nutrition Services, please call Malvena at 849-5507.

Wellness at Memorial Hospital

Basic Life Support Health Care Provider CPR

This class is designed for health care professionals in patient care and includes infant, child and adult modules with barrier devices, the AED trainer and a two-year certification from the American Heart Association. The class fee is $47. For more information or to register, please call 849-5462.

Dates and Times: July 26, 2011 • 8:30 a.m. to 12:30 p.m.
OR August 23, 2011 • 6 to 10 p.m.
Location: Memorial Hospital

Diabetes Self-Management Education Program

This program offers information about managing and monitoring diabetes and focuses on general information about diabetes and aspects of self-care. The classes utilize a comprehensive, interdisciplinary team approach and are recognized by The American Diabetes Association as meeting the National Standards for Diabetes Self-Management Education. For more information or to register, please call 849-5461.

Dates and Times: August 2, 9 and 16, 2011 • 6 to 9 p.m.
OR September 6, 13 and 20, 2011 • 9:30 a.m. to 12:30 p.m.
Location: Memorial Hospital

New Baby Day Camp

Welcoming a new baby into the family is certainly exciting, but it can also be stressful – especially for the littlest member of your family. Ease the transition for your child by attending New Baby Day Camp, featuring a fun and interactive program where kids learn what a baby looks like, how to become a big helper, and how to make friends with the new baby. To register, please call 849-5462.

Dates: August 3, 2011 **OR** November 2, 2011
Time: 6 to 7:30 p.m.
Location: Memorial Hospital

Tobacco Cessation Program

This free, six-week program provides a comprehensive outpatient group approach to tobacco cessation. The goals of the program are to help individuals develop a better understanding of tobacco use, how to overcome the tobacco addiction, methods to cessation and how to live a tobacco-free life. For more information or to register, please call 849-5463.

Dates: August 4, 11, 18, 25, September 1 and 8, 2011
OR October 6, 13, 20, 27, November 3 and 10, 2011
Time: 6 to 9 p.m.
Location: Memorial Hospital

Shape Up with KidShape®

The next series of KidShape® classes begins September 21 and runs through November 16, 2011 at Stillmeadow Church, 400 Stillmeadow Lane, York. KidShape® is a pediatric weight management program designed to help children and their parents adopt healthy lifestyle changes such as increased activity and choosing more nutritious snacks, meals and drinks. The family-based program is appropriate for children ages six to 14 years. Health insurance is not required to participate. KidShape® is funded through a grant from the Highmark Foundation. Please call 849-5492 for more information.

Please Remind Your Patients to Pre-Register!

Monday through Friday from 8 a.m. to 8 p.m.
Saturday from 8 a.m. to 12 p.m.
One Call Scheduling and Pre-Registration!

717-815-2351

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