

practice notes

April 2009

Take a Swing at Cancer Benefit Golf Tournament Set for May 18

The **Health Care Foundation of North Mississippi** will sponsor the 14th annual *Take a Swing at Cancer Benefit Golf Tournament* May 18 at Old Waverly in West Point. Proceeds benefit the North Mississippi Medical Center Cancer Center Patient Assistance Fund, which provides \$220,000 annually for needy patients and their families.

The golf tournament is being organized by community volunteers and representatives from the Health Care Foundation and the NMMC Cancer Center.

The cost is \$250 per player for the four-person scrambles. Golfers who are cancer survivors will receive special recognition during the tournament.

Players have a choice of a 7:30 a.m. registration with an 8:30 a.m. shotgun start, or a 12:30 p.m. registration and 1:30 shotgun start. A luncheon will be held at 11 a.m. for all players, as well as a reception at 6 p.m.

The entry fee includes 18 holes of golf, cart fee, lunch, registration gift, door prize entry and the evening social. Prizes will be awarded for first and second place finishers in both divisions. Each field will have a longest drive and closest to the pin competition. For more information on the *Take a Swing at Cancer Benefit Golf Tournament*, call (662) 377-3613 or 1-800-THE DESK (1-800-843-3375), or log on to www.nmhs.net/hcf/take_a_swing.

NMMC Cancer Center First in Mississippi to Use New Technology

NMMC Cancer Center recently began offering cancer patients treatment using **RapidArc™ radiotherapy technology** from Varian Medical Systems. NMMC is the first in the state to use this technology. RapidArc is a fast, precise form of treatment that is delivered eight times faster than is possible with conventional radiation therapy technologies. By delivering radiation doses more quickly and with great accuracy, NMMC clinicians can simultaneously improve the quality of care while making patients more comfortable.

RapidArc is an image-guided IMRT treatment that takes about 90 seconds to deliver once a patient has been positioned for treatment. This is markedly faster than other forms of treatment, which sometimes take up to 20 minutes or longer per session. During a RapidArc treatment session, which is completed with one or multiple rotations of the treatment machine around the patient, the radiation beam is continually shaped and reshaped according to the size, shape and position of the tumor in the body. As a result, the delivery of radiation is many times faster than with conventional treatment technologies.

According to **Bert Duncan, M.D.**, radiation oncologist, because the treatment is fast, it is also easier on the patient. "Patients who had difficulty holding still for long periods of time are now able to receive their treatment in less time, allowing us to improve quality of care while making patients more comfortable," he said.

NMMC Uses World's Smallest Stimulator To Treat Pain

North Mississippi Pain Management Center physicians **Ben Wiseman, M.D.**, and **Fulton Thompson, M.D.**, now use the **Eon Mini™**, the world's smallest, longest-lasting rechargeable neurostimulator to treat chronic pain of the trunk or limbs and pain from failed back surgery.

Slightly larger than a silver dollar, the Eon Mini neurostimulator's size allows for a smaller incision, which gives physicians increased flexibility in selecting the implant location and is intended to make the site less visible and more comfortable for patients.

"Even though this new device is so small, it has the longest-lasting battery life of any spinal cord stimulator in its class," said Dr. Wiseman. "While we've been using the spinal cord stimulator for a while now, this one is much smaller and has a longer battery life. This is appealing for the patient because it is more comfortable, and instead of replacing the device every one to two years, we can replace it every seven to 10."

The Eon Mini is the only small rechargeable neurostimulator to receive a 10-year battery longevity approval by the U.S. Food and Drug Administration.



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The spinal cord stimulator sends electric impulses through the nerves, masking nerve impulses to the brain. It decreases the amount of medicine a patient has to take for pain relief and improves overall quality of life.

The Eon Mini allows patients the freedom to comfortably recharge the device's battery while taking a walk, cooking a meal or shopping because the charging system is fully portable. Additionally, Eon Mini has the greatest recommended implant depth of any small rechargeable spinal cord stimulator device, so it can be placed more discreetly, making it less noticeable.

The North Mississippi Pain Management Center treats patients suffering from a wide variety of chronic pain problems. Physicians and nurses use nerve blocks, such as epidural injections, facet joint injections and numerous others, oral medications, neurostimulation and other therapies to decrease pain and improve patients' quality of life. The center is located in Longtown Medical Park, 4381 South Eason Blvd., Tupelo, which also houses physical therapy and radiology services. The Pain Management Center takes an integrated approach, coordinating with several specialists, including neurologists, radiologists, neurosurgeons, psychologists and physiatrists.

For more information on this procedure and other services provided by North Mississippi Pain Management Center, call (662) 377-7618 or 1-800-THE DESK (1-800-843-3375).

Lawndale Elementary 6th Grader Names NMMC Robot

Shelby Green, a sixth grade student at Lawndale Elementary School in Tupelo, has won the "Name Our Robot" contest sponsored by NMMC. NMMC donated a computer to Green's classroom for her winning entry, "Commander R.O.I. – Robot of Incisions." On hand for the presentation were urologist **Dr. Paul Farabaugh** and NMMC Administrator of Surgical Services **Mike Denham**.

More than 500 students in grades 4-6 at Lawndale, Milam and Carver elementary schools entered the contest. Surgeons have performed many procedures using the da Vinci® Surgical System since NMMC acquired the new technology in November 2008. For more information about robotic surgery options available at NMMC, call 1-800-THE DESK (1-800-843-3375) or visit www.nmhs.net/robot.

Dr. Coker Certified as Medical Review Officer

Dee Dee Coker, M.D., of **Work Link**, was recently certified by the Medical Review Officer Certification Council (MROCC).

MROCC is an independent physician-based certifying body that conducts an extensive application process

and written examination to identify licensed physicians with the highest professional standards of medical expertise and practical skills necessary to evaluate drug and alcohol test results in the workplace.

The U.S. Department of Transportation, the U.S. Department of Health and Human Services and many other companies require employees to be tested for drugs and alcohol. Federal law mandates that a certified Medical Review Officer must make the final determination of whether a positive laboratory test represents substance abuse. A certified officer may also act as a valuable resource to protect the company, helping with policies and regulatory issues, as well as providing related services like drug testing collections, breath alcohol testing, coordination of lab services and lab performance testing. This certification indicates that a physician is well prepared to handle workplace drug and alcohol testing programs and to help manage chemical dependency.

John Mitchell, M.D., medical director of Work Link, is also a certified Medical Review Officer.

NMMC to Host Women's Health, Newborn & Children's Conference

NMMC will host a Women's Health, Newborn and Children's Conference April 20-21.

Sessions will meet from 8 a.m.-4:30 p.m. both days in NMMC's North Education Center, 830 S. Gloster St. The conference is targeted toward physicians, nurses, dietitians, social workers, therapists and pharmacists involved in women's basic health care, obstetrical/gynecological, newborn and/or children's health.

Monday's topics include hearts and hormones, labor induction, childhood obesity, pelvic fractures, robotic surgery, shaken baby syndrome, medication myths, progesterone injections, ethical decisions and rhinitis. Tuesday's topics include empathetic communication, hypertension in pregnancy, interactive metronome therapy, contraception options, obstetrical anesthesia, pediatric reflux, vaccinations, adolescent gynecology, neonatal intensive care, and methadone and pregnancy.

The conference is free to NMMC employees but pre-registration is required. For other participants, the registration fee is \$60 for one day or \$100 for both days. To pre-register or for a conference brochure, call (662) 377-5297 or 1-800-THE DESK (1-800-843-3375).

Camp Bluebird Planned for Adult Cancer Patients

The spring session of Camp Bluebird, a special camp for adults who have been diagnosed with cancer, will be held **April 17-19** at Tombigbee State Park.

"Camp Bluebird, which is co-sponsored by NMMC and the AT&T Telecom Pioneers, provides campers

with a few days of rest, recreation and the opportunity to share experiences,” said Camp Bluebird director Cheri Nipp, an occupational therapist at Baldwin Nursing Facility.

Each camper in the medically supervised camp will be assigned a counselor, who is an NMMC staff member or AT&T TelecomPioneer. Counselors complete a special training session prior to their participation.

The cost of the camp is \$40 per person. Scholarships are available to those who need financial assistance.

Anyone interested in registering or volunteering for the fall session of Camp Bluebird may call (662) 377-4049 or 1-800-THE DESK (1-800-843-3375), or by visiting www.nmhs.net/campbluebird.

Exercise is Medicine

The Medical Fitness Association is partnering with the Institute of Lifestyle Medicine for the **Active Doctors, Active Patients** conference to be held at the Hyatt Regency in Boston, **November 13-15**. This partnership is a significant step toward encouraging physicians to prescribe exercise as preventive medicine to all patients.

Active Doctors is a multi-day, exercise-centered Harvard Medical School, continuing medical education course providing physicians with the tools necessary to assess and prescribe exercise to their patients. Faculty from Harvard Medical School will present state-of-the-science lectures on physical activity, nutrition, stress management and coaching psychology, while world class fitness and wellness practitioners offer a range of hands-on activities including yoga, spinning, resistance training and personal fitness assessments to conference attendees.

For more information on the conference, visit www.activedoctors.org.

NMMC Wellness Centers in Tupelo, Baldwin, Pontotoc, Iuka and West Point are offering discounted **medical memberships** for patients referred by their physicians. For more information, call (662) 377-4145 or (662) 377-4139.

IRB Approves, Renews Studies

The NMHS Institutional Review Board (IRB) currently oversees more than 90 biomedical and behavioral studies. The IRB meets monthly and the following studies were renewed at the March meeting.

Study Renewals

Study: *Randomized, Open-label, Phase III Trial of CP-751,871 in Combination with Paclitaxel and Carboplatin versus Paclitaxel and Carboplatin in Patients with Non-small Cell Lung Cancer (A4021016)*

Investigators: Christopher Croot, M.D. (PI); Hematology and Oncology Associates

Summary: This study will determine if CP 751, 871, combined with standard chemotherapy, will prolong survival in patients with non-small cell lung cancer. Enrollment is open.

Study: *Randomized, Phase II Trial of AG013736 or Bevacizumab in Combination with Paclitaxel and Carboplatin as First-line Treatment for Patients with Advanced Non-small Cell Lung Cancer*

Investigators: Christopher Croot, M.D. (PI); Hematology and Oncology Associates

Summary: This study will assess if giving AG-013736 in combination with paclitaxel and carboplatin is as helpful as bevacizumab in treating patients by delaying the growth of the tumor in non-small cell lung cancer. Enrollment is open.

Study: *RATE - Registry of AT/AF Episodes in the CRM Device Population*

Investigators: James Stone, M.D. (PI); Cardiology Associates of North Mississippi

Summary: The purpose of this registry is to produce a prospective, outcome-oriented registry to document the prevalence of AT/AF in the CRM population by using the Advanced AT/AF Diagnostics in select SJM devices. Enrollment is open.

Study: *ROCKET AF - A Prospective, Randomized, Double-blind, Double-dummy, Parallel-group, Multicenter, Event-driven, Non-inferiority Study Comparing the Efficacy and Safety of Once-daily Oral Rivaroxaban (BAY 59-7939) with Adjusted-dose Oral Warfarin for the Prevention of Stroke and Non-central Nervous System Systemic Embolism in Subjects with Non-valvular Atrial Fibrillation*

Investigators: Barry Bertolet, M.D. (PI); Cardiology Associates of North Mississippi

Summary: The purpose of this study is to determine if Rivaroxaban is as good as Warfarin for reducing the formation of blood clots in the hearts of patients with atrial fibrillation. Enrollment is open.

Study: *Telemonitoring to Improve Heart Failure Outcomes*

Investigators: Amit Gupta, M.D. (PI); Cardiology Associates of North Mississippi

Summary: The purpose of this study is to determine the effectiveness of a telemonitoring strategy in decreasing hospital readmissions and death in patients with heart failure. Enrollment is open.

Study: *Limited Access Protocol for the Use of Oral Cisapride in the Treatment of Refractory Gastroesophageal Reflux Disease and Other Gastrointestinal Motility Disorders*

Investigators: Ken Harvey, M.D. (PI); Charles King, M.D.

Summary: This limited access protocol will allow the use of Cisapride by patients with GERD, gastroparesis, pseudo-obstruction or severe chronic constipation disorders who have failed standard therapy. Enrollment is open.



Continuing Medical Education

The CME Program is based in the NMMC Education Department and works to provide quality educational programming that will meet general as well as specific professional needs. Please call (662) 377-3826 or the Consult Line at 1-800-952-8101 if you have CME comments and/or suggestions. Select CME programs are by invitation only and are also subject to change. **Please RSVP upon receipt of invitation.**

April 4

2009 Spring Cardiology Symposium

BancorpSouth Conference Center, Hilton Garden Inn
Call Tracie Conwill at (662) 377-3826 to register.

April 16

Medical Ethics Committee

Do Unto Others: Attitudes Which Affect Care
Ormella Cummings, Wanda Della-Calce and Donna Lewis
7:30 a.m., NMMC Education Center

April 20-21

2009 Women's Health, Newborn and Children's Conference

8 a.m., NMMC Education Center
Call Joyce Olmstead at (662) 377-5297 for more information.

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