

practice notes

August 2011

NMMC-Tupelo Receives 2011 VHA Clinical Excellence Award

North Mississippi Medical Center in Tupelo was the recipient of a **2011 VHA Leadership Award for Clinical Excellence** for meeting or exceeding national performance standards for clinical care and improving the patient experience.

The VHA Leadership Award for Clinical Excellence is given annually to recognize organizations that achieve top performance on the clinical core measures established by the Centers for Medicare and Medicaid Services and in the Hospital Consumer Assessment of Health Providers and Services (HCAHPS) survey that measure patient satisfaction at hospitals across the country.

NMMC Awarded 3-Year CARF Accreditation

CARF International announced that NMMC has been accredited for three years for its **inpatient adult rehabilitation and stroke specialty programs**. This marks the second accreditation for NMMC's stroke rehabilitation program. The inpatient adult rehabilitation program has been accredited by CARF since 2005.

This accreditation is the highest level that can be awarded to an organization and shows NMMC's substantial conformance to the CARF standards. An organization receiving a three-year accreditation has put itself through a rigorous peer review process and has demonstrated to a team of surveyors during an on-site visit that its programs and services are of the highest quality, measurable and accountable.

For more information, call (662) 377-4058 or 1-800-THE DESK (1-800-843-3375), or visit www.nmhs.net/rehab_services.php.

NMMC-Iuka Recognized For High-Value Care Delivery

NMMC-Iuka is one of only six hospitals in the nation, and the only one in Mississippi, to receive the Premier health care alliance's inaugural QUEST Award for High Value

Healthcare for reaching the top performance thresholds in Premier's QUEST®: High Performing Hospitals collaborative.

In the first 30 months of the collaborative, QUEST hospitals saved an estimated 25,235 lives and \$2.85 billion in costs.

Their observed mortality is 5 percent lower than non-participants when compared to what is expected, having dropped 23 percent. Furthermore, national costs for inpatient care have increased by 21 percent over the course of the project, compared to a mere 4 percent cost increase among the QUEST hospitals.

Scaling New Heights in Patient Safety

NMMC will host the "**Scaling New Heights in Patient Safety**" Summit Sept. 29-30.

Thursday, Sept. 29, the event will be held from 5:30-7:30 p.m. at the NMMC East Tower Education Center, Room 21. The agenda includes dinner, a safety overview from Mark Williams, M.D. North Mississippi Health Services Chief Medical Officer, and a presentation by keynote speaker Paul O'Neill.

Paul O'Neill served as CEO of Alcoa and worked tirelessly to reduce employee safety events in that organization. He later served as the 72nd U.S. Secretary of Treasury under President George W. Bush. He has been a staunch advocate for patient safety efforts and serves as a board member for the National Patient Safety Foundation.

Friday, Sept. 30, the event will be held from 8 a.m.-noon at the BancorpSouth Conference Center at the Hilton Garden Inn. Breakout session topics range from "Creating a Culture of Safety" to "Teamwork: A Physician's Perspective."

NMMC is accredited by the MSMA to provide CME for physicians. NMMC designates the Thursday program for a maximum of 1.25 AMA PRA Category I Credit(s)™, and the Friday program for a maximum of 2.5 AMA PRA Category I Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Registration is due by Sept. 9. For more information, call (662) 377-3826.



NORTH MISSISSIPPI
MEDICAL CENTER

A monthly newsletter for physicians, certified nurse practitioners
and other health care professionals.

To submit information, call (662) 377-2371.

Visit www.nmhs.net/physicians_portal to read this newsletter online.



NMMC Names Dr. Edward Hill as FMRP Medical Director

J. Edward Hill, M.D., has been named director of NMMC's Family Medicine Residency Program.

A board-certified family physician, Dr. Hill began his medical career as a General Medical Officer in the U.S. Navy, where he served on the USS Frontier and at the U.S. Naval Hospital at Bremerton, Wash. In 1968, he began his private practice in the rural Mississippi Delta where for 26 years he provided much-needed health care to some of the state's poorest and sickest residents.

Dr. Hill established the Family Medicine Residency Program in January 1995. He served as program director for seven years before stepping down as director to become more involved in national and international medical organizations. During that time he continued to serve on the FMRP faculty and maintained an active practice.

Dr. Hill served as president of the American Medical Association in 2005-2006 and as chairman of the World Medical Association from 2007-2011.

During his 16-year tenure, NMMC's Family Medicine Residency Program has grown from two residents in 1995 to 19 residents currently, with plans to incrementally expand to 24 residents by 2013. The program has graduated 70 fully-trained physicians, with 80 percent remaining in Mississippi to practice.

Ecru Medical Clinic Welcomes New Provider

Ecru Medical Clinic is pleased to announce that **Leslie Hale**, board-certified nurse practitioner, is joining the clinic.

Hale received her associate's degree in nursing from Itawamba Community College. She completed her bachelor's degree in nursing at Mississippi University for Women, where she also completed her master's degree and her family nurse practitioner certification. She is also a certified diabetes educator.

Pulmonary Consultants Welcomes New Physician

Pulmonary Consultants welcomes **Kevin C. Harbour, M.D.**, to the practice.

Dr. Harbour received a bachelor's degree in chemistry and a master's degree in biochemistry, both from the University of Mississippi in Oxford. He graduated from the University of Mississippi School of Medicine in Jackson in 2004 and completed an internal medicine residency there. He served as chief resident in 2007-2008. He completed a fellowship in pulmonology and critical care at the University of Alabama in Birmingham. He is board certified in internal medicine and pulmonology.

NMMC and Urology Professional Association to Offer Free Prostate Screenings

In an effort to promote the importance of men's health, NMMC and Urology Professional Association will offer **free prostate screenings** for men over age 40 Saturdays, Sept. 17 and 24.

The free screenings will be available by appointment beginning at 8 a.m. at the NMMC Cancer Center, located at 990 S. Madison St. This screening is for men who do not see a urologist on a regular basis.

Test results will be mailed to participants. Urology Professional Association will contact individuals who need to seek follow-up care. The screenings are free, but individuals or their insurance carriers will be responsible for covering the cost of any follow-up office visits and treatment.

For more information on the free prostate screenings, call (662) 377-7100.

Weston Reed Foundation to Offer Free Physicals, CPR Training

Area student-athletes are encouraged to take advantage of **free sports physicals** offered by the Weston Reed Foundation from 8 a.m.-2 p.m. Saturday, Aug. 13, at BancorpSouth Arena.

Any junior high or high school student who plays a sport for school or other league is eligible for the free physicals, and no appointment is necessary. The Weston Reed Foundation will also provide a free electrocardiogram (EKG). The EKG is optional, and students who elect to have one will receive a free Weston Reed Foundation T-shirt. If warranted, an echocardiogram will also be performed free of charge.

In May the Weston Reed Foundation provided free EKGs during NMMC's sports physicals for area high schools. Around 1,300 student-athletes, or more than 90 percent of participants, took advantage of the free EKGs. Of those, approximately 85 needed an echocardiogram because of suspected heart abnormalities. Several were referred to a pediatric cardiologist after their echocardiogram showed heart problems.

Eleven-year-old Weston Reed experienced sudden cardiac death on Aug. 16, 2007, while practicing soccer at Ballard Park. Although several physicians who were at the soccer field administered CPR within seconds, Reed could not be saved. Unfortunately, there was not immediate access to an AED. While an AED may not have saved his life, rapid access to these devices saves many lives yearly.

Donations to help provide training and AEDs are tax deductible and can be made to the Weston Reed Foundation and mailed to CREATE Foundation, P.O. Box 1053, Tupelo, MS 38802.



Osteoporosis Program Beginning

NMMC's **Outpatient Rehabilitation Services** team at Longtown Medical Park are excited to offer the most current standards of treatment for people with osteoporosis or osteopenia. These therapists are trained in the Sara Meeks Method, which focuses on reversing the patterns of postural change, with an emphasis on the skeletal system, as well as preventing and managing the distressing consequences of osteoporosis. The therapists are skilled to provide a thorough evaluation and plan an individualized strengthening/flexibility program and a progressive balance program. Recommended exercises are safe and site-specific. Not only will this population be given a customized program, but they will also benefit from recommendations on adaptive equipment that can assist with increasing independence and preventing falls. The program is designed to guide, safely progress and educate those diagnosed with osteoporosis or osteopenia with the ultimate goal of preventing the next fracture and improving quality of life. A doctor's prescription is needed that includes a medical diagnosis with the complaint or problem. It would be beneficial to have a t-score upon the initial evaluation. For more information, call (662) 377-7215.

HealthWorks! to be Featured on "Southern Remedy"

HealthWorks! will be featured during "Southern Remedy: Mississippi's Big Problem" at 7 p.m. Wednesday, Aug., 31, on Mississippi Public Broadcasting. The show focuses on the state's growing obesity epidemic and how different groups are trying to fight it. Tune in if you can!

IRB Approves, Renews Studies

The NMHS Institutional Review Board (IRB) currently oversees more than 100 biomedical and behavioral studies. The IRB meets monthly and the following studies were approved and renewed at the July 21 meeting.

New Studies

Study: A Phase IIb, Randomized, Double-blind, Placebo-controlled Trial Evaluating Response Guided Therapy using Combinations of Oral Antivirals (GS-5885, Tegoobuvir, and/or GS-9451) with Peginterferon Alfa 2a and Ribavirin in Treatment Experienced Subjects with Chronic Genotype 1 Hepatitis C Virus Infection (GS-US-256-0124)

Investigators: John Phillips, M.D. (PI); Digestive Health Specialists

Summary: The purpose of this study is to evaluate the antiviral efficacy, safety and tolerability of GS-5885, tegobuvir and GS-9451 in combination with the standard of care, peg interferon and ribavirin for the treatment of chronic hepatitis C infection.

Study: A Phase II, Multicenter, Randomized, Double-blind, Placebo-controlled, Parallel-group Study Evaluating the Efficacy and Safety of Ustekinumab in

Subjects with Primary Biliary Cirrhosis who had an Inadequate Response to Ursodeoxycholic Acid (UDCA) (CNT01275PBC2001)

Investigators: John Phillips, M.D. (PI); Digestive Health Specialists

Summary: The purpose of this study is to determine whether or not treatment with ustekinumab improves symptoms and abnormal liver tests of primary biliary cirrhosis and also to look for any possible side effects in patients with this disease.

Study: A Double-blind, Randomized, Placebo-controlled, Multicenter, Dose-ranging Study to Evaluate Tolerability and Efficacy of AMG 145 on LCL-C in Combination with HMG-CoA Reductase Inhibitors in Hypercholesterolemic Subjects (AMG 145 20101155)

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

Summary: The purpose of this study is to determine what amount of AMG 145 should be taken to lower the amount of bad cholesterol in the blood.

Study Renewals

Study: A Phase II, Double-blind, Placebo-controlled Study of Two Doses of EPA-E in Patients with NASH (MCH-02-001)

Investigators: John Phillips, M.D. (PI); Digestive Health Specialists

Summary: The purpose of this study is to determine how safe and effective multiple doses of EPA-E are in treating non-alcoholic steatohepatitis (NASH). Enrollment is open.

Study: U.S. Multicenter, Randomized, Controlled Study Comparing the Safety and Effectiveness of the Femoral Introducer Sheath and Hemostasis (FISH) versus Manual Compression in Hemostatic Closure of the Femoral Artery Post Percutaneous Transluminal Procedures (IDE #G030232)

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

Summary: The purpose of this study is to compare the investigational device, FISH, to manual compression in terms of the amount of time it takes to stop the bleeding from the puncture site and the amount of time it takes until patients are able to get up and walk around. Enrollment is open.

Study: A Randomized, Parallel-group, Open-label, Multicenter Study to Evaluate the Effects of Tocilizumab on Vaccination in Subjects with Active Rheumatoid Arthritis receiving Background Methotrexate (NA25256)

Investigators: Charles King, MD (PI); IMA-Tupelo

Summary: The purpose of this study is to evaluate the humoral immune response after the pneumovax vaccine in patients with active rheumatoid arthritis treated with tocilizumab in combination with methotrexate, compared with patients treated with methotrexate alone. 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.** Visit www.nmhs.net/physicians_portal/cme.php for more information.

August 5

2011 Infection Control Conference

8 a.m., NMMC North Education Center
CME credit will be issued.
For more information, call (662) 377-3900. Registration available online at www.nmhs.net/physicians_portal/cme.php.

August 18

Medical Ethics Committee

Drug-Abuse, Pregnancy and Newborn Ethical Issues
Bryan Darling, M.D.
7:30 a.m., NMMC North Education Center

August 25-27

2011 Aiming for the Best Outcomes Conference

Pickwick Landing State Park, Counce, TN
CME credit will be issued.
For more information or to register, call (662) 377-3900.

September 9

Neuro/Radiology Case Studies

Hunt Bobo, M.D., and Robert Becker, M.D.
1 p.m., NMMC North Education Center Room 7/8

September 15

Medical Ethics Committee

Health Care: Is it a Privilege or a Right for Every American?
David Sparks, J.D.
7:30 a.m., NMMC North Education Center

September 16

2011 Geriatric Conference

8 a.m., NMMC North Education Center
CME credit will be issued.
For more information or to register, call (662) 377-3900.

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