NMHS Receives 2012 Malcolm Baldrige National Quality Award

North Mississippi Health Services was recently named as one of four U.S. organizations to receive the 2012 Malcolm Baldrige National Quality Award, the nation’s highest Presidential honor for performance excellence through innovation, improvement and visionary leadership.

In addition to NMHS in the health care category, Acting U.S. Commerce Secretary Rebecca Blank named three other recipients. They are Lockheed Martin Missiles and Fire Control, Grand Prairie, Texas (manufacturing); MESA Products, Inc., Tulsa, Okla. (small business); and City of Irving, Irvin, Texas (nonprofit).

This year marks the 25th anniversary of the award and the Baldrige Performance Excellence Program (BPEP) that supports it. North Mississippi Medical Center, NMHS’ flagship hospital, won the Baldrige Award in 2006. NMMC and NMHS hold the distinction of being the only Baldrige recipients in Mississippi. NMMC shared 2006 honors with Mesa, the 2012 small business recipient.

“The four organizations recognized today with the 2012 Baldrige Award are leaders in the truest sense of the word and role models that others in the health care, nonprofit and business sectors worldwide will strive to emulate,” said Acting Secretary Blank. “They have set the bar high for innovative practices, dynamic management, financial performance, outstanding employee and customer satisfaction, and most of all, for their unwavering commitment to excellence and proven results.”

“We are honored to receive the Baldrige Award as it recognizes ‘role model’ performance and demonstrates a long-term commitment to focusing on the right things,” said John Heer, NMHS president and chief executive officer.

After submitting its application in May, NMHS hosted a site visit by a team of Baldrige examiners in early October. The team visited multiple locations throughout the health care system and interviewed approximately 600 people. They made stops throughout north Mississippi in Tupelo, Pontotoc, Baldwyn, Iuka, Columbus, Eupora, West Point and Hamilton, Ala.

“We had a fantastic site visit,” said Karen Koch, NMHS administrator of organizational performance. “The Baldrige examiners were able to understand how fully engaged and caring that our staff and physicians are with our patients and their family members.”

To date, more than 1,500 U.S. organizations have applied for the Baldrige Award and there are Baldrige-based award programs in nearly all 50 states. Internationally, the program has served as a model for nearly 100 quality programs. A December 2011 study by Albert N. Link and John T. Scott measuring the Baldrige Program’s value to U.S. organizations conservatively estimated a benefit-to-cost ratio of 820 to 1, while a 2011 report by Thomson Reuters found that health care organizations that have won or been in the final review process for a Baldrige Award outperform other hospitals in all but one metric the company uses to determine its “100 Top Hospitals” in the nation (and were six times more likely to be among the top 100).

The 2012 Baldrige Award recipients were selected from a field of 39 applicants. All of the applicants were evaluated rigorously by an independent board of examiners in seven areas defined by the Baldrige Criteria for Performance Excellence: leadership; strategic planning; customer focus; measurement,
analysis and knowledge management; workforce focus; operations focus; and results. The evaluation process for each of the recipients included about 1,000 hours of review and an on-site visit by a team of examiners to clarify questions and verify information in the applications.

The 2012 Baldrige Award recipients are expected to be presented with their awards at an April 2013 ceremony in Baltimore, Md.

**West Tupelo Urgent Care Clinic Now Open Full Time**

North Mississippi Medical Clinics is pleased to announce that West Tupelo Urgent Care is now open full time. The clinic, located at 3411 West Main St. in Tupelo, is now open from 8 a.m.-7:30 p.m. Monday through Friday, 8 a.m.-6:45 p.m. on Saturday, and noon-5:45 p.m. on Sunday.

William Jennings, M.D., is joining Dr. Bonnie Basler at the clinic. West Tupelo Urgent Care is a walk-in clinic.

**South Madison Medical Clinic**

North Mississippi Medical Clinics introduces South Madison Medical Clinic, located at 1040A South Madison Street. Billy Walton, D.O., will provide primary care services by appointment at the new clinic. Dr. Walton has been in medical practice for many years in north Mississippi. The clinic is open from 8 a.m.-5 p.m. Monday through Friday.

**NMMC Marketing Receives Maggie Awards**

NMMC's Marketing Department won Best of Show-Print at the 25th annual Maggie Awards, sponsored by Mississippi Hospital Association's Society for Health Care Marketing and Public Relations. In addition to one of the top honors awarded that evening, the department won four Maggie Awards and three Awards of Excellence.

Statewide more than 199 entries were submitted for consideration. A total of 17 Maggie Awards, 30 Awards of Excellence and three Best of Show Awards were awarded at a gala at the MHA Conference Center in Madison.

NMMC won Best of Show-Print for the 2010 Community Report, which is available online at www.nmhs.net/communityreport.php. Maggie Awards were presented for the 2010 Community Report; NMMC's quarterly family health magazine, “Vim & Vigor,” www.nmhs.net/media/vim_and_vigor.php; and a feature story on how NMMC employees and others used an AED (automated external defibrillator) to save a youth baseball coach's life at a Saltillo ballpark. NMMC received Awards of Excellence in the following categories: Specialty Item Under $5 for a Hospice T-shirt; Magazine Advertising for the NMMC Spirit of Women Finding Financial Peace program and Feature Story or Series for an article about NMMC's Congestive Heart Failure Self-Care College.

**NMMC Pastoral Care**

NMMC's Pastoral Care Department honored its 17 volunteer chaplains with a luncheon recently. The volunteering ministry is a key provision of the spiritual care offered to patients and their family members. This service helps make accessible the type of spiritual support that brings hope and healing to those with illness. Some volunteers travel many miles each week to see patients at NMMC. Their invaluable contribution to the service of patients enabled NMMC's Pastoral Care Department to achieve more than 24,600 patient visits during the past fiscal year.

**Compassionate Friends to Hold Candlelight Service**

The Compassionate Friends will hold Candlelight Services in Tupelo and West Point for families who have experienced the death of a child or grandchild. The West Point is planned for 4 p.m. Sunday, Dec. 9, at the First Presbyterian Church Fellowship Hall, located at the corner of East and Broad streets in West Point. The Tupelo service is planned for 3 p.m. Sunday, Dec. 9, in the Fellowship Hall of First Baptist Church, 300 N. Church St., Tupelo.

Families are invited to join others to remember these children during the Christmas season. A “remembrance table” will be in place for those who want to remember their child with a picture. Refreshments will be served.

For more information about the local chapter, call Michele Rowe at (662) 495-2337 or 1-800-THE DESK (1-800-843-3375).
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 September and November meetings.

New Studies:
Study: CAP2 – Continued Access to PREVAIL (IDE #G020312)
Investigators: James Stone, M.D. (PI); Cardiology Associates
Summary: The purpose of this study is to determine if the WATCHMAN device can be safely implanted and evaluate the effectiveness of the device.

Study: ECHO CRT - Echocardiography Guided Cardiac Resynchronization Therapy (EchoCRT) Clinical Investigation (IDE #: G080067)
Investigators: James Stone, M.D. (PI); Cardiology Associates
Summary: The purpose of this study is to demonstrate that optimal medical therapy plus cardiac resynchronization therapy reduces the combined endpoint of all-cause mortality or first hospitalization for worsening heart failure in the study population compared to optimal medical therapy alone.

Study: A Randomized, Double-blind, Placebo-controlled Phase III Multicenter Study of Subcutaneous Secukinumab in Prefilled Syringes to Demonstrate the Efficacy at 16 Weeks and to Assess the Long-term Efficacy, Safety and Tolerability up to Five Years in Patients with Active Ankylosing Spondylitis (CAIN457F2310)
Investigators: Charles King, M.D. (PI); Amit Prasad, M.D.; Brandi Young, FNP
Summary: The purpose of this study is to evaluate the efficacy and safety of secukinumab administered as a subcutaneous injection versus placebo in patients with active Ankylosing Spondylitis.

Study: A Phase III, Randomized, Double-blind, Placebo-controlled Multicenter Study of Subcutaneous Secukinumab in Prefilled Syringes to Demonstrate the Efficacy at 24 Weeks and to Assess the Long Term Efficacy, Safety, Tolerability and Usability up to Five Years in Patients with Active Rheumatoid Arthritis who have an Inadequate Response to Anti-TNFα Agents (CAIN457F2311)
Investigators: Charles King, M.D. (PI); Amit Prasad, M.D.; Brandi Young, FNP
Summary: The purpose of this study is to evaluate the efficacy and safety of secukinumab versus placebo with active rheumatoid arthritis.

Study Renewals:
Study: BIOFLEX-I – The Treatment of Iliac and Femoral Atherosclerotic Lesions using the Self-Expanding Astron and Astron Pulsar Stents
Investigators: Barry Bertolet, M.D. (PI); Cardiology Associates
Summary: The purpose of this study is to test the safety and effectiveness of the Astron and Astron Pulsar stents. Enrollment is open.

Study: MOMENTUM – A Prospective, Multicenter, Non-randomized, Single-arm Clinical Trial to Evaluate the Safety and Effectiveness of the Absolute Pro Peripheral Self-Expanding Stent System and the Absolute Pro LL Peripheral Self-Expanding Stent System in the Treatment of Subjects with Atherosclerotic De Novo or Restenotic Lesions in the Native Superficial Femoral Artery and/or Native Proximal Popliteal Artery (10-110)
Investigators: Barry Bertolet, M.D. (PI); Cardiology Associates
Summary: The purpose of this study is to determine whether the stent/stent systems are safe and effective when used to treat a narrowing of the superficial femoral/proximal popliteal artery. Enrollment is open.

Study: A Prospective Three-year Follow-up Study in Subjects Previously Treated in a Phase IIb or Phase III Study with a TMC435-containing Regimen for the Treatment of Hepatitis C Virus (HCV) Infection (TMC435HPC3002)
Investigators: John Phillips, M.D. (PI); Digestive Health Specialists
Summary: This is a follow-up study to a study evaluating different regimens of TMC435 treating hepatitis C virus (HCV). In patients where HCV is not detectable, the purpose of this follow-up is to confirm that HCV remains cleared over time. In patients where HCV is detectable, the purpose of this study is to understand how HCV is evolving over the time period of this follow-up. 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.


December 18
Medical Ethics Committee
   Healthcare Providers’ Ability to Perform While Impaired
   Lynn Nelson and Elaine Gillespie
   7:30 a.m., NMMC North Education Center

December 18
ACLS One-Day Recertification
   8 a.m., NMMC North Education Center
   To register or for more information, call (662) 377-3421.

January 11
Neuro/Radiology Case Studies
   Hunt Bobo, M.D., and Robert Becker, M.D.
   1-2 p.m., NMMC North Education Center

www.nmhs.net/physicians_portal