NMHS to Implement Tobacco-Free Campus, Effective July 8

On July 8, North Mississippi Health Services is going All Out and establishing tobacco-free policies at all of its hospitals, clinics and other facilities throughout north Mississippi and northwest Alabama.

“We’re making this change because we think it’s the right thing for the health of our community,” said John Heer, NMHS president and chief executive officer. “This change reflects our dedication to the promotion of health and wellness. We are pleased to join the ranks of other hospitals and health systems throughout Mississippi that have already adopted similar policies.”

At the NMHS Board of Directors’ request, a tobacco Task Force, comprised of employees from throughout the organization, was established to review the current policy for possible change. The NMHS Board of Directors approved the change, time frame for its implementation and the new tobacco-free policy last fall. A tobacco-free implementation team has been working to make this a smooth transition.

Beginning July 8, all NMHS locations, whether the facility and grounds are owned, leased or rented, will be tobacco free. The new policy will apply to everyone on those premises. Employees, medical staff, volunteers, vendors, visitors and patients will not be permitted to use tobacco products in any facility or on any grounds of North Mississippi Health Services.

Heer Appointed to Board of Overseers for Malcolm Baldrige National Quality Award

U.S. Secretary of Commerce Carlos M. Gutierrez has appointed John Heer, president and CEO of North Mississippi Health Services, to a three-year term on the Board of Overseers for the Malcolm Baldrige National Quality Award.

The Board of Overseers plays a crucial role in the success of the award and is responsible for advising the Secretary of Commerce and the National Institute of Standards and Technology on the conduct of the Awards Program and on how well it is promoting the national interest.

Heer said, “I am humbled and excited about the opportunity to serve on the Board of Overseers. I’m a firm believer in the Baldrige process, so being asked to serve in this role is a dream come true.”

Heer has served as President/CEO at two Baldrige Award recipient organizations, Baptist Hospital Inc. in Pensacola, Fla., and North Mississippi Medical Center.

NMMC to Sponsor Physician Shadowing Program

North Mississippi Medical Center will host its annual Physician Shadowing Program this summer for college students who aspire to a career in medicine.

Ten students will participate June 9-27, and another class of 10 students will participate July 14-Aug. 1. Participants must have completed their second year of college in pursuit of a medical career. They will spend time with family physicians, surgeons, radiologists, cardiologists and emergency physicians. The Health Care Foundation of North Mississippi funds the program through the Dr. P.K. Thomas Jr. Endowed Scholarship Fund. Each student receives hourly compensation, a lab coat and support materials.

The mentoring program helps students understand what physicians do and why, and can help guide students toward a particular specialty. The program also shows the students local practice opportunities. For more information, call Rosalyn Campbell at (662) 377-3245 or 1-800-THE DESK (1-800-843-3375).
Southern Belle Originals Donates $10,000 To Make Mammograms Available For Needy Patients

Southern Belle Originals based in Calhoun City recently donated $10,000 to the Health Care Foundation of North Mississippi for breast cancer patient assistance.

The presentation was made May 20 during NMMC's Pink Dress Luncheon at First Baptist Church. Southern Belle Originals started 10 years ago as a small business in Calhoun City and has grown to become a wholesale distributor with 200 dealers across eight states. A portion of proceeds from their “Southern Belles Do Believe in Miracles” T-shirt benefits NMMC Breast Care Center patients by providing mammograms for medically under-served women in this region.

The $10,000 donation marks the beginning of ongoing contributions from Southern Belle Originals. For more information about the “Miracle” T-shirt, visit www.southernbellestore.com.

Smoking Cessation

Smoking damages nearly every organ in the human body and is the leading cause of preventable death in the United States.

Smoking has been identified as a leading cause of cancers, cardiovascular diseases, respiratory diseases, fetal deaths and low birth weights, pregnancy complications, cataracts, hip fractures, low bone density, peptic ulcer disease and many other adverse health conditions. Here are some good reasons to quit and encourage others to do so:

- Twenty-four hours after quitting, the chance of having a heart attack begins to decrease.
- Two weeks to three months after quitting, blood circulation and lung function may improve.
- One to nine months after quitting, the lungs can start to clean themselves again – you may notice you’re coughing less and aren’t as short of breath.
- One year after quitting, the risk of a heart attack is half the risk of a smoker’s.
- Five+ years after quitting, the risk of lung cancer is reduced, and there is less risk of cancers of the mouth, throat, esophagus, bladder, kidney, cervix and pancreas.

The FDA has approved seven medications to help smokers quit, including nicotine replacement therapies and non-nicotine medications.

NMNC’s Marketing Efforts Win National And State Awards

NMNC recently received two Silver Awards and two Merit Awards in the national Healthcare Advertising Awards, a Silver Award in the national Aster Awards, and three Maggie Awards and four Awards of Excellence from the Mississippi Hospital Association’s Society for Health Care Marketing and Public Relations.

More than 4,400 entries were submitted in the 25th annual Healthcare Advertising Awards sponsored by Healthcare Marketing Report. This is the oldest, largest and most widely respected healthcare advertising awards competition.

The Maggie Award is the highest award presented by the hospital association and recognizes excellence in the field of health care marketing and public relations in Mississippi.

The Aster Awards is hosted by Marketing Healthcare Today and Creative Images, and recognizes excellence in advertising and marketing efforts. Approximately 3,000 entries were submitted from throughout the United States.

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 approved and renewed at the May meeting.

New Study
Study: A Multicenter, Randomized, Open-label, Controlled Study of the Effect of Treatment with Once Weekly Pegysys plus Daily Copegus with or without Concomitant Pioglitazone (Actos) on Early Viral Kinetics in Treatment-naive Patients with Chronic Hepatitis C (Genotype-1 HCV Infection) and Insulin Resistance

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

Summary: The main purpose of this study is to see how well (and determine the risks and side effects) Pegysys, in combination with Copegus, with and without Actos will work to treat patients with hepatitis C and insulin resistance.

Study Renewals
Study: CHAMPION – A Clinical Trial Comparing Cangrelor to Clopidogrel in Subjects who Require Percutaneous Coronary Intervention

Investigators: Barry Bertolet, M.D. (PI); Cardiology Associates of North Mississippi
Summary: The purpose of this study is to demonstrate that the efficacy of Cangrelor is superior, or at least non-inferior, to Clopidogrel in subjects requiring PCI as measured by a composite of all-cause mortality, myocardial infarction and ischemia-driven revascularization. Enrollment is open.

Study: SUNSTONE – A Long-term Study of the Safety of Rituxan in Patients with Rheumatoid Arthritis after an Inadequate Response to Previous Anti-TNF Therapy

Investigators: Charles King, M.D. (PI); IMA-Tupelo Rheumatology and Osteoporosis Center

Summary: This is an observational study designed to follow subjects with rheumatoid arthritis who have had an inadequate response to one or more anti-tumor necrosis factor therapies and who will receive Rituxan. Enrollment is open.

Study: A Phase II Trial to Evaluate the Efficacy and Safety of Subcutaneously Administered Alemtuzumab (Campath, MabCampath) in Patients with Previously Treated B-Cell Chronic Lymphocytic Leukemia (CAM 203)

Investigators: Andrew Kellum, M.D. (PI); Hematology and Oncology Associates

Summary: The purpose of this study is to determine the following when CAMPATH is given as a subcutaneous injection: is it an effective treatment for chronic lymphocytic leukemia (CLL); what are the side effects; how long does it stay in the body and does the body develop an immune response that would prevent it from working; and can specific characteristics of CLL be identified that cause it to work better for some patients than for others. Enrollment is open.

Study: An International, Multicenter, Randomized, Parallel-group, Prospective, Double-blind, Placebo-controlled Clinical Trial Evaluating the Efficacy and Safety of a Combination Treatment Administered over Three Years in Patients at Risk of Experiencing Recurrence of Colorectal Adenomas

Investigators: Stephen Amann, M.D. (PI); Digestive Health Specialists

Summary: This study will investigate the safety and efficacy of the chemopreventative Colotech combination treatment (acetylsalicylic acid, 1a 25-dihydroxy cholecalciferol and calcium carbonate) compared to placebo in patients at increased risk of developing colorectal cancer. 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.

June 7
2008 Racing the Clock: Emergency Medicine and Trauma Conference
NMMC Education Center
Call Sheila Willis at (662) 377-3900 to register.

June 13
Pharmacy and Therapeutics Conference
NMMC Education Center
Call Allison Harris at (662) 377-3401 to register.

June 19
Medical Ethics: Workplace Violence
Bob Corban, NMMC Behavioral Health Center Director
7:30 a.m., NMMC Education Center

June 20
ACLS One-day Recertification
8 a.m.-4:30 p.m., NMMC Education Center
Call Renea Magana at (662) 377-3421 to register.

June 26-27
PALS Provider Course
8 a.m.-4:30 p.m., NMMC Education Center
Call Renea Magana at (662) 377-3421 or Jeff Bonds at (662) 377-3448 to register.