



NORTH MISSISSIPPI
MEDICAL CENTER



Practice Notes

March 2008

PRACTICE NOTES is produced monthly by the Marketing Services Department at North Mississippi Medical Center for physicians, certified nurse practitioners and other health care professionals.

NMMC Physicians Receive Sleep Medicine Certification

Drs. Will Edmonson, Lyndon Perkins and Jaime Ungo, the sleep medicine physicians of Pulmonary Consultants and the North Mississippi Medical Center Sleep Disorders Center in Tupelo, were notified of passing the new sub-specialty board certification examination in sleep medicine by the American Board of Internal Medicine.

All three were already board certified by the American Board of Sleep Medicine. These certifications represent the highest level of credentialing in the field of sleep disorders. The NMMC Sleep Disorders Center is the largest in the state and one of the largest and most experienced programs in the Southeast. Physician board certification is part of the criteria for full accreditation, which the center holds with the American Academy of Sleep Medicine.

NMMC Behavioral Health Center To Sponsor Psychiatric Conference

NMMC's Behavioral Health Center will sponsor "Building Bridges: Spanning the Gap, a continuing education conference on mental health issues, March 26-27 at the NMMC North Education Center, 830 S. Gloster St.

The two-day conference will provide information related to the care of individuals with a mental health diagnosis and ways to access services. The target audience includes nurses, pharmacists, social workers, licensed professional counselors, licensed marriage and family therapists, and certified addiction professionals.

March 26 topics include personality disorders, post traumatic stress disorder, educating the families of mentally ill patients, co-morbid conditions of chemically dependent patients, medication use in the elderly, drug to drug interactions and adult attention deficit disorder.

March 27 topics include treating post traumatic stress disorder patients, ethics, grief, suicide, addiction, women and depression, managing demented patients and post bariatric surgery patient issues.

The conference is free to NMMC staff. Advance registration for others is \$120 for both days (\$145 after March 14) or \$75 for one day (\$85 after March 14). Students may register for \$75 for both days or \$40 for one day.

To register or for more information, call Jan Black at (662) 377-2887, e-mail jan.black@nmhs.net or call 1-800-THE DESK (1-800-843-3375).

Take A Swing At Cancer Benefit Golf Tournament Set

The Health Care Foundation of North Mississippi will sponsor the 13th annual Take a Swing at Cancer Benefit Golf Tournament May 19 at Old Waverly in West Point.

Proceeds benefit the North Mississippi Medical Center Cancer Center Patient Assistance Fund, which provides \$135,000-\$140,000 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.

Both mixed and men's divisions will be four-person scrambles. The cost is \$250 per player. Golfers who are cancer survivors will receive special recognition during the tournament. Registration will begin at noon and lunch will be served at 12:30 p.m. The shotgun start will be at 1:30 p.m.

The entry fee includes 18 holes of golf, cart fee, 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) 377-2376 or 1-800-THE DESK (1-800-843-3375), or log on to www.nmhs.net/hcf/take_a_swing.

MIS Offers Electronic Medical Record

Electronic medical records are proven to help physicians' offices provide better care and reduce costs. The information specialists at NMMC can help determine the necessary technology and how to implement such a system.

The Electronic Medical Record not only makes an office more efficient, it also helps provide better care through:

Easy access to all information. View all of a patient's clinical data at a glance. Quickly see each clinician's tasks in order of priority. Never be locked out; multiple providers can work on a chart simultaneously.

Customization for your needs. Customize displays of key clinical information by individual or specialty. Modify electronic encounter forms to suit the way an office works. Configure the system for individuals, roles and groups so that everyone gets the information he or she needs – no more, no less.

Powerful tools for decision support. Help prevent harmful drug interactions with drug-drug and drug-allergy checking. Improve cost control with electronic formularies. Improve patient care with reminders for tests or procedures. Improve coding accuracy. Identify patient populations for disease management, clinical trial participation and drug recalls. Easy, secure information exchange. Exchange chart notes, referrals, lab results and clinical messages with other providers.

NMMC first began using the electronic medical record in 1999, and now more than 2,000 users take advantage of this technology.

For more information, contact Rachael Hill, RN, BSN, manager of Physician Systems, at (662) 377-2932 or rachael.hill@nmhs.net, or visit www.nmhs.net/clinics and click on Electronic Medical Records Services.

NMMC Seeks Teen Volunteers For Summer Program

NMMC's Volunteer Services Department is seeking applications for its summer volunteer program.

This program is designed for students who may be interested in pursuing a career in health care or who simply would like to make a difference in someone's life. Eligible students must have completed the ninth-12th grades by June 1, 2008.

Volunteer opportunities abound in many areas of NMMC, including nursing, cardiac rehabilitation, pharmacy, rehabilitation services (physical, occupational and speech-language therapy), business services, infusion services, Cancer Center, Wellness Center, North Mississippi Medical Clinics and Family Medicine Residency Center. Baldwyn Nursing

Facility, Baldwin Wellness Center, Pontotoc Wellness Center and the Pontotoc Branch Office of NMMC's Home Health Agency are also volunteer sites.

"Although no student can administer any form of direct patient care, they can certainly help with comfort measures for patients and also see how the hospital works," said Carla Enis, NMMC Volunteer Services director.

Application deadline is March 31, and applications are available at area school guidance offices or from the NMMC Volunteer Services Department. Applicants will be interviewed and notified of selection. Students selected for the program will be assigned specific work hours and expected to keep their schedule with the exception of illness or vacation.

For more information about the summer volunteer program, call Enis at (662) 377-3131 or 1-800-THE DESK (1-800-843-3375).

Midnite Pottery and the NMMC Cancer Center recently debuted the second in a series of original butterfly art to benefit cancer patients.

Local artists Jennifer Hankins and Dean Webb have created the 2008 pottery butterfly to be sold exclusively by the NMMC Cancer Center. This year's butterfly features a chocolate glaze with touches of ocean and lime green. Each butterfly is accented with a unique wire, colored bead and metal "word of inspiration" tag. Some of the butterflies have a pink bead for breast cancer.

Each butterfly sells for \$20 and benefits the NMMC Cancer Patient Assistance Fund, which is administered by the Health Care Foundation of North Mississippi.

The duo has also created a large pottery platter featuring the butterfly motif on a chocolate brown background with ocean and lime green polka dots. The limited edition platter sells for \$60 and also benefits the NMMC Cancer Patient Assistance Fund.

"This fund assists cancer patients with anti-nausea and pain medicine, transportation to and from cancer treatment, and nutritional supplements. Once a patient's application is approved, he or she is added to the list of those qualified to receive assistance," said Cancer Center Director Paula Turner.

The fund assists an average of 100 patients each month for an annual cost of \$150,000. Cancer Patient Assistance Fund monies are raised through an annual fundraiser as well as donations from family members in memory or honor of a cancer patient. NMMC employees also donate approximately \$7,000 each month through payroll deduction.

For more information about the butterfly pottery pieces, call Cindy Edwards, NMMC Cancer Center social worker, at (662) 377-4049.

North Mississippi Medical Center will host its sixth annual Summer Health Academy from 8 a.m.-noon June 2-6.

Students who are interested in pursuing a health career and have completed the sixth, seventh or eighth grade are eligible. Participation is limited to 25 students who will be selected on the basis of academic achievement, community service and desire to enter a health profession. Students must also submit two letters of recommendation. Application deadline is Friday, April 18.

NMMC's Summer Health Academy will introduce students to various careers in health care while reinforcing positive lifestyle choices. Participants will spend four hours each day with nurses and other health care professionals who are eager to share their expertise and enthusiasm.

Students will tour several nursing units at NMMC, as well as the Wellness Center. Because enrollment is limited, students will be able to interact one-on-one with nurses, physicians, radiologic technologists, pharmacists, physical therapists and other health care staff.

Second Annual Midnite Pottery Butterfly, Platter to Benefit NMMC Cancer Patients

NMMC Summer Health Academy to Introduce Youth to Health Careers

The fee for Summer Health Academy is \$50, which includes educational materials, a T-shirt, snacks and Friday lunch. Applications are available at area schools and by calling the NMMC Employment Services Department at (662) 377-3245 or 1-800-THE DESK (1-800-843-3375). Applications can also be downloaded from www.nmhs.net/careers. Students who are selected to participate will be notified by May 2.

Acclaim is a third party administrator that provides claims payment and other services for employers who are self-funding their health care insurance plan. Payments may include medical, dental and vision claims as well as group short-term disability. Acclaim handles all the administrative aspects of a company's managed health care plan, including enrolling and educating employees. For more information on Acclaim's services, call 1-888-855-2740.

The theme of this year's National Social Work Month "Building on Strengths: Help Starts Here," focuses on the important strengths inherent in each individual, family and community. Understanding and utilizing these strengths are essential to improving the emotional health and well being of society.

Strengthening people and providing support are priorities of the social work profession. The strengths perspective fosters hope by focusing on the positive, rather than on feelings of helplessness. Social Work Month also provides an opportunity for social workers to highlight the essential role they play in alleviating some of America's most difficult problems. Through education, training and dedication, social workers provide assistance in many areas of practice including health, aging, mental health, child welfare, cancer, end of life, adolescent health, HIV/AIDS and family violence.

- **Bea Dunavent, RN**, has accepted a position as director of nursing at Baldwin Nursing Facility.

Dunavent has worked at North Mississippi Medical Center for 18 years in various nursing roles, including a Home Health/Hospice nurse, manager for the Home Health Agency's Booneville branch, Critical Care Unit nurse, nursing supervisor for the Bariatric Treatment Center and others.

- **Kathy Ehlers**, a registered respiratory therapist, has been named director of Respiratory Therapy at North Mississippi Medical Center.

Prior to coming to Tupelo, Ehlers served as director of Respiratory Care at Forrest General Hospital in Hattiesburg. She is a member of the American Association for Respiratory Care and the Mississippi Society for Respiratory Care.

- **Melody Poole** has been named North Mississippi Medical Center's Director of Nursing Support for Performance Improvement/JCAHO/Safety.

In her new role, Poole will work closely with infection control and nursing services to improve care delivery and ensure compliance with JCAHO standards.

An employee of NMMC since 1991, Poole has served as a staff nurse, a cardiac clinician and a regional manager for the Home Health Agency. She has also been a nursing instructor for Northeast Mississippi Community College in Booneville since 2004.

- **Marsha L. Tapscott** has been promoted to director of North Mississippi Medical Center's Marketing Department. Tapscott, who joined NMMC's Marketing Department in 1990, has served in several roles, most recently as manager.

The following medications were moved to Tier 2:

Benicar® and Benicar HCT® treat blood pressure. Claims data shows high utilization of this drug compared to others in its medication class. The committee members discussed

Acclaim Offers a Full Range of Services for Self-Funded Employers

March is National Social Work Month

NMMC Announces New Positions, Promotions

Acclaim P&T Committee Discusses Tier Changes

value in its use over other products. The cost of this product is equal to others in this drug class.

Namenda® treats Alzheimer's and has a unique mechanism of action. It is the only medication in its class.

Tekturna HCT® treats blood pressure. Tekturna® is currently on Tier 2, and adding another blood pressure agent (HCT) to this medication makes it a unique combination product.

Effective March 1, the following medications will be moved to Tier 3:

Atacand® and Atacand HCT® treat blood pressure and are in the same medication class as Benicar®. The committee members used claims data, physician prescribing pattern and price to make this decision.

Effective January 1, Acclaim covers Gardasil for females ages 9-26.

Education Department
(662) 377-3826

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.

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| March 7 | ACLS One-Day Recertification 8 a.m.-4:30 p.m., NMMC Education Center Call Renea Magana at (662) 377-3421 to register. |
| March 11 | Pathology Conference Charles Montgomery, M.D. 5:30 p.m., Hematology & Oncology Associates at BridgePoint |
| March 14 | 2008 Neurology Case Studies Hunt Bobo, M.D. 1 p.m., NMMC Education Center Call 377-3826 for more information. |
| March 20 | Medical Ethics Committee <i>It Takes a Village: How Caring for Many Improves Care for Each One</i> Michael O'Dell, M.D. 7:30 a.m., NMMC Education Center |