

practice notes

March 2011

NMMC FMRC Chosen for Tobacco Cessation Project

The North Mississippi Medical Center **Family Medicine Residency Center** is one of 11 sites selected to lead the statewide Tobacco Cessation “Office Champions” pilot project administered by the Mississippi Academy of Family Physicians Foundation.

Funded by the Mississippi State Department of Health, Office of Tobacco Control, the nine-month project will equip a diverse group of medical practices across Mississippi with tools to integrate cessation activities into the daily office routine and to cultivate tobacco-free culture.

There is strong evidence that advice from a health care professional can more than double smoking cessation success rates. Research shows that patients are more satisfied with their health care if their primary care provider offers smoking cessation interventions – even if patients are not yet ready to quit.

The FMRC and Mississippi’s family physicians are taking a frontline approach to helping their patients make better choices and aiding tobacco users in meeting their tobacco-free goal.

For more information, call (662) 377-2261 or 1-800-THE DESK (1-800-843-3375).

Quad-State Ultrasound Conference

NMMC is hosting the **2011 Quad-State Ultrasound Conference: “Sound Imaging.”** The conference will be held July 29-30 at the Summit Center in Tupelo.

All ultrasound modalities will be included, and the conference will be beneficial to physicians, sonographers, sonography students and anyone whose scope of practice includes sonography.

Registration deadline is July 12, but space is limited to 150. 11 CMEs are available.

For more information, call (662) 495-2331.

North Mississippi Physical Medicine and Rehabilitation Welcomes New Physician

North Mississippi Physical Medicine and Rehabilitation is pleased to announce the association of **Mary Macy, M.D.**

Dr. Macy completed her medical training at George Washington University of Health Sciences and Medicine in Washington, D.C. She was a surgical intern at the National Naval Medical Center in Bethesda, Md., and completed her flight surgeon training in Pensacola, Fla. She completed a residency in physical medicine and rehabilitation at Sinai/Johns Hopkins program in Baltimore, Md., and actively served in the United States Navy from 1992 to 2004.

Before coming to Tupelo, Dr. Macy was in private practice, focusing on complicated power wheelchair assessments with Coastal Consulting Services in Scarborough, Maine. She also served as medical director of BaySide NeuroRehabilitation Services of Goodwill in Portland, Maine, and from 2004-2009 was director of the Barbara Bush Children’s Hospital Pediatric Rehabilitation Program.

Dr. Macy is board certified by the American Board of Physical Medicine and Rehabilitation, and she is a member of the American Academy of Physical Medicine and Rehabilitation. She is the recipient of the Navy and Marine Corps Commendation Medal as well as the Navy and Marine Corps Achievement Medal.

She joins Brian Condit, M.D., in practice. North Mississippi Physical Medicine and Rehabilitation is

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.



NORTH MISSISSIPPI
MEDICAL CENTER



located in Longtown Medical Park, 4381 S. Eason Blvd, Suite 301 in Tupelo. For more information, call (662) 377-6610 or 1-800-THE DESK (1-800-843-3375), or visit www.nmhs.net/physical_medicine.php.

Festival Offers Hope to Local Cancer, Diabetes and Heart Disease Patients

Project Hope invites area families to come out Friday, March 4, and make a difference in the lives of local cancer, diabetes and heart disease patients. The 12th annual **Festival of Hope** is planned for 6-9 p.m. at Tupelo Furniture Market's Building 5, 1879 N. Coley Rd. With the theme, "Celebrating the Holidays with HOPE," this year's event features both widely-known and obscure holidays. Mitch Waycaster is serving as honorary chair.

Survivors of heart disease, cancer and diabetes will be honored during the opening ceremonies, and a time of remembrance is planned for those who lost their battle against these diseases.

Hamburger and hot dog plates will be sold for \$5 each to benefit Project Hope. Children's events are planned from 6:45-9 p.m., and games and musical entertainment will be ongoing throughout the event. Presenting sponsors are North Mississippi Medical Center and Project Hope. For more information about Festival of Hope, call (662) 377-3867 or (662) 377-4143, or visit www.projecthopems.com.

NMMC to Honor Spirited Women

Join NMMC and Spirit of Women in honoring **ordinary women** who do extraordinary things. Winners are selected based on the contributions they make through their work and service activities. The nomination deadline is April 1. Regional winners will be announced during NMMC's Woman's Place Lunchtime Learning program at noon Tuesday, May 17, at First Baptist Church Fellowship Hall. Regional winners go on to become national nominees. National winners will be honored during an event this summer.

Nominees for Spirit in Action awards are sought in these categories:

Young Person Role Model
Community Hero in Action
Healthcare Hero

For an official nomination form or more information, call (662) 377-4099 or 1-800-THE DESK (1-800-843-3375). The Spirit of Women Awards nomination form is also downloadable at www.nmhs.net/spirit_of_women.

NMMC Summer Health Academy to Introduce Youth to Health Careers

NMMC will host its eighth annual **Summer Health Academy** from 8 a.m.-noon June 6-10.

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 15.

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.

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/youth_programs.php. Students who are selected to participate will be notified by May 6.

Asthma Camp Helps Children 'Breathe Ezzzze'

Children with asthma are invited to participate in **Camp Breathe Ezzzze**, May 30-June 2, at Tishomingo State Park.

Open to children ages 6-12, Camp Breathe Ezzzze will feature fun activities, as well as educational sessions on asthma and its treatment. The camp

is designed to boost self-esteem and nurture friendships among children with asthma. This year's camp has a "Out of this World" space theme.

Camp Breathe Ezzzze is sponsored by NMMC with assistance from the American Lung Association of Mississippi, Project Hope and United Way. Around-the-clock care is provided by registered nurses and respiratory therapists. Camp participation is limited, and registration is due by April 1. The fee is \$100 per camper, with a \$25 nonrefundable deposit. Scholarships are available for all but the \$25 deposit.

Each parent and child are required to attend an educational session prior to camp. A schedule of available sessions will be provided upon acceptance.

For more information, call (662) 377-4706 or 1-800-THE DESK (1-800-843-3375). Applications can also be downloaded from the Camp Breathe Ezzzze Web site at www.nmhs.net/camp_breathe_ezzzze.php.

NMMC Seeks Teen Volunteers for Summer Program

The Volunteer Services Department of NMMC 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, 2011.

Volunteer opportunities abound in many areas of NMMC, including nursing, cardiac rehabilitation, pharmacy, rehabilitation services (physical, occupational and speech-language therapy), infusion services, Cancer Center and Family Medicine Residency Center, Baldwyn Nursing Facility, Baldwyn Wellness Center and Pontotoc Wellness Center are also volunteer sites. Program dates are June 1-July 13.

Application deadline is March 31, and applications are available at area school guidance offices or from the NMMC Volunteer Services Department. Students are also required to submit a cumulative grade report with their application.

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

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 February meeting.

New Studies

Study: An Open-label, Randomized, Phase III Trial of BIBW 2992 and Vinorelbine versus Trastuzumab and Vinorelbine in Patients with Metastatic HER2-Overexpressing Breast Cancer Failing One prior Trastuzumab Treatment (1200.75)

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

Summary: The purpose of this study is to test the safety and effectiveness of BIBW 2992, combined with vinorelbine compared to trastuzumab combined with vinorelbine in subjects with metastatic breast cancer who failed one prior trastuzumab treatment.

Study: A Phase II and Biomarker Study of Tivozanib in Subjects with Advanced Renal Cell Carcinoma (AV-951-10-202)

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

Summary: The purpose of this study is to determine if there are changes in the protein levels of the blood and tumor tissue that may be caused by tivozanib, and also if there are genetic markers that may be related to how the disease responds to tivozanib.

Study: A Rollover Protocol to Allow Continued Access to Tivozanib (AV-951) for Subjects Enrolled in Other Tivozanib Protocols (AV-951-09-901)

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

Summary: The purpose of this study is to allow continued access to tivozanib for patients who have participated on a previous tivozanib study and are receiving benefit.

Study Renewal

Device: JOMED Jostent: Non-investigational (FDA limited humanitarian device exemption approval) Rescue Coronary Stent Graft for Coronary Perforation during percutaneous transluminal coronary intervention (PTCI).

Investigator: Barry Bertolet, M.D. (PI)

Summary: The Jostent is a covered stent that was made to aid in the very uncommon situation of a coronary vessel perforation during an angiography/PTCI procedure. This particular stent was approved under the Humanitarian Device Exemption Regulation for the specific use of such perforations, causing the patient to be at risk of severe complications and/or death.





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.

March 10

Medical Ethics Committee

Patient Accountability & Its Influence on Treating the Patient

Lee Greer, M.D.

7:30 a.m., NMMC North Education Center

March 11

Neuro/Radiology Case Studies

Hunt Bobo, M.D., & Robert Becker, M.D.

1 p.m., NMMC North Education Center Room 7/8

April 4-5

Women's Health, Newborn & Children's Conference

8 a.m.-4:30 p.m., NMMC Auditorium

CME credit will be issued.

For more information or to register, call (662) 377-3900.

April 9

2011 Spring Cardiology Symposium

8 a.m., Hilton Garden Inn Conference Center

CME credit will be issued.

For more information or to register, call (662) 377-3900.

April 21

Medical Ethics Committee

Are Cancer Treatments Ever Futile?

Andrew Kellum, M.D.

7:30 a.m., NMMC North Education Center

www.nmhs.net/physicians_portal

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