

practice notes

May 2009

NMMC Receives Two Prestigious National Designations

Business as usual at North Mississippi Medical Center has netted the hospital two prestigious national awards recognizing overall organizational performance: **Thomson Reuters 100 Top Hospitals** and the newly created **Everest Award** for National Benchmark Winners.


THOMSON REUTERS
TOP HOSPITALS
2008 EVEREST AWARD
NATIONAL

Both honors are determined by a rigorous evaluation of publicly available performance data and were not solicited by the organization. Winners were selected based on their results in the 100 Top Hospitals National Balanced Scorecard that evaluates performance in nine areas: mortality, medical complications, patient safety, average length of stay, expenses, profitability, cash-to-debt ratio, patient satisfaction and adherence to clinical standards of care. This annual study identifies the nation's top organization-wide performers, using the two most recent years of data.

NMMC was one of 23 hospitals nationally recognized for the newly introduced Everest Award. According to Thomson Reuters the Everest Award winners have reached the highest level of accomplishment on the 100 Top Hospitals national balanced scorecard – benchmark performance combined with the fastest rates of long-term improvement. This marks the first time the 100 Top Hospitals benchmarks have been integrated with data reflecting long-term performance trends to identify the top-performing hospitals that are improving at the faster rate. NMMC is the only Mississippi hospital recognized as one of the 2008 100 Top Hospitals.

“These accomplishments reflect years of dedication by our physicians and staff,” said John Heer, North Mississippi Health Services president and chief executive officer. “Being at the top of the 100 Top Hospitals reflects the innovative ways that NMMC is working to enhance patient safety and quality.”

Jean Chenoweth, senior vice president for performance and 100 Top Hospitals Programs at Thomson Reuters

agrees. “The board, administrative staff and physician leaders of the Everest Award-winning hospitals developed long-term strategies and executed them with extraordinary skill and extraordinary results,” she said. “The Everest Award winners have reached the point at which innovation is a must to improve further.”

If all Medicare inpatients received the same level of care as patients treated in the 100 Top Hospitals:

- More than 107,500 additional patients would survive each year.
- Nearly 132,000 patient complications would be avoided annually.
- Expenses would decline by \$5.9 billion a year.
- The average patient stay would decrease by nearly half a day.

Thomson Reuters' researchers evaluated 3,000 short-term, acute care, non-federal hospitals and used public information to conduct the 100 Top Hospitals surveys. NMMC is a past recipient of the Top 100 Performance Improvement Leaders honor.

For more information on the awards, log on to www.100tophospitals.com/

What does a 100 Top Hospitals national award mean to a health care consumer?

According to Thomson Reuters, having a 100 Top Hospitals national winner in the community is very important to consumers. Just as local sports teams are measured by performance, this award means that a local hospital has been measured against all of the hospitals just like it in the nation. Each hospital is being recognized as a top performer in one of five separate hospital categories: major teaching, teaching, large community, medium community and small community. NMMC was recognized in the teaching category.

A 100 Top Hospitals national winner ranks above the top 90 percent on hospital-wide performance when compared with its national peers. The winners were scored on nine performance measures and judged how



**NORTH MISSISSIPPI
MEDICAL CENTER**

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they performed overall, not merely for one specific disease or surgical procedure.

A winning hospital uses a team approach, including its board of directors, management, doctors, nurses and other employees, to constantly measure performance in many areas of the hospital to make it a better place for patients to be treated. Hospital-wide teamwork produces a greater likelihood of a better outcome, higher satisfaction and more reasonable cost, as well as a lower likelihood of a medical error.

NMMC'S Skilled Nursing Facility, Baldwyn Nursing Facility Receive Four-Star Ratings From CMS

NMMC's **Skilled Nursing Facility** and **Baldwyn Nursing Facility** have been awarded four-star ratings from the Centers for Medicare and Medicaid Service (CMS).

CMS released quality ratings for each of the nation's 15,800 nursing homes that participate in Medicare or Medicaid for the first time in its history. NMMC's Skilled Nursing Facility and Baldwyn Nursing Facility were the only nursing facilities in Lee County with a four star rating.

Facilities are assigned star ratings from a low of one star to a high of five stars based on health inspection surveys, staffing information and quality of care measures. The ratings are publicly available on the agency's Nursing Home Compare Web site at www.medicare.gov.

"Our goal in developing this unprecedented quality rating system is to provide families a straightforward assessment of nursing home quality, with meaningful distinctions between high and low performing homes," said CMS Acting Administrator Kerry Weems. "The new information will also help consumers and families identify important questions to ask nursing homes and challenge nursing homes to improve their quality of care." A four star designation means the facility ranks "above average."

NMMC Hospice To Hold Memorial Service, May 17

NMMC Hospice will host a memorial service from 2-3 p.m. Sunday, May 17, at St. Luke United Methodist Church, 1400 Clayton Ave., Tupelo. This is a time for families who have lost a loved one on NMMC Hospice over the past six months to honor their loved one and be reunited with Hospice staff and volunteers. The service is held biannually to provide families the opportunity to share memories and feelings with others who understand the grief process.

Bereavement services include counseling before and after death, practical help with daily living, and referrals to other resources and support groups.

The NMMC Hospice staff stays in contact with family members for 13 months following the death of a patient through phone calls, cards and visits.

For more information on the bereavement care offered by the NMMC Hospice program or the memorial service, call (662) 377-3612 or 1-800-THE DESK (1-800-843-3375).

Take A Swing at Cancer Benefit Golf Tournament Set for May 18

The Health Care Foundation of North Mississippi will sponsor the 14th annual **Take a Swing at Cancer Benefit Golf Tournament** Monday, May 18, at **Old Waverly** in West Point.

Proceeds benefit the NMMC Cancer Center Patient Assistance Fund, which provides approximately \$220,000 annually for needy patients and their families.

The cost is \$250 per player for the four-person scramble. Golfers who are cancer survivors will receive special recognition during the tournament. There will be two flights, with registrations beginning at 7:30 a.m. and again at 12:30 p.m. A luncheon for all players will be held at 11 a.m., as well as a reception at 6 p.m.

The entry fee includes 18 holes of golf, cart fee, lunch, 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) 377-3613 or 1-800-THE DESK (1-800-843-3375), or log on to www.nmhs.net/hcf/take_a_swing.

NMMC to Host 'Girl Talk' For Teens & Their Mothers

NMMC will host **Girl Talk**, a frank discussion of the physical consequences of sexual activity, for girls ages 12-17 and their mothers on Monday, May 11.

The free program will begin at 6 p.m. in the Cora Fields Auditorium, NMMC North Education Center, 830 S. Gloster.

Call (662) 377-3867 or 1-800-THE DESK (1-800-843-3375) to register or for more information.

NMMC Hand Clinic Offers Assistance

Spring is a time of increased risk for hand injuries and pain from over-using those muscles that have been hibernating all winter. The NMMC **Outpatient Rehabilitation Center's Hand Clinic** is staffed with a certified hand therapist who specializes in treating injuries to the upper extremities. To make a referral or for more information, call (662) 377-7215.

Salttillo Physician Honored with 80th Birthday Party At Clinic

R.B. (Rud) Robison, M.D., was honored with a party in honor of his 80th birthday on March 23 at Salttillo Medical Clinic.

A native of Tupelo, Dr. Robison has been practicing medicine for 55 years. He came to **Salttillo Medical Clinic** and joined North Mississippi Medical Center's medical staff in 1958.

"Really and truly, I think I've been very fortunate," Dr. Robison said. "I've also been lucky to be physically and mentally able to continue to practice medicine. I have not thought about retirement."

Dr. Robison is a graduate of Mississippi State University. He completed his medical studies at the University of Tennessee College of Medicine, his internship at Mobile County Hospital in Mobile, Ala., and two years orthopedic service through the U.S. Army at Fort Benning, Ga.

Dr. Robison and his wife Nancy have been married for 35 years and reside in Belden. Their children include – R. B. Robison, Jr., R. Andrew Robison, Stacy Price, Kim Lannom and Wendy Morrow. Their oldest daughter, Angela White, passed away in February. They also have eight grandchildren.

Acclaim P&T Announces Tier Changes

The Acclaim P&T committee met recently and reviewed drug classes on the suggested 90 day supply list. Osteoporosis medications were discussed as a chronic need for many patients, and the committee recommends this drug class be added to the 90 day list.

Flu season is often unpredictable with regard to the appropriate medications that will effectively treat the flu. As the flu mutates each year and during a season, common treatments may no longer work. The committee voted to recommend all flu treatments be on tier 2. Therefore, Relenza® should be added to tier 2. Tamiflu® is currently on tier 2.

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 April meeting.

New Studies

Study: A Multicenter, Open-label, Controlled, Phase III Study, Testing Cilengitide in Combination with Standard Treatment (Temozolomide with Concomitant Radiation Therapy, Followed by Temozolomide

Maintenance Therapy) versus Standard Treatment Alone (EMD 121974-011)

Investigators: Rhodemarie Maron, D.O. (PI);

Christopher Croot, M.D.; Tupelo Neurology Group
Summary: The primary objective of this study is to determine if taking cilengitide in addition to standard of care prolongs survival time in patients with glioblastoma.

Study: Antiviral Effect, Safety and Pharmacokinetics of Once Daily BI 201335 NA in Hepatitis C Virus Genotype 1 Infected Treatment-naïve Patients for 24 Weeks as Combination Therapy with Pegylated Interferon-alpha 2a and Ribavirin (Double-blind, Randomized, Placebo-controlled, Phase II) (1220.5)

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

Summary: The primary objective of this study is to determine if taking BI 201335 in addition to standard of care will produce long-term effects in hepatitis C patients.

Study: INFORM – Index for Rheumatoid Arthritis Measurement

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

Summary: The primary objective of this study is to determine if new blood tests can be developed to assess disease activity, severity and response to medications in a way that will provide a tool for personalized, evidence-based disease management for patients with rheumatoid arthritis.

Study Renewals

Study: A Randomized, Phase IIb Study of Sunitinib plus Oxaliplatin, 5-Fluorouracil and Leucovorin (Folfox) versus Bevacizumab plus Folfox as First-line Treatment in Patients with Metastatic Colorectal Cancer (A6181104)

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

Summary: The purpose of this study is to investigate whether treatment of colon/rectal cancer with sunitinib plus Folfox is better than treatment with bevacizumab plus Folfox. Enrollment is open.

Study: A Randomized, Double-blind, Parallel-group Study of Cardiovascular Safety in Osteoarthritis or Rheumatoid Arthritis Patients with or at High Risk for Cardiovascular Disease Comparing Celecoxib with Naproxen and Ibuprofen (A3191172)

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

Summary: The purpose of this study is to assess the effects of long-term use of celecoxib compared to ibuprofen and naproxen on cardiovascular, gastrointestinal and renal safety. 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.**

May 1

2009 Orthopaedic Conference

8 a.m., NMMC Education Center

May 8

2009 Gumtree Family Medicine Review

8 a.m., NMMC Education Center

Call Tracie Conwill at (662) 377-3826 to register.

May 21

Medical Ethics Committee

7:30 a.m., NMMC Education Center

Us vs. Them – Different Attitudes toward Certain Culture or Religions

Bruce Toppin, J.D.

May 29

2009 Wound Conference

8 a.m., NMMC Education Center

830 South Gloster
Tupelo, MS 38801



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