



Newsletter Medical Staff

Medical Staff Services are the foundation of a solid, well governed medical staff that prides themselves in providing Midland Memorial Hospital and its customers with the highest quality of patient care possible.

Culture of Ownership: First 6 Core Action Values

The first six Core Action Values will help you lay a solid foundation of character strength. Character is substantially defined by Authenticity and Integrity; it is refined through Awareness, Courage, and Perseverance; and it is reflected in Faith. Character is destiny, and the work that you put into laying this solid foundation will help to assure that your path in life leads to a bright destiny.

Core Action Value #3—Awareness

Awareness is essential to both professional and business success. Your level of awareness will determine the extent to which you appreciate the beauty of the world around you, perceive the opportunities for service and achievement that are always open to someone who is paying attention, and the quality of your interactions and relationships with other people both at work and home. In the retail world, awareness is the essence of what customers perceive as quality service. In the healthcare environment, awareness profoundly influences both the quality and accuracy of diagnosis and treatment, as well as the patient's perception of the quality of that treatment.

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Introducing Our New Practitioners

May 2015

Helaman P Erickson, DDS—Oral & Maxillofacial
Adenike Esho, MD—Internal Medicine/Hospitalist
Michael Becker, MD—Obstetrics & Gynecology
Aneesa S. Majid, MD—Interventional Radiology

William Thompson, MD—Interventional Radiology
Travis Van Meter, MD—Interventional Radiology
Veronica Mendez, RDA—Dental Assistant
Corey Smith, CRNA—Nurse Anesthetist

Continuing Medical Education—See Bottom of Page 4

Midland Memorial Hospital is accredited by the Texas Medical Association to provide Continuing Medical Education for physicians. Midland Memorial Hospital designates this live educational activity for a maximum of 1.0 *AMA PRA Category 1 Credit(s)*™ for each teaching program throughout 2015. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Physician Education for Improving Documentation

Physician Education Modules are available through 3M and are available by specialty. Notify Rebecca Pontaski, Medical Staff Manager if you would like a login.

Medical Staff Services Reminders

- Texas Electronic Registrar (TER) Death Registration System—Since 2007, state law requires that all cause-of-death information and medical certifications to the DSHS be submitted electronically. Physicians who do not sign death certificates in a timely fashion face a \$500 fine per violation from the TMB.
- It is peak season for students and others who want to come in and observe practitioner work. Anyone who will be observing a practitioner needs to complete and provide some information before they are able to do so. Please contact the medical staff office at 432-221-4629 for this information and process.

In Addition

If you would like to submit information for future newsletters, please email the information to Rebecca Pontaski at rebecca.pontaski@midland-memorial.com.

Medical Staff Leadership

Chief of Staff
Sari Nabulsi, MD

Chief of Staff Elect
Michael Dragun, MD

Past Chief of Staff
John Dorman, MD

Department Chairs
Hospital-Based Services
Larry Edwards, MD

Medical Services
Larry Oliver, MD

Surgical Services
T.M. Hughes, MD

Rebecca Pontaski, MHA, CPMSM, CPCS, RHIT
Medical Staff Manager
432-221-1625

Alma K. Martinez, RHIT
Medical Staff Coordinator
432-221-1510

Betsy Martinez
Credentialing Specialist
432-221-2165

Esther Griego
Medical Staff Assistant
432-221-4629



New Information



Forward Thinking

Lawrence Wilson, MD, MBA, FACEP
Vice President, Medical Affairs/CMO

To: Russell Meyers
From: John Dorman, MD
Subject: OR

Russell,

I would like to share with you how well things run in the OR. Over the last 1-2 years I feel that my experience in the OR has improved markedly. My room is always ready and my turnover times are amazing. I have been working at MMH for 10 years and there is a noticeable improvement in the OR Department.

I would also like to specifically thank Wes, Marti, Amy for their leadership as well as the people assigned to my room, Esmey, Amber, and Sorin. They do a remarkable job and it's obvious that they care about what they do and do it well.

I have been meaning to write this for quite some time. I realized that the OR is a stressful environment at times and that it is hard to please everybody, but the above mentioned individuals go out of their way to help the OR run smoothly and take excellent care of the patients.

Thank you,
John Dorman, MD

The Power of Positive Change

Well-functioning teams, check lists, cultural of ownership and pride in one's work? Ask Dr. Dorman if this makes a difference.

His letter to Russell Meyers above suggest he has seen the impact in the operations of the OR. It does not change overnight but the change is real as we adapt ourselves to improving the quality of care delivery.

A couple of years ago we identified opportunities for improving the quality of care delivered in the operating rooms. An outside group, Safer Health Care, was brought in and they observed our operations. It was not surprising that they found opportunities to improve care. They then brought in a dynamic program that showed how in the space industry check list, following standard procedures, decreasing variations in processes and by all means improving communication, has saved lives and reduced the risk of mistakes. Finally they translated those lessons into process improvements at Midland Memorial. The outcome, experiences like Dr. Dorman expresses above.

Kudos to all the operating room staff. Finally, thank you Dr. Dorman for acknowledging the performance improvement so many have participated in creating.

Lawrence Wilson, MD



From the Desk of your Chief of Staff will return next month.

Sari Nabulsi, MD, MBA, FAAP

ICD-10

Hopefully you took advantage of the 3M training this past weeks. Great opportunity to get specialty specific education about the changes to expect with ICD-10. Most important is specificity of documentation. MMH has hired specialist in Clinical Documentation Improvement or CDI. They are meant to concurrently review and alert us when diagnoses and documentation are inconsistent or if documentation may support additional diagnoses or CC's/MCC's. They are here to help so please welcome them when they hit the floor. Implementation of ICD-10 is on 1 October. Are you and your staff ready? Let us know if we can help.

Culture of Ownership and Physician Leaders

A group of Midland physicians had a healthy dialogue over dinner on April 20th at the Petroleum Club. Discussion included the path healthcare is on and what we can do to improve health care delivery in our community. Excellent input from Drs. Vikram Patel, PK Patel, Russell Akin, Larry Oliver, Kirit Patel, Terry Beck, Steve Rea, Ron Tanner, Jim Humphreys, among others.

On May 26th we will have an opportunity to dialogue with Joe Tye. He will be back to discuss with the MMH staff the culture of ownership journey we are all taking. If your interest has been peeked by the discussion and changes you have observed at MMH, please join us for dinner and discussion. More information to follow in the near future.

In the spirit of physician leadership in our community, Drs. Staton Awtrey, Padmaja and Mrunal Patel are spearheading efforts to launch an "improved health with better living" program for our Midland Community.

In the near future Midland Memorial will help them bring a documentary to Midland about plant based and whole foods nutrition and how it can change lives for the better. If you have not seen or heard the message, please keep a look out. It will be great for practitioners and patients alike. I am looking forward to assisting them and Midland Memorial develop a wellness program encouraging life style changes to help our patients literally run away from heart disease by improving fitness, diet and other lifestyle changes. These program are supported by medical science, have worked in other communities' and are overdue in Midland.





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Five Facts about ICD-10

To help dispel some of the myths surrounding ICD-10, the Centers for Medicare & Medicaid Services (CMS) recently talked with providers to identify common misperceptions about the transition to ICD-10. These five facts address some of the common questions and concerns CMS has heard about ICD-10:

1. **The ICD-10 transition date is October 1, 2015.** The government, payers, and large providers alike have made a substantial investment in ICD-10. This cost will rise if the transition is delayed, and further ICD-10 delays will lead to an unnecessary rise in health care costs. Get ready now for ICD-10.
2. **You don't have to use 68,000 codes.** Your practice does not use all 13,000 diagnosis codes available in ICD-9. Nor will it be required to use the 68,000 codes that ICD-10 offers. As you do now, your practice will use a very small subset of the codes.
3. **You will use a similar process to look up ICD-10 codes that you use with ICD-9.** Increasing the number of diagnosis codes does not necessarily make ICD-10 harder to use. As with ICD-9, an alphabetic index and electronic tools are available to help you with code selection.
4. **Outpatient and office procedure codes aren't changing.** The transition to ICD-10 for diagnosis coding and inpatient procedure coding does not affect the use of CPT for outpatient and office coding. Your practice will continue to use CPT.

All Medicare fee-for-service providers have the opportunity to conduct testing with CMS before the ICD-10 transition. Your practice or clearinghouse can conduct acknowledgement testing at any time with your Medicare Administrative Contractor (MAC). Testing will ensure you can submit claims with ICD-10 codes. During a special "acknowledgement testing" week to be held in June 2015, you will have access to real-time help desk support. Contact your MAC for details about testing plans and opportunities.

Keep Up to Date on ICD-10

Visit the CMS [ICD-10 website](#) for the latest news and resources to help you prepare. Sign up for [CMS ICD-10 Industry Email Updates](#) and [follow us](#) on Twitter.

cms.gov

Continuing Medical Education

May 28th – Going From Good to Great in Hospital Medicine

Reuben Tovar M.D - Presentation Time: 12:15 p.m.

Location: Conference Rooms B&C

Objectives:

- Describe their patients more accurately in the medical record.
- To be able to understand concepts of GMLOS, CMI, and the importance of Clinical Documentation Integrity with respect to the GMLOS, Severity of Illness, and Risk of Mortality.



Newsletter Medical Staff

Dr. Sandeepa Musunuru

CONGRATULATIONS!

You made a difference and it shows.

On Sunday, February 8th I took my son (Andrew) to the Emergency Department with severe abdominal pain, the ED being extremely busy. The nurse (Josh) saw my son and he immediately started the triage process and took him/us into an ED room. The nurse (Tracey) was wonderful, she was very concern about his pain and was speaking directly to him and explaining everything to him making sure he understood what was happening. It is very heartbreaking for a mother to see her son go through so much pain, thanks to Tracey she helped me stay at ease and kept my son well informed.

Dr. Valle, was amazing he immediately came into the room and also explained everything to Andrew and myself, telling us he needed an appendectomy. Within no time at all, we were moved to the 7th floor. My son was very scared when he found out he was having surgery, again, he was just recovering from knee surgery he had in December which was not a good experience (we were referred to Dallas), this is a lot for a 15year old boy to be going through. The next morning, the surgeon, Dr. Musunuru came into the room and once again explained the procedure I was speechless she is AMAZING and WONDERFUL. She took her time to answer all of Andrew's questions, him being very nervous he did ask a lot of questions. We just want to say, THANK YOU to everyone that took care of my son, just by explaining everything to him made a BIG difference and eased our worries. Once again, THANK YOU from the bottom of our hearts. We have a great team at Midland Memorial Hospital and I am proud to be on that team.

Thank you,
Christina Vidal and Andrew

Dr. Edgardo Valle
CONGRATULATIONS!

You made a difference and it shows



I hope this is for the Bravo card.....I would like to thank Dr. Valle and Armando Rivera for taking great care of my father, Wendell Smith, while he was a patient in ER. They were kind, patient, and a joy to be around. They made a hospital visit a pleasant experience!!

