Physician Relations introduced this segment in January 2016 as a way to further recognize physician leaders in our community. Leadership starts with the physician, and our aim is to highlight those who exhibit leadership and work to lead Mercy’s positive growth...

Mercy Medical Center welcomed fellowship-trained oncolgic surgeon, Vincent Reid, MD, FACS, to the Hall-Perrine Cancer Center (HPCC) in July 2012. Since that time he has provided visionary leadership and has been an integral partner in the coordination of HPCC’s services to offer a truly comprehensive experience for patients. He is very active in his role as the HPCC Medical Director. He helped HPCC receive its 2014 Commission on Cancer accreditation. He also aided in the upgrade of radiation equipment and created multidisciplinary clinics for breast, skin, lung and thyroid cancers.

His passion is to increase healthcare access through free cancer screenings and decrease health disparities. Dr. Reid continually offers educational talks, presentations and forums throughout the community.

He is:
- Chairman of the Physician Leadership Council
- Chairman of the Medical Director Council
- Dr. Percy Harris Fellowship Award Winner
- Surgical Department Chair
- 2014 Colleague Physician Award Winner
- 2015 Patient Advocate Physician Award Winner
- Assistant Professor of Surgery at U of I

Time and time again, he selflessly dedicates his time to serving his patients and educating staff because it’s the right thing to do. Dr. Reid does all of this while executing the highest level of poise, positivity and professionalism. He is the epitome of a true colleague.

His dedication to quality care is evident. He was one of the first surgeons to use MarginProbe technology in the country and was acknowledged by the Wall Street Journal for this work. Dr. Reid performed a clinical study utilizing MarginProbe and compared the results before adopting the system. He achieved a 75 percent relative reduction in re-excision procedures and a 40 percent relative reduction in the volume of tissue removed from the shavings.

Patients consistently recognize him for his knowledge, positive attitude and unbelievable bedside manners. One patient had this to say to others looking for outstanding cancer care: “To anyone looking for a great doctor, please look no further!”

He is vested in supporting the African American Museum of Iowa and serves on their board. He is also on the board of Tanager Place. Dr. Reid is quite involved in community screening and prevention programs held at HPCC. His vision created the annual “Your Skin Is In” prom event, which has educated nearly 300 teens over the last three years about the risk associated with tanning beds.

Thank you, Dr. Reid, for your superior leadership at Mercy and within the Cedar Rapids community.

If you know a physician leader and have a story to share in this segment, please send it to Jessica Coppess at jjcoppess@mercycare.org.

Beginning July 1, Mercy’s Healing Center will have new hours!

Monday through Friday: 7 a.m. to 5:30 p.m. (infusion/nursing care needs), 8 a.m. to 4 p.m. (wound care)
Saturday and Sunday: 7 a.m. to 7:30 p.m. (infusion/nursing care needs)
Holidays: 7 a.m. to 3:30 p.m. (infusion/nursing care needs; may have minimal availability between 3:30 and 5:30 p.m., if needed)
Starting June 28, Mercy will begin using a Bruker Microflex instrument that will improve the timeframe in which organisms from various cultures are identified. The new system will provide results 24 to 48 hours sooner. The turn-around time for antibiotic sensitivities/resistance will stay relatively the same.

The new instrument identifies microorganisms using Matrix Assisted Laser Desorption/Ionization–Time Of Flight (MALDI-TOF) to identify an organism’s molecular fingerprint. This technology is used in only a handful of institutions within the state. We are pleased to bring you this technology to improve patient care, especially within the delivery of antibiotics.

If you have additional questions about this technology or would like more information or education in-person related to this technology or its associated processes, we are happy to schedule time to visit with you. Please reach out to Joe Janutka, Microbiology Supervisor, at jjanutka@mercycare.org or (319) 861-7701 or Megan Bernabe, Clinical Pharmacist-Antimicrobial Stewardship/Infectious Diseases, at mbernabe@mercycare.org or (319) 221-8850 if you need more information.

Especially for You Race Against Breast Cancer – SAVE THE DATE

Sunday, Oct. 1, 2017
Opening ceremonies at 7:45 a.m.
5K begins at 8 a.m.;
5K walk/family-fun walk immediately following.

Mercy Medical Center at Hall-Perrine Cancer Center, 10th Street SE.
For more information, call (319) 398-6582 or visit especiallyforyou@mercycare.org.

Cedar Rapids Medical Education Foundation Match

The Cedar Rapids Medical Education Foundation had a very successful match this year, with all seven positions filled. The Residency is pleased now to announce the names of the incoming first-year residents whose official starting date will be Monday, June 26, 2017. The first-year class will have seven residents, all of whom are highly qualified. They are as follows:

Derrick T. Alger, MD — University of Medicine and Health Sciences
Asghar Ali, MD — Medical University of Lublin
Atabak Asvadi Kermani, MD — Tabriz University of Medical Sciences
Jane C. Fischer, MD — University of Iowa Carver College of Medicine
Martin A. Sahakyan, MD — Ross University School of Medicine
Mina Soleimani, MD — Tabriz University of Medical Sciences
Dylan R. Streb, DO — Michigan State University College of Osteopathic Medicine

Please join us in welcoming them when they arrive in June.

Education Corner

Clinical Grand Rounds
Faces of Addiction: Providing Compassionate Care to the Detox Patient
Thursday, June 15
Noon to 1 p.m.
Mercy, Hallagan Education Center

Thankful Patient Notes

Dr. David Glassman – Dr. Glassman and OR team were very good, made me less apprehensive, very caring, explained every movement.

Dr. Deb Wilbur – Dr. Deb Wilbur always is so kind and listens! Very good at explaining everything. Would never go to anyone else.

Dr. Aaron Benson – Dr. Benson was extremely helpful and explanatory. I have had an ongoing issue for years and NO ONE has ever really explained the issue to me. He used photos and was very descriptive.
Linn County Medical Society Medical Provider Directory Updates

It’s that time of year again — time to update the Linn County Medical Society Medical Provider Directory. If you have changes or additions to your listing in the directory, please email Jessica Coppess at jjcoppess@mercycare.org or Mary Henry at St. Luke’s, mary.henry@unitypoint.org, with your changes TODAY. A tentative timeline for directory changes is outlined below. Let us know if you have any questions or concerns! Thank you.

June – Request for changes and/or additions
July 1 – Reminder email
July 15 – All directory corrections and additions due
August 1 – First draft of provider directory distributed to offices for review
August 11 – First draft changes due
August 18 – Second draft of provider directory to offices for review
August 25 – Second draft changes due
August 30 – Third and final draft of provider directory to offices for review
September 6 – Final draft changes due
September 8 – Sign off of directory by LCMS, MMC, STL and PCI – Send to print
October 1 – Directory distribution

New Medical Staff Office Personnel

Please join us in welcoming Courtney Squires to Mercy’s Medical Staff Office!
Courtney is a Customer Service Representative at MercyCare North Liberty and has accepted a second position in the Medical Staff Office at Mercy Medical Center. Her first day at the hospital was May 2.
She supports Medical Staff committee meetings, Quality and Patient Safety Board of Trustees meetings, Person On-Call schedules for physicians, the Medical Director of Medical Affair’s calendar and other various Medical Staff credentialing and privileging activities.
She is located in the main Medical Staff Office, 17-68 area, and her phone number is (319) 398-6157.
Welcome, Courtney!

Provider Survey Info

It has been approximately two years since the last provider engagement survey. Therefore, Mercy will launch the next survey on June 19. Before the next launch, we wanted to quickly review the opportunities that were identified through the 2015 survey and what we’ve done to improve.

In the 2015 provider survey YOU shared….

You want the organization to provide excellent clinical care to patients.

Mercy Medical Center heard you and responded by:

- Continuing to create and publish Mercy’s annual Quality Report so providers and consumers are aware of Mercy’s quality achievements.
- Ongoing monitoring and improvement of patient satisfaction and HCAHPS scores.
- Continuing to maintain an educational skills library with more than 50 topics. These topics are consistently designed for the simulation lab to ensure hands-on practice.
- Hiring educators for specialty areas to include ICC, CSC, ED, Med Surg, and Birthplace.
- Focusing on onboarding new staff and conducting ongoing education for existing staff (using the skills library materials).
You wish to have more clinical support staff assistance and development.

- Enhancing orientation to include a Post-Epic skills session, where new hires go to the simulation lab after each day of Epic training to practice what they have learned that day hands on.
- Requiring staff to complete annual courses, competencies and web in-services.
- Facilitating periodic grand rounds and CME events for staff and providers.
- Providing education at department meetings when new services are established (i.e. caring for the bariatric patient).
- Redesigning the New Nurse Graduate Residency Program to emphasize skills practice and soft-skill education.
- Rolling out the SelfCare for HealthCare program to all staff. More than 800 participated in the launch sessions.
- Revision and posting of Mercy’s Performance Improvement Plan.
- Ongoing education from the Clinical Improvement team that is evidence-based and enhances the safety and quality of patient experiences.
- Hosting and participating in multiple job fairs.
- Establishing and offering a referral bonus.
- Creating flyers, screen savers, lunch and learns, etc. to create interest around Mercy and jobs we have available.
- Continuing growth (Med/Surg and Post-Acute) and formation of additional float pools (Critical Care and Women’s and Children’s).
- Implementing incentive pay policy.
- Focusing on onboarding new staff and conducting ongoing education for existing staff (using the skills library materials).
- Hiring educators for specialty areas. Educators are currently in place on ICC, CSC, ED, Med Surg and Birthplace.
- Creating an Intern RN II program that allows graduated RNs to start their training before passing their boards. It is a temporary part-time position that allows the individuals to go through training while they are studying for boards. They go through training as a cohort.
- Increasing targeted advertising and revised application process.
- Pipeline building; partnering with KPACE (Kirkwood) on Health Professional Certification; partnering with Mount Mercy on the BSN program, internship program and Goodwill training.
- Hosting and participating in multiple job fairs.
- Establishing and offering a referral bonus.

You would like to see improvement in nursing staff recruitment and retention.

- Eliminating mandating and required extra shifts above the employee’s FTE.
- Rolling out the SelfCare for HealthCare program to all staff. This program has provided us with a mechanism to better care for our staff, which in turn decreases burnout and increases satisfaction.
- Continuing market reviews of compensation in an effort to retain staff.
- Creating an Intern RN II program that allows graduated RNs to start their training before passing their boards. It is a temporary part-time position that allows the individuals to go through training while they are studying for boards. They go through training as a cohort.
- Increasing targeted advertising and revised application process.
- Pipeline building; partnering with KPACE (Kirkwood) on Health Professional Certification; partnering with Mount Mercy on the BSN program, internship program and Goodwill training.
- Hosting and participating in multiple job fairs.
- Establishing and offering a referral bonus.
• Hiring a new CMIO, Nicholas Hodgman.
• Restructuring IT teams.
• Continuing to look at ways of improving Epic training for physicians.
• Reviewing and revising Epic templates one department at a time.
• Beginning discussions on Epic access and reconsidering authority to act within Epic.

• Maintaining current channels of communication such as the Physician Newsletter, Top 5, p.mercycare.org and reports at medical staff committee and section meetings.
• Posting the strategic plan on p.mercycare.org.
• Providing administrative reports at Medical Executive Committee and section meetings.
• Exploring a communication app for mobile devices.
• Attending individual provider meetings to review the strategic plan and provide updates as needed and when requested.

Mercy believes physician leadership is crucial to shepherding healthcare into the future and creating a delivery system rooted in quality care at lower costs. Below is what we are doing to help cultivate that:

• Establishment of five key Medical Director roles
  o Physician Communication
  o System Quality & Population Management
  o Medicare/Medicaid Population Health
  o Nursing Home Development
  o Medical Affairs
• Reinforcing the importance of becoming involved and taking a more active role in the Physician Leadership Council.
• Encouraging physicians to reach out to Leslie Schwarting or Monica Fergus if they wish to be involved in physician recruitment candidate interviews.
• Enhancing the dyad model that pairs physician clinical leaders with non-physician operational leaders.
• Increasing awareness of how to become involved in Medical Staff and hospital committees.
• Continuing the recognition of physician leaders through the Annual Provider Awards and the “This is Leadership” article in the Physician Newsletter.
• Promoting involvement in the Capital Prioritization meeting in the spring. At this meeting, capital requests are presented and scored by physicians based on standard criteria. This scoring is instrumental in final funding decisions.
• Inviting partners/physician leaders to introduce new providers to the rest of the medical community at the Mercy New Provider Welcome event in the fall.
• Engaging and introducing key physician leaders to new providers within Mercy.
You want better working relationships with clinicians in the organization inside and outside of your practice area.

Relationships are personal and each individual is responsible for their own good working relationships. Ways in which we have and will help facilitate relationships include:

- Encouraging direct communication between providers.
- Continuation of events such as the New Provider Event and the Mercy Honors.
- Facilitating periodic networking events.
- Encouraging physicians to attend staff/department meetings.
- Coordinating biannual MercyCare CME events and inviting the entire medical community to attend.
- Introducing new providers to key clinicians throughout the organization during orientation.
- Facilitating meet and greets for new providers in the medical community with primary referral sources.

You want a strategic partner in navigating the changing healthcare landscape.

Mercy continues to adjust, actively create opportunities and integrate Medical Staff into strategic planning (i.e. department summits, capital planning, strategic planning pillar meetings).

Another area of great focus was communication.

Understanding your preferred mode of communication was a priority, so we conducted a Medical Staff survey and found that email communication was considered the most valuable form of communication. Since that time, organizational announcements, personnel changes, strategic partnership updates and other relevant news has been communicated broadly through emails from Dr. Tim Quinn and other members of the executive team, in addition to the Top 5 updates.

In 2015 we asked: Over the next 12 months, what are three key decisions in which you’d like to see more physician involvement?

The three areas you asked to be more involved in (and Mercy’s responses) are noted below:

- Physician Recruitment – Operational teams and physicians were highly involved in determining the recruitment goals for the year.
- Epic Enhancements – Here are just a few enhancement examples: 2015 Upgrade, Home Care and Hospice were added to the Epic environment, open note functionality, new option when ordering meds allows you to see the interactions, changes to the DNR order, creation and revision of many diabetes order sets and so many more!
- Clinical Services Expansion – Operational leaders and physician leaders are paired in the dyad model to continue to expand clinical services. Examples reside in cardiology, cancer care, ENT and Urology.

Want to know more? Go to p.mercycare.org and click on the Provider Survey link.
PROVIDERS ONLY

Rx

MERCY
CEDAR RAPIDS

for Quality Care

Help write the prescription for improving your practice with Mercy.

Take our 5-minute Provider Survey starting June 19.

Help lead Mercy’s positive growth; take your provider survey and help write the prescription for success in our future!

Take the survey by clicking on an email you will receive or by visiting our provider website, p.mercycare.org.
Join Us

Welcome and Open House for
C.C. Lee, MD, FACS,
Cardiovascular/Thoracic Surgeon and Mercy’s
New Cardiothoracic & Vascular Clinic

Tuesday, June 13, 2017
4 to 6 p.m.
8th & 8th Medical Office Building – 3rd Floor

Help welcome Dr. Lee, the leader of Mercy’s new heart surgery program. See the clinic, celebrate a new era of surgical excellence at Mercy and enjoy refreshments.
New Members of the Medical Staff

Katherine Hopper, MD
Family Medicine Specialists, P.C.
Department: Family Medicine

Christopher Komanapalli, MD
PCI Cardiotoracic Surgery
Department: Thoracic Surgery

Neil E. Wickham, MD
MercyCare North - Urgent Care Center
Department: Family Medicine

Sugata Sensarma, MD
Mercy Pulmonology Clinic
Department: Pulmonology / Internal Medicine

Sarah Ongstad, MD
PCI Vascular Surgery
Department: Vascular Surgery

Jerrold Schermer, MD
Mercy Urology Clinic
Department: Urology

Benny Kusuma, MD
Hospitalist Medicine Physicians of Linn County, PLC
Department: Hospitalists / Internal Medicine