WakeMed on Health Care Reform

This March, Dr. Bill Atkinson, president & CEO, spoke with several local news outlets about our nation’s new health care reform legislation and how it could provide a major economic boost for North Carolina. Other WakeMed leaders, including Becky Andrews, vice president of Finance, and Susan Weaver, MD, senior vice president of WakeMed Physician Practices, also spoke with news media on the topic.

“About 31 million additional Americans are covered under this plan,” Dr. Atkinson told WRAL-TV news on March 23. He went on to say that the new legislation represents a bold step forward; however, a lot of work still needs to be done. Watch Dr. Atkinson’s interview with WRAL and gain other perspectives and information on health care reform on the WakeMed Voices blog: www.wakemedvoices.org.

To view Dr. Atkinson’s employee forums, visit the WakeMed Web.

New Partnership Enhances WakeMed’s Ambulatory Surgery Program

After nearly 16 months of planning, WakeMed and Surgical Care Affiliates (SCA) entered into a formal agreement on March 31 that will help us further enhance our existing ambulatory surgery services throughout the WakeMed system. SCA is a successful provider of specialty surgical services with more than 130 surgery centers located throughout the country. Through this partnership, we hope to grow our outpatient surgery business by providing our patients and physicians with outstanding service, including greater efficiencies, consistent practices across the system and increased capacity for outpatient surgery throughout Wake County.

As part of this agreement, WakeMed purchased a controlling interest in the general partnership that operates the Blue Ridge Surgery Center located on Lake Boone Trail in Raleigh. Additionally, SCA will manage the surgical services operations for Cary Hospital and the North Healthplex Day Surgery program. While WakeMed has significant experience in inpatient surgery operations, SCA brings added efficiencies and long-term experience operating outpatient day surgery centers.

“Partnering with Surgical Care Affiliates supports WakeMed’s long-term ambulatory growth strategy and will help us to continue to meet the outpatient surgery needs of this community,” explained Dr. Bill Atkinson, president & CEO. “With the purchase of Blue Ridge and the management services agreement, we are well positioned for volume growth in our ambulatory surgery program while we further enhance the service we provide to our surgical patients and physician partners.”

To learn more about SCA or Blue Ridge Surgery Center, visit www.scasurgery.com or www.blueridgesurgerycenter.com.

Raleigh Campus Patient Tower Update

We’re Getting Close!

The Fourth Floor Children’s Hospital

In the March issue of Microscope, we provided an update on floors two and three of the new Raleigh Campus patient tower, the 2E Cardiovascular Intensive Care Unit and 3E Cardiovascular Intermediate Care, scheduled to open this May. In this issue, we will update you on the fourth floor that will be entirely occupied by the new WakeMed Children’s Hospital. This facility, Wake County’s first dedicated children’s hospital, will help ensure that Wake County’s growing population of children will have access to the highest quality of pediatric health care services, today and tomorrow.

Under One Roof

The WakeMed Children’s Hospital will combine comprehensive, specialized care with new technologies and expanded surgical capabilities for children. The inpatient unit will offer 25 private rooms designed with kids and their families in mind. Each room will have an extra bed so that mom or dad can spend the night. Additionally, a new state-of-the-art Pediatric Intensive Care Unit with eight beds will be staffed by full-time pediatric intensivists who specialize in treating critically ill children. The environment of the unit will be conducive to healing, family involvement and privacy. A 12-bed Observation Unit will be used for children who do not require an overnight stay but who need monitoring or additional testing. Meanwhile, an expanded Level IV Neonatal Intensive Care Unit, formerly called the Intensive Care Nursery, will provide specialized care for ill or prematurely born infants.

“The new Children’s Hospital is really the natural progression for WakeMed and Wake County,” said Jerry Bernstein, MD, a long-time pediatrician with Raleigh Pediatric Associates, member of the WakeMed Board of Directors and key member of the team that brought the concept of the hospital (continued on page 5)

Announcing Two New Center of Excellence Designations

The American College of Radiology (ACR) has designated Cary Hospital a Breast Imaging Center of Excellence, making it one of only three in Wake County. To achieve this title, Cary Hospital met specific requirements and earned ACR accreditation in the following breast imaging modalities: mammography, stereotactic breast biopsy, breast ultrasound and ultrasound-guided breast biopsy.

According to the ACR, Cary Hospital has achieved high practice standards in image quality, personnel qualifications, facility equipment, quality control procedures and quality assurance programs. This was determined through peer-review evaluations, conducted in each breast imaging modality, that were performed by board-certified physicians and medical physicists who are experts in the field.

“We are extremely proud of our Imaging Services, Breast Ultrasound and Mammography teams for leading us to achieve this great honor,” said David Coulter, senior vice president and administrator of Cary Hospital. “As an official Breast Imaging Center of Excellence, Cary Hospital can offer patients the entire spectrum of breast cancer screening and diagnostic services. Meanwhile, patients can feel confident that they are being cared for by a superior, top level program run by highly qualified health care professionals – the ‘best of the best’ in this community.”

Cary Hospital has been ACR accredited in mammography since 1993 and in ultrasound since 2009. The hospital achieved ACR accreditation in stereotactic breast biopsy in 2010. The designation as an ACR Breast Imaging Center of Excellence is renewed every three years. The ACR is a national organization serving more than 32,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians, and medical physicists with programs for focusing on the practice of medical imaging and radiation oncology, as well as the delivery of comprehensive health care services. For more information, visit www.acr.org.

(continued on page 2)
WakeMed Commends Our 2020 TBJ Health Care Heroes

The Triangle Business Journal (TBJ) honored 28 local professionals this year with Health Care Hero Awards, including six from WakeMed. Winners were nominated by their peers and selected by a TBJ-appointed committee. All winners have made significant contributions to health care in this community. Said TBJ publisher Charlotte Grunwaldt, “These winners truly exemplify the spirit of the Health Care Heroes Awards. By serving the sick, running major health care operations and building lasting institutions, these winners go above and beyond the call of duty to ensure the Triangle offers cutting-edge services. We thank each of our 28 winners for their years of hard work.”

Robin Carver, RN, BSN, CIC

Carver works to decrease the occurrence of WakeMed’s hospital-acquired infections as the director of our Infection Prevention & Control department. This is a huge responsibility, especially since one out of every 10 hospitalized patients in the United States develops a hospital-acquired infection, according to the Centers for Disease Control and Prevention. Reducing these infections also reduces patients’ length of stay, decreases the cost of hospitalization, and improves patient safety and satisfaction. Her achievements include a large decrease in the incidence of hospital-acquired MRSA infection, the elimination of ventilator-associated pneumonia in the MICU, and at 87 percent decrease in central line-associated blood-stream infections in the STICU, and sustaining health care worker hand hygiene compliance since January 2000. WakeMed employees continue to maintain a 90 percent compliance rate while the nationwide rate is only 40 percent.

Keith Hull Jr., MD

Dedicated to providing compassionate care, Hull is a thoughtful care provider in our community. Dr. Hull travels the state to educate medical professionals on stroke prevention and care. He has served as the course director for WakeMed’s annual stroke conference and is our “go-to” expert for media interviews on stroke.

William Lagarde, MD, FAAP

The only pediatric endocrinologist in Wake County, Dr. Lagarde is the director of WakeMed Faculty Physicians’ Children’s Diabetes & Endocrinology program. He is also an assistant professor of pediatrics at the University of North Carolina at Chapel Hill. He is certified by the American Board of Pediatrics in pediatrics and pediatric endocrinology, and he is a fellow of the American Academy of Pediatrics with memberships in a variety of professional medical organizations. Numerous research studies have cited Dr. Lagarde’s involvement in helping to improve the lives of patients with diabetes and other endocrine disorders, and his findings have been published in several medical journals. Additionally, ENERVIZER, a special program designed to identify and educate children at risk of developing type 2 diabetes about diet and nutrition, benefits from Dr. Lagarde’s service, commitment and tireless support.

William (Tres) Pittman, III, MD

As director of WakeMed’s Hospitalist program, Dr. Pittman leads a team of 30 hospitalists on the Raleigh Campus. The program, which has grown substantially under his leadership, is called by many one of the best hospitalist programs in the region. Staff and leadership credit Dr. Pittman with providing a supportive work environment, where staff feel valued, while ensuring excellent clinical direction. In 2009, he was named a Fellow in Hospital Medicine by the Society of Hospital Medicine, the leadership organization of hospitalists in the nation. Dr. Pittman maintains his role as a clinician, caring for patients every day to better understand what is required to provide the best in patient care. He is a champion of many quality improvement efforts at WakeMed, including developing a venture capital system that transfers care of the patient from the hospital back to their primary care physician once the patient has been discharged. He has also been a champion on hospital committees, such as the electronic patient record implementation team, has supported improvements in inpatient care and safety while coordinating what he believes will help physicians better do their jobs.

Elaine Rohlik

As the executive director of WakeMed Rehab Services, Rohlik has helped expand WakeMed’s Rehab Hospital to its current 84-bed inpatient capacity, making it the region’s largest and most comprehensive rehab hospital. She also oversees 10 outpatient rehab programs, a partnership with the YMCA of the Triangle, two skilled nursing facilities, WakeMed’s wellness programs, a 10-bed specialty Neuro unit and Acute Rehab Services. Also recently added to her scope of responsibilities were WakeMed Home Health and the role of liaison to Mid-Carolina Homecare Specialists. Among her disease management accomplishments, Rohlik led efforts to gain accreditation from the Commission on Accreditation for Rehabilitation Facilities (CARF) for our inpatient rehab program, inpatient stroke specialty program, brain injury program and spinal cord system of care. She herself is an accreditation surveyor in medical and aging services for CARF International. Rohlik also helped establish the North Carolina Spinal Cord Injury Association and a Pet-Assisted Therapy program at WakeMed.

Mary Szymkowski, DVM

Szymkowski has been volunteering at WakeMed since 1993 as part of our Hospitality Pet program. She is a veterinarian for the Animal Hospital of Peak Place – Cary. Through many life changes and a very busy schedule, Szymkowski continues to give her spare time to WakeMed. She brings her pet dog to the Raleigh Campus to offer patients and staff comfort, warmth and good cheer. As a veterinarian, Szymkowski completes an initial exam and a six-month medical/behavioral assessment of many of our four-legged volunteers. “This requires a complete health check as well as an extensive behavioral evaluation test to ensure the dog will adapt well in the hospital environment and is reliable, stable and well mannered regardless of any distraction (i.e. a child tugging on its tail).” Szymkowski ensures that her patients are always free of charge, along with only a few other vets in Wake County. Otherwise, each medical exam alone could cost WakeMed $60. Over the past three years, Szymkowski has examined more than 55 dogs. These exams are critical to the success of the Hospitality Pet Program and give assurance that the dogs are fit for patient visits.

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The News & Observer, February 22 – Deb Langhury (Public Relations) was interviewed for an article about the online posting of charity care policies.

WRAL-TV, February 23 – Stacy Moretz, RD, LDN, (Corporate & Community Health) discussed artificial sweeteners in diet ads and how they affect weight loss.

The News & Observer, February 24 – Kristen Klecha, RD, LDN, (Food & Nutrition Services - Cary Hospital) was interviewed on interpreting nutrition labels.

WRAL-TV, February 24 – Robin Carver, RN, (Infection Prevention & Control) discussed community-acquired MRSA.

Infection Control Today, February 24 – Sharon McNamara, RN, (Surgical Services) discussed operating room issues, from hand-washing to meeting new gold standard guidelines.

WUNC-TV, February 26 – Robin Carver, RN, (Infection Prevention & Control) educated the public about Norovirus and ways to prevent it.

Advance for Nurses, March – Gail Sturtevant, RN, (Nursing Administration - Cary Hospital) discussed ways to keep patient satisfaction high.

Carolina Parent, March – Debbie Credle (Children’s Asthma) was interviewed on how to identify asthma in children.

SA Medical Intermediate Care created a specific process for organizing their needle drawers.

color-coded their supply closets, and Staff Development & Training reorganized and color-coded their office supply shelves.

“We used 5S in the Women’s Pavilion & Birthplace (WFBM) to help us organize supplies and de-clutter hallways, rooms and nursing stations,” said Nelda Bosstick, RN, manager, WFBM - Raleigh. “As a result, our work environment is safer and cleaner, supplies and equipment can more quickly and easily be found, and staff satisfaction has increased. Most importantly, we can give our patients more efficient care. Staff have also developed a sense of ownership and empowerment over maintaining a clean, organized unit.”

To learn more about these projects and others, and to view photos, visit the 5S Educational Site located on the Sharepoint Organizational Process Improvement page.

Organizational Process Improvement also offers 5S classes (one per month) on the Raleigh Campus, at Cary Hospital or at NorthHealthplex.

Register via LearningLink.

Laerdal’s Center of Educational Excellence designation recognizes facilities that have exhibited consistent excellence in educational philosophy and programs for the purpose of helping save lives; identifies facilities that can be referred to as examples as it relates to the design and implementation of excellent educational programs to help caregivers save lives; and establishes a network of centers that can provide mutual support for “breaking new ground” in the field.

Fran Powell, RN, and Christine O’Neill, RN, simulation education specialists with the Center for Innovative Learning, practice skills on a patient simulator.

“It is a great honor to receive this prestigious designation from Laerdal, a leader in the field of medical simulation and education,” said Amar Patel, manager, the WakeMed Center for Innovative Learning. “Each day, our team sets out to provide clinical professionals from WakeMed, the region and state with the most advanced medical simulation training possible. We are here to help these professionals better learn how to save lives by giving them the opportunity to practice skills in a controlled yet clinically realistic environment. It is extremely rewarding to be recognized for our accomplishments in this field.”

The WakeMed Center for Innovative Learning is a 3,800-square-foot, state-of-the-art facility located on the Raleigh Campus. It provides a unique training environment for health care providers throughout the region, including those affiliated with Wake AHEC, The Capital Regional Advisory Committee (CapRAC), Wake Technical Community College and the numerous hospitals that comprise the Southern Atlantic Healthcare Alliance.

Imaging Services at Cary Hospital donated an ultrasound machine to the Johnston Community College (JCC) in March. Pictured are Pamela Schiavone, RDMS, supervisor, (Diagnostic Services - Ultrasound - Cary Hospital) and Steven Penny, the lead instructor for medical sonography at JCC.

“Each year the average cost of treating a person with obesity increases. It is critical to be able to eat healthy foods, exercise and learn to manage pre-existing conditions. We have also developed a sense of ownership and empowerment over maintaining a clean, organized unit.”

Another goal of the 5S program is to improve efficiency by using color-coded packs of instruments and supplies, making them easier to find at a glance. The 5S system also organizes patient care areas, reducing clutter and improving work-flow.

At WakeMed, the Lean method of work-flow improvement is being applied to any setting that does not add value for the customer. A Lean method of work-flow organization, 5S, follows five basic steps to improve efficiency, reduce clutter and improve work-flow appearance:

Sort, Set in order, Shine, Standardize and Sustain.

Put into widespread use in Japan in the early 1990s, 5S inspires the phrase, “A place for everything, everything in its place,” and can be applied to any setting including homes, retail stores, restaurants and health care systems.

Within a health care setting like WakeMed, 5S guides staff to organize tools and supplies, making them easier to find at a glance.

This leads to money saved as well as improved patient care and safety – more attention to money saved as well as improved patient care and safety – more focus on how to identify asthma in children.

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Respect Patient Privacy

Often, family members or visitors are in the room with our patients while we are caring for them. Please remember to respect patient privacy at all times by verifying if the patient would prefer visitors leave the room before you begin discussing private medical information, including the patient’s condition, past history, diagnoses and medications. If in doubt, it’s always best to ask the patient before starting these private discussions.

WakeMed Foundation Announces Skills Scholarship Recipients

The recipients listed below were awarded Skills Scholarships for the WakeMed Foundation for the March 1, 2010, deadline. In total, $10,152.64 in scholarship funds was awarded.

- Tina Schwebach, RD, LDN, CDE
  - Lound Clinical Dietitian
  - Food & Nutrition Services
  - UVA Nutrition Support

- Beverly Fisher, CNNA, ITIL
  - Project Manager
  - Information Services
  - Six Sigma Green Belt – Healthcare

- Tina Dennis, RN, MSN, CCRN, CNRN, APRN
  - Neuroscience Clinical Nurse Specialist
  - Clinical Nursing Resources

- American Association of Critical Care Nurses National Teaching Institute

- Kristen Klecha, MS, RD, LDN
  - Registered Dietitian, Food & Nutrition Services
  - Cary Hospital

- Bariatric Support Group Leader

- Pamela Smith, RNFA
  - Surgical Services - OR
  - 2010 World Robotic Symposium

- Kimberly Elks, RN, BSN, CCM
  - Stroke Program Coordinator
  - Primary Stroke Program
  - International Stroke Conference

Upcoming Deadlines

The remaining 2010 deadlines for the Foundation’s Grants & Skills Scholarship programs are May 1 and September 1. More information and applications are available on the WakeMed Foundation page on the WakeMed Web.

New Interim Director for Raleigh Campus Surgical Services

Peggy Harewood, RN, has been chosen as the department’s interim director upon McNamara’s retirement. Harewood started in her new role on Monday, April 5.

With more than 20 years of surgical nursing and leadership experience, Harewood was part of key surgery programs for numerous well-known hospitals including Providence Hospital in Washington, D.C., Sinai Hospital of Baltimore and Duke University Medical Center, among several others.

Please join us in welcoming Peggy to WakeMed.

New Director of Pharmacy Services at Cary Hospital

Martha Johnson, RPh, PharmD, was named the director of Pharmacy Services at Cary Hospital. She formerly served as the director of Pharmacy Services on the Raleigh Campus and brings to Cary Hospital more than 25 years of pharmacy experience.

At Cary Hospital, Johnson is responsible for the administrative management of the Pharmacy including the clinical, operational and financial outcomes of the services the department provides. She will also collaborate with leadership in the areas of strategic planning, program development, standards compliance and the integration of system-wide service delivery.

As part of our ongoing effort to continuously improve patient length-of-stay and throughput, Becky Andrews has assumed responsibility for Clinical Resource Management and Case Management while maintaining leadership over Patient Access. These areas work together to find the most efficient way to move patients through our system.

Andrews will also be working more closely with the Quality & Patient Safety and Organizational Process Improvement teams, as well as Nursing, to continue to enhance the quality of care we offer to our patients while reducing costs across our system.

Megra Kelley, MD
VP, Quality & Patient Safety

One of the things that I immediately noticed when I came to WakeMed four years ago was the culture. People were friendly. They watched out for each other and offered a helping hand when someone looked disoriented or lost. Over time, I have come to appreciate our culture even more. Staff, managers and physicians are truly committed to doing what is best for the patient.

We work well as a team with a shared purpose. When we gather in a room to consider a challenge, the tone is always, “How do we make this right?” In some organizations there is not such a collective sense of purpose — people take the approach that “it’s not my problem” or that “we, we can’t do that.” At WakeMed, we are fortunate.

Occasionally, and usually during times of stress, one of us may take out our frustrations, fears, anger or stress on a colleague. We may say something critical or even harsh or personal to someone else. When this does happen, we may be so caught up with what is going on, we do not realize the effect we are having on those around us. We may be focused on what is important (the patient) and inadvertently have a negative impact on our team.

Hospitals around the country are being asked to address this phenomenon, referred to as Intimidating or Disruptive Behaviors. The Joint Commission, which accredits our health care system and most hospitals around the country, has issued Event Alert related to “behaviors that undermine a culture of safety.” This is so important because, once a team member has acted out against another, the whole team function is put at risk. If someone tears me down, I feel terrible. I feel like I am incompetent, and I am stressed. My brain is hijacked with these thoughts and feelings, and I am less able to pay attention to what is going on. In addition, fear of response sets in with the other team members so that people are less likely to speak up and share any thoughts or concerns.

At WakeMed, policies and procedures that relate to disruptive behaviors are in place. They apply to both staff and physicians. It is important that we address these issues as soon as they arise. If you witness behavior that you feel is inappropriate, disruptive or intimidating, I ask that you let your supervisor know so that it can be addressed effectively and promptly.

Most importantly, we need to IMMEDIATELY get the team back to functioning optimally for the care of the patient. If you find yourself or a coworker in a situation like this, I encourage you to use phrases to help the situation. For example, “Time out — can we talk about what you see? What can we do as a team right now to make things right?” While such episodes are infrequent, they do occur at every hospital. Let’s build on the awesome culture we have at WakeMed and work together to make sure our teamwork and respect are upheld every day. Please share any suggestions you have with me and with each other.

WakeMed will remain responsible for Patient Financial Services, Supply Chain Services and Managed Care Contracting, while Accounting, Accounts Payable and Payroll will transfer from McGeorge to Chief Financial Officer Mike DeVaughn. DeVaughn also manages Reimbursement related to Medicare and Medicaid. This realignment of responsibilities will help consolidate like efforts under one umbrella while we all continue to work together to deliver outstanding service, improve throughput and efficiency, and decrease length-of-stay for our patients.
To generate even more awareness for their fundraising efforts, the Foundation joined social media outlets such as Facebook and Twitter, and launched the Children Can’t Wait campaign, with Web site www.childrencantwait.org, to provide updates, stories and information on donation opportunities. So far, the Children Can’t Wait site has attracted over 1,200 supporters.

**Community Rallies Behind the WakeMed Foundation and WakeMed Children’s**

Since the launch of www.childrencantwait.org in summer 2009, the WakeMed Foundation has provided a platform for the community to help raise funds for the construction of WakeMed Children’s Hospital. The Foundation hopes to raise $8.5 million of their $20 million goal before the hospital’s scheduled grand opening in May 2010. To date, 2,664 donors have contributed $7.8 million.

A wide variety of community events held throughout the winter helped raise funds and awareness for WakeMed Children’s including the Winter Chill Tennis Tournament, the 2009 N.C. International Auto Expo and a Market at Ravenscroft School. These events have helped the Foundation raise over $7,600, with some proceeds yet to be tallied.

**Upcoming Events to Benefit the Children’s Hospital**

Models for Charity Spring Fashion Show & Silent Auction Thursday, April 15 from 6 to 8 pm Saks Fifth Avenue For details, or to purchase tickets, visit www.modelsforcharityraleigh.com.

Bowties for Bandoni Benefit Gala Underwritten by Kisco Senior Living Saturday, May 1 from 7 to 11 pm Magnolia Glee, Raleigh Live music, great food, wine tasting and silent auction. More information at www.childrencantwait.org.


With less than two months until the grand opening of the Children’s Hospital, the Foundation still needs your help to reach their $8.5 million goal. Spread the word — visit www.childrencantwait.org to donate or get involved. Or call the Foundation at 07856.

Above: Twinkle visits Ravenscroft School in Raleigh to thank students and teachers for their support of WakeMed Children’s.

The school donated proceeds from their spring shopping event, The Market at Ravenscroft School, which totalled $5,516 (including an anonymous gift).

April is National Organ Donation Month

According to the United Network for Organ Sharing, approximately 114,000 people in the United States are waiting to receive an organ transplant. In North Carolina alone, over 3,000 patients are waiting for organ transplants; however, due to a critical shortage, only a few hundred will actually receive them.

For these patients, a lung, kidney, heart or liver transplant could lead to a second chance at life, but a donor organ may not be found in time. One person may save the lives of up to eight people through organ donation and enhance the lives of over 50 others through tissue donation. Please make this the month you talk to your family about organ donation. To become a donor in North Carolina, follow these steps:

- Ask the DMV to put a heart on your license.
- Register online at www.donatelife.nc.org.
- Share your wishes with your family.

We’re Getting Close! (continued from page 1)
WakeMed Receives North Carolina ESGR Above & Beyond Award

This award is presented to employers who have exceeded legal requirements for providing support to Service members of the Guard and Reserve. The Committee for Employer Support of the Guard & Reserve (ESGR) is an agency within the office of the Assistant Secretary of Defense for Reserve Affairs. It promotes cooperation and understanding between Reserve component members and their civilian employers, and assists in the resolution of conflicts arising from an employee’s military commitment.

WakeMed was nominated for this award by Robert Matthews, MD, director (WakeMed Faculty Physicians - Urology), who wrote, “Dr. Bill Atkinson, president & CEO, wholeheartedly supported my second mobilization in five years … greatly easing the adjustment for my family. At WakeMed, we have several physicians and dozens of employees in Reserve units. Dr. Atkinson frequently recognizes us for our service. More importantly, he helps create an environment where our service is honored by our seniors, peers and subordinates.”