Dignity Health forms Accountable Care Organization

PHYSICIAN PARTICIPATION KEY TO SUCCESS

Dignity Health is on the path to become a clinically integrated health care delivery system, and in March applied to the Centers for Medicare & Medicaid Services (CMS) to create an Accountable Care Organization (ACO). An ACO is an organization of physicians, hospitals, post-acute care providers and others who agree to be accountable for the quality and cost of care for Medicare patients assigned to the ACO. As always, physicians continue to make patient care decisions and the patients retain their ability to choose providers of their care. In addition, physicians and hospitals continue to receive Medicare fee-for-service payments.

What does change is the opportunity the ACO creates. If the ACO meets quality performance standards and reduces the costs of care for assigned Medicare patients, Medicare will share a percentage of the savings with the ACO, which can then be distributed to the ACO’s physicians and hospitals. The only way we can succeed with this project is through very close and continued physician involvement. The broad network we are developing will include primary and specialty care, emergency care, outpatient and acute care, diagnostic imaging, pathology, home care, rehabilitation, pharmacy, sub-acute/long-term care, and community services.

The interaction of these various elements will focus health services on patient wellness and better outcomes through standardized care protocols designed by physicians, streamlined care transitions and increased patient participation in the maintenance and improvement of their health.

You are essential to making this transition to a new aligned system work. If you have any immediate questions or suggestions, or are interested in participating in the Dignity Health ACO, please call our Dignity Health Physician Hotline at (602) 406-7ACO (7226).

Chandler Regional Medical Center, Mercy Gilbert Medical Center and St. Joseph’s Hospital and Medical Center are now members of Dignity Health (formerly Catholic Healthcare West).

New Name. Same Mission.

Congratulations to our Physicians of the Month

MERCY GILBERT MEDICAL CENTER

Ali Ghazanfari, M.D. - General Surgery

Dr. Ghazanfari recently demonstrated his excellence as a surgeon, acting with a calm and cool demeanor to literally save a patient’s life.

Recently on the medical/surgical unit, a patient had a very deep abdominal surgical incision that was intentionally left open, to be closed at a later date.

Mid-shift the patient began to lose large amounts of blood from the wound. RN’s began holding pressure, but this did not decrease the bleeding at all. A CRT was called and the attending physician came to the unit and deemed the patient too unstable to be transferred to ICU, due to RN’s holding pressure to the site (pressure could not cease). The original surgeon on the case was unavailable to come to perform the needed surgical intervention to stop the bleeding. The attending physician contacted (Continued on next page)
Physicians of the Month (Continued)

Dr. Ghazanfari, who was in the hospital, and within minutes he came to the patient’s bedside to evaluate the situation. The doctor waited on staff to obtain the supplies needed from the OR, and performed a bedside procedure that effectively stopped the bleeding, saving this patient’s life.

This example shows that Dr. Ghazanfari is of the highest quality of providers. This was not his patient. He was thrust into the middle of chaos, yet he was kind with the medical staff and the patient. He had to wait for the supplies to be obtained from the OR and at no time did he indicate that he was in a hurry or become impatient. The doctor stopped his busy schedule to care for someone in need, and he gave the patient the time and attention he deserved. The doctor was an effective communicator, explaining what needed to be done to the patient and staff while exhibiting respect to all involved. The example Dr. Ghazanfari set was a real-life scenario of what radical loving care should be about.

CHANDLER REGIONAL MEDICAL CENTER
Daniel Merrill, M.D. - Psychiatry

This month we honor a physician who is wholly dedicated to excellent patient care and satisfaction, demonstrated by his willingness to fill in when others couldn’t be there.

During the busy holiday season, Dr. Daniel Merrill had arranged to take a few days off to enjoy time with his family who was visiting from out of town. Another doctor was filling in for him, but the hospital found itself short staffed nonetheless. Without complaint – in fact with his characteristic smile – Dr. Merrill sacrificed two days with his visiting family to cover a number of psych consults, and to ensure excellent care was provided to his patients and those of other physicians.

Thank you to Dr. Merrill for being so committed to taking such good care of our patients. In the words of his nominee: not many doctors would do this with family in town, especially during the holidays. It is a pleasure to work with Dr. Merrill.

Clinical Council Corner

The Physician Clinical Council (PCC) met on February 28 to review and discuss items for upcoming meetings. At this meeting a draft PCC Mission Statement was presented, which will be reviewed by members and finalized at the next meeting. Mark Kem, VP of Finance and CFO, gave a presentation on Dignity Health’s development of an Accountable Care Organization (ACO) and Clinically Integrated Organization (CIO). He discussed their differences, pros and cons, key tenets of each and the government’s rules for an ACO.

Your input is welcome and encouraged! If you have items you would like to be discussed by the Clinical Council, please contact your service line representative on the PCC, or Tim Bricker, Mercy Gilbert President & CEO at tim.bricker@dignityhealth.org or (480) 728-8388, or Patty White, Chandler Regional President & CEO, at patty.white@dignityhealth.org or (480) 728-3949.

Introducing Mercy Gilbert’s new CMO: Philip J. Fracica, M.D.

The Executive Leadership Team at Mercy Gilbert Medical Center is thrilled to introduce you to our new Chief Medical Officer, Philip J. Fracica, M.D.

Dr. Fracica will join the Mercy Gilbert family beginning April 30, coming to Gilbert from his post as Chief Medical Officer at Mission Regional Medical Center in Mission, Texas. Prior to this role, Dr. Fracica served as Medical Director at Heartland Regional Medical Center in Saint Joseph, Missouri.

Dr. Fracica’s professional background also includes leadership roles as Medical Director in adult and pulmonary critical care departments. He is no stranger to the Dignity Health family, having spent 13 years as the Adult Critical Care Services Medical Director at St. Joseph’s Hospital and Medical Center/Barrow Neurological Institute between 1994 and 2007. Dr. Fracica earned his M.B.A. from Grand Canyon University, his M.D. from State University of New York, and spent his residency and was a Fellow in the Division of Allergy, Critical Care and Respiratory Medicine at Duke University Medical Center in Durham, North Carolina.

Please join us in welcoming Dr. Fracica back to Arizona and back to the Dignity Health family.
Chandler Regional tower construction update: Physician parking

These are exciting times for Chandler Regional Medical Center as we construct a beautiful new tower that will expand our ability to care for more patients and provide additional services.

As the first phase of construction draws to a close, we are making preparations for a seamless transition into phase two. This will require another slight change in physician parking. A revised parking plan has been developed which allows for immediate access to the hospital for patients, emergency vehicles and physicians.

Effective Monday, April 2, the temporary physician parking lot near Frye Road will be moved farther to the west as they expand the physician parking area to include 38 new covered spaces. The covered physician parking near the main entrance and administration will remain the same for now with some slight changes again in May.

Refer to the campus map for more specifics. If you have any questions or concerns, please feel free to contact Patty White at Patty.White@DignityHealth.org or (480) 728-3949.

Thank you for your continued patience as we expand our capacity to better meet the needs of our community.

Tower Construction Physician Parking Map

April 2 to approximately May 15, 2012

Please call security at 480.728.3758 if you need an escort or have any issues.

Chandler Regional uses new heart disease treatment approved by FDA, even for patients with diabetes

Diabetes affects nearly 26 million people in the United States and is on the rise. Research shows that people with diabetes have a two- to three-fold increased risk for coronary artery disease (CAD) and two- to four-fold higher CAD morbidity and mortality rates. In fact, CAD – the most common

(Continued on page 5)

Chandler Regional receives top ranking in Valley-wide opinion poll

Chandler Regional Medical Center was voted number one among medium-sized (200-324 beds) acute care hospitals, according to the recently released 2012 Ranking Arizona: The Best of Arizona Business.

For the sixth time in the last seven years, Chandler Regional Medical Center ranked number one among medium-sized hospitals in Arizona. Chandler Regional has been an important part of the East Valley for more than 50 years, providing personalized care and advanced medicine in cancer treatment, heart services, emergency care, imaging, neurological services, orthopedics, research, surgery, women’s health and wound healing.

Ranking Arizona is an annual public opinion poll organized by the Arizona Business Magazine. It is the largest business poll in Arizona that ranks various businesses from hospitality and entertainment to real estate and healthcare.
Dignity Health participates in the first US study to evaluate the use of adult stem cells to treat stroke patients

Mercy Gilbert and Chandler Regional Medical Centers have been selected to participate in a new research study to evaluate the safety and tolerability of adult stem cells in stroke victims. The study, which will involve 35 research volunteers at three U.S. centers, will be led by principal investigator Nabil Dib, M.D., M.Sc., F.A.C.C., director of Cardiovascular Research at Mercy Gilbert and Chandler Regional Medical Centers.

According to the American Stroke Association, ischemic stroke accounts for 87 percent of all strokes. An ischemic stroke happens when blood vessels carrying oxygen and nutrients to the brain are blocked by a clot. “The portion of the brain that is not getting oxygen begins to die very quickly, affecting the part of the body that it controls,” says Jonathan Hodgson, D.O, medical director of Mercy Gilbert’s Stroke Center and sub-investigator for the study. “Paralysis, vision, balance and speech problems are some examples of the effects of a stroke. Stroke affects an estimated 795,000 people annually, and is the leading cause of serious, long-term disability in adults.”

The adult stem cells being evaluated in this study are obtained from the bone marrow of adult donors other than the patients and manufactured by Stemcella Cell Technologies, Inc., in San Diego, Calif. According to Dr. Dib, these stem cells may have the ability to become different types of cells, and may repair damaged and/or replace lost cells in the body due to disease. “At this time, there is no U.S. Food and Drug Administration or internationally approved adult stem cell product for the treatment of ischemic stroke,” he said. “The information from this study may provide the data necessary to select safe and potentially effective doses of adult stem cells to treat patients suffering from ischemic stroke or similar conditions.”

“Our Joint Commission certified Primary Stroke Centers offer the most advanced treatment options to help our patients recover from a stroke,” said Tim Bricker, president and CEO of Mercy Gilbert Medical Center.

To achieve the objective of this study, the medical centers are seeking participants that have had an ischemic stroke at least six months prior to enrolling in the study. To qualify for the study, participants will need to meet select criteria, including but not limited to significant functional (e.g., difficulty walking, confinement to a wheelchair) and/or neurological impairment (e.g., paralysis, loss of memory) due to the stroke.

“Our participation in research of this type may one day result in the means to reverse the neurologic, functional and motor deficits that oftentimes result in permanent disability for those who have suffered an ischemic stroke,” adds Patty White, president and CEO of Chandler Regional Medical Center.

Mercy Gilbert and Chandler Regional Medical Centers are two of the 33 hospitals and medical centers within the Dignity Health system to be involved in medical research. Dignity Health’s 16 Institutional Review Boards provide oversight for more than 1,000 clinical trials across the system. As with all clinical research, it’s important for research participants to understand the general principles that apply to anyone taking part in the study:

• Participation is entirely voluntary;
• While research participants may not experience personal benefits as a result of taking part in the study, knowledge may be gained from their participation that may benefit others; and
• At any time, research participants may decide to discontinue their participation without any negative consequences.

For more information, please call (480) 728-9979. You may also visit our online listing of research studies by visiting MercyGilbert.org/Research or ChandlerRegional.org/Research.

Physician Satisfaction Update

MERCY GILBERT MEDICAL CENTER
January score: 77.21 (30th percentile)
January ranking in Dignity Health: 27th
July – January score: 77.82
July – January ranking: 25th

CHANDLER REGIONAL MEDICAL CENTER
January score: 73.48
January ranking in Dignity Health: 32nd
July – January score: 76.39
July – January ranking: 32nd
New Heart Disease Treatment (Continued)

form of heart disease – is the leading cause of death in the U.S., killing almost half a million Americans each year. It will be the cause death in more than half of the total diabetes population.

Historically it’s been difficult to treat CAD patients with diabetes because they tend to have smaller coronary arteries and persistently elevated blood-sugar levels, which can increase the rate of procedural complications and long-term safety risks. Furthermore, the buildup of plaque usually exists in multiple arteries and is more diffuse in patients with diabetes compared to patients without diabetes. For these reasons, many such patients have undergone open heart surgery for treatment.

However, Chandler Regional recently became one of the first in Arizona to offer a new stent used in a minimally invasive procedure, called percutaneous coronary intervention (PCI), to treat CAD patients, even those with diabetes. The U.S. Food and Drug Administration (FDA) recently approved the new device – the Resolute Integrity Drug-Eluting Stent (DES) from Medtronic.

Until now, no stent was approved by the FDA to treat CAD patients who also have diabetes due to the lack of clinical research available. That’s why Medtronic designed several clinical trials to develop a body of evidence for the Resolute Integrity DES in this challenging patient population.

In these trials, which included over 5,000 patients from across the globe, the Resolute Integrity DES showed consistently strong performance in CAD patients with and without diabetes. Based on the clinical evidence in a broad patient population, the FDA determined that the strong clinical results satisfied the increased safety considerations for patients with diabetes.

As the first and only stent to be FDA approved for treating patients with CAD who also have diabetes, the Resolute Integrity DES offers patients and their physicians a clinically-validated heart disease treatment for the diabetes community, and enables Chandler Regional to practice the latest in evidence-based medicine.

If you have diabetes, it’s important to adopt healthy lifestyle habits and take the appropriate steps to manage your disease. It is also recommended to discuss your risk factors with your primary care physician to see what you can do to further reduce your risk of CAD. However, if you have CAD and need to undergo treatment, rest assured that physicians at Chandler Regional have access to the first and only drug-eluting stent that’s FDA approved to treat patients with diabetes.

Cancer Center at Chandler Regional to close its doors

Since 1998 the Cancer Center at Chandler Regional Medical Center has fulfilled the need for cancer and oncology services in our community.

Despite the outstanding personalized patient care we’ve provided, the radiation oncology portion of the Cancer Center has been experiencing a downward trend in patient volume due to the economic environment and increasing competition in the market over the last several years. These reductions in patient volumes forced us to evaluate how we provide cancer services in the future.

Effective Friday, June 29, 2012, the radiation oncology portion of the Cancer Center will close its doors to make room for our new endeavor -- administrative service and medical director agreements with Ironwood Cancer Center. Ironwood Cancer Center, whose office is located across the street from Chandler Regional Medical Center, has cared for Chandler’s patients for more than six years. With offices in Mesa and a new office near Mercy Gilbert Medical Center’s campus, this new arrangement will allow us to work collaboratively to improve the quality of oncology services in our communities using Ironwood Cancer Center for outpatient services and Chandler Regional Medical Center for inpatient services.

We will work diligently to place all employees into open positions within Dignity Health. For those we cannot place, we will offer compensation packages and employment assistance.

The closure of the radiation oncology portion of the Cancer Center also means that we will no longer offer community classes or support groups for cancer patients. We hope to refer current patients to other resources within our community.

Dr. Robin Obenchain’s Four Winds Hematology and Oncology practice is not included in the closure of the radiation oncology portion of the Cancer Center. Dr. Obenchain will continue to see patients at her same location at this time.

Further details about the future of the space will be communicated as decisions are made.

If you have any further questions, please contact Peter Menor, Vice President of Operations at (480) 728-3859 or peter.menor@dignityhealth.org. Thank you for your continued support and dedication to Chandler Regional Medical Center.
Tip of the Month
This month’s tip is derived from feedback from our Patient and Family Advisors. We asked them what the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) questions meant to them and what it would take to answer “Always=9D.

When asked what it meant to them to “Always be treated with courtesy and respect,” they responded:
• “Treat me like a friend and not just another body in a bed.”
• “Explain who you are and what your role is in my care.”
• “Give me a business card, possibly with a picture.”
• “Explain how things are coming along.”
• “Don’t assume because you are a physician you know everything.”

When asked what it meant to them to have physicians “Always explain things in a way that you can understand,” they responded:
• “Talk to me as a friend, not a patient.”
• “Sit on my bed.”
• “Ask me if I have questions and then answer my questions before you walk away.”
• “Use nursing staff as a middle man to bring extra information to the patients that may have been misunderstood.”

When asked what it meant to them to have physicians “Always listen carefully to you,” they responded:
• “A physician’s body language tells me whether they are in the room with me or down the hall with another patient already.”
• “Don’t talk to me from the doorway, with one foot in and one foot out.”

Welcome to our New Physicians
Welcome to the new physicians who joined the medical staff at Chandler Regional and Mercy Gilbert Medical Centers during March 2012.

Eddie Estrada, MD - CRMC
Specialty: OB/GYN
Affiliation: Sun Life Center for Women & Children

Daniel Rowland, MD – CRMC
Specialty: OB/GYN
Affiliation: Sun Life Center for Women & Children

Virender Sharma, MD – CRMC
(Reinstatement & currently at MGMC)
Specialty: Gastroenterology
Affiliation: Arizona Center for Digestive Health

Joseph Vijungco, MD – CRMC
(Currently at MGMC)
Specialty: Vascular Surgery
Affiliation: Discover Vein & Vascular Center

Policies & Procedures
RECENT MEDICAL STAFF BYLAWS REVISIONS
The following Medical Staff Bylaws changes recommended by the Medical Executive Committee were approved by the voting members of the Medical Staff and the East Valley Hospitals Community Board in January.

The first revision, Section 4.8, relates to participation in medical education programs. This change allows CRMC and MGMC to “Serve as a host hospital for residents or fellows in their 3rd post-graduate year or beyond from Accreditation Council for Graduate Medical Education (ACGME) or American Osteopathic Association (AOA) accredited residency/fellowship programs with whom the hospital has entered into an affiliation agreement. The credentialing requirements, oversight and responsibilities of the residents are to be set forth in policies approved by the Medical Staff and Board.”

The second revision, Section 6.2, relates to qualifications for the MEC Member-At-Large position. Specifically, in addition to the requirement to be a member in good standing of the Active Staff, in order to be eligible for nomination to a Member-At-Large position the Practitioner must have attended at least 25 percent of department and/or committee meetings during the preceding 12 months to demonstrate active participation in Medical Staff related functions and activities.

If you would like a copy of the revised Medical Staff Bylaws, you may contact the Medical Staff Office at (480) 728-3118 and an electronic copy of the document will be provided.

Things to Do
NEW CME PROGRAMS
Dr. David Row and Dr. Vershalee Shukla are the course directors for the new GI Tumor Board. This activity is held the first Friday of each month at 7 a.m. in the Mercy Gilbert Board Room, and is teleconferenced to Chandler Regional and St. Joseph’s Hospital. To submit a case for discussion or to be included for notifications, please contact Janice Martino (480) 728-3631 or email at Janice.Martino@DignityHealth.org.

(Continued on next page)
Golfers who register for the event will enjoy 18 holes of golf with cart, plus prizes, lunch and admission to the evening’s dinner awards ceremony sponsored by the Arizona Cardinals. The George Rozsa Golf Classic is in memory of George Rozsa, a dedicated foundation board member who worked tirelessly to ensure a successful fundraising event for Chandler Regional and Mercy Gilbert Medical Center.

The tournament has raised nearly $900,000 for capital expansion, equipment and community outreach programs at Chandler Regional and Mercy Gilbert Medical Centers. The golf tournament has traditionally raised $100,000 and we hope to top the charts as we celebrate the event’s 10th anniversary.

Become a sponsor or sign up to play today by visiting www.georgerozsagolfclassic.org or calling (480) 728-3931.

STRIKE OUT STROKE WITH THE D-BACKS!

On Saturday, May 26th, join us to Strike Out Stroke with the Arizona Diamondbacks in their game against the Milwaukee Brewers! The D-backs will give $2 from every ticket sold through the website link to the Dignity Health Foundation - East Valley. Enjoy activities before, during and after the game. Gather your friends to receive special group pricing on tickets. To purchase tickets for the 7:10 p.m. game time, go to dbacks.com/strikeoutstroke. Patients from all three hospitals will benefit from these programs so come spend the Memorial Weekend at the ballpark!