New heart campaign starts soon

We are proud to announce the launch of a marketing campaign to promote Sparrow’s cardiovascular services on June 6. The campaign, which reinforces Sparrow as the regional heart care leader, highlights our patients through their stories and the care they received. Be sure to view all of our campaign advertising, which includes billboards, print and Web ads, and TV spots, on sparrow.org/mysparrowassociates. Click "View our current marketing campaign" under the "Working at Sparrow" heading.

Editor’s Note:

Internal aspect of campaign is about you!

Inside this edition you will read about the excellence in teamwork and patient care demonstrated by our Associates who work in cardiovascular services. Their dedication has helped to grow our business and build trust within the mid-Michigan community.

In addition to this special edition newsletter, we also invite Associates to visit sparrow.org/heart on June 6. The site was recently revamped as part of this marketing effort. Here, you can read our patients’ stories, or learn how to keep your heart healthy with features that allow you to:

» Order a free smart heart kit;
» Send a “Have-A-Heart” e-newsletter;
» Take a heart-risk assessment;
» Read about heart disease from our online health library;
» Receive heart-healthy tips.

When you think heart, think Sparrow. They did.

Read their stories at sparrow.org/heart
Qualified staff, information sharing set Invasive Cardiology apart

Did you know that Invasive Cardiology works closely with learning institutions such as the Troy, Mich.-based Carnegie Institute, an allied health technology school that fosters professional growth? How about the fact that once hired into Invasive Cardiology, new team members receive approximately one full year of training across all specialty areas, including cardiac, electrophysiology, peripheral, neuro and interventional radiology? These are just a few reasons that account for a qualified, experienced and talented team, whose expert knowledge helps to put patients at ease. “I’ve said it multiple times: We have an outstanding team!” said Judy Nastas, Manager of Invasive Cardiology. And, the team stays at the top of its game with weekly departmental meetings, educational conferences, as well as medical licenses and registrations for 200-plus procedures in which they must maintain proficiency. The team is made up of more than 40 members, including nurses, technologists, administrative staff and management.

Staff comments on care giving

What does excellence in patient care mean?

» “It means good outcomes and patient satisfaction, all while doing the right thing.”

» “Excellence in patient care means having compassion for each and every patient, while continuing to provide high-quality health care.”

» “Excellence in patient care means providing the very best care that you can provide. Excellence is a trait that we pride ourselves on in the cath lab.”

» “Great patient care is about setting high standards, and ensuring we are all proficient in our skills and abilities so we can provide appropriate care for every patient.”

Editor’s Note: The quotes above are from the Invasive Cardiology Associates featured in the photo.

How does teamwork factor into providing excellence in patient care?

» “Teamwork means everyone applying their specialty; anticipating what is to be done next as a team; and sharing of information (because we take so many different exams).”

» “Our teamwork in the heart and vascular center is top notch. We are able to work together as a unit, and each person is able to anticipate each other’s needs. We are a working family, always there for one another and our patients.”

» “When you have teamwork, you have a team of individuals working to provide excellent care for our patients. Some days your team picks you up, and other days you may pick your teammates up. Good teams, or teammates, see where work needs to be done and simply get it done. T.E.A.M. = Together Everyone Achieves More.”

» “Each member of the team brings an important element of expertise and professional knowledge to every procedure.”

Please visit sparrow.org/mysparrowassociates to view our “making of” video for our heart campaign TV spot. You can also scroll down to the “Sparrow news” heading and click on “Additional online content” for previews of the June 27 edition’s news articles.
Non-Invasive Cardiology reduces outpatient procedure time by half

To accommodate patient volume and improve satisfaction, the Non-Invasive Cardiology team looks to one another to improve processes and flow. Recently, the team was able to reduce outpatient procedure visits from an average of six hours to less than three hours with the implementation of pre-procedure screening, where a RN contacts patients prior to their procedures to obtain medical history and answer questions.

Patients have provided positive feedback on this practice. Missy McDonald, Manager of the Non-Invasive Cardiology, explained that her team has been able to achieve these successes like this due to a strong level of camaraderie among the staff and physicians. “Our independent physicians, as well as our TCI physicians, know what they can expect from our team, and what we expect from them. This allows us to create a welcoming environment for our patients, where they receive high quality and compassionate care,” she said, adding that this dynamic drives ongoing process improvement.

New leadership structure helping pave the way

Dr. Joel Cohn provides overall leadership as Medical Director of Heart and Vascular Services. He is responsible for quality improvement and clinical problem-solving; the development and implementation of the heart and vascular service line’s business plan; and serving as the primary liaison for medical staff and referring physicians who utilize heart and vascular center services.

Supporting Cohn are the following four Associate Medical Directors: Dr. Appa Bandi, Medical Cardiology Services (including clinical concerns regarding acute myocardial infarction, or AMI); Dr. Milind Karve, Invasive Cardiology Services (including cardiac catheterization labs); Dr. Ranjan Thakur, Electrophysiology Services; Dr. Ronald Voice, Non-Invasive Cardiology Services.

“Our new leadership team is playing an integral role in strengthening the quality of care throughout the health system, while helping to achieve goals outlined in Sparrow’s 2011 Strategic Plan,” said Joe Ruth, Executive Vice President and Chief Operating Officer.

Certifications contribute to better care

Since Sparrow received the Magnet Hospital designation awarded by the American Nurses Credentialing Center, more nurses have been seeking out additional education and certifications. RN Ryan James, who works in the Cardiac Recovery Unit, said certifications contribute to better patient care. Certifications are also an indicator of quality of care that attracts patients, according to the ANCC.

Ryan is the first of 10 Sparrow RNs to receive cardiovascular certification from the ANCC. The certification, which is valid for five years, requires more than 1,700 practice hours in a two-year period, 30 additional continuing education credits in the cardiovascular area and a computer-based exam.
Rehab program nets 20% increase in business

As a result of the acquisition of the Thoracic Cardiovascular Institute, Sparrow’s Cardiac Rehabilitation Program has seen a 20 percent increase in business with TCI physicians directly referring their patients to the program. Patients, who must receive a physician referral before they can enter into the program, are ages 20 to 85 and have had some type of major heart procedure or surgery.

The rehab program, which is an individualized education/exercise curriculum, helps patients with heart disease reach an optimal state of health. The program is broken down into three phases: inpatient education, outpatient EKG monitored exercise and outpatient non-monitored exercise sessions. The program, which is staffed by nurses and exercise physiologists, assists patients in reducing risk factors and increasing survival rates following a major cardiac event.