A Message from John Kepros, M.D.,

Chief of Medical Staff:

Invention vs. Innovation

When I was young, I liked inventing things. A few inventions that come to mind are: a way to control the car radio from the back seat when my parents were driving, a door alarm that would tell me when my sister came into my room, a way to make pancakes without having to flip them, a better way to close the garage door (that one resulted in a left eyebrow laceration), and a way to have music play in every room in the house at the same time (my mom shot that one down).

Unfortunately not all of my inventions worked the way I had planned.

I am not alone. In fact, there is quite a long list of inventors who were actually killed by their own inventions. One of the better known examples of this is when Franz Reichelt tested his invention, the coat parachute, by jumping off the Eiffel Tower in 1912. Another is Karel Soucek who died when the barrel he invented was dropped from the top of the Houston Astrodome. As you may imagine many of the others were motor vehicle and flight related. There is also a submarine death.

Despite these failures, invention is necessary as everything we use was an invention at some point in history. Closer to home, and perhaps less dangerous, is innovation.

Whereas invention is a new product that has never been used before, innovation is a little different in that it improves upon something that has already been invented. Tom Grasty, an online software inventor, describes invention as a pebble tossed into a pond and innovation as the ripples that develop from the pebble hitting the water.

As Physicians we can all practice innovation as it is really just finding a better way to do things. Having direct contact with the Patient is an incredible advantage. In fact, deference to expertise, understanding that the people closest to the work are the most knowledgeable about the work, is one of the characteristics of highly reliable organizations.

Innovation also has less of a focus on technology compared with invention and more of a focus on what the customer (in our case Patient) needs and wants.

It is well recognized that we need innovation in healthcare to improve the Patient experience, improve population health, and decrease cost - the "triple aim" as emphasized by the Institute for Healthcare Improvement. Many health systems, including Sparrow, have centers for innovation for just this purpose. Innovation becomes important to stay ahead in an increasingly competitive environment.

It is estimated by Everett Rogers that innovators only make up about 2.5 percent of the spread of a new idea. Early adopters make up 13.5 percent and the majority follows with nearly 70 percent. The remaining laggards make up about 16 percent. Innovators and early adopters will clearly have the competitive advantage.

Let me know if you have a better way of doing things that can help Patients have a better experience or stay healthy. I am sincerely interested in new ideas.

While I am waiting for your input I will be working on my idea for a robot that will write my monthly newsletter column.

Follow the Chief of Medical Staff on Twitter!

Chief of Medical Staff John Kepros, M.D., has a Twitter feed to promote and share Medical Staff-related events, news and information. It is a fast and easy way to stay connected using social media.

Are you on Twitter? Follow @KeprosSparrow.
Sparrow New Physicians Network now on Facebook

The Sparrow New Physicians Network (SNPN), a group for new Physicians (and their spouses) at Sparrow Health System to facilitate communication, professional networking, share experiences, and coordinate fun events, now has a [group page on Facebook](#).

Founded in 2016, SNPN is organized by the Sparrow Guiding Coalition of Physicians and is generously supported by the Sparrow Foundation.

Past editions of the Sparrow Med Staff Newsletters

This edition of the Sparrow Medical Staff Newsletter and past editions are available online [through the Intranet here](#) (when you are on the Sparrow Network), or [on our website here](#).

Publishing Physicians

Beta Testing a Novel Smartphone Application to Improve Medication Adherence.

Sarzynski E; Decker B; Thul A; Weismantel D; Melaragni R; Cholakis E; Tewari M; Beckholt K; Zaroukian M; Kennedy AC; Given C.


[Request from the Sparrow Health Sciences Library](#)

E-Prescribing in the Acute Care Setting: Determining the Educational and Motivational Needs of Healthcare Providers.

Villasenor S; Walker T; Fetters L; McCoy M.


[Temporal trends in peripheral arterial interventions: Observations from the Blue Cross Blue Shield of Michigan Cardiovascular Consortium (BMC2 PVI)](#).

Thomas MP; Jung Park Y; Grey S; Schreiber TL; Gurm HS; Leffler D; Davis TP; Henke P; Michael Grossman P.

Catheterization & Cardiovascular Interventions. , 2017 Feb 27.

[Use of a Dog Visitation Program to Improve Patient Satisfaction in Trauma Patients](#).

Stevens P; Kepros JP; Mosher BD.


*Full-text of the articles are available through title links above (please note: a connection to the Sparrow Network may be required to access the full-text), or by request from the Sparrow Medical Library. You may also reach them via medical.library@sparrow.org or 364.5660 (option 1). If you have been recently published and do not see your article listed, please contact Michael Simmons at michael.simmons@sparrow.org or 364.5656.*

Physicians in the News

Doctors’ Day 2017

National Doctors’ Day is celebrated on Thursday, March 30, as a day to recognize the contributions of Physicians.

At Sparrow we are profoundly thankful for your dedication to our Mission, Vision, Values and the Sparrow Way, as exemplified in [these comments from your fellow Caregivers](#), and in the [stories showcased below](#), that capture the essence of how Sparrow Physicians, with their everyday actions, put the needs of our Patients first and make a true difference in Patient care.
There are stories like this throughout Sparrow ... today and always, we want you to be proud to be a Sparrow doctor.

In gratitude, Sparrow is hosting several special events for Physicians and their families throughout 2017. Please watch for details on these events in the coming months.

**2017 Physician Recognition honors**

It is with great pleasure that the Women's Board of Managers presents the recipients of our 2017 Sparrow Physicians Recognition:

**Physician of the Year:** Brian McCardel, M.D., East Lansing Orthopedic Association

**Physician Hall of Fame:** Shyam S. Bhupalam, M.D., SMG Nephrology
Charles H. Bill II, M.D., Lansing Neurosurgical Associates, PC
Padmani Karna, M.D., Sparrow Neonatology
John K. Throckmorton, DPM, Foremost Podiatry

**Physician Leadership:** I. Carol Nwelue, M.D., SMG Hospitalists

These Physicians have been nominated by fellow members of the Sparrow medical community and Sparrow family. The Physician of the Year and Hall of Fame inductees are recognized for their outstanding commitment to his or her practice and the community. The Physician Leadership Award is specifically awarded to an emerging leader who provides outstanding work in areas such as safety, clinical or service excellence, research, teaching, publishing, teamwork, and/or innovation.

The selection committee includes the Medical Staff Chief, Medical Staff Chief Elect, as well as the Senior Vice President and Chief Medical and Quality Officer, Chairman of the Sparrow Hospital Board of Directors, and the President and President Elect of the Women’s Board of Managers.

The awards will be presented at a special dinner and reception, open to all Sparrow Physicians and a guest, at the University Club of Michigan State University on April 29, 2017. Invitations will be mailed in March. RSVP is required. This event is sponsored by PNC Bank and hosted by the Women’s Board of Managers. Nominations are accepted online [here](#) throughout the year.

**Sparrow Hospital is among the statewide healthcare leaders in tissue and organ tissue donations, according to new figures from Gift of Life Michigan.**

Sparrow Hospital is among the statewide [healthcare leaders in tissue and organ tissue donations](#), according to new figures from Gift of Life Michigan.

Sparrow ranked fourth in 2016 in both tissue and organ donations, with 31 and 14 cases, respectively. Gift of Life saw a statewide record with 1,235 tissue donors last year.

**Medical News**

**Hand Hygiene – Patient safety is in our hands**

In keeping with Sparrow’s commitment to the health and safety of our Patients, Caregivers, Visitors and Guests, Sparrow Hospital has set a strategic goal for 2017 to improve hand hygiene awareness and compliance for all Caregivers. An intensive program is
being implemented at Sparrow Hospital and Sparrow Hospital at the St. Lawrence Campus. It will be migrated out to include our subsidiary locations in the near future. Please see the attached Physician Briefing for more information.

**Blinatumomab versus Chemotherapy for Advanced Acute Lymphoblastic Leukemia**

Blinatumomab, a bispecific monoclonal antibody construct that enables CD3-positive T cells to recognize and eliminate CD19-positive acute lymphoblastic leukemia (ALL) blasts. In this [multi-institutional phase 3 trial](#) reported in the New England Journal of Medicine, adults with heavily pretreated B-cell precursor ALL were randomly assigned, in a 2:1 ratio, to receive either blinatumomab or standard-of-care chemotherapy. The primary end point was overall survival. Treatment with blinatumomab resulted in significantly longer overall survival than chemotherapy among adult patients with relapsed or refractory B-cell precursor ALL.

**Mayo Clinic Care Network**

**Mayo Clinic Care Network Update**

Sparrow will be participating in an Inpatient Telephone Consult pilot program with Mayo. The goal for the pilot is to facilitate a formal and systematic connection to Mayo Clinic specialists for the following specialties:

- Critical Care
- Cardiovascular
- Infectious Disease
- Gastroenterology
- Neurology
- Pulmonary

The service is intended for inpatient Physicians to request insights or next steps for the treatment of a hospitalized Patient. This process is similar to the Physician to Physician Mayo consultation currently available.

During the pilot, a Sparrow inpatient Physician can call, Monday through Friday from 8 a.m. to 4:30 p.m., the Mayo Clinic Care Network Coordinator pager at 517.360.8232. The Mayo Coordinator will ask a few questions and provide a number to connect the provider to Mayo. The Mayo team will then triage the call and connect the provider with a specialist from the list above.

The interaction between the Mayo Physician and the Sparrow provider will not include an exchange of records nor is any documentation required by either Physician related to this interaction.

Upon completion of each Inpatient Telephone Consult, Mayo will send the Sparrow Provider an email with a short survey. The pilot will take place from April 3 through June 9, 2017.

If you have any questions please contact Diane Donovan, Mayo Services Nurse Coordinator at 517.364.5432 or pager 517.360.8232.

**eConsults**

An eConsult is a non-visit, electronic consultation between a Mayo Clinic specialist and a Mayo Clinic Care Network provider. eConsults are intended for ambulatory Patients (3 business days to turn around once all information is received and submitted to Mayo). For those with EPIC access, use the Ambulatory Mayo e-Consult order to start to eConsult process.

- Contact Diane Donovan, RN, BS, CPHQ, Mayo Services Coordinator: 517.364.5432.
- Sparrow Mayo eConsult email: mayoeconsult@sparrow.org
- Sparrow Mayo website: [Sparrow.org/MCCNTools](#)
- eConsult service currently offered to attending Sparrow Physicians only

**Dates to Know**

**Upcoming Quarterly Medical Staff Meetings**

5:30 p.m. hors d’oeuvres | 6:00 p.m. dinner | 6:30 p.m. meeting

University Club of MSU, Heritage Room
Wednesday, June 7, 2017 | Innovation
Tuesday, Sept. 5, 2017 | Special Invite to Michigan State University Physicians
Wednesday, Dec. 6, 2017 | Recognition of New/Past Physicians, Election for Chief of Staff Elect

2017 Physician Recognition Dinner
*hosted by the Sparrow Women’s Board of managers*
Saturday, April 29, 2017
Please [visit this link](#) (open year-round) to submit nominations for 2018.

**Welcome New Physicians**

**New Medical Staff**
Dean Grace, D.O., Department of Family Medicine
Humera Taqui, M.D., Department of Family Medicine
Hand Hygiene – Patient safety is in our hands
March 22, 2017

Background
In keeping with Sparrow’s commitment to the health and safety of our Patients, Caregivers, Visitors and Guests, Sparrow Hospital has set a strategic goal for 2017 to improve hand hygiene awareness and compliance for all Caregivers.

Key Messages
- Stopping infections is literally in our hands. **Wash in. Wash out. Every time.**
- Proper hand hygiene – the right way at the right time – reduces the transmission of pathogens and decreases healthcare-associated infections.
- **All Caregivers are to perform hand hygiene upon entering and leaving a Patient care area (i.e. Patient room, Physician office, etc.) regardless of intent for entering or if there will be any Patient contact.**
- Other key points to note:
  - Hand hygiene should last approximately 30 seconds
  - Use alcohol-based hand sanitizer when hands are not visibly soiled
  - Use soap and water if hands are visibly soiled or after caring for Patients with C. difficile
  - In an urgent or emergent situation (i.e. code situation, fall sensor alarm, etc.), Patient safety needs are to be met first and then perform hand hygiene as soon as possible.
  - Caregivers are to use only hospital-approved products, including lotion. Consistent use of one product line can help prevent sore, dry, or cracked hands and will maintain glove integrity.
  - Caregivers experiencing sensitivity to hand hygiene products should be evaluated by Employee Health to document the occurrence and will receive hand hygiene recommendations, treatment, and products.
- A Huddle Helper on proper hand hygiene techniques is being provided for use by leaders when meeting with your Caregivers.
- An intensive program is being implemented at Sparrow Hospital and Sparrow Hospital at the St. Lawrence Campus. It will be migrated out to include our subsidiary locations in the near future.

“**Wash in. Wash out.**”

Questions?
Contact Jeff Kay, Safety Officer and Director of Accreditation, Safety, Emergency Management & Infection Prevention, at 517.364.5219 or jeffrey.kay@sparrow.org.