Please contact me with your thoughts, comments and ideas regarding this issue, or for any subjects featured in Sparrow Physician. Michael R. Clark, MD, Chief of the Medical Staff at clark1@msu.edu

Sparrow and Michigan State University
Medical Impact Series
Thursday, June 24, 5:30 – 8 p.m.

“Update on otitis media”

Dele Davies, M.D.
Stanley Dudek, M.D.

Eagle Eye Conference Center, Hillside Room
15500 Chandler Road, Bath, Michigan
Physicians, house staff, nurses, and medical students, call 1.888.793.4325 for tickets, $20. Course is approved for AOA and CME credits.

Stroke Center dedicated
Thanks to a $500,000 commitment from the Dart Foundation, Sparrow Hospital has enhanced its ability to treat and manage cerebral vascular disease with the newly dedicated William and Claire Dart Stroke Center in the 6-Neumann Neuro Care Unit. Celebrating the dedication on May 4, were from left, Sparrow President Dennis Swan, Arshad Majid, M.D., Ariane Dart, Chris Abood, M.D., and David Kaufman, D.O.

Flu restrictions lifted
Sparrow has lifted visiting restrictions in effect since late 2009 to protect patients and staff from the H1N1 influenza virus (swine flu). During 2010, H1N1 illness and flu-like illness in our region has been much less than last fall.

Influenza and public health experts expect to see H1N1 flu illness reemerge this fall. Seasonal flu shots for 2010-11 will contain H1N1 vaccine as well as other flu A and flu B components.

Community Research Day. First year internal medicine resident Deepthi Rao, M.D., shows off her research project at the third annual Community Research Day at East Lansing’s Henry Center on Apr. 30. The event supports interest in research for faculty, fellows, interns, residents and medical students. This year, nearly 100 medical research projects were on display.

Medical Staff Quarterly Meeting
Tuesday, June 8
Eagle Eye Conference Center
5:30 p.m. – Hors d’oeuvres
6:15 p.m. – meeting begins

Reappointment packets mailed
If you didn’t receive a reappointment packet last year, you should receive yours soon. Please complete and send back to the Medical Staff Services Office as soon as possible. Questions? Call (517)364-2573.
Four receive most skywalk stars

Sparrow’s annual Doctors’ Day tribute includes hundreds of foil stars that decorate the skywalk, each with a handwritten thank you to a Sparrow physician in appreciation of their skill and compassion. This year, the four physicians who received the most stars were John Armstrong, M.D., Shyam Bhupalam, M.D., Stanley Dudek, M.D., and resident physician Erica Austin, M.D. Congratulations to these outstanding physicians for earning the praise of their peers and staff members.

Fertility experts retire

Two legendary physicians who are also husband and wife, Fereshteh Fahimi, M.D., and Mohammad Mohsenian, M.D., retired from the Sparrow Medical Staff in late April after 34 and 26 years, respectively. Drs. Fahimi and Mohsenian, who were board certified in both Ob-Gyn and reproductive endocrinology, are responsible for helping thousands of mid-Michigan couples become parents.

“The legacy of these two gifted and compassionate physicians lives today in thousands of happy parents and families they have helped during their remarkable careers,” said Sparrow Chief of the Medical Staff, Michael R. Clark, M.D. “The positive impact they have had on our community has been profound. We all wish them the best. They will be greatly missed.”

Sparrow and Michigan State University
Medical Impact Series
Thursday, July 15, 5:30 – 8 p.m.

“Neurodegenerative and Systemic Diseases”

John Goudreau, D.O., Ph.D.
David I. Kaufman, D.O.

Eagle Eye Conference Center, Hillside Room
15500 Chandler Road, Bath, Michigan

Dedication honors Dr. Sheets

During a private ceremony in May, Sparrow Hospital dedicated the “Stork Express” elevator and the Mother-Baby Center in honor of legendary Ob-Gyn specialist Joseph L. Sheets. Dr. Sheets, who died in 2009, was the recipient of the 2004 Sparrow Founders Award and, in 2006, was one of the inaugural inductees of the Sparrow Physician Hall of Fame.

Please contact me with your thoughts, comments and ideas regarding this issue, or for any subjects featured in Sparrow Physician. Michael R. Clark, MD, Chief of the Medical Staff at clark1@msu.edu
Help needed to improve ED flow

In this edition, I ask your help to improve throughput in the Sparrow Emergency Department. Although all aspects of hospital operations influence patient throughput, increased awareness by our medical staff can help ease the problem. In the next several weeks you will receive additional communication from our leadership with specific strategies to help alleviate the frequency and duration of boarding patients in the ED. By working together, I am confident we can help improve the flow of patients through our busy ED.

Welcoming our new residents

On behalf of the entire Medical Staff, I would like to welcome all of our new residents and their families to Sparrow and the mid-Michigan region. Many members of our current medical staff have served their residencies at Sparrow, and have stayed in the region to practice and raise their families.

Once again, I welcome you to Sparrow and look forward to personally meeting many of you in the near future. My best wishes to you all.

Michael R. Clark, M.D.

Julie Dodds, M.D., received the inaugural Stephen J. Snyder Excellence in Teaching Award from the Arthroscopy Association of North America (AANA). Dr. Dodds, an orthopedic surgeon, currently serves as chair of the AANA Research Committee.

MSU-CHM Awards announced

Congratulations to the following members of our Medical Staff who were honored with 2010 Faculty Awards from Michigan State University’s College of Human Medicine:

Roy Gerard, M.D., founding chair of and professor in the Department of Family Medicine, received the Lifetime Faculty Excellence in Teaching Award.

Kenneth Rosenman, M.D., professor in the Department of Medicine received the Distinguished Faculty Award.

Karen Blackman, M.D., assistant professor, Department of Family Medicine received the Outstanding Clinician Award.

Mark Ensberg, M.D., assistant professor, Departments of Medicine and Family Medicine, received the Outstanding Community Faculty Award.

Kenya Sekoni, M.D., clinical assistant professor, Department of Family Medicine received the Outstanding Community Volunteer Faculty Award.

Churlsun Han, M.D., assistant professor, received the Teacher Scholar Award.

Sparrow and Michigan State University Medical Impact Series

Thursday, Aug. 12, 5:30 – 8 p.m.

“Abdominal Afflictions”

Timothy McKenna, D.O.
Matthew T. Allswede, M.D.

Eagle Eye Conference Center, Hillside Room
15500 Chandler Road, Bath, Michigan
Pre-register by calling Mark Wehner at 517-364-5286 or e-mail Mark.Wehner@sparrow.org.

Course is approved for AOA and CME credits.
Welcoming our graduates
I would like to extend a special welcome to all the new members of our medical staff, and especially the physicians listed below who recently completed a residency or fellowship at Sparrow and decided to stay in mid-Michigan as a valued member of the Sparrow team – Michael R. Clark, M.D.

Elena Coppola, D.O., Internal Medicine  
Amy Korzecke D.O., Family Medicine  
Madhulika Kulkarni, M.D., Pediatrics  
Brooke Lemmen, D.O., Family Medicine  
Amit Masih, M.D., Internal Medicine  
Michelle Randall, D.O., Pediatrics

Don’t forget: get your new ID badge
All Medical Staff members are urged to obtain a new Sparrow ID badge. The badges have advanced technology to enable access to parking and secure areas. Signs are posted to allow physicians to move to the front of the line if necessary.

Scott Johnson, M.D., was named to the Board of Governors of the Michigan Society of Thoracic and Cardiovascular Surgeons at their annual meeting in August. Scott serves on the staff of Sparrow Cardiovascular & Thoracic Surgery.

At Sparrow Medical Group – North, Rebecca Wolfe, M.D., is among the first Sparrow physicians to use the new electronic medical record system. In November, the system will be expanded to other Sparrow-owned practices.

EMR goes live at SMG-North
In August, the new iSparrow electronic medical record (EMR) was implemented at Sparrow Medical Group (SMG) North, SMG Billing and the Outreach Laboratories. This is the first live implementation of the plan to install the enterprise EMR in 24 Sparrow employed physician practices.  
Physicians Howard Burgess, M.D., Cynthia Buchweitz, M.D., Heidi Johnson, D.O., Chandra Williams, D.O. and Rebecca Wolfe, M.D., are the first Sparrow physicians to use the new system to schedule, register, and provide care with an electronic (rather than paper) chart.  
In November, the Sparrow-employed physician practices will implement the scheduling and registration components of the EMR and will then begin a site-by-site roll out of the clinical medical record.

Please contact me with your thoughts, comments and ideas regarding this issue, or for any subjects featured in Sparrow Physician. Michael R. Clark, MD, Chief of the Medical Staff at clark1@msu.edu
“Split-flow” approach streamlines ED care, reduces wait times

Sparrow Hospital Emergency Department’s new “split-flow” approach streamlines patient care and is quickly proving to significantly reduce waiting times.

One of the features of the split-flow approach is immediate triage by a registered nurse upon check-in. The most seriously ill or injured patients go for expedited treatment. Less serious patients are sent to the split flow area, examined, and then sent to the “results pending lounge,” where they are monitored while awaiting the results of diagnostic tests.

First piloted in August, the split-flow system went live on Sept. 1, and has already reduced waiting times by more than 30 percent, and nearly 50 percent better than the national average. Patient perception metrics have also improved significantly, with our percentile ranking rising by an average of more than 35 points.

The graph below illustrates the significant increase in patient satisfaction metrics since split-flow began.

Amit Masih, M.D., has joined the Sparrow Medical Staff as a headache specialist in the Pain Management Center. Dr. Masih, who served his family medicine and neurology residency at Sparrow, recently completed a pain and headache fellowship at the University of Michigan. He has unique expertise in new headache and migraine treatments focused on providing faster pain relief, reducing drug side effects, and decreasing headache recurrence.

To refer a patient, call 517.364.5330.
Pharmacists round in critical care

On Sparrow Hospital’s adult critical care units, pharmacists have begun rounding with the critical care team to improve patient safety and therapeutic outcomes. From left, pharmacists Suzie Vendemelio and Christy Uptigrove review patient information with medical student Archana Reddy and residents Maan Ekkah, M.D., and Amit Banga, M.D.

Have you completed your survey?

Sparrow’s annual Physician Engagement Survey was mailed to all active members of our medical staff in October, with responses due by the end of November. I want to thank all of you who have completed this survey in the past, and encourage those of you who did not, to do so this year. Only by learning what your concerns are, can we take action to address them. – Michael Clark, M.D.

Board sharpens quality focus

The Sparrow Health System Board Quality and Patient Safety Committee chaired by Chief of Staff Michael Clark, M.D., recently implemented several changes to further improve quality and safety by enhancing communication with front-line providers. These include:

- Increasing the number of meetings from four to ten per year.
- Expanding the agenda by inviting front-line providers to discuss issues and concerns.
- Inviting patient and family members to recount stories of harm or success.
- Widening the scope of discussion to include Sparrow affiliate hospitals.

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Medical Staff Conference
Thursday, Nov. 11, 5:30 – 8 p.m.

“Diabetes…from pediatrics to geriatrics”

Dr. Kaur                            Dr. Allu

Hospitalists join staff

Please welcome Ikjot Kaur, M.D., and Harsha Allu, M.D., who have joined the Sparrow Hospitalist program. Dr. Kaur recently completed her internal medicine residency at Albert Einstein Medical Center in Philadelphia. Dr. Allu most recently served as a hospitalist at Beaumont Hospital in Royal Oak.

Michael R. Clark, M.D., Chief of the Medical Staff

Please contact me with your thoughts, comments and ideas regarding this issue, or for any subject featured in Sparrow Physician newsletter at clark1@msu.edu.
Physician Relations team opens office on 1-South

What is the Physician Relations Office?
Sparrow’s new Physician Relations Office provides personal, two-way communication between Sparrow and referring physicians and serves as your personal contact to provide updates, offers expertise or passes along information about issues or concerns that need immediate attention. The information gathered by the staff is used in the evaluation and planning of Sparrow services and programs. Your input is a key component in this strategy.

Drop by the office on the first floor of Sparrow Hospital, across from the South Wing staff elevators. You can also contact the Physician Relations team by calling the department at 517.364.3200 or by contacting one of the team members directly:

**Greg England**
Physician Relations Manager
517.364.3199
greg.england@sparrow.org

**Amy Ayers**
Physician Liaison
517.364.3195
amy.ayers@sparrow.org

**Anne Leiby-McMahon**
Physician Liaison
517.364.3194
anne.leiby_mcmahon@sparrow.org

**John Thelen**
Physician Liaison
517.364.3193
john.thelen@sparrow.org

When should you contact the Physician Relations Office?

Our Physician Relations team is here to support you anytime you would like:

- Information about Sparrow specialists or services.
- Assistance scheduling your patients for service.
- To meet with one of our referral specialists or clinical experts.
- Assistance troubleshooting a service concern.
- To offer feedback or suggestions for operational improvements.
- Training on Sparrow procedures or information systems.
- Assistance with facilitating communication about the status of your patients.
- Help identifying available CME opportunities.
- Answers to general questions about Sparrow.

Sparrow’s new Physician Relations team members want to hear about your office and your patient care needs. From left, Amy Ayers, Greg England, John Thelen and Anne Leiby-McMahon.
Holiday Message

As another eventful year draws to a close and the holiday season approaches, it is an appropriate time to pause and reflect on the many blessings we have enjoyed throughout the year.

In 2010, we welcomed the addition of Sparrow-Ionia Hospital and the physicians from Thoracic Cardiovascular Institute (TCI) to Sparrow. We also began the initial implementation of our electronic medical records system in our primary care practices.

We received numerous accolades for our clinical achievements, our community outreach efforts and our innovative applications of technology. All the while, our outstanding Medical Staff once again provided quality, compassionate care to literally hundreds of thousands of patients and their families.

Alone, each of these accomplishments is impressive. Together, they are a record of achievement few, if any, organizations can match. Above all, they reflect the immense skill, talent and dedication that every member of our Medical Staff brings in service to the communities we serve. I am sincerely grateful for your efforts and proud of your performance.

Please accept my sincere best wishes to you and your family for happiness and good health this holiday season and throughout the coming New Year.

Happy Holidays,

Michael R. Clark, M.D.
Chief of the Medical Staff