



An Affiliate of **North Shore LIJ**

# The Pulse

The New Island Hospital Physician Newsletter

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## TWO YEARS AND COUNTING



Aaron E. Glatt MD

As many of you have probably heard by now, **the Board of Directors has asked me to lead the hospital forward in my new role as President and CEO.** To be honest, I am humbled by the privilege being accorded me, and it is with significant

trepidation that I agreed to take on this new mantle of leadership. I look forward to working very closely with Mr. Giovanni Distefano, our Chief Operating Officer, the rest of our excellent executive team, and of course, you, my trusted colleagues and friends on the Medical Board and Medical Staff. I will do everything in my power to continue making New Island a better and more compassionate hospital, and keep her physician friendly and responsive to the needs of the medical staff and community.

To assist me in these critical tasks, we have embarked upon a search for a **new Chief Medical Officer.** Two national recruiting firms have been engaged to provide us with the best potential candidates. A search committee has been established, comprised of physicians from the elected Medical Staff leadership, Directors and senior attendings from different specialties, and also includes Tom Ryan (a member of the Board of Directors) and administration leadership. We are interested in recruiting the most preeminent person for the job – internal and external candidates are very welcome to apply. Please call me in confidence if you have someone to recommend (including yourself!) for this crucial position.

Many of you have responded to our **on-line physician survey** asking for your thoughts and comments about the departments and services offered at New Island. I would love to hear from each and everyone of you. The

survey takes less than five minutes to complete and is available on-line (ask us to e-mail you the link or click [http://www.surveymonkey.com/s.aspx?sm=e9YQrKICPaf0XFid0dXVhnQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=e9YQrKICPaf0XFid0dXVhnQ_3d_3d)). The results will be very helpful in directing our efforts to improve NIH. If you have any technical problems accessing the survey, give us a call at 520-2301.

I am thrilled to inform you that our physician ‘patient satisfaction scores’ went up very significantly in the last quarter. **I told you sitting down at the bedside and asking your patients if they have any unanswered questions or concerns would make a difference!** Well, I don’t know if that really did it, but if we continue to focus on patient satisfaction during *every* patient encounter, we can raise our scores to a much higher level.

**Save the date** – Saturday evening, February 9<sup>th</sup>, 2008 for our annual Gala, the New Island Sunshine Ball, with three great honorees. Our very own Director of Medicine, **Dr. Stanley Rabinowitz**, pulmonologist and critical care specialist, who has been on staff at NIH for over 26 years, and **Dr. Edward Gross**, Chief of Anesthesiology, on staff for over 23 years, have honored us by accepting this tribute. Stan and Ed are true gentlemen, staunch hospital supporters, who practice the highest standards in clinical care and ethics. Their dedication and continued camaraderie in providing superb healthcare are greatly appreciated.

**Mr. Brian Kilmeade**, the co-host of the Fox News Channel’s “FOX & Friends” has also graciously agreed to be a community Guest of Honor at our Gala. A dedicated and devoted community and family man, Mr. Kilmeade is one of the FOX network’s anchors, covering many important sports and national events. A graduate of Long Island University, he resides in Massapequa with his wife and three children.

*Continued on pg. 2*

**New Wound Healing Hyperbaric Medicine Phone Number**  
**516-520-2788**

## ...CONTINUED FROM COVER

Our Gala has an outstanding reputation for being short on speeches and long on music, dancing and friendship. We anticipate a very large response from our physicians, community and business partners. **Last year we turned away many physicians and guests because we were quickly sold out.** Please make sure you attend and are listed on the special **Scroll of Honor** presented as an everlasting tribute to our colleagues. I look forward to sharing a very enjoyable evening with you.

Speaking of deserved recognition, please do not forget to send me your nomination for the first annual **NIH "Nurse of the Year Award"**. The deadline has been extended to the end of the year, so please take a few minutes to e-mail or write me your favorite choice. **For those physicians requesting anonymity**, we will be very happy to accept your nominations but withhold your name when the winner is announced.

Special thanks to our former medical staff member Dr. Joel Drabkin for his generous donation in support of our renovation projects. (See page 4 for the story). We look forward to hearing from other gracious alumni in the future.

PS – we accidentally left out a ‘sub 30 minute physician runner’ from our annual 5K Run listing in the last *Pulse*. Belated congratulations to **Dr. Jeff Klirfeld with his excellent 24.31 time!**

Thank you again for your continued support of New Island Hospital. It has now been an exciting and personally gratifying two years for me in my role as CMO and Editor of the *Pulse*, and that is because of the excellent relationship I enjoy with nearly every one of you. Thank you.

Aaron E. Glatt, MD  
President & CEO

## \$60 MILLION IN MEDICAID SAVINGS ARISING FROM FORGE-PROOF LAW

**Those new prescription pads are a pain, but they work!** Required use of forge-proof prescription forms in NY has saved Medicaid \$60 million, according to the NYSDOH. Physicians and other prescribers have been required to use these special forms for all prescriptions written in New York State since April 19, 2006. The Office of the Medicaid Inspector General calculated the savings based on the dollar value of the prescriptions that were rejected because they did not contain a prescription serial number. The Bureau of Narcotic Enforcement estimated that private insurers generated \$75 million in savings from use of the forge-proof prescription forms, although “no hard data is available.”

## CONSUMER DEFINITION OF QUALITY HEALTH CARE

What does the average person look for when selecting a hospital? According to a large survey from HealthView Plus® 2006, the following items are at the forefront in deciding whether a patient chooses one hospital vs. another. **As any physician will tell you, the doctor is the most important factor in that decision!**

<b>Good Physicians</b> .....	<b>37%</b>
Best Treatment Options .....	21%
Treated with Respect .....	10%
Good Service .....	9%
Good Hospitals.....	7%
Advanced Technology .....	6%
No Waiting .....	6%
Healthier Patients .....	3%
Clinical Trials.....	1%

## COUMADIN GENETIC TESTING?

Warfarin (coumadin) is the second-most-likely drug (after insulin) to necessitate an ER visit. It accounts for 43,000 ER visits a year in the US. The FDA announced that warfarin will carry new information on **the role of genetics in dosing**, stating a lower initial warfarin dose should be considered for patients with certain genetic variations as coumadin can cause adverse reactions in these individuals. Only genetic testing can determine such sensitivity. A genetic test that identifies these patients has received FDA approval. It does NOT replace regular blood tests to ensure the correct dose of coumadin.

**However, many specialists say testing hasn't been proved to reduce the risks of the drug.** They fear patients who don't get the tests and run into trouble will sue doctors, citing the drug's new label. Currently, Medicare covers the tests, which generally cost between \$300 and \$500, but major insurers such as Aetna, WellPoint, and Cigna do not. Insurers claim they need more evidence about the benefits.

## NEW ULTRASOUND DEVICE FOR SAFE AND ACCURATE CENTRAL LINE INSERTIONS

At the request of several practitioners, NIH recently purchased The Site~Rite\* 6 Ultrasound System, which meets AHRQ (Agency for Healthcare Research and Quality) recommendations for use of real-time ultrasound guidance for central line placement. This system permits clear vessel visualization, thus reducing the risk of inadvertent arterial puncture, hematoma or pneumothorax. Clinical studies demonstrate improvement in vascular access central catheter placement for PICC and CVC placement, as the special guides direct the needle to the target vessel. Real time ultrasound guidance increases the success rates of internal jugular and subclavian access, and reduces the number of venipuncture kits used to achieve access. What is the bottom line?

### Improved safety, efficacy and patient satisfaction

#### Demonstrated clinical efficacy

Increased success rates

Decreased complications

Reduced venipunctures

Please contact the medical staff office or any of the nursing directors to find out how you can use this system.

## A new day in health care.



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Cold Spring Hills Center for Nursing & Rehabilitation, an affiliate of the North Shore-LIJ Health System, is a premier health care provider located in Woodbury, New York serving Long Island and the Greater New York & New Jersey areas. Our dedicated staff offers superior care to our patients and residents. We value each individual's dignity and offer exceptional healthcare to everyone admitted whether to our long-term or short-term programs.

For more information or a tour, give us a call at (516) 622-7729. Let us share our future with you. Cold Spring Hills, a new day dawning in Long Island health care.

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## NEW AIDET PROGRAM SUPPORTS PATIENT COMFORT & SAFETY

New Island Hospital recently went live with a new creative program to increase nursing presence at our patient's bedside. **AIDET stands for Acknowledge, Introduce, Duration, Explain, and Thanks.** Our nursing staff is utilizing these guidelines when visiting patients. **Every hour throughout the day & night** a nursing professional comes to their patients bedside and evaluates their need for comfort and safety, and then documents how the nurse met that need. Current feedback is that this program is very successful and has tremendous potential. Having nurses spend more time at the bedside reduces patient anxiety, improves communication and patient satisfaction, and brings comfort and care to a new level.

New Island is also doing well in patient satisfaction in the outpatient setting as well. Patient Satisfaction Scores for our Emergency Room are 89.9 %; Ambulatory Surgery is 91.3 %; The Center for Sleep Medicine is 96.6%; and the Center for Wound Healing and Hyperbaric Medicine is 96.6%! We congratulate our staff on these stellar scores.

## FREE DVD TO IMPROVE END-OF-LIFE CARE

The New Island Hospital Medical Board, upon the recommendations of the Ethics Committee chaired by Dr. Stan Rabinowitz, has been discussing bringing **MOLST** to our hospital. Not to be confused with the beer with a similar sounding name, the Medical Orders for Life-Sustaining Treatment (MOLST) program is designed to **improve the quality of care** people receive at the end-of-life and to document end-of-life preferences.

MOLST helps seriously ill patients with advanced chronic illness and frailty make decisions about life-sustaining treatment. By having completed MOLST forms in their medical records, patients can be assured that the medical world will understand and listen to their wishes.

The Medical Society of the State of New York and BlueCross BlueShield offer a *free* instructional DVD to train and familiarize health professionals with the MOLST program, to identify appropriate candidates for MOLST, and to guide you through the process of completing the form. The MOLST form was approved for use by the New York State Department of Health. It is unique in that it follows a patient as he or she transfers through various facilities or levels of care.

**Free copies** of the MOLST DVD are available at <http://www.compassionandsupport.org>

# FREE CME

Primary care physicians now have another free continuing medical education (CME) resource available online at the click of a mouse.

The AMA recently launched [AMAPrimarycare.org](http://www.amaprimarycare.org)—a portal that offers Web-based CME programs in several therapeutic areas that can be completed at your own convenience. It includes a broad range of certified educational programs on three clinical topics: depression, Parkinson's disease and type 2 diabetes. These programs were developed with independent education grants and can be easily accessed on-line by going to <http://www.amaprimarycare.org/>. You do not have to be an AMA member to participate.

Each tract provides practical, evidence-based information to stimulate physician learning on the diagnosis, management and treatment of these illnesses and strategies to help improve patient outcomes. The programs include video webcasts with clinical exchanges between primary care physicians and key medical specialty leaders, and slide presentations with audiocasts developed under the direction of expert advisory boards specific to each therapeutic area.

## IMPROVING IMMUNIZATION RATES

The New York City Department of Health is very committed to improving immunization rates for all health care workers and patients. They have an extensive amount of materials that are available to physicians at no cost. We encourage you to take advantage of these materials and work with us in achieving the highest rate of immunizations for health care workers in the country. The materials include, posters, health bulletins, and patient reminder cards.

Also, here is the link to the DOH web page for the community, and the one for providers.

<http://www.nyc.gov/html/doh/html/home/home.shtml>

<http://www.nyc.gov/html/doh/html/imm/immpinfinfo.shtml>

Feel free to contact the DOH at [nycflu@health.nyc.gov](mailto:nycflu@health.nyc.gov) with questions.

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## New Island Hospital Receives Donation From Retired Physician



Dr. Joel Drapkin practiced urology at New Island Hospital, then known as Mid-Island Hospital, from 1961 to 1996. Although retired for the past eleven years, he is an active member of New Island Hospital's Physician Alumni Association. He and his wife Jean recently donated \$5,000 toward sponsoring a Patient Room at the

hospital. New Island is in the process of vigorously refurbishing all patient care areas and this donation will tremendously benefit this effort. When asked why he wanted to donate to the hospital he replied, "I spent so much of my time here, and because the hospital was my life for so long."

Dr. Drabkin distinguished himself as a Navy Flight Surgeon during WWII and was honorably discharged with the rank of Lieutenant Commander. He and his wife Jean have been married 50 years, have three sons and still reside in Massapequa.

## DRAMATIC CHANGES IN MEDICARE RATES

Medicare will pay ambulatory surgery centers (ASCs) at **only 65%** of the hospital outpatient department rate under a final rule issued by the CMS. For 365 procedures frequently performed in physician's offices, rates will significantly decrease.

This new ruling will hit single-specialty ASCs especially hard, particularly those that specialize in gastroenterology, where drastic cuts in payments are expected, according to Kathy Bryant, president of ASC trade association FASA.

**In addition, many other carriers have dramatically changed the reimbursements to physicians for office based procedures, making it now more financially advantageous for physicians to perform their procedures in a hospital setting.**

New Island Hospital's goal is that you and your patients have an outstanding experience and outcome. Our excellent anesthesia department, comprised *solely* of physicians, offers very competitive anesthesia rates for your patients. We will facilitate and schedule patients rapidly and smoothly, and we will make available optimal OR times for elective surgeries and procedures. **Our operating and endoscopy suites are second to none;** our professional service is just what the doctor ordered.

# CHF DOCUMENTATION AND CODING

NEW significant changes to the Inpatient Prospective Payment System started Oct. 1<sup>st</sup>!  
**Clear, timely inpatient documentation is now more important than ever!**

A good example is **HEART FAILURE, which**, depending on documentation, can be coded in many different ways:

ICD9	TITLE
4280	CHF NOS (decomp - Right Heart Failure)
4281	LEFT HEART FAILURE
42820	SYSTOLIC HRT FAILURE NOS
42821	ACUTE SYSTOLIC HRT FAILURE
42822	CHRONIC SYSTOLIC HRT FAILURE
42823	ACUTE ON CHR SYST HRT FAILURE
42830	DIASTOLIC HRT FAILURE NOS
42831	ACUTE DIASTOLIC HRT FAILURE
42832	CHRONIC DIASTOLIC HRT FAILURE
42833	ACUTE ON DIAST HRT FAILURE
42840	SYST/DIAST HRT FAIL NOS
42841	ACUTE SYST/DIASTOL HRT FAILURE
42842	CHRONIC SYST/DIASTL HRT FAILURE
42843	AC/CHR SYST/DIA HRT FAILURE
4289	HEART FAILURE

When documenting **CHF, CHRONIC or ACUTE; SYSTOLIC or DIASTOLIC MUST** be documented in order to be fully coded.

Both severity and payment will not be accurate, unless appropriately documented.

Other documentation issues include noting all comorbidities/complications (“CC’s), such as:

- Acute exacerbations of chronic significant diseases
- Advanced end stage diseases
- Chronic diseases with extensive debility
- Document the underlying “cause” of a disease or condition if it is known (i.e. the causal organism for pneumonia).

Coders may need to query you if documentation is insufficient to determine if the condition is acute/chronic or both. **Please respond promptly to these queries**, as good documentation helps improve the hospital and your personal profiling / report cards!

**Thank you in advance for your cooperation!**

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## ONLINE AVIAN FLU COURSE

The CDC released an online training course on avian influenza. **Free** materials include presentations, case studies, and tabletop exercises. Users can adapt the materials to meet the needs of different groups.

The six modules are available at <http://www.cste.org/influenza/avian.asp> and cover:

- surveillance case management
- personal protective equipment
- poultry farm investigation
- management and public health action
- laboratory

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