

# Seymour Street Journal



What's news...

From the Offices of Bimal Patel and Stacy Nerenstone, MD

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*December 31, 2017*

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*"Wherever the art of medicine is loved,*

*there is also a love of humanity."*

- Hippocrates

**1984: The first successful heart transplant in Connecticut was done at Hartford Hospital by Dr. Henry B.C. Low.**

Follow Hartford Hospital on [facebook](#), [youtube](#) and [twitter](#)

## Chief's Corner

- [Dr. Jack Greene](#), Hartford HealthCare Regional Vice President of Medical Affairs for the Hartford Region and Hartford Hospital

### Just Ask Us!

We have put in place a dedicated email box for the medical staff, called "Ask Jack." The emails will be picked up each day, and I will be responsible for making sure that you receive feedback. Send your concerns to [askjack@hhchealth.org](mailto:askjack@hhchealth.org).

## Dr. Peruvamba Venkatesh Appointed Interim Chief for the Department of Medicine

*Dr. Ajay Kumar and Dr. Jack Greene*

Dear Colleagues:

We are pleased to announce that **Dr. Peruvamba Venkatesh** has been appointed and accepted the role of Interim Chief for the Department of Medicine, effective Jan 1, 2018.

Dr. Venkatesh joined Hartford Hospital more than 20 years ago and has made significant contributions to the institution. He currently is the associate director for the Department of Medicine and the director for Quality and Safety for the Department as well. He serves on the Medical Staff Quality Council, the Medical Staff Credentialing Committee and has been active on the CareConnect Project.

He collaborates with division chiefs regarding quality metrics in key clinical areas of patient safety. He is the chief academic officer and assistant dean for UCONN at Hartford Hospital and serves as associate program director for the UCONN Internal Medicine Residency program, working to enhance educational opportunities and elevate standards in GME and has maintained Hartford Hospital's standing as the premier teaching site for UCONN.

He serves as a Corporator for Hartford Hospital and is the recipient of the John T. Springer Humanitarian Award from the Medical Staff at Hartford Hospital.

Dr. Venkatesh will preside over the day to day operations of the Department of Medicine during the

transition period during which a national search will be conducted to replace **Dr. Ajay Kumar**, who will take over for **Dr. Jack Greene** as the HHC regional vice president for Medical Affairs.

We are currently forming the Search Committee and will provide an update once the committee is created. Please join us in welcoming Dr. Venkatesh to this new role and offer our sincere appreciation for his commitment to Hartford Hospital.

## **Wound Healing and Hyperbaric Medicine Center Open**

*Dr. Sara A. Case, Medical Director*

Hyperbaric Oxygen Therapy is again available at Hartford Hospital, Conklin Building. Two newly installed monoplace hyperbaric oxygen chambers are currently in use.

Hyperbaric oxygen therapy (HBO) is an important modality in treatment of infected diabetic foot wounds and chronic refractory osteomyelitis. Hyperbaric oxygen therapy treats late effects of radiation therapy, including radiation cystitis, soft tissue and osteoradionecrosis.

The Wound Healing and Hyperbaric Medicine Center also provides outpatient advanced wound care therapies for patients with chronic wounds. Commonly treated wounds include venous leg ulcers, diabetic foot wounds as well as non-healing wounds in immune-compromised patients.

Call 860-972-1153 to schedule appointments, arrange a tour or speak with the medical staff: James F. Nugent, DPM, Akella S.Sarma, MD, and Sara A. Case, MD.

## **The right care at the right time and in the right place**

*By Dr. Rocco Orlando III, senior vice president and chief medical officer for Hartford HealthCare,*

*[From the November 2017 issue of DOTmed HealthCare Business News magazine](#)*

One of the biggest trends in U.S. health care is consolidation.

Building integrated networks has allowed many health care organizations to provide more comprehensive services to their communities. But as systems expand, growth can create new complexities.

Radiology professionals understand this issue well. As providers consolidate, imaging resources expand. However, that does not always lead to parallel improvements in referral management, patient wait times and physician access to images and reports.

My colleagues and I have given a lot of thought to the challenges and opportunities of consolidation. Over the last 10 years, Hartford HealthCare has grown to include five acute care hospitals (and a continuum of non-acute organizations) serving 2 million people in Connecticut.

Our network has improved the community's access to top-level tertiary and quaternary care. However, the network sometimes has been the victim of its own success.

On one hand, Hartford Hospital - our academic medical center - was often at capacity, particularly in the neurosciences ICU. On the other hand, we had excess capacity in our community hospitals. This is despite the fact that several of our community facilities provide very high-end critical care services.

We knew that better patient flow was the answer, but simply focusing on our academic medical center wasn't enough. We needed to optimize patient logistics across our entire health network.

In 2016, we began working on several care-logistics strategies - all with the goal of getting the right

patients to the right location promptly, so we could provide them with the highest quality care as close to home as possible. To date, we have achieved significant progress by focusing on three key initiatives in collaboration with GE Healthcare.

### **A systemwide 'command center' for patient logistics**

In September, Hartford HealthCare launched the Care Logistics Center, a central unit that consolidates the patient logistics functions of all five of our acute care hospitals. Designed and implemented with the help of GE Healthcare Partners, the unit serves as a command center for managing patient flow and resource utilization across our entire network.

The Care Logistics Center has significantly improved the way we move patients throughout our system. One key to its effectiveness is colocation. Previously, it was difficult for logistics staff at different hospitals to coordinate their efforts. Now, a single team of logistics managers literally sit elbow to elbow in the Care Logistics Center. That facilitates real-time communication, allowing staff to make quick and appropriate patient movement decisions. Only Hartford Hospital had dedicated logistics staff in the past. Bringing all logistics functions into one unit has allowed us to identify inefficiencies and create standardized processes.

Technology is also an essential part of this solution. The Care Logistics Center has implemented a single information system to manage patient flow - Epic's patient transfer module. The system allows the team to manage all the resources available at each facility. Staff members also use dashboards to monitor key patient flow metrics in near real time, including transfers, boarding times and ED and OR queues. Staff even track air medical arrivals with a helipad video monitor.

To illustrate how the Care Logistics Center works, consider this "before and after" scenario. In the past, most patients at our smaller community hospitals who needed critical care services were transferred to Hartford Hospital. However, other facilities in our network have very strong ICU teams. Today, thanks to centralized management through the Care Logistics Center, patients with moderate-complexity illnesses are often transferred to other community facilities. This typically keeps those patients closer to home. It also helps us optimize capacity across our system, leveraging community hospital assets while freeing up Hartford Hospital beds for the most complex patients.

Currently, the Care Logistics Center focuses on bed management. In the near future, it will also take over patient transport and environmental services for all five acute facilities. That will enable us to coordinate not just bed assignment, but patient movement and room turnover as well.

### **A 'digital twin' to model logistical impacts**

Improving the flow of patients across our system was only half the challenge. To make the best use of our resources, Hartford HealthCare also needed to maximize the utility of our tertiary referral center.

GE Healthcare Partners helped us address this challenge with data analytics. The GE team used 18 months of patient data to create a digital model of patient movement at Hartford Hospital. The result was a "digital twin" of our academic medical center.

This tool has enabled us to do two things. First, it allowed us to identify common areas of breakdown within patient flow and zero in on the processes most in need of improvement. Second, it lets us model various patient flow solutions. We are using our digital twin to test potential solutions in a virtual environment before we invest time and money in any changes.

For example, Hartford Hospital will soon open a dedicated inpatient rehabilitation unit. Before we committed to this initiative, we used the digital twin to understand the impact of converting a general medicine unit into an acute rehabilitation center. The simulation model gave us detailed insight into what we can expect in terms of occupancy rates in the new rehab unit, occupancy rates in other general medicine units as they absorb more volume, staffing efficiency and options for deploying hospitalists.

For health system leaders, the digital twin is a powerful decision-making tool. As we staff up and build out for our new rehabilitation unit, we have a high level of confidence that it will benefit our patients, our staff and our organization overall.

We are now in the process of using our digital twin to answer several questions: What will happen to boarding rates if we alter our ED triage process? Can we reduce length of stay by creating additional step-down capabilities? What is the best way to serve our inpatient infusion patients in an outpatient setting?

The entire effort ties back to our initiatives in the Care Logistics Center. The digital twin allows us to understand how different patient transfer protocols impact patient flow and volume throughout our integrated network.

#### **A patient-centered imaging strategy**

A key goal of all these initiatives is to improve patient care by reducing wait times. This is especially important in the field of radiology, where digital imaging services are becoming increasingly complex.

On the process side, we are developing ways to use our Care Logistics Center to improve patient access to imaging services across our system. On the technology side, we are leveraging our systems to build a patient-centered imaging strategy. Our working principle is: When the patient moves, his or her images move, too.

Through our “ImageConnect” initiative, we developed a centralized PACS system linked to Epic. The system indexes all digital images generated within our health network. As a result, clinicians can access all images, not just reports, through Epic. This capability supports our Care Logistics Center strategy. Prior to any patient transfer, patient imaging is immediately available to any future caregivers, which informs the decision-making process about the goals of the transfer. Images are immediately available to caregivers and radiologists prior to the transfer, allowing a determination of the treatment plan before the patient arrives. In some cases, image availability leads to a decision to avoid transfer and treat in the local facility.

#### **Solutions support sustainability**

The main driver of all our logistics initiatives is to improve care quality and patient safety. But our analyses show that improving patient movement is also economically advantageous. Improved efficiency leads to lower costs, which can benefit both individual health networks and the U.S. health care system as a whole. As our industry continues to evolve, making better use of resources will be the key to long-term sustainability. It will also help us provide the right care at the right time and in the right place to as many patients as possible.

## ***From the President of the Medical Staff***

***[- Dr. Stacy Nerenstone](#), President of the Hartford Hospital Medical Staff***

### **Reflections on My Final Issue of SSJ**

This is my last Seymour Street Journal entry as president of the Medical Staff.

For more than 160 years, the Medical Staff at Hartford Hospital was led by a male physician. It is with pride that I write here as the first woman to break the glass ceiling. I have been privileged to serve as a Medical Staff Officer for more than 12 years.

My concern has always been for our patients, my physician colleagues, and for this institution. The challenges and changes to our profession have been dramatic, but I can walk away knowing that I helped navigate an ever changing medical environment.

As this is the season for reflection and recognition, I would first of all like to thank Annie Emanuelli for her service over these seven years as editor of the SSJ. She started as editor when Seymour Street was a new vehicle to keep our Medical Staff informed. I think it has served that purpose admirably. This will be her last issue as editor, and we all wish her well in her future endeavors.

I want also to voice my appreciation to Cathleen Aquino, and all the work she does for the Medical Staff as head of the Medical Staff Office. She has worked tirelessly for us every day with the mundane but necessary issues in all the matters of credentialing, privileging, setting agendas for the Medical Executive Committee and semi-annual meetings, elections, etc. I could not have done my job without her.

And I want to thank Dr. Jack Green on behalf of the entire Medical Staff for his more than three decades of service to our hospital and physicians in his many roles at Hartford HealthCare. As most of you are aware, he is retiring at the end of December.

When someone dies, the memorial that marks the grave has two dates, the date of birth and the date of death. In between, there is a dash. The following is a simple poem by Linda Ellis, that I read at the last Medical Staff Meeting, which expresses for me why we do what we do, and how we need to challenge ourselves each and every day.

### **The Dash**

*by Linda Ellis*

*I read of a man who stood to speak at the funeral of a friend.  
He referred to the dates on the tombstone from the beginning...to the end.*

*He noted that first came the date of birth and spoke of the following date with tears,  
but he said what mattered most of all was the dash between those years.*

*For that dash represents all the time that they spent alive on earth.  
And now only those who loved them know what that little line is worth.*

*For it matters not, how much we own, the cars...the house...the cash.  
What matters is how we live and love and how we spend our dash.*

*So, think about this long and hard. Are there things you'd like to change?  
For you never know how much time is left that can still be rearranged.*

*If we could just slow down enough to consider what's true and real  
and always try to understand the way other people feel.*

*And be less quick to anger and show appreciation more  
and love the people in our lives like we've never loved before.*

*If we treat each other with respect and more often wear a smile,  
remembering that this special dash might only last a little while.*

*So, when your eulogy is being read, with your life's actions to rehash...  
would you be proud of the things they say about how you spent YOUR dash?*

Wishing everyone a healthy and happy holiday season!

Stacy Nerenstone

### **The Office of Patient and Family Affairs: Top 3 Complaint Types**

***Editor's Note: The Office of Patient and Family Affairs (formerly Patient Relations) manages the logistics of patient complaints and grievances. We will regularly include information about the office and its services here in Seymour Street Journal.***

The following complaint categories are experienced throughout the system and our goal in sharing this with you is to help you become aware of the patient's perception.

Care Provider Issues: Inadequate Explanation

- Complaints in this category result from a lack of communication or the patient not fully understanding what is being communicated. We suggest the use of the "teach back method"
  - asking the patient to repeat, in their own words, what you've just communicated to them.

Staff Attitude: Rude, Uncaring, Attentiveness to Patient Needs

- A major contributor to Staff Attitude complaints are related to body language. Please be professional and BE IN THE MOMENT while with patients, their families and our customers.

Access, Transfer, and Discharge Issues: Discharged Too Soon, Discharge Delay

- Feedback from patients involves unclear communication and expectations. We suggest, when discharging a patient, that you set realistic expectations regarding discharge times as well as what patients and their families can expect during and after their discharge.

## *From Hartford Hospital Leadership*

### **We Have Much to Be Thankful For**

*Bimal Patel, President, Hartford Region Senior Vice President, Hartford HealthCare*

Dear Colleagues:

Happy Holidays and Greetings!

We have much to be thankful for, especially during the holidays. I am thankful to you all for your service, dedication and care for our patients. Our patients are grateful to us for what we do-making a difference one interaction and intervention at a time. That is why we all chose healthcare as our lifelong commitment.

Hartford Hospital is a place of caring and compassion. Our patients and their families always receive the best care because of the work you do in partnering with each other as a healthcare team. For this reason we are thankful for each other.

As we stop to reflect on this holiday season, please take a note of how we replenish our well of caring and compassion, especially the people who support us in our journey like family, friends or neighbors. We each have a support system that makes us who we are and keeps us in balance. I thank all of those people on behalf of our organization.

I personally offer best wishes for your peace, prosperity and health. You are a blessing to us, to our patients, to your colleagues and to this community. Thank you for all you do.

### **In 2017, We Met or Surpassed Every Key Strategic Goal**

[Elliot Joseph, President & CEO of Hartford HealthCare](#)

Dear Colleagues:

Thanks to you, we made 2017 a better year for thousands of our friends and neighbors across the state. Whether they came to our hospitals, used one of our ambulatory centers, or received home service, you cared for them and their families - no matter what work you do at Hartford HealthCare.

In the year we just finished, you met or surpassed every key strategic goal. These goals aren't just updated spreadsheets and checked boxes. Behind the metrics are real people - some in the most vulnerable moment of their lives. Reaching our goals means reaching the people we are so privileged to serve. Our success is their success, and it touches every community we serve across Connecticut.

I wish you bright and restful holidays. I hope you will have time to spend with your families and friends and take a moment to recognize all of the good that you and your co-workers do every day. If you are working over the holidays, I am especially grateful for your dedication and hope that you will find time for rest and reflection. I look forward to another great year of diligent and compassionate service.

## Successful Fiscal Year Brings Success Sharing Awards

Thanks to the hard work of the entire staff of HHC, the fiscal year we completed on Sept. 30 was a success. In recognition, we issued awards on Dec. 21 as part of our FY2017 Success Sharing Program.

In fact, we met the higher, level-two goal for financial performance and customer experience. As a result: Eligible employees received an award: Full-time employees received \$650; part-time employees received \$490.

Each year, we set goals based on what we want to accomplish for our communities. We factor in a forecast of the environment, but we could not have predicted some of what happened last year. This included the uncertainties of the state budget and our long, but successful, negotiations with Anthem. Working together, we accomplished a great deal more, including:

- Completing the roll-out of Epic at all of our hospitals;
- Increasing access by establishing 11 new ambulatory sites;
- Strengthening our financial performance;
- Continuing measured improvement of quality and safety; and
- Furthering our H3W Lean journey through daily huddles and visual management.

## Top News

### Electronic Prescribing of Controlled Substances Registration Reminder

#### **ARE YOU READY? JANUARY 1, 2018, 8 a.m.**

Starting on Monday, Jan. 1, 2018, state law requires that all prescriptions for controlled substances must be filed to pharmacies electronically. If you wish to continue prescribing controlled substances, you must register your mobile device in person during December.

A detailed announcement and supporting documents including a schedule of device registration sessions, FAQs and tips available on the web at <http://hartfordhealthcare.org/EPCS>.

If you have questions, please send an email to [EPCS@hhchealth.org](mailto:EPCS@hhchealth.org). Thank you.

#### **ACTION REQUIRED: Electronic Prescribing of Controlled Substances**

On Jan. 1, 2018 electronic prescribing of controlled substances becomes mandatory in Connecticut.



On June 30, 2017, Connecticut Gov. Daniel Malloy signed into law *An Act Preventing Prescription Opioid Diversion*. This law includes measures that will increase the security of prescriptions by requiring electronic prescribing of controlled substances. The law goes into effect January 1, 2018.

If you wish to continue prescribing controlled substances that are going to outside/retail pharmacies only (not hospital inpatient pharmacies) on or after Jan. 1, you must register **in person** at a Hartford HealthCare site and provide identification.

- Please note if you work in a private practice this enrollment will not apply to your non-Epic EHR. You will need to work with your vendor to register for controlled substance ePrescribing outside of Hartford HealthCare.
- If you work at multiple hospitals systems, (UConn, St. Francis, CCMC, etc.), you will need to register separately for those systems.
- Your HHC registration will function at any HHC hospital or clinic that uses Epic.
- Printed and hand-written prescriptions for controlled substance will no longer be accepted (by regulation) after January 1, 2018.

Registration involves:

- **Installation of an app on your smart phone**
- **Face-to-face identification** (you must appear in person and present ID such as a driver's license, passport, hospital badge or other form of photo ID)

You must pre-install the app on your mobile device before arriving for your in-person enrollment. Bring the device to the in-person enrollment so it can be linked to Epic.

Federal DEA regulations require multifactor identification methods for signing a controlled substance prescription to be transmitted to an out-of-hospital pharmacy. User ID and password is the primary identification method. You must choose a secondary authentication measure. The recommended second authentication methods are:

- Smartphone Soft Key (most people will use this).
- Fingerprint Readers

For more details please see the FAQs posted on the "Health Professionals" page of [HartfordHealthCare.org](http://HartfordHealthCare.org). If you have questions or concerns please email [EPCS@hhchealth.org](mailto:EPCS@hhchealth.org).

For more information about the DEA requirements and the Connecticut regulations visit [https://www.deadiversion.usdoj.gov/ecomm/e\\_rx/faq/faq.htm](https://www.deadiversion.usdoj.gov/ecomm/e_rx/faq/faq.htm) or

<http://portal.ct.gov/Office-of-the-Governor/Press-Room/Press-Releases/2017/06-2017/Gov-Malloy-Hails-Final-Passage-of-Legislation-Furthering-Efforts-to-Combat-the-Opioid-Crisis>

## Flu Season Is Here

*Rocco Orlando III, MD, Senior Vice President*

We have been treating our first series of influenza cases at Hartford HealthCare facilities, which means that our flu season has begun. Thanks to you, our Universal Influenza Prevention Program is helping to keep our patients, coworkers and ourselves as safe as possible.

Here are some measures we will begin to take today and throughout the influenza season:

- Staff members with flu-vaccine exemptions must wear a mask whenever they are within six feet of an area where patients/clients *may* be encountered - regardless of the location of the patient, the extent of patient interaction or whether or not a patient is currently present. Such areas include clinical units, hallways, lobbies and public dining areas. (The mask may be removed when eating.)
- Influenza is not the only respiratory infection making the rounds this time of year. Staff members

should remember to follow standard cough and respiratory hygiene, including: covering the mouth and nose with a tissue when coughing or sneezing; disposing of the tissue in the nearest waste receptacle; and washing or disinfecting hands after contact with respiratory secretions or contaminated material.

- Employees with fever, vomiting or diarrhea should stay home. Those with cold symptoms, such as a cough, sneezing or a sore throat, should stay home and return to work when they are feeling better.

- Hartford HealthCare institutions will follow their protocols related to the masking of patients and family members who have symptoms of respiratory illness. Standard and droplet precautions will be followed as usual.

You can find our full influenza FAQs on HHC Connect [here](#). Attached are additional FAQs to assist you in answering patient questions about masking.

Our Universal Flu Prevention Program reflects our value of safety. Thank you for making it count as we begin another flu season.

## **Charlotte Hungerford Hospital to Enter into Affiliation With Hartford HealthCare**

### *The Litchfield County Times*

Charlotte Hungerford Hospital will enter into an affiliation with Hartford HealthCare, now that the Connecticut Office of Health Care Access approved the proposal. The two health care organizations praised the decision in a release sent out by Charlotte Hungerford Hospital staff.

“With the next step of our affiliation in place, a timely and thoughtful transformation of our health services will begin so that access to care is secure for the people of northwest Connecticut and the future of that care is a strategic blending of CHH’s historic sense of place and purpose with the financial, clinical, and operational acumen that come with being part of a larger health system,” said Dan McIntyre, president and executive director at CHH in the release.

“We are delighted to have reached this important milestone and look forward to this affiliation with Charlotte Hungerford,” said Elliot Joseph, the chief executive of Hartford HealthCare. “Bringing our vision of being most trusted for personalized coordinated care to the residents of Northwestern Connecticut - in partnership with Charlotte Hungerford - is a true win for everyone, especially the local community. Building a true system of care across the continuum requires these types of new relationships.”

Charlotte Hungerford Hospital began exploring the idea of enter into an affiliation with a larger organization in February 2014 to “help sustain the Hospital’s operational, financial and clinical services,” according to the decision from the Office of Health Care Access. The hospital’s operating margin slipped into the negative in recent years, according to the decision. According to the decision, the hospital operated at a 5.71 percent loss in the 2016 fiscal year and projected losses of \$5 million and \$8 million in the 2017 and 2018 fiscal years respectively.

“The Hospital identified a number of factors that would make remaining an independent hospital challenging, including: a growing difficulty recruiting and retaining physicians, reductions in inpatient discharges, a high reliance on Medicare and Medicaid reimbursement, declining operating margins, a decreasing primary care presence in the community and the challenges of expanding outpatient services to accommodate population health management,” said officials in the decision.

The CHH Board of Governors eventually settled on Hartford HealthCare, as it most closely shared its vision for the needs of the region, according to the decision.

Under the agreement, ownership of Charlotte Hungerford Hospital will be transferred to Hartford HealthCare, with CHH continuing to operate as an independently licensed hospital, with its own medical staff.

A hearing on the affiliation proposal was held by the Office of Health Care Access in May.

At the time, Hartford HealthCare Chief Financial Officer Charles Johnson III said Charlotte Hungerford could be restored to profitability within four to six years. An initial investment of \$73 million is planned in the hospital over seven years, Johnson said - a figure reflected in the decision. Johnson said at the time that \$50 million of the funds would go toward capital projects.

### **Please Register for Doximity.com**

Please register for [Doximity.com](https://www.doximity.com), a free, online professional network. Doximity is the largest online community of physicians in the country.

Benefits include support for obtaining CME credit, staying connected with colleagues and classmates, rating residency programs, and **[navigating the online voting process for the annual U.S. News & World Report rankings](#)**.

Signing up on [Doximity.com](https://www.doximity.com) means that you will be eligible to vote in the annual U.S. News & World Report rankings. Further details on U.S. News voting will be sent later, so register today to be ahead of the game. To activate your Doximity account, please click on the link below.

All board certified adult and pediatric physicians, including residents, should create an account.

[Register for Doximity] <https://support.doximity.com/hc/en-us/articles/204862984-Nominating-hospitals-for-U-S-News-World-Report-Best-Hospitals>

### **Ribbon Cutting and Open House At New Histology Lab**

Join us for the opening of the new Histology lab at Hartford Hospital on Wednesday, Jan. 3, 2018, from 8:30-10:30 a.m. in the High Building, 301.

### **Urgent Care Center Opens in South Windsor**

The 8th HHC-GoHealth urgent care center opened in South Windsor on Dec 18. Address is 1 Buckland Road, Suite 7.

Hours are Monday-Friday, 8 a.m.-8 p.m. and 9 a.m.-5 p.m. weekends and holidays.

Check in online: [www.gohealthuc.com](http://www.gohealthuc.com).

### **Save the Date: Bariatric Symposium March 2018**

***March 21, 2018; Heublein Hall***

The Adolescent Bariatric Surgery Program at Connecticut Children's Medical Center and Hartford Hospital's Center for Metabolic and Bariatric Surgery Present: Bariatric Surgery: New Innovations from Adolescence to Adulthood.

It will be held March 21, 2018, in Heublein Hall.

Registration and Light Dinner: 4:30 p.m.

Presentations: 5 p.m.

### **It's a Gift? Here's the Policy**

A new patient is brought up to your unit from the OR. During her stay you strike up a great relationship. On the day of discharge you bring her down in a wheelchair, where her spouse is waiting. The spouse says he cannot thank you enough for all that you have done and hands you a wrapped gift as an expression of appreciation. You indicate you cannot accept the gift. He tells you it is an expensive watch, and it is from him not his wife. He insists, saying it is a holiday gift and that makes it alright to accept.

What do you do?

1. It is the holidays and money is tight - accept it and head to the pawn shop for Christmas shopping money.
2. Indicate you appreciate the intent however, you politely explain that HHC policy prohibits you from accepting it.
3. Go back to your unit and ask you supervisor if you can accept the gift.
4. Take the gift directly to your car and don't mention anything to anyone.

Gifts Between Patients, Patient's Families or Visitors and the HHC Community Policy

<https://myhhc.hchealth.org/OCI/Policies/Forms/Compliance.aspx>

## *Excellence*

### **Dr. David Pepper Presents at Emergency Psychiatry Meetings in Arizona**

**Dr. David Pepper**, director of Emergency Psychiatry, made two presentations in Scottsdale, AZ in December.

On Dec. 13, he presented "Advanced Interviewing Techniques" at the Coalition on Psychiatric Emergencies pre-conference workshop: Critical Topics in Behavioral Emergencies for Emergency Physicians: Case Reviews.

On Dec. 14, he presented "The Somatic Patient: Understanding Somatic Symptom Disorder's place in Emergency Psychiatry" at the National Update on Behavioral Emergencies."

### **Dr. Andrew Salner Presents on HHC Research on Lung Cancer Screening at National Lung Cancer Meeting in Miami**

**Dr. Andrew Salner**, director of the Hartford HealthCare Cancer Institute at Hartford Hospital, presented findings from an HHC system wide research study on lung cancer screening at the 6th annual Lung Cancer Screening & Continuum of Care meeting in Miami on December 6. Nearly 1,000 patients participated in the study to demonstrate the feasibility of a primary care based low dose CT screening program in the communities we serve. Sixteen patients were diagnosed with lung cancer, and 75% of these were stage 1.

Collaborators in the study include **Drs. Thomas Farquhar, John Volpe, Robert Bundy, James Carroll, and Eric Gorny.**

Each of HHC's 5 hospitals now offers low dose CT lung cancer screening to high risk individuals. Risk criteria include ages 50-77, 20-30 pack year smoking history, active smoking or quit within 15 years.

Through an NCI grant, Dr. Salner and **Dr. Ellen Dornelas** are now collaborating with researchers at

Georgetown's Lombardi Cancer Center to investigate the effectiveness of a telephone counseling program for smoking cessation in patients undergoing lung cancer screening.

## **Drs. Pearlson and Umashanker To Speak at Obesity Summit 2018**

**Dr. Godfrey Pearlson**, Director, Olin Neuropsychiatry Research Center, Institute of Living, and **Dr. Devisa Umashanker**, Obesity Medicine Specialist at Hartford HealthCare, will be featured speakers at the Obesity Summit 2018 on January 25-26, 2018 at Foxwoods Casino. Register online at [asmbsconnecticut.com](http://asmbsconnecticut.com)

## **Hartford Hospital Media Coverage**

### **New Media Integrations help us become more visible in targeted regions**

We want to ensure everyone is aware of two new media integrations that Hartford HealthCare will launch in the next few weeks. These additions to our content marketing line up will help us become more visible in targeted regions across the state, including the critical New Haven/shoreline region.

These new segments reflect a robust content strategy that highlights our institutes and service lines, and is part of a strategic and coordinated growth initiative:

- **“Advances in Health,”** a two minute, weekly segment featuring our experts on WTNH/Good Morning America. It is a recorded segment that launched on November 16 and runs on Thursday mornings. Thus far we have recorded 12 segments that will run over the next few weeks, and we have several more planned. As always, our goal is to highlight strategic topics that showcase our amazing clinicians and their expertise.
- The second will be called **“Connect to Healthier LIVE”** and launches on December 13. This will be a longer format segment that airs monthly and taps into the robust social media following of the Hartford Courant. It will be broadcast live on the Hartford Courant's Facebook page from the Hartford HealthCare studios in CESI.

We have worked hard to secure these strategic integrations over the last several months. Both are directly related to the success and polish of the other segments that we produce.

Existing segments:

- [Medical Rounds](#) on WFSB (followed by [Facebook LIVE](#))
- [HealthCare Matters](#) on WTIC
- [The Rob Dibble Show](#) on 97.9 FM
- [Connect to Healthier](#) on NBC

Our segments tie into clear calls to action like community education events. We track those who attend events after seeing segments or taking part in Facebook live conversations. We know when people make those connections; they are more likely to become patients.

Like everything we produce, our topics will be strategically chosen with clear goals in mind and clear calls to action.

We are reaching out because we need you to be our eyes and ears. We are actively seeking experts on topics that appeal to the morning show audience, topics that elevate Hartford HealthCare, and topics that will help us grow our key service lines and institutes. We want you to pitch us great experts and ideas, but please know that we will selective-and not everything will make the cut.

We have done a lot of research as we choose topics, polling our community so that we have a better

idea of what will be most successful in these segments. We will balance that research with our growth initiatives.

As always, all of the content we produce will cascade. You will see it on social channels, on the internet and intranet, in waiting room and in screens across the system, even in local shopping centers.

**If you have experts that you believe would be good guests, please let our senior content producer, Melissa Dethlefsen know at [Melissa.Dethlefsen@hhchealth.org](mailto:Melissa.Dethlefsen@hhchealth.org).**

## Media Coverage Wrap-Up

### *Earned Media*

**Dr. Mark Alberts** appeared live on Ch. 8 speaking about the DAWN Study - New Hope for Stroke Patients:

<http://wtnh.com/2017/11/30/hartford-hospital-participates-in-new-stroke-protocol/>

**Dr. Craig Allen** appeared on NBC CT speaking about Children/Depression: <https://youtu.be/gJ7sd7Nsr84>

**Dr. Virginia Bieluch** appeared on FOX 61 speaking about Flu: <https://youtu.be/k55SbRLqe7c>

**Dr. Jared Bieniek** appeared on FOX 61 speaking about Men's Health: <https://youtu.be/qtBmJSROmtY>

**Ken Bruno**, HHC RN, appeared on FOX 61 speaking about tips for runners participating in the Manchester Road Race: <https://youtu.be/29dHM3hqUnw>

**Dr. Sean Esmende** speaks about his patient who had Mazor X- (robotic-assisted) spine surgery : <https://www.nbcconnecticut.com/entertainment/New-Surgery-Allows-Grandmother-to-Dance-at-Her-Granddaughter-s-Wedding-New-York-462874403.html>

**Dr. Joseph Garner** on WTNH speaking about Preparing for a bad flu season: <http://wtnh.com/2017/11/30/preparing-for-a-bad-flu-season/>

**Dr. Joe Garner** appeared on Ch. 3 speaking about tainted milk: <https://youtu.be/yWVCjih8Gpl>

**Dr. Michael LeMay** appeared on Facebook Live speaking about Diabetes/Insulin Pump Therapy: <https://youtu.be/fvK1Vcw5YTA>

**Dr. Amre Nouh** appeared on Facebook Live speaking about The DAWN Study: New protocols based on a landmark study in treating a subset of Stroke patients using advanced imaging within a 24-hour window: <https://youtu.be/FvEHfGRW2cQ>

**Karen Pagliaro** from Independence at Home was the guest on Medical Rounds on WFSB, Ch. 3 this week talking about senior care/home health assessments: <https://youtu.be/8O9pi7dpiZk>

**Dr. Laura Saunders** on WTNH speaking about why parents should seize the Harvey Weinstein accusations as a teachable moment: <http://wtnh.com/2017/11/13/why-parents-should-seize-the-harvey-weinstein-accusations-as-a-teachable-moment/>

**Dr. Fred Tilden** appeared on WFSB, Ch. 3 speaking about Cold Weather Tips: <https://youtu.be/Pfo4Oiv1-qs>

FOX 61: Opening of the HHC Transfer Center: <https://youtu.be/YoKXCiHChHc>

NBC CT: **The Gift of Life.**

When a firefighter learned his organs were failing and he would need a transplant to save his life, his colleagues came together to help. How one firefighter gave the gift of

life: <https://www.nbcconnecticut.com/news/health/Connect-to-Healthier-338800432.html>

WTIC-AM:

**HealthCare Matters: Could Big Data Save Your Life? (featuring Drs. Peter Yu, Barry Stein and Mark Alberts)**

<http://connecticut.cbslocal.com/audio/health-care-matters-with-hartford-healthcare/>

### **Medical Rounds on WFSB, Ch. 3**

**Dr. Peter Shriver** - Topic: Laser Eye Surgery. <http://www.wfsb.com/category/232428/medical-rounds>

**Dr. Caroline Rochon** - Topic: Living Kidney Donation/Organ Donor Champion Program. <http://www.wfsb.com/category/232428/medical-rounds>

**Dr. Jared Bieniek** on Ch. 3 - Topic: Men's Health: <http://www.wfsb.com/category/232428/medical-rounds>

### **Connect to Healthier on NBC-CT**

HHC's two-minute "Connect to Healthier" segment airs each Sunday at 9:20 a.m. and it's posted fresh each Monday on HHC Connect, our Intranet.

**October 1:** A breast cancer survivor is now giving back, taking part in a clinical trial.

<https://www.dropbox.com/s/c80o75t50nh6924/100117CTH%20CLINICAL%20TRIALS%20OCTOBER.mov?dl=0>;  
<http://media.hartfordhealthcare.org:80/ermweb/player?id=DkC9NWDF>

**October 15:** The story of a stroke survivor who is making sure his recovery serves a purpose by helping others recognize the symptoms. <http://media.hartfordhealthcare.org:80/ermweb/player?id=3JRvH6Y0>

**October 22:** Paul Listro, director of Public Safety at Westfarms Mall, attended an HHC Community Education event at Westfarms on weight loss surgery. The class prompted him to see a physician about his own weight loss issues. <http://media.hartfordhealthcare.org:80/ermweb/player?id=VBA7z2K>

A closer look at the Global Health Initiative-and the staff who volunteer their time to help people in Lima, Peru. <https://www.dropbox.com/s/aj9qed569sk1h88/102917%20CTH%20PERU2017.mov?dl=0> and <http://media.hartfordhealthcare.org:80/ermweb/player?id=ojG9gE7Y>

**November 13:** Treating severe back pain with an implantable device: <https://www.nbcconnecticut.com/news/health/Discover-How-Technology-Implants-Help-Provide-Back-Pain-Relief-New-York-456482683.html>

**November 20:** The New England Journal of Medicine released the results of a new study called, "DAWN" expanding the window of treatment from 6 to 24 hours following a Stroke. <https://www.dropbox.com/s/0imvtkcmlthrq2t/111917%20CTH%20DAWN%20STUDY.mov?dl=>

**This week's NBC CT segment** <http://www.nbcconnecticut.com/news/health/Connect-to-Healthier-338800432.html>

### **Upcoming News Service Content; Share Your Stories**

The Hartford HealthCare News Service is actively creating content with media partners across the state. Please let us know if you have great patient stories to share. Share your stories with us so we can share them to a wider audience.

[Connect to Healthier](#)

Sundays in the 9 a.m. hour, we broadcast a two minute health segment on NBC CT.

[Medical Rounds](#)

Partnership with WFSB. Weekly live interview from the HHC studio at 5:45 p.m.

#### [HealthCare Matters radio program](#)

Every month, Elliot Joseph highlights an important health care related topic with nationally recognized experts on CBS affiliate WTIC-am, NewTalk 1080, Connecticut's largest and most popular talk radio station

#### [Healthier Connections](#)

Monthly partnership with FOX CT.

#### [CT STYLE](#)

Monthly partnership with WTNH.

### **Hartford HealthCare's News Hub**

Hartford HealthCare's new online health news site delivers lively, informative and useful health news in a whole new way. Look for print, video and audio stories produced by HHC's News Service, as well as timely tips on nutrition, fitness, health and wellness, and medical innovations.

<http://healthnewshub.org/p/health-news-hub/>

Read the latest health news or sign up for our e-newsletter at: [healthnewshub.org](http://healthnewshub.org)

HHC YouTube page: <https://www.youtube.com/user/HartfordHospitalCT>

[Link to contact information across the system: Hartford HealthCare Media Relations Team](#)

## **Voices of Our Patients**

### **Kudos To Dr. Papasavas**

*"Dr. Papasavas and staff gave me my life back after decades of many surgeries, poor health that caused me pain, heartache and a retreat from life!*

*Currently, I am very close to my high school weight. I walk 3 miles 3-4 times a week, at least. My life has turned around. I'm off of so many meds. High blood pressure, Diabetes, etc., now gone.*

*Found a surgeon that did a lumbar and cervical fusion (9 levels total) that made me pain free! Off of 10 years of pain pills. 65 years old in March. People do not recognize me. Men call me beautiful and I am dating! Those close to me say I could easily pass for early 40's.*

*Yes, I am living my dream. The dream you all promised. I am so grateful and blessed."*

## **We Can Help New Patients Find You**

### **We Can Help New Patients Find You**

Hartford HealthCare offers physicians a free powerful tool to help reach potential patients. The



system-wide "Find A Doctor" search feature on our website helps potential patients connect with appropriate physicians when they need care.

Patients' searches lead to doctors' online profiles, which are based on information physicians provide to the Medical Staff Office. Details on education, specialty, office locations, languages spoken, biography and any promotional videos are displayed, helping patients make vitally important decisions in choosing a physician.

The HHC Planning and Marketing team is committed to making sure this online information is correct. Please spend a few moments reviewing your profile at [HartfordHealthCare.org/verify](http://HartfordHealthCare.org/verify). Click the "Physician Feedback Form" on the right hand side of your profile to submit changes.

You will need your NPI number to verify your identity. The "Accepting New Patients" filter is set as the default to help patients connect with physicians who are taking new patients. If you are no longer accepting new patients, please let us know. Changes to your profile will be made within three business days.

## *Improving Doctor-to-Doctor Communication: TigerText*

### **A Free Tool To Help You**

We all want to do what is best for our patients. Problems in communication between hospital providers, consultants, and community providers has been identified as a major source of dissatisfaction for both patients and physicians. And it can lead to gaps in patient care.

Hartford Hospital has invested in a tool to help providers improve communication. It is a HIPAA compliant texting service called TigerText, and we are offering it to the medical staff at no charge.

TigerText allows a provider to send brief text messages, with patient identifiers, to another provider on the system. Examples of texts include quick reports of a procedure, notification of discharge, questions about medications, etc. There is an option to alert people if you are on vacation, and the notices that are sent are marked as read when they are opened by the recipient.

We are anxious for all of our Medical Staff to enroll in this free application. It is VERY easy to use, even for those of us who have problems with new technology. We urge everyone to register and get on this useful and HIPAA compliant system today-it will make your job easier and improve patient safety.

- Here is a TigerText Request form with directions on how to get TigerText: [You can download the form here](#)
- For further help with this, feel free to contact [John.Rogalsky@hhchealth.org](mailto:John.Rogalsky@hhchealth.org) (860-972-3207).
- Any problems not resolved by the TigerText Help line can be referred to [Dr. Marc Palter](#) at [Marc.Palter@hhchealth.org](mailto:Marc.Palter@hhchealth.org).

### **TigerText Support**

For Hartford Hospital users, TigerText support can be obtained by calling the Hartford HealthCare help desk at 860-545-5699 and choosing option #6; or by calling TigerText Pro support directly at 650-564-4722.

For issues related to password recovery, a helpdesk call is required and will be routed to the Mobility team.

### Research Orientation Session for Clinicians

Research Administration is pleased to provide an orientation session to review the research services provided to our clinicians.

The session will include an introduction to our data management services, protocol development and statistical analysis assistance and grant writing support. Our current IRB processes will also be discussed.

This one-hour program can be offered on a day and time to meet individual or team schedules.

To schedule this session please contact Liz Roper: [lizabeth.roper@hhchealth.org](mailto:lizabeth.roper@hhchealth.org), 860.972.1964

### Healthy Volunteers Needed for Anxiety Disorders Center Research

The Anxiety Disorders Center at the Institute of Living/Hartford Hospital is recruiting participants with no current or lifetime history of psychiatric problems for a research study. This study is open to adults age 40-65 years old that meet study criteria.

Participants will complete two MRIs within 16 weeks to evaluate how the brain responds to different tasks. Enrolled participants will be compensated up to \$200 for their time.

For more information, please call 860.545.7039 or email [ADC.research@hhchealth.org](mailto:ADC.research@hhchealth.org).

### Clinical Trials Being Offered at HHC

Research is a critical aspect of our being the destination for innovative and complex care.

Through our membership in the Memorial Sloan Kettering Cancer Alliance, Hartford HealthCare is now offering more than 20 clinical trials to our patients, giving them access to innovative new treatments right here at home.

Our Neuroscience Center also is offering a number of clinical trials in our overall efforts to improve patient outcomes.

### Research Study Volunteers Needed

Drs. Taylor and Pescatello from the UConn Department of Kinesiology and Dr. Puhl from the UConn Rudd Center are conducting a research study to compare the effects of a short-term encounter to media videos on measures of mental and physical heart health in women.

Eligibility for the study requires overweight, premenopausal women who are between the ages 20 and 50, have a body mass index  $\geq 30$  kg/m<sup>2</sup>, and do not use tobacco products.

The 2-week study requires three visits to the University of Connecticut or Hartford Hospital for 1) viewing of short media videos; 2) questionnaires on mental and physical heart health; 3) blood pressure and heart rate readings; and 4) blood samples and saliva swabs. Participants who complete the study will be compensated \$200 and will receive information on their heart health.

Please call Greg Panza for more information at (860) 972-1507 or email [gregory.panza@hhchealth.org](mailto:gregory.panza@hhchealth.org) Gregory Panza, Exercise Physiologist, Clinical Research Coordinator.

This project has been approved by the University of Connecticut IRB, Protocol #H16-292 and Hartford Hospital IRB, Protocol #D-HHC-2017-0071

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