

# HNP Newslink

ISSUE VIII

FALL 2009

## SPECIAL POINT OF INTEREST

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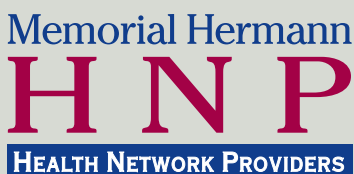
### About MHHNP

Memorial Hermann Health Network Providers (MHHNP) is a clinically integrated physician organization comprised of more than 3,400 doctors across southeast Texas. MHHNP is the largest independent physician organization of its kind in Texas. Visit our Web site at [www.mhhnp.org](http://www.mhhnp.org)

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For questions or comments regarding HNP Newslink, please contact Physician Communications Manager Melissa Landrum at [melissa.landrum@memorialhermann.org](mailto:melissa.landrum@memorialhermann.org).



## Launch of MHealth Benefiting HNP Physicians in Many Ways

**H**NP physicians and their practices are benefitting from the formation of MHealth earlier this year. The new subsidiary of Memorial Hermann administers self-funded healthcare benefits for some of Houston's largest employers, including Houston's third-largest employer, Memorial Hermann Healthcare System. Currently, MHealth extends coverage to 30,000 lives who utilize HNP physicians as their healthcare providers.



HNP physicians will also benefit from the official launch of MHealth™ Insured, MHealth's fully insured healthcare plans underwritten by UniCare Life & Health Insurance Company (UniCare), one of the country's most respected insurers. This affordable plan is available to all HNP physicians as a high quality insurance alternative.

HNP is also central to the success of MHealth and these new insurance products. HNP offers medical management and oversight of the MHealth plans and is the exclusive physician provider network for these products.

Earlier this summer, an event was held to introduce MHealth's new fully insured products to the broker community. Several hundred brokers, including global giant Mercer Health and Benefits, were in attendance at the event. "The positive

MHEALTH INSURED PLAN TYPES		
<b>MHealth Insured Connect</b>	Groups with 51+ eligible employees	Flexible, PPO and consumer-driven health plans with premium and coverage options to fit every budget.
<b>MHealth Insured Select</b>	Groups with 2-50 eligible employees	Three different categories of plans available that vary in deductible amounts, premiums and coverage
<b>MHealth Insured Elect</b>	Individuals and families	Three different categories of plans available that vary in deductibles, premiums and coverage

(continued on page 2)

# MHHNP

## Board Report



Keith Fernandez, M.D.  
Chairman

If anyone can predict how healthcare reform will end and what the future holds, please let me know. I have a touch of chest pain and my olive-sized worry beads are worn to nano-beads. Change is coming fast and furiously, and without much thought for, or significant input from, solo and small group private practitioners. It is going to be relatively easy for some of us to be left out in the cold.

years. I admit that we did not know how close we would come to having the right solution for the times but all the evidence suggests that we “hit the nail on the head” with Clinical Integration. Clinical Integration makes it possible for the solo practitioner and small or large group practices to work together as a much larger “virtual multi-specialty group” that helps prepare physicians for the variety of changes that may well occur in the near future. It gives us the strength to define our own quality measures, to ensure the accuracy of our data and to collaborate with the largest hospital system in Houston to improve the

Hermann System and our payor partners.

Richard Blakely, M.D., HNP’s chief medical officer, and Doug Ardoin, M.D., president of HNP, are now recruited speakers on the subject of Clinical Integration at meetings across the United States. A recent government-organized summit in Austin featured Dr. Blakely discussing our CI program. It is very clear that we are among a small number of elite organizations leading this change and one of the few well down this road.

I think the future is bright for HNP, although getting there will not be particularly easy. In the future, a patient in Houston will seek out an HNP physician working at a Memorial Hermann hospital because they will know we are both committed to providing them the best course of treatment in the safest environment. An insurer will seek out a contract with us because of the quality and efficiency, and physicians will want to join our practices because we represent the “Best of the Best” of medicine.

**Clinical Integration gives us the strength to define our own quality measures, to ensure the accuracy of our data and to collaborate with the largest hospital system in Houston to improve the quality, safety and cost of care of the patients we treat.**

One of the great things about being a member of Memorial Hermann HNP during these changing times is that the leadership has been planning for just this occurrence for the last five

quality, safety and cost of care of the patients we treat. Equally important, it allows us to share in the economic benefits derived from working closely together with each other, the Memorial

### **MHealth... continued from page 1**

response of the broker community validates the fully insured plans’ appeal to employers of all sizes,” explains Melissa Paschal, MHealth CEO. “MHealth Insured is uniquely positioned in the marketplace and provides a viable solution for employers and individuals looking to control healthcare costs without sacrificing quality of care.”

According to Paschal, hundreds of area brokers have now been trained to

sell the new MHealth Insured products. In addition to the broker community, a multimedia advertising campaign is under way to increase awareness of the plans among individuals and employers.

The alliance between Memorial Hermann and UniCare allows for more efficient healthcare and affordable health plans. Individual, Small Group and Large Group plans are available.

Plus there are dental, vision, life and disability insurance plans with competitive rates.

Quoting for MHealth Insured has begun with coverage effective September 1. If you’d like more information about this product for your employee benefit coverage, visit [MHealthInsured.com](http://MHealthInsured.com) or contact James Day at 713.448.6516 or via e-mail: [James.Day2@memorialhermann.org](mailto:James.Day2@memorialhermann.org).

# Clinical Integration Participants Securing Higher Reimbursement Schedules

**H**NP's Clinical Integration Program has completed its first phase of connecting the offices of CI participants for submitting their patient quality data. Once submitting data, these physicians will benefit from higher reimbursement schedules from managed care contracts already in place with payors such as MHealth and UniCare Life & Health Insurance Company, who recognize the added value of CI to their products.

In addition to the self-funded healthcare benefits that it administers, MHealth launched its fully insured product, MHealth™ Insured, underwritten by UniCare. The new MHealth Insured health plans are uniquely positioned in the marketplace and provide viable solutions for employers and individuals looking to cut healthcare costs but not quality.

HNP physicians make up the majority of the provider network for MHealth's self-funded and fully insured plans. HNP's CI participants enjoy higher reimbursement schedules as part of these pay-for-performance contracts based on quality performance and outcomes of the entire group. "The enhanced value of the HNP CI Program allows HNP to negotiate contracts with



HNP's new Chief Quality & Informatics Officer Shawn Griffin, M.D.

health plans that return enhanced value to HNP physicians – both in terms of quality-adjusted fee schedules and pay-for-performance incentives," comments Chris Lloyd, HNP CEO. "This way, HNP physicians can reap the contracting benefits of large, multi-specialty and single-specialty medical groups without giving up independent practice."

To maintain the optimum reimbursement schedules of these contracts, CI physicians must electronically self-report quality data from their practices to HNP for purposes of review and benchmarking against established standards of care. "CI participants qualify for increased

reimbursement by holding themselves accountable to one another to provide the highest quality and most efficient care," says Lloyd. "If CI participants are not submitting quality data, they're leaving money on the table."

To assist and support our CI participants in submitting patient quality data, HNP has recently expanded its CI team. Shawn Griffin, M.D., has joined as chief quality and informatics officer. He will lead the further development and deployment of the CI program. "Dr. Griffin brings extensive knowledge of quality performance measures and informatics to our CI program," says Lloyd. "His experience will benefit CI participants by providing data and clinical information on an enterprise basis. That will provide value to our physician members as well as our payors."

Over the summer, our provider representatives contacted physician offices to schedule IT connections. Our IT professionals were training office personnel on the steps involved in uploading and submitting their patient data files. Hundreds of CI participants are submitting patient data. "Submitting patient data allows us to maintain higher reimbursement schedules and maintain reporting levels consistent with the pay-for-performance contracts," adds Lloyd. "We still have continued work to do but our CI Program is well on its way."

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Lauren Sodolak	TW, NE, NW	713.448.4043

**If you have questions about submitting your patient quality data or to learn more about CI, please contact your Provider Relations representative or call 713.448.6464.**



## PHYSICIAN SATISFACTION SURVEY

# Physician Satisfaction Scores Hit All-Time High

For the fifth time in a row, physician satisfaction scores continued to rise in the annual HNP-commissioned Physician Satisfaction Survey with the System's Overall Satisfaction Rate topping 91 percent. One of the major drivers for physician satisfaction is nursing care. This year's survey revealed that the percentage of physicians who were satisfied or very satisfied with nursing care jumped four points to 89 percent. Additionally, the percentage of physicians who would recommend Memorial Hermann facilities to family and friends climbed to 92 percent.

The Memorial Hermann Campuses scoring 90 percent or higher in Overall Physician Satisfaction included Children's Memorial Hermann Hospital, Katy, Memorial City, Northwest, Southeast, Sugar Land and The Woodlands. "The survey is an important indicator of how the medical staff feels about the quality of care at our hospital," says **Gary Kerr, Memorial Hermann Northwest Hospital CEO**. "For Northwest, the most significant question that shows if we are going in the right direction is 'Would the physician bring family and friends to Northwest.'

From 2006, we have seen a steady improvement from the 47th percentile to the 93rd percentile in 2009. We have made many changes and have focused on improving and measuring quality outcomes. We are sharing these gains with the medical staff and we believe that through the survey the physicians are telling us we are on the right track."

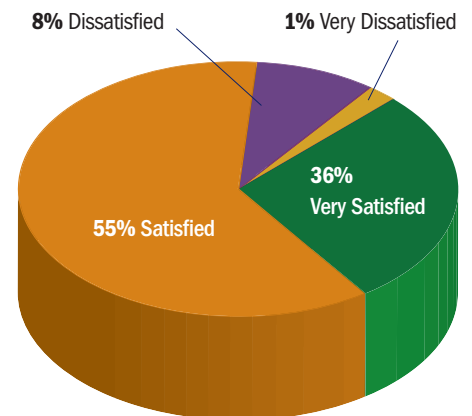
**System Physician-in-Chief Doug Ardoin, M.D.**, attributes the continued upward trend in satisfaction levels to the hard work and commitment of Memorial Hermann employees throughout the System. "Ensuring that physicians feel satisfied with Memorial Hermann is critical to our continued growth and success," says Dr. Ardoin. "Physician satisfaction directly impacts future patient referrals, quality of patient care and physician retention."

HNP views the survey as a member benefit because it provides physicians a venue for collectively voicing concerns and suggestions for improvements in hospital facilities and services.

The fifth-annual physician survey was performed by HealthStream® Research.

### Overall Physician Satisfaction

"Overall, how satisfied are you with this hospital?"



One of the healthcare industry's foremost benchmarking resources, the company surveyed the opinions of 2,451 active and provisional Memorial Hermann medical staff members to evaluate physician satisfaction and engagement.

"We recognize the importance of getting regular feedback and involving physicians to make our hospitals optimum places for practicing medicine and caring for patients," adds Dr. Ardoin. "We will continue to advance our efforts to align our operations more closely with the needs of physicians and their patients."

## Key Drivers of Overall Physician Satisfaction

Memorial Hermann exceeded national scores in the 10 items found most important to physicians:

- Administration's ability to manage the hospital
- Consistency: Efforts to maintain a high-quality of care which is consistent across all shifts and floors
- Quality improvement efforts
- Administration's responsiveness to patient care issues
- Overall satisfaction with nursing care.
- Administration's communication with physicians
- Efforts to provide safe, error-free care to patients
- Physician's willingness to recommend MH to family or friends
- Efficiency of hospital operations (i.e., rapid OR and test turnaround and timely patient transfer)
- Ease of scheduling/performing outpatient surgical procedures

# NEWSFLASH

## Memorial Hermann-TMC: Nation's Busiest Trauma Center Featured on ABC's *Nightline*.

Since Hurricane Ike struck the area last September, The University of Texas Medical Branch at Galveston is no longer operating as a Level I trauma center. As a direct result of UTMB's closure, Memorial Hermann-Texas Medical Center became home to the busiest trauma center in the United States. To help increase awareness of the critical shortage of emergency care in Houston, Memorial Hermann invited producers from ABC's *Nightline* to come spend a Saturday at the Memorial Hermann-TMC Emergency Center. *Nightline* reporters got a first-hand look at how busy things really are at the trauma center that is forced to go on drive-by status 20 percent to 40 percent of the time. In addition to walk-in and ambulance transports, the ABC news team documented arrival of critically ill patients via Life Flight®, which has increased its trips by 25 percent since UTMB closed. Many of Life Flight's calls are picking up residents from the Galveston area. Although the UTMB Emergency Center has recently reopened, it is not certified as a Level I trauma center. Patients needing trauma services must still come to Houston. The greater Houston area has only two Level I trauma centers. With a population of 5.5 million, the area should have five to six Level I trauma centers, according to the American College of Surgeons. The Houston story is indicative of the growing shortage of emergency medical care across the country. In the news program, Memorial Hermann-TMC Emergency Center Director James McCarthy, M.D., stressed the negative impact that the shortage of critical care will continue to have on Houston residents until more Level I trauma centers are opened.

## Improving Access to Pediatric Emergency Care

Memorial Hermann has opened specialized Children's Emergency Centers at three of its hospitals in collaboration with Children's Memorial Hermann Hospital.

In addition to medical equipment sized specifically for children,

the new centers at Memorial City, Sugar Land and The Woodlands feature onsite, affiliated board-certified pediatricians during the peak time periods for children's emergency visits. At other hours, affiliated board-certified emergency physicians care for young patients in the Children's Emergency Centers.

Additionally, Children's Memorial Hermann Hospital recently unveiled two new ambulances that are specially equipped to serve as mobile pediatric ICUs, and can accommodate surgical procedures such as placement of chest and breathing tubes. Additional capabilities include using IV pumps, continuous cardiac and respiratory monitoring, CO<sub>2</sub> monitoring and invasive line monitoring.



## New Radiation Treatments Available for Breast Cancer Patients.

Memorial Hermann Cancer Center-Southeast now offers a new option for breast cancer treatment that reduces the length of treatment required



for breast cancer patients from weeks to days. Called Contura™, the partial-breast radiation device delivers radiation through five separate tubes called "lumens", allowing for more targeted treatment, and avoiding surrounding healthy tissue and organs. "The multi-lumen technology is a recent improvement upon established partial-breast radiation options," says **Ted Yang, M.D., radiation oncologist affiliated with Memorial Hermann.**

Contura was developed for patients who had been previously excluded from balloon therapy because of the location of the lesion relative to their breast size or due to the irregular shape of their lumpectomy sites and fluid buildup.

Contura is also available at Memorial Hermann The Woodlands in addition to Mammosite®. "Both the Mammosite and the Contura are applicators for accelerated partial breast irradiation (APBI), which can be a good option for carefully selected breast cancer patients. The Contura balloon allows physicians additional flexibility in offering APBI," according to **Neelofur Ahmad, M.D., a radiation oncologist affiliated with Memorial Hermann The Woodlands-Cancer Center.**

# Quality and Safety News

## New Task Force Developing Systemwide Medical Staff Bylaws

The Memorial Hermann Board of Directors has created a task force to develop **Systemwide Medical Staff Bylaws** consistent with the vision, mission and goals of the Memorial Hermann System and in compliance with standards of The Joint Commission and other regulatory agencies. The goal of the task force is to improve clinical and non-clinical quality and safety of care throughout the System by developing a set of Medical Staff Bylaws that would be adopted by the medical staffs at all of the System's hospitals.

According to Task Force Chairman **Joe Tang, M.D.**, the System began with one set of bylaws. "Initially, the System's four hospitals operated under one set of bylaws but as hospitals were added to the System, the newly added hospitals retained their individual bylaws and, in time, the original four hospitals developed different sets of bylaws as well."

Inconsistencies among Medical Staff bylaws from Campus to Campus have proved problematic for the System Quality Committee with regard to credentialing, privileging

**"Great strides have been made in quality and patient safety, but to advance to the next level it will be necessary for our medical staff to work together under clear, concise and consistent bylaws."**

and peer review. "Great strides have been made in quality and patient safety, but to advance to the next level it will be necessary for our medical staff to work together under clear, concise and consistent bylaws," explains **M. Michael Shabot, M.D., System chief medical officer.**



"Potential improvements like consistent systemwide peer review cannot be achieved as long as our hospitals operate under separate bylaws."

According to the **System's Chief Legal Counsel Bernie Duco**, the initiative is not an attempt to establish one medical staff for the entire System, but rather to establish consistency regarding medical staff processes and standards among all of the hospitals. "A set of Systemwide Medical Staff Bylaws offers many benefits to the System, its affiliated physicians and our patients," explains Duco. "Systemwide bylaws will facilitate improvements in quality and patient safety, increase efficiency, and enhance the governance of the System's medical staffs."



The bylaws effort is a physician-led process and physician representation on the task force is essential to the effort's success. Physicians from all Memorial Hermann hospitals were chosen by the medical staff president at each hospital.

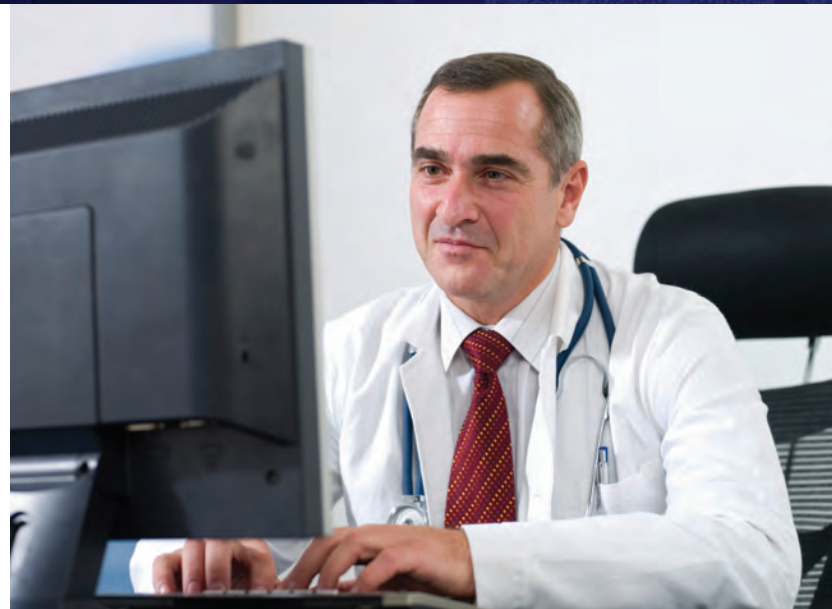
As part of its mission, the group will be tackling many important issues, including:

- Medical staff membership criteria
- Credentialing and privileging
- Peer review
- Appointment and reappointment
- Fair hearing and appeal process
- Suspension of privileges
- Other provisions

Once drafted, the new bylaws will be subject to the review and approval of the System's board of directors and be consistent with the vision, mission and goals of the Memorial Hermann System. The policies and procedures must be in compliance with standards of The Joint Commission and other regulatory agencies. Oversight and approval of the policies and procedures has been granted to the System Quality Committee. The task force will meet bi-weekly until the completion of its task.

To learn more, visit [PhysicianLINK.org](http://PhysicianLINK.org) or contact your Campus Task Force representative.

SYSTEMWIDE BYLAWS TASK FORCE CAMPUS REPS	
<b>Katy</b>	R. Dudley Koy, M.D. Gaddiel Rios, M.D.
<b>Memorial City</b>	Joel W. Abramowitz, M.D. Robert Vanzant, M.D.
<b>Northeast</b>	Anil Dara, M.D. Jose Ortega, M.D.
<b>Northwest</b>	Teodulo Aves, M.D. Edward Nuila Crouse, M.D.
<b>Southeast</b>	Mary Cross, M.D. Horacio Guzman, M.D.
<b>Southwest</b>	Charlotte Alexander, M.D. David Thompson, M.D.
<b>Sugar Land</b>	Kulvinder S. "Vinny" Bajwa, M.D. William "Bill" Riley, M.D.
<b>TMC</b>	Jeffrey Katz, M.D. Susan Denson, M.D.
<b>The Woodlands</b>	Joseph Edralin, M.D. James S. Guo, M.D.



## E-Ordering Being Piloted at Katy and Sugar Land.

A key element of FirstNET, the new EMR being deployed in Memorial Hermann Emergency Centers, is e-ordering capabilities. The Emergency Medicine Specialty Subcommittee, along with medical directors, nursing, pharmacy and other clinical staff, developed 65 Power Plans that contain evidence-based, standardized care plans. These care plans are available for ordering online as part of a pilot project at Memorial Hermann Sugar Land and Memorial Hermann Katy hospitals.

E-ordering offers many advantages. It provides 24/7 access for physicians, which means less time spent in the hospital – away from their homes or offices. It also improves patient safety by being more legible, with fewer callbacks for unclear orders. Orders are activated immediately and visible to all: nurses, lab, pharmacy, radiology, respiratory therapy, etc. The e-ordering is getting good responses from Katy area physicians.

"I love it. It's efficient, safer and reduces callbacks," says Linda Yancey, M.D. "When is the rest of the world going to catch up?"

"It's great. I haven't done anything but electronic ordering for two years," comments Ramon Solis Jr., M.D.

Additionally, e-ordering provides important reminders and alerts for patient safety and improves compliance with Core Measures. The new system also provides a clear-cut timeline, documenting each change/addition to the patient chart. Other System hospitals are exploring the possibilities for implementing e-ordering on their Campuses.

# eClinicalWorks® Update

## EMR Practice Profile:

Kiranchandra “Kris” Patel, M.D., The Pearland Clinic

*Dr. Patel received his medical education at Bangalore University in India and completed his residency at the Fort Wayne Medical Education Program in Fort Wayne, Ind. He has been practicing family medicine since 1995.*



Kris Patel, M.D.

**W**hen Dr. Patel’s previous EMR server went down, he contacted HNP and signed up for **eClinicalWorks**®. The HNP team converted Dr. Patel’s practice, including complete startup and training on the new EMR, within 40 days. Due to Dr. Patel’s prompt response in providing information and getting hardware ordered and installed, the HNP team was able to move quickly to implement the new EMR. “They were at my office in two days. They completely understood my problems and my workflow and subsequently were able to deliver their product in a timely

fashion,” says Dr. Patel. “As a result I was able to maintain my cash flow and minimize downtime.”

Dr. Patel and his staff found the training on the new EMR to be quite comprehensive, easy and customized to their specific needs. In regard to the many features of **eClinicalWorks**, Dr. Patel appreciates the user-friendliness, Web-based accessibility, and seamless EMR and practice management module. Dr. Patel credits **eClinicalWorks** for helping his practice to improve its workflow. “The ease of documentation combined with a flawless

billing module makes time for patients; it also keeps staff requirements to a minimum,” says Dr. Patel. “And the Internet capabilities improve my access to patient information.”

In regard to practicing evidence-based medicine, Dr. Patel acknowledges that **eClinicalWorks** makes reporting and documentation easy. “**eClinicalWorks** has incorporated the new billing and documenting requirements. The system is very customizable,” he adds.

As a Clinical Integration participant, Dr. Patel appreciates how **eClinicalWorks** streamlines his office’s ability to submit patient billing data. “We use the **eClinicalWorks** billing module and HNP automatically submits our billing file to Crimson,” explains Dr. Patel. The auto-submitting feature is another advantage of contracting for **eClinicalWorks** through HNP that occurs automatically when an office is processing its regular billing.

For other physicians who are considering adopting **eClinicalWorks** for their practices, Dr. Patel offers this advice: “The system is user friendly and completely customizable to accommodate your own workflow style.”

**To schedule a demonstration of eClinicalWorks, e-mail [physicianEMRsolutions@memorialhermann.org](mailto:physicianEMRsolutions@memorialhermann.org) or call 713.448.6428.**

**For help with an existing eClinicalWorks system, contact the Physician Support Center at 713.704.DOCS(3627).**

**eClinicalWorks** is a registered trademark of eClinicalWorks, LLC.



## CME UPDATE

### The Process to Document Preoperative Clinical Cancer Staging Is Going Green! Learn How.

#### Introducing Memorial Hermann Care<sup>4</sup> eCancer Staging.

Required by the American College of Surgeons, this new electronic staging system specifies that a cancer must be staged before treatment can begin. To expedite the staging process, Memorial Hermann is the first hospital system in Houston to implement e-staging capabilities within the EMR through Care<sup>4</sup>. This enables physicians to stage the cancers electronically prior to treatment. One session in the CME-accredited September oncology seminar outlines the new procedure in greater detail.

#### Current Updates in Management of Advanced Breast Cancer 2009

Wednesday, Sept. 30, 2009

#### Memorial Hermann Memorial City Medical Center

To register, visit [memorialhermann.org/breastconference](http://memorialhermann.org/breastconference)

#### The Memorial Hermann CME Web site on PhysicianLINK.org connects you to:

- Upcoming live CME events
- Online CME courses
- CME summary of credits
- Search for CME events
- Other resources
- Quick reference videos and training guides

#### CONTACT US

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**Phone:** 713.448.5101 or 713.448.5914

*These programs have been approved for AMA PRA Category 1 Credits.™*

*Memorial Hermann Hospital System is accredited by the Texas Medical Association to provide continuing medical education for physicians.*

#### Fifth Annual Pediatric Cardiology Symposium for PCPs

Friday, Oct. 30, 2009

#### Children's Memorial Hermann Hospital, 6411 Fannin

This conference will provide an overview of current and changing concepts in the care of children with cardiovascular problems and is targeted toward pediatricians, neonatologists, family practitioners, nurses and medical assistants. This free symposium is presented by Children's Memorial Hermann Hospital and The University of Texas Medical School at Houston. To learn more or to register, visit [www.UTcme.net](http://www.UTcme.net) or call 713.222.CARE.

#### 2009 Advanced Rhinology Concepts

Nov. 6-8, 2009

#### Memorial Hermann-Texas Medical Center

This Continuing Medical Education course focuses on the comprehensive medical and surgical management of diseases of the nose and paranasal sinuses. Specific topics include the diagnosis, pathophysiology and medical treatment of chronic rhinosinusitis, sinonasal polyposis and allergic rhinitis. The course will feature sessions on contemporary frontal sinus surgical techniques and the latest advances in fungal rhinosinusitis, in addition to postoperative care and management strategies for the general otolaryngologist. Advanced technology, including image-guided surgery and innovative techniques in management of sinonasal neoplasia, will also be featured. The program will include panel discussions of difficult cases and controversies in rhinology. Course participants are encouraged to bring digital images (CT & MRI scans) for discussion. For more information or to register, visit [www.sinuscourse.com](http://www.sinuscourse.com).

## PRACTICE MANAGEMENT CORNER

Nothing compares to the opportunity for your medical office staff to attend a live, local presentation of pertinent continuing education presented by the highest caliber national Practice Management Institute (PMI) faculty. HNP members enjoy a special 20 percent discount for local PMI events. Contact your Provider Relations representative for the special registration form.

#### Upcoming PMI Classes:

- **Chart Auditing for Physician Services** – October 8
- **How to Be the Best Receptionist** – October 8
- **ICD-9-CM Coding** – October 13
- **Advanced Coding** – October 15 or 22
- **Coding for OB/GYN** – November 17
- **Correct Coding for Physician Services** – November 18
- **CPT Coding** – November 19
- **Third-Party Claims Processing** – November 20
- **Collecting in a New Economy** – November 20
- **Compliance Officer Training Clinic** – December 8 & 9
- **Chart Auditing Workshop** – December 15
- **Avoiding Fraud & Abuse** – December 16 or 17

#### Fall Certification Course Schedule:

- **Certified Medical Office Manager (CMOM)<sup>®</sup>**  
Four Fridays starting October 9
- **Certified Medical Insurance Specialist (CMIS)<sup>®</sup>**  
Four Fridays starting November 6

For more information about local PMI events, contact Donna Alwais, PMI Learning Center coordinator, at 713.448.6787 or [donna.alwais@memorialhermann.org](mailto:donna.alwais@memorialhermann.org).

Contact your Provider Relations representative for the PMI discount information.

## Medicare Contractor Can Deliver News to Your Inbox

Did you know that your local Medicare contractor is a valuable source of news and information regarding Medicare business in Texas? Through electronic mailing lists, Trailblazer can quickly provide you with information pertinent to your geographic area, such as local coverage determinations, local provider education activities, etc. Visit [www.trailblazerhealth.com](http://www.trailblazerhealth.com) and sign up for their listserv or e-mailing list. Look for the Listserv link on their home page to register and subscribe. **For additional tips, resources and information, visit [www.pmiMD.com](http://www.pmiMD.com).**

# PhysicianLINK Update

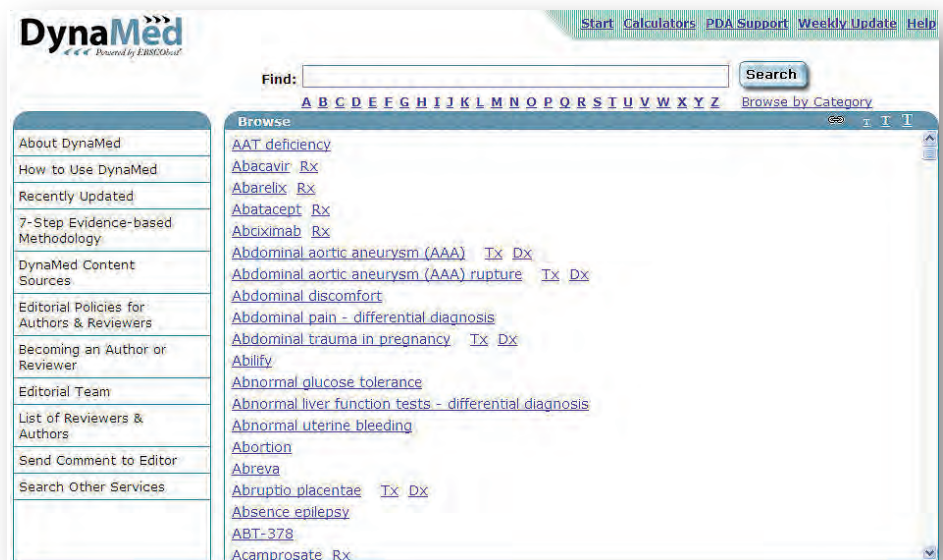
## Free Access to Leading Clinical Reference Tools

Available free to HNP physicians via PhysicianLINK.org, **DynaMed** is a point-of-care clinical decision support resource that provides more than 3,000 clinical summaries, supplying physicians instant access to the best available evidence in treatment and conditions. Clinicians accessing **DynaMed** on PhysicianLINK.org may retrieve key overview information quickly and drill down to the original journal article.

Links to article abstracts are provided within the summary and in the *References including Reviews and Guidelines* section. Links to article abstracts from PubMed are available along with practice guidelines from journals and the National Guideline Clearinghouse. HNP physicians enjoy access to the full text of articles from within the **DynaMed** clinical summaries since Memorial Hermann subscribes to EBSCOhost databases, including **MEDLINE® with Full Text** and **The Cochrane Collection**.

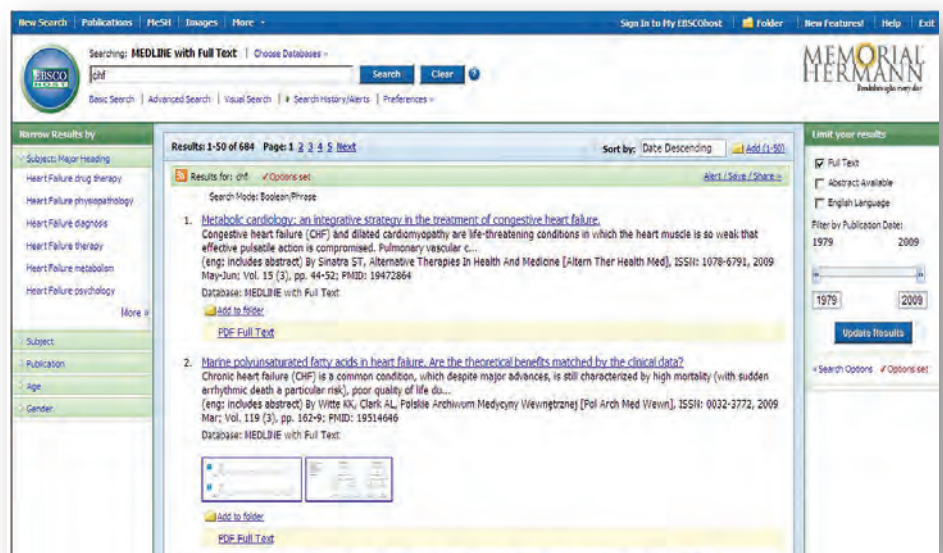
**MEDLINE with Full Text** provides authoritative medical information and is the world's most comprehensive source of full text for medical journals. More than 1,470 journals are indexed in MEDLINE, including extensive cover-to-cover indexing not available in other clinical reference tools. Cochrane Collection Plus contains the most comprehensive collection of databases from the Cochrane Library, including:

- NHS Economic Evaluation Database
- Health Technology Assessments



- Cochrane Database of Systematic Reviews
- Database of Abstracts of Reviews of Effects
- Cochrane Central Register of Controlled Trials
- Cochrane Methodology Register

To begin a search, the **DynaMed Home Page** provides search and browse options to locate topics, displays the default list of topics (those beginning with the letter “A”), and offers a menu on the left side of the page that provides access to standard **DynaMed** topics and information.





## More than 500 Clinical Calculators Now Available

**DynaMed** includes interactive calculators, equations and decision trees that allow you to enter values in commonly used formulas to obtain numerical data, such as urinary protein excretion estimation, or estimate the severity of community-acquired pneumonia in a given patient based upon the presence or absence of major risk factors. Most calculators include information to help clinicians interpret results, as well as references to literature.

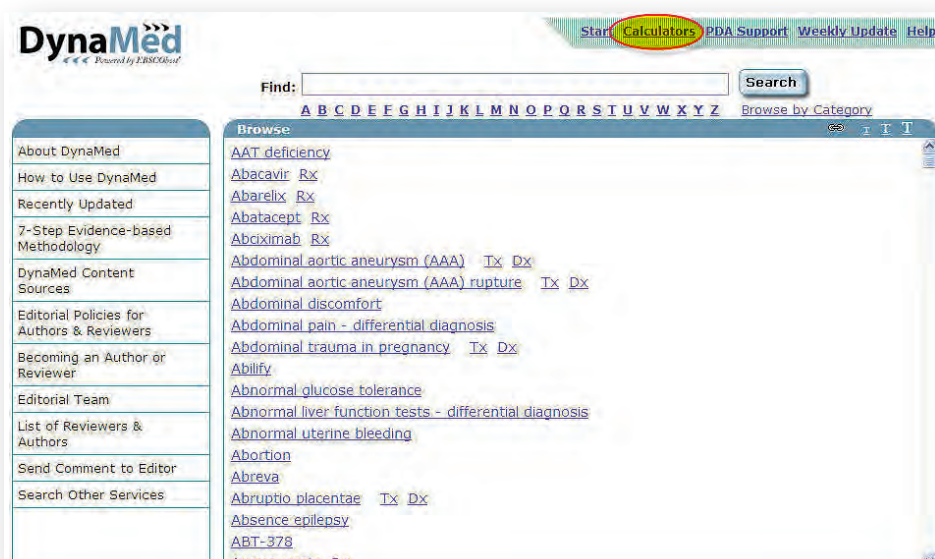
### DynaMed Persistent Links

Whenever the persistent link icon appears on a screen, you can copy and paste the persistent link into an e-mail, a Web page or a patient record in your EMR application.

### Rx, Dx, Tx Links

**DynaMed** allows users to access a specific part of a Drug or Condition summary by selecting the available Rx, Dx, and Tx links found next to a summary link in the result list.

- **Rx** – Clicking on an Rx link next to a Drug summary will open the Drug summary with the Dosage and Administration section automatically expanded.
- **Dx** – Clicking on a Dx link next to a Condition summary will open the Condition summary with the Diagnosis section automatically expanded.



- **Tx** – Clicking on a Tx link next to a Condition summary will open the Condition summary with the Treatment section automatically expanded.

### Access DynaMed from Your Computer or Your PDA

**DynaMed** is available via EMR systems and Intranet systems and may be accessed via a PDA (including Blackberry®, iPhone® and iTouch®) or through remote access. Step-by-step instructions on how to set up **DynaMed** on mobile devices are available. To learn more, contact the Physician Support Center at 713.704.DOCS (3627).

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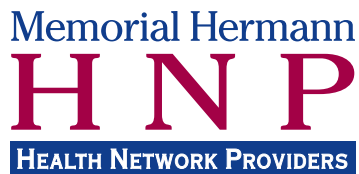
Physicians can opt-in to be e-mailed when **DynaMed** finds articles that are

of significant and timely interest to healthcare providers and viewed as “articles most likely to change clinical practice.” The **DynaMed Weekly Update** is also available on the Web, via podcast and RSS feed and is archived for reference.

To learn about other PhysicianLINK features and resources available online, contact the Physician Support Center at 713.704.DOCS (3627) or login to Physician.LINK.org.







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## Memorial Hermann Hospitals Ranked Among America's Best

**T**he July 21 issue of *U.S. News & World Report* lists TIRR Memorial Hermann and Memorial Hermann-Texas Medical Center among the country's best hospitals in the magazine's annual ranking. This year marks the 20th consecutive time that TIRR has been listed among the country's top 50 rehabilitation hospitals, retaining the No. 4 position for the third year in a row. Memorial Hermann-TMC is ranked No. 36 in kidney disorders and No. 50 in urology. Just 174 of the more than 5,100 hospitals in the United States meet the criteria required for recognition as a "Top 50 hospital" in key medical/surgical specialties. The magazine scores the quality of inpatient care based on each hospital's teaching status, advanced technological capabilities, patient volumes, reputation with physicians, mortality statistics, nursing proficiency and other measures relevant to each specialty.

"Through its affiliation with The University of Texas Medical School at Houston, Memorial Hermann-TMC gives patients access to more than 700 academically-affiliated physicians representing more than 80 specialties. Leaders in their field, these physicians offer patients the latest treatment available for a wide range of diseases and conditions and contribute to Memorial Hermann's success in rehabilitation, urology and kidney disorders," says Giuseppe Colasurdo, M.D., dean of UT Medical School and physician-in-chief for Children's Memorial Hermann Hospital.

