

nsmcNow!

THE NEWS OF NORTH SHORE MEDICAL CENTER



Members of the NSMC Patient Family Advisory Council (L-R), front row: Claire Wilson, Ed Budelmann, Dianne Richards, Martha Page and Margaret Evans. Back row: Jane Korins, Betsy Sargent and Jennifer Knight. Missing: Barbara Corning-Davis, Jennifer Costain, Louis Fisher, Eileen George, Marion Garfinkel, Anna Pelosi, Ralph McHatton and Evelyn Wilson.

AN INFORMED PERSPECTIVE

PATIENT FAMILY ADVISORY COUNCIL CONNECTS NSMC TO THOSE WE SERVE

Delivering care that is more patient- and family-centered is one of the key objectives of NSMC's Culture of Excellence and ongoing efforts to eliminate serious safety events and improve the patient experience. By actively engaging patients and families in care planning and delivery, not only do outcomes get better, but patient safety and satisfaction are also greatly enhanced.

"As an organization, we have created a number of new opportunities for our patients and families to be involved in the care we provide," says Martha Page, R.N., Director of Patient Safety. By way of example, she cites the patient-centered rounding that currently takes place in the intensive care units and cardiac surgery unit; the new IPACE care model on Davenport 5 that centers around patient and family involvement; and the inclusion of patients on several process improvement teams.

continued on page 2

NSMC Named Among Nation's Top 50 Cardiovascular Hospitals

North Shore Medical Center was recently named among the nation's 50 Top Cardiovascular Hospitals by Truven Health Analytics. Formerly the healthcare division of Thomson Reuters, Truven Health Analytics is a leading provider of information and analytics focused on the quality and cost of healthcare.

"NSMC's cardiac program saves lives in a way no other North Shore hospital can," says David Roberts, M.D., Chief of Cardiology and Chairman of Medicine at NSMC. "This award recognizes our vital role and how hard we have worked to do it well. It is a great honor."

For 10 years, NSMC has offered the only comprehensive heart center on the North Shore, and remains the only one to provide both cardiac surgery and full cardiac interventional services to treat heart conditions. The combination of care truly saves lives.

"When someone has a heart attack," says Dr. Roberts, "the best thing that person can do is get to a hospital that offers both surgery and what we call PCI." PCI stands for percutaneous coronary intervention and involves opening a blocked artery with a tiny

continued on page 6



NORTH SHORE
MEDICAL CENTER

To provide yet another forum for members of the North Shore community to have a voice in the care delivery and safety programs at NSMC, the medical center has created the Patient Family Advisory Council (PFAC). Co-chaired by Page and Ed Budelmann, a software professional from Ipswich, the 16-member committee also helps NSMC fulfill a requirement established by the Department of Public Health that all healthcare organizations facilitate dialogue with patients and families in a formal manner. North Shore Physicians Group also has its own separate PFAC.



PFAC co-chairs Martha Page and Ed Budelmann.

“Being part of this group has been both an educational and eye-opening experience,” says Budelmann. “I have had a personal and professional connection to NSMC for many years and, through this group, I am still continually surprised and amazed by the complexity of healthcare today and the high quality of clinical services offered by the medical center.”

Established in 2009, NSMC’s PFAC has been slowly building momentum over the past several years. Meeting on a monthly basis, the committee has been involved in a variety of projects to date, including the creation of a medication safety brochure and a new website offering information on patient safety and other related topics. They have also served as a sounding board for several committees, providing perspective on a variety of construction and process improvement projects.

Among PFAC’s upcoming plans are a series of focus groups with residents of a local retirement community to gain an additional perspective on different aspects of care at NSMC. The first meeting will be about what it’s like to receive care in NSMC’s emergency department and how this experience could be improved. The group is also creating a new recognition award to honor excellence in delivering patient-centered care.

“Patients, families and community members play an extremely important role in enhancing the quality of care we deliver,” says Page. “Their firsthand knowledge is invaluable and I encourage any staff member or team looking for perspective on a project or initiative to consider running it by PFAC.”

COMMITMENT TO EXCELLENCE

2013 PARTNERS IN EXCELLENCE AWARD RECIPIENTS

The Partners in Excellence award honors those individuals and teams who have gone “above and beyond” in their efforts to serve North Shore Medical Center, North Shore Physicians Group, Partners HealthCare and, most important, grateful patients from throughout the region. NSMC’s 2013 award recipients were honored at the 18th annual Partners in Excellence award ceremony held December 4.

Each of this year’s award recipients has played an important role in helping NSMC to create a Culture of Excellence that continuously strives to improve quality and efficiency, eliminate safety events and provide a perfect patient experience. They, along with their colleagues from across our community, have shown that by working together toward a common goal we can achieve powerful results.

This year, 15 teams and 35 individuals from NSMC and NSPG were honored by their colleagues for quality treatment and service; leadership and innovation; teamwork; operational efficiency; or outstanding community contributions. Additionally, awards were presented to one Partners network team with NSMC leadership and six network teams featuring NSMC membership.

The ceremony also included special recognition of NSMC staff members Patsy Emberley, Kim Giroux , Jill Krawiecki, Tracy Paris and Dixie Patterson, who were each among the first responders at the Boston Marathon finish line this past April.



NSMC Individual Award Recipients

Rebecca Basteri
Alicia Bearsrs
Jean Bianchetto
Melissa Bruning
Robert Caggiano
Nancy Cates
Madeline Cattell
Robert Chase
Jessica Connick
Julia Cuzner
Christina Dalton
Kerri Darmody
Bill Ewing
Norman Guay
Lisa Herlihy
Rachel Hill
Ashley Kozlowski
Miller Krauss
Denise L'heureux
Sean McWalters
Rafael Mendez
Eileen Morris
Paul Nemeskal, M.D.
Patricia O'Leary
Stacey Pappacostas
Thomas Phinney
Teresa Reed
Kimberly Sanchez
Stu Spencer
Dolores Tejeda
Melvin Turner
Marla Velasquez
Jennifer Wilson
Doreen Yee
Laurie Young

NSMC Teams

Only team leaders are noted.
For entire team listing, please visit NSMC Connect

24 Hour Steam Shutdown Team

Shelly Bisegna
Jim Gagne
Joe Gagnon
Rich Kanter

7 East Staff

Melissa Bruning

Blasting Conference Call Team

Lisa A. Cavallaro
Michael P. Chamberlain
John J. Daley
William A. Klag
Bruce Moore
Andrew J. Murphy

IMPACT Champions

Renee Comeau

Improving Pediatric Patient Care by Reducing Radiation Dose in Appendicitis CT

John Murray

Interpreter Services Leadership

Maura Hines-Clouser

IV Pump Conversion Team

Monique Freeley
Lisa Herlihy

Lab Recovery Team

Pati George
Doreen McGovern
Carol McKay
Mabeth Richards

Meaningful Use (MU) Program

Nathan Kaufman
Roxanne Worob

Orthopedic Clinical Council

Todd O'Brien

Patient Access Services (PAS)

Huron Implementation
Debra Murphy

Secure Grounds Team

Jason Simmonds
Thad Trefry

Team MIGS (Minimally Invasive Gynecologic Surgery)

Christopher Coffey, M.D.

Team Phippen

Barbara Hall
Rita Russett

Union Hospital Operating Room Team

Lisa Heard

NSMC Leadership on Partners Network Team

rL Solutions Data Improvement Team
Martha Page



1. Members of the IV Pump Conversion team: Lisa Herlihy, R.N., and Monique Freeley, R.Ph.
2. Members of Team Phippen: Sarah Foisy, Chantelle Porter, Diane Currie, Christabelle Quadros, R.N., Regina Dolloff, R.N., and Maria Delarosa. 3. Members of Team MIGS: Donna Butler, S.T., Patricia DiPietro, Meaghan L'Abbe, C.S.T. 4. Members of the Orthopedic Clinical Council: Rita Russett, R.N., and Todd O'Brien, M.D. 5. Members of the Lab Recovery team: Ellen Steeves, Patricia Stapinski and Alicia Belisle. 6. David O'Brien, a member of Team MIGS, and Thad Trefry of the Secure Grounds team. 7. Members of Team MIGS: Lana Danish, R.N., and Luisa Kontoules, M.D. 8. Individual award recipients Paul Nemeskal, M.D., and Marla Velasquez. 9. Members of the Meaningful Use team: Ellen Fiascone, Roxanne Worob, Joseph Ciccolo and Karen Bowden. 10. Members of the Patient Access Services Huron Implementation team: Auri Rodriguez and Courtney Belanger. 11. Renee Comeau and Duncan Phillips (on a stick) from the IMPACT Champions team. 12. Kelly Lombardo, a member of Team MIGS, and Bev Amero, R.N., a member of the Orthopedic Clinical Council. 13. Members of Team MIGS: Heidi Chase, Debra Hart, R.N., and Melissa MacFarlane. 14. Members of the IV Pump Conversion team: Susana Drozek and Brent Dupuis. 15. Members of the Patient Access Services Huron Implementation team: Donna Tobin, Nancy Foley and Gail Malley. 16. Members of the Blasting Conference Call team: Lisa Cavallaro, R.N., and Shelly Bisegna. 17. Members of the Blasting Conference Call team: Bruce Moore, Cathy Tardiff, Shauna Corcoran and Linda Palardy-Austin. All photos left to right.

Perlman Honored with Holyoke Award



Holyoke Award recipient Steven P. Perlman, D.D.S., M.Sc.D., D.H.L., with Medical Staff President Michael Goldstein, M.D.

North Shore Medical Center pediatric dentist Steven P. Perlman, D.D.S., M.Sc.D., D.H.L., has been named as the 20th recipient of the Dr. E. Augustus Holyoke Memorial Award. This award is given by the NSMC medical staff to recognize professional excellence and service to the community. Dr. Perlman received the award at the 30th Annual John B. Ballou, M.D., Memorial Lecture held on November 14 at the Kernwood Country Club in Salem.

Dr. Perlman received the Holyoke Award for his dedication to improving the lives of children and adults with physical and intellectual disabilities. During his career, he has published more than 200 articles and his textbook, “Treating the Dental Patient with a Developmental Disorder,” is used in many dental and hygiene schools. In 2009, Dr. Perlman was honored by the Special Olympics in Shanghai, China, with the Special Lifetime Global Leadership award in promoting human dignity. He is also the only graduate in the history of the Boston University Goldman School of Dental Medicine to receive the Boston University Distinguished Alumni Award.

“This award is for the community, nurses, post-operation doctors, anesthesia department and all of my staff who provide outstanding care,” said Dr. Perlman. “It has been a privilege to practice in an area with such strong hospitals and quality physicians. It is because of these resources that my patients are able to get the best care available to them.”

E. Augustus Holyoke, M.D., for whom the Holyoke Award is named, was an eminent 18th-century Salem physician whose professional life had a tremendous impact on the health and well-being of his community. He received a medical degree from Harvard College, served as the first president of the Massachusetts Medical Society and practiced medicine in Salem for 80 years.



ON THE ROAD

North Shore Cancer RUN Proves a Winner with New Date and Location

Despite cool temperatures and a slight drizzle, the fourth annual North Shore Cancer RUN drew a large and enthusiastic crowd of more than 600 runners to the Beverly coast on November 10—the largest turnout in the event’s history. Building on the success of previous years and momentum from the Cancer WALK held this past June, the event raised an impressive \$60,000 to support cancer treatment and programs at NSMC and the Mass General/North Shore Cancer Center.



Alexy Kochowiec, M.D., Vice Chair of Obstetrics and Gynecology, winner of the Cancer RUN 10K.

Among those participating in the event were a number of NSMC physicians, staff members, patients, friends and supporters. Leading the pack for his fourth consecutive Cancer RUN win was NSMC’s Alexy Kochowiec, M.D., Vice Chair of Obstetrics and Gynecology. Dr. Kochowiec took top honors in the 10K road race with an impressive time of 35:31 (5:43 minutes per mile).

Started in 2010 as a 5K, the North Shore Cancer RUN had been held in Salem in conjunction with the annual Cancer WALK. To better accommodate growing participation in both events, the RUN was moved to a new date and location this year and a 10K option was added. Based on the positive response to this year’s event, the Cancer RUN appears to be set for further growth in the future.



Kelly Bradbury, R.N., of the Mass General/North Shore Cancer Center, second female and eighth overall finisher in the Cancer RUN 10K.

For more information about the North Shore Cancer RUN, please visit nsmcgiving.partners.org/cancerwalkrun.



SAVE THE DATE

Sunday, June 22!

FOR THE 2014 NORTH SHORE CANCER WALK



Anna Pelosi, *Patient Family Relations Manager and Human Rights Officer*

For those who think that Anna Pelosi might have an unusually challenging job—and there are many who do—she would like to try and convince you otherwise. In her role as Patient Family Relations Manager and Human Rights Officer, Pelosi is the go-to person for patients or family members who have a concern about their care at NSMC. She is also available to provide coaching for staff members who need help dealing with a difficult situation. But this is only part of the equation.

“The real focus of my job is relationship building, educating and working to improve the patient experience,” says Pelosi. “My staff and I engage with patients, families and staff members in a collaborative manner

and try to resolve any issues that might arise, always learning from each experience what we can all do better. We also collect, monitor and disseminate patient-satisfaction data—including compliments.”

Thoughtful, sincere, patient and kind, Pelosi seems to have the perfect temperament for her position. As a current RELATE (and former BEST) trainer, she also has considerable expertise in effectively managing sensitive situations and engaging with different personality types.

Whenever possible, she and her staff try to apply and reinforce the basic principles of RELATE and BEST training when interacting with others.

“At the end of the day, my role comes down to connecting with patients and staff in a meaningful way, listening to their stories and doing what I can to make their experience better,” says Pelosi. “It’s a privilege, really. I have encountered some extraordinary people over the years who have shown a great deal of courage and resilience in the face of difficult circumstances. I find it to be very rewarding.”

In addition to her work in patient and family relations, Pelosi is also involved in a number of other committees and initiatives. She has been coordinating the Schwartz Rounds at Union Hospital for more than a decade, co-manages the Caregiver Cart at Union Hospital and serves on several committees. Married to Ralph Pelosi, former Director of Facilities at Union Hospital, she is also working toward a master’s degree in organizational leadership.

“The real focus of my job is relationship building, educating and working to improve the patient experience.”

Pappacostas and Stewart Receive Leadership Excellence Awards

Earlier this year, NSMC honored Stacey Pappacostas, Practice Manager at the North Shore Physicians Group (NSPG) multi-specialty practice in Danvers, and Philip Stewart, Director of Security, with Leadership Excellence Awards. Pappacostas has worked at NSMC for more than 18 years. Following several different administrative positions at North Shore Children’s Hospital and NSMC Salem Hospital, she assumed her current position at NSPG five years ago. Stewart has been Director of Security for the past five years, coming to NSMC after six years at Massachusetts General Hospital. The Leadership Excellence Award is issued annually to recognize leaders who demonstrate strength in teamwork, innovation and customer service.

Paul Copeland, M.D., Recognized as Outstanding Practitioner

North Shore Medical Center physician Paul M. Copeland, M.D., has been named the recipient of the 2014 Outstanding Clinical Practitioner Award by the Endocrine Society, which annually recognizes endocrinologists for their contributions to the endocrine and medical community. The winners will be presented their awards at the Society’s 96th Annual Meeting & Expo being held in conjunction with the 16th International Congress of Endocrinology in Chicago in June 2014.

Nation’s Top 50

continued from page 1

balloon and then inserting a stent into the area of the blockage to keep the artery open permanently. “PCI is our most effective treatment for heart attacks and offers patients their best hope for survival.”

Additionally, as one of only three community hospitals in the Commonwealth to provide cardiac surgery, NSMC’s Heart Center provides an exceptionally high level of care for emergencies and other heart conditions. Patients who need bypass surgery, valve surgery or other heart procedures have access minutes away and are able to remain in the community and close to friends and family. “What we do here is unique to the North Shore,” says Ann Toran, M.D., Chief of Cardiac Surgery at NSMC. “Tributes like the Truven rankings speak to the caliber of our program and our commitment to providing exceptional care.

“This year’s 50 Top Cardiovascular Hospitals have delivered excellent care in a time of sweeping change in the healthcare system,” says Jean Chenoweth, Senior Vice President for Performance Improvement and the 100 Top Hospitals® program at Truven Health Analytics. “Their success is a testament to the strong focus by cardiologists, cardiovascular surgeons and cardiovascular service administrators and staff on basic care and outcomes.”

The Truven Health 50 Top Cardiovascular Hospitals study evaluates performance in key areas: risk-adjusted mortality, risk-adjusted complications, core measures, percentage of coronary bypass patients with internal mammary artery use, 30-day mortality rates, 30-day readmission rates, severity-adjusted average length of stay and wage- and severity-adjusted average cost.