



IMAGES

Radiology Department Newsletter

November 2011

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“Images” is the Radiology department monthly newsletter. It focuses on departmental events, professional development, messages from the chairman, director and operations manager, patient safety tips, quality improvement and employee spotlights. Please enjoy this new publication and use it as a forum to promote the great work happening in our department!

PHYSICIAN SPOTLIGHT

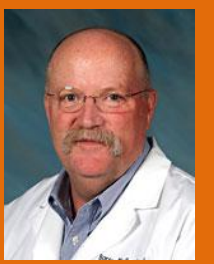
Gregory C. Wynn, M.D.



Dr. Wynn is an Associate Professor in the Department of Radiology, Division of Abdominal and General Body Imaging at the University of Florida College Of Medicine at Shands Jacksonville. In August 2011 Dr. Wynn became the new Program Director of the Diagnostic Radiology Residency Program at the University of Florida College Of Medicine at Shands Jacksonville.

Dr. Wynn completed his medical education at the University of South Florida College of Medicine in Tampa, Florida. He performed his residency in Diagnostic Radiology at Bryn Mawr Hospital, Bryn Mawr, Pennsylvania and completed a fellowship in Body Imaging at the University of Florida Health Science Center in Jacksonville, Florida. Dr. Wynn is board certified in Diagnostic Radiology.

Dr. Wynn specializes in Diagnostic Radiology and his clinical interests include Ultrasound, body imaging and all modalities.



CHAIRMAN'S CORNER

Barry McCook, MD

Bracing for the Future

I'm sure everyone has noticed the buzz around the medical center with all of the meetings regarding the installation and training for the electronic medical record (EPIC). Change can be trying but also rewarding. I have been extremely impressed with our "transition team" in radiology. This team involves a representative from virtually every aspect of our department, both UF and Shands. Every member is engaged, motivated and relentless in making certain we do this the right way to position ourselves for the future. I can't thank everyone enough for the team spirit in accomplishing this difficult but necessary task. You should all be proud, as the future depends on you. Thank you.



A Message from the Operations Manager Janet Graves RT(R)

MOVING AHEAD

What happened to the month of October? Maybe this newsletter is keeping me more in tune to the passing of time and it seems to be flying by. Am I taking time to savor the moments and the memories of each day, sometimes I wonder?

It is busier than ever as we start training for Phase I EPIC and attend Phase II validation sessions for building RADIANT. Radiant will replace our current radiology information system (STAR) and is planned for a fall or winter 2012 implementation. Many of you have been involved and provided important information for our new electronic adventure. EPIC, phase I will go live on Jan 21, 2012. Michelle, Kimberly and Leslie are our certified trainers. They will train Super Users and most other clinical staff in the department. Training for PCA's and Financial Representatives will be conducted by other certified trainers in the hospital. Dr. Rosensweig and Dr. Ahmed will be the resident Super Users. Please make sure you complete the pre-requisite e-learning courses in Health Stream and attend the active classroom presentations as scheduled. Thank you all for your involvement and participation in this endeavor.



CUDA'S CORNER

Kevin Cuda, MHA, FACHE

Radiology Equals Excellence

How does Shands Jacksonville Department of Radiology live up to this statement?

Did you know that the following areas within radiology have received the American College of Radiology (ACR) accreditation?

- All the nuclear medicine cameras
- All the CT & MRI scanners in the Clinical Center
- The entire Ultrasound department in the Clinical Center
- The 3T MRI scanner and Dual Source CT scanner in the Annex
- The PET scanner and the CT portion of the scanner
- The CT, MRI and digital mammography at Emerson
- The digital mammography equipment at the Towers

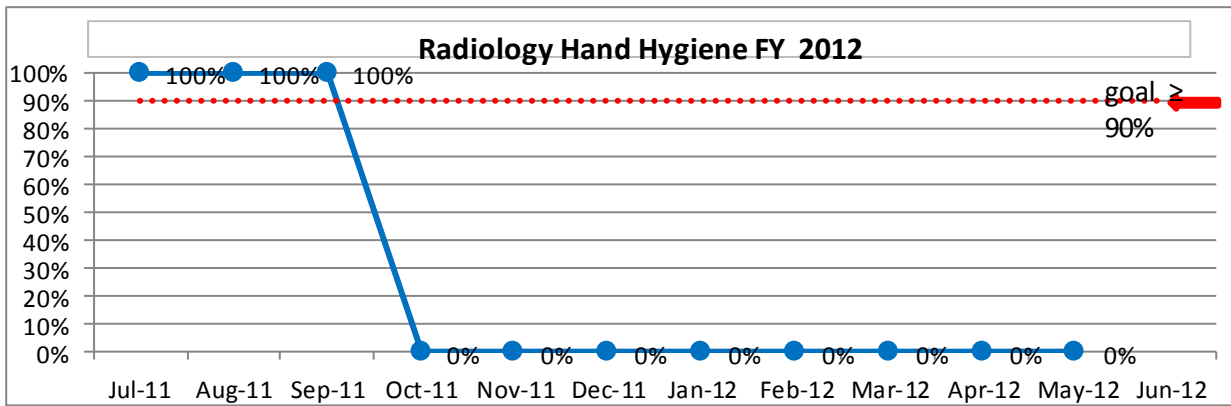
What does ACR accreditation mean to us and the public we serve? The American College of Radiology (ACR) is recognized as the gold standard for advanced diagnostic imaging services. By obtaining this accreditation we can demonstrate that we are committed to providing the safest and best quality care possible.

Do you know the following facts about ACR accreditation?

- Was designed and developed by radiologists and medical physicists.
- Provides a rigorous peer-reviewed assessment of clinical and phantom images.
- Ensures continuous practice improvement process with key operational performance metrics.
- To maintain ACR accreditation there is an ongoing quality check on our equipment.
- The radiologists maintain an active peer review quality assessment program.

A lot of hard work has gone into achieving and maintaining the ACR status in our department. A special thank you to Dr. McCook for his leadership in this area, our supervisors and staff for adhering to the high standards set by the ACR.

HAND HYGIENE



PATIENT SAFETY 101: Radiation Dose Reduction

On October 11, 2011, Jeff Stiles and Leslie Pegram submitted a proposal to address the Joint Commissions Sentinel Alert on radiation risks of diagnostic imaging. Jeff Stiles presented a 30 minute background on current practices and techniques as well as ideas for improvement. The ideas presented were established by a committee composed of Dr. Paul Wasserman (Chief, MSK Radiology), Dr. Michelle Herrero (Radiology Resident), Kevin Cuda (Director of Radiology), Janet Graves (Radiology Operations Manager), Jeff Stiles (Program Director, School of Radiologic Technology) and Leslie Pegram (Radiology Quality Improvement Coordinator). The items proposed during this meeting were approved by the Radiation Safety Committee. Currently, data is being collected in Diagnostic Radiology related to current techniques the technologists are using on a different body parts. This data will be evaluated to improve techniques charts and ultimately reduce radiation exposure by 20-30%.

OCTOBER DEPARTMENTAL EVENTS

SPONSORED BY: Ultrasound



Wacky Wig Day



Pavilion
Winner of the Pumpkin
Contest!



Administration's
Pumpkin



Ultrasound's
Pumpkin



Trick or
Treat Day



Trick or Treat Day



Judges for the Pumpkin Contest

UPCOMING DEPARTMENT EVENTS

November departmental events will be sponsored by The School of Radiologic Technology. Please participate and enjoy the events they have planned throughout the month! Please look for flyers for each of the following events throughout the month.

Look for more information to come throughout the month.

Case of the Month: CT of the Tracheal-stenosis Submitted By: Shanna Miller, Pavilion/Annex Supervisor

Last month the Annex CT department started scanning soft tissue neck exams to evaluate for tracheal stenosis. This is a new exam asked of us by a physician in the ENT clinic. This patient had several tracheotomies and was having difficulty breathing and was planned for surgery to repair the stenosis. The patient was scanned from the level of C2 through the carina. Taking the thin data set into the Siemens software program "Inspace", the technologist was able to create a 3D image of the trachea which gave a true representation of the stenosis.



HAPPY BIRTHDAY!!

November Birthdays

Theresa Clark (11/6)
Jennifer Murray (11/8)
Barbara Fields (11/9)
Mary Devaughn (11/14)
Candiss Dejesus (11/15)
Deborah Felton (11/15)
Aimee White (11/18)
Kimberly Haines (11/19)
Deborah Jackson (11/22)
Jeff Stiles (11/23)

STAFF SPOTLIGHT

ASNA Poster Acceptance
By: Michelle Connell

We have been accepted to present a poster presentation titled "Improving Nursing Skill and Competence Using Interdisciplinary Training in the SIM Lab" to the ARIN annual conference. The conference will be held in San Francisco, California in March 2012. Congratulations to Michelle Connell, Teresa Cummins, Erin Jurgens and Jackie Heiser on this accomplishment.

Radiology Policy Update

Refer to Policies on the Infonet; these summaries do not include all necessary information.

- RAD 06-009: Pre-Medication for Contrast Allergy (*revised*)

Hospital Policy Updates

Refer to Policies on the Infonet; these summaries do not include all necessary information.

- A-01-026: Administrative, Technical, and Physical Safeguards of Confidential and Protected Information" (*new policy*)
- DP-01-015: Violence Mitigation Plan (hostage, active shooter, violent person)" (*new policy*)

NEW EMPLOYEES

Please help welcome our new Radiology employee:

Holli Lewis
PRN MRI Technologist,
Emerson

BREAST CENTER RENOVATIONS

Before Renovations



After Renovations



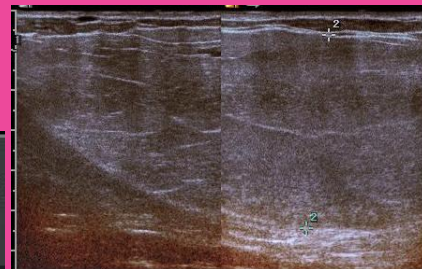
Case Study: Breast Mass Submitted By: Debra Hinson-McCall Ultrasonographer



MRI of Breast Mass

Ultrasound of Breast Mass

----1----
Dist = 13.72cm
----2----
Dist = 4.85cm



CME LECTURE Jules Sumkin, DO, FACR

On, October 18, Dr. Jules Sumkin, Professor and Chief of Radiology at Magee-Womens Hospital presented "Tomosynthesis" at a lunch and learn for staff members of UF & Shands. During the presentation, Dr. Sumkin explained the benefits of using Tomosynthesis in the detection of breast cancer. The Breast Health Center located in Tower 1, just installed this equipment in August. Representatives from Radiology and Surgery were present at this lecture.

Dr. Sumkin also presented at a dinner later that evening for representatives throughout Shands Healthcare. Thank you to everyone involved in Dr. Sumkin's presentations.

ACR Accreditation

In October, the Hologic digital unit located in the Tower 1 passed ACR accreditation! Congratulations to Kelly Dorsey, Breast Health Supervisor and her staff on this accomplishment.

RITA Golf Tournament October 17, 2011 San Jose County Club



On October 17, the Research is the Answer (RITA) golf tournament was held. RITA, founded in 1996, is a volunteer organization whose proceeds support breast cancer research and patient-related breast cancer programs.



Thank you to all the UF & Shands departments that supported and participated in this event. They included Shands Administration, College of Medicine, Radiology, Trauma, Neurology OR/Perioperative and Morrison's. Thank you to Trauma One for the ball drop prior to dinner.



Another thank you to everyone that volunteered at this event: Kiel Gross, Candiss Dejesus, Leslie Pegram, Kelly Dorsey, Kimberly Haines, Renee Boyle, Heidi Weschler and Patricia Leavy.



Breast Center Open House

The Breast Center held an open house on Tuesday, October 18th for people to tour the newly renovated area and view the new Tomosynthesis equipment purchased by funds from the RITA golf tournament.



SCHOOL OF RADIOLOGIC TECHNOLOGY

Anthony Hofmann, Clinical Instructor

The Florida Society of Radiologic Technologists (F.S.R.T.) recently held their annual conference in Orlando, Florida on September 30 – October 1, 2011. Each year, the junior students submit a scientific exhibit to the F.S.R.T. for competition. I am proud to announce that our students were awarded first, second, and third place for their entries. It was a clean sweep! Shannon Jones received third place for her exhibit titled, "Salter-Harris Fractures. Coming in second place was Erin Cuff with her project, "Multiple Myeloma". The title of the winning exhibit was, "Necrotizing Enterocolitis". The first place plaque and ribbon went to Andi Braswell! Recently, I had the opportunity to speak with the President of the F.S.R.T. She mentioned to me that the projects submitted this year by our students were made in such a professional manner that if they would have been placed in the senior student category or the technologist category for competition, our scientific exhibits would have still placed first, second, and third! Please join me in congratulating the class of 2012 on a job well done and for representing our school in such a professional manner!



Another BBQ was held on October 20th with food provided by Woody's Bar-B-Q and the Fresh Market. Thank you to everyone that participated in this event.



OCTOBER KEY AWARD WINNERS

Graham Cole
Janet Graves
David Kaunit
Debbie Hinson-McCall
Jennifer Murray

Radiology & Orthopedics

The Diagnostic department and Orthopedics department have been working together to improve the Radiology/Orthopedics customer service. Leslie Pegram conducted an educational opportunity for Orthopedic MA staff on September 30th related to Radiology Orders. This is an excellent example of two departments working together to improve patient care.

Community Giving Campaign Pledge Drive

Now Until November 18

The 2011 CGC Pledge Drive has begun and all UF and Shands employees should visit the following website to make their contributions. For more information please refer to the Inofnet.

Website: donor.united-e-way.org
Campaign code: build 2011

For Shands Employees:

Username: 6 digit employee number
Password: build + employee number

For UF Employees:

Username: 8 digit UF id number
Password: build + UF id number

Community Giving Basket Competition



The Basket Competition concluded on October 28th. Thank you to the Employee Involvement Committee for creating our Radiology Jaguar Tailgating basket and to everyone that provided donations.

Staff Spotlight Emerson Clinic Staff



Thank you to the Emerson Clinic staff for raising over \$250 for the Heart Walk. As a reward, all Emerson Clinic staff members were treated to a pizza party.

Thanks for all your hard work and dedication to this hospital event!

Walk From Obesity

The annual Walk from Obesity was held on Saturday, October 15, 2011. This is a nationwide event designed to raise awareness of obesity. Funds raised from the event support the ASMBS Foundation and its research and professional education initiatives as well as support the general public educational and advocacy programs of the Obesity Action Coalition (OAC).

In Radiology, the fluoroscopy staff works regularly with Dr. Sunil Sharma and Carolyn Fernandes, both associated with the UF Weight Loss Surgery Institute. This year this Institute was awarded the "Bariatric Surgery Center of Excellence." Victoria Ferguson from the Diagnostic department volunteered at this event. This is an excellent example of two departments working together to provide excellent service and supporting each other's initiatives.



Patient Perception of Care

By: Kiel Gross, Business Manager, Division of Ancillary and Clinical Services and
Co-Chair for Patient Satisfaction/Physician Engagement



FY12 First Quarter Results (July-Sep 2011)

SJMC's Overall Quality of Care goal for FY12 is 75%. Numbers below are based on percent excellent rankings, as compared to the PRC norm.

- SJMC Inpatient Overall Quality of Care: 59.4%
- SJMC *Radiology Inpatient* Overall Quality of Care: 78.9%
- SJMC ED Overall Quality of Care: 37.3%
- SJMC *Radiology ED* Overall Quality of Care: 55.5%
- SJMC Outpatient Surgery Overall Quality of Care: 30.6%

HCAHPS: What is it and why is it important for Shands Jacksonville?

- HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) is a national survey designed to produce standardized information about patients' perspective of care that allows objective and meaningful comparisons of hospitals on topics that are important to consumers. Public reporting of HCAHPS results creates incentives for hospitals to improve quality of care while enhancing accountability in healthcare by increasing transparency.
- Beginning in FY2013, the Center for Medicaid and Medicare Services will reimburse hospitals based on the services they provide to Medicare patients. Generally, hospitals with better clinical and patient satisfaction results will receive more money. This gives hospitals a big incentive to pay close attention to survey results and make improvements as necessary.
- You can check out the HCAHPS survey results for Shands Jacksonville and other hospitals on the web at www.hospitalcompare.hhs.gov.

How can Radiology make a difference?

- Use **AIDET** for every patient, family member, and visitor encounter
 - **Acknowledge**: "Good morning Mrs. Smith! How are you doing today?" (smile, make eye contact, address patient by name)
 - **Introduce**: "My name is Kevin. I am an ultrasound tech and I will be caring for you this morning."
 - **Duration**: "As you can see, we are very busy this morning. We are running about 30 minutes behind schedule, but we will try our best to get you back as quickly as possible. We will keep you updated and let you know if there are any additional delays."
 - **Explanation**: "Mrs. Smith, I am going to explain to you what I am going to do today. I want to make sure you are comfortable and understand how an ultrasound works...." Do you have any questions?"
 - **Thank You**: "Mrs. Smith, thank you so much for choosing Shands Jacksonville and allowing me to care for you today. I hope you received excellent care. "
- Manage up (yourself, your department, supporting departments and staff)
- Communicate (teamwork, handoffs, be mindful of patients/families in hallways waiting for procedures)

How can I get involved and support patient perception of care initiatives? Please contact your Supervisor or Kiel Gross at kiel.gross@jax.ufl.edu or 244-8461.

Patient Safety Tip of the Month: Improve staff communication by getting important test results to the right staff person on time. Critical Test Results include Stroke Alert, CT Brain, Pulmonary Embolus, Testicular Torsion, Aortic Dissection and Trauma CT Cervical Spine. (NPSG.02.03.01)

What's Your Promise?

"I promise to treat each patient with FABULOUS Customer Service, with a Smile."

Latonya Harris
Financial Representative
Breast Health Center - Towers

"I promise to treat each patient with care and concern."

Kawanda Brazil
Financial Representative
Breast Health Center – Towers

"I promise to do the best I can."

Patricia Stevens
Financial Representative

"I promise to give 100% service to patients regardless of whether they are part of the scheduled Radiology department. I also promise to let everyone know Shands cares."

Joyce Jarrell
Financial Representative

"I promise to treat every patient as if I was treating my precious grandmother."

Maureen Kirtsey
Financial Representative

"I promise to provide everyone with excellent customer service that steps in the doors of Shands."

Tatiana Pittman
Financial Representative

CEUs Available

If you are interested or would like more information on any of the CEUs listed below, please email Leslie Pegram.

- 3 CEUs: CT of Coronary Artery Disease-Latest Developments
- 2 CEUs: Radiation Effects of Fluoroscopy on Patient's Hair and Skin
- 2 CEUs: Chronic Renal Insufficiency and the Safety of Gadolinium
- 2.5 CEUs: CT Angiography of Acute Chest Pain
- 2.5 CEUs: Contrast-enhanced MRI of Vessel Growth and Function

By the way...Any RT that presents a state approved CEU can earn 2 CEUs for themselves. If you are interested in presenting, please contact Leslie Pegram.

NUCLEAR MEDICINE WEEK October 2-8, 2011

Each year, the Society of Nuclear Medicine (SNM) and Society of Nuclear Medicine Technology Section (SNMTS) join forces with the nuclear medicine and molecular imaging community to gain recognition and support for the field. Celebrated during the first full week of October, Nuclear Medicine Week encourages community members to take pride in their profession - recognizing their colleagues for their dedication and hard work. Nuclear Medicine Week allows physicians, technologists, scientists, and others involved in nuclear medicine and molecular imaging to take a proactive role in the advancement of the field. From advances in cancer diagnosis and treatment to recent breakthroughs in Alzheimer's and dementia research, nuclear medicine is improving lives.



A special thanks to Dr. Holder for purchasing the Nuclear Medicine staff an official SNM 2011 Nuclear Medicine week T-shirt. In addition, another special thanks to Dr. McCook, Dr. Ozdemir and Jerald Farrow for providing pizzas for the Nuclear Medicine staff on Thursday, October 7th.



November Employee of the Month

Jackie Heiser, R.T. (R), (VI) Interventional Radiology

Jackie was nominated by Eric Jones, Interventional Radiology Supervisor. "I am nominating Jackie for Employee of the Month because she always presents a pleasant attitude and she is a major asset to the Interventional Radiology department. Jackie is constantly willing to help her co-workers and patients alike. She has obtained her Vascular Interventional Registry without being directed to do so. Though she is not paid to be the lead technologist she, which she constantly reminds me, she takes charge when needed. Jackie has also volunteered to take over as the department inventory person after that position was vacated. And on those rare days when she has nothing going on she will ask, if there's anything that I need help with. She has demonstrates dedication to her position in the department, and is a great patient advocate. And for those reasons I think Jackie Heiser is the Employee of the Month."

RADIANT

Radiant (the Radiology component of Epic) is in the initial phases of development. Validation sessions were held in Gainesville on October 25-26. Representatives from every modality, administration and physicians were present. Additional validation sessions will be held in November for Interventional Radiology and Mammography. Radiant will go-live in the fall/winter 2012.

If you have any questions regarding Radiant, please contact Janet Graves, Radiology Operations Manager.



Epic

Saturday, January 21, 2012

Go-Live Date

Epic trainings and e-learning have been scheduled and assigned for all staff members. Trainings will be held between November 14, 2011-January 14, 2012. Please go to HealthStream and view your training time. E-learning classes should be completed prior to your scheduled Epic training class.

If you have any questions regarding Epic, please refer them to:

- Janet Graves, Epic Radiology Coordinator
- Michelle Connell, Certified Trainer
- Kimberly Haines, Certified Trainer
- Leslie Pegram, Certified Trainer

Newsletter Submissions

If you would like to submit something to the December issue, please email Lynn Cadwell-Gordon your topic by November 7.

Article submission must be completed by November 23 to be included in the November issue.

All topics and articles are reviewed for publication by Dr. McCook, Kevin Cuda and Janet Graves prior to distribution.