



# IMAGES

## Radiology Department Newsletter

April 2012

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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 publication and use it as a forum to promote the great work happening in our department!



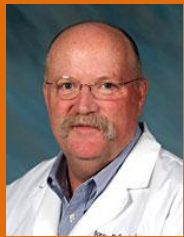
### Hospital Spotlight **Jane Farrington, ACNP-BC**

Jane Farrington graduated from Jacksonville University with her Bachelors of Science in Nursing in 1987. Upon graduating she began her practice in nursing as a staff nurse in the Trauma/Med Surg Intensive Care Unit (ICU) at Baptist Medical Center (BMC).

Jane came to University Medical Center (UMC) in June of 1989 along with five of her colleagues to work with Dr. Raymond Alexander in opening a Trauma ICU. She was a staff nurse in the Trauma ICU and later became the Nurse Educator for Trauma.

In 1995 she completed her Masters of Nursing with a focus in Acute Care at the University of Florida. She became board certified in Acute Care and accepted a position with the UF Department of Neurosurgery as an ARNP in 1996. During her role with neurosurgery she established a working relationship with Dr. Booth and Dr. Vines and accepted a position working with them in the Department of Radiology in late 2001, providing care to patients referred for Diagnostic and Interventional Neuro Radiology services within Special Procedures. She currently practices within the Division of Vascular and Interventional Radiology with Drs Matteo, Northup and Siragusa. She makes rounds in the hospital providing care to inpatients and sees outpatients twice a week in the Interventional Radiology clinic.

Jane felt called to a service profession and strives to advocate for her patients and her profession in her daily practice. Borrowing from something she once read she describes the uniqueness of nursing practice in humanizing the sick experience. Nurses are trained to guide, interpret and teach the patient through the experience to give it meaning. There is something intrinsic to nursing, which is never evaluated, measured, or paid for, and is often unrecognized by anyone but the nurse and the patient. Although her years of experience have taught her many things her approach to practice and guiding principle remains simple and is likely known by many, “So in everything, do to others what you would have them do to you.”



## CHAIRMAN'S CORNER

Barry McCook, MD

### Remembering Our Academic Mission

While our clinical mission is paramount we must also remember that we have an academic mission here at UF&Shands that is unique within the city of Jacksonville. Our Graduate Medical Education Programs are strong and we have a mission to educate some of the brightest young physicians and radiologic technology students ever. As a department we recently had 18 scientific abstract submissions to the upcoming University of Florida Research Symposium. The number and quality of the abstracts this year were unprecedented in the history of the clinical center. In the face of a very busy clinical service it is important to remember that our resident physicians and radiology technology students are here to learn and we are here to teach. They become our legacy and we want them to be proud that they trained at such a great clinical and academic institution.

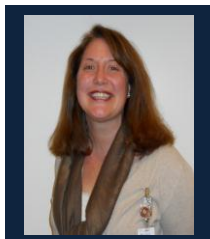


## CUDA'S CORNER

Kevin Cuda, MHA, FACHE

### Spring break in Florida!

I'm sure many of you have been enjoying the wonderful weather we have been experiencing this spring. So like many of us what to do? Well, head to Walt Disney World of course. When I'm at WDW I pay close attention on how the cast interacts with their guests. WDW cast members are always interacting with those they come in contact with. They have the customer service interactions hard wired throughout their organization. This brings me back to our customer service PRC scores. We have not reached our goal of being at the 75<sup>th</sup> percentile in excellent customer service. In order for us to reach and exceed this goal we must all follow our Promise with each and every patient encounter. We must go out of our way to make sure that we provide the best possible exam, follow AIDET and correct any issues that our patients might have encountered in their visit. If we accomplish this then our scores will exceed our goal.



## UF Administrator Heidi M. Weschler

### To Succeed

"Do what you can, with what you have, where you are."- *Theodore Roosevelt*

This quote was first given to me by one of my college internship supervisors, and is something which I have carried with me and placed in my office every day for the last 15 years. I have found that most situations in life you may apply this philosophy and still come out with a positive outcome for you and for others.

In healthcare(especially in Radiology) you are consistently adapting to an ever changing environment whether it be learning the newest trends in technology, adhering to updated hospital compliance and/or educational accreditation standards, or simply just by dealing with the traditional patient care or administrative "fires" of the day. Academic based healthcare is an industry like no other; the many facets which you undertake every day you walk through these doors are a constant testament to your high levels of knowledge, skill, and communication efforts. It takes a very special individual to work in academic medicine not only because of its constant attempt to produce the highest quality health care providers of the next generation, but also because of the heightened expectation which comes of joining a major medical center and university to be "cutting edge" in patient care through research and technology.

I want to congratulate and thank every one of you for your efforts and accomplishments whether you represent Shands Medical Center or the University of Florida College of Medicine-Jacksonville; you are all such an incredible team and should be very proud of what you represent here and in the community every day.

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



### SPRING CLEANING

Although I'd rather be outside in the beautiful weather on my days off, I do take time during the spring each year to clear out some of the clutter I've collected at home. Now I must find (actually take) the time at my job to do the same. I am well aware of the stress that clutter causes and well aware of the calmness that comes with freeing myself of this clutter. I hope you'll do the same and look in those cabinets, desk drawers and stacks of paper that surround you on your job, so that you may feel some reduction in stress.

## Monthly CEU Lectures

Beginning this month, we will resume our monthly Radiology lectures. Each lecture will be 50-60 minutes and approved by the FL DOH for 1 continuing education unit (CEU) for Radiologic Technologists.

Each presentation will be located in the Radiology Library at 2pm and will be presented by one of our Radiology Faculty or Residents.

Below is a schedule of upcoming presenters:

April 10, 2012

“Skeletal Anatomy and Trauma”

Presented by:

Dr. Neal Passante

April 19, 2012

“The “Spot” Sign and Intracranial Hemorrhage (ICH)”

Presented By:

Dr. Sukhwinder Sandhu

May 8, 2012

“Malignant Bone and Soft Tissue Tumors”

Presented By:

Dr. Sara Fernandez

June 12, 2012

“Emergency Radiology-On Call”

Presented By:

Dr. Brett Horgan

July 10, 2012

Topic TBD

Presented By:

Dr. Travis Edelstein

Look for flyers throughout the department for more information.

## CASE OF THE MONTH: Enterocolic & Enterovesicular Fistulas

By: Dr. Sara Fernandez



Contrast is visualized within the small bowel and bladder. An enterocolic fistula is noted between the sigmoid colon and a loop of small bowel within the right lower quadrant. In the left lower quadrant an enterovesicular fistula is visualized between a loop of small bowel and bladder.

## Radiant

By: Kimberly Haines, Emerson Supervisor

Radiant will be going live at the end of the year. Beginning in April, weekly “Lunch and Learns” will occur to provide the Radiology department with access to view the Radiant build and provide open forums to discuss workflows and other important issues with the build team.

Stay tuned for more information or ask Janet Graves, Operations Manager for more information regarding this project.

## Staff Spotlights

Congratulations to

**Seanda Hines, Financial Representative, Special Procedures** for receiving her Bachelor of Science in Healthcare Administration in March 2012.

Congratulations to

**Kelly Dorsey, Supervisor, Breast Health Center/Towers**, for becoming a Certified Breast Patient Navigator. Kelly is one of three, with this certification in the Jacksonville area.

## April Employee of the Month

# Deborah Felton

Financial Representative, Diagnostic Section



Deborah Felton received four Customer Service is the Key awards this past quarter and was chosen to receive the Radiology Employee of the Month based on these four nominations by patients Ms. Felton interacted with.

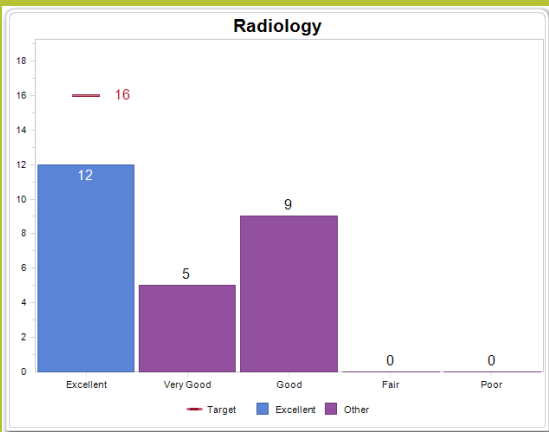
“I came in for an x-ray of my knee; I also let her know that my doctor had ordered a CT scan of my head back in October 2011. I told her I had called 2 times and was told to just wait until someone called me with an appointment date. She looked up my information and got me scheduled for today. I’m thankful to have met her. She gave me nothing but very good service with a smile. As I first started talking to her, I felt as if I already had known her. She is a blessing to this hospital staff. My hat goes off to her. Job well done!” –Written by a patient.

“Ms. Deborah Felton worked over a half hour past her time to go home to ensure my wife could get her x-ray completed because of her neck surgery. Deborah is an exemplary employee!! She has sympathy, empathy, compassion and dedication to her job! She is a wonderful person and human being!” – Written by a patient.

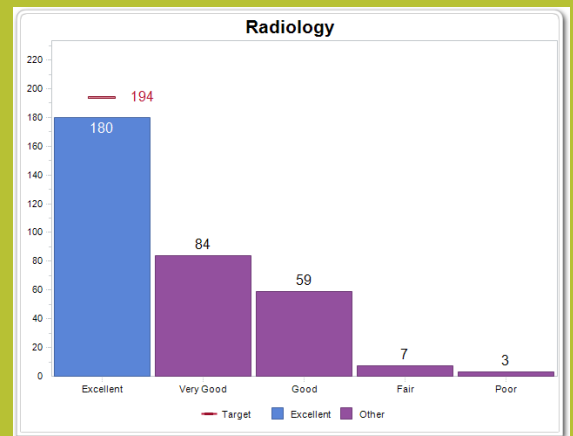
These are just a few of the reasons Deborah Felton was selected as the April Employee of the Month!

## PRC Scores

### March 2012

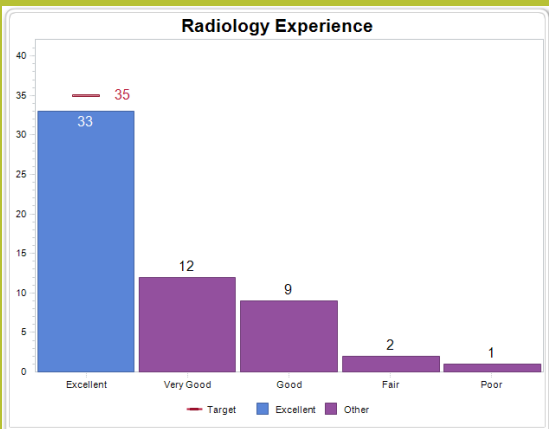


### FY 2012 Year-To-Date



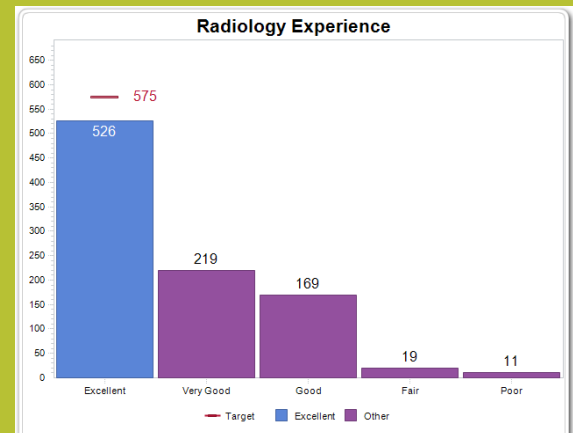
Emergency Department

### Radiology Experience



In-Patient

### Radiology Experience





## Radiology Renovations in the ED Area

Renovations to the Diagnostic x-ray rooms in the ED will begin on April 10<sup>th</sup>. This project is expected to be completed on May 28<sup>th</sup>. For more information on this project, please contact Charles Swenson at 244-6718.

Installation of the new MRI scanner at the Clinical Center is expected to be completed on May 7<sup>th</sup>. For more information on this project, please contact Theresa Clark at 244-3376.

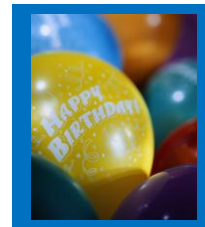
## Doctor's Day Celebration March 30, 2012

In appreciation of our 42 Radiologists (faculty, residents and fellows), a breakfast was held on March 29<sup>th</sup> in the Radiology Library. The Radiologists were provided food from The Fresh Market and Panera.

Radiology staff members throughout the month also signed thank you cards for each Radiologist in appreciation of their hard work and dedication to the department. Thank you to everyone that participated in and coordinated this event!



## BIRTHDAYS



Happy Birthday to Everyone  
Born in April!

Gemstone: Diamond  
Flower: Sweet Pea

APRIL may have originated from the Latin word "aperire" which mean "to open". April is the month when buds begin to open, and things start to grow after the winter!



## MARCH KEY AWARD WINNERS

Earl Futch

Robert Hester

Ted Magpantay

Beth Ratliff

Marc Roberts

Amie Winters

## Hospital Policies to Review

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

**RAD 01-034: Radiology Downtime:** To establish and implement a manual order entry workflow procedure to be followed when STAR and EPIC are not available.

**RAD-12-018: Authorization to Administer Contrast Media and Diagnostic Levels of Radiopharmaceuticals:** This policy is to promote the safe and effective administration of intravascular contrast media and diagnostic levels of radiopharmaceuticals used for imaging studies.

# Patient Perception of Care: Physicians Attracting Patients through Service



## FY12 Results (As of 02/23/12)

\* SJMC's Overall Quality of Care goal for FY12 is the 75<sup>th</sup> percentile. Numbers below are based on percent excellent rankings, as compared to the PRC norm.

- SJMC Inpatient Overall Quality of Care: 58.1%
- SJMC Outpatient Surgery Overall Quality of Care: 42.0%
- SJMC ED Overall Quality of Care: 31.4%
- SJMC Radiology Inpatient Overall Quality of Care: 67.2%
- SJMC Radiology ED Overall Quality of Care: 67.7%

**“The future viability of our organization will be dependent on our ability to deliver Service Excellence. And importantly...A commitment to Excellence will not manifest without the leadership, support, and example set by physicians.” Mayo Clinic**

## Patients' Global Ratings of Their Health Care Are Not Associated with the Technical Quality of Their Care

▶ John T. Chang, MD, MPH; Ron D. Hays, PhD; Paul G. Shekelle, MD, PhD; Catherine H. MacLean, MD, PhD; David H. Solomon, MD; David B. Reuben, MD; Carol P. Roth, RN, MPH; Caren J. Kamberg, MSPH; John Adams, PhD; Roy T. Young, MD; and Neil S. Wenger, MD, MPH

2 May 2006 | Volume 144 Issue 9 | Pages 665-672

**Background:** Patient global ratings of care are commonly used to assess health care. However, the extent to which these assessments of care are related to the technical quality of care received is not well understood.

**Objective:** To investigate the relationship between patient-reported global ratings of health care and the quality of providers' communication and technical quality of care.

**Design:** Observational cohort study.

**Setting:** 2 managed care organizations.

**Patients:** Vulnerable older patients identified by brief interviews of a random sample of community-dwelling adults 65 years of age or older who received care in 2 managed care organizations during a 13-month period.

**Measurements:** Survey questions from the second stage of the Consumer Assessment of Healthcare Providers and Systems program were used to determine patients' global rating of health care and provider communication. A set of 236 quality indicators, defined by the Assessing Care of Vulnerable Elders project, were used to measure technical quality of care given for 22 clinical conditions; 207 quality indicators were evaluated by using data from chart abstraction or patient interview.

**Results:** Data on the global rating item, communication scale, and technical quality of care score were available for 236 vulnerable older patients. In a multivariate logistic regression model that included patient and clinical factors, better communication was associated with higher global ratings of health care. Technical quality of care was not significantly associated with the global rating of care.

▶ (PDFs free after 6 months)

- ▶ Summary for Patients
- ▶ Summary for Patients (PDF)
- ▶ Figures/Tables List
- ▶ Related articles in Annals

### Services

- ▶ Send comment/rapid response letter
- ▶ Notify a friend about this article
- ▶ Alert me when this article is cited
- ▶ Add to Personal Archive
- ▶ Download to Citation Manager
- ▶ ACP Search

### PubMed

#### Articles in PubMed by Author:

- ▶ Chang, J. T.
- ▶ Wenger, N. S.
- ▶ Related Articles in PubMed
- ▶ PubMed Citation
- ▶ PubMed

To learn more about SJMC's Patient Perception of Care initiatives, please contact Kiel Gross at [kiel.gross@jax.ufl.edu](mailto:kiel.gross@jax.ufl.edu) or 244-8461.



# PATIENT SAFETY 101

By: Jeff Stiles, Program Director, School of Radiologic Technology

On March 1<sup>st</sup> we began the transition to higher kVp exposure techniques with a corresponding reduction in milliamperage seconds (mAs) for the CR equipped rooms. The combination of these exposure factor adjustments is expected to result in the reduction of patient radiation absorbed dose for most of the routine radiographic procedures performed. All the Anatomically Programmed Systems (APR's) have been adjusted to the new settings. Preliminary new exposure charts have been distributed to all areas, and we are making corrections/adjustments when necessary. Final copies of the revised exposure charts will be forthcoming in the weeks ahead. We are still evaluating the necessity and the potential effects for adjustments on the DR equipped rooms, and the portable procedures.

As we continue to investigate strategies to minimize radiation exposure to the patient there are several fundamental steps that all technologists should consider prior to making any exposure.

- Collimate to the area of interest with the intent of reducing the area irradiated and minimizing the production of unnecessary scatter radiation. CR and DR image receptors are extremely sensitive to scatter radiation. "Shuttering the image" after it's displayed on the monitor in not collimation!
- Make an effort to show evidence of collimation, (4 sided collimation is preferred) this will give the image processing software an opportunity to eliminate exposure data outside of the collimated borders, thus improving the overall image quality.
- Protect the image receptor with lead shielding whenever possible.
- Confirm that you are using the revised kVp recommendation.

We also made a change to the login requirements on the Konica Readers, all technologists and students are now required to use their own personalized login information. Finally, when you have to repeat any image, please choose the correct reason for the rejected image. This data is not used for punitive action; it is used to education purposes. We are trying to identify areas for improvement and the reject analysis is one the tools that we use for this purpose.

## MARCH DEPARTMENTAL EVENTS Sponsored by: Administration



## Patient Safety Tip of the Month: Keeping Computer Keyboards Clean

All keyboards and computers must be approached with clean hands. Staff should not go to a computer while wearing gloves. Hand hygiene should be performed immediately before accessing the computer (when HCWs have been at the patient's bedside.) Hand hygiene must be performed after using the computer just prior to patient contact. Good hand hygiene is essential in preventing cross contamination by the computers.

## Radiology and Computed Tomography Programs

By: Anthony Hofmann, Clinical Instructor

The senior students have returned from their conference in Atlanta, Georgia. Each one spent an average of 12 hours in lectures and review. The students stated that many of the lectures were very informative and were taught from a different perspective than what they routinely receive in class. The students also took a practice exam similar to the actual registry that they will be taking upon graduation. The seniors had one morning available to see some of Atlanta's attractions.



As you can see, we spent the morning at The World of Coca Cola! Many notable authors and speakers in the field of Radiography attend this meeting that is sponsored by the Atlanta Society of Radiologic Technologists. The gentleman posing with the seniors is Dr. Phillip Ballinger. Dr. Ballinger is Assistant Emeritus at The Ohio State University Radiologic Technology Division School of Allied Medical Professions in Columbus, Ohio. He became the author of "Merrill's Atlas of Radiographic Positioning and Procedures" shortly after Vinita Merrill retired. Vinita Merrill was the original author of these textbooks. She lived from 1905-1977. Dr. Ballinger was actually able to speak to Vinita Merrill on one occasion regarding the contents of the Atlas!



## What's Your Promise?

*"I promise to help create an environment that encourages employee growth, that inspires the pursuit of better ways of doing our work and that ensures our patients and our co workers are treated as we would want to be."*

**Nancy D. Frashuer**

Senior Vice President, Executive Administration, University of Florida Jacksonville Healthcare

## UPCOMING DEPARTMENT EVENTS

Please participate and enjoy the events that are planned throughout April sponsored by Scheduling and the File Room.

Look for upcoming flyers on "Sweet Treat" day and a special recognition for "Administrative Professional's" day. All events are sponsored by the Scheduling and File Room staff members.

## New Employees

Please welcome the following new employees to our department:

Tambrey Hadaway: CT Technologist, Emerson Clinic

Rebecca Lopez: CT Technologist, Clinical Center

Todd Paugh: Ultrasonographer, Clinical Center

## Newsletter Submissions

If you would like to submit something to the April issue, please email Lynn Cadwell-Gordon your topic by April 8<sup>th</sup>. Article submission must be completed by April 24<sup>th</sup> to be included in the May issue. All topics and articles are reviewed for publication by Dr. McCook, Kevin Cuda and Janet Graves prior to distribution.