



# IMAGES

## Radiology Department Newsletter

July/August 2012

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DIRECTOR & OPERATIONS MANAGER

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“Images” is the Radiology department’s bi-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!

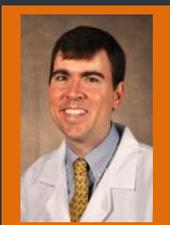
### Department Spotlights

#### Jerry Matteo, M.D. & Patrick Natter, M.D.



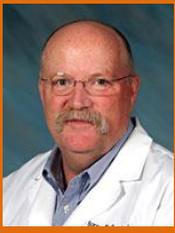
Dr. Jerry Matteo

In June, Dr. Jerry Matteo became an Associate Professor of Radiology. Dr. Matteo is a part of the Division of Vascular and Interventional Radiology and is also the Clerkship Director for the Department of Radiology. Dr. Matteo attended Ross University School of Medicine in New Jersey and completed his Residency in Radiology at Long Island College Hospital in New York. He completed an Interventional and Vascular Fellowship with the Medical University of South Carolina. In 2007, Dr. Matteo joined UF & Shands Jacksonville where he specializes in Diagnostic, Vascular and Interventional Radiology.



Dr. Patrick Natter

In July, Dr. Patrick Natter joined UF & Shands Jacksonville as an Assistant Professor in the Division of Neuroradiology. Dr. Natter attended Medical School at the University of Alabama-Birmingham and completed his Radiology Residency program here at UF & Shands Jacksonville in June 2011. Following his Residency, Dr. Natter attended Vanderbilt University in Nashville, Tennessee where he completed his Fellowship in Neuroradiology. Please join us in welcoming Dr. Natter back to UF & Shands Jacksonville!



## CHAIRMAN'S CORNER

Barry McCook, MD

Happy New Year!

As one academic year is now behind us and a new one is beginning we have a like to be thankful for and new challenges/opportunities that we face. This past year saw difficult times in many respects but the department faced them head on and rose above them. We continue to provide excellent service and quality care, of which we can all be proud. The New Year will bring many opportunities to continue to improve and expand our services.

Our graduating residents have moved on to the next phase of their lives and we now have 5 new, eager and exciting residents in our group. Dr. James Cunningham received the Louis Russo Award for professionalism at the recent College of Medicine graduation. This is the most prestigious award given to a graduating resident by the College of Medicine-Jacksonville. Dr. Patrick Natter, one of our former residents has returned from his neuroradiology fellowship at Vanderbilt University and is part of our neuroradiology division. Dr. Jerry Matteo was promoted from Assistant to Associate Professor of Radiology, the result of many years of hard work.

The expansion of the electronic medical record will continue to add challenges throughout the Health Center and department but in the future will streamline and improve our operations.

I want to thank everyone for their hard work and I look forward to facing these challenges over the next year as a team.



**UF Administrator**  
Heidi M. Weschler

### Congratulations to one of our own...

I want to take this moment to congratulate and thank Dr. James Cunningham for his outstanding representation of the Department of Radiology on and off this campus. The continual efforts which he has put forth in the past 5 years have concluded his residency training with the acceptance of the Louis S. Russo Jr. Award for Outstanding Professionalism in Medicine. There are only 5 highly distinguished awards which are presented at the conclusion of each academic year at the University of Florida College of Medicine-Jacksonville graduation, and James Cunningham was one of this year's winners.

We are very proud of Dr. Cunningham and thank him for his high level of professionalism not only in is dedication to practicing good medicine, but also in acting as a role model to others as well.

Congratulations James and we look forward to many more great things from you in the future!



## CUDA'S CORNER

Kevin Cuda, MHA, FACHE

The radiology department has successfully accomplished many goals this past fiscal year. Some of our accomplishments include:

- Replacing the in-house MRI scanner with a Siemens 1.5T Avanto MRI

New coils for the mobile MRI

- Going completely digital in the Breast Center
- Offering Tomosynthesis exams in the Breast Center(only unit in Northeast Florida)
- Raising \$100,000.00 in the RITA golf tournament
- Meeting department flex budget expenses
- Departmental re-organization
- Joint Commission Survey
- MQSA certifications for the Towers and Emerson Breast Centers
- New Uniforms
- New C-Arm for the OR
- New plain film room for the ED
- Maintaining ACR accreditation on our equipment
- EPIC

We could not have accomplished these goals without your dedication to your profession and support.



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

### LOOKIN GOOD

Recently the comments about the new dress code have started to turn the corner. I seem to be hearing, "everyone looks good". I hope each of you have adapted with little angst. Isn't it nice to know who your co-workers are as you travel the halls of this vast campus? With so many locations of radiology it is not unusual to have never met others that work in your department.

I truly thank each of you for your continued efforts to maintain compliance, operate within policies, focus on providing excellent customer service and your commitment to the many tasks asked of you each day.

## Monthly CEU Lectures

In April, we resumed our monthly Radiology lectures. Each lecture will be 50-60 minutes in length and approved by the FL DOH for 1 continuing education unit (CEU) for Radiologic Technologists.

Presentations will be held in the Radiology Library at 2pm and will be presented by one of our Radiology Faculty Members or Residents.

Below is a schedule of upcoming presentations:

August 14, 2012

“The Added Value of PET/CT Over CT Alone”

Presented By:  
Dr. Barry McCook

September 11, 2012  
“Topic TBD”

Presented By:  
Dr. Marti Wasserman

October 9, 2012  
“Topic TBD”

Presented By:  
Dr. Huynh Tran

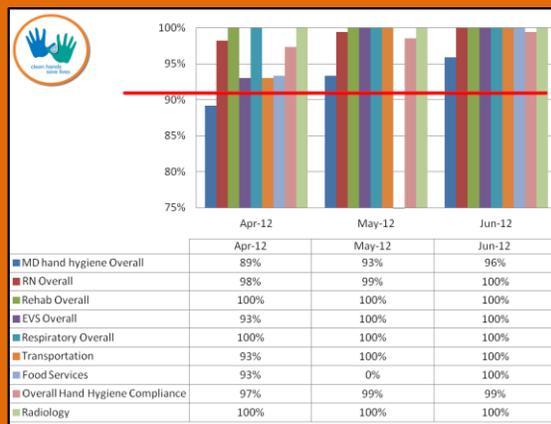
November 13, 2012

“The Retrograde Urethrogram in the Trauma Setting”

Presented By:  
Dr. Cassie Aboy

Look for flyers throughout the department for more information.

## Hand Hygiene Overall Comparison



## Radiology Residents: Class of 2016

Please join us in welcoming the new Radiology Residents (Class of 2016) that began on July 2, 2012.



**Dr. Amanda Kent**

Lake Erie College of Osteopathic Medicine



**Dr. Abdar Khan**

Keck School of Medicine



**Dr. Daniel Roura**

University of South Florida College of Medicine



**Dr. Alicia Schrader**

Kansas City University of Medicine



**Dr. Huynh Tran**

University of New York at Buffalo

## New Employees

Please welcome our new employees to the department:

**Stephanie Nettles**  
Financial Representative

## RETIREMENT

Farewell to **Luis Diaz**, CT Technologist. Luis is retiring after 26 years of service. We wish him the best and appreciate his many years of “Excellent” customer service.

## July Employee of the Month



**Linda McCullough, CNA, CT/MRI**

Linda was nominated to receive this honor based on the deep appreciation from two of her recent patients. The patient stated "You were gentle, kind, and like an angel." Also you volunteered to transport another patient back to her room on the 4<sup>th</sup> floor so that she could be with her husband when the MRI exam was over; but also transported her to Ultrasound when there was a call to have the patient come there. You instructed Ultrasound to contact you so you could keep your promise to take the patient back to her room. Linda you went the extra mile to let the patient know that you cared about her, and was concerned about her situation; expediting the process, because you knew that the patient and her husband were in transit to attend his sister's funeral.

## August Employee of the Month

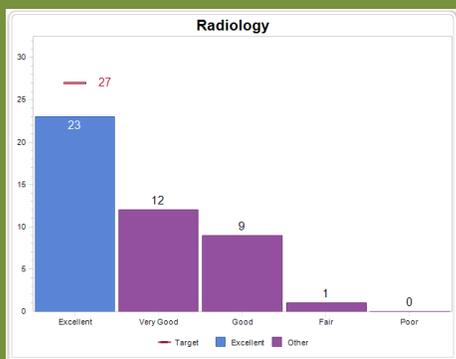


**Rani Castro, RN, IR**

Rani was nominated to receive this honor based on the deep appreciation from her supervisor. She stated that "Rani is a model employee that always puts her patients first. She is never late to work, and extremely dependable. She stepped up to the plate and helped orient new staff, and has taken the majority of call for the month of June. Rani works with a smile on her face, and we really appreciate her hard work and dedication to making our department run smoothly during this period of transition!"

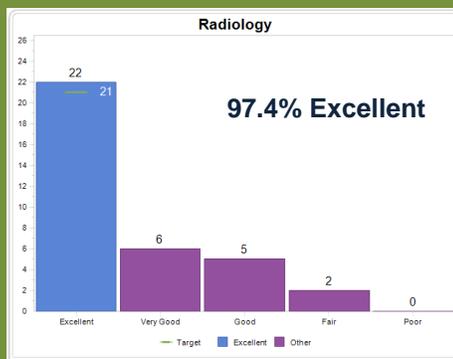
## PRC Scores

May 2012

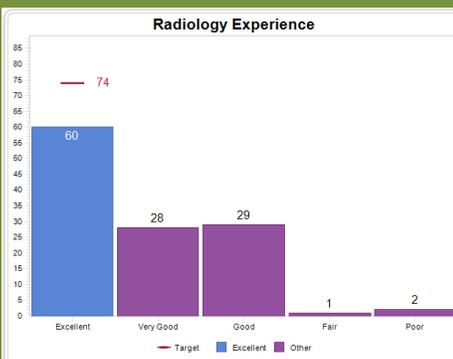
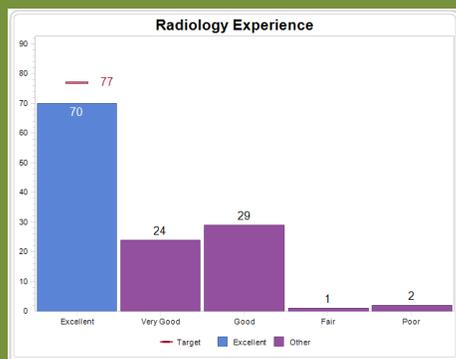


Emergency Department

June 2012



In-Patient



## 2012-2013 Radiology Fellows



**Dr. James Cunningham**  
Interventional Radiology



**Dr. Jon Rosensweig**  
Women's Imaging

## Radiant

### Go-live date for Radiant March 1, 2013

Phase 2 of Epic which includes Scheduling, Registration, HIM and Radiology applications will go-live on Friday, March 1, 2013 at Shands Jacksonville.

The Radiology component of Epic is called Radiant. All radiology staff members will be required to attend role specific Radiant training. Training will begin in December 2012 for Super Users and End User training will begin in January 2013.

If you are interested in learning more about Radiant, please contact Janet Graves.



#### June & July Key Award Winners

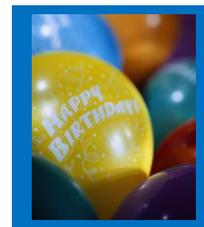
Debbie Hinson-McCall  
Kwanda Brazil  
Jose Hernandez  
Tiffany Mercer  
Flora Newberry  
Linda McCullogh  
Rani Castro  
Chanel Starke  
Kelly Dorsey  
Shayla Sindab  
Beatrix Robiana

#### 4<sup>th</sup> Quarter Key Winners

Graham Cole,  
Radiology Technologist  
Diagnostics Section

Yvonne Sales-Wright,  
PCA  
Breast Health Center

## BIRTHDAYS



Happy Birthday to Everyone  
Born in July and August!

July Gemstone: RUBY  
Flower: WATERLILY  
"JULY" named in honor of  
Julius Caesar.

July is National Ice Cream,  
Hot Dog, and Blueberry Month.

August Gemstone: ONYX/JADE  
Flower: GLADIOLUS  
August is National Goat  
Cheese Month, and August 3<sup>rd</sup>  
is Watermelon Day.

### What's Your Promise?

*"I promise to be a part of the  
solution and not a part of the  
problem."*

**Ginger D. Neff**  
Web Policy Content Publisher,  
Web, Shands Jacksonville

### Hospital Policies to Review

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

- **Hurricane Plan in the Comprehensive Emergency Management Plan (CEMP): DP-01-004.** Also located on the following website: <http://intrashands1.umc.ufl.edu/Policies/Disaster%20Plans/01%20-%20Global/DP-01-004.pdf>.
- **Restraints and Seclusion: A-02-001.** Shands Jacksonville recognizes and respects each patient's right to be free of restraints and/or seclusion that are not medically necessary, or necessary to prevent injury or harm to the patient or others. Review monitoring requirements for Restraints.

# Improving the Patient Experience in FY2013



## FY12 Results (As of 7/16/12)

\* 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: 57.6%
- SJMC Outpatient Surgery Overall Quality of Care: 39.3%
- SJMC ED Overall Quality of Care: 34.9%
- SJMC Radiology Inpatient Overall Quality of Care: 66.6%
- SJMC Radiology ED Overall Quality of Care: 66.9%

As we begin the new fiscal year, it is important that we continue to practice patient-centered care and work to improve the patient experience. We must commit ourselves to the mission of our organization and strive to deliver EXCELLENT service to every patient at every encounter.

Southwest Airlines, recognized by J.D. Power and Associates as one of the 2012 Customer Service Champions, and only one of 50 companies to earn the distinction, is known for their dedication to customer service. Their company's mission is dedication to the highest quality customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.

Their number one priority is to ensure the personal safety of each Southwest customer and employee. They follow "The Golden Rule," meaning that they treat each other the way they want to be treated, which is why doing the right thing by their employees and customers is so inherent to who they are as a company. They believe in Living the Southwest Way, which is to have a warrior spirit, a servant's heart, and a fun-LUVing attitude. Within each of these categories are specific behaviors to help them be a safe, profitable, and fun place to work.

Although we work in healthcare, we are in the customer service business. We must follow the example of other industries, such as Southwest Airlines, Apple, FedEx, Publix, and Nordstrom, who are recognized nationally for their excellent customer service, and live our values of excellence, respect, compassion, and stewardship.



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.

**CONGRATULATIONS!!!**

The Emerson Magnet, for the Breast MRI, has received the American College of Radiology (ACR) accreditation for 3 years.

## 2011-2012 Radiology Faculty, Fellows and Residents



Left to Right (top row): Dr. Sukhwinder Sandhu, Dr. Martha Wasserman, Dr. Christopher Klassen, Dr. Eric Ursic, Dr. Brett Horgan, Dr. Joshua Holliday, Dr. James Cunningham, Dr. James Ledford, Dr. Jason Powell, Dr. Jon Rosensweig, Dr. Benjamin Jordan and Dr. Kyle Hayden.

Bottom row: Dr. Kristi Taylor, Dr. Susan Snodgrass, Dr. Barry McCook, Dr. Ryan Daly, Dr. Mona Ahmed, Dr. Sara Fernandez, Dr. Dalys Castro, Dr. Christina Cavalier-Clemow, Dr. Michelle Herrero, Dr. Gaelyn Scuderi, Dr. Cassandra Aboy, Dr. Mona Yasrebi, Dr. Todd Loper, Dr. Daniel Siragusa and Dr. Gregory Wynn.

Residents Not Pictured: Dr. Travis Edelstein, Dr. Michael Carroll, Dr. Neil Passante and Dr. David Martineau.

## New Radiology Dress Code for Shands Employees



Beginning July 16, 2012 a revised Employee Appearance and Dress policy will be implemented to better meet the needs of our patients and improve our professional image at Shands Jacksonville. Many of the changes were made to meet infection control, patient safety and employee safety initiatives. The new approved scrub color for Radiology clinical staff is solid Pewter Gray.

The non-clinical staff members are required to wear charcoal or navy pants/skirt, light blue oxford shirts with blazers. Please refer to the dress code policy on the Infonet for more information.

**Patient Safety Tip of the Month:** A time-out must be performed before a procedure. To prevent mistakes during surgery and procedures, pause before the surgery to make sure that a mistake is not being made. Make sure that the correct surgery is being performed on the correct patient and at the correct place on the patient's body.

For more information on this topic refer to the following website:  
[http://www.jointcommission.org/assets/1/6/2011\\_NPSG\\_Hospital\\_3\\_17\\_11.pdf](http://www.jointcommission.org/assets/1/6/2011_NPSG_Hospital_3_17_11.pdf)

## School of Radiologic Technology

By: Anthony Hofmann, Clinical Instructor

Please join us for the commencement exercise of the class of 2012 that will take place on Thursday, August 23, 2012 at 7pm in the LRC auditorium. The senior's last month of school will focus on reviewing for the ARRT exam. The juniors have just completed their second quarter of training. We concentrated on the lower extremities, the pelvic girdle, the bony thorax and the vertebral column. The class of 2013 learned approximately 27 exams between April 1, 2012 and June 30, 2012! They also completed and submitted their scientific exhibits to the FSRT during this quarter. We would like to congratulate them on a job well done! Just a note about the ARRT exam for the class of 2013. The ARRT has raised the bar for the exam. Starting in 2013, a student that takes the ARRT exam will have to answer approximately 6 more questions correctly as compared to previous years. A student that scored a 75 or 76 on the registry in the past, may not pass the exam in 2013. The CT students are nearing the end of their training. They will be receiving their certificates of completion on July 25, 2012! Congratulations!



### PATIENT SAFETY 101: Fall Prevention

A fall is defined as “an unplanned descent to the ground or lower surface with or without injury.” All types of falls are to be reported whether they result from physiological reasons (fainting, seizure), environmental reasons (wet floors) and include “assisted” falls when a staff member attempts to minimize the impact of the fall.

The purpose of a fall prevention program is to identify patients at risk for falling, implement measures to prevent the occurrence of falls, reduce the risk of patient harm, provide comprehensive plans for caregiver, patient, and family education related to fall assessment/prevention, to provide appropriate follow-up and documentation in the event of a fall, and to develop a plan for consistent measurement of fall prevention compliance and effectiveness.

Please refer to Policy Number A-06-001 for more information on fall prevention.

### Image of the Month Fecal Obstruction



### Newsletter Submissions

If you would like to submit something to the September/October issue, please email Lynn Cadwell-Gordon your topic by August 20th. Article submission must be completed by September 24th to be included in the July/August issue. All topics and articles are reviewed for publication by Dr. McCook, Kevin Cuda and Janet Graves prior to distribution.