



IMAGES

Radiology Department Newsletter

September/October
2012

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RADIANT

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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 Spotlight Dr. Savas Ozdemir

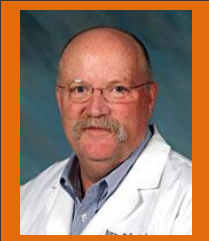


Dr. Savas Ozdemir is an Assistant Professor in the Department of Radiology, Division of Functional and Molecular Imaging. He is Board Certified in Diagnostic Radiology, Nuclear Radiology and Cardiovascular Computed Tomography.

Dr. Ozdemir attended medical school at Uludag Universities in Bursa, Turkey followed by a Diagnostic Radiology residency program at Haydarpasa Numune Hospital in Istanbul, Turkey. Dr. Ozdemir continued his education with completion of an additional five years of radiology residency programs in the United States. He attended a one year Nuclear Medicine radiology residency program at both New York Methodist Hospital in Brooklyn, New York and the University of Pennsylvania in Philadelphia. After completing his residency in Nuclear Medicine, Dr. Ozdemir attended Bryn Mawr Hospital in Bryn Mawr, Pennsylvania where he completed another three year residency program in Diagnostic Radiology.

Dr. Ozdemir joined the faculty at the University of Florida College of Medicine, Jacksonville in 1999 as an Assistant Professor of Radiology with a subspecialty interest in Nuclear Medicine. In July of 2000, Dr. Ozdemir was appointed as Chief of the Division of Nuclear Medicine and has held this title for the last 13 years. While Dr. Ozdemir’s primary focus is Nuclear Medicine and PET, he also specializes in Cardiac Imaging.

Thank you Dr. Ozdemir for your dedication to the department of Radiology!

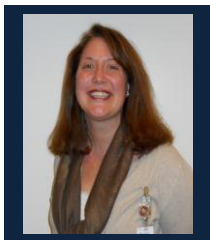


CHAIRMAN'S CORNER

Barry McCook, MD

The Status Quo

In these times of limited staff, high volume and decreasing reimbursement it is often comfortable to do things the same as has been done in the past. This scenario makes it difficult to develop long-range visions for the department and to enhance services to our patients, their caregivers and our resident physicians. We have to always try to meet the challenge of lifelong learning and adapt to the changes that face us. One good example of this change has been the acquisition of tomosynthesis in our Breast Imaging division. Our breast imagers have embraced this new technology to become leaders in the medical community in North Florida. There are many other examples in our department like this and I encourage you to adapt to these changes to become a world-class radiology department that is recognized for our patient care, academics, and research. I urge you to not accept the status quo.



UF Administrator Heidi M. Weschler

It's breast health awareness month and the department is doing a great deal in order to represent Women's Imaging in our community. Starting with the fantastic display of our staff in the Pink Glove Video submission, a big thanks to all who were involved and all your hard work and enthusiasm because it definitely showed in the finished product. Second, our very own Dr. Marte Wasserman and Dr. Diana Edgar will be on the expert panel for The Annual Breast Health Forum entitled "What Everyone Should Know About Breast Health" on October 11th at the Omni hotel downtown in order to enhance breast health education in our community. In addition we will have an information table present with some of our highly knowledgeable technologists to answer questions on our screening mammogram services as well as 3D Tomosynthesis. Lastly, to close out the month with a bang the 7th Annual Lexus Champions for Charity golf event will be taking place at San Jose country club on October 22nd again this year. We are very thankful that our corporate friends in the community in conjunction with the RITA Foundation are so incredibly supportive of our efforts at UF & Shands in education and research for Women's Imaging and awareness. I want to additionally send out a special thank you to Tonya Roberts for her fine representation of our Women's Imaging services at our table at the City of Jacksonville Annual Health Fair which we participated in on August 17th, her time and efforts are very much appreciated by her division and the department.



CUDA'S CORNER

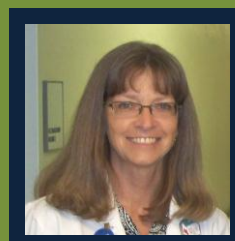
Kevin Cuda, MHA, FACHE

Following BEST behaviors in the Radiology Department:

We all have a responsibility of following the BEST behaviors as we interact with our customers and one another. If we all follow these simple processes we can make our customers feel welcomed.

- **People before paperwork:** Always acknowledge/greet our patients by looking them in the eye with a smile. The paperwork can wait. Not doing so will drive our customers to seek other healthcare providers.
- **Never be too busy to be nice:** We must remember to always treat our customers politely no matter what time constraints we are working under.
- **Tell people what you can do:** When our customers ask us for help it is important that we do offer help. If you are unsure of the answer contact a fellow co-worker how can offer assistance. Our customers will appreciate the effort you put into solving their problem.
- **When you don't know find out:** Never answer with "I don't know". It is our responsibility to assist our customers in finding the answer.
- **A phony smile is better than a sincere frown:** To make our customers feel welcome, our facial expressions need to demonstrate that they are welcome and nothing does that better than a smile.

We recently all went through training on using AIDET in our daily interactions with our customers. In addition we all signed our pledge to abide by the hospital's BEST BEHAVIORS. If we follow these behaviors we will continue to see a growth in customers using our services.



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

Season of Change

One thing that does not change is our focus on the customer. We have received several Customer Service Key Awards on our staff. Most of these awards are from patients. The most recent information we received from a patient was due to the manner in which Audrey interacted with this patient. Sometimes we do not even realize how the words we chose or the tone in which we speak comforts others. What makes you a happy customer and willing to return to a business? For me it is that first friendly voice or face. If I were to add physical discomfort, mental anguish and/or fear to my being, I'd be hoping for care, compassion and empathy as well.

Thank you for your continued efforts in creating a welcoming and caring environment.

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:

October 9, 2012

“Neonatal Chest XR for Radiologic Technologists”

Presented By:
Dr. Huynh Tran

November 13, 2012

“The Retrograde Urethrogram in the Trauma Setting”

Presented By:
Dr. Cassie Aboy

December 11, 2012

“TBD”

Presented By:
Dr. Abdur Khan

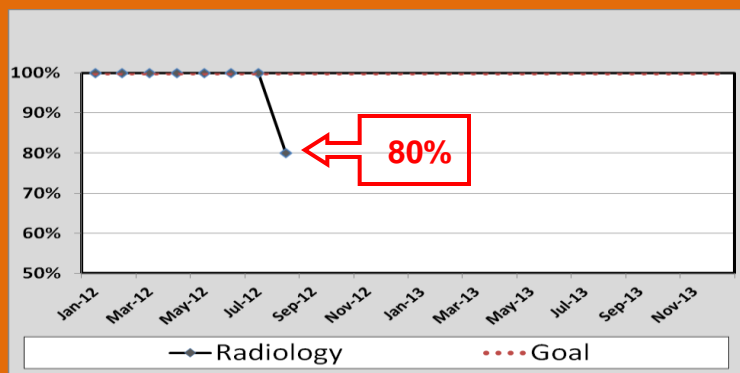
Look for flyers throughout the department for more information.

Staff Spotlight



Congratulations to Jeffery Stiles, M.B.A., R.T.(R)(CT)(QM) for passing the ARRT exam on Quality Management. Mr. Stiles is the Program Director for the School of Radiologic Technology.

Hand Hygiene



In conjunction with National Patient Safety Goal, NPSG .07.01.01 to comply with hand hygiene guidelines and improving rates, FY13 raised the bar in hand hygiene compliance to 100%.

September Employee Forums



Employee forums were held September 17-25, 2012. Employee forums are designed to provide employees important updates and information about improvements and changes happening within the organization. If you were unable to attend a live forum, plan to watch the forum online when it becomes available.

Nuclear Medicine Week

Nuclear Medicine Week is October 7–13! 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.

Annual Pink Glove Dance

This year our campus has decided to take part in the nationwide Annual Pink Glove Video Competition. UF & Shands Jacksonville will submit a music video where different departments of the hospital will each participate and represent themselves through a portion of the video.

Our very own Dr. Snodgrass pulled together a choreography piece for the department of radiology. Individuals from all areas of the department participated in this fun event to raise money for Shands Jacksonville.

Thanks to Dr. Snodgrass and everyone that participated!



**September Employee of the Month
Beatriz Robaina, Ultrasonograher**



A biopsy was performed on a patient (pt) in the US department, but a few days later a resident came to talk to Betty letting her know the lab was saying that the pt's specimen had been lost, and the biopsy needed to be repeated. Betty came to the hospital on her day off to go to the lab and look for the pt's lab specimen with another lab employee. Betty was able to find the specimen, preventing the pt from having a repeat procedure, as well as added expense to the hospital. Betty was not even on the Techs originally involved with this pt, but the thought of putting the pt through another invasive procedure bothered her so much she had to come and try to find it. Her supervisor, Candiss wrote: This is dedication to patient care, and I am so proud to have her on my team.

**October Employee of the Month
Brandie Jenkins, Technologist-Diagnostic**



A 21-month old boy suffered a fracture of his tibia while playing on a trampoline and was brought to the Peds ED here at Shands. The mother wrote the following about Brandie, and the team that treated her son: The radiology technologist was very friendly, patient and accommodating. Everyone involved in my son's care was very kind, compassionate, and competent. The communication and teamwork were excellent. I could tell they really cared about what had happened to my son and were not just "going through the motions". Again, I really appreciate the kindness and care that my son, husband, and I received. I could not be more pleased with the excellent services provided.

New Employees

Please welcome our new employees to the department:

Sarah Alspaugh, Ultrasound
Ron Nix, CT

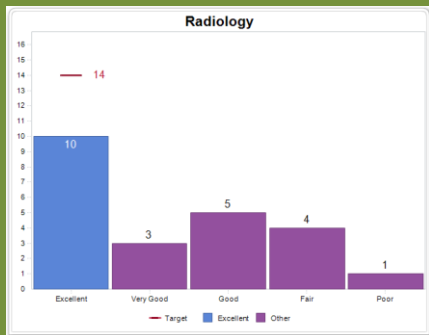
Stephanie Nettles, Financial Representative
Chad Stackpole, CT
Glen Warner, RN, Interventional Radiology

The National Arts Program

Shands Jacksonville is proud to participate for the first time in an art exhibit sponsored by the National Arts Program, an organization whose mission is to provide a free and uninhibited opportunity for visual artists to have their talents shown, at their own skill levels, professionally for public viewing. Original works of art were displayed September 10-28 in the LRC Atrium.

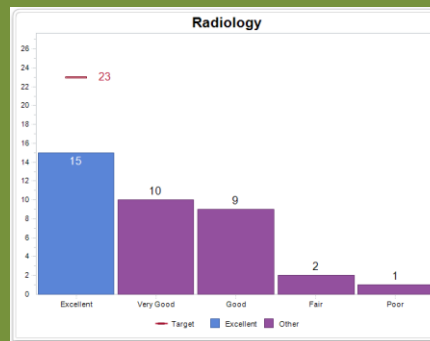
PRC Scores

July 2012



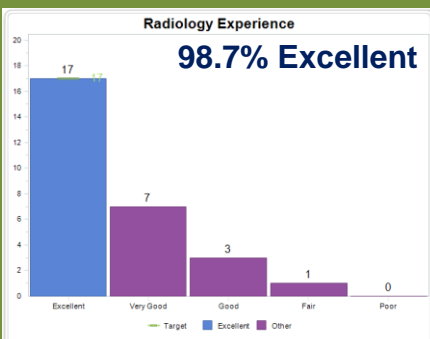
Emergency Department

August 2012



Radiology Experience

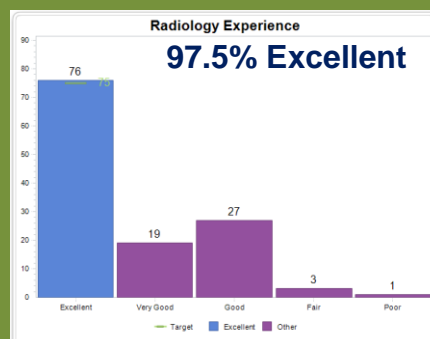
98.7% Excellent



In-Patient

Radiology Experience

97.5% Excellent



New Resident

Please join us in welcoming Dr. Vikas Menghani, a second year radiology resident, to the department. Dr. Menghani joins the class of 2015 which also includes Dr. Horgan, Dr. Fernandez, Dr. Martineau and Dr. Holliday.



Vikas Menghani, M.D.
Kasturba Medical College

Radiant

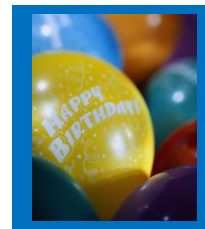
**Go-live
Friday, March 1, 2013**

Radiant Credential Training will begin on October 29, 2012. Six Radiology staff members have been identified to become Radiant CTs. They are Kimberly Haines, Shanna Scott, Candiss DeJesus, Loretta Brown-Wilson, Andrea Jones and Erin Jurgens.

Each CT is responsible for training Radiology staff members during Super User and End User training. Staff members that have been identified as Super Users will begin training December 5, 2012 and End User training will begin January 7, 2013.

If you have any questions or concerns regarding Radiant, please contact Janet Graves.

BIRTHDAYS



**Happy Birthday to Everyone Born
in September & October!**

SEPTEMBER:

Gemstone: Sapphire

Flower: Aster

The birthstone for September is the sapphire which symbolizes heaven. Most people think of the color blue when the word sapphire is mentioned, but sapphire comes in many other colors including green, pink, purple, and yellow. The Aster symbolizes love. It also stands for daintiness and patience.

OCTOBER:

Gemstone: Opal

Flower: Calendula

The birthstone for October is opal which symbolizes hope. The flower for the month of October is the calendula or pot marigold. Colors range from pale yellow to deep orange. The calendula symbolizes sorrow or sympathy.



National Radiologic Technology Week

National Radiologic Technology week will be held November 4-10, 2012. Look for more information throughout November on the fun activities scheduled for this week.



September & October Key Award Winners

**Jennifer Aherns
Brandie Jenkins
Lisette Rivera
Shayla Sindab**

**Terry Banks
Maureen Kirtsey
Beatriz Robaina**

**Jose Hernandez
Todd Paugh
Taquilya Rogers**

What's Your Promise?

"I promise to develop and implement employee programs that support a patient centered care environment."

Lesli Ward

VP Human Resources,
Administration, Shands Jacksonville



Heart Walk.

Heart Walk 2012-2013 First Coast (Jacksonville), FL

The Heart Walk was held Saturday, September 22, 2012 at Metropolitan Park. The Heart Walk offered a 3-mile route & 1-mile Red Cap Survivor route. Thank you to everyone that participated in this hospital sponsored event.

Hospital Policies to Review

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

- Restraints and Seclusion (A-02-032) new policy: This policy has been converted from a core policy to a Shands Jacksonville policy.
- Medical Orders (MS-06-003) revised policy: This policy was updated to require physicians to enter orders into the EHR if the provider has any internet based computer available.

SHANDS JAX ADVANCED MEDICAL IMAGING INSTITUTE

Jeffrey E. Stiles, MBA, R.T.(R)(CT)(QM)
Program Director, Radiography and CT
School of Radiologic Technology

I am pleased to announce plans for the development of a training institute that will provide training for up to eight ARRT post primary certifications. The specialty areas under consideration at this point include:

- Computed Tomography
- Magnetic Resonance Imaging
- Mammography
- Bone Densitometry
- Interventional Vascular
- Cardiac Interventional
- Breast Sonography
- Quality Management

These programs will be focused providing qualified applicants with the opportunities to complete their respective clinical competency requirements. The students will be provided with a limited amount of classroom instruction to support their self-study preparation effort to successfully pass their respective certification examination in their chosen post primary specialty.

The primary objectives for this project include the following:

- Develop a pool of qualified Shands Jacksonville trained applicants for potential employment opportunities and or advancement within the department of medical imaging
 - With the goal of producing a favorable impact on employee retention and job satisfaction
- Develop a pool of multi-modality technologists
 - With the goal of producing a favorable impact on staff productivity, versatility, and staffing
 - Radiology administrators seem to be trending toward hiring technologists that have multiple certifications.
- Expand the training opportunities for existing staff and future graduates
 - If current employees have the willingness, desire, and commitment to pursue advanced certification training, and have a willingness to work as a multi-modality technologist, then we are going to make every effort help technologists to reach that goal.
 - Extend the training opportunities for new RT graduates
 - With the goal of producing a favorable impact on employee retention and staff satisfaction

We are looking for technologists that would like to participate in classroom instructional activities. For those that have interest in teaching, we have developed a very attractive financial incentive/reward that will be paid for each hour of classroom instruction completed. We are also, in the process of organizing a team of committed employees that would be willing to provide assistance and input for the development of the instructional plan and schedules for each certification area. We will need a total about 6 - 8 hours over the next 3 months to ensure that we can fully implement this program in January. I would hope that the supervisors or a designee from each of the respective areas would be willing to participate.

We just received confirmation from HR department that these programs will be eligible for \$800 of tuition reimbursement for eligible employees that are 0.6 FTE and higher.

Overall, we are off and running with 3 technologists already enrolled in 3 different programs. There is still a huge amount of organizational activities that need to be completed, and with some assistance from those volunteers referenced above, we should be ready to have the program fully up and running in January. The cost of each certificate program is provided below, we are going to offer discounts to those interested in pursuing different combinations of certifications.

SHANDS JAX ADVANCED MEDICAL IMAGING INSTITUTE

ARRT Post Primary Certification	Cost of Single Certification	COMBINED CERTIFICATIONS			
		BS, BD, M	BD, M	CI, VI	CT, MR
Breast Sonography (BS)	\$ 2,500	\$ 5,000	\$ 2,750	\$ 4,750	\$ 3,750
Bone Densitometry (BD)	\$ 1,500				
Mammography (M)	\$ 1,500				
Cardiac Interventional (CI)	\$ 2,500				
Vascular Interventional (VI)	\$ 2,500				
Computed Tomography (CT)	\$ 2,000				
Magnetic Resonance (MR)	\$ 2,000				
Quality Management (QM)	\$ 1,500				

There will be more information to follow as we develop the details. If you have any questions, or you are interested in participating as an instructor or student, please feel free to stop by my office or email me at Jeffrey.Stiles@jax.ufl.edu.



Community Giving Campaign

It's time for the 2012 Community Giving Campaign. Help support your hometown team!

- **Sept. 24 - Oct. 26: Pledge Drive for Employees and Leadership Circle**
Make a commitment and be eligible for great prizes! (TBA)
- **Oct. 5: 2012 CGC Kickoff Celebration**
LRC Atrium, 11:30 a.m. – 1 p.m.
Event to feature ballpark snacks, Wii games played on large screens, prize raffles and more!
- **Special Guest Appearances:** Jaxson de Ville, 11:30 a.m. – 12:30 p.m. Special Olympian gold medalists, 12:30 – 1 p.m.
- **Oct. 9: Leadership Circle Luncheon**
Banquet room, 10th floor, Tower II, 11:30 a.m. – 1 p.m. (Shuttle to luncheon will be provided to Towers from front of Clinical Center prior to event.)
- **Oct. 24: Fundraiser Barbeque Hosted By Woody's BBQ**
Behind the Trauma Bay, 11 a.m. – 1 p.m.
Pre-sale tickets will be available for \$7. Includes 1/2 chicken, baked beans, slaw, roll, cookie and drink.
- **Oct. 11 - 19: Basket Competition**
LRC Atrium
Purchase tickets to win valuable, variously themed prize packages assembled by UF and hospital teams!

Patient Safety Tip of the Month: Patient Safety During Radiology Procedures

The purpose of this policy is to provide safety to patients undergoing Radiology procedures. Patients will at no time be left unattended on exam tables. All patients placed on Radiology exam tables will be secured with a safety strap, if provided with the imaging equipment.

Please refer to policy RAD-04-021 on the Infonet for more information.

School of Radiologic Technology

By: Anthony Hofmann, Clinical Instructor



The class of 2012 graduated on Thursday, August 23, 2012. This marks the first graduation where students actually took and passed the national board (ARRT) exam on the day of graduation! Shannon Jones Cox, Erin Cuff, and Mike Voyevodskiy traveled to the testing center in Gainesville, Florida and took the ARRT exam at 8am on the day of graduation. Thankfully, all three passed!! I am also proud to report that the remaining graduates; Lilly Ritz, Krishna Soni, and Andi Braswell, successfully passed the ARRT exam on their first attempt! During the graduation ceremony, numerous awards and honors were presented to the graduates. Andi, Erin, and

Krishna received recognition for perfect attendance. Mike achieved magna cum laude status and received the Mallinckrodt Award of Excellence, which is nationally recognized among radiography programs. Mike had the additional honor of presenting the student response during the ceremony. Erin was honored with the Bracco Award and Krishna received the JRCERT Award for Clinical Excellence. Monica Marzucco, RT (R) received the JRCERT Award for Outstanding Clinical Instructor. Jose Hernandez, who is part of the class of 2013, received the Christine Haddock Service Award for Excellence in Radiography. This award is given to a junior student who exemplifies the characteristics and traits that Mrs. Haddock (Program Director 1972-1996) possessed and portrayed. These characteristics include professional appearance, professional demeanor and a commitment to excellence in Radiography.

Additionally, the CT class of 2012 successfully completed the Computed Tomography program in July, 2012. The graduates were Tambrey Hadaway, Amber Snellgroves, Haley Fargason, and Ron Nix. As of this writing, Tambrey and Ron have successfully passed the CT exam!! I would also like to recognize our program director, Jeff Stiles, MBA, RT(R)(CT)(QM) for successfully challenging the ARRT exam in Quality Management. In 2011, only 62.9% of the technologists who took this post-primary test were able to pass it! Please join me in congratulating these students, technologists, and program director on their tremendous achievements!! We are very proud of them!

PATIENT SAFETY 101: Pain Awareness Month

Did you know September was Pain Awareness Month? The Pain Management Center and the Pain Management Task Force want to remind clinicians to assess and track their patients' pain scores as part of an initiative to better manage pain and improve patient satisfaction scores, which are now connected to the hospital's reimbursements.

Clinicians are encouraged to visit the Pain Management page on the Infonet for more information about the department and its services, as well as, pain management guidelines, consent forms and educational resources.

Newsletter Submissions

If you would like to submit something to the November/December issue, please email Lynn Cadwell-Gordon your topic by November 1st. Article submission must be completed by November 22nd to be included in the November/December issue. All topics and articles are reviewed for publication by Dr. McCook, Kevin Cuda and Janet Graves prior to distribution.