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### **Seattle Met's Top Doctors survey now underway**

*Seattle Met* is partnering again this year with ratings company Avvo to present a comprehensive survey of the best health-care providers in the Seattle Metropolitan area. (*Seattle* magazine held their nominations in January, the first of two local-magazine Top Doctors surveys held each year.) Practitioners with the highest Avvo ratings will be listed in *Seattle Met's* best-selling Top Doctors feature in August 2012. Avvo is a site that provides physician ratings to help consumers find physicians that meet their needs in their community based on information about their training, specialties and services. To ensure our physicians are represented on *Seattle Met's* Top Doctors list, you'll need to 1) [Claim or update your Avvo profile](#) and 2) Vote in this [complementary peer survey](#) for the best ARNPs, acupuncturists, chiropractors, naturopaths and optometrists **by Sunday, April 22**. Physicians who have forgotten or misplaced their Avvo log-in information from last year, or need help with the initial log-in process, may contact Justin Mitzel with Avvo at [jmitzel@avvo.com](mailto:jmitzel@avvo.com) or 206-438-3912. [Click here](#) for more information about *Seattle Met's* survey (viewed from the Swedish network) or visit [Seattle Met's Top Doctors Survey](#) page.

### **Culture of Safety e-learning module delayed**

*by John Vassall, M.D., chief medical officer*

Due to resource constraints, I have made the decision to delay availability of the Culture of Safety e-learning module as an alternative to attending the first two hours of the CSI All Staff & Medical Staff training. Staff and medical staff will be asked to register for one of the in-person classes available on the Ballard, First Hill, Cherry Hill and Issaquah medical center campuses. The feedback for those who have attended these classes is that having staff and medical staff participate in the class and team practice session together has been beneficial to all involved.

A reminder, in support of our ongoing commitment to a culture of safety, the First Hill/Ballard/Cherry Hill Medical Executive Committee has adopted the expectation that, beginning Sept. 1, 2012, all medical staff members with privileges will need to complete this training prior to reappointment.

The training includes two parts – a two-hour didactic session followed by a one-hour team practice session. The Issaquah and Edmonds medical executive committees will soon address culture of safety training expectations for those medical staffs.

Registration fills quickly. To register online, please visit the [Culture of Safety training registration site](#).

## **Texting orders prohibited**

The Joint Commission recently responded with an emphatic ‘no’ to the question of whether texting orders is permissible, citing inability to verify the sender’s identity or to validate medical record entries. In addition, the MEC has approved a texting prohibition, which is pending final approval by the Board of Trustees later this month.

## **Is it research and who needs to know?**

The Department of Health and Human Services (DHHS) defines research as “a systematic investigation, including research development, testing, and evaluation, designed to develop or contribute to generalizable knowledge” (45 CFR 46.102). Clinical research can further be delineated as research that either directly involves a specific person or group of people or uses materials from them, such as medical records, biological samples, including blood and tissue, or documentation of their behavior. Clinical trials may collect data to evaluate the safety and/or efficacy of biomedical or behavioral interventions, such as medical devices, drugs or combination of drugs, behavioral modifications, or training methods. They can even include observational studies, studies which use questionnaires, interviews, or surveys to gather data, and research which uses human subjects to develop or evaluate clinical laboratory tests if certain criteria are met.

The Swedish Research Center (SRC) has methods in place to evaluate potential ideas and studies to determine if they qualify as clinical research and support the values and mission of Swedish as a non-profit healthcare organization. The SRC is responsible for providing guidance and support in the administration and financial oversight of research at Swedish, including an infrastructure which consists of system-wide policies, procedures, regulatory review, financial models and cost tracking, and contract management to ensure compliance with stringent regulatory and clinical standards. If you are approached about referring patients to an outside research study, or asked to participate or conduct research please contact the SRC for assistance at [research.center@swedish.org](mailto:research.center@swedish.org) or 206-215-3100.

## **Could you excuse me? I need a cigarette**

Many patients are tobacco users and some may want to use tobacco during their time at Swedish. May patients be given a pass to leave the building for a smoke break? The short answer is ‘no.’

The Swedish policy on tobacco use by patients has evolved over time. A smoking cessation policy was adopted in 2004, becoming a prohibition four years later, at least in part as a response to accreditation requirements. More recently, the Medical Executive Committee (MEC) adopted a policy discouraging passes and temporary absences from the hospital. Rationale for passes and the medical necessity for continued hospitalization must be documented and passes are subject to a retrospective review process.

The ban on smoking on any Swedish property remains in effect. Options for treating nicotine withdrawal symptoms include nicotine-replacement therapies which are billed as part of insurance benefits.

## **Revised medication reconciliation process goes live April 16**

Help ensure medication safety by understanding the revised medication reconciliation process. The refined process goes live on Monday, April 16 after the completion of a two-week pilot. Medication reconciliation is not new, just refined and defined. The roles of nurse, provider, pharmacist and patient have to work together to create an accurate, prior-to-admission medication list. View the responsibility list by role: [Updated Medication Reconciliation Process](#).

## Help ensure medication safety for your patients

How many times are patients unable to list all of the medicines and supplements they take each day? Or – better yet – how many bring in a bag filled with bottles as a way of communicating that information?

The electronic medical record is a great way of ensuring every provider has visibility of a patient's medication list. That list, however, is only helpful if it is up to date. Swedish is re-energizing its medication safety efforts by helping patients understand the importance of maintaining personal medication records.

In addition to launching a [new medication safety website for consumers](#), the Quality and Patient Safety team encourages Swedish clinics and pharmacies to make the Swedish Personal Medication Record available to their patients. Packs of 50 wallet cards can be ordered for \$7.16 per pack through Purchasing (either by fax to 206-386-2199 or through Peoplesoft). Links to [medication safety resources for clinics](#) are also available online.

## Are diabetes patients getting optimal control?

The Swedish Diabetes Education Center provides comprehensive diabetes education. The center assists in insulin management, meal planning, blood glucose self-monitoring, foot care, insulin pumps and sensors. Experienced certified diabetes educators help give the critical overall support patients with diabetes need to live healthy lives. The program provides both classes (First Hill, Edmonds and Issaquah campuses) and one-on-one education appointments (First Hill and Edmonds) from certified diabetes educators—both registered nurses and registered dietitians—Monday through Friday.

Any patient with newly-diagnosed diabetes should establish care at the clinic as early as possible. Comprehensive education has been shown to improve glycemic control and help prevent serious complications. Additionally, all patients with diabetes should see a certified diabetes educator at least annually. Insurance covers both initial and yearly diabetes education follow-up. Additional nutrition visits can also be covered as medical nutrition therapy.

Referrals to the Swedish Diabetes Education Center are a click away in Epic, (type 'Diabetes Education' in orders), and [more information is available online](#) or by calling 206-215-2440.

## Ciocca appointed chief of vascular surgery

Rocco G. Ciocca, M.D., recently became chief of vascular surgery. He joins Swedish from St. Elizabeth's Medical Center in Boston where he led the vascular surgery program.

Dr. Ciocca has extensive administrative experience in developing and guiding vascular surgery programs, as well as a background in academics and research. He is a board-certified general and vascular surgeon, has served on national, medical school and health system committees and has been the primary investigator and co-investigator of numerous research projects. He's known as a leader in endovascular procedures, wound care and hyperbaric medicine and is a prolific author, presenter and lecturer.

In addition to his role as chief, Dr. Ciocca will maintain a clinical practice in vascular and endovascular surgery. [Learn more about Dr. Ciocca and read his recent blog posts online.](#)

## Learning from mistakes

Author, medical journalist and emergency medicine physician Dr. Brian Goldman tells how physicians can learn from mistakes and prevent harm to patients in his positive and provocative message, "[Doctors Make Mistakes.](#)" available for viewing on TED, an online academic conferencing site.

## MS Center physicians, nurses and staff donate to new center

The new Multiple Sclerosis (MS) Center, an 11,700-square foot space on the A level of the Jefferson Tower at Cherry Hill, is now open. A key project in the *Campaign for Swedish*, the center has received considerable support from the community. Over \$2.4 million have already been raised to support creating a world-class, state-of-the-art, comprehensive MS center.

Led by Dr. Jim Bowen, the community and patients have been invited to support the MS Center. Eleven families have already responded with gifts ranging from \$50,000 to \$500,000.

Donors frequently want to know the internal commitment to the causes they are asked to support. The clinicians and staff of the MS Center have contributed over \$335,000 to this project. Leadership giving has come from Jim Bowen, M.D., Steven Hamilton, M.D., John Henson, M.D., Lily Jung-Henson, M.D., Eugene May, M.D., Pavle Repovic, M.D., Bobbie Severson, R.N., with additional gifts from members of the clinic staff.

## Welcome new medical staff members

Help welcome practitioners who joined the medical staff in [March](#).

**To admit a patient to Swedish, call 206-386-6090.**

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## At Your Service: The Physician Assistance Program

The Swedish Physician Assistance Program is a confidential, outside resource available to medical staff members and their families at no cost to support members in addressing:

- Family or marital concerns
- Substance abuse
- Work-life balance issues or other problems
- Emotional or behavior issues
- Compulsive behaviors

The program is always confidential and available 24 hours a day, seven days a week at 800-777-1323. Benefits also include free legal services, childcare and eldercare referrals, identity theft/fraud services and debt management assistance.

Check out the [online tools and resources](#). At the "Work/Life Resources" tab enter the username: "swedish" and the password: "employee" for immediate access. . The username and password provide access for all medical staff members, whether or not employed by Swedish.

## First-year residents to begin training in June

Swedish matches with top applicants in all residency programs! Welcome the new first-year residents who will arrive in late June.

### **Swedish Hospital Dental Residency/Seattle Special Care Dentistry (1 year)**

Taylor Berry	Herman Ostrow School of Dentistry of University of Southern California
Amanda Spivey	University of Illinois at Chicago College of Dentistry
Jennifer Westcott	The University of Florida College of Dentistry

### **Swedish Family Medicine/Cherry Hill Clinic (3 years)**

Shoshana Aleinikoff	Georgetown University School of Medicine
Joshua Evans	University of North Carolina at Chapel Hill School of Medicine
Jessica Guh	University of Michigan Medical School
Anuj Khattar	Oregon Health & Science University School of Medicine
Gretchen Mjelde	University of Washington School of Medicine
Madeline Turner	University of Washington School of Medicine

### **Swedish Family Medicine/Carolyn Downs Family Medicine Center (3 years)**

Laura Morgan	University of Washington School of Medicine
Chinyere Obimba	Harvard Medical School

### **Swedish Family Medicine/Sea Mar Community Health Center (3 years)**

Peter Berberian	Charles R Drew University of Medicine and Science
Lilian Chan	University of Washington School of Medicine

### **Swedish Family Medicine/Seattle Indian Health Board (3 years)**

Jessica Karp	Albert Einstein College of Medicine of Yeshiva University
David Sapienza	University of Massachusetts Medical School

### **Swedish Family Medicine/First Hill Clinic (3 years)**

Kannie Chim	Raymond and Ruth Perelman School of Medicine at the University of Pennsylvania
Emmy Davison	Oregon Health & Science University School of Medicine
Laura Diamond	Florida State University College of Medicine
Elizabeth Harmon	University of Washington School of Medicine
Emily Hersh-Burdick	University of California, Irvine, School of Medicine
Kristen Sramek	George Washington University School of Medicine and Health Sciences

### **Swedish Family Medicine/Ballard Community Health (3 years)**

Marcel Tam	Boston University School of Medicine
Nicholas Weida	Boston University School of Medicine

### **Swedish Family Medicine/Downtown Family Medicine (3 years)**

Raffaella Betza	University of Washington School of Medicine
Benjamin Davis	University of Washington School of Medicine
Daniel Smith	Raymond and Ruth Perelman School of Medicine at the University of Pennsylvania

### **Swedish General Surgery/First Hill (Categorical 5 years)**

Kellan Kading	University of Washington School of Medicine
Jose Lopez	Texas Tech University School of Medicine
Alan Waters	University of Texas School of Medicine at San Antonio

### **Swedish General Surgery/First Hill (Preliminary 1 year)**

Ross Chod	Tulane University School of Medicine
Anda Cornea	University of Washington School of Medicine

### **Swedish General Surgery/First Hill (UW Diagnostic Radiology Preliminary 1 year)**

Xue Bai	Duke University School of Medicine
Gregor Dunham	University of Washington School of Medicine
Christopher Goiney	University of Miami Leonard M. Miller School of Medicine

### **Swedish Podiatric Surgical Residency Program/Cherry Hill (3 years)**

Kristin Brown	Scholl College of Podiatric Medicine
Ian Burtenshaw	Arizona Podiatric Medicine Program

## **CME spotlight**

### **Fifth Annual Iris and Ted Wagner Endowed Lectureship**

National and International Challenges to Medical Professionalism

May 23, 6-8 p.m., Swedish Orthopedic Institute

David J. Rothman, Ph.D., the Bernard Schoenberg Professor of Social Medicine at Columbia College of Physicians and Surgeons and President of the Institute on Medicine as a Profession, is this year's distinguished guest lecturer. David Rothman specializes in social history and the history of medicine. His lecture, *National and International Challenges to Medical Professionalism*, will focus on the role of physicians' professional responsibilities, their role as 'healer' and the social contract between the medical profession and society. The event begins at 6 p.m. with a reception featuring wine and hors d'oeuvres. This activity has been approved for *AMA PRA Category 1 Credit*<sup>™</sup>. [Click here for more information and to register online.](#)

### **Featured CME Conferences**

#### **[Palliative Care Symposium: Expert Skills for Everyday Practice](#)**

April 13

#### **[Otolaryngology for the Primary-Care Physician](#)**

April 20

#### **[Annual Oncology Symposium: Cancer and Obesity](#)**

May 4

#### **[Sixth Annual Cerebrovascular Symposium: Practical Aspects of Stroke and Cerebrovascular Care](#)**

May 17-18

#### **[Let's Talk About Sex](#)**

May 18

#### **[Acute Care Neurology and Neurosurgery: From the ER to the OR to the NCCU](#)**

June 1

#### **[Emil Jobb Gastroenterology Symposium: Updates in the Diagnosis and Treatment of Gastroenterological Diseases](#)**

June 8

#### **[Spine Management for the Primary-Care Physician: Back to the Future](#)**

June 15

#### **[Liver Transplantation from A-Z](#)**

June 29

#### **[Third Annual Highlights in Cardiovascular Therapies: A Case-based Course for Cardiac & Vascular Specialists](#)**

July 13

For the most up-to-date information, visit: [www.swedish.org/CME](http://www.swedish.org/CME)

### Standards News

[Click here](#) for a summary of Clinical Standards recently adopted or amended and links to each Standard.

Standards are published as soon as possible after final adoption. All Swedish Standards are accessible at <http://standards.swedish.org> or by going to the Swedish intranet page and clicking on “Standards.”



## SWEDISH MEDICAL CENTER

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