



COMPASSIONATE EMERGENCY CARE

A Message from:

Mark C. Menadue, DO, JD, FACEP, FCLM, President/CEO

SOCIALIZED MEDICINE

There's nothing social about it! Waiting in long lines for elective as well as necessary services. Clinicians exhausted by the demand that comes from free access, often for minor complaints. Poor patient satisfaction and dispirited providers. Call it what you want, it's no way to provide quality, compassionate healthcare.

It's a system that promotes sloth and abhors personal responsibility – look closely at Great Britain and Canada – then review the inpatient list and celebrity admissions at the Mayo Clinic or one of our other fine medical institutions. Those patients

of socialized medicine come here when it matters, or when they can't get access, before their condition becomes irreversible.

The best comparison readily available to US citizens is our military medical systems. Having spent 5 years in the US Army Medical Corps – I was proud of the quality care delivered under very difficult circumstances. But, I was equally frustrated by the bureaucracy that thwarted physician-patient decision-making in favor of cost and speed. Any entitlement brings with it a presumption of someone else meeting our needs – a government cannot provide health-



care at maximum efficiency or quality.

I'd encourage all physicians to become informed and involved before someone else makes the decision for you!

Mark

THE POWER OF PARTNERSHIP

By: Paul Hudson, FACHE, COO



I believe that one of the best examples of the power of the partnership between **ACUTE CARE, INC.** and our affiliated healthcare facilities is the exchange of ideas that occurs when members of our team are on site at the hospitals. We pride ourselves on access to best practices and practical, creative ideas that are of use in process improvement in the rural and non-urban Emergency Department (ED) setting.

We have attempted to make dissemination of this important information systematic by creating a travel theme for each calendar month and sharing materials germane to a particular topic during our travels. Ryan Smith, formerly an Assistant Vice President at **ACUTE CARE, INC.** and currently Business Development Director at Dallas County Hospital in Perry, Iowa came up with the travel theme idea.

In this article, I'd like to tell you about the extraordinary individuals responsible for three of the travel theme topics you'll be seeing in the coming year.

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THE POWER OF PARTNERSHIP—continued

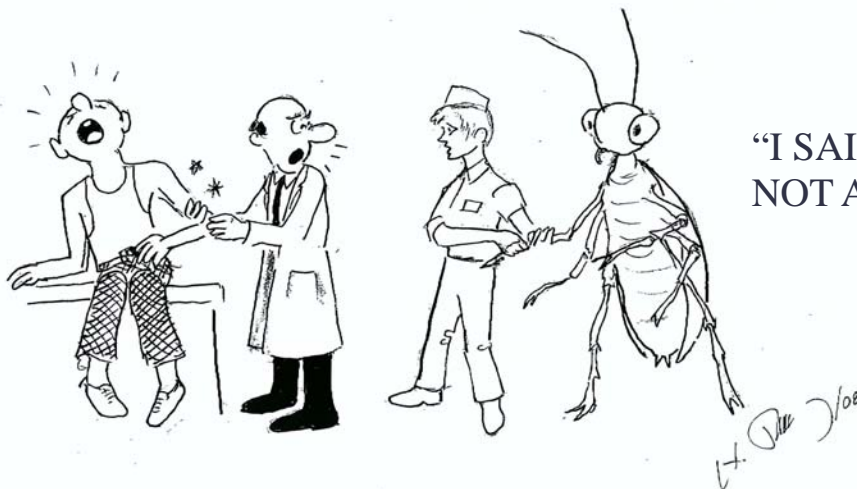
Donna Friedman, RN, serves as the Emergency Department (ED) Manager at Southwest Health Center in Platteville, Wisconsin. Ms. Friedman developed a sophisticated and comprehensive analysis system for evaluation of the department's care of Acute Myocardial Infarction (AMI) patients. Using the hospital's "Level One / STEMI" protocol as a guide, Ms. Friedman provided a visual representation of the process using a flow chart. She then used that chart to supplement and explain the critical indicators for compliance with the protocol in sharing that data with important stakeholders and developing education targeted at opportunities for improvement.

Betty Rife, RN, serves as the Emergency Department Manager at Community Memorial Hospital in Hicksville, Ohio. Ms. Rife demonstrated admirable leadership in applying and administering an imaginative and effective solution for ensuring completion of the ED medical record documentation. The hospital retained Ryerson, Inc. to assist with improving coding effectiveness in the ED. Ryerson designed an "Emergency Department Chart Check-Off List" that provided a mechanism for evaluating compliance with key documentation elements. Enlisting the ED RN's, Ms. Rife implemented the system, with the nurses performing the chart review during the patient's ED encounter, before the chart left the department. This timing was of critical importance to the program, as it allows the physician and RN "another chance" to complete the record during the ED encounter, a decided advantage over the alternative – completion after the record has been processed by Health Information Management. Ms. Rife tabulated the results and posted one aspect of the data as "Individual Physician Profile of Incomplete Documentation Elements". Having educated the physicians on the rationale, basis and benefit of complete documentation, she provided this report as feedback and a guide for areas of opportunity. With each subsequent report, the ED team witnessed significant improvement, and the physicians were provided praise for their contribution to that achievement.

Cris Gilb, RN, serves as Vice President of Patient Care Services at Avera Marshall Regional Medical Center in Marshall, Minnesota. Ms. Gilb served as the lead for development of an innovative *Thrombosis Risk Factor Assessment* and *Deep Vein Thrombosis Prophylaxis Protocol*. When the facility leadership identified prevention of clot formation as a priority for patient safety, Ms. Gilb formed and led a multidisciplinary team that created a comprehensive strategy for identification of patients at risk and implementing strategies to minimize their risk for thrombosis. Drawing on evidence-based medicine and best practices, the team created, and with the guidance of hospital's Clinical Services Committee, refined, the concise and user friendly tools that the facility now uses to protect their patients and guide their care.

At **ACUTE CARE, INC.** we pride ourselves on our ability to serve as consultant partners with access to resources and expertise that is of value to our affiliated facilities. As I trust I've made clear in this article, oftentimes these resources lie within our network of contacts at those facilities. We are privileged to know intelligent, experienced and creative professionals like Donna Friedman, Betty Rife and Cris Gilb, and fortunate to learn of and share the way they are advancing best practices in our industry.

Stella Ande



**"I SAID GET ME AN ORTHOPOD,
NOT AN ANTHROPOD"**

Cartoon created by: Salvador Chavez, MD
ACUTE CARE, INC. PHYSICIAN

From Yahoo News

If romantic fiction is any guide, any doctor looking for love would be advised to be an emergency room surgeon or deliver babies rather than practice colon resection or remove in-grown toenails.

Hospital novels are one of the fastest-growing areas of romantic fiction which, according to the Romance Writers of America, generates 1.2 billion dollars in annual sales and accounts for 39.3 percent of all fiction sold in the United States.

In an offbeat letter published in Saturday's Lancet, Kelly describes the typical plot structure and characterization in 20 randomly-selected medical romance novels.

Of the male protagonists, six worked in emergency medicine, five in surgery and three in obstetrics, neonatology and pediatrics, he found.

MOVING? CHANGING ADDRESSES?

Please remember to keep your Credentialer updated on any address changes. Even if you are moving out of state and you are archiving your file with **ACUTE CARE, INC.**, we need your new address. This assists us in forwarding any correspondence that may come to our office. If you are an active physician planning a move you are required to fill out a new W-9 form before we are able to change your address, please contact your Physician Credentialer at 1.800.729.7813.

CREDENTIALING CORNER**CREDENTIALING QUESTION & ANSWER**

Q. When a hospital or licensing board talks about doing a "primary source" verification for my application, what does that mean?

A. Primary source means simply that we go directly to the source to verify the information in your file. For example, to "primary source" verify a medical license; we go to the State Medical Board's official website to verify your license. For a primary source verification of your residency, it means we go right to the residency program (or run an AMA) to verify you were there. In addition, a primary source verification for a hospital means we go directly to the hospital itself (normally a Medical Staff person) and verify you were there.

Do you have a credentialing question?

Please forward it to Kelli Olson, Senior Physician Credentialer at kelliol@acutecare.com.

It may be featured in the next newsletter!

REMINDER

We ask all physicians to please remember to send any updated credentials to your Physician Credentialer at **ACUTE CARE, INC.** Even if we haven't asked for it, if you get a new certification (like NALS) that you've never had, please send us a copy! If you graduate from a training program (i.e. residency or fellowship) please send us a copy of your certificate of completion. Your Credentialer must not only keep your file with **ACUTE CARE, INC.** updated, but also your file with each hospital you're credentialed at through us. Obtaining expiring items prior to the expiration date is vital to maintaining current privileges.

NEED HELP?

Forgot when your ACLS expires? Need help with finding a class, renewing a license or renewing a DEA? Call your Regional Credentialer! They can help you find websites to renew licenses and DEA's online, or help you with website information to look up classes so you can renew certifications like ACLS, ATLS, ALSO, etc. Remember, we're here to help you!

E. IA/MO/OH

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**DEVELOPMENT DIVISION
AT ACUTE CARE, INC.**
By: Joshua Porter, Vice President

I'm pleased to announce that as our organization continues to expand into new markets and increase market share in our existing territory, the Development Division at **ACUTE CARE, INC.** is growing to meet those needs. With our expansion this past year into our 12th active state (Kentucky) it was necessary to expand both in our Operations division and Development division to meet the growing requests from our client base.

Beginning in February, we will have three professionals dedicated to providing client service and handling new business development for the organization. Clarissa Lehman joined our organization in December as a Client Services Director and is working on new business development in Minnesota, Wyoming, Eastern Iowa and Missouri. She will also be responsible for development within the states of South Dakota and North Dakota. Clarissa can be reached at 800.729.7813 or via email at clarissal@acutecare.com.

Also joining the development team in February as a Client Services Director is Kimberly Qualls. Kim has been with **ACI** since June 2006 and previously

served as the Regional Coordinator for the Eastern Iowa, Missouri and Ohio region. Kim will be responsible for development in Western Iowa, Kansas, Nebraska and Illinois. Kim can be reached at 800.729.7813 or via email at kimberlyq@acutecare.com.

Rounding out our new team of development professionals will be Joy White. Currently, Joy serves as the Senior Locum Tenens Specialist, handling our as needed requests by facilities for Emergency Department and clinic coverage. Joy will continue to lead that department and provide development services. As the Business Development Coordinator, Joy will market to facilities in Wisconsin, Indiana, Kentucky, Virginia and Ohio. Joy has been a member of the **ACI** team since February 2006 and can be reached at 800.729.7813 or via email at joyw@acutecare.com.

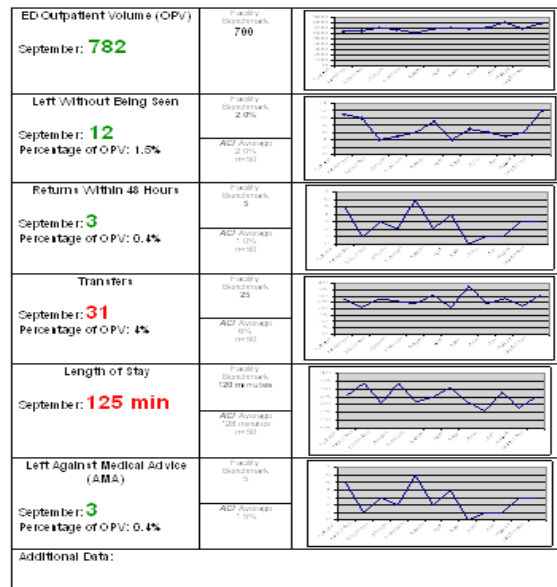
Along with our restructuring in development, we are rolling out some exciting new changes in the Locum Tenens Department. Beginning in the first quarter of 2008, we will be able to provide locums services to selected facilities in some specialty practices, includ-

ing Radiology, Otolaryngology, Pediatrics and Anesthesiology. These services are in addition to our existing recruiting of part-time physicians and mid-level providers for Emergency Department and Family Practice coverage. If you have a need for Locum Tenens coverage in any of these specialties, please contact our Locum Tenens Specialist, Joe Evans at 800.729.7813 or via email at joe@acutecare.com.

Rounding out our complement of services, **ACUTE CARE, INC.** is debuting a permanent placement division in the first quarter of 2008. Given the recruiting demands of our Emergency Medicine clients in other specialties, we feel this will be a natural outgrowth of our commitment to rural medicine. Our initial focus will be recruiting and placing qualified physicians and mid-level providers in primary care specialties, but we hope to quickly expand to other specialties and subspecialty placement. If you have need for recruitment and placement services, please contact Joy White, Business Development Coordinator.

An Update on the ED Quality Indicator Dashboard Program
Paul Hudson, FACHE
Chief Operating Officer

Several months ago, in response to our partner hospitals' requests for more sophisticated information about quality metrics associated with their Emergency Departments, and in recognition of the power of pooled information from our growing network of facilities, we announced an exciting new program: **The ED Quality Indicator Dashboard**. We provided enrollment information (asking for contact personnel, benchmarks and data) and began collecting the data and producing and disseminating reports like the one to the right:



Participation in the program is increasing as the weeks go by, but there are still a number of partner facilities that either haven't as of yet enrolled or have not submitted the data required for a report. If you care to enroll or wish to discuss your facility's report, please contact Ricki Marsh, Performance Improvement Specialist, or myself at 800.729.7813, and we'll work together to make sure that you have access to this important information.

If you'd rather, you can log on to <http://www.acute-care.com/informational/edqm.htm> to input this month's data



Promotions

- Julie Laxton
Regional Coordinator
- Joy White
Business Development
Coordinator
- Kim Qualls
Client Services Director
- Morgan Hammer
Regional Coordinator
- Erin Smith
Physician Scheduler

New Hires

- | | |
|---|---|
| Elizabeth Gerard
Physician Scheduler | Tara Miller
Physician Scheduler |
| Johnny Thigpen
Regional Coordinator | Amanda Jenkins
Physician Scheduler |
| Stephanie Peters
Recruitment Specialist | Angie Wood
Physician Scheduler |
| Kris Brykovsky
Recruitment Specialist | James Sarcone
Recruitment Specialist |
| Clarissa Lehman
Client Services Director | Deanna Henderson
Physician Scheduler |
| Julia McFarland
Recruitment Specialist | Kristen Brown
Physician Scheduler |

PRACTICE OPPORTUNITIES

Denison, IA
Crawford County Memorial Hospital
 Annual OPV: 4,840
 Coverage: 24 hours a day, 7 days a week

Eldorado, KS
Susan B. Allen Memorial Hospital
 Annual OPV: 12,526
 Coverage: 24 hours a day, 7 days a week, plus Mid-level provider coverage
 Contact: Johnny Thigpen
 1.800.729.7813 ext. 136

Cresco, IA
Regional Health Services of Howard County
 Annual OPV: 2,800
 Coverage: 7:00 p.m. Friday to 7:00 a.m. Monday

Harrisonville, MO
Cass Medical Center
 Annual OPV: 10,259
 Coverage: 24 hours a day, 7 days a week
 Contact: Matt Prignitz
 1.800.729.7813 ext. 131
 James Sarcone
 1.800.729.7813 ext. 146

DuQuoin, IL
Marshall Browning Hospital
 Annual OPV: 5,900
 Coverage: 24 hours a day, 7 days a week

Vandalia, IL
Fayette County Hospital
 Annual OPV: 8,204
 Coverage: 24 hours a day, 7 days a week
 Contact: Julia McFarland
 1.800.729.7813 ext. 133

Platteville, WI
Southwest Health Center
 Annual OPV: 8,400
 Coverage: 24 hours a day, 7 days a week w/UC

Blue Earth, MN
United Hospital District
 Annual OPV: 4,778
 Coverage: 24 hours a day, 7 days a week w/UC
 Contact: Kris Brykovsky
 1.800.729.7813 ext. 129
 Stephanie Peters
 1.800.729.7813 ext. 140

ATTENTION PHYSICIANS & FACILITIES!

YOU CAN NOW ACCESS YOUR MONTHLY CALENDARS VIA THE ACUTE CARE, INC. WEBSITE!



www.acutecare.com

CONTACT YOUR PHYSICIAN CREDENTIALER IF YOU NEED YOUR USERNAME OR PASSWORD.

FRIENDLY REMINDER

PHYSICIANS: PLEASE BE CERTAIN THAT YOU ARE ON TIME FOR YOUR SCHEDULED SHIFTS. FREQUENTLY THERE IS A PHYSICIAN AND/OR PATIENTS WAITING FOR YOU TO ARRIVE. ALSO, BE SURE YOU ARE SIGNING IN AND OUT ON THE SIGN-IN SHEET POSTED IN EACH EMERGENCY DEPARTMENT. THIS ALLOWS US TO PAY OUR PHYSICIANS ACCURATELY WITHOUT HAVING TO CONTINUOUSLY DO PAYROLL ADJUSTMENTS. IF YOU ARRIVE EARLY OR STAY LATE FOR ANY REASON, PLEASE BE SURE TO MAKE NOTE OF THAT REASON IN THE COMMENT SECTION. OUR POLICY IS THAT WE WILL NOT PAY FOR EXTRA HOURS UNLESS A REASON IS INDICATED ON THE SIGN-IN SHEET. THANK YOU FOR YOUR ATTENTION.

Submit Your Availability for the Month via the Web

Paul Hudson, FACHE
Chief Operating Officer

ACUTE CARE, INC. is proud to announce the addition of an exciting new feature to our website: web-based submission of availability for service at our client Emergency Departments. The feature is comprised of two, easy to use and quick to complete screens. The physician starts the process by entering www.acutecare.com/availability.php into her/his browser. The following screen appears:

Create Availability Calendar For:

Select Month

Select Region

GO

ACUTE CARE, INC. PO Box 4130 Des Moines, Iowa 50333 800.729.7813
staff@acutecare.com

The physician chooses the month and the region (from a drop down menu) and clicks "Go". The following screen appears:

February 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
select all AM					<input type="checkbox"/>	<input type="checkbox"/>
select all PM					<input type="checkbox"/>	<input type="checkbox"/>
	3	4	5	6	7	8
select all AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
select all PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	10	11	12	13	14	15
select all AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
select all PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	17	18	19	20	21	22
select all AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
select all PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	24	25	26	27	28	29
select all AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
select all PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Name:*

Facility Preference:

Number of Total Hours You Want to Work This Month:

Other Notes:

If you would like a copy of this data sent to you, enter your e-mail address here:

The physician is provided a calendar for the month s/he selected and offered the opportunity to check AM or PM availability for that month. The only other data required is the physician's name, but s/he is offered the opportunity to specify a facility or facilities where s/he'd prefer to work, the total number of hours desired and any comments that would benefit our team. The data from the form is sent, as an e-mail, to our team by clicking on "Submit Calendar" at the bottom of the page. The following "Thank You" screen appears, listing the recipients of that data:

Thank you.

ACUTE CARE, INC. PO Box 4130 Des Moines, Iowa 50333 800.729.7813
staff@acutecare.com

We are very excited about offering this enhancement to our ability to effectively communicate with and respond to the needs of our partner physicians. **ACUTE CARE, INC.** is committed to providing the best possible service to the physicians who serve our patients at our affiliated physicians and will be introducing additional enhancements to our Internet presence, including a complete redesign of our website, in the coming months. Meanwhile, we wish to know what you think of this feature. Our team was responsible for several innovative improvements to the forms during the development stage of this project, but we believe it is likely that there's more work to be done. If you have an idea that you'd care to share, please contact me by phone 800.729.7813 or via e-mail paulh@acutecare.com, and we'll work together on ensuring that the form meets its objectives of convenience and utility.

**PRN, PART-TIME, and FULL-TIME opportunities
available for our Carlinville, IL location:**

***** CARLINVILLE, IL *****

Carlinville Area Hospital
Annual Outpatient Volume: 6,289
Shifts: 12 and 24 hour shifts available
Coverage: 24 hours a day, 7 days a week with Urgent Care



**PRN, PART-TIME, and FULL-TIME opportunities
available at our Charles City, IA location:**

***** CHARLES CITY, IA *****

Floyd County Memorial Hospital
Annual Outpatient Volume: 4,341
Shifts: 12 and 24 hour shifts available
Coverage: 24 hours a day, 7 days a week

**PRN, PART-TIME, and FULL-TIME opportunities
available for our Pineville, KY location:**

***** PINEVILLE, KY *****

Pineville Community Hospital Association, Inc.
Annual Outpatient Volume: 13,314
Shifts: 12 and 24 hour shifts available
Coverage: 24 hours a day, 7 days a week

**MEDICAL
DIRECTOR
OPPORTUNITY**



**PRN, PART-TIME, and FULL-TIME opportunities
available at our Boone, IA location:**

***** BOONE, IA *****

Boone County Hospital
Annual Outpatient Volume: 9,700
Shifts: 12 and 24 hour shifts available
Coverage: 24 hours a day, 7 days a week

How To Make A Referral!

The process starts with contacting one of our Recruitment Specialists by phone (1.800.729.7813) or e-mail with the name of a potential physician candidate for one of our 60+ practices. That Specialist will log your referral, contact the physician, describe our organization's practice opportunities, and – if the physician agrees – send an application.

1. After **ACI** receives a complete application from a referred physician and that physician's credentials have been approved at one of our affiliated facilities, the person who refers the candidate to **ACI** will immediately receive a **\$250 bonus**. Referral Bonus checks will be mailed weekly.
2. The person who refers a physician candidate will receive an **additional \$250 bonus** if the referred physician works a total of 150 hours over the next three months.
3. The person who refers a physician candidate will receive an **additional \$500 bonus** if the referred physician signs a full-time contract with **ACI** within nine months of referral.