

INSIGHTS

OFFICIAL PUBLICATION OF HURON VALLEY-SINAI HOSPITAL

HVSH Physician of the Year

Kimberly Hart, M.D., clinical chief of the Department of Radiation Oncology at Huron Valley-Sinai Hospital, has been named the hospital's 2004 "Physician of the Year." This honor is awarded annually to a member of the medical staff for exemplary efforts on behalf of the hospital and its patients.

"Dr. Hart has been instrumental in developing the Charach Cancer Treatment Center at Huron Valley-Sinai Hospital into a first-class cancer center. Not only has she established our radiation oncology service with state-of-the-art equipment and treatment methods, she has collaborated with our medical oncologists and surgeons in providing a

full range of cancer services. She is known for her compassionate approach to patient care, always willing to take extra time to meet the emotional needs of our patients, in addition to their medical needs," said Robert Yellan, president of Huron Valley-Sinai Hospital.

Department of Radiation Oncology staff members praise Dr. Hart for her exceptional clinical capabilities, collegial attitude and dedication to patients. "Dr. Hart has been instrumental in bringing to Huron Valley-Sinai Hospital state of the art technology like IMRT (Intensity modulated Radiation Therapy), thus offering the community the best in cancer care," commented Archana Somnay, medical physicist at Huron Valley-Sinai Hospital.

Dr. Hart became Huron Valley-Sinai's chief of Radiation Oncology six years ago. She is a graduate of Wayne State University School of Medicine.

From the Chief of Staff

I would like to welcome the following new physicians to Huron Valley-Sinai Hospital.

Anesthesiology

Cain E. Dimon, M.D.

Family Medicine/Ambulatory Practice

Russell G. Hisscock, D.O.

Family Medicine

Suzan Mokhayesh, M.D.

Internal Medicine/

General Internal Medicine

Samuel Babu D. Jonnalagadda, M.D.

Barbara Falkell, D.O.

Christian McTurk, M.D.

Jeffery S. Meyers, M.D.

Jeet N. Pillay, M.D.

Vrinda Suneja, M.D.

Medicine/Allergy/Immunology

Faina Gutin, M.D.

Neurology

Norman M. Burns, M.D.

Orthopaedic Surgery

Jean-Paul Guiboux, M.D.

Otolaryngology/

Oral and Maxillofacial Surgery

Bryan J. Johnson, D.D.S.

Pediatrics

Denise M. Lippitt, M.D.

Harinder R. Singh, M.D.

Surgery/

Cardiothoracic Surgery

Cornelius A Oprisiu, M.D.

Surgery

Robert I. Boorstein, D.O.

I hope you enjoy this issue of Physician Insights. The response to the first issue was very positive. We look forward to your ideas and suggestions about how we can make it even more useful to you.



Marc P. Bocknek, D.O.

In This Issue

Prostate Cancer Protocol	2
Pyxis PatientStation	2
Vioxx™ (rofecoxib) Alternatives	3
Capital Improvements	3
Upcoming Department Meetings	3
HVSH Markets Customer Satisfaction with Physicians	4

Prostate Cancer Protocol Increases Early Detection

A new protocol for prostate cancer testing is helping physicians to detect prostate cancer earlier and more effectively at Huron Valley-Sinai Hospital. Joseph J. Mittner, D.O., Radiology, spearheaded implementing the technique, called saturation biopsy, after learning about its effectiveness in 2003.

In typical prostate biopsy tests, approximately six samples are taken from the patient. In the ultrasound guided saturation technique, Mittner gathers 12 – 15. “Studies indicate that the rate of detection goes up drastically and there is a more accurate prediction of pathologic stage if you sample more,” explained Mittner.

Doctors are also taking into consideration the increase in velocity of the patient’s PSA test results. “In the past we did not get too worried unless the results

were greater than four,” said Mittner. “Now we are learning that the speed at which the score increases may be a better indicator for when a biopsy is needed.”

Mittner added that the hospital setting also allows for sedation for patients who cannot tolerate the added biopsies.

The protocol is showing promising results. In the past year, of the men who were biopsied who had PSA scores below

four, 17 percent were diagnosed with prostate cancer. “This early detection allows for nerve sparing surgery or radiation,” said Mittner.

In addition to Mittner, members of the protocol team were Kimberly Hart, M.D., Radiation Oncology, Deborah R. Bennett, D.O. Family Practice, Gregory Olford, M.D. Urology, Micheal R. Aulicino M.D., Pathology.

E-mail Addresses Wanted!

In addition to producing this newsletter in hardcopy format, we are finding that more and more of you are using email for communicating. As a result, we would also like to be able to send this publication electronically along with other key updates. If you would like to receive this electronically, please provide your preferred email address to **Michele Campbell** at mcampbe1@dmc.org.

Physicians Can Access Files at Bedside with Pyxis PatientStation

Thanks to the Bedside Information Gateway also known as BIG on the Pyxis PatientStation, physicians can now access a secure clinical portal to review CIS PowerChart, lab results, radiology images right at the patient’s bedside. BIG covers all applications currently available thru Cerner Millinium and Citrix desktop. The program allows clinicians to spend more time at patient bedside which is a win-win situation for staff and patients

In order to access the applications and results physicians should:

1. Swipe their badge
2. Enter NT (Network/Citrix) credentials (username/password) using the onscreen keyboard.
3. “Suspend” the session before leaving bedside.

In addition, more education options are now available directly to patients at no charge. The Patient Portal allows patients to access hundreds of medical education topics, relaxation videos as well as various medical search engines.

“Physicians who have educational material that they would like to have accessible for patients may make it

available in the Portal,” said Linda Bell, Nurse Clinician Project Coordinator

More details about both programs are available from **Linda Bell** at **248-937-5067** or lbell@dmc.org.



Pharmacy Addresses Vioxx™ (rofecoxib) Alternatives

Due to the recent withdrawal of rofecoxib or Vioxx™, options for therapeutic alternatives were recently discussed at length by the Medication Usage Committee. The committee reviewed the available data and determined the only INPATIENT indication for a COX-2 inhibitor for which there are no alternatives is the manage-



ment of post-operative pain. Celecoxib (Celebrex™) was added to the formulary RESTRICTED for use to short-term management of post-operative pain. The pharmacist will be required to identify

either the surgical procedure or the surgeon requesting celecoxib as well as the date of the procedure before the drug will be dispensed. Use of celecoxib will not be permitted for any other inpatient indication at the DMC.

Patients who require treatment with a nonsteroidal anti-inflammatory drug (NSAID) and are at risk for NSAID-induced gastrointestinal injury should receive a non-selective NSAID in combination with a proton pump inhibitor (PPI) such as pantoprazole. Data demonstrate that the combination of a nonselective NSAID and PPI is equally safe to the GI tract when compared with a COX-2 inhibitor alone (Chan FKL, Hung LCT, Sune BY, et al. Celecoxib versus diclofenac and omeprazole

in reducing the risk of recurrent ulcer bleeding in patients with arthritis. N Engl J Med 2002; 347:2104-10.).

Until further data are elucidated demonstrating long-term safety of the

COX-2 inhibitors as a class, the P&T Committee agreed that this class of drugs should not be utilized for indications for which there are equally safe and effective alternatives.

Upcoming Department Meetings January - March

ANESTHESIA
February 2, GF-C, 6:45 - 7:30 a.m.

MEDICINE
January 26, GF-A. *February 23, GF-A.
March 23, GF-A. 7:30 - 9:00 a.m.
All Mtgs. are CME.
*Business Mtg. 7:30 - 8:00 a.m.

OB/GYN
January 19, GF-A. March 16, GF-A
7:30 - 8:30 am Business Mtg
Every Other Month

ORTHOPAEDICS
February 15, GF-A, 8:00 - 9:00 a.m.

PEDIATRICS
February 16, GF-A, 7:30 - 9:00 a.m.

SURGERY
February 15, GF-B 7:30 - 8:15 a.m.

UROLOGY
January 27, GF-A, 7:30 - 9:00 a.m.

Please mark these dates
in your calendar!

Capital Improvements Completed in 2004

Huron Valley-Sinai's latest expansion improved many of the hospital's public areas and clinical facilities. This year the hospital also approved and implemented more than 15 important capital improvements. Highlights include new camino monitors in ICU to increase the hospital's ability to treat tertiary patients, the redecoration of Medical/Surgical and Critical Care units, new patient/guest chairs and privacy curtains, a new call system to reduce noise and improve efficiency, new telemetry monitors as well as various other equipment purchases to improve patient comfort and care.

Congratulations to the
medical staff for their
compliance with medical
record completion!



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HVSH Markets Customer Satisfaction with Physicians

Huron Valley-Sinai Hospital is continuing a successful marketing campaign featuring the services of its physicians. The initial launch of the campaign generated a 43 percent increase in referrals to HVSH physicians in targeted geographic areas. Direct mail

pieces were recently sent to households in the West Bloomfield and Milford areas touting the expertise of HVSH physicians. "The campaign has been very well received by the medical staff," said Leslie Fleming, director of marketing and public relations, HVSH.

