



ST. JOSEPH HOSPITAL
msb
MEDICAL STAFF BRIEFS



A PUBLICATION FROM THE ST. JOSEPH HOSPITAL MEDICAL STAFF OFFICE

You're invited

It's time to celebrate...

"Our passion for clinical excellence combined with our mission to serve our community drives our vision to create a state-of-the-art Hybrid Operating Room which will provide our patients with access to the most advanced diagnostic modality and cutting edge treatment available.

"Please join us on October 4, 2008, in celebrating our many accomplishments and supporting us in turning vision into reality."

Connie Bartlett, D.O.

St. Joseph Hospital Board of Directors
Celebration '08 Steering Committee

Bipolar Symposium

Saturday, October 11, 8 am to 3 pm at the
Balboa Bay Club and Resort

Featuring **Himasiri De Silva, M.D.**,
SJO Medical Director of Behavioral Health
Services (BHS)

Theodore G. Williams, M.D., SJO Medical
Director, Eating Disorders Program

Hanaa Fam, M.D., SJO Psychiatrist

Vinayak Shanbhag, M.D., SJO Medical
Director, Postpartum Depression

Dan Kraft, LCSW, BHS Outpatient
Bipolar Track Leader

Fee: \$99

To RSVP call (866) 714-1777

Primary Care physicians are invited to a

Clinical Institute Dinner

Tuesday, October 21, and Tuesday, October 28
at the Bowers Museum in Santa Ana.

To RSVP call (714) 568-5550

A new medical home in Santa Ana

On September 22, a fully renovated, three-story, 58,000 square-foot medical office building that will house St. Joseph Heritage Medical Group and the St. Joseph Hospital Dialysis Center will open at 2212 E. Fourth Street near Tustin Avenue in Santa Ana.

According to Heritage Medical Director **G. Scott Smith, M.D.**, the facility brings under one roof 12 physicians, an urgent care center, laboratory draw station, pharmacy services and radiology services that include ultrasound, X-ray and bone-density screening. Center for Health Promotion classes provided for Heritage and St. Joseph Hospital Affiliated Physicians (SJHAP) patients will also be located at the Santa Ana facility. Adult urgent care will be available Monday through Friday from 5 to 9 p.m., and weekends from 9 am to 5 pm. Pediatric urgent care will be offered Monday through Friday from 1 to 9 p.m and weekends from 9 am to 5 pm. Heritage's Orange and Tustin offices and Orange Urgent Care Center will remain open, but the Pediatric Walk-in Center at the Chapman Avenue, Orange, office will close.

St. Joseph Hospital's Renal Center, located in the Sister Elizabeth Building on the hospital campus, has exceeded its space capacity and is opening a 9,000 square-foot Dialysis Center in the Santa Ana building. It will accommodate up to 180 patients per week. Along with the on site pharmacy and Center for Health Promotion classes, the satellite center will offer dialysis patients ample parking, 30 dialysis stations, wireless Internet access, flat screen TVs equipped with cable and patient education programs and new, patient-tested recliners.

Informatics survey has its rewards

The SJO Clinical Informatics department is surveying the Medical Staff on Clinical Information Systems (CIS) educational needs. Complete and return the survey by October 1 to be included in a drawing for two color printers. If you need a copy of the one-page survey, please contact Vira Estrada-Morse, CIS Physician Liaison/Educator, at (714) 771-8000 x17870. Your feedback will guide future CIS training.

We're expecting...

St. Joseph Hospital hopes to become the first Baby Friendly Hospital in Orange County. The Baby Friendly Hospital Initiative (BFHI) is a global program sponsored by WHO and UNICEF to encourage and recognize hospitals and birthing centers that offer an optimal level of care for lactation and breast feeding education. The process begins with the hospitals submitting a "letter of intent," substantial education and the implementation of practice changes. An on site assessment will be conducted by a BFHI team next spring.

In the trenches (Part I of II) with Alejandro Ramirez, M.D. Medical Director, Surgical Services Medical Director, Clinical Institute

How did the Clinical Institute come about?

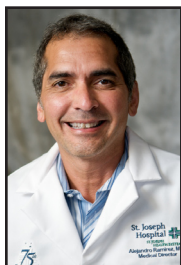
In October of last year at a retreat attended by St. Joseph Hospital department chairs, physician leaders and Administration, we came up with a new way of looking at things. Traditionally, a hospital's physicians are either organized around medical staff bylaws or by a business entity. What we haven't had is physicians leading an outcomes-based quality model, and that's what we chose to build. From there we formed a steering committee, and in January 2008 a Clinical Institute board of directors formed. We are currently finalizing our membership agreement, and expect to be fully functional this year.

Have other hospitals adopted this model?

In my research the closest would be Vanderbilt Medical Center in Nashville. It's more evolved than ours, and we're learning from their mistakes.

What are the challenges ahead?

Because the Clinical Institute is a voluntary organization, not all of our medical staff will



become members. It's important that doctors realize it's not a threat; it's an opportunity to enhance business and patient care.

A major technology challenge will be in data sharing on the various platforms existing among the physicians and the hospital. To work, it has to have real physician input, from all medical staff members. It needs to be time efficient, easy to use and intuitive. In January 2009 we're piloting an EMR with 20 physicians - 50% of whom are primary care physicians. Within two years we hope to incorporate the PhysicianConnect system for comprehensive physician order entry.

Tell us about your background.

After graduating from Chicago Medical School I did my residency at UCI. After finishing my pediatric anesthesiology sub fellowship at Childrens Hospital Los Angeles in 1989 I came here. For the past six years I've been the medical director of Surgical Services at St. Joseph Hospital, where we now have the third highest OR volume in the state. I'm also a managing partner of Allied Anesthesia Medical Group.

I was born in Cuba and grew up in Glendale. My older daughter is in medical school at Rush Medical College in Chicago, and my younger daughter can't stand the sight of blood and is a communications major at Loyola Marymount, interning for *Cosmopolitan* magazine.

I'm a city person. I love the arts, sports, dining, dancing and everything a good city has to offer. My best nights are when I meet new people - friends of friends. I like to engage people and value everyone's involvement.

Clinical Institute Board of Directors

Alejandro Ramirez, M.D.

Medical Director, Clinical Institute

Raymond Casciari, M.D.

Chief Medical Officer, St. Joseph Hospital

William Collins, M.D.

Hisham El-Bayer, M.D.

Lawrence Ehrlich, D.O.

Antonio Ferrey, M.D.

Ivy Madu, M.D.

Joseph Preston, M.D.

Gregory Pecchia, D.O.

G. Scott Smith, M.D.

Larry K. Ainsworth

SJO President and Chief Executive Officer



ST. JOSEPH HOSPITAL
msb
MEDICAL STAFF BRIEFS

A PUBLICATION FROM THE ST. JOSEPH HOSPITAL MEDICAL STAFF OFFICE

St. Joseph Hospital
ST. JOSEPH
HEALTH SYSTEM

1100 W. Stewart Dr.
Orange, CA 92868



SUBMISSIONS SOUGHT:

Please send your news items to:
marketing@stjoe.org,
via fax to (714) 744-8670
or call (714) 744-8559.

www.sjo.org