



ST. JOSEPH HOSPITAL
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MEDICAL STAFF BRIEFS



A PUBLICATION FROM THE ST. JOSEPH HOSPITAL MEDICAL STAFF OFFICE

Spirited discussion by full slate of officers at Annual Staff Meeting

Welcoming 156 St. Joseph Hospital Medical Staff members attending the October 27 Annual General Medical Staff meeting at the Motherhouse, Chief of Staff **Ashok Kar, MD**, remarked that he was, "Excited to see the enthusiasm of the Medical Staff."

That sentiment was shared by several of the officer candidates, as well as President of the OCMA **James Strebbig, MD**, who served as moderator for the meeting. Dr. Strebbig expressed the importance of Medical Staff involvement in what he considers to be, "the best hospital in Orange County."

This year's meeting focused solely on the upcoming election of officers. Each of the eight candidates took the opportunity to share their qualifications and to express their opinions and distinct platforms. The first speaker, Member-at-large candidate **Edward Lee, MD**, cited diversity as one of the Medical Staff's greatest strengths, and pledged to represent that diversity. His colleague and fellow candidate, **Ervin Ruzics, MD**, stressed that his top priority would always be the quality of care for patients.

Candidate for Secretary/Treasurer **Edward Alexson, MD**, stated he was happy to see that "people are caring about our future and where medicine is going." He cited the need for honesty, transparency and advocacy

in caring for patients and maintaining autonomy. "Our strength is the depth of our staff. I'm interested in making things cohesive for the common good," he said.

Lawrence Ehrlich, MD, JD, favors "interdependence with mutual respect," and promised to be a voice as well as an ear for the Medical Staff. He expressed his concern not just with survival, but continued growth and quality of care. "I'm in it to maximize quality of care for my patients and your patients," he said, adding, "I'd like us to not just have the best hospital in Orange County, which I believe it already is, but in the whole state."

Vice Chief of Staff candidate **Robert Del Junco, MD**, pledged to represent the entire Medical Staff, and work to bring diverse groups together. He stated today a "different leadership" was required for the Medical Staff to move forward on the many issues it faces.

Current Secretary Treasurer and Vice Chief candidate **Paul Beck, MD**, reported that despite many of today's portfolios losing up to 40%, the Medical Staff portfolio has gained 2%. He spoke of the need for integrity and fairness, and said it is "crucial that we as a Medical Staff are united to meet our goals."

Brian Kent, MD, candidate for Chief of Staff, said he has been told about Medical Staff operations that, "This is the way it's

been for the last 40 years" and noted that, "The hospital has changed, and we need to change." He cited the need for integrity, communication, transparency and reconnection of the MEC with the Medical Staff so that it represents all its members. "Only someone from the outside will be able to initiate change," he said.

Current Vice Chief of Staff and COS candidate **George Moro, MD**, shared that his goal has been for the past four years and will be for the next two years excellence in patient care. He expressed his vision of interdependence and collaboration between the Medical Staff and hospital, to position us on the forefront of quality and to succeed no matter what national healthcare reform brings. He stressed the value of first serving as a staff officer, stating, "You have to learn the issues, know how those issues interact, understand the constituents and their concerns." He went on to pledge that he would listen, be fair and honest, not favor anyone and have integrity. "If I say I will do something, count on it," he said.

Please take the opportunity to learn more about the candidates' positions and return your voting ballot to the Medical Staff Office by 4 pm on November 10.

Joanne Stermer passes

Longtime friend of patients, employees and physicians **Joanne Stermer, RN**, Executive Director of Surgical Services, passed away on Monday, October 26, following a battle with cancer. Joanne was respected as a wonderful nurse and a great leader. We remember her dedication to the the Mission of the Sisters of St. Joseph of Orange and excellence in nursing care. She will be greatly missed.

Dr. Sterling goes to Capitol Hill

On a trip organized by the Academy of Hospice and Palliative Medicine, **Melvyn Sterling, MD**, Co-Medical director of the St Joseph Hospital Palliative Care Program, asked lawmakers to ensure reform efforts address the needs of people with serious illnesses. "Hospice and palliative medicine embraces a model of care that is essential to the creation of an efficient, high quality and patient-centered healthcare system," said Dr. Sterling. "Hospice and palliative medicine must be a central component of any successful national health care delivery and payment reform effort."

H1N1 ALERT: To receive the latest updates on the H1N1 situation at St. Joseph Hospital, please watch for faxes to your office on Monday mornings.

DEFEND: clinical study holds promise for patients with newly diagnosed Type 1 Diabetes

DEFEND (Durable-response therapy evaluation for early or new –onset type 1 Diabetes) is a phase 3 clinical study using an investigational agent is open to enrollment. To participate in this study patients must be:

- Between 18 and 45 y/o in good general health at the time of receiving study drug.
- Have new onset type 1 diabetes requiring insulin Tx at any time since the Dx is made.
- Have been diagnosed within 90 days prior to receiving the first dose of study drug.
- Have a screening stimulated C-Peptide level of ≥ 0.20 nmol/L during an oral mixed-meal tolerance test when blood glucose is ≥ 70 mg/dL and ≤ 200 mg/dL.
- Have a maximum stimulated C-Peptide level of ≤ 3.50 nmol/L during screening.
- Have a positive test result for anti-GAD and /or anti-IA-2 autoantibodies.
- Not be pregnant, breastfeeding or planning to become pregnant in the next year.
- Have a body mass index (BMI) of ≤ 32 .

“This agent has a lot of promise to ameliorate Type 1 diabetes,” states **Ivy-Joan Madu, MD**, who is conducting the study with St. Joseph Hospital. Any doctor needing more information about this study may contact Dr. Madu directly at 714-639-1815.

Genetics and Melanoma: When do you refer?

A recent *Journal of the American Academy of Dermatology* article titled “Selection criteria for genetic assessment of patients with familial melanoma” confirms that individuals and families who could benefit from referral to genetic consultation include:

- Three or more primary invasive melanomas on the same individual
- Families with at least one invasive melanoma and/or pancreatic cancer among first- or second-degree relatives on the same side of the family.

For more information please call **Kim Banks, MS, GCG**, at 714-734-6228. To increase your knowledge of melanoma patient, save the date for the 13th Annual Melanoma Symposium, led by **Kim James Charney, MD**, on May 1, 2010.

Coaching for couching your media messages

Through print and broadcast features in recent months, Oncologist **Cindy Tran, DO**, has become a recognized authority when it comes to hepatitis B-, liver and breast cancers, especially in the local Vietnamese and Chinese communities. Prior to her media contact, Dr. Tran strategized with the SJO Public Relations team so that she would maintain control of the interviews and make them credible as well as compelling.

“The media training was very worthwhile,” states Dr. Tran. “I was better prepared to connect with the press and public, and I’m still being approached for more interviews.”

While most publicity is positive, all too easily quotes can create the wrong impression if taken out of context or not carefully worded.

Please contact Public Relations at 714-744-8780 if you are contacted for an interview. Also, if you are interested in serving as a subject matter expert for stories related to your specialty, or would like media training, the P.R. department welcomes your calls.



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