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Boston University
BMC assesses 1998, sets goals for coming year

Nineteen ninety-eight was a successful year for BMC in terms of meeting the majority of its performance goals; however, as the 1999 goals will attest, the hospital is not about to rest on its laurels.

At the beginning of last year, the hospital set five performance goals, which included: improving patient satisfaction, improving access to services, decreasing cost per inpatient discharge, improving public health, and developing new business.

Created along with these goals were tangible measures to help evaluate how the hospital fared at the end of the year. In evaluating patient satisfaction improvements, BMC achieved two of its measures — 100 percent completion of employee performance evaluations, and 100 percent participation in mandatory training sessions — but came up short in the third measure of making improvements on all of the 14 measurements of patient satisfaction from the NCG survey.

“We may have been a little ambitious,” says Elaine Ullian, president and CEO of BMC. “But we did achieve many of our patient-satisfaction goals and we will continue making improvements and striving for the highest level of patient satisfaction we can attain.”

To improve access to services, the goal was to decrease waiting time for a primary care appointment from 13 weeks to two weeks. BMC did well, reducing waiting time to three weeks, and will continue to make improvements, says Ullian.

Brightening Smiles

Dental school provides screenings for local elders

They wandered in curiously, but cautiously, slowly approaching a familiar face to ask what was going on.

Who were these young people in the white lab coats with face masks and toothbrushes?

“They’re dentists from Boston University dental school,” assured Lorraine Driver, a registered nurse at the Anna Bissonnette House and director of the Group Adult Foster Care Program at the Committee to End Elder Homelessness (CEEH).

“They’re here to check your teeth and make sure everything is OK in your mouth,” she explains.

Yvonne Grady, DMD, of the SDM Geriatric Fellowship Program, performs an examination at the recent clinic.

The Anna Bissonnette House, located on Washington Street in the South End, is a permanent home for elderly tenants who were homeless or at-risk of becoming homeless. Most of the tenants were recruited by the CEEH, a program organized in 1991 by a group of experienced professionals committed to working aggressively to end elder homelessness in Boston.

Of the 40 or so tenants at the house, a dozen or more showed up for the afternoon dental screening. Most had not seen a dentist in many years and needed follow-up care, something Paula Friedman, DDS, MSD, and her students are eager to provide.

“The goal of screenings like this is two-fold,” explains Friedman, director of the Geriatric Fellowship Program at SDM. “It’s a chance for us to give back to our community and help those in need. It also provides an opportunity for the students to see different types of patients with different needs, as well as understand and enjoy the benefits of community service. Most of these folks are eligible for some type of subsidized care, and we want to help them access that.”

Some of the residents will need extensive work, while others will just receive a friendly reminder about the importance and benefits of good daily oral care and hygiene.

“Our residents are always continued on page 3
Diversity Council plans for third year

Recognizing that employees are a major resource, BMC has spent the last three months encouraging staff to become stakeholders in the medical center's future.

At more than 100 BMC WE CARE briefings, employees have been asked to share creative solutions, or "quick fixes," to problems within their work environments and the campus.

Their suggestions have been cataloged into an extensive database and shared by campus medical, non-clinical, environmental and customer service — and also by the number of times a suggestion was received. Many of the suggestions have already been addressed, included.

New project gives voice to patient concern

Although we're not a physician or a nurse, Krista Monks visits BMC every day. As guest services coordinator for the Environmental Services Department and as ambassador for the BMC community, discussing issues and concerns as they relate to the well-being of patients.

"As our diverse employee and patient populations increase, it is essential that we are able to effectively address issues of culture, race and ethnicity," says Barbara Catches, director of Employment and Employee Relations at BMC, and chair of the Diversity Council.

The council's other initiatives include enhancing campus signage, improving workplace safety, and promoting community service projects.

"This relationship really benefits everyone," says Susan Steffl, director of Postpartum OB/GYN at BMC, who is also a member of the OB/GYN division's Business Development Committee.

"Women and children, patients and visitors, all benefit from the better signage at the hospital," says-Continued on page 3.

OB/GYN expands coverage

The Division of Obstetrics and Gynecology (OB/GYN) at BU Medical Center is expanding its reach further into Boston's neighborhoods, as well as north of the city, with the creation of the Division of Obstetrics and Gynecology (OB/GYN) at BMC.

"In creating our new OB/GYN division, we've developed a consistent and user-friendly image to tie both sides of the campus together and make it easier for those visiting the campus to understand their way," says Ken Belcher, vice president of Ancil, "service and chair of the Way-Finding Committee.

"But external signage is only the first step in the process of developing signage on our campus."

The Way-Finding Committee has also broken off into sub-committees to tackle other signage issues. One group is now in the process of choosing a graphic designer to develop a comprehensive and bilingual internal office system for all BMC buildings, while another is focusing on designing a simple and easy-to-use map of the campus.

The map subcommittee recently conducted surveys with patients and visitors to determine the type of map and directions that would be most helpful and is expected to complete its work by early spring. The map will also be available in a compact version, which will allow patients to personalize it for themselves.

In addition to the new signage directing patients and visitors between campus buildings, a broad external perimeter sign program is currently under review by the City of Boston. Reception and security personnel will also undergo additional training to help those in need of direction around campus.

Staff suggestions are making a difference

The Diversity Council — the name of the initiative — was created recently to implement programs. A specific campaign, "The Caught in the Act of Caring," was chosen through an initial grassroots campaign.

The WE CARE initiative is a part of our ongoing service planning process that empowers employees to institutionalize high levels of service excellence throughout the hospital. The recent briefings introduced employees to the program's concepts, which include developing customized service action plans tailored to each department's operational needs. During the workshops, staff and managers use their knowledge and expertise to develop ways to improve customer service.

"The WE CARE program is designed to help BMC improve not only our patients' experiences, but also our staff members'."
Casual Drinkers Cause Lack of Productivity

After being alerted by several current and former South Boston residents, Korn, in collaboration with Suzanne Gordon, director of the bureau of environmental health assessment at the Massachusetts Department of Public Health, decided to investigate the situation. As Korn notes, "the study was conducted to help Determine the...." He states further, "the study underlined the fact that the majority of alcohol-related work performance problems are constant in an adversarial environment, but they affect women more than men. We're in a unique position to address this issue." Korn, along with the_births Sisters planning education. To become a Birch healthy choices" said

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With what looks to be a classic New England winter upon us, the chances for a major snowstorm or other inclement weather in the event of a weather emergency or other emergency conditions. BU Medical Campus has a "no close" policy and usually remains open. BU students may call 638-5958 to receive updates on class cancellations. If the BU Medical Campus, which includes BUSM, SIM, and SPH, is closed, or its schedule is altered due to emergency conditions, an announcement specific to the medical campus will be made on the following authorized stations: WBU (1090 AM), WRKO (680 AM), WMBR (98.5 FM), WBCR (98.9 FM), WBBK-TV (Ch. 4), WCVB-TV (Ch. 5), and WHDH-TV (Ch. 7). When a BU closure is announced on the radio or television, the announcement refers only to the Charles River Campus, unless specifically stated otherwise.

The search for the week will normally be made by 3 p.m. For such occasions, the Office of Personnel will notify department heads, who will communicate this information to their respective employees.

Boston Medical Center (BMC)

BMC also follows a "no close" policy, and employees are expected to report to work in the event of a weather emergency or other emergency conditions. In the event of a weather emergency, employees may call 638-6886 for information on the status of hospital operations.

Parking and Transportation

The Office of Parking and Transportation Services will provide regular updates on parking and transportation issues for BU Medical Center through the Parking Help Line at 638-7797.

What to do when winter weather hits

General Services Update

The newly appointed BU Medical Center Security Department supervisors (top left to right) are William Gibbons, Luigi Martínez, Scott Douglass, and (front) Calvin Kenter. Not pictured is Patricia Bruno.

Security supervisors named

With the recent consolidation of the BU Medical Center (BUMC) Security Department, Patricia Bruno, Scott Douglass, Kenton and Luigi Martínez have been named security supervisors, and William Gibbons has been appointed team leader. The supervisors are responsible for overseeing more than 75 Security Department officers throughout BUMC.

In the Control Center

The BUMC General Services Department recently also announced the promotion of John Wyant to Control Center manager, and Roger Robitaille to General Services Systems manager at BUMC.

Director honored

Kevin Tsehay, director of General Services at BUMC and director of Facilities at BMC, was recently honored by the International Association of Healthcare Security and Safety for his many years of dedication to the association.

Plans for BMC annual gala underway

The BMC annual gala will be held on Thursday, March 11, 2010, from 6:30 p.m. to 11 p.m. at the Boston Marriott Hotel. The evening will offer an opportunity to support the work of Boston Medical Center and to enjoy the company of friends and colleagues in a setting with elegant décor.

Sponsors announced

Among the many sponsors of the BMC annual gala are: Boston Children’s Hospital, Partners in Health, the American Cancer Society, the Boston Globe, and the New England Journal of Medicine.

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Family Medicine recruits South Boston physicians

In a continuing effort to heal the way in family medicine education and training, the Department of Family Medicine at BU Medical Center has recruited Lauren Goldman, MD, and Thomas Hines, MD, to join its faculty.

Throughout their three years of training, residents of the new family medicine residency program, to be inaugurated in July 2009, will work as members of the Department of Family Medicine at BU Medical Center, often personalizing care with many services on-site, including X-rays, mammography, and a full laboratory. All 20 residents will be supervised by the Department of Family Medicine at BU Medical Center, and 15 of the residents will be supervised by the Department of Family Medicine at BU Medical Center.

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OB/GYN expands
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will be held at the practice, located at 408 S. Huntington Ave., on Wednesday, March 3, from 4 to 8 p.m. For more information, call 617/971-9869.

In Haverhill
The Division of OB/GYN has also teamed up with Hale Hospital in Haverhill and opened BU Hale OB-GYN Associates. Operating out of Hale Hospital, the private practice provides OB/GYN services for its patients and provides some referrals to BMC for specialty care. The practice is headed by Byungyol Chun, MD, assistant clinical professor of OB/GYN at BUSM, and staffed by Warren Briscoe, MD, attending physician in OB/GYN at BMC and assistant clinical professor of OB/GYN at BUSM; Donald Brown, MD, attending physician in OB/GYN at BMC and clinical instructor of OB/GYN at BUSM; Paul Hendessi, MD, attending physician in OB/GYN at BMC and instructor of OB/GYN at BUSM; and Scott Poehlmann, MD, attending physician in OB/GYN at BMC and assistant professor of OB/GYN at BUSM.

Stubblefield says the affiliation has been successful since its initiation this fall. "Our physicians are already seeing an average of 45 patients per day and registering eight to 10 new prenatal patients every week. We also performed 30 deliveries at Hale in December."

For more information, call the Division of OB/GYN at 414-7285.

People

Joseph S. Blansfield, RN, trauma coordinator/nurse practitioner for the Division of Surgery at BMC, along with trauma coordinators from the Mass General Hospital and Beth Israel Deaconess Medical Center and the director of Emergency Nursing from Brigham and Women's Hospital, edited and authored the Manual of Clinical Trauma Care: The First Hour. The 430-page book is published by Mosby and has 189 illustrations. It was recently selected by the American Journal of Nursing as a Book Of The Year for Emergency Nursing.

Paul Drew, vice president of Network Development at BMC, was recently honored by the Massachusetts Association for Mental Health Inc. with a Distinguished Service Award. Drew was honored for his leadership, dedication and services to the children, adolescents and families of South Boston.

George O'Connor, MD, associate professor of Medicine at BUSM and director of the Adult Asthma Program at BMC, gave a presentation on his Inner City Asthma Study at the American Lung Association of Greater Norfolk County's annual board meeting this fall. The study looks at the disproportionate prevalence of asthma in inner-city children.

Evelyn Sutton-Benton, Mareta Perry and Kathy-Ann Carter (left to right). Not pictured is Hattie Roulhac.

Four BU Medical Center employees have been named as Black Achievers for 1999 by the Greater Boston YMCA Black Achievers Program. Kathy-Ann Carter, associate director of the Office of Student Financial Management at BUSM; Mareta Perry, administrative coordinator at SDM; Hattie Roulhac, LPN, from the Division of Pediatrics at BMC; and Evelyn Sutton-Benton, human resources assistant at BMC, were honored at a citywide ceremony on Jan. 28, at the Marriott Boston Copley Place.

For 20 years, the Black Achievers Program has recognized minority employees in the Greater Boston area for their commitment to young people and for their career accomplishments. Nominated by their supervisors, the honorees serve as mentors to students from the Greater Boston area for one year, during which they perform a minimum of 40 hours of volunteer service in the community.

First Lady Hillary Rodham Clinton has made a generous $5,000 donation to BMC for the Reach Out and Read program. In a letter to Barry Zuckerman, MD, chief of the Division of Pediatrics at BMC, founder of Reach Out and Read, and professor and chairman of Pediatrics at BUSM, the First Lady wrote, "I appreciate the important difference that your work is making in the lives of children and families."

Richard Saitz, MD, MPH, associate director of the Latino Clinic and the Clinical Addiction Research and Education Unit at BMC, and assistant professor of medicine at BUSM, has been elected a fellow of the American College of Physicians-American Society of Internal Medicine (ACP-ASIM), the society of internists. The distinction recognizes achievements in internal medicine, the specialty of adult medical care.

Elaine Ullian, president and CEO of BMC, has been named chair of Gov. Paul Cellucci's Family and Health Care Services Transition Team. Ullian is leading a staff of approximately two dozen in finding ways to deliver quality health care to senior citizens and families in Massachusetts.

"I am honored to be asked by Gov. Cellucci to head this important work group," says Ullian. "This appointment is a wonderful opportunity to extend the image and expertise of BMC to a statewide level. We can all take pride in the fact that leadership from BMC was chosen for this position, based on the reputation we've achieved in a short time."

Barry Manuel, MD, executive director of the Alumni Association and associate dean of Continuing Medical Education at BUSM, has also been named as a member of the team.

New Appointments

Joseph Barabino has recently been named director of the Office of Research Administration for BU Medical Campus. Barabino, who brings 18 years of experience in research administration, comes to BU Medical Campus from the Corporate Communications Boston University Medical Center 715 Albany Street (B7) Boston, MA 02118 617/638-8491 (phone) 617/638-844 (fax)

Editor: Stephen McGetrick Publications Manager E-mail: stephen.mcgetrick@bmc.org Contributing writers: Marla Hecht Sara Omer

Paula Donovan Kobos has been named administrative director of Clinical Labs at BMC. She comes to BMC from Beth Israel Deaconess Medical Center where, most recently she held the position of operations manager, Department of Pathology. Kobos has over 20 years of progressive laboratory management experience and has specialized in hematology and been active in many professional affiliations.

Paul Tornetta, MD, has been named as director of Orthopaedic Trauma at BMC and associate professor of orthopaedic surgery at BUSM. Tornetta comes to BMC from Kings County Hospital Center in Brooklyn, N.Y., where he served as director of Orthopaedic Trauma, and State University of New York (SUNY) Health Science Center at Brooklyn, where he served as residency coordinator and director of research.

Tornetta earned his medical degree and completed his internship and orthopaedic residency at the SUNY Health Science Center at Brooklyn. The author of numerous scientific papers, symposia and book chapters, as well as several upcoming textbooks, Tornetta serves as associate editor of the Journal of Orthopaedic Trauma and is a member of the editorial boards of several scientific and medical journals. He was also recently appointed to the education committee of the American Academy of Orthopaedic Surgeons and is the chairman of the membership committee and associate program chairman for the Orthopaedic Trauma Association. He is actively involved in the development of a syllabus and national standards for orthopaedic trauma resident education, as well as initiatives to improve trauma care.

Tornetta's research interests focus on the clinical and technical aspects of orthopaedic trauma surgery and the injured patient. His studies involve intramedullary femoral nailing, elderly injury patterns, fracture healing and minimally invasive surgery.

Institutional abbreviations

BMC – Boston Medical Center
BU – Boston University
BU Medical Campus – BU Schools of Medicine, Public Health and Dental Medicine
BUMC – Boston University Medical Center (includes BU Medical Campus and Boston Medical Center)
BUSM – BU School of Medicine
SDM – Goldman School of Dental Medicine
SPH – BU School of Public Health