

the Pulse

April 2018

News for Munson Medical Center Medical Staff

Medical Staff Retreat Recap

The annual Munson Medical Center Medical Staff Retreat was held Saturday, March 10, at Hotel Indigo, with nearly 100 MMC providers from 33 specialties participating in the half-day event: “What Does Excellence Look Like to You?”

MMC President Al Pilog kicked off the event with a presentation on Munson Healthcare’s vision, goals, and strategies; an overview of the business of health care; MMC’s role as a tertiary referral center; and how we can combine value with volume to achieve excellence both at the local and system level of care. Topics included collaboration and

communication between the hospital and the medical staff to improve safety/quality, implementing a system EHR, creating a patient-focused service experience, improving efficiency, and recruiting and retaining quality staff.

This was followed by a recap of the recent Great Place to Practice Survey results by Christine Nefcy, MD, FAAP (interim MMC VPMA and MHC CMO); Walter Noble, MD, FACS (Chief of Surgical Services); and Donald Caraccio, MD (Chief of Medical Services and Medicine Department Chair). Improvements since the last survey in 2015 were reviewed



Ambulatory providers discussed partnership, collaboration, and fostering relationships during the breakout session.

and the focus targets from 2017 were detailed, including improving communication with administration/leadership, transparency on what’s going on

locally and within the system, patient safety, and improving the relationship with advanced practice providers.

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MMC Bylaws Approved

The Munson Medical Center Medical Board of Trustees voted on Feb. 28, 2018, to approve the adoption of the revised Medical Staff Bylaws, comprised of the documents known as:

1. Medical Staff Bylaws
2. Medical Staff Organization Manual
3. Credentials Policy
4. Policy on Advanced Practice Providers and Other Practitioners

“The approval of the Bylaws follows an extensive review and update process that began in 2016,” said Medical Staff President Brian

Kiessling, MD. “Horty, Springer, and Mattern consulted on the project, with the medical staff and hospital administration sharing the expense. The existing bylaws were more than 20 years old and multiple factors – including technology advances, increased role of Advanced Practice Providers, growth of the medical center and health system, and evolving Joint Commission and CMS requirements – necessitated modifications and improvements. We want to thank all the participants who took time to contribute—including volunteer medical staff members from multiple specialties, members of the Northern Physician Organization (NPO), legal counsel, and administration.”

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The hospital medicine providers underscored the benefit of patient-centered standard work across the system.

“We want to thank all of the physicians, APPs, and administrators who participated.”

– Brian Kiessling, MD, Medical Staff President

New to the retreat format this year was inviting representation from MMC’s advanced practice providers (APPs) — physician assistants, nurse practitioners, certified nurse midwives, and nurse anesthetists/anesthesiology assistants. APPs from 12 specialties attended. “On behalf of my CRNA colleagues I want to thank the medical staff for including us in this event,” said Jacob Stahl, CRNA (Traverse Anesthesia Associates). “Inviting our participation and bringing us to the table allows us to better understand the issues the hospital faces, provide feedback and input, and strengthens our contributions to the success of the health care team.”

Also attending were President-Elect Joseph Will, MD; MMC Board Chair Pat Heintz; and administrators John Beckett, MD, FACEP, FAAEM (MHC Chief Medical Information Officer), Loraine Frank-

Lightfoot (MMC VP Patient Care Services), Laura Glenn (VP MHC Physician Network), Eric Henry (MMC VP Operations and Outpatient Services), and Derk Pronger (MMC Chief Operating Officer).

A key component of the retreat was a breakout session to follow-up on the survey results targets. Providers divided into groups based on practice focus — ambulatory, hospital medicine, and surgical/procedural — and brainstormed to provide feedback, suggestions, and solutions as to what action and changes in culture would make the medical center a more excellent place to practice. After reporting out their feedback, all attendees had the opportunity to rank the suggestions they felt most important. The feedback and suggestions are currently being compiled and reviewed so that action plans and next steps can be put into place.



Surgeons emphasized efficiencies, safety, and standardization in their discussions.

Some preliminary areas identified included:

- Targeting more focused questions for the Great Place to Practice Survey based on inpatient vs. ambulatory roles, as well as provider-specific concerns (for example, burnout)
- Creating a unity of purpose between administration and providers
- Increased medical staff involvement in decision-making processes
- Bi-directional communication and participation, access to administration, and transparency
- Improve opportunities to work together as a system to provide great care at a low cost
- Standardizing the EHR and timely information across the system
- Improving the transfer process and MMC’s ability to serve as regional referral center given limited resources
- Incorporating more involvement from advanced practice providers

“We want to thank all of the physicians, APPs, and administrators who participated,” said Medical Staff President Brian Kiessling, MD. “The level of engagement from the attendees was most valuable and appreciated. This year’s retreat had our highest attendance yet, and we heard from several it was one of our most productive. We look forward to building on the feedback we received and implementing communication and process improvements. We, as a medical staff, share the goal that Munson Medical Center should be the most excellent place to practice and Munson Healthcare the best system for the patients of northern Michigan. MMC providers can look forward to further communication and updates as we identify action plans. In the meantime, I remain available for any questions or comments.”

Dr. Kiessling can be reached at bkiessling@mhc.net.

The new Bylaws are available for review and reference on the intranet and at munsonhealthcare.org/bylaws. All credentialed MMC providers have also been sent copies via email.

Some of the key changes include:

- Update of staff categories to better align with hospital, regional courtesy, consulting clinic, and ambulatory-based practices.
- Update of the election and ballot processes to allow electronic voting, eliminating burdensome, costly, and time-consuming paper ballots.
- Strengthened quorum requirements for MEC and medical staff meetings, while giving departments, sections, and other committees the flexibility to set their own requirements.
- Lowering the percentage of voting staff members needed to propose amendments to the Bylaws from 25% to 10%.
- Implementation of a policy dedicated to advanced practice providers, recognizing the increased, significant role APPs play in the health care team.
- Modification of the amendment process for the Credentials Policy, Organization Manual, and Policy on APPs to be more flexible, allowing for the MEC to amend these documents independently, if needed.

- Provision that all MMC credentialed providers maintain and monitor a hospital-based email account (**mhc.net**).

“We in the Medical Staff Office are most excited about the email provision,” said Medical Staff Services Manager, Katryna Glettler. “At MMC we need to regularly, securely communicate important information to nearly 800 providers. Given constant changes in personal emails that aren’t shared with us (Gmail, Yahoo, AT&T, Charter, etc.), we know we miss many. Maintaining a standard Munson Healthcare email is the most efficient, effective way to ensure we reach all providers. Credentialed staff who don’t currently have a Munson Healthcare email will be contacted regarding setting one up. We plan to phase in on a section-by-section basis in coming months. Communication will be forthcoming.” In the meantime, if anyone would like to request a mhc.net email or instructions on how to easily access their Munson Healthcare email, please contact Katryna at klettler@mhc.net or 231-935-5891.

“The MEC recommended the new Bylaws on Nov. 13, 2017, and the medical staff affirmed by ballot on Dec. 22, 2017,” said Dr. Kiessling. “We thank the Board of Trustees for their support. I remain available if anyone has any questions or would like any additional information.” Dr. Kiessling can be reached at bkiesling@mhc.net.

MAPP Committee Updates

In January, Munson Medical Center (MMC) launched a new quarterly MAPP (Munson Advanced Practice Providers) Committee so that APPs – CRNAs, CNMs, NPs, and PAs – have a direct voice to senior leadership.

At the first meeting, it was determined that the committee would be led by co-chairs representing NP/CNM/CRNA and PA. MMC APPs elected Katie Aurand, PA-C (MMC Trauma & Acute Care Surgery) and Meghan

Visnick, CNM (Grand Traverse Women’s Clinic) to represent them. Please join us in congratulating Katie and Meghan!

All APPs who are on staff at Munson Medical Center are invited to attend the next meeting of the MAPP Committee. Please RSVP by responding to the invitation that has been emailed to you.

Please RSVP
MAPP Committee
May 31, 2018
5:30 - 8 pm
Hagerty Center

Norte Launches Physical Activity Prescription Program for Kids – The Move Más Challenge

Norte’s Move Más Challenge is a new transportation-centered physical activity prescription program for kids in Traverse City. As a part of Norte’s Safe Routes To School initiative, the Move Más Challenge aims to inspire young people to get active not only on the way to school but to the park, beach, library, grocery store, and other awesome places too.

How The Move Más Challenge Works:

1. Provider prescribes a challenge to the child, e.g. bike to school 2-3 times a week for 2-4 weeks
2. The child commits by registering at elgruponorte.org or in person at the Norte Clubhouse
3. Child completes prescribed challenge and fills in physical activity log
4. Child stops by the Norte Clubhouse with completed log to receive a prize, such as Beach Bums tickets or a local race entry
5. Move Más Challenge Champions will be entered into a drawing to win prizes, including new bikes, backpacks, running shoes, and bike lights.



Name: _____

Birth Date: _____

Walk, Bike or Roll to:

School The Library Grocery Store/Market

A Park A Friend’s House Other _____

_____ x per week for _____ weeks

Health Care Provider Signature:

For prescription form, physical activity log, and more information, contact Norte, at hello@elgruponorte.org or 231-883-2404.

Doctors' Day Celebration – Thank You to Our Physicians!

Munson Medical Center celebrated Doctors' Day on March 20 with physicians attending a special luncheon. Medical Staff President Brian Kiessling, MD, presented the medical staff organization's annual report.

Dr. Kiessling, whose term as Medical Staff President ends in June, was recognized by Joseph Will, MD, President-Elect, for his many years of service as a physician leader.

Thank you to all physicians for your dedicated service to our community!



Provider News

Welcome New Providers

- **Martha Frankowski, MD**, Sleep Disorders Medicine, Munson Sleep Disorders Center
- **Lori Hopkins, PA-C**, Digestive Health Associates
- **Kevan Maguire, FNP**, Traverse Heart & Vascular
- **Allie Nave, PA-C**, Digestive Health Associates
- **Stephanie Poindexter, CRNA**, Traverse Anesthesia Associates
- **John Taminski, PA-C**, Northwestern MI Emergency Physicians

On the Move

- **Lara Madigan, DO**, Family Medicine; Thirlby Clinic (as of 5.1.18)
- **Cynthia Smith, MD**, Pediatrics, Kalkaska Medical Associates
- **Douglas Spence, MD**, Hospital Medicine; iNDIGO Health Partners

No Longer on Medical Staff

- **Paul Davis, MD**, Neurosurgery (moved out of area)

Retired

- **Paula Meyer, FNP**, Munson Urgent Care

Other

- **William P. Potthoff, Jr., MD**, Ophthalmology; has opened a new practice.

Potthoff Eye Care & Surgery
601 S. Garfield Ave., Ste. A | Traverse City, MI 49686
231-943-2012 phone | 833-602-4990 fax

munsonhealthcare.org/physician

Munson Medical Center Contacts

The Pulse is published six times a year.

We welcome your feedback and topic suggestions: pulse@mhc.net

Deb Kimball, Provider Relations, 231-935-3388, dkimball@mhc.net

Katryna Glettler, Medical Staff Services, 231-935-5891, kglettler@mhc.net

Brian Kiessling, MD
President of Medical Staff
231-935-5770 | bkiessling@mhc.net

Don Caraccio, MD
Chief Medical Services
231-935-2284 | dcaraccio@mhc.net

Walt Noble, MD, FACS
Chief Surgical Services
231-935-6864 | wnoble@mhc.net

Al Pilog
President
231-935-6510 | apilog@mhc.net

Derk Pronger
VP, Chief Operating Officer
231-935-6909 | dpronger@mhc.net

Loraine Frank-Lightfoot
Chief Nursing Officer & VP Patient Care Services
231-935-6513 | lfranklightfoot@mhc.net

Eric Henry
VP, Operations & Outpatient Services
231-935-6543 | ehenry@mhc.net

Diane Barton
Quality Director
231-392-0185 | dbarton@mhc.net

Katryna Glettler
Manager, Medical Staff Services
231-935-5891 | kglettler@mhc.net

Yvonne Skiera
Medical Staff Services
231-935-5884 | yskiera@mhc.net