In the past few years, upgrades to Munson Medical Center have translated into many positive changes, such as a state-of-the-art emergency department, an advanced heart center, a wonderful ground-floor surgical center, and recently the new Daniel & Debra Edson Cardiac Diagnostic Suite. However, these changes can make it challenging for patients and families to find their way. As the hospital changes and evolves, however, so must we.

This spring I became an ambassador in the hospital corridors, helping patients and families reach their destination. It is such a rewarding experience to help calm those that are lost and anxious. It connects me to our overall mission “to deliver comprehensive quality care to patients in partnership with physicians.”

Last month, we launched customized tours of the hospital services to which you most frequently send your patients. Again, I learned greatly from you! Our first hospital tour gave us great feedback that will help to simplify signage and maps.

We at Munson continue to improve the patient experience from navigating the halls to patient care, but this is challenging without you. As you are the front line to our patients, it’s sharing this experience that will make us better. Please join me for a hospital tour of Munson Medical Center as I know it will have a lasting, meaningful impact on your patients and their loved ones.

To schedule a tour of Munson Medical Center (first Thursday of the month, noon – 1 pm), please contact the Physician Liaison Program at (231) 935-5873 or physicianliaison@mhc.net.

After years of sending patients to Munson Medical Center (MMC), Jamie Schichtel, CMA and her staff at the Neurology practices of Dr. Diane Parsons, Dr. Kersti Bruining, Dr. Cornelius Robens and Dr. Heather Lee, decided it was high time to take a tour.

Schichtel said that she and her colleagues were impressed by what they saw, especially since the hospital had undergone so many changes in the past few years.

“As we toured Munson, we couldn’t help but notice what MMC is doing to make things more user friendly for the patients, as well as bringing the facility up to date in appearance,” Schichtel said. “Fortunately, I’ve never been in the hospital as a patient but I can now say that we are very lucky to live in a community with such wonderful facilities.”

Schichtel and her staff were surprised to learn the outpatient lab had relocated from the front entrance of the hospital to the Munson Professional Building in back, which has its own parking area (Parking Lot C, see map, Page 3).

They also received a handy pocket guide listing all of the MMC lab locations and hours of operation, giving the team more lab alternatives for patients living outside of downtown Traverse City.

Schichtel was originally inspired to sign up for the tour so that she and her staff could make their patients’ experiences at MMC less daunting and chaotic, she said.

“We were also able to familiarize ourselves with areas we continued on page 3..."
Taking Your Office’s Learning to the Next Level

In the few years since the Physician Liaison Program launched, we have heard and responded to your requests for educational seminars on topics like prior authorizations, Health Insurance Portability and Accountability Act (HIPAA)/Health Information Technology for Economic and Clinical Health (HITECH), Meaningful Use, 5010/ICD-10, and specific in-office trainings on Physician Web Scheduler (PWS) and HIPAA.

In this time of momentous change, your input is more vital than ever. We are working hard to keep offices up to speed on the latest federal mandates and technological process improvements but we cannot do it without you.

As we branch out deeper into the knowledge-sharing pool, please let us know what further knowledge your office needs, whether it is geared toward upcoming federal mandate deadlines or toward topics on which your office might need refresher training, like OSHA, PWS, or HIPAA.

We take what you say and suggest very seriously, so feel free to contact me anytime: (231) 935-3388 or dkimball@mhc.net.

Deb Kimball

Welcome to the Newest Member of Our PWS Family!

Jones Center for Pain Management

Selecting Between Multiple Facilities in PWS

If you’re scheduling an appointment in PWS, and the patient wants to choose between two facilities, select BOTH facilities. For example, if you’re scheduling an Ultrasound in Traverse City and the patient wants the first available appointment at either Munson Community Health Center or Munson Medical Center, check both facilities on the Facility screen. This will allow you to toggle between appointments at both facilities. However, do not select more than two facilities as it will significantly increase the scan time.

PWS: Use Calendar to Select Scan Start Date

When selecting a Scan Start Date in PWS, it is recommended to select the date using the calendar. Recently an appointment was scheduled several years in the future because the date was typed in. This type of scheduling error can be avoided by using the calendar.
HOSPITAL TOUR continued from page 1

typically send our patients so that we could more easily point our patients in the right direction,” said Schichtel, who plans on making the tour an annual event for her staff. “I feel like touring the facility was very beneficial to our office, because if we can help our patients save even five minutes, it was worth it.”

To schedule a tour of Munson Medical Center (first Thursday of the month, noon – 1 pm), please contact the Physician Liaison Program at (231) 935-5873 or physicianliaison@mhc.net.

WHEN IN DOUBT, GIVE A SHOUT

If you have a question while scheduling a CT test in Physician Web Scheduler (PWS), Tulip and Pete in CT Scheduling would love to hear from you! As scheduling a CT with contrast can be challenging to those not familiar with Creatinine/GFR, Tulip and Pete can help walk you through how to schedule online in PWS so you don’t need to fax the order.

Regardless of your CT question, just call (231) 935-6433 any time to hear Pete or Tulip’s helpful voice.
HEIDI GUSTINE NAMED ICD-10 PROJECT LEADER

A name familiar with this complex health care system will be leading the implementation of Munson Healthcare’s ICD-10 upgrade, a federally mandated initiative that is being called “bigger than Y2K” by health care experts.

Heidi Gustine, the former Director of Strategy and Planning for Munson Healthcare, accepted the position of ICD-10 Project Leader in mid-September. Her duties will include assisting Munson Health care entities to become ICD-10 compliant by the October 1, 2013 deadline.

Gustine said that the change from ICD-9 to ICD-10, which takes the number of diagnostic codes from 17,000 to more than 140,000, will affect the physicians’ offices in more ways than one.

“The ICD-10 upgrade will not only touch on documentation processes, but also the in-office process flow, the offices’ information systems, and even how they deliver care,” she said.

To help ease the concerns many practice managers may have, Gustine will work closely with the Physician Liaison Program, speaking at ICD-10 educational seminars and advising offices on how to alleviate the expected loss of medical coding productivity. “Heidi’s vast knowledge of health care, experience with Munson Medical Center, and understanding of our physician community is key in her leadership with respect to ICD-10,” said Andrea Ludka, Physician Liaison Manager for Munson Medical Center. “This is an enormous undertaking, and having someone with her expertise is essential as we launch this project.”

In addition to naming the ICD-10 Project Leader, Munson Healthcare has hired the Deloitte consulting group for 10 weeks to develop ICD-10 work plans specific to information systems, communication, training, operations, and other departments, said Gustine.

“When all of that is done, we can roll out more specific information to the physician offices,” said Gustine, who expects the completed work plans before year-end.

Despite the scope of her duties, Gustine says that she is excited for what’s to come.

“My work in analysis and planning kept me on my toes for more than 10 years, but now I really feel I’m in the thick of things,” she said. “I am very much looking forward to working with the practice managers as we navigate this new territory together.”

To contact Heidi Gustine with questions, concerns or comments related to ICD-10, contact her at (231) 392-0525 or hgustine@mhc.net.

ICD-10 Seminar, November 2

Wednesday, noon – 1 pm

Lake Rooms at the Park Place Hotel, Traverse City

Lunch will be provided

Space is limited.

To RSVP, please contact the Physician Liaison Program at (231) 935-5873 or physicianliaison@mhc.net.
After careful consideration, including a unanimous vote by a committee made up of physicians, Munson Medical Center instated a mandatory flu vaccine policy beginning this fall.

The policy, whose primary purpose is to keep patients safe by preventing transmission of the flu, was the latest in a list of vaccination requirements for health care workers, said David D. Wright, MD, Medical Staff President at Munson Medical Center.

“For years we’ve encouraged everyone to get a flu shot, but only 65 percent of staff were getting vaccinated when we actually need an 85 to 90 percent threshold to reach the mass immunity required to protect our patients,” he said. “Vaccines also help keep our work force healthy, a critical element during disease outbreaks.”

The mandate, which affects all physicians, employees, volunteers, and students who work at the hospital, follows guidelines adopted by other highly regarded hospitals, said Wright.

“In the office setting, we are seeing a sicker, older population than we have seen previously,” he said. “A lower vaccination rate on our side means more patient vulnerability, something that we do not take lightly.”

Citing clinical studies, Martin said that people infected with the flu virus can pass it along to others a full 24 hours before any symptoms are exhibited.

“Infectected health care workers place vulnerable patients at a high risk for respiratory complications and potentially death,” he said. “If our new policy prevents even one flu-related death, it is worth doing.”

PATIENT SAFETY CONCERNS DRIVE MANDATORY FLU VACCINE POLICY

HOW PRACTITIONERS CAN RECEIVE THE VACCINE

Under the new policy, the flu vaccine will be provided free to physicians, physician assistants, and nurse practitioners in the following locations:

- Employee Health, Suite 308, Munson Professional Building, M-F, 7 - 11:30 am and 12:30 - 4 pm
- Friday Medical Conference on October 28
- Medical Records Conference Room, next to the physician lounge on the main floor, during October, generally between 7 am - 3 pm

Another option is for practitioners to get the flu vaccine in your office or that of another practitioner. In that instance, the practitioner is required to let us know that this has been accomplished by providing the lot number of the vaccine, the expiration date, the date of administration, and the name of the individual who administered the vaccine. This can be submitted in writing through interoffice mail to Yvonne Skiera in Medical Staff Services, or by email to yskiera@mhc.net. It can also be faxed to (231) 935-5885.
NEW LOOK FOR MUNSON HEALTHCARE WEB SITE

You may have noticed that the Munson Healthcare web site, munsonhealthcare.org, has a new look. It recently was updated with a new, cleaner design to better help patients and their families find the information they’re looking for. The web team is working hard to refine the newly launched site, add content, and enhance features and functions to make it easier to use. Look for more information in an upcoming Practice Pro. Please forward comments and suggestions on the new site to physicianliaison@mhc.net.

LAB AND XRAYS IN TRAVERSE CITY? TRY MCHC

For unscheduled lab and radiology services, remember that Munson Community Health Center (MCHC) is a great option in Traverse City with lab and radiology services conveniently located near the entrance from the south parking lot.

Radiology Services at MCHC
- Monday – Friday, 7 am - 5:30 pm

Lab Services at MCHC
- Monday – Friday, 7 am - 5:30 pm

For a complete list of lab collection sites, go to munsonhealthcare.org/lab. For information on radiology services, go to munsonhealthcare.org/radiology.
A recent upgrade to PowerChart allows users to view billing authorization information under the Insurance tab. It is displayed in a split screen format alongside the insurance information from STAR (see graphic below).

Three Munson Medical Center departments will continue to update billing authorization: Utilization Management, Patient Financial Counselors, and Insurance Verifiers.

Billing authorization information can also be found under the Clinical Notes tab in the Administrative and Legal section.

For more information, contact the Munson Help Desk at (231) 935-6053 or helpdesk@mhc.net.

NEW MAP FOR RADIOLOGY AND LAB AT MCHC

Inserted in this issue of Practice Pro is a map for Radiology and Lab services at Munson Community Health Center (MCHC). If you would like to additional maps to give your patients, please call Forms at (231) 935-8228 and request form #10398.
John A. Rialson, DPM

John A. Rialson, DPM, has joined the staff of Munson Healthcare as a specialist in podiatric medicine. Dr. Rialson is currently accepting new patients.
Advanced Foot and Ankle Centers
3865 W. Front St., Ste. 6
Traverse City
(231) 935-0751

Jill A. Burden, DO

Jill A. Burden, DO, has joined the staff of Munson Healthcare as a specialist in emergency medicine. Dr. Burden practices with Northwestern MI Emergency Physicians at Munson Medical Center.
Munson Medical Center
1105 Sixth St.
Traverse City
(231) 935-5000

Tina M. Smith, MD

Tina M. Smith, MD, has joined the staff of Munson Medical Center as a specialist in pediatrics. Dr. Smith is currently accepting new patients.
Kid’s Creek Children’s Clinic
5024 N. Royal Dr.
Traverse City
(231) 935-0555