

A Message from the Chief of Staff: Making a Difference

By David C. Williams, D.O., Chief of Staff



*"Act as if what you do makes a difference. It does."
- William James – American psychologist and philosopher*

As I write this column in early March we are preparing to celebrate the 35th anniversary of Westview Hospital at the Legacy Ball this coming Saturday night. This is quite an accomplishment for our small community hospital, especially in these times of economic downturn and uncertainty in the health care environment. It is something for which we can be very proud, particularly our close knit physician base. It has not come easy and there will be tough times ahead, as there have been in the past, as we continue to battle the challenges that come with the territory – providing high quality health care to our patients. It is a never ending commitment we all share, realizing that adjustments, as unpopular as they can be, are and will be necessary to continue to grow and thrive.

When I made my decision to come to Westview over 26 years ago, I was looking for a smaller place than the huge military hospital where I had trained. When I began my training at San Diego Naval Regional Medical Center it was easy to get lost in the complex of five hospital and clinic buildings, several hundred physicians (27 residents in diagnostic radiology), and thousands of ancillary workers. While this provided an outstanding vehicle for learning, it left something to be desired in the area of personal patient care, becoming directly involved in decision making, and working closely with colleagues. In short, I wanted to be someplace where I thought what I did would make a difference.

I'm pretty sure that the group of Osteopathic physicians that had the vision to start Westview Hospital back in the 1950's and 60's felt much the same way. After a tremendous amount of perseverance that included political bartering and compromise, their dream finally came to fruition in 1975. Although many changes have come about in the past 35 years, the idea that there can be a place where one doesn't get lost in the crowd, there remains a close contact with colleagues and patients, and we can practice medicine (osteopathic and allopathic) as we see fit, remains strong. This is an atmosphere where everyone can make a difference. It is what I was looking for in 1984 and probably one of the entities our founders were hoping for in their decision to start a new hospital. We are the beneficiaries of their vision.

So congratulations to Westview Hospital - our hospital - on the first 35 years and everyone who has had a hand in the operations and service throughout the years. Let's continue to build toward another 35.

Physicians...

Do you have new or exciting information to share?

To submit an article or story idea, please contact Sue Yeskie, director, marketing and communications department, at (317) 920-7283 or sue.yeskie@westviewhospital.org. We'd love to include information about your new treatments, procedures, research or awards you've won. Thanks for your support!

David C. Williams, D.O.
Chief of Staff

Jon P. Anderson
President and C.E.O.

Darci Sieracki
Manager, Physician Relations/
Medical Staff



Westview Medical Campus

Providing Hope, Health & Healing

3630 N. Guion Rd.
Indianapolis, IN 46222
(317) 920-VIEW
westviewhospital.org

Mission, Vision, Values and Standards of Service Excellence

Mission Statement:

Provide quality healthcare to the central Indiana community with facilities, support and growth for the osteopathic profession.

Our Vision:

The best patient-centered healthcare

Our Values:

Quality, Safety, Service, Teamwork

Standards of Service Excellence:

Communication – building trust through sharing of information

Appearance – demonstrating the best presentation of ourselves and our workplace

Respect – holding others in the highest regard

Empathy – understanding the feelings and needs of our guests

Service – delivering an exceptional experience at every encounter

About the ViewPoint

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The ViewPoint is published quarterly by the marketing and communications department at Westview Medical Campus. A special thank you to LoweGroup Communications for editing and graphic design. If you do not want to receive this publication, you may contact the marketing department at (317) 920-7283 or email info@westviewhospital.org. Please be sure to include your first and last name, mailing address, city, state and zip code, and your name will be removed from our mailing list. Thank you.

American Osteopathic Association Statement on House Approval of the “Patient Protection and Affordable Care Act” (H.R. 3590)

The American Osteopathic Association (AOA) and the 67,000 osteopathic physicians it represents congratulate the House of Representatives on the approval of the “Patient Protection and Affordable Care Act” (H.R. 3590). The historic significance of today’s vote, along with that of the United States Senate on December 24, 2009, is indisputable.

Our nation has sought meaningful and comprehensive health care reforms for over 100 years. Today, we took a substantial step towards accomplishing this goal. This legislation represents progress in our national health care policy. For the first time in our history nearly all Americans, as a result of this legislation, will have access to affordable health care coverage and will be protected in their interactions with health insurance companies. While much work remains in the months and years ahead, the AOA and our members wish to thank the Members of the House of Representatives and Senate for their commitment and dedication to accomplishing this historic goal.

The American Osteopathic Association proudly represents more than 67,000 osteopathic physicians (D.O.s) practicing in 31 specialties and subspecialties, promotes public health, encourages scientific research, serves as the primary certifying body for D.O.s and is the accrediting agency for all osteopathic medical schools and health care facilities. More information on D.O.s/osteopathic medicine can be found at www.osteopathic.org.



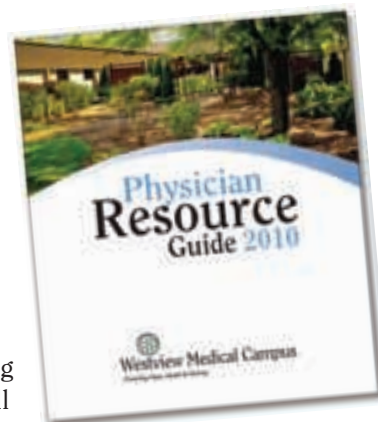
Friends of the Foundation
13th Annual Golf Outing
Tuesday, August 24, 2010
Golf Club of Indiana

Need a Copy of the Physician Resource Guide (PRG)?

Westview Medical Campus’ PRG includes the following:

- Fact sheet on services of the hospital
- Contact numbers sheet (which includes all departments and facilities)
- Pictorial roster of the medical staff, in order of specialty
- Maps (campus and directional)
- Notes page

For a copy please email Sue Yeskie in the marketing department at sue.yeskie@westviewhospital.org or call Sue at (317) 920-7283.



Quality Update

By: James Williams, D.O., CHCQM, FAIHQ, Medical Director of Quality and Utilization Review



Each year, Westview Hospital submits quality data that is included in the quarterly CMS Quality Core Measure Reports and annual Anthem Scorecard. A Hospital Balanced Scorecard is also generated with quality indicators that reflect the five pillars—quality, service, people, finance and growth.

Substantial improvement was achieved on the following quality reports:

- **CMS Quality Core Measure Report**
3Q09 report indicates that 86% of these publically reported, quality measures surpassed the SHO rates, state/national average and met Anthem Scorecard target and/or scored 90% or above. This is substantial improvement over 2008, when the hospital was at 50%.
- **Hospital Balanced Scorecard**—53% of the measures improved from 2008 to 2009.
 - Patient Satisfaction Survey Report—Overall Mean Score
 - Inpatient—82% to 85%
 - ED—85.4% to 86.1%
 - Ambulatory Surgery—92% to 92.8%
 - Outpatient—89.7% to 91.1%
 - Catheter-Related UTI Rate per 1,000 patient days—6.4 to 0.73
 - Patient Falls—97 to 88
 - Mortality Rate—1.74% to 1.62%
 - Staff Turnover Rate (net)—6.04% to 3.46%
 - 30-Day Readmission Rate—10.34% to 9.57%
 - Average Length of Stay—4.80 to 4.55
 - Number of Patient Days—2,176 to 2,289
 - Number of Discharges—453 to 503
- **Anthem Scorecard**—Results were about the same between 2007 and 2008—96 to 95 with target of 90 or above. 2009 scorecard is due May 30, 2010. Steady improvement was shown during mock surveys.



Indiana General Surgery

Our surgeons provide patients with easy-access, multidisciplinary surgical services and programs that are undeniably cutting-edge.

Areas of surgical expertise include:

- Surgical oncology
- Gastric and esophageal surgery, including laparoscopic Nissen fundoplication, and gastrectomy and esophagectomy for cancer
- Breast surgery
- Minimally invasive and laparoscopic methods of treating a wide variety of problems, including those of the gallbladder, biliary tree, pancreas, esophagus, small intestine, and colon
- Gynecologic surgery, including dilation of the cervix, hysterectomy, vaginal repair, surgery for incontinence, colposcopy
- Varicose vein surgery
- Hernia repair
- Venous access port

For more information, a consultation or to make a referral, call (317) 924-4009.



Allan M. Arkush,
D.O., F.A.C.O.S.
General Surgeon



J. Larry George, M.D.,
General Surgeon

Indiana General Surgery

affiliated with  Westview Hospital

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Treating Vertebral Compression Fractures

By Kent B. Remley, M.D., Neuroradiologist

I presented my latest findings on percutaneous vertebral augmentation for the treatment of vertebral compression fractures at the Society of Interventional Radiology 35th Annual Scientific Meeting in Tampa, Fla., March 13-18, 2010.

My results showed that vertebral augmentation performed with the StaXx® FX System (Spine Wave, Shelton, CT) demonstrated superior vertebral body height restoration and sagittal alignment correction when compared to that obtained with other vertebral augmentation methods, such as vertebroplasty and balloon kyphoplasty.

Maintaining intra-operative fracture reduction has long been a challenge when using balloon-assisted kyphoplasty for treatment of thoracic and lumbar compression fractures. My findings demonstrate that the fracture reduction achieved using StaXx® FX minimizes intra-operative loss of reduction, allowing the device to be more effective at retaining procedural reduction. Lastly, my findings

showed reduction of back pain with this new procedure is comparable to that of kyphoplasty and vertebroplasty.

The StaXx® FX System is a technological advancement in percutaneous vertebral augmentation. It provides incremental, vertical fracture reduction with a series of 1 mm PEEK

wafers. The StaXx® FX wafer stack is secured by placement of bone cement adjacent to the permanent implant.

I perform vertebral augmentation procedures, including the StaXx® FX procedure, at Westview Hospital.

Dr. Remley may be contacted at (317) 846-0557.



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New Center Offers Specialized Women's Services



Danita Akingba, M.D.
Specializing in Urogynecology



Angela Wagner, D.O.
Specializing in Osteoporosis,
Menopause and Acupuncture

All women have unique health needs and circumstances. Westview Women's Specialty Center provides one-on-one counseling and care to help your patients improve their health and quality of life. The Center specializes in evaluation and treatment of osteoporosis, breast health, urological and gynecological needs, including urinary incontinence, pelvic prolapse, irregular periods, menopause, abnormal pap smears and contraceptive issues. We also offer acupuncture. For any age, we offer compassionate, high-quality care from skilled physicians. For information or to make a referral please call (317) 920-3232.



Westview Women's Specialty Center

Providing Hope, Health & Healing

3660 N. Guion Rd., Suite 224, Indianapolis, IN 46222
westviewhospital.org

Dear Physician: Please feel free to share this informational fact sheet with your patients.
If you would like an electronic copy, please call the marketing department at (317) 920-7283.

Echo Screenings for Student Athletes

Thursday, May 13, 6 to 8 p.m.



Westview Hospital's imaging services and The Care Group's cardiologists have collaborated to offer to area schools echo screenings for athletes in grades 6 through 12, on Thursday, May 13, 6 to 8 p.m.

This screening helps to identify several leading causes of congenital cardiovascular conditions placing athletes at risk for sudden collapse and/or death. Four leading causes of cardiovascular compromise (including sudden death) in young athletes will be sought with this screening: hypertrophic cardiomyopathy (also known as IHSS, HC HOCM), Marfan's aorta, mitral valve prolapse and aortic valve stenosis. While the screening echo is very helpful in identifying these conditions, it is by no means perfect and does not represent the full 2-D echocardiographic/doppler examination.

Who conducts the echo screening?

Echocardiography technicians from The Care Group will perform the echo screening. However, the results will be read and reviewed by The Care Group's cardiologists.

Where will the echo screening be held?

At Westview Hospital in the imaging services department.

Cost of the screening?

The cost is \$25 per student.

When are the results mailed?

Please allow seven to 10 working days for The Care Group cardiologist's report to be mailed to the parent/guardian. The screening report will indicate normal or abnormal results. If the results are abnormal, it is the parent/guardian's responsibility to follow up with their child's primary care physician who will have a complete medical history.

Parents will need to register their child/student athlete for the screening by calling Westview Hospital at (317) 920-4400. Note, a screening appointment confirmation letter will be sent to the parent along with a parental consent form (which needs to be signed by the parent and brought to the appointment).



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News Briefs



PHYSICIANS-ONLY WEBSITE

The medical staff office and marketing are working together to create a "physician-only" site for Westview Hospital physicians that is password accessed, located at www.westviewhospital.org.

Stay tuned for more information, or you may contact Darci Sieracki, medical staff office, at (317) 920-7280.

WANT TO CHANGE YOUR INFO ON THE WEBSITE?

If you would like to add or change your information (next to your name) in the www.westviewhospital.org physician directory, please send your new information to Ben Carney, creative services coordinator in the marketing department, at ben.carney@westviewhospital.org or fax your information to Ben at (317) 644-5065. Thank you.

MARK YOUR CALENDAR – IOA CONVENTION

Indiana Osteopathic Association's 113th Annual Convention

April 29 – May 2, 2010

30 hours category 1-A credit anticipated, pending approval by AOA CCME

Location: Blue Chip Casino & Hotel, 777 Blue Chip Drive, Michigan City, Ind., 46360.

For more information or to register, contact the IOA at (800) 942-0501 or (317) 926-3009, or online at www.inoste.org.



IOA – NEW CONTACT INFO

Indiana Osteopathic Association's e-mail addresses have changed. Please contact IOA at info@inoste.org for general information or questions.

Mike Claphan's email address is mclaphan@inoste.org and Debbie Coyle's email address is dcoyle@inoste.org.



WESTVIEW PHYSICIAN PORTRAITS

Reminder, if you were not able to attend any of the physician photo sessions, you may contact the following photographer and schedule a portrait to be taken in their studio:

Gerry Able
Bass Photo Co.
308 South New Jersey St.
Indianapolis, IN 46204
Please call (317) 632-2277 to schedule your appointment.

GOVERNOR NAMES NEW HEALTH COMMISSIONER

The chief medical officer of the Indiana Health Information Exchange and former global medical director at Indianapolis-based Eli Lilly and Co. (NYSE: LLY) is Indiana's new health commissioner. Governor Mitch Daniels has named **Dr. Gregory Larkin** to the position. He takes over for Dr. Judy Monroe, who is joining the Centers for Disease Control and Prevention.

Source: InsideINDianaBusiness.com Report



Westview Hospital

would like to introduce you to
Dr. Madelaine Sgroi, oncologist.

Dr. Sgroi's office hours in the Cancer Care Center are Tuesdays from 8:30 a.m. to noon.

Dr. Gregory Smith, oncologist, will be in the Center on Wednesdays, from noon to 3 p.m.



Madelaine Sgroi, D.O.

After hours you may have the hospital operator page the oncology physicians.

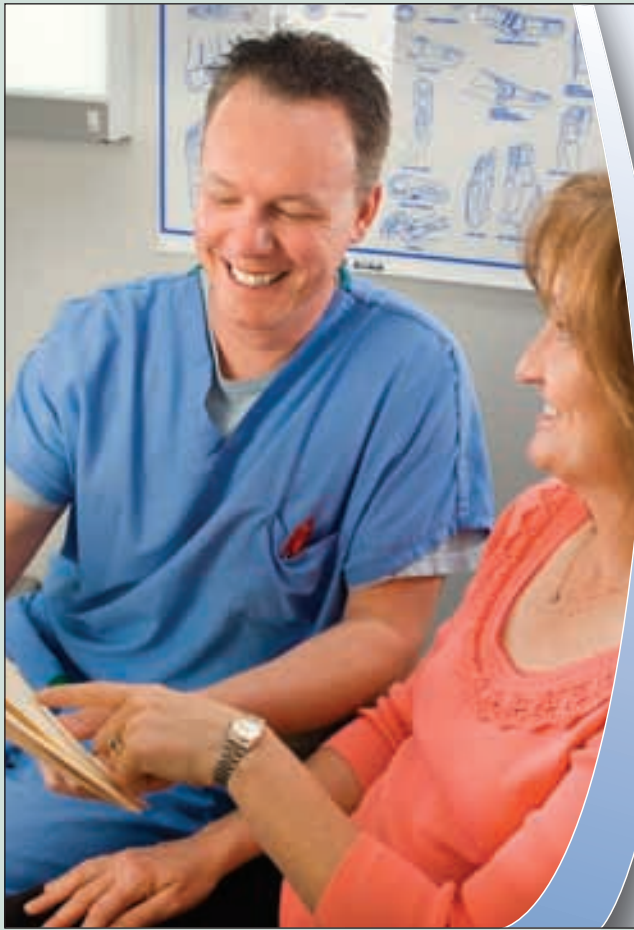
The Center is open Monday – Thursday from 8 a.m. to 4:30 p.m. and Fridays from 8 a.m. to noon.

For more information, a consultation or to make a patient referral, please call (317) 920-7115.



Westview Hospital Cancer Care Center

3630 N. Guion Rd., Indianapolis, IN 46222
westviewhospital.org



COMMIT TO
Excellence
with your referral

Westview Wound Care Center treats patients from all across Indiana, because physicians trust us to care for their patients. Our team of wound care experts specializes in effective care for wounds that have resisted traditional treatments. We combine the traditional spirit of healing with advanced wound care knowledge, technology and therapeutic skills.

To make a patient referral, for a consultation or for more information, call (317) 682-2032.



Westview Wound Care Center

Providing Hope, Health & Healing

3520 N. Guion Rd., Suite 100, Indianapolis, IN 46222
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Indiana's osteopathic hospital.

westviewhospital.org
(317) 920-VIEW (8439)

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c/o Marketing Department

Westview Medical Campus

