



*Sutter Medical Center,
Sacramento*

A Sutter Health Affiliate

SMCS Physician

Message from Tom Gagen, CEO

July 2008

In order to thrive in the current health care environment, Sutter Medical Center, Sacramento needs to reach out to referring physicians outside of the Sacramento Sierra Region. We offer tertiary and quaternary services that are not available in their local communities, and our service lines offer quality, top-notch programs for the patients and physicians.

Sutter Specialty Network, known simply as SSN, is a team of dedicated individuals who educate physicians from outlying areas about the highly specialized services available within Sutter Health Sacramento Sierra Region and coordinate the referral process allowing for a single point of contact for all parties.

Penny Nichols, regional director of sales and growth, oversees SSN and explains that the team's goal is to increase the volume of commercially insured cases at Sutter hospitals and serve the patients who need specialized services that are not available in their own communities. "We are not there to take business away from the surrounding markets," Nichols says. "Rather, we are there to provide access to services they can't accommodate locally."

Reorganized into its current structure in August 2007, the department covers a vast territory. Of the six team members, the three client services managers split up the area, which is as far north as southern Oregon, east as far as Reno and Lake Tahoe, south as far as Kings County, and midway to the Bay Area. SSN's territory does not include Placer, Sacramento and Yolo counties, which are handled by Sutter's in-market physician liaisons.

SSN is a regional department and evenly distributes cases to contracted specialists throughout the Sacramento Sierra Region based on insurance, availability, etc. In the year that Nichols has been at the helm, she and her team have made great strides in enhancing and streamlining service, including becoming fully staffed, working with emergency departments in outlying areas to increase the number of patient transfers; developing standardized 360-degree communication between the patient, referring physician and Sutter specialist, etc.

These efforts have not gone unnoticed. Andrew Brasch, M.D., a neurologist in Paradise, Calif., has worked with SSN for two years and credits them for connecting him with the great team of Sutter neuroscience specialists. "I get the best second opinions and complicated management assistance in Northern California from Sutter, and SSN helps with that," he says.

Samuel Ciricillo, M.D., medical director of Sutter Neuroscience Institute, believes that SSN is a vital link in the referral process. "SSN becomes our arms and legs," he says. "They have the manpower and resources to get out to the surrounding communities and get referrals into centers like ours."

Dr. Ciricillo says all of the team members are incredibly approachable and each possesses a good understanding of Sutter's specialty programs. Their ability to set up important face-to-face meetings with doctors from outlying areas and the team's consistent presence is another big plus.

"Their constant availability shows to us their level of commitment," he says. "I think SSN is an untapped, unappreciated resource. For any program that wants to grow, they need to be connected with SSN."

For more information about SSN, call 888-834-1788, visit www.checksutterfirst.org/ssn or e-mail ssn@sutterhealth.org.

SMCS Welcomes New Medical Staff Members

Donald P. Lombardi, M.D.

1020 29th St., Suite 680
Sacramento, CA 95816
(916) 453-3300

Specialty: Hematology/Oncology

Robert S. Norton, M.D.

5901 River Oak Way
Carmichael, CA 95608
(916) 423-3255

Specialty: Surgery, General

Full-Time EHR Physician Leader Being Recruited

The Sutter Health EHR initiative has long benefited from the time and talents of numerous physician leaders across the system. Now, with the addition of a Vice President, Medical Informatics (EHR Physician Adoption Executive) position, the clinical vision for the EHR has the greatest potential to be realized.

The VP of Medical Informatics position will oversee physician clinical content development, assess and plan for physician workflow changes and partner with affiliate physician leaders to support local physician engagement/adoption.

This new physician executive will be selected based largely on a series of panel interviews involving practicing physicians across the network.

For more details about the position, please go to the employment section of the Sutter Health Web site at: <http://sutterhealth.org/employment/jobsearch/>.

Quarterly Sutter Foundation Report

The 2008 Hard Hat Ball was a huge success and benefited the Children's Center at Sutter Medical Center, Sacramento. The ball was held on top of the new Sutter Community Garage on May 17. The Spiders, which features Sutter physicians Gary Schneiderman, M.D., and Cully Cobb, M.D., and other SMCS staff, provided dancing music for guests. Preliminary numbers show an approximate net profit of \$59,000.

The Foundation Board of Trustees allocated funds for the following programs, services and equipment:

- Committed funds for Sutter Institute for Medical Research
- Digital Imaging for Breast Cancer
- Patient education booklets for the Sutter Heart Institute
- Front walkers, crutches and home oxygen for indigent patients
- Purchased two Maximove Hoyer Lifts for Senior Services

Emergency Preparedness Education

In the June 2008 issue, we described the role you play during a disaster. This issue will outline the types of disaster and terrorist events.

TYPES OF DISASTERS (EMERGENCY EVENTS)

- Multi-Casualty Incidents (Code Triage, External) include earthquakes, multi-car crashes, bombings, terrorism, plane crash or hazardous material spills
- Internal Events (Code Triage, Internal) include evacuations or events inside the hospital such as explosions or fire

TYPES OF TERRORIST EVENTS

- Biological – If an event did happen, we probably wouldn't know about it until people started getting sick. The physician would play a large role in recognition. Are you seeing more than usual "flu" cases? Are there any unusual symptoms? Contact the Public Health Department with any suspicions. It may also be good to contact the Emergency Department to alert them as well.
- Chemical – This could even occur without terrorism. A hazardous materials incident could occur any time. The goal is to not contaminate the hospital, staff and other patients. People with chemical contaminate on them should not be allowed in the facility until they are washed off (decontaminated). No staff member or physician should put themselves in danger by coming into contact with hazardous material.

If you have any questions about SMCS' response to a disaster or terrorism event, contact Emergency Preparedness Coordinator Loni Howard, R.N., MSN, at (916) 733-8579 or HowardL@sutterhealth.org.

Continuing Medical Education

Don't forget to go to <http://suttermedicalcenter.org/forourphysicians/> to access the entire July CME Calendar. There are several case conferences scheduled.

Physician Access to Important Documents

Are you looking for past issues of the Physician Newsletter, Physician Remote Access information, pre-printed orders and hospital forms? Then don't forget your 24-hour resource! For up-to-date information for our physician members, please visit our Web site at <http://www.suttermedicalcenter.org/forourphysicians/>.