

Medical Staff Update

September 2012

Meet Dr. Despina Kayichian



We're pleased to welcome Despina Kayichian, MD, MHA, CPHQ, a board certified internist and nephrologist who closed her private practice to become Physician Utilization Medical Director at St. Jude Medical Center. Across the healthcare industry, poor utilization, variation in practice, and weak communication are well-documented barriers to optimal patient outcomes.

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Physician Well-Being Committee

A Physician Well-Being Committee has been established to help meet the needs of the medical staff and their families who might be experiencing transient or ongoing personal difficulties.

The goal is to aid physicians in recognizing and treating health problems that could adversely affect their ability to practice medicine. These problems include addiction issues, physical and psychological concerns, financial difficulties, and emotional or interpersonal problems.

"Our committee is a confidential resource available to you by contacting me or other members of the well-being committee," explains Norman C. Myers, MD, Chair, Physician Well-Being Committee. "You are not alone in dealing with life's challenges and there are resources we can help you access."

Dr. Myers can be reached at (714) 293-8265. All communication will be kept confidential.

Crimson: So How Are You Doing?

While information about hospital quality and costs has become ever more transparent, individual physician performance has typically been hidden, a medical "black box." Today that's changing and over the next few years, healthcare report cards will increasingly measure the performance of individual doctors.

An innovative software tool, called Crimson, is not only helping physicians across the nation prepare for increased transparency, but allowing doctors and hospitals to work more closely to advance quality goals, meet evidence-based standards, and secure cost-savings.

At St. Jude, Crimson compiles data from MEDITECH to create comprehensive physician performance profiles. Patient billing, clinical information, utilization and other data are combined and presented in an easy-to-use format. Physicians can easily navigate through the maze of utilization and quality reports to see their specific outcomes, benchmarked against their peers as well as national standards.

"Crimson is putting credible, severity-adjusted performance data directly in the hands of our doctors," explains Despina Kayichian, MD, MHA, CPHQ, Physician Utilization Medical Director, St. Jude Medical Center. "It allows our physicians to see where they are doing well and identify areas for improvement. Equally important, Crimson enables the kind of hospital-physician collaboration necessary to truly advance patient care."

According to Lee Penrose, President and CEO, St. Jude Medical Center, there is an urgent need for hospitals to work more closely with their physicians to reduce practice variability and increase adherence to evidence-based care standards. "A number of forces—from risk-based payments to increased regulatory requirements—are making it essential for hospitals to engage physicians in improvement. Yet, few hospitals are giving physicians the data needed to accurately benchmark their performance. For us, Crimson is that tool."

To learn how to use Crimson to benefit your practice, please contact Elisa Tagaloa, Director, Decision Support Services, at (714) 992-3000 ext. 4172 or Dr. Kayichian at (714) 446-5545.

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“Strong, open communication between administration and physicians is essential, yet sometimes the two sides seem to be speaking different languages,” she explains. “My job is to translate while addressing physicians’ concerns and questions. Fortunately, the common ground between the two—how to provide high quality evidence-based care—makes the differences seem small.”

Fluent in five languages, Dr. Kayichian says that filling this role at St. Jude was her first choice because of the positive relationship that already exists between the hospital and its medical staff. “Unlike so many hospitals, the working relationship between St. Jude and its physicians is very strong,” she says, “uniquely positioning both groups to succeed despite the challenges facing healthcare.”

Dr. Kayichian completed her nephrology fellowship at UCI and after building a successful practice, obtained her Masters in Healthcare Administration. Physicians can contact her with questions at Despina.Kayichian@stjoe.org or **(714) 446-5545** (office) or **(714) 882-9873** (cell).

Important Notice

Medical Staff Officers Election is now open from **September 10** through **September 24**. All Active/Senior Active members were emailed the link along with their username and password. Any questions regarding the election please contact the Medical Staff Office.

Medical Staff News

For more information, call (714) 992-3000, extension 3775.

SAVE THE DATE:

Medical Staff - Annual Staff Meeting

Date: Tuesday, November 13
Time: 6 p.m.
Place: Summit House

September - CME Activity

Date: Tuesday, September 25
Time: 12:30 p.m.
Place: SJMC Erickson Education Center
Topic: Antibiotic Steward & New Antibiotics
Faculty: David Petreccia, MD,
Chairman Infection Prevention Committee

October Department Meeting Dates

The Medical Staff Department meetings are open to all members in their respective department. The meetings will be held in the SJMC Erickson Education Center on the following dates and times:

Department of Medicine

Tuesday, October 2, 7:30 a.m.

Department of Surgery

Wednesday, October 3, 7 a.m.

Department of Cardiothoracic Surgery

Wednesday, October 10, 7:30 a.m.

Department of Women & Children's

Wednesday, October 10, 12:30 p.m.

Calling all General Surgeons and Ophthalmologists! Southern California Access OC Super Surgery Saturday

Access OC's Surgery program mobilizes a network of medical volunteers, hospitals, and referring community clinics to provide the uninsured with donated outpatient surgeries and procedures that significantly improve their health, ability to work, and quality of life.

Date: Saturday, October 27, times vary
Place: St. Jude Medical Center

For more information on Access OC or to sign up to volunteer please visit their website at www.AccessOC.org