



**BASSETT
HEALTHCARE**

Bassett WORKS

News and Information for Employees
and Volunteers of Bassett Healthcare

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Left to right: NYS Health Commissioner Richard Daines; Dr. Streck; Dr. Weil; Dr. Morris, chairman, Bassett Board of Trustees and alumni professor emeritus of Clinical Medicine, Columbia; Dr. Lee Goldman, dean of Faculties of Health Sciences & Medicine, Columbia; Congressman Michael Arcuri, 24th District, New York.

THE COLUMBIA-BASSETT MEDICAL SCHOOL Class of 2014 to Launch a New Era in Medical Education

News headlines carried the announcement last month that Bassett Healthcare and Columbia University Medical Center have joined forces to launch a new medical school program and establish Bassett as a clinical campus of Columbia University's College of Physicians and Surgeons, taking a more than 60-year relationship to the next level. The partnership is aimed at addressing the rural physician shortage and the need for medical education to better align itself with the health care needs of the 21st century.

President and CEO **Dr. William F. Streck** welcomed the crowd at the May 11 event and noted, "The country spends 2.3 trillion dollars of a more than 14 trillion dollar economy on health care amidst an environment of physician shortages and demands for health care reform." Dr. Streck said, "Part of the solution going forward is in the field of education, particularly innovation in medical education. That's why Columbia and Bassett have partnered to create the Columbia-Bassett program."



Chairman of the Bassett Board of Trustees and Alumni Professor Emeritus of Clinical Medicine at Columbia **Dr. Thomas Q. Morris** told those gathered that, "Columbia and Bassett have worked together for years, but this starts a new era." Dr. Morris also noted that as a fully salaried, closed-staff model, "this is the only example among all the Columbia-affiliated institutions where the hospital and the physicians have their incentives aligned." Morris concluded by saying, "Bassett's integrated academic health system is the model of the future. It's been here at Bassett for a long time. Exposing students to it and giving them in-depth experience will be a remarkable difference for students at Columbia."

Dr. Lee Goldman, dean of the Faculties of Health Sciences and Medicine, Columbia University Medical Center, said, "The new Columbia-Bassett program will be much more of a continuity of experience, following a full panel of patients, getting a sense of what it means to be someone's physician over time. It's a model that's very typical in rural America, not so typical in the urban centers such as New York. We believe Bassett serves, therefore, as a perfect example of how we can train a cadre of students to see what medicine should look like in the future."

The announcement comes at a time when the Association of American Medical Colleges (AAMC) is calling for a 30 percent increase in U.S. medical school enrollment by 2015 to address the nation's physician shortage, which is especially severe in rural America. At the same time, the nation's medical schools are being called upon to explore ways to better equip physicians to deal with the issues driving the debate over health care reform, including quality, safety, efficiency and cost management.

New York State Health Commissioner **Richard Daines**, who spoke at the May 11 event, acknowledged the concern around the state over health care saying, "There is a lot of anxiety in upstate, western and central New York about the future of health care that sometimes gets focused on the hospitals and bed counts, but

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Under The Cupola: Working Together, We Serve Patients Better

As the warmer weather makes its way into our community and lives, I have a renewed enthusiasm about Bassett. There are many exciting things happening, including innovative programs and new relationships with health care providers in our region. The announcement of the medical school campus and great results on our patient satisfaction scores bring to light the high quality and innovative work we can do.

Last month, I started my annual rounds and discussions with staff on what is right and what is not quite right, yet. As Chief Operating Officer, I host these discussions by attending staff meetings, holding COO fora in the Clark Auditorium and visiting departments. I am always asked excellent questions and am struck by the commitment of staff to our organization. It is truly remarkable.

Bassett, like all hospitals in New York and other states, is faced with an economic climate that makes investment in our original plans difficult but never impossible. This can make working conditions challenging, yet folks continue to step up and

ensure the experience for the patient is better and better. The recent event of a small flood in the Central Service Department on a Sunday night really brought that to mind. As I talked with staff and we made plans to mitigate the event, the dedication, commitment and forward thinking among all involved was impressive. We had just a few hours to determine whether we would be able to care for our surgical patients the next day. Among the employees discussing this, there was no doubt that we would keep the schedule, because canceling cases meant patients who had prepared emotionally, physically and financially would be disappointed. We felt we had to find a way, and we did.

It is always an honor to serve beside you, learn from you and determine what senior leadership can do to help. Members of the senior leadership team strive to be open and accessible and to stay in touch with you, your issues and needs. We want to deliver on as many of those needs as we can. I have said since my arrival that we all bring equal value but have different jobs, and never is this more obvious than in the everyday conversations I have with all of you. Thank you for all you do for our organization and our patients, including your work with senior leadership to make this happen. I appreciate it.



Executive Vice President & COO
Bertine C. McKenna, Ph.D.

SPOTLIGHT ON SERVICE

ICU TEAM

Who they are: A group of about 50, including five intensivists who lead teams of residents; about 30 R.N.s and a few L.P.N.s in R.N. programs, six patient care associates and several nursing unit clerks. "It's a really tight, collaborative team," says Critical Care Nursing Director **Donna Anderson, R.N.**

Their customers: The sickest patients in the hospital, and their families. The unit's 14 beds are frequently full. Patients range from young accident victims to the very elderly and typically include one to five heart-surgery patients each week.

Their goal: To provide the very best care for critically-ill patients, including comfort care and in-depth discharge planning.

Their philosophy: "I try to take care of patients based on how I would want my family members taken care of, and I advocate for them in that way," says **Robin Lopez, R.N.**

WAYS THEY PROVIDE EXCELLENT SERVICE

Collaborative care: Multidisciplinary rounds involving not just the ICU team but representatives from Dietary, Social Work, Pharmacy and Case Management are held every Tuesday.

Open communication: Family members are invited to daily patient-care conferences and kept in the loop as things change. "I think it's important to be up-front," says **R.N. Nancy Morris**, who has worked in the ICU for 19 years. "When they come in, you let them know exactly what's going on." For the past year, the ICU has had an intensivist on the floor 24/7, providing greater accessibility for family members with questions.

Continuity: With the intensivist model and low ratio of nurses to patients, both the doctors and nurses get to know their patients very well. These relationships often extend beyond the crisis, with patients and families frequently returning to the ICU to thank the team.

Remembering that little things matter: For example, Lopez suggested moving a patient away from the ICU doors when a room in a quieter area opened up. The patient slept much better that night, and that made a big difference in how she felt the next day. "It's very gratifying to know that you can affect a patient's outcome and improve their overall well-being," Lopez says.



Participating in multidisciplinary rounds on a recent Tuesday morning, from left, were: ICU Assistant Nurse Manager Rico Agostino, R.N.; Case Manager Maura Coleman; Dietitian Holly Hobbie-Begeal; Social Worker Laurie Signorelli; and Intensivist Travis Hodgdon, D.O.



Tepsiri Chongkraitanakul, M.D., winner of the E. Donnell Thomas Outstanding Research Presentation Award for 2009.

RESIDENT RESEARCH PROGRAM OFFERS MANY BENEFITS

Thirteen residents presented posters this spring during the annual E. Donnell Thomas Research Day. Building on Bassett's strong tradition of research, the resident research program helps Bassett attract top-notch trainees and, in turn, benefits residents by giving them a leg up when they apply for fellowships.

"High-quality basic science work is especially rare at smaller hospital programs. Our ability to offer this gives Bassett an important competitive advantage in recruiting," said **Bill LeCates, M.D.**, attending nephrologist and Internal Medicine Residency program director.

The research program is voluntary. Residents are paired with faculty mentors, who supervise projects from start to finish.

Sometimes, projects are so successful that they are accepted for publication or presentation. Last fall, second-year resident **Atipon Kangwanpornisri, M.D.**, won second place at the American College of Physicians Upstate Associate Research Paper Competition in Rochester. He was also invited to present his poster in Philadelphia on April 23 as a finalist in the national competition.

Residents say the research experience is an important piece of their training. "It's very important to become familiar with research methodology in order to intelligently interpret medical literature, which is what guides current practice," said **Erin McKay, D.O.**, a second-year medicine resident whose project examines the link between asthma and obesity.

"Doing research on your own, you get to control all the variables; whereas reading it in a book, you base your assumptions on what someone else did," said **Tarun Bajaj, M.D.**, a second-year surgical resident whose project, "Preoperative Skin Preparation: One scrub or two?" found evidence that using two scrubs of a common preoperative antiseptic was much more effective at eliminating skin bacteria.

There are rewards for faculty preceptors, too. "The satisfaction comes from being able to pass on my knowledge and give them the opportunity," said Bassett Research Scientist **Michael Greene, Ph.D.**, who worked with three residents this year and will have six next year. "The word is out that there's some exciting stuff going on," he said, "and they want to be a part of it."

More information on resident research projects is available on the Bassett website at <http://www.bassett.org/edonnallprogram.cfm>

WELCOME NEW MEDICAL STAFF!



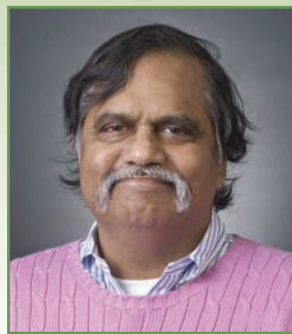
Daniel Schreiber, M.D.

Welcome, attending pathologist **Daniel Schreiber, M.D.**, board certified in anatomic and clinical pathology. Before joining Bassett, Dr. Schreiber was an attending pathologist at Christiana Hospital in Newark, Del. He earned his medical degree at the University of Medicine and Dentistry of New Jersey, New Jersey Medical School, and completed an anatomic and clinical pathology residency and a cytopathology fellowship at Beth Israel Deaconess Medical Center in Boston, Mass.



Brian Williams, M.D.

Brian Williams, M.D., has joined the Department of Family Medicine. Before joining Bassett, Dr. Williams worked in a primary care setting as a family physician for Kaiser Permanente in Colorado. He earned his medical degree at the University of Mississippi in Jackson and completed a family medicine residency at Exempla St. Joseph Hospital in Denver. He is a member of the American Academy of Family Physicians and the Wilderness Medical Society. Dr. Williams' clinical interests include sports medicine, wilderness and travel medicine, and preventive health care.



Pakkam Rajasekaran "Raj," M.D.

Pakkam Rajasekaran "Raj," M.D., has joined Bassett as a board certified psychiatrist and works in Inpatient Psychiatry. Dr. Raj, who has nearly three decades of experience as a psychiatrist, obtained his medical degree at Madras Medical College in India and completed residencies in psychiatry at Maimonides Medical Center and Brookdale Hospital Medical Center, Brooklyn, N.Y. Since 1995, Dr. Raj practiced in Maine at the Dorthea Dix Psychiatric Center, Bayview Center for Mental Health and Community Health & Counseling Services.



Ellen Hansen, CRNA

The Department of Anesthesiology has welcomed **Ellen Hansen, CRNA**. Hansen had provided anesthesia care at Somnia Anesthesia Services and she also worked at Metropolitan Medical Associates/Women's Choice in New Jersey. She received her associate of science degree in nursing at Rockland Community College and a Master of Science and Bachelor of Science at Columbia University School of Nursing.

Health Census '09, now the Upstate Health & Wellness Survey, will be launched in July

The 2009 Upstate Health & Wellness Study is a rural health study that will provide in-depth data on a seven-county region of upstate New York (with a total population of 377,397).

The study will invite approximately 55,000 residents of Otsego, Chenango, Delaware, Herkimer, Madison, Montgomery and Schoharie counties to participate in one of five different surveys. One general health survey will be sent to 27,000 households across the region to determine disease and injury rates, common screening behaviors, use of health care and community views on the biggest health-related needs.

The study will provide over a thousand new data points on rural obesity, access to health care, aging, common diseases, injury and healthy lifestyles. It will serve as the evidence base for a new collaborative effort between the Bassett Research Institute, seven county health departments and numerous other



health care providers and health agencies in the region to promote health and prevent disease. It will also build on 20 years of health data collected in the region by the Bassett Research Institute.

The study's three main objectives are to:

- Provide baseline data for new and existing community health promotion programs throughout the region;
- Assess this largely rural region in terms of 27 priority health indicators established by New York State Commissioner of Health Dr. Richard Daines; and
- Identify key geospatial, social and demographic factors related to living in rural areas that may explain rural-urban health differences.

"This is an enormous undertaking that will lay the foundation for improving health care and prevention activities throughout the region," said **Giulia Earle-Richardson**, Ph.D., principal investigator for the study. "We will also identify trends in disease and injury unique to life in rural New York."

Medical School

Continued from page 1

people who look farther in the future know the challenge is the health care work force." Daines said the Columbia-Bassett program is the kind of creative solution needed and will complement the state's efforts to entice doctors not just to pass through rural New York, but to establish roots here.

Dr. Henry Weil, Columbia's assistant dean for education, Bassett Healthcare, told those gathered, "Building the modern doctor of the future is a task that falls uniquely to places like Bassett. The problems facing health care today are problems of humanism, of safety and of evidence-based care. The goal of the Columbia-Bassett curriculum is to turn out skilled clinicians who are passionate about patient care, good communicators, adept at evidence-based medicine and accountable to society as responsible managers of the health care system." Weil hopes the program will serve as a demonstration model for other medical schools around the country.

Walter Franck, M.D., Columbia's senior associate dean for the Bassett affiliation, notes, "The medical students who participate in the Columbia-Bassett program will experience all disciplines of clinical medicine, ranging from the broad spectrum of primary care to the wide variety of subspecialties in medicine. Our goal is to educate them in excellent practice taught in a rural setting."

Columbia will expand its class size and offer 10 to 14 top-ranking students the opportunity to apply for acceptance to the Columbia-Bassett program. Recruitment will begin this year for the class of 2014. Thanks to the generous support of the Scriven Foundation, students who enroll in the program will receive \$30,000 per year in tuition support. Graduates will receive the standard Columbia diploma. Students will spend their first year and a half at Columbia's Manhattan campus. Bassett will be the host campus from the middle of the student's second year until graduation.

To learn more about the Columbia-Bassett Program, go to www.columbia-bassett.org.



Call Center Celebration

The role of Bassett's Call Center staff as goodwill ambassadors for Bassett was recognized with several celebratory activities the week of April 6. Balloons and posters adorned with staff photos decorated the Call Center, and staff delivered candy and cards to departments with which they work closely.

Call Center Director **Thomas Parrotti** said, "All of us are proud of the efforts put forth by our Call Center staff. They are an important part of Bassett Healthcare because of their ability to treat our patients in a caring and efficient manner during the access process."

All representatives within the Call Center received certificates of appreciation. The week's activities also included an ice cream social during which special recognition was given to **Nancy Ballard** (pictured above) for 30 years of outstanding work in Patient Access.

Opinion Survey Results Are In

Results of the 2009 Employee Opinion Survey are in and there are some very positive findings. This year, for the first time, the survey was available online in an effort to improve access and to save paper and time.

There is some very good news in the results. The overall score of all questions was 3.71 on a scale of 5. It is clear that Bassett staff members take pride in what they do, as the question "I'm proud to tell others I work at Bassett," scored 4.0 out of 5. Additionally, other areas where there has been significant organizational focus during the past few years showed high scores, including the following questions:

- My supervisor treats me with respect 4.28
- I'm proud to say I am part of the Bassett System when working at a network site. 4.22
- Supervisor serves as a role model. 4.14
- Patient safety is the top priority. 4.06
- Job responsibilities are clear. 4.02
- I would recommend Bassett as a health care provider to others. 4.00
- Bassett is a safe place to work. 4.01
- I am satisfied with my vacation time. 3.94
- I am satisfied with my medical benefits. 3.83

During the next few weeks, overall Bassett survey results and individual departmental scores will be shared in departmental meetings. Specific action plans to questions that show an opportunity for improvement will be developed jointly within each department. Plans are already under way to resurvey Bassett colleagues later in 2009.

Over 1,400 Bassett colleagues completed the survey. Thanks to all who participated! Congratulations to those areas with 100% participation as outlined below:

Departments/Units with 100 percent response rate and more than five employees

1. Accounting
2. Corporate administration
3. Central power plant
4. Charge entry
5. Electrical shop
6. Finance administration
7. Fund Development
8. Hamilton Dental Clinic
9. Hamilton Health Center
10. Laboratory administration
11. NYCAMH Occupational Safety
12. Little Falls Specialty Services
13. Radiology-Mammography
14. Tri Town Regional Hospital-Laboratory
15. West Winfield Health Center

Three Cheers!!!

!!!The Jan A. Schultes Memorial Award was presented to Bassett laboratory medical technologist **Connie Yerdon** during National Medical Laboratory Professionals Week. This annual award is given to a member of Bassett's Clinical Laboratory staff by her peers in recognition of professional excellence and enthusiasm in clinical laboratory sciences. Yerdon, who has worked at Bassett Healthcare since 1971, was chosen for the award because she is "dependable, knowledgeable, patient and kind." The award honors Judith A. (Jan) Schultes, a former Bassett medical technologist, who died in a car accident 25 years ago. At a recent celebration, Bassett's chief pathologist **Samantha Davenport, M.D.**, presented the award, along with Jan's husband, **Harley Schultes**.

!!!On May 13, the **New York Center for Agricultural Medicine and Health (NYCAMH)** accepted a Farm Safety 4 Just Kids (FS4JK) Professional Chapter of the Year Award for its outstanding contribution to the farm safety and health of children. NYCAMH conducted 60 events and reached more than 4,300 people in 2008. FS4JK is a national nonprofit organization that works to promote a safe farm environment to prevent health hazards, injuries and fatalities to rural children and youth.



From left: Harley Schultes, Connie Yerdon and Samantha Davenport, M.D.

Ambassador



Mike Quinn

"I feel fully invested in Bassett and very pleased to have been able to deliver care here over the years."

When several people were asked to provide one word to describe **Mike Quinn**, the following words were proffered—calm, thoughtful, integrity, caring.

Executive Vice President & Chief Operating Officer **Bertine C. McKenna, Ph.D.**, would no doubt agree with those words about our current Ambassador, as she stated in a nomination letter that Mike is a "wonderful leader, beloved by all, and respected by all, including his staff. He is consistently fair...open to change and advancements of the organization. He is kind to patients, patient with all of us, a true model leader and employee."

Mike's reaction to being selected as Bassett Ambassador? "Very surprised. I feel fully invested in Bassett and very pleased to have been able to deliver care here over the years." Mike, a physical therapist, has worked at Bassett for 21 years, and is currently director of Bassett's Regional Network Rehabilitation Services. In Cooperstown, he is responsible for six physical therapists, two physical therapy assistants, one physical therapy aide, one occupational therapist, one speech therapist and three secretaries, and he provides oversight to the six areas in the region where physical therapy services are offered.

When asked how physical therapy has changed over the years, he responded, "Patients are more aware of what they need and what they want from rehab services. I do a lot more teaching now, and the trend is toward doing less passive therapy (with the therapist doing all the work), to having the patient more active and doing most of the work, which is the best thing for patients to restore their function."

Mike and his wife, Peggy, who teaches at Cooperstown Central School, live in Hartwick, and have four grown children. They keep busy maintaining a small, organic apple orchard, and Mike also enjoys gardening and winter hiking.

Upcoming Events!

- **Friday, June 19, noon – 1:30 p.m.**
Bassett Healthcare Goes Blue for Men's Heart Health!
- **Sept. 22 Retirees & 2009 Bassett Ambassadors and Heroes Luncheon, 11:30 a.m. – 1 p.m.** Otesaga Hotel



BassettWORKS is a publication of Bassett Healthcare. President and Chief Executive Officer William F. Streck, M.D.; Editorial Board: Kara Ulasewicz, manager, Employee Relations; Ed Mintiens, program manager, Development Communications; Karen Huxtable, manager, Media/Public Relations; Editors: Leslie Raabe, Lisa Miller; Proofreader: Mary Ann Vunk; Design and Production: Maria Sohn Graphic Design; Printing: Carr Printing.

The deadline for the July issue is June 15.

Friends of Bassett Salutes the Corporate Sponsors of The 12th Annual Bassett Invitational For Their Philanthropic Leadership.

The Friends of Bassett expresses its gratitude to the following businesses and corporations for their sponsorship of the 2009 Bassett Invitational. The 12th annual fund-raiser took place at The Otesaga Hotel's Leatherstocking Golf Course on May 26. Over the past 12 years, the fund-raiser has generated more than \$1 million dollars for Bassett Healthcare initiatives, which help to ensure that people who live and work in central New York have access to Bassett's world-class health care services, programs and staff. New proceeds from the 2009 Invitational are designated to Bassett's Annual Fund.

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The Friends also thanks the members of the 2009 Invitational Committee who volunteer their time and expertise to make the fund-raiser a success:
James H. Empie, Dr. Roger MacMillan, Dr. Donald Pollock,
Robert B. Schlather, Matt Schuermann and Dan Spooner.