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An Information & Quality Healthcare (IQH) Publication Serving the Mississippi Healthcare Community

IQH Annual Session Highlighted with Updates, Derrick Award Recognition

Derrick Award 2011: Dr. William (Bill) Jackson

Dr. William (Bill) Jackson of Corinth has been named the A. A. Derrick Physician Quality Award recipient for 2011. The award recognizing outstanding support for quality health care has been presented since 1993 in memory of Dr. Arthur Derrick of Durant by IQH. Dr. James S. McIlwain, IQH president, in making the announcement at a recent IQH annual meeting, emphasized the time, thought and effort that Dr. Jackson has given in support of continuous quality improvement in health care in the state.

The annual meeting, held in conjunction with a Mississippi State Medical Association meeting, included Dr. McIlwain's giving a brief overview of the current Quality Improvement Organization (QIO) program with the Centers for Medicare & Medicaid Services (CMS).

Dr. Jackson, who is in family practice, has served as chairman and vice chairman of the IQH board of directors. A past president of the Alcorn County Medical Club, he is a member of the Northeast Mississippi Medical Association and the Mississippi State Medical Association. (See page 2)



Dr. Bill Jackson of Corinth, right, receives the Derrick Quality Award from Dr. James S. McIlwain.

Southaven Physician Is First U. S. Practice Submitting PQRS Measures by EHR

Dr. Magdi Wassef, a physician owner of Southaven Internal Medicine, shared his experience in submitting PQRS measures via EHR in an IHPC National Call on April 3. He has received recognition as the first practice in the United States to successfully submit PQRS measures via EHR for the 2011 reporting period.



The National Quality Improvement Organization Call April 3 featured Dr. Wassef describing the ease of submitting PQRS measures using his practice's electronic health record system and why he felt it was important. Dr. Wassef stated, "I am in love with being a physician again. After going through my PQRS submission, I found an amazing peace and contentment with my profession, feelings that have been hammered with uncertainty about the future for physician survival, especially stand-alone clinics like ours."

Dr. Wassef continued, "Emerging after this EHR implementation process, and now reflecting on how my job has gotten easier, I can for the first time quantify the quality of my work. Having this EHR and reporting on 100% of my patients allow me to set goals to excel and improve my own performance. It gives me a sense of satisfaction that I wish for every single physician to experience."

A provider call with Dr. Wassef is planned May 8.

IQH Board of Directors Election Underway

Ballots to elect members to serve on the IQH Board of Directors for the 2012 year have been mailed to the physician membership. Ballots should be marked and returned by May 7. The board is composed of seven physicians and eight non-physician members. The current board members are listed on page 2 of *Quality Matters*.



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Visit 'IQH Insights' at www.msqio.org

Tips and reminders will highlight **IQH Insights from Best Practices** on the new IQH website www.msqio.org. Reminders such as: *Handwashing is the number one preventive measure for reducing all healthcare-acquired infections. Lather hands with soap; wash entire hands including between the fingers and backs of hands for at least 15 seconds.*

Additional tips will be featured on a regular basis on the website.

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Dr. Jackson Is Derrick Award Recipient

Dr. Jackson is a past president of the Mississippi Academy of Family Physicians, where he has served on the board of directors, as secretary, and as vice president. He is a certified medical review officer.

A native of Kentucky, he is a graduate of Walnut High School, Northeast Community College and Mississippi State University. He received his medical degree from the University of Mississippi School of Medicine and interned at Baptist Memorial Hospital in Memphis. He is a longtime adjunct family member at Northeast Community College, works with nursing homes, and participates in local family practice preceptorships for medical students.

Among his many community efforts are the Boy Scouts, Rotary Club, Corinth Civil War activities, and the National Alliance on Mental Illness. A Mason, Shriner, and a member of the Civil Air Patrol, he is also an antique car restoration enthusiast and enjoys flying, scuba diving, furniture refinishing.

"We are proud to add Dr. Jackson's name to the plaque of Derrick Award recipients," said Dr. McIlwain. The plaque is on permanent display in the IQH office in Ridgeland.

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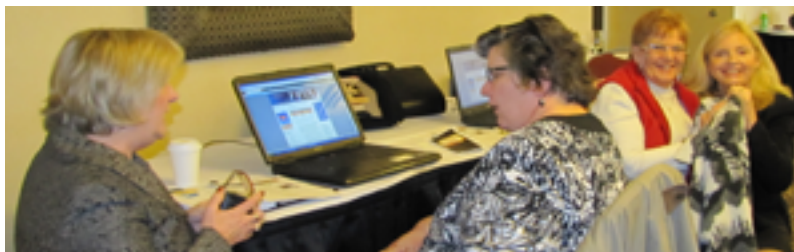
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Nursing Homes Project Leaders



Working with Mississippi nursing homes on efforts to stop the use of restraints and to reduce the incidence of pressure ulcers are these project leaders, Jane Kelly, RN, Pat Broadrick, RN, and standing, Brenda Townsend, RN. Recent in-service presentations have focused on disparities efforts, with information shared about non-Caucasian skin assessment in preventing pressure ulcers. For more information, call 601-957-1575, ext. 221, 249 or 250.

IQH's Nursing Home Advancing Excellence Exhibit



The exhibit for Advancing Excellence in America's Nursing Homes highlighted the IQH presence at a statewide Mississippi Health Care Association (MHCA) meeting in Ridgeland. IQH's exhibit offered the opportunity for nursing homes to sign up for the Advancing Excellence program. Discussing the sign-up process are, from the left, Margaret Leverette, MHCA member; Trannie Murphy, IQH quality department manager, who shared details of the QIO program at a general session; Jane Kelly, nursing home project leader; and Vanessa Henderson, right, MHCA executive director.

April is National Minority Health & Health Disparities Month. April is National Minority Health & Health Disparities Month is dedicated to improving the health of racial and ethnic minority populations by raising awareness of health disparities. The U.S. Department of Health and Human Services Office of Minority Health (OMH) brings to light the health policies and programs that will help eliminate disparities. The theme for this year's observance is, "Health Equity Can't Wait. Act Now in Your CommUNITY!"

Advancing Excellence in America's Nursing Homes Campaign

The Advancing Excellence in America's Nursing Homes Campaign continues efforts for broad-based quality improvement in nursing homes, including better clinical outcomes, enhanced quality of life for residents, and a stronger, more stable work force.

At the local level, a network of state-based coalitions known as LANEs (Local Area Networks for Excellence) function as Learning and Action Networks for local and regional stakeholders. IQH as the state's QIO is the LANE convener for the state. Brenda Townsend serves as the Lane contact.

Advancing Excellence represents a national network of 28 organizations, including Quality Improvement Organizations, nursing home professionals, long-term care associations, consumers and advocates.

The campaign provides free, practical and evidence-based resources to support quality improvement efforts in America's nursing homes. More than 1.5 million residents are in nursing homes.

Reducing Adverse Drug Events for Medicare Beneficiaries

IQH is building teams statewide to work together to reduce the number of emergency room visits, hospitalizations, and readmissions related to adverse drug events.

Brenda Townsend, RN, IQH project leader, is assisting healthcare providers in meeting the goals of the Reducing Adverse Drug Events Project. Two teams have been enrolled, and others are pending, according to Ms. Townsend, who is recruiting community-based teams to include physicians, acute care hospitals, skilled care facilities, residents and their families. Assistance includes providing educational programs for staff and tools helpful for resolving problems identified to reduce the possible occurrence of adverse drug events.

Participating team members in the project are using existing comprehensive medication management systems to improve the safe use of medications. Tracing potential adverse drug events as well as adverse drug events in target groups is included.

For more information about the project, contact Ms. Townsend at 601-957-1575 ext. 250.

IQH Working with IHI's Initiative: Project JOINTS

Hospitals in Mississippi, California, D.C./Maryland, Colorado and Wisconsin are taking part in Project JOINTS (Joining Organizations in Tackling Surgical Site Infections). IQH is working with the Institute for Healthcare Improvement (IHI) in recruiting hospitals to participate in the initiative.

Project JOINTS is focusing on an enhanced Surgical Site Infections (SSI) Prevention Bundle comprised of the current SCIP components plus three new SSI prevention interventions including: preoperative bathing or showering with chlorhexidine soap; preoperative skin antisepsis with an alcohol-containing agent and *Staph aureus* screening and intranasal mupirocin decolonization of *Staph aureus* carriers. The three interventions have been shown to provide reductions in SSIs, especially after hip and knee replacement.

Participating hospitals will receive free materials, resources, educational web conferences, and coaching from IHI faculty on how to test, implement, and spread the enhanced surgical bundle comprised of the three SSI prevention techniques.

Contact Pat Smith, RN, psmith1@msqio.sdps.org, for further information.

Care Transitions Learning & Action Network (LAN) Meeting Is April 18

The IQH LAN meeting focusing on "Reducing Hospital Readmissions Together as a Community Coalition" is April 18 from 9 a.m. to 3 p.m. The UMMC Conference Center/Jackson Medical Mall is the site for the meeting which has presenters representing physician champions, nursing home administrators, home health agency representatives, hospital performance improvement managers and patients.

IQH project leaders are Lisa Camel, RN, and Mary Helen Conner, RN.

Million Hearts Campaign

With broad public and private sector support for the Million Hearts initiative, state-level initiatives are drawing attention to Million Hearts campaign goals, including aspirin for those at high risk, blood pressure control, cholesterol management, and smoking cessation. Participants can join the campaign with a pledge through the site www.millionhearts.hhs.gov.

IQH collaborates with the state heart disease and stroke program and state health professionals and associations.

HAI LAN



Shown at the IQH Health-Acquired Infection (HAI) Patient Safety Learning & Action Network meeting are standing, from left, Pat Smith, IQH HAI project leader, and Pat Broadrick, IQH health educator; presenters at the meeting. Seated from left are Mary Jane Coleman, Mississippi State Department of Health HAI consultant, and Cindy Allard, HAI coordinator, Mississippi State Department of Health, who also spoke to participants representing hospitals from throughout the state.

Dr. Peeples Shares EHR Experience



Dr. Sam Peeples of Jackson and Carisa Nixon, RN, RHIA, IQH prevention specialist, discuss his experience with electronic health records prior to taping a webinar sharing details of the transition from paper to EHRs in his practice. "All physicians who have successfully implemented an EHR have expressed to IQH how difficult it is in the first stages and how long it takes but how astonished and delighted they are with the improvement in quality, time savings and self-determination it brings," said Debbie Miller, IQH Analysis Department manager.

IQH Proudly Announces: www.msqio.org

A new website www.msqio.org has been launched by IQH to share quality updates, events, and resources. As the state's Medicare Quality Improvement Organization (QIO), IQH partners with the Centers for Medicare & Medicaid Services (CMS) to coordinate improvement efforts for better health and affordable care. Among the items on the website are the Core Measures Help Booklet and the Core Measures Pocket Guide. The focus continues on improving patient safety and preventive care, working with Mississippi nursing homes, hospitals, physicians and beneficiaries with emphasis on community approaches to improving care.

Banner Encourages Success in Pressure Ulcer Prevention



Team members from North Mississippi Medical Center's Critical Care Unit-A show their progress in a pressure ulcer prevention campaign launched in 2010. The CCU-A team recently celebrated **342 days** without a pressure ulcer. The information-sharing transparency fostered accountability, and if a pressure ulcer occurred, everyone shared the lessons learned from the event. From left to right are Ashley Traylor, unit coordinator; Lori Stephens, RN, nurse manager for Surgical Intensive Care Unit; Shelia Sancillo, RN; Kayle Dampeer, RN; Leanne Presley, RN; Mary Timmons, RN; Joyce Armstrong, CNA; and Dusty McHenry, RRT. *(Photo courtesy NMMC)*

Thanks to North Mississippi Medical Center for sharing this success story. Share your strategies for encouraging team members as they strive to give the best in quality care for patients. Call 601-957-1575 or 1-800-844-0500 ext. 209 to share.

Reminders

- Eligible Subsection (d) hospitals must report Inpatient Structural Measures between April 1, 2012, and May 15, 2012.
- Eligible Subsection (d) hospitals must submit an annual Inpatient Data Accuracy and Completeness Acknowledgement between April 1 and May 15, 2012, for the FY 2013 Annual Payment Update (APU).
- April has included the observation of Public Health Week (April 2-8), as well as World Health Day on April 7.
- May is National Stroke Awareness Month. May 30 will be highlighted as National Senior Health & Fitness Day.

Update from the IQH Review Department **CMS Issues New Combined Notice of Medicare Non-Coverage**

The Centers for Medicare & Medicaid Services (CMS) is issuing a new combined Notice of Medicare Non-Coverage. This notice will replace the CMS 10123 (Original Medicare notice) and the CMS 10095 (Medicare Advantage notice). Providers are required to issue the new combined notices as soon as possible, but no later than May 1, 2012.

This combined notice retains the form number of the current Original Medicare Notice (CMS 10123) and the name of the Medicare Advantage notice (Notice of Medicare Non-Coverage or NOMNC). CMS also is issuing a new Detailed Explanation of Non-Coverage, or DENC, with the form number CMS 10124.

Home health agencies, skilled nursing facilities, hospices, and comprehensive outpatient rehabilitation facilities are required to provide a Generic Notice to beneficiaries to alert them that Medicare-covered item(s) and/or service(s) are ending and give beneficiaries the opportunity to request an expedited determination from a QIO. A Detailed Notice is given when the QIO review is requested in order to provide more explanation on why coverage is ending.

Call Stephanie Champion, RN, IQH Review Department manager, 601-957-1575 ext. 233 for further information. The website is www.cms.org.

News from IQH Partners

Cancer Prevention Study-3 (CPS-3) Attracts Area Participants

The American Cancer Society estimates that more than 15,000 Mississippians will be diagnosed in 2012 with cancer. Of that number, more than 6,300 will lose their battle.

Residents in the metro-Jackson and surrounding counties now have the opportunity to take part in a program called Cancer Prevention Study-3, or CPS-3.

CPS-3 aims to provide data to help researchers better understand this complex disease and the mechanisms of which to fight it. The American Cancer Society is following up to a half-million U.S. and Puerto Rico residents for the next many decades in this unprecedented investigation.

“Many individuals diagnosed with cancer struggle to answer the question, ‘What caused my cancer?’ In many cases, we don’t know the answer,” said Alpa V. Patel, Ph.D., principal investigator of CPS-3. “CPS-3 will help us better understand what factors cause cancer, and once we know that, we can be better equipped to prevent cancer.”

CPS-3 enrollment is made possible through a partnership with University of Mississippi Medical Center (UMMC). Volunteers in the study are between 30 to 65 years old and have never been diagnosed with cancer. Participants filled out a survey on information pertaining to lifestyle, behavioral, and other factors related to everyday health. A waist measurement is taken and small blood sample drawn. Those enrolled have a 20-30 year commitment to the study that will involve completing periodic follow-up surveys.

Beth Dickson is the Society’s lead staff coordinator for CPS-3. But she isn’t spending all of her time focused on coordinating enrollment logistics. Dickson is also a CPS-3 participant.

Researchers will use the data from CPS-3 to build on evidence from a series of American Cancer Society studies that began in the 1950s that collectively have involved millions of volunteer participants.

“Our previous cancer prevention studies have been instrumental in helping us identify some of the major factors that can affect cancer risk,” said Dr. Patel. “CPS-3 holds the best hope of identifying new and emerging cancer risks, and we can only do this if members of the community are willing to become involved.”

The Hammond-Horn Study and CPS-I and CPS-II confirmed the link between cigarette smoking and lung cancer, demonstrated the link between larger waist size and increased death rates from cancer and other causes, and showed the considerable impact of air pollution on heart and lung conditions.

Dr. Gail Megason, professor of pediatric hematology and oncology at the UMMC, endorses the study. My team and I are very big into clinical research,” said Megason. “I told them we talk the talk so it’s time to walk the walk. I am signing up and several of my nurses have signed up as well.”

Children cured of cancer become long-term survivors, she

said. “But the problem is they’re probably more at risk for getting cancer again because of genetic flaws. Studies like CPS-3 are important because they identify risks that these children may face as adults. If we know those risks, we can keep people healthier.”

More information about CPS-3 is available at www.cps3jackson.org, through email cps3@cancer.org, or by calling toll-free 1-888-604-5888. Enrollment took place March 27-30 at the University of Mississippi Medical Center facilities.

Jackson’s Mayor Johnson Supports ACS Program

In a press conference at the Jackson Medical Mall, Jackson Mayor Harvey Johnson expressed support for Cancer Prevention Study-3 or CPS-3 that will collect and provide data in the fight against cancer.



FAQ Document for Value-Based Purchasing Questions Is Posted on CMS Website

Answers to questions received through a recent feedback form for hospitals are available by visiting the CMS website <https://www.cms.gov/Hospital-Value-Based-Purchasing/>, then proceeding to the “Downloads” section. CMS provided the form after distributing the Dry Run hospital-specific performance reports that simulate the 2013 Hospital Value-Based Purchasing Program. The FAQ document will be updated until all questions have been answered.

“WHAT” is the name for Update

IQH Project Leader Submits Winning Name

The weekly update for QIO teams working on Care Transitions has been named the “W.H.A.T.” (Weekly Happenings Affecting Transitions). The name came from Mary Helen Conner, IQH project leader, in a contest held earlier in the year by the Integrating Care for Populations & Communities (ICPC) National Coordinating Center (NCC). The NCC shares the informative update on the Care Transitions project with members.