



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

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www.msqio.org

Available Tools:

"Treating the Constellation of Cardiovascular Disease Risk Factors to Goal" DVD offers four CMEs free through Oct. 15; contact Ramona Drake for information, 601-957-1575 ext. 231

"Core Measures Help Booklet for PC Practices"

"Core Measures Help Booklet" (AMI, HF, PN, SCIP, STK, & VTE)

Events

June 6 - 7
Mississippi Hospital Association Annual Leadership Conference in Point Clear, AL

June 11, 13, 18

Three June Programs Set

The 'Core Measures Help Booklet' has been updated and shared with IQH hospital contacts and is available on the IQH website (www.msqio.org). The 41-page pocket guide addresses AMI, HF, PN, SCIP, STK & VTE. It does not contain all core measures. Recent training sessions presented at IQH by Tracie Bennett and Dale Bridges have covered topics applicable to critical access hospitals. For more information, contact Tracie at tbennett@msqio.sdps.org, 601-957-1575 ext. 202.

"Hitting the Road to Improve Cancer Screening Rates in Mississippi" will be a focus at three June meetings scheduled in Olive Branch, Natchez, and Meridian. The Mississippi State Department of Health Comprehensive Cancer Control Program, the American Cancer Society and Information & Quality Healthcare (IQH) are co-sponsors of the programs that will offer tools, resources and evidence-based guidelines to help improve screenings in primary care practices. CMEs and a free dinner will be provided for the programs that begin at 6 p.m. and continue through 8:20 p.m.

The first program will be at Whispering Woods, 7300 Hacks Cross Road, Olive Branch, Tuesday, June 11. The presenter is Dr. Ziad Younes, a board-certified gastroenterologist and medical director for Gastro One of Germantown, TN. Olive Branch Link to register: <http://conta.cc/1aE5P8R>

The second site is the Natchez Convention Center, 211 Main Street, on Thursday, June 13. The presenter in Natchez is Dr. Durado Brooks, director of Prostate and Colorectal Cancer for the American Cancer Society. Natchez Link: <http://conta.cc/1aE5XFi>

The third meeting at Weidmann's Restaurant in Meridian on Tuesday, June 18, will include an emphasis on diabetes as well as cancer screening. The IQH special diabetes project continues to provide *Diabetes Self-Management Education* classes to patients in the Meridian area. Meridian physicians referring patients to the DSME classes are provided with resources and

Programs for primary care practices sponsored by the Mississippi State Department of Health Comprehensive Cancer Control Program, the American Cancer Society and IQH offer tools, resources and evidence-based guidelines on improving screenings. 6 -8:20 p.m. in Olive Branch, Natchez, and Meridian (see related story)

June 19-21
Mississippi Health Information Association (MSHIMA) Meeting, Hattiesburg; go to www.mshima.org

July 11, 10 a.m.
Webinar on community coalition creation to reduce readmissions (see related story)

tools to assist them in improving diabetes in the area. Dr. Marshall Bouldin, chief medical officer of the Diabetes Care Group of Jackson, and Dr. Maya Siva of Meridian, a board-certified gastroenterologist, will be presenters at this third and final program. Meridian Link: <http://conta.cc/10Cm1XI>
Contact Carisa Nixon or Millicent Shelby for more information, cnixon@msgio.sdps.org or millecent.shelby@msdh.ms.gov

Care Transitions Webinar Is Scheduled

An online event focusing on creating a community coalition to reduce readmissions is scheduled for Thursday, July 11, at 10 a.m. The statewide Learning & Action Network (LAN) webinar will feature information from three champions of change in an evolving community using Eric Coleman's Care Transitions Coaching Intervention. Focus will be on increasing patient activation through the efforts of physicians, acute care hospitals, nursing homes, home health agencies, hospice and the Area Agency on Aging. Contact Mary Helen Conner, BSN, MPH, MCHES, mconner@msgio.sdps.org or 601-957-1575 ext. 219, for information on joining the July 11 event.

'Talk With Your Doctor'

The Centers for Disease Control and Prevention (CDC) has partnered with five medical societies (AMA, AAFP, AAP, ACP and ACOG) to support an initiative called "*Talk With Your Doctor*," which encourages smokers to talk with their health care providers about quitting. From May 27 through June 2, select *Tips From Former Smokers* television ads as well as digital and online ads have been featured with the tagline: "*You Can Quit. Talk With Your Doctor for Help.*"

The goal of this initiative is to engage health care providers and encourage them to use the *Tips* campaign as an opportunity to talk with their patients who smoke about quitting. The initiative can also serve as a reminder for smokers to talk with their health care providers about effective methods to help them quit.

The Centers for Disease Control and Prevention (CDC) launched a continuation of its groundbreaking national tobacco education campaign in April to increase awareness about the negative health effects caused by smoking and secondhand smoke exposure and to encourage smokers to quit. The campaign, *Tips From Former Smokers*, features former smokers who have experienced smoking-related diseases at a relatively young age. The ads, which first aired in 2012, have been highly effective in motivating smokers to quit,

with calls to the toll-free 1-800-QUIT-NOW quitline (1-800-784-8669) more than doubling compared with the same 12-week period in 2011.

"Physicians play an important role in helping patients take steps to improve their health," said Tim McAfee, MD, MPH, director of the Office on Smoking and Health at CDC, and a primary care physician. *"Patients with tobacco dependence should be identified and treated in the same way that patients with diabetes, hypertension, or other health issues are identified and treated. We hope that this initiative provides a conversation starter for physicians to proactively talk with their patients about how they can quit smoking."* More information is available at www.cdc.gov/tips. For health care provider resources on how to talk with their patients about smoking, visit www.cdc.gov/tips/hcp/

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