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Health Care Matters: Caring for others from a different background

By David Tilstra, MD, Clinic President

Central Minnesota is rapidly changing with many new immigrants. It certainly makes life more interesting, but it also presents a lot of challenges. Beyond the ethical and moral obligations to treat others as we would like to be treated, there are many practical issues that arise from caring for others from a different background. Some of the issues could be presented simply by putting ourselves in their shoes. How comfortable would you be if your 11-year-old child interpreted your medical symptoms to someone who speaks a different language. Would you trust the provider’s instructions? What about signing a consent for surgery written in a foreign language? What if you were admitted to a hospital and were served food that you had never seen before (while you don’t feel well)?

Diversity from the perspective of those of us who grew up in the U.S. is sometimes a difficulty to be worked through. For those who come from a different background, the cultural and language barriers are a huge obstacle, made even worse when health problems occur.

Engage every patient: One touchpoint at a time

by Rachel Stack, Customer Service coordinator

How can we improve patient service today? Bryan Williams, from B. Williams Enterprise — a Customer Service Training and Consulting Company, advises we should begin with our touchpoints.

From his blog, Williams states: “A touchpoint is any moment of interaction between two parties. If I pass you in the hallway, that’s a touchpoint. When you answer the phone, that’s a touchpoint. When you open the door for someone, that’s a touchpoint. If you think about it, there are literally hundreds of touchpoints in a typical workday. Now here’s the interesting part; every touchpoint has either a deposit or a withdrawal. If I’m a CentraCare Clinic employee, and I pass two customers in the hallway without acknowledging then, that’s a withdrawal. If I give eye contact and smile, that’s a deposit. Better yet, if I give eye contact, smile, stop, give a greeting and offer assistance then that’s an even bigger deposit. This same concept works for every touchpoint, every time.”

My challenge to you is to identify your department’s touchpoints. As a team, discuss your touchpoint opportunities, challenges, deposits and withdrawals. Many team members already are making great deposits each day. Engage them and have them share with the entire team. Let this be our year for maximizing every touchpoint, for every patient, at every possible moment. I hope our patients will leave with the thought, WOW, they didn’t have to do that!

Patient Satisfaction Scorecard

<table>
<thead>
<tr>
<th></th>
<th>Mean Score</th>
<th>Percentile Rank</th>
<th>FY 2013 goal</th>
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<tbody>
<tr>
<td>CentraCare Clinic</td>
<td>91.3</td>
<td>66%</td>
<td>90.9</td>
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Data based on 15,354 surveys received since 7/1/12. Rank compared to 700 other medical practices.

Recognizing quality work at CentraCare

CentraCare Health System - Sauk Centre clinic staff received CentraCare Clinic’s 2012 Quality Award for their focus on quality and service excellence.

We also recognize the hard work of all the nominees to improve patient care. They include: Melrose Clinic - LDL Control and PHQ-9 Workflow; Big Lake Clinic - Optimal Asthma Care; St. Joseph Clinic - Service Excellence Focus; Long Prairie Team and Michelle Lais - “White Board” Communication Tool; Internal Medicine Kathy Katka, Stacy Peterlin and Patty Weller - Asthma Improvement.

Complete health assessment by March 31

Go from curious to serious about your health. Log on to www.centracarewellness.com and complete your Health Assessment. In less than 15 minutes, you’ll find out if you’re at risk and link to resources and tools you can use immediately to ensure a healthier future. Remember: taking the health assessment earns you 250 Reward Points!
Welcome to these new employees
Kelly Caspers, Nursing, River Campus
MaryJo Freborg, Referrals, Plaza Internal Medicine
Laura Kantor, Ultrasound, Women & Children
Liz Krekelberg, Health Care Home, River Campus
Shari Lingen, Clinic Services, Becker
Sharon Samson, Executive Assistant, River Campus
Betty Sweeter, Clinic Services, Plaza Family Medicine

Employee recognition for years of service
25 Years: Janet Schlangen, Business Center
20 Years: MaryJo Freborg, Plaza Internal Medicine
15 Years: Carolyn Doucette, River Campus; Cathy Largent, Business Center; Sarah Lemieux, Plaza Internal Medicine
10 Years: Denice Borgen, Business Center; Cecilia Tylutki, River Campus
5 Years: Laura Erickson, Plaza Family Medicine; Kim Hatling-Love, River Campus; Kelly Nagel, Dermatology

Employees receive L.I.F.E. Program discount
David Kroska, MD, gives you the knowledge needed to lose weight safely and permanently and to gain a lifetime of health through sound nutrition and lifestyle changes. The LIFE program focuses on wellness and primary disease prevention covering the spectrum of chronic diseases. A $375 fee covers eight two-hour weekly sessions; three books; and a follow-up appointment. The next class begins April 2. Registration deadline is March 25. For more information, call (320) 654-3630, ext. 70291. (CentraCare employees who complete the health assessment will receive a $200 discount off the L.I.F.E. program cost.)

Cultural competency - CME for providers
Nationally, 97 percent of physicians treat Limited English Proficient patients. A survey of CentraCare providers revealed that 75 percent believed additional training in cultural competency is needed.
A one-day CME event is scheduled for April 10 at River’s Edge Convention Center, St. Cloud. This CME activity is approved for AMA PRA Category 1 Credit™.
For registration information, see the program brochure.

Communication for Diverse Populations
This April 15 day-long educational program at CentraCare Health Plaza will share information about:
• diverse populations;
• best practices in the provision of culturally and linguistically appropriate health care;
• tools to apply to your life, work, organization and community to improve the health of diverse populations.
Cost is $70 for employees. For more information, call (320) 255-5642 or view the program brochure.

Expanding our diabetes education reach
CentraCare Diabetes Center is rolling out Diabetic Self Management Education (DSME) to the primary clinic setting. Diabetes educators and RNs from the CentraCare Diabetes Center will see patients individually and in group settings at Plaza Family Medicine and St. Joseph locations starting March 18. Reports demonstrate that patients who receive DSME at their primary clinic are more engaged in their plan of care and diabetes self management improves.

Important reminders for employees
For medical expense or dependent care reimbursements:
1. Please do not include your sixth digit or check digit on your forms.
2. Please staple documentation to the back of form.
3. Receipts MUST include date(s) of service, not the date paid, including credit card receipts and online payments.
4. If your HRA has been exhausted, please include documentation of this with the medical insurance EOB. You can obtain this information at bluecrossmn.com/centracare or submit the statement received from your Select Account when your HRA is exhausted.

Did you experience a life-changing event?
If you experience a marriage, divorce, new dependent, etc., please update your information with Human Resources.
To update your marital status, address, phone number or emergency contact, please complete the Data Change Form. To update your beneficiary, please fill out the Benefit Enrollment Form and complete the beneficiary information.

Medical plan network discount changes
With the Jan. 1 change from MMSI to BC/BS, employees may notice a difference in how network discounts are applied to services received. With MMSI, the same percent discount was applied to all types of claims at a particular provider. However, with BC/BS, the amount of the network discount is determined by the type of service received (office visit, lab, X-ray, surgery, etc.). The network discount may range from 1 to 80 percent. Our plan coverage didn’t change, but the coinsurance varies depending on the type of service received.
New name, new location, same great people

CentraCare Clinic – Heartland is moving April 29 to its new location at CentraCare Northway, 1555 Northway Drive, just blocks away from the current location. With this move, the clinic name will change to CentraCare Clinic – Northway Family Medicine. The clinic and CentraCare Pharmacy – Northway will be on the first floor and CentraCare Family Health Center (now called Mid-Minnesota Family Medicine Center) will be located on the second floor. The University of Minnesota/St. Cloud Hospital Family Medicine Residency program also will move to this new location, but will retain the same name.

Join us for an Open House from 5-7 p.m. May 2 at CentraCare Northway, 1555 Northway Drive. Tours will showcase the clinics, residency program and pharmacy. Refreshments will be served. For more information, call (320) 251-1775.

Collaborating with the community

CentraCare Clinic – Heartland has started providing pre-employment exams, drug and alcohol screening as well as workers’ compensation visits for Anderson Trucking. The site averages approximately 10 pre-employment DOT exams and drug screens every Monday.

More books for the kids!

The providers and staff of CentraCare Clinic – Women & Children send thanks to the United Way Imagination Library for its generous donation of books for pediatric patients. These age-specific books are given to children at well-child checks each year through age 5. The donation complements the clinic’s Reach Out and Read program which has a similar mission to get books in the hands of children early in life.

MyChart expands to hospital, ER patients

A MyChart activation code automatically will print on all CentraCare inpatient and emergency room patients’ after-visit summaries at discharge, giving patients the opportunity to activate their MyChart account after both clinic and hospital visits.

Pelzel achieves certification

Jamie Pelzel, MD, CentraCare Heart & Vascular Center, received American Board of Internal Medicine certification in advanced heart failure and transplant cardiology. This certification encompasses the special knowledge and skills required of cardiologists for evaluating and optimally managing patients with heart failure, particularly those with advanced heart failure; those with devices, including ventricular assist devices; and those who have undergone or are awaiting cardiac transplantation.

Drive-through colon cancer screening

During March 2013, pick up a free screening kit available at the drive-up window at CentraCare Pharmacy, St. Cloud Hospital or at the Coborn Cancer Center at CentraCare Health Plaza. Must be age 50 or older. One kit per person with signed consent form. Limited kits available.

New River Medical Center affiliation update

Since January, CentraCare has operated New River Medical Center (NRMC) under a management agreement signed by both organizations. During this time, we have been working toward finalizing the lease and affiliation agreements. After the completion of pending due diligence and final approval by the CentraCare Health System Board of Directors, the affiliation will move forward.

The approved lease and affiliation agreements confirm CentraCare’s pledge to strengthen and grow local health care services. CentraCare’s commitments to the Monticello community include plans to:

- Reopen an obstetrics and birth center by Spring 2014.
- Recruit and maintain primary care and specialty providers who support local health care.
- Invest in facility, capital and technological advances
- Maintain, develop and grow services locally
- Ensure financial viability through commitments regarding current debt and offsetting operating losses.
- Encourage and enable continued local input for health care through community representatives on a local governing board.
- Provide opportunity for current employees of NRMC to become employed with the new CentraCare affiliate organization.

Registered dietitians - your nutrition experts

CentraCare Health System has more than 35 registered dietitians who assess, counsel, educate and promote health and nutrition. Dietitians are nutrition experts and are available to assist you and your patients. Patient outcomes improve with nutrition and lifestyle intervention. Dietitians are located on every unit of our hospitals in St. Cloud, Melrose, Sauk Centre and Long Prairie as well as at clinic sites and St. Benedict’s Senior Community. Ask the dietitian on your unit or call ext. 52444 for further information regarding services available for your patients.

Our primary care access has improved

Thanks to successful physician recruitment efforts, CentraCare Clinic’s primary care access has improved in both family medicine and internal medicine. If you know of someone who may be looking for a new primary care provider, please remind them to call CentraCare first!

Happy St. Patrick’s Day!