

The Rx

The Physician Newsletter
Robert Wood Johnson University Hospital at Rahway

**WELCOME TO
OUR
NEW MEDICAL
STAFF
MEMBERS**

RAMON FERNANDEZ-LEDON, MD
GASTROENTEROLOGY
UNION, NJ

JASON GALANTE, DPM
PODIATRY
SPRINGFIELD, NJ

LYNN MCCOY, DO
EMERGENCY MEDICINE
RAHWAY, NJ

RAJESH PATEL, DO
FAMILY PRACTICE
LINDEN, NJ

RANDY ROWLANDS, MD
INTERNAL MED/GERIATRICS
OLD BRIDGE, NJ

BALJIT SAPPEL, MD
HOUSESTAFF PHYSICIAN
RAHWAY, NJ

ANUBHA SINHA, MD
INTERNAL MED/CRITICAL CARE
PERTH AMBOY, NJ

SAMIR SUTARIA, MD
INTERNAL MED/NEPHROLOGY
EDISON, NJ

New Radiology Group...

Did You Know...



S&D Medical is the new contracted radiology group at Robert Wood Johnson University Hospital at Rahway under the medical direction of **Gary Kronfeld, MD**.

As a 60+ person radiology group, which includes interventional radiologists, neuroradiologists, body imagers, mammographers, musculoskeletal, and nuclear radiologists, S&D currently provides professional services to a number of community hospitals and imaging centers throughout New York State. Interconnected by web-based teleradiology, allowing for immediate consultation and emergency readings *at all times*, S&D specializes in neuro, MSK, body, interventional, breast imaging, PET, MRI, CT, and ultrasound. S&D will staff the hospital with dedicated and local radiologists who will be fully supported by the rest of the Group. And, since S&D is a purely private practice group, they focus on a service-oriented approach to fully meet your needs and the needs of your patients.

Feel free to visit the group's Web site at www.sd-medical.com to learn more about their services and years of experience.

CME Schedule

The Hospice Can Do More Than You Think

Kathleen McMahon, RN, M.Ed., MA, CHPN
Manager, Palliative Care & Hospice, RWJUHR
Wednesday, September 3

Tumor Board Conference

Barry Benisch, MD
Wednesday, September 10

Atrial Fibrillation—Ablation or Not

Kataneh Maleki, MD
Cardiac Electrophysiology
UMDNJ-Robert Wood Johnson Medical School
Wednesday, September 17

Radiology-Pathology Conference

Members, Radiology & Pathology Depts.
Wednesday, September 24

**All CME programs will be held in
Conference Room #1 and
begin @ 11:30a.**

IMPORTANT

Be Sure To Use
E-PRIV
to confirm all Medical Staff
Privileges &
Contact Information



E-priv.url

Foundation News

The Rx...the back page



SAVE THE DATE!

The 17th Annual Fashion Show for the benefit of RWJUH Rahway will be held this year on Saturday, November 1st. We invite all of our special women – doctors, wives, family and office staff to join us. Enjoy a delicious luncheon at the Bridgewater Marriott and a musical

fashion show presented by Journey Productions.

Physician office staff members are invited to participate in the 4th Annual Fashion Show Basket Contest. All themed entries will be included in the boutique auction at the Fashion Show, and the minimum value for each entry is \$75. Prizes will be awarded for Best Overall, Best Interpretation of Theme and Most Artistic. **Please submit your entry to the RWJUH Rahway Foundation Office by Friday, October 3rd.** Last year Dr. Eugene Lind's and Dr. Carlos Burnett's office staffs participated.

Reservations are \$60 per person. For information, call Marie Galvin, 732.499.6113 or e-mail foundation@rwjuhr.com.

RIPA donated to hospital

The now dissolved Rahway Individual Practice Association made a generous contribution to RWJUH Rahway Foundation in memory of its administrator, Donna Escalante. Foundation Chairman, Joe Gibilisco, presented a memorial plaque for her dedicated service to RIPA to her husband, Frank.

Pictured (l to r): Department of Urology Chairman, Franklin Morrow, M.D., Frank Escalante; RWJUH Rahway Foundation Chairman, Joseph D. Gibilisco; RWJUH Rahway Foundation trustee, Christine Kline; and RWJUH Rahway Foundation President, Marlene H. Lubinger.



Eclipsys Success Story

Robert Wood Johnson Rahway is currently in the process of implementing the **Eclipsys Sunrise Clinical**

Manager (SCM). During the implementation process, it is extremely important to receive physician input on the new system and to assist in the process. **The importance of physician involvement was evident at a hospital in Boca Raton, FL, where physicians were engaged early on in the implementation process.** Physician user groups were established to help develop and implement the hospital's specific system order sets, custom functionality and embedded clinical content.

The active participation of the hospital's medical staff has helped achieve some of the following outcomes:

- 15 percent reduction in average length of stay for patients with hip fractures when physicians utilize evidence-based clinical pathways in Sunrise Clinical Manager.
- 81 percent increase in smoking cessation counseling (exceeds national average) and 63-percent increase in use of deep vein thrombosis (DVT) prophylaxis for patients presenting with stroke or congestive heart failure.
- 42 percent reduction in overall time to administer antibiotics for patients with community-acquired pneumonia
- 50 percent reduction in time to treatment for patients with critically low potassium when using a clinical alert for patients with low potassium.

RWJ-Rahway has created a **Physician Advisory Committee** to receive constructive feedback during the implementation process. If you are interested in joining the Committee, please contact Denine Izzi at (732) 499-7707.

Phase I of the project is scheduled to be completed by December 2008.



Robert Wood Johnson University Hospital at Rahway
865 Stone Street
Rahway, NJ 07065

**We want to hear from YOU....
Be on the look out for our
Physician Satisfaction Survey
this September!!**

A Bi-Monthly Publication of the Physician Strategic Development Office

Comments? Call (732) 499-6451 or email twoodard@rwjuhr.com