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# OnCall

Spring 2009

A Newsletter for the Physicians and Office Managers of the Lourdes Health System

[www.lourdesnet.org](http://www.lourdesnet.org)

## Do You Know What Your Patients are Saying About You?

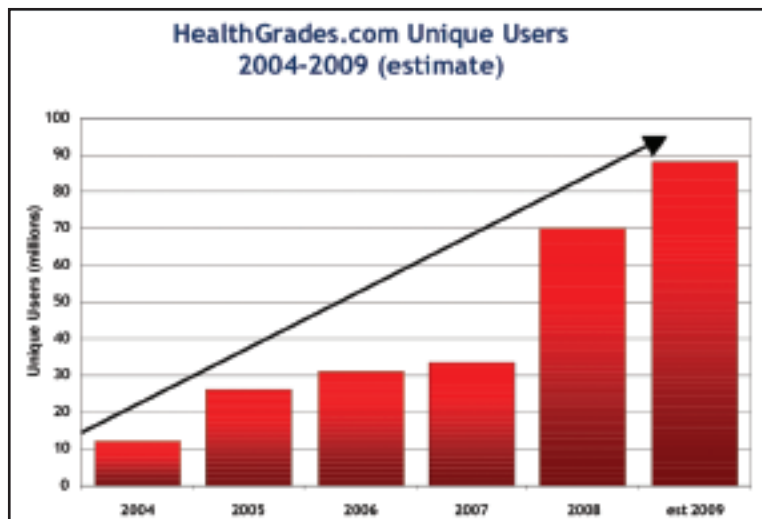
A study published last year by the Center for Studying Health System Change found that half of all consumers still used “word of mouth” as their primary source for physician referral.<sup>1</sup> This study generated a great deal of publicity since it found use of online provider information to be generally low—between 3 and 11 percent, compared to physician recommendations (38 percent). However, this study looked at all consumers and not specifically insured, educated females ages 35 to 64: the “sweet spot” of healthcare Web surfers. This demographic is highly likely to use social networking as a tool to review and choose practitioners, taking “word-of-mouth” to a level never attainable before.

### Everyone is in the Business

Web sites like [www.healthgrades.com](http://www.healthgrades.com), where consumers find both hospital ratings as well as physician profiles, is a typical site employed by this demographic. HealthGrades, which averaged over 1 million unique visitors a month in 2004, now reports over 6.5 million monthly unique visitors. It is here that consumers can view details on doctors' education, years in practice, office location, malpractice history and disciplinary actions. Most information is available for a fee, though some doctors or institutions provide them to the public free of charge. These reports also include a survey where consumers may answer key questions concerning office wait time, friendliness, trust and recommendation for family and friends.

Other sites like [www.findadoc.com](http://www.findadoc.com) and [www.doctorscorecard.com](http://www.doctorscorecard.com), which are devoted specifically to physician location, profiling and rating, have now been joined by well-regarded consumer sites with track records in non-medical fields. Angie's List, a fee-based site where consumers share first-hand reports on contractors, has now added doctors and dentists. Likewise, Zagat has expanded its restaurant and hotel enterprise to now include doctors as well.

*Continued on page 2*



*HealthGrades.com averaged over 1 million unique visitors a month in 2004, but has seen exponential growth. Its site, which profiles hospitals as well as physicians, uses Web site optimization tools to drive traffic. At press time, the site was averaging over 6.5 million unique visitors a month, with projected annual visitors of close to 90 million.*



## Tips for Maintaining Your Online Image

Help keep your Internet profile in good standing with these tips adapted from a recent issue of Physicians Practice Pearls:<sup>2</sup>

- **Assign staff** to regularly monitor your profile online.
- **List yourself.** Contact sites to provide your data. That includes all hospitals where you are on the medical staff.
- **Correct any incorrect or missing information.**
- **Respond to online comments just as you would to an angry patient in your office.** Be calm. Avoid condescension. Take the position that you want to resolve the problem. It may be worth joining a site like Angie's List to see how professionals in other fields respond to unhappy clients. You will see how this tactic often gets the client out of their “penalty box.”
- **Promote your listings to your patients and to friendly colleagues.** Post a sign in your office to encourage patients to rate you and post comments to reputable sites.

<sup>1</sup>Tu, HT and Lauer J. Word of Mouth and Physician Referrals Still Drive Health Care Provider Choice. Research Brief No. 9. Center for Studying Health System Change. December 2008. Accessed March 5, 2009. <http://hschange.org/CONTENT/1028/>

<sup>2</sup>Zupko, K. How Do You Rate Online? Physicians Practice Pearls. November 6, 2008. Vol. 9 No. 45.

## Lourdes Burlington Adds Digital Mammography, DEXA Scans

Lourdes Medical Center of Burlington County has added digital mammography and bone densitometry (DEXA) scans, the latest modalities in women's imaging.

The GE Healthcare Senographe Essential Full-Field Digital Mammography system is the most advanced technology of its kind available, allowing for precision imaging of diverse body types, including women with heterogeneously dense or extremely dense breasts. The system features computer-aided detection, which allows physicians to better pinpoint abnormalities than with traditional X-ray film.

In addition, the image is ready to be read in 10 seconds—meaning less waiting time and fewer repeats for the patient.

“Digital mammography will afford us the potential and opportunity to identify more patients at risk for the development of breast cancer, hopefully putting us in a position to prevent the process,” said **Arnold Baskies, MD**, chief of the section of general, oncologic and breast surgery. “It will also help us with treatment planning, allowing us to offer more options to the patient, as well as predicting who has multiple breast cancers.”

The GE Healthcare Lunar Prodigy Advance densitometer can effectively determine a patient's risk for osteoporosis, identifying bone loss at major fracture sites, such as the spine, femur and hip. The scan also can provide total body composition assessment, 10-year fracture risk, spine and dual femur bone mineral density and dual energy vertebral assessment. Computer-aided detection automatically flags characteristics of scans that require closer attention.

Other women's imaging modalities at the hospital include ultrasound, breast MRI and stereotactic breast biopsy. **Appointments for all tests are readily available—call 1-877-277-8547.**

## Lourdes Pioneers Tool for Coronary Intervention

Our Lady of Lourdes Medical Center recently became the first hospital in New Jersey to employ excimer laser ablation for percutaneous coronary intervention (PCI), allowing nonsurgical treatment for complex coronary lesions.



Interventional cardiologists **Timothy Morris, DO**, and **Ashfaque Unwala, MD**, performed the first coronary atherectomy procedures using the Spectranetics ELCA laser catheter.

“The laser vaporizes the clot. You get a nice opening through which the balloon and stent can then be deployed,” said Dr. Morris.

The laser is an FDA-approved device and in coronary cases is indicated for:

- occluded saphenous vein bypass grafts;
- ostial lesions;
- long lesions greater than 20 millimeters;
- moderately calcified stenoses;
- total occlusions traversable by a guide wire;
- lesions which previously failed balloon angioplasty, including those lesions that were treated unsuccessfully by percutaneous transluminal coronary balloon angioplasty;
- in-stent restenosis (in 316L stainless steel stents) prior to brachytherapy.

**For more information, call the New Jersey Heart Institute at Lourdes at 856-365-4072.**

## Do You Know...

*Continued from page 1*

### What's in Your Report?

For the practicing physician, this all can be unnerving. What to do? **Carol Lynn Daly**, marketing director for Lourdes Health System, suggested that physicians first start by “googling themselves.” “You may be surprised to learn that you are profiled on a number of Web sites. Besides HealthGrades, physicians also are profiled for free on [www.ucomparehealthcare.com](http://www.ucomparehealthcare.com), [www.vitals.com](http://www.vitals.com) and [www.ratemds.com](http://www.ratemds.com),” Daly said. Doctors may find that no one has bothered to rate them as yet, but it is worth a periodic check. (See the box on the previous page on maintaining a good Internet profile).

There is a more assertive means of responding to negative online reviews. Some physicians are confronting what they call “Internet defamation” by asking patients to sign a waiver agreement in which they agree not to post online comments about the doctor, the doctors' expertise or treatment. However, Daly advised, it is better to make sure patients have a good experience, so there is no danger of a bad review at a later date. “From a customer relations and transparency point of view,” she added, “asking patients to sign such a waiver may send the wrong message. If you find you do have an undesirable online comment, respond to it calmly and evenhandedly. Readers know when a reply is genuine and weigh it against the complaint.” She also noted that, when there are multiple online comments, the reader will excuse a minimal number of negative comments when the majority are positive.

Daly also suggested that negative ratings are an opportunity for physicians to take an honest look at their office and communication skills and see if there is perhaps a better way to do things.

**To learn more about Lourdes Health System's partnership with HealthGrades, contact Daly at 856-382-1797.**

# Hats Off to Lourdes Doctors!



On Monday, March 30, Lourdes Health System celebrated National Doctor's Day with special luncheons for the medical staff, giveaways and displays honoring physicians' years of dedicated service.

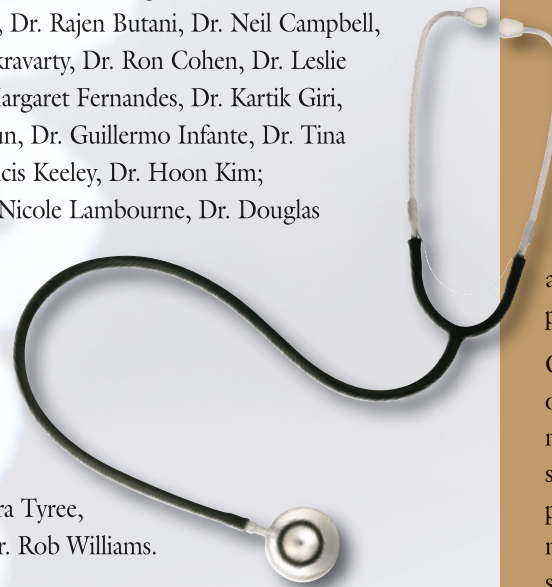
Lourdes associates, physicians and volunteers also compiled their own "top docs" list. More than 200 nominations were received at both hospitals, including some doctors who were named multiple times. The nominations were on display throughout the hospitals during the week. Congratulations to these doctors nominated:

## Lourdes Medical Center of Burlington County:

Dr. William Antonelli, Dr. Scott Asroff, Dr. Andrew Assiamah, Dr. Orin Atlas, Dr. Thomas Barnes, Dr. Jordan Barnett, Dr. Arnold Baskies, Dr. Jeffrey Becker, Dr. Robert Belafsky, Dr. Lester Bowie, Dr. Ouida Brown, Dr. Gary Buck, Dr. Robert Calvo, Dr. Luis Cervantes, Dr. Hyun Chang, Dr. Kenneth Chen, Dr. Elliott Coleman, Dr. Neerja Dube, Dr. David Eakin, Dr. Joseph Farrell, Dr. Eduardo Fernandez, Dr. Robert Fumento, Dr. Nishith Gami, Dr. Fredric Goldberg, Dr. Robert Goldlust, Dr. David Greenbaum, Dr. Devkumar Gupta, Dr. John Hamaty, Dr. Donna Hogue, Dr. William Holaday, Dr. Michael Horn, Dr. David Hulbert, Dr. Richard Ing, Dr. David Ingis, Dr. Robert Ishak, Dr. Thomas Kayal, Dr. Bruce Kimmel, Dr. Steven Kirshner, Dr. Steven Klier, Dr. Joe LaMotta, Dr. John Lee, Dr. Steven Litvack, Dr. Randall Maguire, Dr. Pravinkumar Mashru, Dr. Stuart Mest, Dr. Gregory Mukalian, Dr. Michael Okin, Dr. Yashvantkumar Patel, Dr. Benoy Paul, Dr. Efrain Paz, Dr. Alan Penziner, Dr. Adam Perzin, Dr. Donald Petroski, Dr. Marc Platt, Dr. Irving Ratner, Dr. Louis Ruvolo, Dr. Bruce Saffran, Dr. Gnana Seagram, Dr. Camille Semple- Daly, Dr. Rasesh Shah, Dr. Maasi Shamilov, Dr. Francine Siegel, Dr. Ira Silverman, Dr. Priya Singh, Dr. Deepa Velayadikot, Dr. Samuel Wasser, Dr. Ethel Wright, Dr. Yan Wu, Dr. Ashraf Youssef, Dr. Michael Zalkin, Dr. David Zisa.

## Our Lady of Lourdes Medical Center:

Associated Cardiovascular Consultants (listed as a group), Dr. Fred Ashong, Dr. Hans Bauer, Dr. Steven Baumgarten, Dr. Dan Berger, Dr. Gerald Burke, Dr. Rajen Butani, Dr. Neil Campbell, Dr. Shawn Carnevale, Dr. Nasser Chaudhry, Dr. Arijit Chakravarty, Dr. Ron Cohen, Dr. Leslie Dambola, Dr. Hisham ElGenaidi, Dr. Joseph Howe, Dr. Margaret Fernandes, Dr. Kartik Giri, Dr. Kathy Greatrex, Dr. William Harrer, Dr. William Hasbun, Dr. Guillermo Infante, Dr. Tina Josephson, Dr. Robert Joynes, Dr. Kurt Kaulback, Dr. Francis Keeley, Dr. Hoon Kim, Dr. Gene Klifto, Dr. Anil Kothari, Dr. Joseph Kuchler, Dr. Nicole Lambourne, Dr. Douglas Leonard, Dr. Anthony Leone, Dr. David LoPresti, Dr. Pat Luciano, Dr. Patrick McKenna, Dr. Louis Melchiorre, Dr. Timothy Morris, Dr. John Nolan, Dr. Tom Nugent, Dr. Hugh O'Donnell, Dr. Sherrilynn Parrish, Dr. Alan Pope, Dr. Lisa Rink, Dr. Seth Rosenbaum, Dr. Anisha Roussel, Dr. Alfred Sacchetti, Dr. Rodrigo Santos, Dr. David Schlessel, Dr. Diana Scott, Dr. Gus Slotman, Dr. Brian Smeal, Dr. Paul Thur, Dr. Mario Torres, Dr. Laura Tyree, Dr. Ashfaq Unwala, Dr. Vijay Verma, Dr. Tudor Vlad, Dr. Rob Williams.



## RAC and Cardiac Documentation

The Centers for Medicare and Medicaid Services' (CMS) Recovery Audit Contractor (RAC) initiative is scheduled to start in New Jersey in August. All claims submitted to Medicare will be open for review, including physician billing. Lourdes Health System documentation, including cardiovascular diagnoses and short-stay procedures, must be complete to withstand audits.

Physicians should document a clear outline of their reason for ordering all tests and consults in the chart. Remember that diagnosis and comorbidities along with any complications are what determine the hospital's case mix index, which is ultimately tied to reimbursement.

Documentation of left-sided heart failure or right-sided heart failure is not the same as congestive heart failure (CHF) and will always be queried by a clinical documentation improvement (CDI) specialist. A diagnosis of exacerbation of CHF or decompensated CHF is a misnomer and does not properly capture current coding guidelines for primary diagnosis. In order to code CHF appropriately, the coders need specific documentation of diastolic, systolic or acute chronic heart failure if the patient is chronically ill with CHF.

Overnight stays will be a major focus of RAC. For instance, CMS does not list cardiac catheterizations, stents and AICD placements as inpatient-only procedures. In justifying medical necessity for an overnight stay, physicians must thoroughly document their concerns, beginning with the history and physical.

For more information, contact Judi Bates, RN, BSN, CDI specialist, at 856-757-3161.

## Editor's Note

We have combined *On Call* and *Office Manager's Update* in order to provide a more efficient means of communication for Lourdes Health System medical professionals and their staff. For questions or comments, contact Josh Bernstein at [bernsteinj@lourdesnet.org](mailto:bernsteinj@lourdesnet.org).

# OnCall

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## OnCall

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On Call is intended to provide physicians and their office staffs with news and information that will assist them in their daily practice.

Please direct any comments or suggestions to our Writer/Editor at [bernsteinj@lourdesnet.org](mailto:bernsteinj@lourdesnet.org)

Membership on the medical staff of Lourdes Health System hospitals does not suggest an employment or agency relationship. A ministry of the Franciscan Sisters of Allegany, New York and a member of Catholic Health East.

## Office Staff: Free Lunch and Learn

Physician office managers and staff are invited to attend a free lunch and learn program at Lourdes Medical Center of Burlington County on Friday, June 19 from 11:30 a.m. to 1 p.m.

**Gene Johnson**, CEO of Lourdes Medical Center of Burlington County, will speak about hospital renovations and other new services available to your patients. Departments scheduled to give presentations include the Lourdes Cancer Center, wellness and information services.

The event will include tours of the hospital and many of the new units and areas. Lunch and giveaways will be provided.

A similar program will be held later this year at Our Lady of Lourdes Medical Center in Camden. Stay tuned for details.

**Call 1-888-LOURDES (568-7337) to register for this informative event.**

## New Dialysis Center Opens

Lourdes Health System, a regional leader in outpatient dialysis, recently opened its newest facility in Mount Laurel. Lourdes Dialysis at Innova, located on the campus of Innova Health & Rehab at 3716 Church Road, is open to clients of the nursing home as well as area residents requiring outpatient dialysis.

Lourdes Dialysis at Innova is open Monday, Wednesday and Friday from 5:30 a.m. to 7 p.m. and can accommodate patients in beds and wheelchairs. Each of the 24 patient stations has a flat-screen television with cable and DVD capability, as well as wireless Internet access.

Lourdes Dialysis at Innova is “open staff.” Nephrologists interested in being credentialed to treat patients there should call **Linda Pomager** at 856-757-3903.

**To refer a patient to Lourdes Dialysis at Innova, call 856-380-3980.**

