

NEWSBriefs

You take good care of patients. We take good care of you!

Doctor's Day comes around every year, and every year we appreciate you more. The official day is actually March 30, but this year we are celebrating early because we just can't wait to say thanks! (That, and we suspect some of you will be gone on spring break with your families around then.)



Friday, March 22nd

Omelet Bar
Come enjoy breakfast on us.

Time: 7:00 - 9:00a.m.
Place: Physicians' Lounge

Massage Therapist

Time: 7:30 - 9:00a.m. and
11:00a.m. - 1:00p.m.
Place: Physicians' Lounge

Pasta Bar

Build your own pasta dish,
with salad, breadsticks, and
cheesecake for dessert.

Time: 11:00a.m. - 2:00p.m.
Place: Physicians' Lounge



Looking for something?

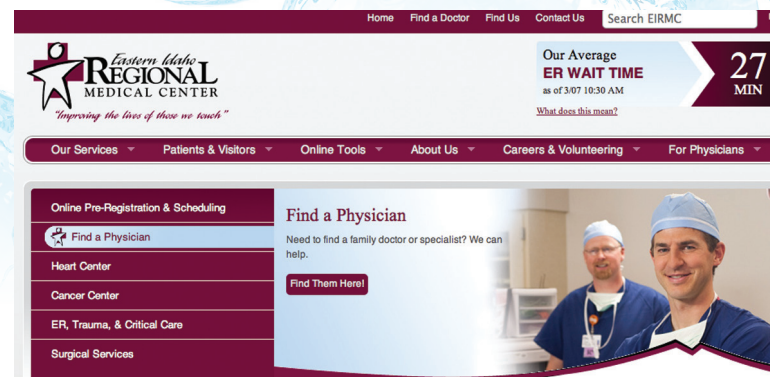
Go to eirmc.com/for-physicians

At EIRMC, we strive to make information easily accessible in a variety of ways so that you can get what you need, when you need it, where you need it. That is why we have a special tab on eirmc.com that is just for physicians.

Want to find a colleague? Update your physician information? Review Access Center protocol? Or, have you simply lost your current edition of Physician Link? All this and more, is available right online.

From the eirmc.com homepage, click on the *For Physicians* tab in the top right corner. Once in the physician area, browse the left navigation bar to select a feature. From any page you can even access social media links that take you to EIRMC's blog and facebook pages to see what the hot topics are and what patients are saying about their experience at the hospital. While you're in the social media mood, don't forget to watch a Healthy Conversations video to pick up a few acting tips from your fellow physicians. You'll be ready for your turn in front of the camera next time the film crew is in town.

If you aren't yet dying of curiosity to log onto eirmc.com to see what all is there, here's an incentive for you – take this quiz and win a FREE gift! Go to the physician area of the website to discover the answers to these 5 questions and be one of the first 5 physicians to call, stop by or email Community Relations with your answers and receive an Access Center insulated steel travel mug!



- Welcome Physicians
- Practice With Us
- Find a Colleague
- Medical Staff Leadership
- Medical Staff Committees
- Physician Education
- Medical Staff Office
- Update Your Information
- Hospital Affiliated Letters
- Medical Library
- Technology & Support
- Physician Outreach
- Healthy Conversation Videos
- Genus MD
- Access Center

Quiz

1. Name one fact from the *Welcome Physicians – A Great Place to Practice* page.
2. In addition to *Hospital Switchboard*, *Physician Referral and Event & Class Registration*, what other very important number is at the bottom of the left sidebar?
3. What earth-shatteringly informative monthly publication is not only mailed to you, but can also be found online on the *Physician Outreach* page?
4. If you click on the *Primary Stroke Center* link, on the page that comes up, what 2 things can your patients do to assess their stroke risk?
5. The name of the person on the *Medical Library* page that can help you with your research.

This last question is for everyone: What other information would you like to find under the *For Physicians* tab on the eirmc.com website?

Email your feedback to Michele.Badrov@HCAhealthcare.com or call (208) 529-6211.

FEATURESTORY

March 2013

Physician LINK

EIRMC Newsletter for physicians and their staff

EIRMC Medical Library

No one will tell you shhh! here.

It has been said by physicians that EIRMC's Medical Library is a vital link for them here at the hospital. It gives them access to surveys and journal articles that they would otherwise not have the time or resources to keep up with. Most physicians subscribe to a handful of journals and publications within their field of practice, but there is so much more out there on the periphery that may be of note and just doesn't have a good way of making it onto your radar.

That's where Kathy Fatkin comes in. As EIRMC's distinguished member of the Academy of Health Information Professionals (certification from the Medical Library Association),



"A vital link, this is my hub for keeping up to date. All I have to do is email Kathy to find out what's out there that may have an impact on what I am doing."

– Bill Wilson, MD

Kathy puts her Masters in Library Science to work daily in support of evidence-based healthcare practices. A published author herself, she says that not only does EIRMC have their own subscriptions to over 80 journals, many publications and both Medline and CINAHL databases, but she is able to get copies of articles through loans and sharing programs with other medical libraries. So don't run out and buy a personal subscription to Ovid or the Lippencott journals, she can get that for you, and more!

Kathy says that often at 8am she opens her email to see requests from physicians during the late hours of the night and terribly regrets that

EIRMC Physicians' Education Conference

March 8	No Conference
March 12	M&M Conference at 12:00 pm
March 22	Transcranial Doppler Stuart Alan Stein, M.D., MBA
March 29	TBA

Eastern Idaho Medical Education Consortium is accredited by the Idaho Medical Association to sponsor category one continuing medical education for physicians.

All classes are Friday at 7:30 a.m. at EIRMC, Classrooms A & B.

For more information, contact: Shanna Hardman, Medical Staff Asst. (208) 529-6260 shanna.hardman@hcahealthcare.com

Continued inside

Meet Steven Lofgran, MD

Name of practice: EIRMC Hospitalist Services

Specialty: hospitalist

Board certification: Internal Medicine

Years in practice: 9

Services provided: EIRMC's hospitalists devote themselves exclusively to full-time inpatient care and are committed to evidence-based medicine for admitted patients. Besides caring for unattached patients, hospitalists are here to help ease the burden for physicians who have a demanding schedule and can't always get to the hospital to see their patients.

Contact: Drs. Lofgran and Focht can be reached through the Access Center 1-800-4UEIRMC (800.483.4762)



Meet Stephen Focht, MD

In practice at: EIRMC Hospitalist Services

Specialty: hospitalist

Board certification: Internal Medicine

Years in practice: 18



www.eirmc.com



the HOSPITALIST

Medical Library Cont.

she can't have that article you wanted by 3am (the twinkle in her eye belies her seriousness), but she can definitely deliver on almost everything within 24 hours.

One of the proactive ways Kathy helps physicians is through her Current Awareness Program. As new journals arrive, she photocopies the table of contents and delivers them to your mailbox. This way, physicians can quickly note articles of interest that they may not have been aware of otherwise, and can then request a copy of the article. The service is available just for the asking.

The most valuable aspect of the medical library is Kathy's expertise in searching databases. Think back for a moment to medical school and recall the countless hours of fruitless searches.

Kathy can help with that. She has extensive training in setting up highly-refined, focused queries which are rarely limited to just one database. The benefit to physicians is the best, most up-to-date articles to support them in their goal of providing the best medical care.

To discover how EIRMC's Medical Library can connect you with information you need, go to the *Intranet* and select *Clinical Research – E-library* from the left nav bar. A menu will pop up with a long list of resources with the very best one at the top – *Ask a Librarian*.

To reach Kathy, email library@datawav.net, fax (208) 529-7014, or call (208) 529-6077. Her services are free to all physicians on staff at EIRMC, and available for a small fee to others. Located in the MOB Suite 104, library hours are 8:00 - 4:30 weekdays.

NEWSBriefs

General Medical Staff Meeting

The twice-annual meeting is an opportunity for your voice to be heard.

The semi-annual general medical staff meeting is coming up this month and one item on the agenda is an open mic session to discuss an updated model for medical staff bylaws.

When it comes to basic governance, the bylaws are the proverbial backbone of an association, and from time to time, all bylaws need updating to reflect current practices. They are the foundation for all policies and procedures, and guide the actions and decisions of the medical staff. It's hard to imagine an organization whose needs have not changed at least a few times over the years. Even so, bylaws changes are a process that doesn't occur often so it's important to streamline the process in order to get it right. The payoff is an efficient governing document with revisions that better conform to preferred practices.

A draft model for Medical Staff Bylaws updates will be posted by Friday, March 8 on the *Intranet*. Please take some time to review this document and come prepared to lend comment to the discussion.

Date: Mar 20

Time: 6:30pm

Place: Hospital Cafeteria

Know a Professional Colleague with Extraordinary Compassion?

Call for Nominees- 2012 Frist Humanitarian Award

We are now accepting nominations for employee, volunteer and physician recipients of the Frist Humanitarian Awards for this past year, which recognize those who demonstrate extraordinary concern for the welfare and happiness of patients and our community.

Past physician winners of the Frist Humanitarian Award include Drs. Tony Golden, Shannon Jenkins, Judy Jones and Ronald Arbon.

Nominees should:

- ✦ Demonstrate remarkable concern for the welfare and happiness of patients and perform extraordinary acts of kindness (not necessarily in the area of direct patient care);
- ✦ Demonstrate a level of commitment to community service beyond the daily operation of the facility that parallels their involvement to quality patient care; and
- ✦ Have contributions that may be overshadowed due to personal modesty and genuine humility.

Nominate someone! Nomination forms will be available starting March 15th in EIRMC's HR department and the Cafeteria, and need to come back by April 15th. Winning recipients will be honored at an award ceremony held in May. Please contact Dorothy Yelton at 7679 or 521-2145 if you have any questions.



NEWSBriefs

2013 Medical Staff Leaders

Please welcome the 2013 physician leaders to their new or renewed posts in EIRMC Medical Staff governance. These positions require commitment and time from the physicians who serve, so please offer them your support and collaboration as they represent you in a variety of issues significant to the Medical Staff.



Pat Gorman, M.D.
President



Scott Taylor, M.D.
President-elect



Todd Harris, M.D.
Chair, Anesthesia



Edwin Wells, M.D.
Chair, Emergency Services



Teresa Johnson, M.D.
Chair, Family Medicine



James Taylor, D.O.
Chair, Medical Imaging



Doug Blank, M.D.
Chair, Medicine



Doug Isbell, M.D.
Chair, OB/GYN



Ezra Ellis, M.D.
Chair, Pathology



Scott Smith, D.O.
Chair, Pediatrics



Mary Beth Ostrom, M.D.
Chair, Psychiatry



Brad Smith, D.O.
Chair, Surgery



Todd Williams, M.D.
Past President