

Fall  
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# MANAGED CARE CONTRACTING NEWSLETTER



Medicine that touches the world.



North Pavilion

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## Kirklin Inducted Into Alabama Men's Hall of Fame



John Kirklin, MD

John W. Kirklin, MD, a pioneering heart surgeon who played a large role in the development of UAB into a major medical center, was inducted into the Alabama Men's Hall of Fame during the September 2008 ceremonies.

Dr. Kirklin who died in 2004 revolutionized cardiovascular surgery through his development and refinement of the heart-bypass machine. In the 1950s, he modified the Gibbon heart-lung machine and performed the first open-heart operations carried out at the Mayo Clinic. He improved the original pumping and oxygenator system to the point that utilization of the machine is part of the everyday practice of cardiac surgery.

Dr. Kirklin joined the UAB faculty in 1966 as chair of the Department of Surgery and University Hospital surgeon-in-chief. He held these positions until 1982, during which time he built one of the most prestigious cardiovascular surgical training programs in the world. He retired from surgery in 1989.

Dr. Kirklin's son, James K. Kirklin, MD, a prominent surgeon at UAB, delivered the keynote address.

The Alabama Men's Hall of Fame was created in 1987 by the Alabama legislature to recognize those men native to or identified most closely with the state of Alabama who made significant contributions within their profession.

## U.S. News ranks UAB among America's Best Hospitals

Nine UAB specialty programs are among the nation's top 50 in the 16 categories evaluated at 5462 American hospitals this year by *U.S. News & World Report*. Five of the nine are among the top 25 programs, according to rankings in the magazine's 18th annual "America's Best Hospitals" issue, released July 11.

UAB Hospital was 1 of only 170 hospitals, or about 3% of US institutions studied, to rank high enough in even one specialty to make the much-watched "Best Hospitals" list. No other hospital in Alabama or Mississippi made the list. Rheumatology, ranked for the 17th consecutive year, was eighth in the rankings. Other cited programs and rankings were:

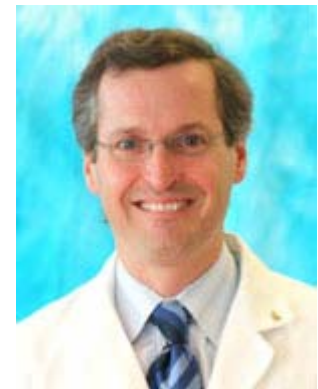
- Kidney disease, 14th;
- Geriatrics, 15th;
- Gynecology, 19th;
- Cancer, 20th;

- Respiratory disorders, 24th;
- Ear, Nose, and Throat, 29th;
- Urology, 36th; and
- Heart and heart surgery, 46th.

"We are very happy to be recognized for the high quality care we provide at UAB Hospital," said UAB Hospital and UAB Highlands CEO Mike Waldrum, MD, MSc, MBA. "Our longstanding inclusion in this listing is a tribute to the efforts of everyone who works here and the commitment they have to providing our patients with the best care possible."

According to the magazine's published methodology, the ranking for 12 of the categories is based on three equal parts: reputation, mortality, and a mix of care related factors such as nursing and patient services. The 50 hospitals in each of these specialties with the highest scores are listed. Rankings for ophthalmology, psychia-

try, rehabilitation, and rheumatology are based strictly on reputational scores, and the magazine lists the top 25 programs for each.



Mike Waldrum, MD

## Will Ferniany Named New CEO of UAB Health System



William Ferniany, PhD

William Ferniany, PhD, became chief executive officer of the UAB Health System, effective September 2008. Carol Z. Garrison, PhD, UAB President and Health System Board Chair, made the announcement in early August.

Ferniany has been a senior leader in health care since 1975 and in academic medicine since 1988. He was associate vice chancellor and chief executive officer of the University of Mississippi Medical Center (UMMC) in Jackson, having previously held key leadership positions at the University of Pennsylvania Health System and at UAB.

"Will Ferniany brings both a new vision for our system and an appreciation for its history and growth," Garrison said. "His experiences at Penn and Mississippi have prepared him well to lead a strong UAB Health System into the future.

"I want to thank Robert Rich, M.D., senior vice president and dean of the School of Medicine, and all the members of the search committee for their work. The quality of candidates for this position was exemplary," she says.

"We also owe a deep debt of gratitude for the exceptional leadership provided by Ray Watts, MD, as interim CEO. UAB is so fortunate to have someone with Ray's abilities willing to step in and shoulder this responsibility and do an outstanding job."

Garrison added that Watts had overseen "significant progress in our Health System during this brief interim period," such as continued construction of the Women and Infants Center and Radiation Oncology Facility; major investments in cancer, diabetes, arthritis, orthopedics, rehabilitation, and transplantation; and "the recruitment of outstanding new department chairs, division directors, faculty and staff who will help lead us into the future as we bring our strategic plan to fruition.

"As he returns to his role as president of the Health Services Foundation and chair of neurology, we have a stellar leadership team in place with Ray Watts, Bob Rich, and Will Ferniany," she says.

At UMMC, Ferniany was responsible for the overall operation of three hospitals and the adult and pediatric clinics in Mississippi. UMMC is the only academic health science center in the state. It consists of the 597-bed University Hospital, the 130-bed Batson Children's and 50-bed Holmes County Hospital. The system also includes University Physicians (the 430-member faculty practice plan), and the Jackson Medical Mall, serving the underinsured in Hinds County.

He spent 14 years (1992-2006) at Penn, rising to the post of senior vice president and chief administrative officer. Previous positions included senior executive for physician practices, including over 1188 physicians in the faculty practice plan and over 250 physicians in owned community practices, as well as associate executive vice president, marketing and strategic support, responsible for all marketing,

strategic planning and product line management for Penn's Health System.

While there, he was on the faculty of the Wharton Business School, and regularly taught classes, as he has at Mississippi and UAB.

He spent 4 years at UAB (1988-92), where his last position was associate administrator for strategic planning and market development. Ferniany also worked for Healthcare Services of America, Southwest Alabama Health Systems Agency and Bryce State Psychiatric Hospital in Tuscaloosa.

Ferniany earned his bachelor's degree in manpower and industrial relations from the University of Alabama, and his master's degree in hospital and health administration and doctorate in administration-health services from UAB. A Mobile native, he is 57.

"I am delighted to be coming back home to UAB," Ferniany said. "Our goal will be to work together to provide excellent clinical care and support UAB's academic missions of educating health professionals and health science research so that the UAB Health System can continue to provide the people of Alabama and beyond with the best, most advanced health care available. UAB's strength has always been a far-reaching vision coupled with a can-do attitude and a willingness to collaborate. That has not changed, and with discipline and teamwork we will take UAB's already stellar reputation to even greater heights."

The UAB Health System includes all of UAB's patient care activities, including the 908-bed UAB Hospital, The Callahan Eye Foundation Hospital, UAB Highlands, The Kirklin Clinic®, UAB Health Centers providing community outpatient care, VIVA Health insurance company, and affiliates Medical West and Baptist Health Montgomery.

## New Pediatric Endocrinology Clinic Opens

The UAB Division of Pediatric Endocrinology, in conjunction with Children's Hospital of Alabama, has opened a new Pediatric Endocrinology Clinic at Children's Park Place. The new clinic at Fourth Avenue and 16th

Street South will provide comprehensive treatment for children and adolescents living with diabetes and other endocrine and metabolic diseases and disorders.

"Having everything in one location is

most important for our patients," said Joy Atchison, MD, associate professor of endocrinology and physician in the clinic.

## Cancer Center Creates New Clinical Program



Edward Partridge, MD

UAB's Comprehensive Cancer Center (CCC) has embarked on a major initiative to help patients access and navigate its clinical services.

"The public already regards us as the regional leader in quality of research and quality and breadth of clinical programs," Director and Evalina Spencer Chair in Oncology Edward Partridge, MD, says. "Our job now is to make it easier for the public to view us as equally stellar in service and the total patient care experience."

The UAB Health System (UABHS) and University of Alabama Health Services Foundation (HSF) have allocated \$4.5 million over 4 years from Patient ACCESS funds to implement the initiative. "This is the largest single reinvestment ever of UAB clinical dollars into the Cancer Center program," says then UABHS Interim CEO Ray L. Watts, MD. "It will provide a transformation of how we care for cancer patients."

"We appreciate the Health System and HSF support," Dr. Partridge says. "Patients with an oncology diagnosis account for a significant proportion of admissions to UAB Hospital, so main-

taining a strong clinical base is vital to all of us."

Dr. Partridge has appointed Marty Heslin, MD, Division of Surgical Oncology, as associate director for clinical programs at the cancer center. Dr. Heslin, who organized a multidisciplinary clinic for gastrointestinal cancers, is responsible for managing and refining the Integrated Multi-disciplinary Clinical Cancer Program (IMCCP), which includes leaders of all clinical cancer programs. The IMCCP will monitor and coordinate clinical programs to ensure smooth, family-friendly, and efficient clinic and doctor visits for all cancer patients and their caregivers.

### New initiatives include:

**Patient Care Coordinator Program:** The coordinator in each clinical unit will contact every new patient following their referral and facilitate his or her arrival, coordinating diagnostic evaluations and multidisciplinary consultations, with the goal of delivering a treatment plan the same day.

**Cancer Center Ambassador Program:** A full-time coordinator of a volunteer corps will meet patients in person on their arrival and ensure they get from one appointment to the next.

**Patient Navigator Program:** This program recently received funding from the American Cancer Society and Astra-Zeneca to assist underserved and under-resourced patients and their families by providing a personal guide to help handle psychological, emotional, and financial matters.

**Off-Hours Emergency Access:** This program will ensure the appropriate oncology service will be called to the

Emergency Department to assess and manage oncology patients.

In a State of the Cancer Center address in December, Dr. Partridge announced that more than 30 new faculty members are expected to join the Cancer Center over the next 5 years. In addition to five endowed oncology-related chairs to be filled, funding is available for eight new clinicians, primarily in medical oncology, and resources have been identified that will bring at least 20 new basic scientists to the faculty.

He also described administrative and program changes and announced that the Wallace Tumor Institute will be renovated to make office and laboratory space available to new recruits and for other needs.

"These and other initiatives will build our patient and research base, allowing us to be very competitive by 2010 when we apply for National Cancer Institute renewal as a comprehensive cancer center," Dr. Partridge says.



Marty Heslin, MD

## UAB Hospital Wins Next-to-Top US Honor

UAB Hospital was chosen first runner-up in the Hospital of the Year Award, according to the American Alliance of Healthcare Providers.

The alliance ranks accredited hospitals based on their consumer friendliness, care-related performance and other professional standards. UAB Hospital was named one of 10 US finalists for the award earlier this year.

Award criteria include scoring patient handouts, hospital Web pages and

staff helpfulness, and a review of steps taken to guarantee patients and their families are fully involved in medical decisions.

The award also looks at community involvement, hospital staff development and comparative factors such as nursing numbers, licensed beds and surgical procedures performed at each hospital.

Before UAB Hospital became a top 10 finalist for Hospital of the Year it

won the Hospital of Choice Award, a prerequisite honor from the alliance.

Recently nine UAB Hospital specialty programs ranked in the top 50 for *U.S. News & World Report's* annual "America's Best Hospitals" special issue. As a whole UAB Hospital was one of 170 hospitals, and the only one in Alabama or Mississippi, to rank high enough to make the magazine's "Best Hospitals" list from 3% of US medical centers studied.

## Osteoporosis Clinic Earns Prized Accreditation

The UAB Osteoporosis Prevention and Treatment Clinic has won accreditation for its bone-density scan program – one of only a handful of scanning centers in the nation to be accredited.

The notification is from the Commission on the Accreditation of Skeletal Assessment Facilities, a program run by the International Society for Clinical Densitometry (ISCD). Fewer than 20 US scanning centers have won accreditation this year, an ISCD report said.

"The Osteoporosis Prevention and Treatment Clinic is honored to receive facility accreditation and to be part of such an elite group," said Sarah Morgan, MD, RD, CCD, professor of medicine, nutrition sciences and director of the Osteoporosis Prevention and Treatment Clinic. "We are very pleased to be recognized in the skeletal assessment community for providing outstanding services under the highest standards."

The technical term for a bone scan is dual energy X-ray absorptiometry or DXA. DXA scanners work by sending two thin, invisible beams of low-dose X-rays into target tissues and bones. Because of their design, DXA scans only measure bone brittleness and mineral density.

DXA scans are most often used to diagnose bone thickness and osteoporosis, and to track treatment of bones for musculoskeletal disorders and other conditions that may impact the risk of bone thinning and fracture.

In earning accreditation, UAB's scanning center at The Kirklin Clinic® demonstrates excellence in DXA accuracy, quality control, patient and referring physician education, and other ISCD standards.

## UAB Hospital, Leading in Workers' Compensation Cases, Develops Web Site



Barbara Key

UAB Hospital sees more patients covered by workers' compensation than any other area hospital. In July the *Birmingham Business Journal* reported that in fiscal year 2007, UAB Hospital recorded twice as many patient days (3201) for people injured on the job than the combined totals of six other local hospitals (1510).

To help compensation case managers, nurse case managers, adjusters, employers, and others involved in managing the medical care of people injured on the worksite, UAB Workers' Compensation Liaison Barbara Key, RN, BSN, has launched the Workers' Comp Services Web site, online at [www.uabhealth.org/workerscomp](http://www.uabhealth.org/workerscomp).

"The new Web site brings together all the information, forms, and resources needed to easily navigate our system, giving employers immediate access to the resources they need to provide their insurers with billing information and quickly establish the workers' comp claim," she says. "All the necessary information – how to communicate with the injured worker's medical team, locate physicians, schedule appointments, and access medical records, for example – is located on the site, along with links to key services and contact information."

She notes that the Web site was designed with both external companies and UAB Hospital staff in mind. "The Workers' Comp site is a one-stop resource for the answers to questions UAB faculty and staff may be asked by workers' comp case managers, nurse managers, and others."

The site also includes information about inpatient care management, discharge planning, maps for navigating the UAB Hospital complex, and much more.

### Managed Care Contracting Staff Directory

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