



Newsletter  
**Medical Staff**

Medical Staff Services are the foundation of a solid, well governed medical staff that prides themselves in providing Midland Memorial Hospital and its customers with the highest quality of patient care possible.

**New Information**

The Medical Staff enjoyed a great presentation from speaker Joe Tye on the evening of April 22, 2014. Joe is CEO and Head Coach of Values Coach, which provides consulting, training and coaching on values-based leadership and cultural transformation for hospital, corporate and association clients. He is a powerful and effective speaker on the topics of values, leadership, building a culture of ownership and personal motivation. Physicians of many specialties attended and the response has been positive. Dr. Wilson has provided his insight in a letter to the medical staff on the 2nd page of this newsletter. MMH also purchased copies of Joe’s book, The Florence Prescription, for all physicians in attendance. There are still copies available in the medical staff office.

**Introducing Our New Practitioners**

April 2014

Vivian Hoang, MD—Neurology/Intra-operative Neuro-Monitoring  
Lon Steinberg, MD—Neurology/Intra-operative Neuro-Monitoring

**Continuing Medical Education**

- May 7th—‘Transfusion Reactions 101’ by Liz Rosenbaum , MD
- May 21st—‘Fecal Microbiota Transplantation: Where Do We Stand?’ by Timothy Miller, MD

The new ACCME requirements represent a sea of change in how CME providers must plan, develop, implement, and document CME activities. Therefore, you will be held accountable for your pre/post knowledge of the subject by completion of a pre and post test.

**Preparing for ICD-10—Physician Education Opportunity**

Please go to the MMH website—www.midland-memorial.com, under ‘For Physicians’, Preparing for ICD-10, for information on ICD-10 training through 3M. Notify Rebecca Pontaski, Medical Staff Manager if you would like a login.

**Ask Yourself...**

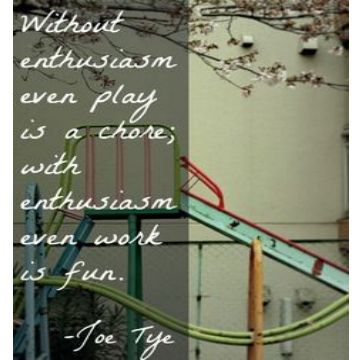
**Each and every time you document on your patient’s problems, are these problems acute, chronic, or acute on chronic? Document this and you are one step ahead of the game!**

**Medical Staff Services Reminders**

- On the new Midland Memorial Hospital webpage, under ‘Find a Physician’ is a listing of all physicians on staff. Please review your information for accuracy and notify the medical staff office of any changes.
- Texas Electronic Registrar (TER) Death Registration System—Since 2007, state law requires that all cause-of-death information and medical certifications to the DSHS be submitted electronically. Physicians who do not sign death certificates in a timely fashion face a \$500 fine per violation from the TMB.
- The credentialing information for new applicants to MMH is now updated on the MMH webpage under ‘For Physicians’. This includes information for both physicians and AHP’s.

**In Addition**

If you would like to submit information for future newsletters, please email the information to Rebecca Pontaski at rebecca.pontaski@midland-memorial.com.



Volume 2, Number 5

**May  
2014**

**Medical Staff Leadership**

Chief of Staff  
John Dorman, MD

Chief of Staff Elect  
Sari Nabulsi, MD

Past Chief of Staff  
Larry Wilson, MD

**Department Chairs**

Hospital-Based Department  
Steven Rea, MD

Medicine Department  
Larry Oliver, MD

Surgery Department  
Jeffrey Durgin, MD

Rebecca Pontaski, MHA, CPMSM, CPCS, RHIT  
Medical Staff Services Manager  
432-221-1625

Alma K. Martinez, RHIT  
Medical Staff Services Coordinator  
432-221-1510

Courtney Cooper  
Medical Staff Assistant/CME Coordinator  
432-221-4629



A few of our medical staff attended the general staff meeting Tuesday night, April 22nd with Joe Tye. From my point of view it was time well spent, and an opportunity cost that was well worth it. Those that did not attend I encourage to ask someone that was there what they thought of the presentation. Let me provide a few salient points.

Joe's goal was to impress upon us that we are a marginally good hospital organization within easy reach of going from good to great. The transformation is all about a cultural swing. He provided perspective, based upon a survey of our hospital employees, which reflects we have about 30% of our staff engaged. Meaning they are making every effort to grow, improve the quality of the care we provide our patients and are contributing to improving the service at Midland Memorial Hospital. About 60% that are generally productive and meeting their job expectations. And then 10% toxic; meaning they may do their jobs, but contribute to a bitching, moaning and whining underbelly of our environment. Generally ruining the effort of the top 30% and creating an environment in which suboptimal quality care is delivered.

The question he posed was where do we envision our culture as evolving to and how do we get to that place? His premise is that it is all about the culture. An important question for all of us is what is the medical staff role?

A number of years ago, bad boy of the NBA (before he transformed to a more politically savvy TV commentator), Charles Barkley made the comment, "I ain't no role model". Well, by virtue of being an NBA superstar, he was a role model, whether he liked it or not. Like Barkley, by virtue of having the prefix to our names, "Dr." we too are role models.

Russell Meyers, Bob Dent and the hospital administration have invested time and money to promote Joe Tye's methods to ignite a transformation of our MMH culture. To make the transition from good to great, the goal is to elevate the services at MMH to the highest level of patient care. All the hospital staff is participating in the program. We can be part of the solution by being amongst the 30% engaged.

What can we do? Contribute to the solution. I encourage all the medical staff to read the Florence Prescription. Copies are available throughout the hospital and the MSO can get you a copy. Also be aware that you are a role model. Provide favorable feedback to staff. Rather than complain (bitch, moan, whine) suggest positive constructive solutions when quality issues arise or you perceive obstructions to your care goals.

Let me provide a personal perspective. A few years ago I was in San Diego for the Rock & Roll Marathon. I had trained pretty well, but with work and life (etc., etc...) I was a bit tired. I was not overly excited about the event; I was psychologically bonking before entering the race corral. I was staying at a friend's house and up at 04:30 eating oat meal in his kitchen. His wife had a saying posted on the refrigerator door, "No matter what season in life (or career), Attitude makes all the difference". I carried that saying with me the drive to the starting line and through the 26.2 miles. That proved my best race in many years. A 3:14 is was not bad for a part time runner at age 50 years. Certainly better than I would have run if I had not had the attitude adjustment.

Please take a few minutes and learn about the transformation we are making at MMH. It is worth the time. I believe we are in this business to make the world a better place by doing the best we can for sick and injured people. It goes beyond the technical skills and knowledge we provide; it is about the culture and attitude we demonstrate to our colleagues, staff and most importantly our patients.

**Dr. Larry Wilson,  
Past Chief of Staff and Emergency  
Department Medical Director**



**I've Taken  
The Pickle Pledge**

**"I will turn every complaint into either a blessing  
or a constructive suggestion."**