

TouchPOINT

2nd Edition

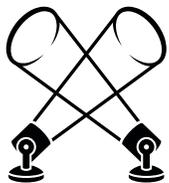
Welcome to the second edition of Touch Point, a quarterly newsletter for providers and their practices. This newsletter is a way for us to provide exciting updates, announcements, patient stories, and more in one convenient place.

The Baptist Business Development Team serves as the comprehensive resource for physicians and their offices. The team provides support and assistance in accessing and navigating all aspects of the Baptist Health system. Need assistance for your office or patients? We are ready to help. Call us at 904.202.4980 or email us at BusinessDevelopment@bmcjax.com.

We hope you enjoy reading this newsletter and welcome your feedback and suggestions for future content. Email our editorial board at TouchPoint@bmcjax.com.



Changing Health Care for Good.®



Spotlight on

Stroke & Cerebrovascular Center at Baptist Medical Center Jacksonville

Rapidly becoming one of the top stroke centers in the nation, Baptist Stroke & Cerebrovascular Center is the only stroke center in Northeast Florida that participated in the landmark DAWN clinical trial. This game-changing research resulted in new stroke guidelines for 2018, changing **the standard of care for stroke.**

The new guidelines state that eligible patients may now be treated up to 24 hours after a stroke, meaning more patients have opportunity for treatment based on clinical presentation rather than a strict time cutoff alone. Yet, currently, less than one in 10 patients suffering an ischemic stroke receives thrombectomy, the procedure to remove a blood clot that causes stroke.

This may be because very few people understand the important role of a Certified Comprehensive Stroke Center, which provides the highest level of stroke treatment, including thrombectomies. As one of only seven certified comprehensive stroke centers in the state, Baptist Stroke & Cerebrovascular Center at Baptist Medical Center Jacksonville is recognized for treatment times that are **nearly twice as fast** as the current gold standard.

Baptist Stroke & Cerebrovascular Center serves as the hub of a highly efficient stroke care network encompassing all Baptist Health hospitals and freestanding emergency centers. Patients who present at any of our primary stroke centers are immediately triaged to the appropriate level of care. According to Dr. Nima, Medical Director of Baptist's Primary Stroke Centers, "We are part of a new frontier in stroke treatment, and it is very rewarding to be saving more lives and dramatically reducing disability for those patients who come to Baptist."

"Not all ERs are alike when it comes to treating stroke. That's why we feel it's important to tell your patients to come to Baptist. Our results speak for themselves."

**MAY IS
STROKE
MONTH!**



Ricardo Hanel, MD, PhD



Eric Savaugau, MD



Nima Aghaebrahim, MD



The Joint
Commission



American Heart
Association
American Stroke
Association

CERTIFICATION
Meets standards for
Comprehensive Stroke Center

— To contact the Baptist Business Development team, call 904.202.4980 —

What happens when the fire chief has a stroke? By: Johnny Woodhouse

St. Johns County Fire Chief Carl Shank was seated at the head of a conference table at the Fire Administration Building in St. Augustine when a strange feeling came over him.

Within seconds, Shank, 51, was surrounded by his leadership team. One radioed for an ambulance. Another assessed the severity of the stroke. Jeff Prevatt, the assistant fire chief, began making calculations in his head, knowing time is of the essence when it comes to treating stroke.

"We could tell Carl had had a serious stroke, and we knew we needed to send him to a comprehensive stroke center right away," said Prevatt. "So we made the decision to send the chief to Baptist Medical Center Jacksonville. And the fastest way to get him there was by helicopter."

Shank had suffered an ischemic stroke caused by a blood clot clogging a main brain vessel. He underwent a surgical procedure to remove the clot at Baptist Stroke & Cerebrovascular Center at Baptist Jacksonville. Dr. Ricardo Hanel, endovascular neurosurgeon, used a special device to remove the clot. The minimally invasive procedure took only 25 minutes.

Shank arrived at the Baptist Jacksonville ER at 4:51 pm and was out of the operating room by 6:05 pm.

According to Dr. Hanel: "Chief Shank had a terrible stroke, but due to rapid assessment by EMS personnel, he was transported to the appropriate stroke center by the fastest means necessary. Any delay on his care would have changed this happy-ending story."



baptistjax.com/stroke



Stroke & Cerebrovascular Center

Baptist Stroke & Cerebrovascular Center at Baptist Medical Center Jacksonville is a Certified Comprehensive Stroke Center, providing state-of-the-art care dedicated to the rapid diagnosis and treatment of stroke.



The Joint Commission



American Heart Association
American Stroke Association

CERTIFICATION
Meets standards for
Comprehensive Stroke Center

Low-dose CT Lung Cancer Screening Program

When low-dose CT screening for lung cancer is carried out safely, efficiently and equitably, it can save tens of thousands of lives a year. Baptist MD Anderson Cancer Center earned the 2018 Lung Cancer Alliance's Screening Centers of Excellence designation, demonstrating the cancer center's commitment to responsible, high-quality screening practices.

Screening criteria:

- Age 55 - 77
- Asymptomatic
- Current smoker or quit ≤ 15 years
- Annual: At least 11 months since last screening
- Pack-Year history ≥ 30



Low-dose CT lung cancer screenings are offered at all Baptist Health outpatient imaging locations. To schedule your patient, please submit a physician order electronically or by phone or fax.



Phone: **904.202.2222**



Fax: **904.271.6459**

If you are a TAP enrollee, please fax **904.202.5811**.



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ANNOUNCEMENTS

EXCITING ADDITIONS TO ACCESS AND TECHNOLOGY FOR OUTPATIENT IMAGING



Emergency Center
at Town Center

Outpatient Imaging Services Now Available at the Town Center

Baptist Emergency at Town Center now offers outpatient imaging for adults and children! Available modalities include CT, ultrasound and X-ray. The location also offers extended hours – some even as late as 9 pm – Monday through Friday.

NEW 3T MRI at Baptist Medical Center South

Baptist Medical Center South has added a new 3T MRI to its array of leading-edge technology for advanced imaging of your patients. The **GE SIGNA™ Architect 3T Wide-Bore** offers unparalleled resolution, insensitivity to motion and remarkable tissue contrast to accurately capture anatomical and morphological data for the most accurate diagnoses and results.



3D Mammography™ Exam Offered at Multiple Locations

The Baptist Health complement of mammography services is now expanded to include 3D Mammography™ exams at two locations. Also known as digital breast tomosynthesis, **3D Mammography™** exam is offered at the Hill Breast Center and at Baptist Medical Center Beaches. The advanced technology allows breast tissue to be examined layer by layer in a series of thin slices increasing the rate of detection for invasive cancers and reducing false positives.

To refer your patient for outpatient imaging, please call **904.202.2222** or fax orders to **904.271.6459**.

Big News! Baptist MD Anderson Cancer Center Expands Surgical Team

The Division of Surgery at Baptist MD Anderson Cancer Center has grown significantly over the past year to meet the oncologic surgical needs of cancer patients ranging from the most common conditions to the most complex. We are pleased to announce the most recent additions to the team of surgical experts. Each new provider is uniquely distinguished within their field of specialty and brings unparalleled expertise and knowledge to the Baptist MD Anderson team.



Nathan Bates, MD

Nathan Bates, MD, FACS, is a board-certified cardiothoracic surgeon with over 10 years of experience providing the latest techniques in minimally invasive and robotic assisted thoracic surgery to the Jacksonville community. Dr. Bates pioneered robotic cardiothoracic surgery in Northeast Florida and was the first to perform a robotic lobectomy for lung cancer in the region. He specializes in lung cancer, pulmonary metastases, benign and malignant pleural diseases, chest wall and mediastinal tumors, and robotic-assisted and minimally invasive procedures.



Hud Berrey, MD

Hud Berrey, MD, is an internationally known orthopaedic surgeon who specializes in diseases of the musculoskeletal body, primarily dealing with cancers and other tumors of bone, muscle, cartilage and other tissues. Dr. Berrey, a retired Army colonel, is the former Chief of Orthopaedic Surgery and Oncology at Walter Reed Army Medical Center in Washington, D.C. He specializes in bone and soft tissue sarcomas, musculoskeletal tumors, musculoskeletal infections, amputation surgery and revisions, and bone metastatic disease.



Ron Landmann, MD

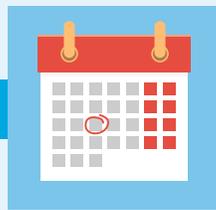
Ron Landmann, MD, FACS, FASCR, is a world-renowned expert in robotic surgery for colorectal diseases, specializing in the latest minimally invasive techniques for better patient outcomes. He is the foremost leader in colorectal surgery for cancer and IBD in the North Florida and South Georgia region. He specializes in colon and rectal cancer, ulcerative colitis and Crohn's disease, Hereditary Non-Polyposis Colorectal Cancer (HNPCC), Familial Adenomatous Polyposis (FAP), presacral masses, robotic and minimally invasive transanal surgery, and sphincter-sparing surgery.

To refer a patient to Baptist MD Anderson Cancer Center, call **904.202.7300** or visit baptistjax.com/bmda-referral. To connect directly with a provider or for assistance, please contact Lauren Maynard at **904.202.5053**.



— To contact the Baptist Business Development team, call **904.202.4980** —

EVENTS



MYTH BUSTERS



Women in Medicine: Professional Development May 22, 2018

Baptist Medical Center South

For more information or to reserve your space, visit BHWomeninMedicine.eventbrite.com.

Overcoming Obesity in your Patient Population: An Evidence-Based Roadmap

June 26, 2018

Talon's Restaurant, Eagle Harbor Golf Club

Clinical Updates for the Advanced Practitioner May 31, 2018

Cooper's Hawk Winery & Restaurant

For more information and to reserve your space for either event, email businessdevelopment@bmcjax.com.

Would you like to receive notifications about upcoming CME opportunities and events? Email us to enroll in our CME invitation list! TouchPoint@bmcjax.com

Myth: Once diagnosed, most patients must live with Afib and medical management is the first line treatment.

Fact: According to AHA/ACC/HRS guidelines released in 2014 for the management of patients with atrial fibrillation, a patient should be considered an Afib patient after just one episode and evaluated to determine whether ablation or medical management would be most appropriate first line treatment.

The guidelines establish that the earlier a patient is returned to sinus rhythm, the greater the success rate of stopping Afib before it becomes permanent, while also lowering the chance of stroke or heart failure. The MANTRA-PAF trial compared radiofrequency catheter ablation (RFA) with antiarrhythmic drug therapy (AAD) as first-line treatment for paroxysmal atrial fibrillation. The study showed that at 5 years, the occurrence of Afib was significantly lower in the RFA group than in the AAD group.

Baptist Heart Specialists' comprehensive electrophysiology team provides consultations and services across 7 convenient locations. To refer your patient for a consultation or to connect with our electrophysiology team, please call **904.202.Afib (2342)** or fax your referral to **904.720.5225**.



DID YOU KNOW?

AgeWell House Calls Program Provides In-Home Patient Care

Baptist AgeWell Center for Senior Health offers three distinct types of care in the patient's home:

- Short-term transitional care for seniors without a PCP who are transitioning from an acute care setting and at high risk for readmission
- Long-term primary care for frail, complex seniors who are unable to continue visiting a primary care provider due to functional limitations, cognitive issues or complex healthcare needs
- Episodic care for high-risk patients with established primary care providers to provide patients with in-home medical and safety assessments and treatment.

To refer a patient to AgeWell House Calls, call **904.202.4243**.



AgeWell
Center

Cancer Patients Benefit from Exercise Program



Cancer patients and survivors now have access to a structured fitness program that includes an individualized plan designed by a medical exercise professional. Offered in partnership with Baptist MD Anderson Cancer Center, the program is offered at two locations and is tailored to help cancer patients and survivors feel less fatigued, build muscle, improve flexibility and get active against cancer.

A physician referral is required for this program and patients can be referred by any clinician on their care team. Eligible participants are those recently diagnosed with cancer, currently undergoing cancer treatment or living in remission.

To request more information about the program please call **904.365.4087** or email wellnesscoach@bmcjax.com.