

TouchPOINT

3rd Edition

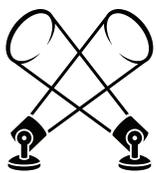
Welcome to the third edition of Touch Point, a quarterly newsletter for providers and their practices. This newsletter is a way for us to provide exciting updates, announcements, patient stories, and more in one convenient place.



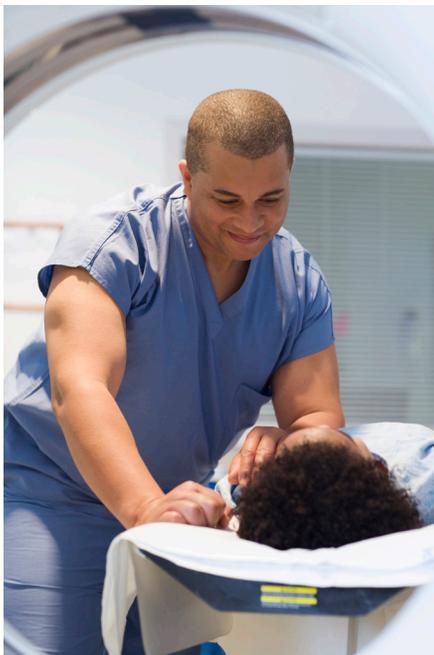
Changing Health Care for Good.®

The Baptist Business Development Team serves as the comprehensive resource for physicians and their offices. The team provides support 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 BusinessDevelopment@bmcjax.com.

We welcome your feedback and suggestions for future content. Email our editorial board at TouchPoint@bmcjax.com.



Spotlight on MRI Technology: One Size Does Not Fit All



Similar to people, MRI technology comes in a wide range of shapes and sizes. For many patients, the tight dimensions and tunnel-design of traditional MRIs make it difficult to successfully complete their needed scan. Access to quality images and a positive experience shouldn't be dependent on a patient's body size or the fear of enclosed spaces.

Because not all MRIs are created equal, Baptist Health offers multiple options for patients needing additional space or true open design due to apprehension with tight spaces. Featuring several convenient locations throughout the region and high-field magnet strength to ensure optimal image quality, our wide-bore and true open technologies provide your patients the comfort, peace of mind and results they need.

- Eight locations offering wide-bore or true open design
- 3T and high-field magnet strength
- Weight limit up to 650 lbs
- Extended hours including evenings and weekends
- Authorization services and electronic ordering available

Call, fax, click! Choose the option that works best for you. To access wide-bore and open technologies for your patients, please call **904.202.2222**, fax **904.271.6459** or send an order electronically.

Don't have access to electronic ordering or want to inquire about authorization services? We can help! Please call us at **904.202.4980** or email businessdevelopment@bmcjax.com.

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

Finally success after fear of enclosed spaces. By: Johnny Woodhouse



As hard as she tried, Amy Robertson could not complete her first two MRI exams without suffering panic attacks.

The thought of being enclosed in the tunnel-like machine was simply too much for her.

She's not alone in feeling that way. Many people experience feelings of claustrophobia during MRIs – even those who aren't normally claustrophobic.

"I know it's irrational, but the fear is real for people like me," says Robertson.

Diagnosed with multiple sclerosis in 2014, Robertson regularly undergoes brain and cervical MRI scans of up to 90 minutes or more. She can't tolerate most MRI machines, but she's found success at Premier Open MRI, which features a true open design that allows patients to see out on all sides via a 270-degree unobstructed view. The high-field technology also creates optimal image quality for accurate diagnosis and offers less time in the machine due to faster scanning capabilities.

The challenges Robertson experienced with completing her first two MRI attempts caused significant delays in diagnosing her serious health issues. She learned that just because a facility calls itself an open MRI, it may not be.

"It's a very different experience at Premier because you don't feel like you are closed in," said Robertson. "One of the things I really appreciate is they don't treat your fears lightly. The last time I was at Premier, I brought my mom along and they allowed her to sit in a chair next to the machine. She kept patting me to let me know she was there," added Robertson.

"Knowing what to expect and having my scans performed at Premier helps me get through it a lot easier now."

Ask these 5 questions to find a true Open MRI

A true open MRI has nearly three times more room than a traditional, closed-sided MRI and is not shaped like a tunnel but rather has three open sides and a 270-degree view of your surroundings. Ask these questions to determine if the MRI is truly an open design:

1. Is your MRI machine a "true open" MRI?
2. Is your MRI machine completely open on the sides, so that patients can turn their heads and see out past the machine and into the room (a 270-degree view)?
3. Are the magnets two separate plates on the top and bottom of the machine (like a sandwich) versus circular around the machine (like a donut)?
4. How does your facility accommodate a claustrophobic patient?
5. Will the open MRI allow me to reach out my arm and hold a loved one's hand?



**PREMIER
OPEN MRI**
Baptist Medical Center

TO MAKE A REFERRAL TO PREMIER MRI:

PHONE 904.202.7800

FAX 904.396.8601

ONLINE Choose Baptist Medical Center Premier Open MRI when ordering electronically.

ANNOUNCEMENTS

BAPTIST MD ANDERSON CANCER CENTER ICONIC BUILDING NOW OPEN



The new **Baptist MD Anderson Cancer Center** is a 330,000 square foot, state-of-the-art facility dedicated solely to patient-centered oncology care - from prevention and screening to diagnosis and treatment. The facility will not only be home to Baptist MD Anderson's multidisciplinary faculty but also to a wide range of clinical trials and a vast array of support services designed specifically for the cancer patient and their family.

To schedule a tour for you and your colleagues of the new Baptist MD Anderson Cancer Center, please email businessdevelopment@bmcjax.com or call **904.202.5053**.

NEW!

Baptist MD Anderson Cancer Center
1301 Palm Avenue
Jacksonville, Florida 32207

HOW TO REFER TO BAPTIST MD ANDERSON:

PHONE 904.202.7300 or 1.844.632.2278

FAX 904.202.2754

ONLINE baptistjax.com/BMDA-referral

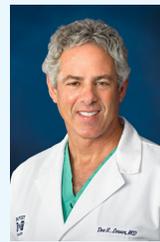
BAPTIST ENT SPECIALISTS NOW AT BAPTIST NORTH

Baptist ENT Specialists are excited to announce their expansion of services to Baptist North Medical Campus. **Don Lerner, MD**, and **Scott Scharer, MD**, will both see patients at the North campus clinic, creating convenient access to the full spectrum of otolaryngology care.

To schedule an appointment, call **904.202.6420**, fax your referral to **904.390.7409**, or submit a referral online at baptistjax.com/referral.

Baptist ENT Specialists

11236 Baptist Health Drive, Suite 330
Jacksonville, FL 32218



Don Lerner, MD, FACS



Scott Scharer, MD, FACS

BAPTIST HEART SPECIALISTS OPENS WORLD GOLF VILLAGE LOCATION



Shannon Leu, MD



Edward Bisher, MD

Baptist Heart Specialists is proud to announce the opening of their **new clinic at World Golf Village**. The multidisciplinary team is expanding locations to create convenient and increased access for your patients. Baptist Heart Specialists provides an unmatched range of services and expertise in cardiovascular care.

Come visit us at our newest location!

World Golf Village
533 W. Twincourt Trail
St. Augustine, FL 32095
904.493.8383 • Fax: 904.940.5951

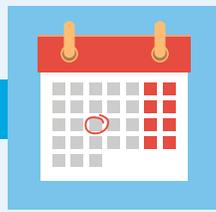


Simone Nader, MD, FACC



Aaditya Vora, MD

For a full list of all Baptist Heart Specialists' locations, please visit us at BaptistHeartSpecialists.com.



Women in Medicine: Breakfast at Tiffany's
Saturday, November 3, 2018

9 - 10 am

For more information or to RSVP for this exclusive event, please call **904.202.5018** or email

Misty.Manwaring@bmcjax.com.

Save the Date: 3rd Annual
Cardiovascular Symposium

February 15 - 16, 2019

Sawgrass Marriott Golf Resort & Spa

Visit baptistheartspecialists.com/symposium for more information and to sign up to be notified when registration is live.

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: *Patients can only be referred to Baptist MD Anderson Cancer Center once they have been diagnosed with an oncologic condition.*

Fact: Patients can be referred to Baptist MD Anderson whether an oncologic condition has been diagnosed or is suspected. In addition, Baptist MD Anderson welcomes the opportunity to provide second opinions and also treats and manages a variety of benign and pre-cancerous conditions.

If you have a question regarding a specific condition, please contact our physician liaison at **904.202.5053**.



DID YOU KNOW?

PATIENTS CAN NOW BE DIRECT ADMITTED WITH JUST ONE CALL

Baptist Health is proud to have launched the **Patient Care Logistics Center (PCLC)**, which streamlines the direct admit process for patients and referring physicians. With just one call, all aspects of patient admissions are coordinated including bed placement and in-network verification.

How to Direct Admit:

Call **904.202.PCLC (7252)** and select **Option 2** for all direct admits.

What You Can Expect:

1. Patient information, reason for DA, and a direct call back number will be requested.
2. PCLC will call the number provided with an accepting physician on the line.
3. A physician-to-physician exchange of information will take place on the PCLC recorded line and admission will be coordinated on your behalf.

Questions? Please call **904.202.PCLC (7252)**.



HEARING LOSS IS THE THIRD MOST COMMON PHYSICAL CONDITION

It may be an invisible condition, but the effects of personality changes, confusion, and aloofness are noticeable.

Patients who present with sensorineural hearing loss will often require a hearing aid but not all devices or delivery models are created equal. Hearing aids are not just amplifiers; they are complex machines and effectiveness is dependent upon accurate programming tailored to a patient's particular condition. Referral to an audiologist is critical for patients who are experiencing hearing loss or tinnitus.

The team of audiologists at Baptist ENT Specialists provides thorough evaluations and customized recommendations, fittings and follow-up beginning with the trial period and continuing throughout treatment. Our Doctors of Audiology work directly alongside Baptist ENT physicians creating a comprehensive and multidisciplinary approach to hearing care.

To refer to Baptist ENT Specialists' audiology services, call **904.202.3687**.