IQH Projects Successful in 18th Month of QIO Contract

IQH has successfully met performance requirements at the 18th month of the 9th Statement of Work. “We are pleased that your performance in the first evaluation period, focused on the theme areas of Patient Safety and Core Prevention, was in accordance with our expectations,” Dr. Barry M. Straube, CMS chief medical officer, director, Office of Clinical Standards and Quality, stated in a recent notification to Dr. James S. McIlwain, IQH president. “On behalf of our QIO Program management and staff at CMS, I would like to congratulate you on successfully meeting performance requirements at the 18th month of the 9th Statement of Work (SOW) core contract.”

The IQH staff works on patient safety and prevention projects focusing on improving the quality of health care for Medicare beneficiaries. (See IQH Projects, page 5)

Dr. Rodney Frothingham Honored as 2010’s Derrick Award Recipient

IQH Annual Meeting Held June 5

IQH held its 39th annual meeting at the 142nd Mississippi State Medical Association Annual Session in Natchez. IQH traditionally shares information on current projects at the MSMA event in the exhibit hall and updates members about the details of the quality improvement organization.

The 9 a.m. Saturday meeting was highlighted with the presentation of the Derrick Award to Dr. Rodney Frothingham of Ruleville, a longtime quality medicine advocate. He has supported the IQH mission of quality improvement throughout his years as a physician and is the 19th recipient of the award that was established to honor the late Dr. Arthur Aaron Derrick Jr. of Durant. His name has been placed with the other physicians who are listed on the permanent Derrick Award Plaque on display at IQH.

In announcing the award, Dr. McIlwain stated, “Dr. Frothingham’s support is demonstrated as we look back on the past six years he served on the IQH board of directors. He was also very much involved in our Circle of Champions effort that featured hospital quality improvement staff nominating physicians who showed an interest in and participated in quality improvement efforts within their hospitals. Dr. Frothingham received enthusiastic nominations in the endeavor to familiarize physicians with techniques for bringing meaningful change with a minimum of time and effort. His participation and enthusiasm have been very much appreciated in the various aspects of the quality improvement program. We at IQH are very appreciative of the time he has given to the mission of supporting quality medicine.”

(See page 4)
Patients with severe addiction to nicotine often need more than an admonition to stop their use of tobacco. The Mississippi Tobacco Quitline staff is available to offer valuable assistance to physicians in taking patients to another level in the tobacco cessation process.

The Tobacco Quitline utilizes a Consent/Referral form which is HIPAA-compliant and allows the counselor to make a proactive contact with the patient instead of waiting for the patient to call. The form also specifies if the patient will allow the Quitline to provide follow-up information to the referring physician on the patient’s cessation treatment.

Qualified callers may be eligible for up to eight weeks of the nicotine replacement gum or patch at no cost. When a caller reports any conditions that may inhibit or question the use of nicotine replacement products or medications, a Medical Clearance Form is sent to the physician. In these cases, no products will be distributed without a medical clearance form signed by the physician.

Working together, patients can be helped by taking advantage of professional, trained staff who will offer a quit plan, quit date and counseling. Physicians can rely on the Tobacco Quitline staff to engage the patient and provide the behavior change counseling that has been proven successful.

For more information on the Fax/Referral program or to receive the form for office or clinic use, contact Pamela Luckett, Mississippi Tobacco Quitline manager, at 601-957-1575 ext. 212 or 1-800-784-8669.

IQH’s Tobacco Quitline Web site is up and running for Mississippi. Healthcare providers can access information and forms to make a quick referral to the quitline. The Web site is: www.quitlinems.com.

IQH has been awarded the contract to continue providing Alabama with quitline services, including providing Web site online cessation services in Alabama as well.

Quitline hours have been expanded to 7 a.m. to 9 p.m. Monday through Friday and on Saturday from 9 a.m. to 5:30 p.m.
A Firsthand Look at a Diabetes Self-Management Education Class

By Susan M. Smith, BA

Editor’s Note: Mississippi Health First, featuring free diabetes self-management education classes, has now enrolled and graduated over 300 participants. Seven project leaders are conducting classes throughout the state in the initiative launched last October. The initiative represents the combined efforts of numerous federal agencies working on local levels to fight diabetes. The following article, a firsthand view of a class, is written by Susan Smith, shown above, IQH’s technical writer.

A two-hour training class at a clinic in Vicksburg June 16 taught by Lisa Camel and Stacey Farrell Branch represented the second in a two-part series offered to individuals who have been diagnosed with diabetes. The classes focus on teaching participants how to manage and control their disease and reduce diabetes complications using the Diabetes Empowerment Education Program (DEEP) developed by the University of Illinois at Chicago in which patients become actively involved in the learning process.

This particular class covered ways to cope with diabetes by identifying resources for support as well as diabetes management through basic nutrition. The class began with a review of the previous class content: how to identify signs of low and high blood sugar as well as ways to raise or lower blood sugar levels as necessary. After the review, the patients were asked to identify resources for support in coping with their diabetes. Some suggestions included the patients’ doctors, nurses, family members and friends. Then, patients were asked to identify the basic food groups by selecting colorful plastic fruits, vegetables, meats and starches from grocery baskets provided by the instructors. As the items were identified, the instructors discussed daily requirements, appropriate portion sizes and healthy preparation suggestions. Next the participants were asked to look at labels from various foods and identify fat, sugar, and carbohydrate content. The instructors then demonstrated how to calculate the amounts of each in a basic fast food meal. After the totals were calculated, the instructors provided a visual representation of the meal using salt, sugar cubes (for the carbohydrates), and lard (for the fats). The display was both shocking and enlightening. The patients were then asked to consider this when they selected foods on their own.

The class was concluded by reminding the participants to break old habits and reduce or modify the amounts and types of food being consumed. The importance of health food choices was emphasized.

If these participants take what they learned and apply it to their lifestyles, they will be able to more effectively manage their diabetes and become healthier in the process.

Salt content is shown in classes.

Eat Healthy, Be Healthy

That’s LARD—Lisa Camel, Mississippi Health First project manager, demonstrates visually what fat in the diet is all about with a ‘serving’ of lard.
Dr. Rodney Frothingham Honored with Derrick Award

Dr. Frothingham is currently serving on the consulting staff at North Sunflower Medical Center. Formerly the chief medical officer at Delta Regional Medical Center from 2003 to 2007, Dr. Frothingham was chief administrative officer of the West Campus of Delta Regional Medical Center in 2007 and 2008 and on active staff from 1974 to 2008. He served as medical director of the Acute Rehabilitation Center from 2000 to 2008. His practice affiliations have included the Neurosurgical Associates, P. A., in Greenville, SC, and the Greenville Neurosurgical Clinic in Greenville, MS.

The recipient of numerous recognition awards for service, Dr. Frothingham was named “Doctor of the Year” by the Mississippi Society of Medical Assistants and was elected to membership in the Sigma Xi scientific research society. He is chairman of the Ruleville Methodist Church Council and is also a certified lay speaker. Among his military achievements, he has served as commanding officer, 134th Combat Support Hospital, 2nd Detachment at Camp McCain. He is a recipient of the U. S. Army Legion of Merit and the Mississippi Magnolia Cross. Dr. Frothingham has also served on numerous medical and community service advisory committees.

In accepting the award, Dr. Frothingham said, “I am very pleased and humbled to have been recognized in such a way as to receive the Arthur A. Derrick Memorial Award. It is always a pleasure to serve IQH and the advancement of healthcare in Mississippi.”

Dr. Frothingham, a native of Rolling Fork, received a degree in chemistry from Mississippi College and pursued graduate studies in biological chemistry prior to earning his MD degree from the University of Mississippi Medical Center. His surgical internship was completed at Duke University Medical Center and his residency in neurological surgery at UMMC.

The late Dr. Derrick, a founder of IQH, was active with the State Medical Association, serving as president and chairman of the board as well as chairman of the IQH board. After Dr. Derrick died in an automobile accident in March 1993, the tradition of recognizing a physician who has been outstanding in the support of quality medicine was begun in his honor.

TeamSTEPPS
Team Strategies & Tools to Enhance Performance & Patient Safety explores the topics of why errors occur and how teamwork actions can create safety nets in promoting a culture of safety for patients. IQH staff members are studying the program and sharing information in order to contribute to the areas of patient quality and safety.
Dr. Gholson Receives Dr. James C. Waites Leadership Award at State Medical Meeting

IQH’s chief medical officer, Dr. Jennifer D. Gholson, received the Dr. James C. Waites Leadership Award at the State Medical Association Annual Meeting held in Natchez.

The award was instituted in 2001 to recognize the many contributions of Dr. Waites to his community and to organized medicine. Each year the MSMA Board of Trustees selects one physician under the age of 50 who is an outstanding leader in organized medicine and community affairs.

Dr. Gholson is the former medical director for Medicare Health Support and medical director with McKesson Health Solutions. She formerly practiced at Walthall Clinic in Tylertown and Magnolia Clinic in Magnolia. She also worked with Physician’s Review, Inc. She currently works part time with Peak Healthcare in Summit.

A graduate of Tulane University School of Medicine, she earned the BS degree in biology with honors in art history at Millsaps College. Postgraduate work includes a surgery internship at East Tennessee State University’s Department of Surgery and a family medicine residency at East Tennessee State University Department of Family Medicine, Johnson City.

An active member of MSMA, she served as chair of the Young Physicians Section and was Mississippi’s Young Physician delegate to the American Medical Association. She served two terms on the Board of Directors for the Mississippi Academy of Family Physicians for District 3. She recently completed a term as a member of the Medicaid Pharmacy and Therapeutics Committee and the Health Disparities Consortium of the Mississippi Department of Health.

In January 2010, Dr. Gholson was selected for the Top 40 under 40 business leaders program by the Mississippi Business Journal.

18th Month Evaluation—continued from page 1

IQH Projects

Beneficiary Protection: Case Review and Reporting Hospital Quality Data for Annual Payment Update (RHQDAPU)

Core Prevention: Working with physician offices and clinics to leverage certified electronic health record (EHR) systems to help improve influenza and pneumonia immunization rates, breast cancer and colorectal cancer screenings

Patient Safety: Pressure Ulcer Reduction in Nursing; Home and Hospital Setting; Nursing Home Physical Restraints; Hospital Surgical Care Improvement Project (SCIP); Methicillin-resistant Staphylococcus Aureus (MRSA); Nursing Homes in Need; Medication Safety

Sub-National Project: Focused Disparities

“We are very pleased with this 18th month evaluation,” said Dr. McIlwain. “Successfully meeting the requirements is important to us because it reflects good quality of care for our Mississippi Medicare beneficiaries.”

The 9th Statement of Work will be completed August 2011.
Dr. Arthur A. Derrick Memorial Award Recipients

2010: Rodney Frothingham, MD
2009: Samuel Peoples, MD
2008: Lee Greer, MD
2007: Leonard Brandon, MD
2007: Steven Brandon, MD
2006: Steve Parvin, MD
2005: Stanley Hartness, MD
2004: Ken Davis, MD
2003: Ralph Dunn, MD
2002: Tom Mitchell, MD
2001: Alton Cobb, MD,
2000: Candace Keller, MD
1999: David Lee Gordon, MD
1998: Jack Evans, MD
1997: Glenn Peters, MD
1996: George Abraham, MD
1995: John Cook, MD
1994: Richard Miller, MD
1993: Tom Fenter, MD