



## ▼ Intelus Demonstrations Planned ▼

- \* **WHAT'S NEW:** Froedtert is offering demonstrations of the Intelus Optical Imaging system, a likely alternative to the MasterChart electronic medical record system.
- \* **WHEN:** There will be three, consecutive half-hour demonstrations *today* (Friday, May 14) beginning at 11 a.m. in the Froedtert Board Room. All interested physicians and others are welcome to attend. There will be refreshments.
- \* **FOR MORE INFORMATION:** Call Kalai Taihook in the Froedtert Office of Corporate Compliance at 259-2895.

## ▼ Jewish Community Proposes Partnership ▼

- \* **WHAT'S NEW:** Representatives of the Milwaukee area Jewish community made a presentation to Medical College President T. Michael Bolger and the CPG Board to propose a partnership with the Medical College to provide lifetime health care services to people in the North Shore area, including but not limited to the area's Jewish population.
- \* **GUEST PRESENTERS:** Marty Stein, President of Stein Optical; Nita Corre, President of the Jewish Home and Care Center and Chai Point assisted living facility; and Jay Roth, Executive Director of the Jewish Community Center.
- \* **THE PLAN:** The Jewish community, which already operates a Community Center and a nursing care facility in the North Shore area, has purchased a 73-acre site in Mequon. Its vision for the site is threefold:
  - To provide fitness and wellness programs
  - To offer housing options for senior citizens
  - To provide a complete spectrum of top-quality medical care
- \* **THE MEDICAL COLLEGE'S PROPOSED ROLE:** To provide health care from birth to old age, including specialty care such as sports medicine, geriatric medicine, and women's medicine.
- \* **POSSIBLE ADVANTAGES FOR THE MEDICAL COLLEGE:** Access to patients in the North Shore area, which is growing in population. Also, the chance for College physicians and other health professionals to offer services in a new, state-of-the-art facility.
- \* **THE COMPETITION:** The Jewish Community indicated it is also approaching other health care institutions with this proposal.
- \* **THE CONSENSUS OF THE CPG BOARD:** This opportunity appears very promising, and is definitely worth pursuing. The Medical College already has an established positive relationship with members of the Jewish community, and the College certainly offers the wide array of specialties and medical services envisioned by those making the proposal. It also has the high quality of medical knowledge and care that they envision.
- \* **THE NEXT STEP:** The CPG plans to form a small work group that will pursue negotiations with the Jewish community.

## ▼ Proposed Call Center for Access to Faculty Physicians ▼

- \* **BACKGROUND:** The idea of a call center has been discussed for at least two years by both the Medical College and Froedtert Hospital. Some proposed plans have been elaborate and expensive, such as incorporating a triage center as part of the phone system.

\* **WHAT IS CURRENTLY PROPOSED:** Dr. Lofgren and the CPG Board have agreed to install a basic plan at this time that addresses two main concerns:

1. The ability of physicians and other health care providers in the community to contact MCW faculty physicians for expert advice or to refer patients. Up to now, it's been difficult to ascertain the correct number to call and even if the correct Department is reached, the physicians have, at times, been directed to a resident on call.
2. Improved coordination of the transfer of patients to Froedtert Hospital from other hospitals or health care facilities. This involves not only contacting faculty physicians, but also making calls to ensure compliance with the patients' insurance providers and utilization management guidelines. If this isn't done promptly at the time a patient is admitted, it could mean difficulties or delays in obtaining payment from the insurance company or other payers.

\* **THE PLAN:** A central telephone number will be available to referring physicians. The calls will be answered by nurses familiar with our specialists and medical services as well as admitting requirements for incoming patient transfers.

\* **COST:** Between \$300,000 and \$320,000 per year, to be divided between Froedtert Hospital and the Medical College at an 80/20 ratio.

\* **AN IMPORTANT DECISION:** The CPG Board agreed from now on, faculty rather than residents or house staff will be available to respond to calls from referring physicians.

\* **THE NEXT STEP:** Nurses need to be recruited to staff the call center. An updated listing of faculty names, phone numbers, and specialized areas of expertise needs to be compiled. Each Department needs to develop a way to have a faculty member available at all times who can respond within minutes to a call from a referring physician.

### ▼ Focus Feedback ▼

The following e-mail messages have been received in response to recent issues of *Focus*. We will publish these "letters to the editor" with the permission of the sender, as space permits in *Focus*.

"I just wanted to let you know that I find your e-mail Focus extremely useful. The way you write the articles — organization and detail — results in my being able to read each notice and not have further questions. Thank you so much for your efforts." — **Barbara Hartmann, PhD, Psychiatry**

"When will the MasterChart replacement be up and running? How about an update on this?" — **James Alman, MD, OB/GYN**

*Editor's Note: The MasterChart electronic medical record system will be replaced in October or November. See above notice regarding today's demonstrations of an alternative system.*

### ▼ Editor's Note Regarding Clinical Centers ▼

The April 16 issue of *Focus* described efforts by Dean Michael Dunn and the CPG Board to better define the term, "clinical center." It was noted that the word "center" is currently being used to describe many types of clinical and research programs on campus.

After Dr. Dunn's presentation at the April 6 CPG Board meeting, members agreed to define a "clinical center" as a multi-disciplinary program that combines the expertise and services of several departments to provide patient care related to a particular disorder or group of disorders. Several examples of clinical centers were mentioned as part of the discussion. The list was not intended to be all-inclusive; some centers may have been inadvertently omitted, however, not all programs of coordinated care on campus fit the official definition of "clinical center" and were not mentioned for that reason.

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