Primary Care Week Spotlights Our Physicians and Care Teams

UMass Memorial and UMass Medical School celebrated National Primary Care Week October 3 to 7 with activities highlighting the strength of our system’s 500 primary care physicians and their care teams, as well as our academic partner’s excellence in educating and training primary care physicians.

National Primary Care Week was established by the American Medical Student Association (AMSA) and this year, the national non-profit organization Primary Care Progress joined with AMSA to highlight the importance of primary care for all, particularly underserved populations. It was first celebrated at UMass Medical School and UMass Memorial in 2010 by student leaders of the Primary Care Principles Group in collaboration with the Center for the Advancement of Primary Care. As he did last year, Governor Deval Patrick signed a proclamation designating the week as Massachusetts Primary Care Week.

Thanks Expressed by Many

As part of the National Primary Care Week observance, UMass Memorial President and CEO John O’Brien and UMMS Chancellor Michael Collins, MD, co-authored an “As I See It” opinion piece, published in the Worcester Telegram & Gazette. The article addresses the current shortage of primary care physicians and presents the value of strong primary care programs in this era of health care reform, highlighting those at UMass Memorial and UMass Medical School. Read the article here: Primary Care and Health Care Reform.

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Each year the number of student, institutional and community groups that support the observance grows. They coordinated and participated in the following activities:

- **Grab & Go Breakfast**
- **Seminar with guest speaker Jim O’Connell, MD, president of Boston Health Care for the Homeless Program**
- **Puttermann Lecture, “Reflections from the Streets: Lessons Learned from Caring for Boston’s Rough Sleepers,” by Dr. O’Connell**
- **Department of Family Medicine and Community Health Annual Dinner**
- **Prime Time Conversations webinar with President and CEO John O’Brien, Daniel Lasser, MD, MPH, and David Fairchild, MD, MPH**
- **“Primary Care Question of the Day” email series for School of Medicine and Graduate School of Nursing students**
- **Students in the Community Program: Geriatrics Nutrition Screening**
- **Poster Session: Innovations in Primary Care through Quality Improvement and Research**
- **Medicine Grand Rounds: David Fairchild, MD, MPH**

In addition to these activities, a Humanities in Medicine event, “In Celebration: Primary Care Story Telling,” featured readings from *Thursday Morning Memos*, the Department of Family Medicine & Community Health’s narrative medicine program.

Created by Hugh Silk, MD, a primary care physician at Hahnemann Family Health Center and associate professor of family medicine & community health, *Thursday Morning Memos* is a version of narrative medicine, in which students, residents, physicians and faculty reflect on patient experiences and explore meaning in their work through writing.

Although National Primary Care Week officially ended on October 7, the Annual Primary Care Dinner on November 29 brings the week’s activities to a close at UMass Medical School and UMass Memorial. The dinner’s featured speaker is David Hatem, MD, internal medicine: “What We Are Talking About When We Talk About … Behavior Change.”
Thanks Expressed by Many
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During the week, Mr. O’Brien telephoned a number of primary care physicians in Medical Group and private practices across the UMass Memorial Health Care network of care. He thanked them for being great doctors, teachers and collaborators. “Making these calls and having lunch at Westborough Med/Peds were among the most enjoyable things I have done in months,” said Mr. O’Brien, who heard from PCPs about the love they have for their work and for caring for their patients. In addition, each of the 170 individual practices received a note from Mr. O’Brien on behalf of the clinical system, acknowledging their contributions to the health of their communities and their commitment to the important work of primary care.

“Making these calls and having lunch at Westborough Med/Peds were among the most enjoyable things I have done in months.”

John O’Brien, UMass Memorial President and CEO

In another gesture of thanks, the Center for the Advancement of Primary Care delivered gift baskets to primary care practice teams chosen at random across the system’s service areas. The center collaborated with the UMass Memorial Marketing and Communications Department to produce:

• Computer screensavers spotlighting primary care physicians’ philosophies of care.
• Daily News & Views and Inspired Change email items highlighting the contributions of our primary care faculty and physicians and the patient-centered medical home initiative.
• Messages of thanks to our primary care physicians and care teams posted on the Medical Center OurNet homepage, Facebook page and Twitter.

Honoring a Distinguished Woman in Medicine

Congratulations to Julia Andrieni, MD, chief of general internal medicine and vice chair of medicine for clinical services, who received the Joy McCann Professorship for Women in Medicine from UMass Medical School during the investiture ceremony in September.

Julia Andrieni, MD

Endowed professorships provide an avenue for private donors to support specific areas of academic excellence, as well as clinical research. Professorships also enhance our ability to attract and retain distinguished physicians, like Dr. Andrieni, whose talents help improve health care for everyone.

The McCann Professorship was established in 2005 and held in prior years by Linda Weinreb, MD, family medicine, Family Health Center of Worcester, and Patricia Franklin, MD, MBA, MPH, orthopedics and physical rehabilitation.

Save the Date!

13th Annual Primary Care Days
April 11 to 12, 2012
Hoagland-Pincus Conference Center
222 Maple Avenue, Shrewsbury, MA

Sponsored by the University of Massachusetts Medical School
CME: AAFP-prescribed credit and AMA PRA Category 1 credit

The Center for the Advancement of Primary Care is supported by UMass Medical School and UMass Memorial Health Care.

Contact Us: 774-442-7050 or capc@umassmemorial.org

“Quality Care Begins with Primary Care” • www.umassmemorial.org/capc • PRIMARY CARE NEWS
Practice Improvement Corner

Working within the System: Helpful Allscripts Tips and Resources for Your Practice

Working with an electronic medical record (EMR) has its benefits and challenges. More information is at your fingertips, but the data has to be managed. The Center for the Advancement of Primary Care, in conjunction with Medical Management and “Dr. Allscripts,” Gordon Manning, MD, offer tips and resources that help you take full advantage of everything that is currently available in Allscripts.

Consider the challenges of ensuring that patients complete recommended tests and referrals, and that the practice receives reports of these activities. Eventually, an Orders module will facilitate these functions, but until it is in place, the following process achieves these goals:

• The provider initiates a Task to an identified “Task Team” in the office. (Tasks are initiated in Chart view by clicking the Task Icon located in every pane.)

• The Task Team “works the tasks” by doing prior authorizations, making appointments, etc.
• The Task is sent back to the provider with information on the date and place of the test or referral.
• The provider or staff member opens the task and resets the date to one or two days after the scheduled event to allow time for the result.

In the future, look for more tips in the Practice Improvement Corner and Allscripts best practice webinars on topics such as:
• Clinical Summary – how to add additional data
• Ordering – how to attach diagnoses to an order
• Med Lists – presenting medication lists to patients by linking them to problems
• Using Custom Templates for Notes

To access learning materials prepared by the Allscripts training team, click here. The online training videos located on the right-hand side of the page are very helpful.

If you have suggestions about future Allscripts topics to explore, please contact francis.wanjau@umassmemorial.org.
Welcome New Colleagues

Philip Bolduc, MD
Family Medicine
Family Health Center of Worcester
Medical School: University of Massachusetts Medical School
Residency: Tufts University Medical Center/Greater Lawrence Family Health Center

Stephanie Carter-Henry, MD
Family Medicine
Hahnemann Family Health Center, Worcester
Medical School: University of Massachusetts Medical School
Residency: UMass Memorial/UMass Medical School

Lindsey Cobbett, MD
Family Medicine
UMass Memorial Medical Center – University Campus
Medical School: Jefferson Medical College of Thomas Jefferson University
Residency: Cambridge Health Alliance

Mark Davidson, MD
Internal Medicine
320 Bolton Street, Marlborough
Medical School: Tufts University School of Medicine
Residency: Mount Auburn Hospital

David Fairchild, MD, MPH
Internal Medicine
UMass Memorial Medical Center – University Campus
Medical School: Pennsylvania State College of Medicine
Residency: Yale-New Haven Hospital
Fellowship: Brigham and Women's Hospital

Amy Lo-Johnson, MD
Internal Medicine, Pediatrics
11 Mayo Road, Holden
Medical School: University of Massachusetts Medical School
Residency: University of Chicago

Himabindu Muddana, MD
Pediatrics
10 Winthrop Street, Worcester
Medical School: St. George's University School of Medicine
Residency: State University of New York Health Sciences Center, Brooklyn

Erin O'Hara, MD
Medicine/Pediatrics
198 Ayer Road, Harvard
Medical School: University of Massachusetts Medical School
Residency: UMass Memorial/UMass Medical School

Erika Oleson, DO
Geriatrics
UMass Memorial Medical Center – Memorial Campus
Medical School: Ohio University College of Osteopathic Medicine
Residency: Firelands Regional Medical Center
Fellowship: Boston Medical Center/Boston University School of Medicine

Rita Semaan, MD
Internal Medicine
1 West Boylston Street, Worcester
Medical School: Lebanese University
Residency: Roger Williams Medical Center
Welcome New Colleagues, continued

Sapna Sharma, MD  
Internal Medicine  
Tri-River Family Health Center  
Medical School: Makerere University College  
Residency: Boston University Medical Center

Mark Haberman, MD  
Internal Medicine  
Leominster Internal Medicine  
Medical School: New York Medical College  
Residency: Faulkner/Shattuck Hospitals

Nancy Skehan, MD  
Internal Medicine  
UMass Memorial Medical Center – University Campus  
Medical School: University of Massachusetts Medical School  
Residency: UMass Medical School/UMass Memorial

Toral Parikh, MD  
Family Medicine  
South Leominster Family Practice  
Medical School: Ross University School of Medicine  
Residency: UMass Memorial/UMass Medical School

Eric Cotter, MD  
Internal Medicine  
Leominster Internal Medicine  
Medical School: University of Massachusetts Medical School  
Residency: UMass Memorial/UMass Medical School

Colleagues on the Move

Lisa Gussak, MD, now practices family medicine after practicing hospital medicine.  
Family Health Center of Worcester  
Medical School: University of Connecticut School of Medicine  
Residency: St. Paul Ramsey Medical Center

We welcome the following physicians from HealthAlliance Coordinated Primary Care to the UMass Memorial Community Medical Group:

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Primary Care News is now a quarterly publication. Look for us next time in Winter 2012.

The Center for the Advancement of Primary Care at the University of Massachusetts Medical School and UMass Memorial Health Care will create, strengthen and integrate activities across the Medical School and the clinical system to ensure a robust primary care network that will serve as the main portal of care for patients and will provide excellence in teaching and research.