Welcome to 2016

As we take time to reflect on the past year, it is important to recognize the many accomplishments and challenges that have occurred in 2015. We are grateful to each and every team member for their time, dedication and involvement in ensuring that our Mission is fulfilled by providing the highest quality of care for our patients and community.

Your leadership team is committed to continuous improvement in 2016. Areas of focus include an enhanced float team, a talent development program, development of a physician resiliency and retention program, a streamlined and improved physician on-boarding process, EMR optimization, redesign of the referrals process, attaining accounts receivable best practice, a new coding education and monitoring program, develop action plans to respond to Team Member as Customer (TMAC) and BMG Loyalty Task Force surveys.

Best wishes for a Healthy and Happy New Year!

Lee C. Kirkman
Chief Medical Officer

Kevin Corrigan
Chief Administrative Officer

2015 Accomplishments

- Implemented single Press Ganey Patient Satisfaction and Performance scores
- Completion of PPM/EMR implementation
- Implementation of Cerner Population Health and Patient Registry functions
- Opened Clinical Simulation Lab for Clinical New Hire Orientation
- Women’s Health Center plan developed with opening planned 2nd quarter 2016
- Completed St. Anthony’s PCMH–NCQA Recognition
- Cerner enhancements made to add value to physicians
- Completed single BMG physician and provider database
- Development of physician educational opportunities relative to coding and risk scores
- Centralized Float Team developed and trained allowing timely replacement to meet office staffing needs
- Implemented the BMG office staff uniform branding plan
- Negotiated BMG managed care contracts under single tax ID
- Continuation of Meaningful Use strategies
- Single Team Member as Customer Survey for BMG
- Single Physician as Customer Survey for BMG
- Staff loyalty initiatives including site visits and organization of a BMG Loyalty Task Force
- Team map reporting on the BayCare portal initiated
- Formed a dedicated BMG EMR committee
- Improved communication tools such as BMG Intranet page on Team BayCare, BayCare portal usage, and H/share drive
Chief Medical Officer Lee Kirkman, MD, and Chief Administrative Officer Kevin Corrigan will both retire at the end of 2016, giving BayCare Medical Group (BMG) nearly a year to find replacements and facilitate a smooth hand off. CEO Steve Mason announced the planned retirements in early December with the highest praise for both leaders.

“We are extremely grateful to both for their role in expanding access to quality physician care in the greater Tampa Bay region,” said Mason. “Since BMG was established in 2013, these two have managed the consolidation of six legacy physician groups into one cohesive entity, while growing the physician staff at the same time.”

That work included the integration of multiple electronic medical records into a single patient chart, expansion of the patient-centered medical home model, development of the Women’s Care Center and integration of behavioral health into primary care delivery. Today, BMG has more than 500 physicians in 170+ medical office sites, supported by more than 70 advanced care practitioners and 1,600 team members. Approximately 70 new physicians are expected to join BMG this year.

Dr. Kirkman has served as chief medical officer of BayCare Medical Group since its inception, and was the original and only president of the legacy group HealthPoint Medical Group, which was created in 1996. He started practice at St. Joseph’s in 1981 and has served on a variety of boards in his 35-year tenure.

“Dr. Kirkman’s leadership has laid the foundation for a high-performing, system-integrated medical group that is absolutely critical to fulfilling our mission of community health,” said Mason. “He and Kevin have done a remarkable job.”

Kevin Corrigan has been a BayCare team member for nearly 25 years and served as the COO for Morton Plant Mease Primary Care and Specialists before assuming his BMG chief administrative officer role in 2012. During his tenure he oversaw the transformation of vastly different legacy groups into one legal entity with a singular operating platform and governance.

BMG has developed a deliberate and comprehensive search process to ensure finding the best candidates for both positions. In keeping with a commitment to promoting from within, the search will begin by identifying and carefully evaluating internal candidates. If the right leaders cannot be found internally, BayCare will conduct a national search. The process for evaluating candidates will include BayCare executive leadership, the BMG Board and the BMG Advisory Council.

“We view these positions as critical because physicians are vital to the transformation from hospital-centric to patient-centric care,” said Mason. “Physicians play a pivotal role in our efforts to increase access to primary care and coordinate all care across the continuum.”
The Diabetes Education Team participated in Diabetes Awareness Month (November) by manning tables in the cafeterias of Mease Countryside, Mease Dunedin, Morton Plant North Bay and Morton Plant hospitals on November 12 and 13. They shared their knowledge and information for managing diabetes and providing support to visitors and BayCare employees that had questions or concerns about their family members or their own diabetes. Thank you to Pattie Newsome, Sam Alldredge, Gwen Enfield, Sheryl Ferris and Shelaine Williams for your efforts.

Our Diabetes Education Team remained busy during the month of November by assisting Drs. Munira Siddiqui and Payal Patel (Endocrinology) with an Insulin Pump Information Fair at Mease Countryside Hospital on November 16. The doctors, the Certified Diabetes Educators, and vendors for insulin pumps and continuous glucose monitoring systems provided information, technology and answers to questions regarding these systems. The event was well attended by members of the community interested in the management of diabetes utilizing these systems.

In addition, Cindy Bray, RN, and Sheryl Ferris, RN, from our Diabetes Education Team, participated in the FIS Global Health Fair conducted on the company's St. Petersburg campus on November 19. FIS Global is the world's largest global provider dedicated to banking solutions, providing software services, outsourcing technology and payments technologies for financial institutions. The event was well attended by 1,200 to 1,400 FIS employees.

Improving the Medical Office Patient Experience

BayCare Medical Group reached their 2015 Team Award Goal to improve the medical office patient experience. Leadership provided all physicians and staff with copies of patient comments each month. BMG surveyed patients after their doctors visit using Press Ganey, a national provider of patient experience analytics, and were asked to rate their overall experience on a scale of 0 to 10. The BMG goal was to rank in the 81st percentile on patient satisfaction when compared nationally with similar medical groups during the third and fourth quarters of this year. The current BMG-wide percentile rank stands at 83, two points above target.

“"This was the year to find out where we are on the journey toward patient-centered care," said Joanne Skorupski, BMG’s manager of risk management and patient experience. BMG improvements this year included:

- EMR systems signage
- Physician/patient focus
- Shadow coaching
- Upgraded phone system
- Using AIDET (Acknowledge, Introduce, Duration, Explanation and Thank You)

To read the full article: http://intranet.teambaycare.org/Resources/News/Pages/SS/MC/Team-Award-Goal-Spotlight-Improving-the-Medical-Office-Patient-Experience.aspx

Dr. Peter Blumencranz and Dr. Ben Yan received special recognition for taking the time to share their knowledge and experience in the use of Perjeta, which saved the life of Michelle King, a Mease Dunedin team member who is being treated for breast cancer at Morton Plant Hospital. Her treatment includes Perjeta, a new drug being used to treat advanced breast cancer before surgery. To read the full Tampa Bay Times article: http://www.tampabay.com/news/health/medicine/new-drug-combination-can-boost-survival-chances-for-some-breast-cancer/2247932
**Highlights – Continued**

**Cakes to Cure** started out as a fund-raising idea to help breast cancer patients in need. Throughout the years, we see many breast cancer patients from different backgrounds and some sail through treatment and do very well with minimal side effects. These patients have an excellent support system with great resources. However, there are some patients that touch our hearts because they go through tough times with their diagnosis or treatment and may not have the support or resources that they need. This is how **Cakes to Cure** started. We wanted to do a cupcake fund-raiser to show that a few people can make a difference. We asked for donations from local businesses to support our cause and were able to get donations from Publix and Sam's Club. During the week of October 12-16, **Breast Surgery** team members along with the **Radiology Department**, took shifts offering cupcakes for donations in front of the **St. Joseph's Women's Hospital** Cafeteria. We had different shades of pink cupcakes and we received donations small and large. The support was amazing and the cupcakes were pretty good, too. We raised over $2,400. This was also marketed on Dr. **Robert Gabordi**'s personal Facebook page, along with the **BayCare Pink Hands Initiative**. We were able to raise awareness and have fun at the same time. Dr. **Claudia Lago Toro** and Dr. **Robert Gabordi** selected two patients to receive contributions for the holidays from the monies raised.

**Congratulations to:**

**Sheri Johnson, PCC, and Cindy Williams, PCC**, for completing their Care Coordination Achievement Program Certification.

**Elan Melamed, PT** joined BMG as the Director of Clinical Quality and Process Improvement on November 23, 2015. Many of you already know Elan from his patient experience role at BayCare. His time spent focusing on the patient experience, coupled with his black belt training and operations management experience, will serve him well as he takes on this important role within BMG.

**Dr. Yves Gabriel**, while a visiting vascular surgeon in the largest aortic center in northern France, obtained extra training in the latest fenestrated aortic stent grafts and also taught vascular surgery trainees the lessons that he learned in the early years of fenestrated aortic stenting under the mentorship of Dr. Roy Greenberg while at the Cleveland Clinic in Ohio. As liver-pancreas transplantation was his first true love, Dr. Gabriel has added training under the mentorship of Drs. Flanagan and D'Angelia at Memorial Sloan Kettering Cancer Center in New York. These added skills will help him provide complex vascular intraabdominal support to the Morton Plant Mease community patients and physicians.

**Ericka Unger** is the new Patient Experience Coordinator-East Region at BayCare Medical Group. She is new to BayCare but has been with BayCare for more than 12 years working as a patient advocate for Trauma Services in the emergency department at St. Joseph's Hospital. In addition to working in the emergency department, Ericka has also worked as a health coach in BayCare Community Health, and as an instructor for Child Life. She feels truly blessed and proud to be a part of BayCare Medical Group.

**Carol Gillette** is the new Patient Experience Survey Coordinator, responsible for coordinating the survey process to maintain the integrity of data, maximize response rates, track, trend and analyze results, and train staff and providers to run reports and access available resources for improvement purposes. Carol has been employed with BayCare for 12 years. She comes to us from the Practice Development department at Eisenhower where her main responsibilities were to maintain the HealthPoint Medical Group (HMG) legacy website, coordinate HMG's patient satisfaction survey process and assist in marketing efforts for HMG and then BMG.

**Dr. Ruvan Wickramasinghe** recently received the honor of being a Fellow in Hospital Medicine from the Society of Hospital Medicine.
Glowing Recognition for BMG Physicians

Tampa Magazine Top Doctors 2016 List

2016 Top Doctors results are in, according to Tampa Magazine. The Tampa Bay area’s top doctors have been selected by their peers and BayCare Medical Group had an outstanding 24 doctors chosen for this annual prestigious honor. Congratulations to the BMG physicians below for making BayCare Medical Group shine across Tampa Bay.

- Christian Bailey, MD (Gastroenterology, Tampa)
- Marcy Baker, MD (Pediatrics, Tampa)
- David Bernstein, MD (Geriatrics, Clearwater) Voted #1 by peers
- Peter W. Blumencranz, MD (Breast Cancer Surgery, Clearwater)
- Anthony Brannan, MD (Colon/Rectal Surgery, Tampa)
- Jorge Castellvi, MD (Pediatrics, Tampa)
- John Chan, MD (Orthopedic Surgery, Tampa)
- Harold Colbassani, MD (Neurosurgery, Clearwater)
- Angel Docobo, MD (General Surgery, Tampa)
- David Echevarria, MD (General Surgery, Tampa)
- Kevin Elder, MD (Sports Medicine, Tampa) Voted #1 by peers
- Matthew Glover, MD (Cardiology, Tampa)
- Matthew Glover, MD (Cardiovascular Disease, Tampa)
- Dean Gobo, MD (Neurosurgery, Clearwater)
- Julio A. Gonzalez Paoli, MD (Rheumatology, St. Petersburg)
- James M. Irwin, MD (Cardiac Electrophysiology, Tampa) Voted #1 by peers
- George James, MD (Vascular Surgery, Tampa)
- Eugene Murphy, MD (Vascular Surgery, St. Petersburg)
- John Ofenloch, MD (Cardiovascular Surgery, Clearwater)
- Domenick Reina, MD (Pulmonary Disease, Tampa)
- Solimar Salud, MD (Pediatrics, Tampa)
- Cesar Santiago, MD (Colon/Rectal Surgery, Tampa)
- Joel Silverfield, MD (Rheumatology, Tampa)
- K. Eric Sommers, MD (Thoracic Disease, Tampa) Voted #1 by peers
- Arnaldo Torres, MD (Rheumatology, St. Petersburg)

Castle Connolly Top Doctor Recognized

Michael Franklin, MD, (Neurology, St. Petersburg) was selected by peer nomination as a Castle Connolly Top Doctors for 2009-2015. Congratulations Dr. Franklin, for being selected for this prestigious honor.

Best Doctors in America 2015-2016

We would also like to recognize Paul Lewis, MD, FAAFP, CPE, (Family Medicine, Clearwater) and Corey Evans, MD, (Family Medicine, St. Petersburg) who were recently selected by their peers as Best Doctors in America 2015-2016, in the September issue of Tampa Bay Metro magazine. Congratulations Dr. Lewis and Dr. Evans.

If you have received special recognition or know of a BMG physician that has received an award or recognition, we’d like to hear from you. Send your submission via email to Holly Russell at holly.russell@baycare.org.
**PCMH Certifications Continue to Grow**

Patient Centered Medical Home (PCMH) recognition indicates a gold standard of patient care. Eri Jacobs, Clinical Operations Specialist, leads BMG’s effort to gather and submit the needed documentation to receive the recognition from the National Committee for Quality Assurance (NCQA). To achieve this recognition, sites need to utilize care coordination and communication. This ensures that patients not only receive needed medical care and advice from their providers but that they receive additional support to ensure they follow through with recommendations and that their team of specialists stays in communication for continuity of care. Medical homes can lead to higher quality and lower costs, and can improve patients’ providers’ experience of care. Through Eri’s organization, diligence and coordination of team members to complete the application for PCMH recognition, many of BMG’s clinics are PCMH recognized. Practices with PCMH recognition:

- 10 SAPC
- 18 HealthPoint
- 38 MPMPC

BMG is in the process of recertifying the 18 HealthPoint practices, which will be the first BMG practices recognized under the 2014 PCMH standards. We recently received notification from NCQA that all 12 HealthPoint adult primary care sites attained Level 3 recognition (the highest level). The HealthPoint pediatric primary care sites will be submitted for review before the end of quarter one. There are also two patient-centered specialty practices that are currently Level 3 recognized:

- HealthPoint: Adult Hematology and Oncology
- MPM: Hematology and Oncology Specialists

Thank you Eri, for leading this initiative!

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**Palliative Care Program**

Palliative care is a philosophy of care and an organized, highly structured system for delivering care. The goal of this program is to prevent and relieve suffering, and support the best possible quality of life for patients and their families, regardless of the stage of the disease or the need for other therapies. Expanding traditional disease model medical treatments to include the goals of enhancing quality of life for patient and family, optimizing function, helping with decision making and providing opportunities for personal growth can be delivered concurrently with life-prolonging care or as the main focus of care. Morton Plant Mease has a well-established program of palliative care in its four hospitals. The transition to BayCare Medical Group physicians will not only streamline and improve palliative care services for our patients but will allow room for future growth of this invaluable service. Please join me in welcoming these two physicians to our team:

**Kerry Englert, DO**, is board certified in hospice and palliative medicine and internal medicine, and has worked with us as part of our Empath contract for the last four years serving Mease Hospitals and BayCare Alliant Hospital. He is currently working with Morton Plant North Bay and Mease Countryside hospitals. Dr. Englert serves on the Morton Plant Mease ethics committee, the MPM cancer committee and the USF/Turley Family Medical Resident program as liaison for palliative medicine.

**Kirkak “Jay” Poonkasem, MD, FAAFP, LMT**, is board certified in hospice and palliative medicine, family medicine and integrative medicine. Dr. Poonkasem is also a volunteer affiliate assistant professor at the University of South Florida College of Medicine, Department of Family Medicine, and teaches family medicine residents who rotate with him about palliative medicine and integrative medicine. He is currently working with Morton Plant, Mease Dunedin and BayCare Alliant hospitals. He also serves on the Board of Directors for the Florida Academy of Family Physicians.

If you have any questions about coverage or our program, contact Margie Atkinson at (727) 461-8061, or margie.atkinson@baycare.org. Please note we are working on a BMG-Palliative Care group in Cerner to make consulting our physicians easier during this transition period. Your assistance in making your teams and physicians aware of these changes is appreciated. Thank you for your ongoing support of this very important program.
We have recently introduced liver, pancreas and foregut surgery services to our patients. Dr. Prashant Sukharamwala has recently joined BayCare Medical Group as director of gastrointestinal surgical oncology. This will allow us to provide surgical services to patients with the following cancers:

- Bile duct cancers
- Esophageal cancers
- Gastric cancers
- Liver cancers including liver metastasis
- Pancreatic cancers

We will also offer surgical cures for some of these benign disorders:

- Achalasia
- Bile duct injury
- Gastroesophageal acid reflux
- Giant hiatal hernia
- Zenker’s diverticulum

Dr. Sukharamwala is board certified in general surgery. He completed his general surgery residency at Ohio State University Medical Center and Northeast Ohio Medical University. Dr. Sukharamwala then completed his fellowship in advanced GI and hepatopancreatobiliary surgery at Florida Hospital. Subsequently, he went on to finish another fellowship in robotic GI oncology. Dr. Sukharamwala is a member of the Society of Surgical Oncology (SSO), the American Hepatopancreatobiliary Association (AHPBA) and the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES).

Marla Rima is the site manager who oversees surgical practices in colorectal and general surgery and now also manages liver, pancreas and foregut surgery. Dr. Sukharamwala’s offices are located in Tampa at 4301 N. Habana Avenue, (813) 879-5010, and Riverview at 10141 Big Bend Road, (813) 397-1274.
Our New Providers

Mahesh Amin, MD, FACC
Cardiology (West)
Darrel Bain, NP
Cardiology (West)
Robert Black, MD, FACC
Cardiology (West)
Harris Boyiadzis, MD
Cardiology (West)
Patrick Cambier, MD, FACC, FSCAI
Cardiology (West)
Alan Camp, MD, FACC
Cardiology (West)
Jaime Casellas, MD
Cardiology and Primary Care (East)
Wayne Cheng, MD
Cardiology (West)
Roxann Cook, DO
Family Medicine (East)
Jose Cura, MD
Cardiology and Primary Care (East)
George, Dagher, MD, FACC
Cardiology (West)
Sally Dawood, MD
Family Medicine (East)
Renae DeGrella, PA-C
General/Colon and Rectal Surgery (East)
David Dodd, MD
Cardiovascular Surgery (East)
Jason Donay, PA-C
Cardiovascular Surgery (East)
Hassan Ebrahim, MD
Hematology/Oncology (East)
Mabel Echeandia, MD
Family Medicine (East)
Kerry Englert, DO
Palliative Medicine, West
Svetlana Enman, DO
Internal Medicine (West)
Ersan Erol, PA-C
Family Medicine (East)
David Evans, MD
Cardiovascular Surgery (East)
Thomas Fallon, PA-C
Neurological Surgery (East)
Patricia Farrell, MSN, ARNP
Cardiology (West)
Christine Felts, MSN, ARNP-C
Cardiology (West)
Desirae Forte, MSN, ARNP
Cardiology (East)
Stephanie Gracie, C-PNP
Pediatrics (East)
Lazaro Guerrero, PA-C
Cardiovascular Surgery (East)
Rebecca Hickok, MSN, ARNP
Cardiology (West)
Jonathan Hobson, MD, FACC
Cardiology (West)
Kerry Kaplan, MD, FACC
Cardiology (West)
Shahnaz Ann Kazi, MD
Family Medicine (East)
Todd Kovach, MD, FACC
Cardiology (West)
Nicole Lang, DO
Internal Medicine (East)
Lang Lin, MD, FACC, FSCAI
Cardiology (West)
Sonia Lugo Ruiz, MD
Rheumatology (West)
Marvin McBride Jr., MD
Hospitalist (West)
Vaibhav Moondra, MD
Cardiology (West)
Van Nguyen, MD, FACC
Cardiology (West)
Mamata Pandya, NP
Cardiology (West)
Parag Patel, MD
Cardiology (West)
Latha Pillai, MD
Internal Medicine (East)
Kirksak Poonkasem, MD
Palliative Medicine (West)
Kimberly Quick, MD, FACC
Cardiology (West)
Rafael Quinones, MD
General Surgery (East)
David Reid, PA-C
Cardiovascular Surgery (East)
Mary Reis, MSN, ARNP
Cardiology (West)
Lauren Rodriguez, PA-C
Pediatric Surgery (East)
Mark Saglibene, PA-C, MCMSc
Cardiology (West)
Rakesh K. Sharma, MD, FACC, FSCAI, FSCCT
Cardiology (West)
Stanley Shrom, MD
Urology (East)
Stephen Tucker, MD
Cardiology (West)
Mary Carolyn Vinson, DO
Thoracic Surgery (East)
Melissa Webb, ARNP
Family Medicine (East)

Our New Sites

- 4301 North Habana Avenue
  Specialties – Tampa
- Cardiology – Clearwater, Countryside, Dunedin, North Bay
- 66th Street Family Medicine I – St. Petersburg
- 66th Street Family Medicine II – St. Petersburg
- BMG Palliative Care North Bay Hospital – New Port Richey
- BMG Palliative Care Mease Countryside Hospital – Safety Harbor
- Winter Haven Hospital Heart Function Clinic – Winter Haven
- Winter Haven Hospital Cardiovascular Surgery – Winter Haven
- Cardiology Jeffords – Clearwater
- MLK Primary Care – Tampa
- BMG Surgical Specialties – Lakeland
- BMG Family Practice – Lakeland
- Big Bend Specialties – Riverview