



Five-star treatment  
for your heart. And you.™

# FastFacts

From the desk of Mark A. Valentine  
President  
THE HEART HOSPITAL Baylor Plano

November/  
December  
2011

Physician Newsletter

Issue 4

Page 1

## Vision

THE HEART HOSPITAL Baylor Plano will be:

- The best place to give and receive care
- The best place to practice medicine
- The best in medical excellence
- The best in five-star service
- The best place to work

**We met our United Way Goal:  
\$39,000 and counting!**

Money raised will help make important United Way services available to people in the community who need it most. Thank you for your continued support and contribution.



## Opening Headlines

### Becoming a Leader in Innovative Technology

At THE HEART HOSPITAL Baylor Plano, we focus on taking care of our guests and their path to healing, both of which continue to be the driving force behind implementing advanced, innovative technology like robotics and the new Stereotaxis Odyssey™ Cinema Studio and Epoch™ Platform.

### da Vinci® Robotic Surgical System

THE HEART HOSPITAL Baylor Plano continues to be a leader in cardiovascular surgery. Offering robotic-assisted surgery treatment to our guests is just part of the evolution of our cardiovascular and thoracic surgery program.

Recently, THE HEART HOSPITAL became the first cardiovascular specialty hospital in North Texas to specialize in the minimally invasive da Vinci® Surgical System for cardiovascular and thoracic procedures – a treatment option that pairs a surgeon's skills with advanced robotic technology.

The robotic-assisted surgery system integrates 3-D, high-definition (10X magnification) endoscopy and four robotic arms that direct cameras and complex surgical equipment into the surgical field, all controlled from a nearby console by a trained surgeon on the medical staff at THE HEART HOSPITAL. Utilizing this technology allows the surgeon to perform delicate and complex procedures around the heart and lungs with enhanced precision, vision and dexterity.

With the robotic surgical system, only three small ports are placed in the side of the patient's chest, each no more than a 1-cm in diameter, thus allowing surgeons to perform effective, less invasive procedures for even the most complex cardiac and thoracic surgeries.

The potential benefits for patients undergoing robotic-assisted cardiovascular and thoracic surgery include decreased blood loss during surgery, shortened length of hospital stay, reduced risk of infection, less pain and scarring, and faster recovery thus, returning patients to normal activities sooner. Some of the benefits experienced by surgeons using the technology over traditional approaches are greater surgical precision, increased range of motion, improved agility, enhanced visualization and improved access to the surgical site.

The first robotic-assisted thoracic surgery was performed by Kim Jett, M.D., on November 11. “By using the robotic-assisted surgical system, we can significantly reduce the trauma to the body that is associated with open chest cardiac procedures,” says Dr. Jett. “Having this technology allows surgeons to be more accurate and less invasive, all to the benefit of the patient. It’s truly a win-win.”

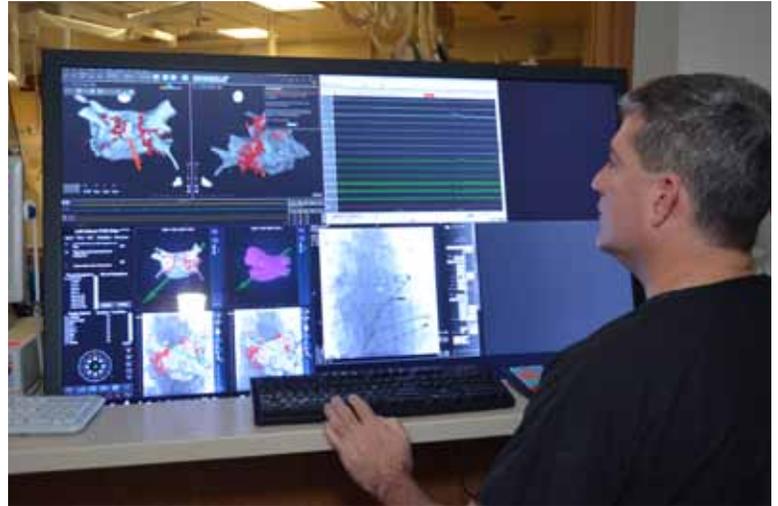
Having the advanced capabilities of a robotic-assisted surgical system is a leap forward in minimally invasive surgery. “Specializing in robotic-assisted cardiovascular and thoracic procedures allows us to enhance our technique in performing more complex cardiovascular procedures, including mitral valve repair surgery,” says Robert L. Smith, II, M.D., cardiothoracic surgeon on the medical staff at THE HEART HOSPITAL.

Cardiovascular and thoracic procedures that can be performed with the robotic surgical system at the hospital include coronary artery bypass grafting, heart valve repair and all thoracic surgical procedures.



## **First in the World to Implement the New Stereotaxis Epoch Platform with Odyssey Cinema Studio**

On December 13, THE HEART HOSPITAL Baylor Plano became the first hospital in the world to perform an electrophysiology procedure using the new Epoch™ platform. This technology increases efficiency with a fully-remote, networked and modular robotic, magnetic solution that enables greater surgical precision and improved catheter control while reducing the risk of complications.



The hospital upgraded its robotic ablation system (Niobe®) to the new Epoch™ platform, an advanced computer controlled technology that allows physicians to navigate within the patient's heart with robotic precision. With technologically advanced magnetic navigation, Epoch™ allows electrophysiologists to provide faster, more efficient, quality magnetic catheter control for cardiac ablation procedures for the treatment of complex cardiac arrhythmias.

“Interventional physicians want to leverage advanced technology that minimizes surgical risks to the patient while increasing the likelihood of a favorable outcome,” says Brian DeVille, M.D., FACC, electrophysiologist on the medical staff at THE HEART HOSPITAL Baylor Plano. “The new Epoch platform will enable electrophysiologists on the medical staff to deliver therapy in a precise manner, while reducing X-ray exposure and procedure time for our patients.”

THE HEART HOSPITAL recently became one of the first in the country to implement the Odyssey™ Cinema Studio, a fully integrated, real-time information management system that promotes online education and collaboration by allowing physicians to remotely access live and recorded procedure data across the hospital system and around the world.

Procedures that are broadcast on the Odyssey™ Network feature a complete view of the systems within the interventional lab in high definition, preserving the fine details of diagnostic and imaging data using proprietary compression technology. Additionally, the Odyssey™ platform enhances the physician workflow by providing a consolidated user interface of multiple systems on a single display to enable greater focus on the patient.

Odyssey™ Cinema Studio was implemented at THE HEART HOSPITAL Baylor Plano on November 9. Currently the Odyssey™ Cinema Studio is used in Electrophysiology Lab 4 and was recently added to Cath Lab 4. Plans are being implemented to have this technology installed in the OR in late December.

## Report Card on Quality: November 2011

Quality Indicator	THE HEART HOSPITAL (Month)	THE HEART HOSPITAL (FYTD)	Benchmark
All-All or None Bundle	100%	97.2%	97.5%*
AMI Door to Intervention	36 min	58.5 min	90 min **
HF Order Set Compliance	100%	93.9%	95%*
HF ACE or ARB for LVSD	80% (1/5)	96.5%	100%***
VTE prophylaxis ordered	100%	83.3%	99%***
SCIP ABX within 1hr prior to incision	100%	99.2%	100%***
VAP (rate per 1000 vent days)	0	0	0****
Catheter Associated UTI (rate per 1000 Foley days)	0.9	1.29	2.1****

\* Set by BHCS

\*\* Set by CMS

\*\*\* Top 10 percentile as shown on Hospital Compare

\*\*\*\* CDC benchmark

## Volume Update: November 2011

Category	Month - Actual	Month - Budget	FYTD - Actual
Admissions	257	280	1,377
Emergency Visits - Total	294	300	1,559
Cardiac Surgery	81	96	466
Vascular/Other Surgery	102	93	571
Catheterization Diagnostic	152	193	861
Catheterization Interventional	102	130	584
EP Diagnostic & Interventional	63	58	292
EP Device Implants	69	83	345

## Financial Update: November 2011

Operating Margin			
	Month - Actual	Month - Budget	FYTD - Actual
Margins	10.62%	16.05%	13.04%
Supply % of Net	23.49%	26.58%	25.45%
Salaries % of Net	32.48%	30.60%	32.05%
Productivity	96.63%	> 100%	99.35%

## Press Ganey™ Guest Satisfaction Scores: FYTD

Fiscal Year-to-Date Through November 2011				
Likelihood to Recommend		Press Ganey National Database	DFW Hospital Database	AHA Region 7 Database
	Mean Score	Percentile Ranking	Percentile Ranking	Percentile Ranking
Inpatient	96.5	98%	96%	N/A
Outpatient	95.3	73%	83%	N/A
Emergency Department	97.0	99%	99%	N/A
Ambulatory Surgery	96.7	86%	N/A	86%

Data based on received date

### National Press Ganey Database Size

IP = 1783 OP = 1052 ED = 1738 AS = 1305

DFW Hospital Database is made up of 38 hospitals in the DFW area

AHA Region 7 Database is made up of 240 hospitals located in TX, LA, AK, & OK

## Press Ganey™ Physician Satisfaction Scores: November 2011

Inpatient Database	Press Ganey National Database	
	National Mean Score	National Percentile Ranking
Time physician spent with you	88.0	91%
Physician concern questions/worries	91.3	92%
Physician kept you informed	90.4	90%
Friendliness/courtesy of physician	94.1	93%
Skill of physician	95.9	94%
Rating of anesthesia services	92.6	69%

Data based on received date

Emergency Department Database	Press Ganey National Database	
	National Mean Score	National Percentile Ranking
Doctors courtesy	97.4	99%
Doctor took time to listen	96.1	99%
Doctor informative regarding treatments	94.1	99%
Doctors concern for comfort	95.4	99%

Data based on received date

## New Hospital Additions and Happenings

### 5th Floor Physician Training, Research and Education Center

Once the doors opened in November to the new physician training, research and education center on the 5th floor, we could see our vision in action.

On Wednesday, November 30, Medtronic conducted its “Fibernet Relaunch” training for an audience of 51 sales and marketing representatives from across the country. This marked the first use of the new with 8,000 square foot training and education center. Interventional Cardiologist Tony Das, M.D., FACP, FACC and Vascular Surgeon Dennis Gable, M.D., RVT, FACS were the moderators for the event. Four live cases were broadcast from Cath Lab 4 to the training center using the newly acquired Stereotaxis Odyssey™ Cinema Studio.

On Friday, December 2, Cardiovascular Systems, Inc. (CSI) conducted training for six physicians and nine sales representatives from across the country. Performed by Dr. Das, three live cases were broadcast from Cath Lab 4 to the audience in the training center. Attendees focused on the CSI360 technology that helps restore blood flow to the legs of patients with peripheral arterial disease. Attendees could also choose to observe the cases from the observation area outside Cath Lab 4.

These live broadcasts provided a first-hand look at the advanced capabilities of the new training center and the innovative technology recently implemented in the Cath Lab and the EP Lab. Each training event resulted in a positive response from attendees, Medtronic, and CSI.

### New MRI Suite Opened Its Doors to First Patient on October 25

In keeping with our commitment to provide advanced diagnostic imaging and health care services to our guests, THE HEART HOSPITAL Baylor Plano has installed the Philips Achieva XR 1.5T MRI system. Located on the first floor across from Non-Invasive Cardiology Imaging Services, this comprehensive MRI system provides high resolution at maximum speed to cover advanced applications. Additionally, it includes all of the innovative tools and features of the Achieva 1.5T (SmartExam, expanded multi-channel SENSE coil portfolio, and FreeWave platform) plus much of the same sophisticated technology of the Acheiva 3.0T X series. This technologically advanced system can be upgraded to a 3.0T without swapping the magnet, thus allowing for flexible transition.

*The new Philips Achieva 1.5T XR offers:*

- Easy, advanced viewing and processing tools
- Easy and economic transition to 3T

- Same basic look and dimensions as the 3T system
- Zero cryogen boil-off
- Enhanced patient comfort during exams, with ultra-compact, short-bore magnet with wide, flared opening
- Clinical applications including, SmartExam and ScanTools Pro with SENSE parallel imaging, also providing ExamCards for complete clinical studies selectable at a single touch

The system includes Scan Tools Pro, clinical imaging software with advanced packages covering key MR applications, bringing added speed, power and ease-of-use. The key MR applications include *NeuroPro*, *CardiacPro*, *AngioPro*, *BodyPro*, *OrthoPro*, *OncoPro* and *PediatricPro*.

### **To schedule a patient:**

- Call Centralized Scheduling at 469.814.3565
- Request date and time for patient's MRI
- Scheduler will ask for patient demographics and confirm that patient meets criteria
- Once patient is scheduled, physician will need to complete order form for imaging services and send to Centralized Scheduling
- Physician's office is responsible for any prescribed medications needed for patient comfort
- Appointment scheduling: two during the morning and two during the afternoon
- Results are read within 24 hours and sent to the physician's office

For more information about the new MRI system at THE HEART HOSPITAL Baylor Plano, call 469.814.3526.

### **Speakers Bureau**

As we receive media inquiries and requests for event speakers, it's important that we have the resources to fulfill these requests. That is why we are asking physicians on the medical staff to consider becoming a part of THE HEART HOSPITAL Baylor Plano's Speakers Bureau. By participating, the physician will be contacted to present at community and hospital events, both on- and off- campus. They may also be asked to take part in local media opportunities including news reporter interviews, morning show interviews, television news stories, radio interviews and online or print publication articles.

The Marketing Department will be sending out a letter at the beginning of the year addressing the Speakers Bureau and how to participate in upcoming media opportunities and events at the hospital and out in the community.

## Imaging Services Pre-Authorization to be Implemented at THE HEART HOSPITAL Baylor Plano

Baylor will implement a process, upon request, to obtain pre-authorizations from a patient's insurance provider for diagnostic imaging services provided at THE HEART HOSPITAL Baylor Plano and the Center for Advanced Cardiovascular Care. The goal is to streamline this process and the way pre-authorizations are obtained.

Baylor's ability to pre-authorize will depend on the physician's contract with the third-party payor. For example, Blue Cross Blue Shield, United Health Care and Unicare prohibit Baylor from obtaining pre-authorizations for imaging services. In addition, Med Solutions-related companies will only allow Baylor to obtain a partial pre-authorization.

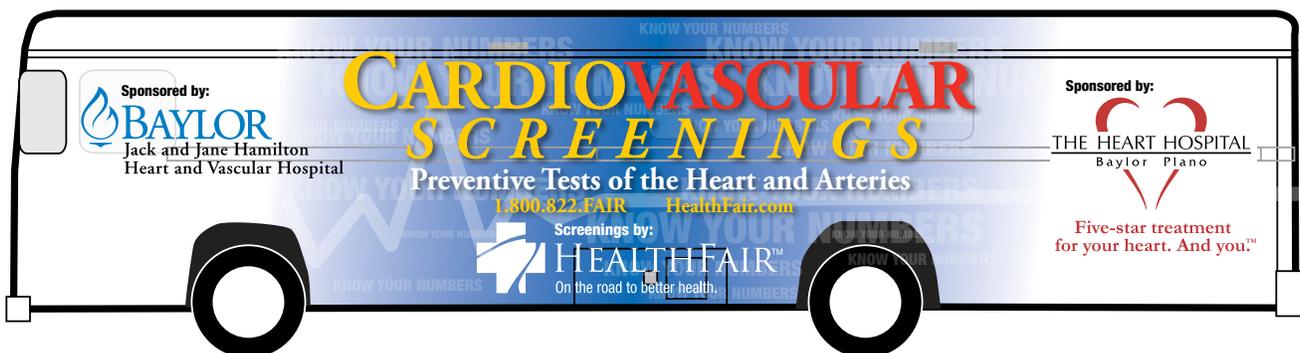
More information about this service along with a letter of attestation will be mailed to physician offices in January.

## HealthFair Bus

Launching early next year, THE HEART HOSPITAL Baylor Plano and Baylor Heart and Vascular Hospital will be piloting a mobile cardiovascular screening program with HealthFair USA. The HealthFair Bus will include clinical staff and cardiovascular screening services. This mobile unit will go out to corporations, businesses, schools/school districts and other community locations in the five-state region to provide a variety of cardiovascular screenings, including the Living For Zachary Heart Screening.

The service will be shared with BHVH and time spent out in the region will be split. Though HealthFair USA will provide the screenings THE HEART HOSPITAL will own the images that are captured through the screenings on the days/months we have the bus. HealthFair USA has created the advertising (TV/radio/print) and plans to launch soon.

Consumers interested in setting a screening appointment date and time will call the phone number in the advertising. These calls will be answered by HealthFair USA call center staff members. The areas represented by the highest concentration of calls will help determine where the mobile screening unit will go in addition to the destinations that THE HEART HOSPITAL will proactively select.



## Hospital Construction Update

As of the end of November, construction on the 5th floor has been completed and our staff is caring for guests under one roof. Although construction created temporary challenges in our care delivery process, your commitment to five-star service and quality care for our guests did not waver. Thank you.

### KEY ACTIVITIES OVER THE LAST 30 DAYS

- Completed 5th floor construction
- Opened the 5th floor unit and began populating the unit with guests

## Director of Invasive Cardiology

I am pleased to announce that **Jeff Hornyak** has been appointed the new Director of Invasive Cardiology at THE HEART HOSPITAL. Jeff is responsible for operations and staffing for the Cath Lab, EP Lab, Cardiac Non-invasive, Cardiac Pre and Post areas and OR. Jeff comes to us from St. Vincent Charity Hospital in Cleveland, Ohio, where he served as the Director of Cardiovascular Services. He is a valued leader with a commitment to five-star service and medical excellence.

## Director of Information Services

Please join me in welcoming **Nayan Patel** to THE HEART HOSPITAL Baylor Plano. Nayan is the new Director of Information Services responsible for overseeing all equipment, technology and services related to information technology systems at the hospital. He comes to us from Baylor Information Services where he served as the IT Portfolio Manager responsible for IT project governance for Baylor Health Care System. Nayan also served as a consultant for strategic business process improvement, value model realization for the electronic health record, executive portfolio management, and mapping of all system interfaces for the Baylor clinical infrastructure. He currently serves as the president for the Dallas-Fort Worth Health Information Management Systems Society (HIMSS) and is on the Southern Methodist University Associate Board for the Cox School of Business. Nayan is a highly skilled professional, and I look forward to his leadership in the department.

## Angel Tree

THE HEART HOSPITAL Baylor Plano's 4th Annual Angel Tree is sponsoring our employees. The Angel Tree includes 11 families with 18 children this year. Please consider pulling a heart off the tree to help us provide a special Holiday for each and every child on the list. The tree is located in the main lobby of the hospital.

## Awards and Recognitions

### Employee of the Month

Congratulations to **Gerard Burgess** in the Emergency Department for being recognized as the Employee of the Month for September. Additionally, the Pharmacy Department was proud to have **Elizabeth Bui** recognized as the Employee of the Month for October. Every day we continue to see employees like Gerard and Elizabeth setting a great example for other employees to follow.

### Five-Time Winner of the Press Ganey™ Summit Award® for Inpatient Services and the Emergency Department

THE HEART HOSPITAL Baylor Plano was presented with two Press Ganey Summit Awards for Inpatient Services and the Emergency Department at a ceremony held at the Gaylord Texan Resort in Grapevine on November 15.

THE HEART HOSPITAL earned two Summit Awards for patient satisfaction by ranking in the 95th percentile and above in both categories for three consecutive years. The hospital is the only health care facility in Texas to receive a 2011 Summit Award for patient satisfaction in the Emergency Department, ranking in the 99th percentile for three consecutive years. Additionally, the hospital was one of only 37 Summit Award recipients for Inpatient Services out of more than 1,000 eligible health care organizations. This is the hospital's third Summit Award received for Inpatient Services and the second Summit Award in the Emergency Department.

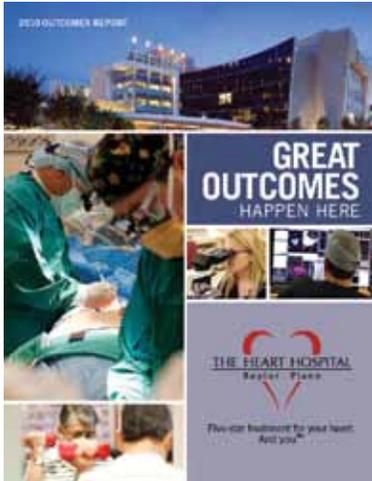
Press Ganey Associates, Inc. awards this annual honor to the country's top performing health care facilities that sustain a ranking in the 95th percentile and above for overall patient satisfaction and performance for three or more consecutive years. The Summit Award is the health care performance improvement industry's most coveted symbol of achievement bestowed annually.

Patient-centered care and five-star service continue to be the foundation we build upon at THE HEART HOSPITAL Baylor Plano. Earning this top honor five times is a true testament to the commitment to safe, quality, and compassionate care for which THE HEART HOSPITAL has become known.

The hospital is one of 98 organizations to receive this prestigious honor in 2011 and one of only 87 to receive the award for achieving and sustaining excellence in patient satisfaction.



## Gold – Asters Awards and Cardiovascular Advertising Award



THE HEART HOSPITAL Baylor Plano's 2010 Outcomes Report has won **GOLD** in both the **Aster Awards** and the **CardioVascular Advertising Awards** for excellence in health care marketing. THE HEART HOSPITAL teamed with the Dallas-based advertising agency Revel United to create the *2010 Outcomes Report: Great Outcomes Happen Here* that features an up-close look into our enhanced cardiovascular services, advanced technology, innovative procedures, clinical research, dedicated clinical staff and departments, guest testimonials and five-star service. The report was distributed to consumers, community leaders, local businesses and corporations, physicians, staff and guests. Winning entries for both programs, judged by a diverse panel of experts, are published in the *Marketing Healthcare Today* magazine.

## Final Thought

“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.” — Michelangelo



**Press Ganey™ Summit Award:**  
*Inpatient 2009, 2010, 2011;*  
*Emergency Department 2010, 2011*



**ANCC Magnet® Recognition**  
**for Nursing Excellence**  
*February 2011*



**The Joint Commission's**  
**Gold Seal of Approval™**  
*May 2011*



**Accredited Chest Pain**  
**Center with PCI**  
*June 2011*



**2011 VHA Leadership Award**  
**for Clinical Excellence**  
*May 2011*



**'Top Performer on Key**  
**Quality Measures' by The**  
**Joint Commission Heart**  
**Attack, Heart Failure and**  
**Surgical Care**  
*September 2011*



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**Notice Regarding Physician Ownership:** THE HEART HOSPITAL Baylor Plano is a hospital in which physicians have an ownership or investment interest. The list of the physician owners or investors is available to you upon request.

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