



# News at Nemours

## Dedicated to Community Physicians

### UPCOMING EVENTS

#### Pediatric Grand Rounds

AIDHC, Wilmington, DE  
Wednesdays, 8:00 - 9:00 a.m.  
Third Floor, Lecture Hall

#### CME Conferences

June 25-27, 2010 (Amelia Island, FL):  
Pediatrics for the Primary Care Physician

September 10-12, 2010  
Pediatric Update & Review Course  
Wilmington, DE

October 15, 2010  
Perspectives in Pediatrics  
Wilmington, DE

Nov. 10, 2010 (AIDHC):  
Robert O.Y. Warren, MD Memorial Seminar

#### Nursing Conferences

AIDHC, Wilmington, DE

June 11, 2010  
2010 Palliative Care Conference

June 28, 2010  
Advances Practice Nurse Lecture Series  
Topic: Haiti Experience

If you would like more information about Nemours Education activities, contact Karen Bidus at (302) 651-6750 or visit [pedsed.org](http://pedsed.org).

## Referring Physician Survey Results

### Referring Satisfaction Scores

Physician Engagement		
2008	↑	2009
4.37	+.14	4.51
Quality of Care and Service		
2008	↑	2009
4.47	+.12	4.59
Effective Communication with Clinicians and Staff		
2008	↑	2009
3.94	+.15	4.09
Timeliness		
2008	↑	2009
3.98	+.17	4.15

Nemours asked our community of referring physicians to complete an important survey helping us to better understand what is—or isn't—working within our organization. Here are the key findings:

- Past experience and our clinical expertise are two of the principal reasons that providers refer their patients to the Alfred I. duPont Hospital for Children. The survey findings showed that 70% of physicians have referred due to “Past Experience (38%)” and “Specialty Expertise (32%).”
- Geographic proximity is not as important if the provider's patients can access Nemours specialists in a timely fashion.
- Referring providers want open communication with hospital/practice leadership as well as their clinical peers.
- Nemours investment in new technology is one of the key drivers of satisfaction.

We also learned that overall Physician Engagement improved due in part to three key drivers:

- providing high quality care and services,
- timeliness of information shared, and
- improved communication.

Through your participation in this survey, we have learned:

- Referring physician affinity starts with getting information when needed and communicating effectively with clinicians. This is evidenced by the largest increases in both Timeliness and Communication.
- Nemours/Alfred I. duPont Hospital for Children ranks at the 96 percentile nationally among referring providers when asked if they had a positive relationship experience with duPont Hospital for Children.

We will continue to make improvements based on your feedback. Look for the 2010 survey coming soon.



## Generous donation helps Nemours' outstanding care continue to grow

At a special ceremony on Wednesday, April 14, Rich Fante, President, AstraZeneca, U.S., presented Nemours President David J. Bailey, MD, MBA, with a ceremonial check for \$1 million, announcing AstraZeneca's contribution to the expansion of Nemours/Alfred I. duPont Hospital for Children in Wilmington, Delaware.

"Thanks to this generous donation, every child will receive care in an enhanced environment designed to meet their unique needs. Each family will have dedicated accommodations to help them cope with a very stressful time," said Thomas P. Ferry, Alfred I. duPont Hospital for Children CEO and Senior Vice President of Hospital Operations for Nemours.



Thomas P. Ferry, Senior VP of Hospital Operations; David Bailey, MD, President & CEO; Rich Fante, President, AstraZeneca, U.S.

## Orthopedic News: Osteogenesis Imperfecta Foundation to Fund Research in Delaware

Nemours/Alfred I. duPont Hospital for Children recently announced the funding for two research projects by the Osteogenesis Imperfecta Foundation (OIF).



Back row, l to r: Leigh Holman; Greg Holman, member, Osteogenesis Imperfecta Foundation (OIF) Board of Directors; Tracy Smith Hart, Chief Executive Officer, OIF; Michael Bober, MD, Pediatric Geneticist and Richard Kruse, DO, Orthopedic Specialist, Nemours/Alfred I. duPont Hospital for Children; Christopher Modlesky, PhD, University of Delaware's College of Health Sciences. Front row, l to r: Liam and Mallie Holman.

Joining in the announcement was Mallie Holman, who is being treated for OI at the duPont Hospital. "To have Mallie entered as the first patient in the research study is a remarkable honor," said Mallie's dad Greg, who is also a member of the OIF Board of Directors.

## 2010 PHYSICIAN DIRECTORY

The Nemours 2010 Physician Directory Resource Guide for Community Physicians is now available.

If you are interested in receiving a copy of our Physician Directory, please visit [nemours.org/partner](http://nemours.org/partner) and complete the request form.

## REMINDER

### Appointment Required for Outpatient Labwork

The Outpatient Lab at Nemours/Alfred I. duPont Hospital for Children recently implemented an appointment scheduling procedure for patients. Please remind your families that routine blood collections and other visits to the Outpatient Lab require an appointment. This change has increased patient and family satisfaction by providing a clearer expectation of wait times and allowing patients to be "in and out" within 20 minutes. Families should call Central Scheduling at 800-416-4441, M - F, 8:00 a.m. to 7:00 p.m. to schedule their child's lab visit. Patients with a STAT lab request from their physician do not require an appointment.

## A Night at Nemours Gala: Every Moment Counts



**WHEN**  
Friday, June 18

**TIME**  
6:00 p.m.

**WHERE**  
Nemours/Alfred I. duPont Hospital for Children

**PRICE**  
\$250 per person  
(\$125 tax-deductible)

**CONTACT**  
302-651-4828

**WEB**  
[Nemours.org/gala](http://Nemours.org/gala)

For more information about *A Night at Nemours*, including tickets and sponsorship opportunities, visit [www.nemours.org/gala](http://www.nemours.org/gala).

## Partner News

### AtlantiCare

The Nemours neonatology group at the AtlantiCare Regional Medical Center, Mainland Campus, provides prenatal consults, attends deliveries, cares for sick neonates, and provides neonatal follow-up care.

#### Services have now been expanded to include:

- Hearing screening and follow up
- Around-the-clock care for selected patients in the newborn nursery
- Nursery coverage alternative

“We are committed to providing excellent care and service and will make certain to communicate clearly with community physicians and families to ensure a smooth transition from the nursery to ongoing care in the community,” says Team Director, Dr. Jennifer Tioseco.

If you have any questions about these initiatives, please contact Dr. Tioseco at 609-404-3817 or [jtioseco@nemours.org](mailto:jtioseco@nemours.org). For more information about our partnership with AtlantiCare visit [Nemours.org/atlanticare](http://Nemours.org/atlanticare).



A grateful family, John, Tracey, and Jack Kinahan, celebrating Jack's first birthday with members of the Neonatology and Anesthesiology team at AtlantiCare Regional Medical Center, Mainland Campus. From left to right, Taral Mehta, MD; Dianna Lease, NNP; Jennifer Tioseco, MD; and Nicholas Incandela, MD.

### Virtua

Nemours/Alfred I. duPont Hospital for Children, in partnership with Virtua and community pediatricians, has been providing specialty care to children in the Voorhees community since 1999. In 2010, services have expanded in pediatric surgery and neurology at Nemours Children's Clinic, Voorhees, located at 1000 White Horse Road, Suite 204.

#### Pediatric Neurology

The Division of Neurology, in the Department of Pediatrics, treats newborns, infants, children, and adolescents with a wide range of neurological conditions. Stephen Falchek, MD, Chief, Division of Neurology provides EEG interpretation locally. Charles Brill, MD and Badal Jain, MD see patients at Nemours Children's Clinic, Voorhees.

Typical conditions treated include: cerebral palsy, developmental delay, dystrophy and spinal muscular atrophy, epilepsy and seizure disorders, migraine and other headaches, multiple sclerosis, muscle disorders, neurodegenerative diseases and metabolic disorders, peripheral nerve disorders, sleep disturbances, stroke and Tics and Tourette's syndrome.



Charles B. Brill, MD



Badal Jain, MD

#### Pediatric Surgery

The Division of Pediatric Surgery at the Alfred I. duPont Hospital for Children diagnoses and treats surgical conditions in infants, children, and adolescents. Typical diagnoses include inguinal hernias, umbilical hernias, pyloric stenosis, undescended testes, and appendicitis.

Areas of expertise range from gastrointestinal diseases (i.e., gastroesophageal reflux, inflammatory bowel disease, and gallbladder disease) to tumors, newborn surgery (including the neonatal Extracorporeal Membrane Oxygenation Program [ECMO]), laparoscopy, and thoracoscopy. Fetal consultations and child abuse consultations are also available. Barry Hicks, MD and Michael Marchildon see patients at Nemours Children's Clinic, Voorhees, and provide twenty four-hour pediatric surgical coverage for the Virtua Voorhees emergency room, enhancing the level of pediatric care available close to home for the families of South Jersey.



Barry Hicks, MD



Michael Marchildon, MD

To make an appointment with a Nemours specialist, call 800-416-4441.

To reach the Nemours pediatric surgeon on call for Virtua, call 302-651-4000.

For more information, contact Shawn Howell, Physician Liaison, 609-977-0539 or [showell@nemours.org](mailto:showell@nemours.org) or visit [Nemours.org](http://Nemours.org).

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P.O. Box 269  
Wilmington, DE 19803

**Nemours**  
Alfred I. duPont  
Hospital for Children



## How to Contact Your Physician Liaison

Nemours Physician Liaisons provide personalized service to community-based health care professionals by visiting practices, informing you of new services at the hospital, and helping to ease the referral process between Nemours and physicians' offices. Liaisons are available Monday – Friday from 8:00 a.m. to 5:00 p.m. To schedule an appointment, contact your liaison directly:

- **Shawn Howell**  
Southern New Jersey  
302-651-6067  
(Cell) 609-977-0539  
showell@nemours.org
- **Suzanne Cerbus**  
Southeast Pennsylvania  
302-651-6068  
(Cell) 302-373-2348  
scerbus@nemours.org

## New Physicians



**Joseph Howard Piatt, Jr., MD, FAAP**  
Surgery  
Pediatric Neurosurgery  
Contact: 302-651-5999

## New Appointments



**Robert O'Reilly, MD**  
Surgery  
Division Chief, Otolaryngology  
Contact: 302-541-5895