



BURNSIDE
WAR MEMORIAL
HOSPITAL INC

THE BURNSIDE BULLETIN

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FROM THE CHIEF EXECUTIVE

Burnside Oncology Unit



The two-stage redevelopment of our oncology unit began at the end of April. Stage one includes creating a new temporary

entrance to the unit at the eastern end of von Rieben North and extending the patient treatment area.

We plan to commence Stage 2 of the upgrade in July following a major fund raising lunch in support of the project to be held on Sunday 6 June at the Hilton Adelaide. The Burnside Hospital Foundation is organising the event in honour of one of its founding board members, Mr Brian Fricker AM, who passed away last year. Once complete, the 'Brian Fricker Oncology Centre' will provide a first-class facility for the treatment of patients with cancer. (See separate story)

I am also pleased to advise that **Dr Dusan Kotasek** has been appointed Honorary Director of the Oncology Centre.

Peer Review

The hospital Board has endorsed a plan developed by Dr Clive Hoffmann, Chairman of the Visiting Medical Staff Association (VMSA), designed to involve specialist groups in peer review of managing common issues. The Board and management strongly support this initiative, which will build on the specialty group meetings held during 2004.

Major Review of Medical Staff Bylaws

The hospital Board has formally ratified revised Medical Staff Bylaws and Rules for the Visiting Medical Staff Association (VMSA). The changes are the result of the most extensive review within the last decade. They are based on the guidelines issued by the Australian Council for Safety and Quality in Healthcare. A significant inclusion is a section entitled 'Relationships with Burnside Hospital', outlining the key criteria to be considered when admitting patients. There is also a strong focus on the role of visiting medical staff in enhancing clinical governance and in contributing to the hospital's efficient, effective and financially sustainable operation.

Medical staff with regular operating or admitting commitments at Burnside will receive a copy of the new bylaws over coming weeks. Copies are also available from Luisa Mozzi on **(08) 8202 7208** or lmozzi@burnsidehospital.asn.au.

Relationships with Health Funds

The relationships between private hospitals and health funds remain of keen interest to all stakeholders.

Medibank Private recently unveiled its plan for purchasing hospital services on behalf of its 2.8 million members across Australia in 2004 and beyond. We, along with other hospitals, have been invited to participate in the *Request for Proposal* process as a precursor to securing contract renewal. Key features of this phase of Medibank's purchasing will be standardising on an episodic based payment system and the introduction of a quality and safety framework to be developed over the

next three years. Their approach closely mirrors that introduced by Mutual Community some time ago and represents a significant period of change for Burnside and the industry in general.

Agreements also fall due this year with the Australian Health Service Alliance and MBF Ltd.

DRG Costing Analysis

Since December, we have thoroughly analysed our best and worst performing DRGs using the data provided by our external costing-support agency. We now have reliable information on which to base strategic decisions for our future viability. In all but two of the 10 'worst-performing' DRGs, we are confident of achieving a positive return through good labour management and maintaining patient lengths of stay that are in line with average national benchmarks. Critical DRGs include caesarean section, hip and knee replacement, major bowel and facial/maxillary surgery.

This year is pivotal to the hospital's future financial viability. Cost pressures continue to outstrip gains in revenue resulting in unsatisfactory operating margins. The need for an open, cooperative and positive partnership between our hospital and visiting clinicians has never been more pressing.

Nick Warden

Nick Warden
Chief Executive

REVOLUTIONARY DIGITAL TECHNOLOGY AND BREAST DISEASE

One of the many things to come out of war is the application of computer technology to health care. Following a sabbatical in the USA, Professor Stephen Birrell has brought the latest in portable ultrasound technology to the Burnside Breast Centre for managing breast disease.

The software for this ultrasound was developed at the Massachusetts Institute of Technology for the US Department of Defense to enable medical technicians to perform emergency ultrasounds on wounded soldiers.

(For more information see www.terason.com).

It effectively means that an ultrasound probe can be attached to a high-end notebook computer and the image digitally enhanced using sophisticated image analysis technology.

Special software for breast imaging means that the computer can be used to diagnose breast disease wherever the woman needs assessment. According to Prof. Birrell one of the advantages of intra-operative ultrasound is that the surgeon can localise small lesions while the patient is anaesthetised (Fig 1).

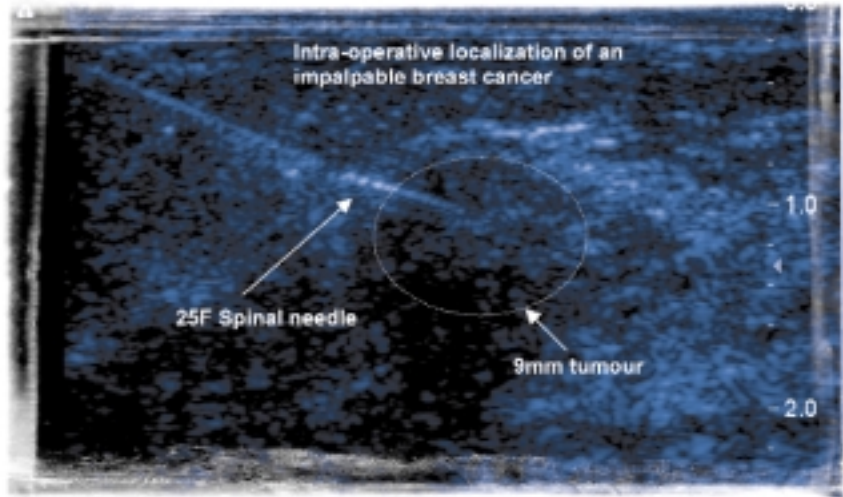


Figure 1

"This reduces patient anxiety caused by pre-operative localisation, ensures that the resected lesion is centrally placed within the specimen, and reduces operating time by not having to wait for a specimen X-Ray," he said.

The ultrasound is also a quick and effective tool in the clinic to screen a lesion prior to a full imaging work-up. For example, the surgeon can rapidly determine whether a lesion is a cyst and drain it under ultrasound guidance. It is also useful in visually explaining to a woman the anatomy of her breast and why she feels particular nodules on breast self-examination.

This technology has opened up a completely new era of digital imaging for surgeons that can be used to simplify the management of palpable and impalpable breast lesions.

For more information about the role of intra-operative ultrasound in managing breast disease, please contact Prof. Stephen Birrell at the Breast Centre on **(08) 8331 3322**.



Correction - L to R: Drs Mary-Anne Chin, Colin Dolling, Mr Daryl Teague and Dr Philip Walters. (August 2003 VMSA meeting)

WE NEED YOUR HELP!

Please help us to maintain accurate patient information by:

- ❖ **Using** the yellow Burnside Consent to Operative Treatment & Administration of Anaesthesia form (using another hospital's form is unacceptable).
- ❖ **Completing** the patient's admission time on the consent form.
- ❖ **Providing** the patient's correct date of birth on faxed theatre lists (this ensures we can match the patient's theatre booking with the completed admission form).

DIARY DATES

Visiting Medical Staff Association Meeting

When:

Thursday 24 June at 6.45pm

Where:

Hospital Lecture Room

Guest Speakers:

Dr Tony Clarkson, President – Medical Board of South Australia

Mr Nick Warden, Chief Executive

RISK MANAGEMENT

An article titled *"Communicative doctors less likely to be sued"* appeared in The Australian Financial Review on 7 April 2004.

A recent survey by the Royal Australian and New Zealand College of Obstetricians and Gynaecologists found that nearly half of Australia's 300 private full-time specialists plan to stop delivering babies on a private basis – most within the next five years. The two main reasons given were the cost of medical indemnity insurance and the threat of litigation.

A legal counsel quoted in the article said that one way to prevent costly compensation claims is *"to have risk-management systems in place. One of these systems involves better communication"*.

Her advice to reduce risk included:

- ❖ Improved communication with patients including a clear explanation of what went wrong.
- ❖ Keeping good patient records, including a list of risks and warnings discussed with the patient prior to their procedure.

- ❖ Assessing a patient's mental state – particularly important in plastic surgery where the result of a procedure might not measure up to the patient's expectations.
- ❖ GPs having a proactive system to follow-up with patients on abnormal pathology reports if patients do not make contact within two weeks of the consultation.

To obtain a copy of the article, please call Luisa Mozzi on **(08) 8202 7208**.

REVIEW CONFIRMS POSITIVE CUSTOMER OPINION

As part of our drive for continual performance improvement, we conducted a range of customer opinion reviews between July 2002 and December 2003. Internal surveys included those for our Catering, Housekeeping and Maintenance services, together with the "Impressions are Important to Us" bedside survey form. The Maternity and Day Surgery Units also conduct regular patient surveys.

We participated in three independent National Validation Studies, assessing doctor satisfaction, therapy and testing services client satisfaction, and inpatient satisfaction.

Overall, the results indicate that most patients appreciate and value the standard of care we provide. Patients found our staff to be friendly, professional and responsive to their needs, naming many who they felt had provided exceptional care. Patients also positively compare our staff with those of our competitors.

Facilities and patient care practices were also improved based on consumer feedback. Patients and their families appear to be quite satisfied with our response to managing complaints and suggestions. They particularly value the personal contact made by clinical and area managers.

Staff and visiting clinicians were similarly satisfied with our approach to managing their concerns and complaints. This will again be measured when we conduct follow-up staff and doctor satisfaction surveys in FY2004/2005.

VISITING MEDICAL PRACTITIONERS UPDATE



Dr Brian Wallace, Orthopaedic Surgeon has commenced a fortnightly operating list at Burnside Hospital.

Dr Wallace, whose special interest is knee surgery, is also a senior visiting specialist at the Royal Adelaide Hospital. He can be contacted through his rooms at Orthopaedics SA on Ph: **(08) 8267 8288** or Fax: **(08) 8267 2007**.

Dr Jenny Cook, Gynaecologist will commence consulting on a fortnightly basis in the Endometriosis Care Centre of Australia (ECCA) at Burnside Hospital in mid-May.

Since graduating from the University of Sydney in 1992, Dr Cook has trained in Obstetrics and Gynaecology in Sydney and spent two years in the UK. Her special interest in endometriosis

developed while completing a two-year Fellowship in Gynaecological Laparoscopy at Flinders Endogynaecology.

In 2003 she was awarded two grants by the Australian Gynaecological Endoscopy Society to further her interest in Laparoscopic Surgery and has been published in Australian and international journals.

Currently employed as a Clinical Lecturer in Gynaecology at Flinders University, Dr Cook is a member of Flinders Endogynaecology and a Consultant Gynaecologist at Flinders Medical Centre. For appointments please call **(08) 8204 5026** or **(08) 8407 8585** at ECCA.

NEW FACES ON THE CLINICAL TEAM



Jo Seiler and Chris Green

Following a review of our organisational structure, we have appointed two new clinical managers to the general wards.

Mrs Joanne Seiler was appointed to the new role of Clinical and Admissions Manager (von Rieben South/CCU) in February 2004. During her 10-year nursing career, Jo has gained a

Graduate Diploma in Critical Care, and has worked in a cardio-thoracic ICU in Melbourne. She has also been involved in nursing education, both at R.M.I.T and at ACHA coordinating the graduate diploma and graduate nursing programs. Jo joined Burnside in 2002 as Business Manager – Clinical and is currently studying toward a Doctorate in Business Administration.

On 29 March, we welcomed **Mr Chris Green** to the position of Clinical Manager – von Rieben North / Oncology Unit.

Chris qualified in Manchester in Northern England, in 1993, where he worked in intensive care until 1995. He then joined his fiancée (now wife) Lisa in France, working in ICU/CCU and emergency nursing. Chris subsequently moved to Canberra to work in CCU/ICU at the National Capital Private Hospital, where he became a clinical team leader and ACLS instructor.

Most recently, he worked at the ACT's largest private hospital, John James Memorial, in positions including infection control, quality and After Hours Nurse Manager.

In his spare time, Chris has completed a Business Management certificate, become a father to daughter Amelie, and plans to compete in the 2005 Tour Down Under!



A FIVE STAR EVENT!

The Burnside Hospital Foundation plans to raise \$120,000 to establish the *Brian Fricker Oncology Centre*.

'The Five Star Luncheon' will be held in the newly renovated ballroom of the Hilton Adelaide from noon on **Sunday June 6 2004**. Guests will enjoy a superb 3-course meal, a selection of quality Penfold wines, and beer from the South Australian Brewing Company. There will be prize giveaways throughout the afternoon and two bottles of Grange Hermitage will be raffled.

Guests will also be able to bid for a \$5,000 travel package generously donated by Malaysia Airlines and a stunning strand of South Sea teardrop-shaped pearls with a diamond and gold clasp worth \$6,000, very generously donated by Ann Middleton at Chez Jewels at the Burnside Village.

We thank our generous sponsors, including the Fricker Carrington Group, Haigh's Chocolates, and Custom Press for their valued support.

Tickets at \$100 per person or \$1,000 for a table of 10 will be available in early May. We are already taking preliminary bookings from the many

people who knew Brian through his business, community and sporting interests.

Can't make lunch, but enjoy a good red?

An exclusive wine offer will also benefit the new centre. 'Five Girls' is a premium red wine by acclaimed winemaker Andrew Hardy, produced by Malcolm and Margaret Fricker of Woolloomool Wines at Woodside. A strictly limited quantity of the newly released 'Five Girls' 2002 Cabernet Sauvignon Shiraz is available from the winery at just \$130 per dozen (that's less than \$11 per bottle!), with \$25 from each dozen sold being donated to the foundation.

To book for the luncheon or find out more about the wine offer, please contact Robyn Downing in the foundation office on **8202 7248** soon.

Tax-deductible donations towards the campaign can also be made directly to the Burnside Hospital Foundation.