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THE NEWS OF NORTH SHORE MEDICAL CENTER



Members of the HYPQUIT research study team (L-R): Ellen Bennett, C.R.T., T.T.S., Smoking Cessation Counselor; Faysal Hasan, M.D., Medical Director of the NSMC Smoking Cessation Program; and Karen Pischke, R.N., clinical hypnotherapist and tobacco treatment specialist.

THE POWER OF SUGGESTION

NEW RESEARCH STUDY EXAMINES HYPNOTHERAPY AS AID IN SMOKING CESSATION

When Karen Pischke, R.N., quit smoking 14 years ago, hypnotherapy played a key role in her success. After numerous failed attempts using other smoking cessation methods, it took the addition of hypnotherapy to her treatment plan to finally put an end to her 22-year-long, pack-a-day habit. Now a clinical hypnotherapist herself and a certified tobacco treatment specialist, Pischke is putting her experience to work in a new research study at NSMC to determine how hypnotherapy can increase one's motivation to quit smoking and lessen the urge to start again.

"Hypnotherapy brings the mind to a state of total relaxation using breathing and visualization techniques," says Pischke. "In this state, the mind becomes more open to suggestion and new ideas about the benefits of quitting can be introduced. The old

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Toss it Tuesday

Improving Patient Safety
One Form at a Time

Susan Raviv cannot stress enough how important it is to keep all clinical forms used to document patient care up-to-date.

"These forms—and there are literally hundreds of different ones currently in circulation representing different specialties and procedures—become part of a patient's permanent medical record, so it's both a safety and legal concern if people are using forms that don't meet current standards," says Raviv, Director of Health Information Management and co-chair of the Forms Committee. "Not only does NSMC maintain a set of standards, so does the Joint Commission. It's everybody's responsibility to make sure that we are compliant."

To help in this effort, Raviv and other members of the Forms Committee will visit clinical areas throughout the Medical Center on November 29 as part of their twice-yearly Toss it Tuesday event. The goal is to make sure

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Your forms are her business. Susan Raviv, Director of Health Information Management and Co-Chair of the Forms Committee.



NORTH SHORE
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Using breathing and visualization techniques, Karen Pischke, R.N., a clinical hypnotherapist and certified tobacco treatment specialist, helps smokers increase their motivation to quit and lessen the urge to start again.

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patterns of thinking are disrupted with newer, more positive thoughts. For me it made all the difference.”

She is not alone. Long used as tool to assist people with various forms of behavioral modification, hypnotherapy has helped countless smokers to curb their tobacco cravings over the years and is commonly included in many smoking cessation programs. Due to a lack of clinical research verifying its merit, however, hypnotherapy is not one of the cessation methods currently recommended by the tobacco treatment industry.

This could change thanks to research being conducted by a team at NSMC led by Pischke and pulmonologist Faysal Hasan, M.D., Medical Director of the NSMC smoking cessation program, on the use of hypnotherapy as an alternative to nicotine replacement therapy (NRT).

MORE TIME FOR PATIENTS

Union ED Saves Time and Money with New Inventory Program



Organized and identified. That’s how Roger Bailey, R.N., Nurse Manager in the Union Hospital Emergency Department, now describes the medical supplies found in each of the 12 patient rooms on his unit thanks to a new inventory management program rolled out this past September.

“Everything in the cabinets and drawers is properly labeled and in its own individual bin, right at the nurses’ fingertips when needed,” he says. “We can easily identify if we are out of something and restock as needed. Staff no longer has to leave the bedside in order to run off looking for supplies.” More time at the bedside, he adds, leads to higher patient and staff satisfaction and all-around better care.

“Common medical supplies have always been kept in the ED patient care rooms at Union Hospital—as they are in patient care rooms throughout NSMC—but never with this high degree of organization and monitoring,” says Jim Helps, Materials Manager at Union Hospital. It was Helps, along with a process improvement team consisting of clinical staff from the Union ED and representatives from his department, who introduced the new



Bringing order to common bedside supplies in the Union ED are (L-R) Roger Bailey, R.N., Nurse Manager in the Union Hospital Emergency Department, and Jim Helps, Materials Manager at Union Hospital.

ED inventory control program after observing how much valuable time and resources were being devoted to the daily hunt for mouth swabs, wash basins, bandages and other common items.

“In analyzing the situation, we found that staff members were making more than 600 trips per week to retrieve supplies from the main ED medical supply room,” says Helps. “This totaled about 21 hours of time per week spent away from the bedside.”

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Building on a successful smoking cessation study conducted between 2006 and 2010 on the impact of hypnotherapy on patients hospitalized with a cardio-pulmonary illness, Dr. Hasan and Pischke are now turning their sights to an

Currently, 40 people are participating in the study and the goal is to enroll a total of 120.

“I’ve seen the positive results that hypnotherapy can have both personally and with my patients,” says Pischke.

“The question we are asking in this new study is how will hypnotherapy, when offered at strategic intervals over the course of a year, impact a smoker’s motivation to quit and enhance their prolonged success?”

outpatient population. This past May, their team started a new study entitled “Hypnotherapy for Smoking Cessation: Factors for Improving Self-Motivation and Efficacy for Smoking Cessation” (or HYPQUIT for short) designed for smokers in the community willing to commit to a one-year program comprised of up to three hypnosis treatments, counseling and regular follow-up by phone. Funded by the Norman H. Read Charitable Trust, the study is offered free to all participants.

“In our first study, even though we had a relatively small sample size, one would have expected the traditional NRT treatment to do far better than hypnotherapy and it did not,” says Dr. Hasan. “The question we are asking in this new study is how will hypnotherapy, when offered at strategic intervals over the course of a year, impact a smoker’s motivation to quit and enhance their prolonged success?”

“The empirical data may not be there to support it yet, but the evidence is growing. For us, it’s enough to know that some people have benefited from hypnotherapy to realize that this study is important.”

Would you like to participate in the HYPQUIT study? More volunteers are needed. The study includes free hypnosis treatment for smoking cessation, up to five on-site visits with a tobacco treatment specialist and follow-up phone calls. To find out if you are eligible to participate, or to learn more about HYPQUIT, call 978-745-4391 ext. 247.

that staff are using approved forms to document patient care (weeding out any old forms they come across in the process) and provide real-time education on how to find and order forms through the NSMC intranet.

“We understand that people are busy and that the last thing they want to worry about is whether they’re using the correct form,” says Ralph McHatton, NSMC Pharmacy Director and co-chair of the Forms Committee. “That’s why we came up with Toss it Tuesdays, to try and educate staff members right in their own unit. This way, we can see what forms they are using, how they’re being organized and accessed and provide tips on how to keep patients safe using up-to-date forms.”

In past years, Toss it Tuesdays have turned up a variety of ‘rogue’ forms, says McHatton. “Usually it’s something basic, but we’ve also found homegrown forms that haven’t gone through the proper channels of approval or that don’t meet current Joint Commission standards. These are definitely a safety concern.”

In addition to running the Toss it Tuesday events, the Forms Committee also meets monthly to evaluate any new clinical forms that have been proposed, oversee revisions to existing forms and manage all online resources related to the ordering and usage of forms.

For more information, please visit: [nsmconnect.partners.org/subwebs/Forms Committee](http://nsmconnect.partners.org/subwebs/FormsCommittee)

Coming soon to a clinical area near you, members of the Toss it Tuesday team (L-R): Ralph McHatton, Holly Foglietta, Dolores Benevento, Lorraine Klimarchuk and Susan Raviv.





Jackie Pariseau, L.P.N., Adult Inpatient Mental Health Unit

It's not often that a person has a retirement party before they actually retire, but such was the case for Jackie Pariseau, L.P.N., this past September. Having worked at Salem Hospital for close to 50 years, her forever pending retirement has become something of a running joke with her family. Her daughter, Maryellen Doucette, R.N., NSMC Manager of Case Management, who has been listening to her mother ruminate on the next phase of her life for many years, thought it would be fun to throw a surprise "I Am Going to Retire Soon" party and invite work friends both past and present. Upwards of 70 people attended.

"It's kind of embarrassing to have a retirement party while I'm still working, but I've been waiting for the right time," says Pariseau, who

currently works the 11 p.m. to 7 a.m. shift in the Adult Inpatient Mental Health Unit four nights per week. "As the people I work with say, you go when you're ready to go and not before. I just haven't been ready to go yet."

Pariseau has been working in the Adult Inpatient Mental Health Unit for the past 15 years and has also worked in the intensive care unit, maternity and in non-clinical positions over the decades, including several years in Food Services while in high school. "I'll miss the patients most of all and the people I work with," she says of retirement. "I've made lots of friends and had lots of laughs over the years. Salem Hospital has been a great place to work."

A longtime resident of Danvers, Pariseau grew up in Salem and attended the Beverly Hospital School of Practical Nursing before joining the staff at Salem Hospital. When she does finally retire, she hopes to travel and spend more time pursuing her interest in antiques. "One of these days, I'm just going to ask that I no longer be put on the schedule and that will be it. I'm not sure when that will be, but it will happen some day."

"I've made lots of friends and had lots of laughs over the years. Salem Hospital has been a great place to work."

Coleen Reid, M.D., Honored with Internal Medicine Award



Coleen Reid, M.D., Chief of Hospice and Palliative Medicine, was honored this past October as the sixth recipient of the annual NSMC Excellence in Internal Medicine Award. Dr. Reid was recognized for consistently providing compassionate, evidence-based care to her patients and their families and for serving as a vital resource to the entire Medical Staff. This award is given by the Medical Center each year to a physician who has made a major contribution to patient care within the Department of Medicine.

United Way Employee Campaign

The NSMC 2011 United Way employee campaign is currently under way and will run until November 18. All donations provide crucial funding and operational support to nonprofit agencies across the North Shore—this year with a special focus on the City of Lynn. Among the Lynn agencies that receive United Way support are: Girls Inc., Thrive in 5, Housing First and the Financial Stability Center. These organizations directly assist children in need, promote healthy families and respond to emergencies. All who donate this year will be entered in a raffle to win a prime parking spot for one month on the Union or Salem campuses.

For more information, please contact Meg Wright at 978-825-6232.

Achievements

Terry Newell, R.N., C.R.N.I., of the Union Hospital IV Team, has successfully passed the Infusion Nurses Society exam and is now a certified registered nurse in infusion therapy.

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To rectify the problem, Helps and his team implemented a formal system for monitoring, ordering, labeling and displaying the 70 common items found in each patient room. The stock is now closely monitored by the nursing staff and appropriate quantities of each item are kept on hand, no more or less than is needed.

"Materials Management is responsible for stocking the main ED supply room, but the floor staff is responsible for stocking the patient rooms," says Helps. "This was previously done as time permitted, but now there's a formal process in place and the stock in each room is monitored daily."

To date, the new system has reduced the amount of time spent looking for supplies down to seven hours per week and Helps thinks that number will continue to decrease as the process is refined. Plans are underway to bring the new system to the Salem Hospital ED and other inpatient units.

The Union Hospital Inventory Management Team was comprised of: Pauline Agnew, R.N.; Roger Bailey, R.N.; Joe Comora, Materials Management; Bill Connors, Materials Management; Andrea Dupuis, R.N.; and Jim Helps, Materials Management.

Employee Assistance Program

The Employee Assistance Program (EAP) is a workplace-based consultation, short-term counseling, information and referral program for employees and their families. The EAP offers assistance with all types of personal, family or work-related concerns. For more information call 866-724-4327 or visit eap.partners.org.

Has Someone Made Your Day?

"Made Someone's Day?" is a simple and easy employee recognition program to acknowledge and celebrate service excellence at NSMC. Honor your colleagues: call 781-581-4567, e-mail NSMCRecognition@partners.org or submit an online recognition form found on the NSMCConnect homepage.