

Level 1 News

Winter 2009

Bronson Celebrates 20 Years as a Level I Trauma Center

The American College of Surgeons (ACS) recently re-verified Bronson Methodist Hospital as a Level I Trauma Center. This indicates that the ACS recognizes Bronson as providing the highest level of care for critically injured patients.

First verified by the ACS as a Level I Trauma Center in 1989, Bronson has successfully met the increasingly difficult re-verification standards every three years since. With this re-verification, Bronson has held this designation longer than any hospital in southwest Michigan.

Frank J. Sardone, Bronson president and CEO, said, "As southwest Michigan's first trauma center and with advanced capabilities as a chest pain emergency center and stroke center of excellence, Bronson has the resources and experience people have come to count on in

all types of emergencies. Critical care is not a one-department service, it requires dedicated staff and services throughout the healthcare system to achieve the best possible outcomes for critically ill and injured adults and children."

Being a verified Level I Trauma Center means that Bronson is capable of caring for critically injured trauma patients immediately, 24 hours a day, 365 days a year. In addition to a full-service emergency department, the hospital has specialized medical staff including a full trauma surgery team, orthopedists, neurologists, anesthesiologists, radiologists, thoracic surgeons, nursing staff, and ancillary staff in the hospital around the clock. Bronson is southwest Michigan's largest trauma and emergency center seeing more than 80,000 emergency

patients and about 1,500 trauma patients each year.

"Excellent trauma care depends on getting the right patient to the right place at the right time," said Scott Davidson, M.D., medical director Trauma Surgery Services. "We are proud that the ACS has recognized the high level of care we provide to trauma patients in the region. Bronson's commitment to having a team of experts on site around the clock ready to care for these patients is part of our mission to provide excellent healthcare services in this community."

Level I Trauma Centers are also expected to be leaders in injury prevention, public education and research. Bronson's injury prevention programs reached nearly 15,000 people in 2007. In addition, Bronson works with *(continued on page 2)*

Coloma-area Burn Victim Airlifted to Bronson Trauma Center

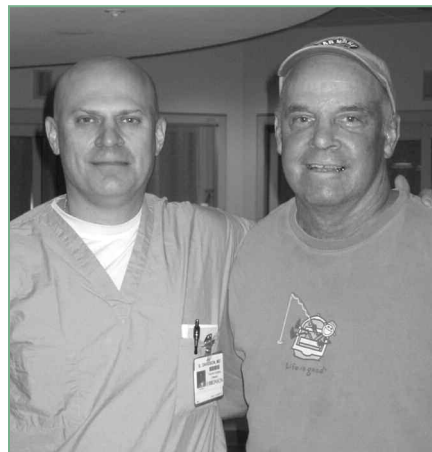
Early in the morning of August 18, 2008, 66-year-old Christian Gary Blough was walking to his son's home when he saw the house on fire. He tried to extinguish the flames, but while doing so, caught his clothes on fire and was badly burned. The Coloma Police Department, the Coloma Fire Department, and the Coloma Emergency Medical Services (CEMS) quickly responded to the call for help.

Upon arriving to the scene, CEMS personnel jumped into action. Aero Med was dispatched. The patient was loaded

into the ambulance and was transported to Community Hospital in Watervliet. During transport, an IV was started and pain medications were administered. Burn sheets were applied.

Treatment started immediately upon arrival at Community Hospital. Blough was placed on a cardiac monitor and given oxygen. Intravenous fluids were administered and pain medications were provided. A catheter was placed to monitor urine output, and a sterile burn sheet was applied. The patient was warmed and quickly loaded on the helicopter for transport to Bronson Methodist Hospital where Blough arrived less than two hours from the time of his injury.

Upon notification of the patient's transfer to Bronson's Level I Trauma Center, an Alpha (Level I) trauma activation was initiated and the trauma team was prepared. Dr. Sheldon Maltz, trauma surgeon, and Dr. Stephen Giebel, trauma resident, led the trauma team. Trauma nurses Fran Collins, RN, and Tracy Jackson, RN, assisted. The patient was quickly assessed and transferred to the Trauma/Burn Unit, where Dr. Michael Nave, *(continued on page 2)*



Dr. Scott Davidson (left) is pictured with Christian Blough in a recent photo. Blough sustained full-thickness burns in a house fire last August.



Bronson Named Only Top 100 Heart Hospital in Southwest Michigan

Bronson Methodist Hospital has been named one of the nation's 100 Top Hospitals® for cardiovascular care by Thomson Reuters. This means Bronson meets the highest national performance levels for excellence in heart care as determined by the 2008 Thomson Reuters 100 Top Hospitals®: Cardiovascular Benchmarks for Success study.

Bronson President & CEO Frank J. Sardone says, "This recognition confirms to patients and families in southwest Michigan that when they come to Bronson for heart care they can expect outcomes that are amongst the best in the nation."

The study, now in its tenth year, found that the 100 Top Hospitals® cardiovascular award winners, as a group, performed 63 percent more bypass surgeries and 42 percent more angioplasties than peer

hospitals. The 100 Top Hospitals® study focused on short-term, acute care, non-federal hospitals that treat a broad spectrum of cardiology patients.

Thomson Reuters researchers analyzed 2006 and 2007 Medicare Provider Analysis and Review (MedPAR) data, 2007 Medicare cost reports and data from other sources. They scored hospitals in key performance areas: risk-adjusted medical mortality, risk-adjusted surgical mortality, risk-adjusted complications, core measures score, percentage of coronary bypass patients with internal mammary artery use, procedure volume, severity-adjusted average length of stay, and wage- and severity-adjusted average cost.

The 2008 winners were announced November 17 in *Modern Healthcare* magazine. Earlier this year, Bronson was



named a recipient of Thomson Reuters 100 Top Hospitals® performance Improvement Leaders award for having achieved the fastest five-year rate of consistent organization-wide improvement in the industry.

For more information about heart care at Bronson, visit bronsonhealth.com/heart.

20 Years of Level 1 Trauma Care

(continued) local and regional emergency medical response (EMS) agencies to provide education and training for first responders to injuries. According to Robert Wood Johnson University Hospital, a one percent reduction in injury saves \$3 billion in annual economic costs. A 3.5 percent reduction in injury would cover the full costs of regional trauma centers throughout the United States.

Bronson's trauma program serves as a central resource for a nine-county area in southwest Michigan and the northern counties of Indiana. Bronson staff work closely with community hospitals throughout this region to coordinate the safe, timely transfer of patients who require the expertise and resources available only at a Level I Trauma Center.

Trauma System Airlifts Burn Victim

(continued) plastic and burn surgeon, evaluated him. Burn wounds were debrided and dressings were applied. Blough had sustained approximately 40 percent total body surface area (TBSA) full thickness burns.

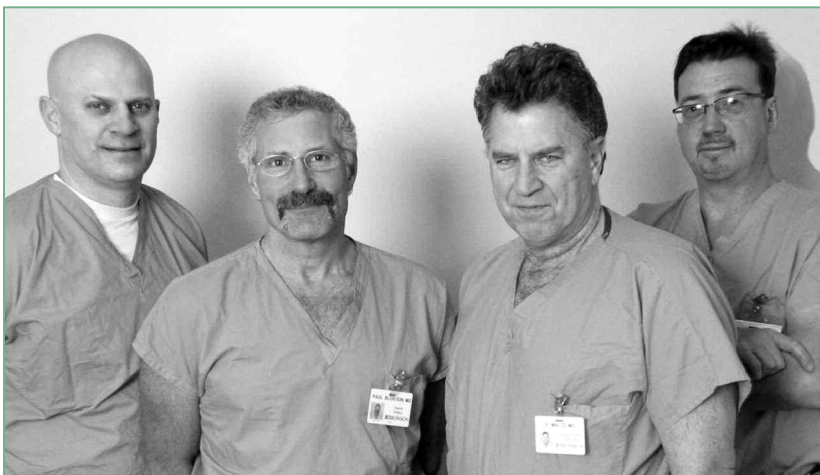
Blough was hospitalized in the Bronson Trauma/Burn Unit for 49 days. During this time, he underwent multiple procedures, operative interventions, daily dressing changes, and physical and occupational therapy. On Oct. 16, 2008, he was transferred to Mary Free Bed Rehabilitation Hospital in Grand Rapids to continue inpatient rehabilitation,

and he currently continues with outpatient therapy at Bronson.

Bronson Trauma Services would like to thank the Coloma EMS, the Coloma Police and Fire Department, Community Hospital Watervliet, and Aero Med for their part in the prompt care and rapid transport of this patient. We would like to especially thank the Bronson Trauma/Burn Unit nursing staff and multidisciplinary team who all worked together to provide great care to their critical patient!

— Rita Cox, RN, BSN
Trauma Program Manager

Meet the Trauma Surgeons



Bronson's trauma surgeons are (left to right) Scott Davidson, Paul Blostein, Sheldon Maltz and F.J. David Leonard-Vidal.

Do you know burn survivors? Tell them about

Kids BURN CAMP

WINTER INDOOR OVERNIGHT CAMP

Saturday, Feb. 21, 2009

David D. Hunting YMCA

in Grand Rapids

For Burn Survivors ages 7-18

Cost: Free!

Want to help? To volunteer your time or to donate financially to Kids Burn Camp, call (269) 341-8587 or e-mail trauma@bronsonhg.org.

Spotlight on: West Michigan Air Care Service Sponsors First Area Offering of Difficult Airway Course

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A cooperative program sponsored by Bronson Methodist Hospital and Borgess Medical Center, West Michigan Air Care performs interhospital transfers of critically ill/injured patients and transports of trauma patients from the scene of an accident, incident or disaster.

West Michigan Air Care (WMAC) will sponsor **The Difficult Airway Course: EMS™ April 27 and 28, 2009**, at Bronson's Gilmore Center for Health Education, 601 John St., Kalamazoo. This is a significant accomplishment for WMAC because it is the first time the course has been offered in the Midwest. WMAC instructors include Jan Eichel, Kevin Franklin, and Bob Mayberry, who teach from the *Manual of Emergency Airway Management* textbook. This two-day course is designed specifically for EMS providers and critical care transport professionals and includes lectures, workshops and hands-on skill stations.

The Difficult Airway Course: EMS™ is an intensive immersion experience based on the medical and educational principles used in physician courses. The EMS course is offered in partnership with the regional course directors and Bronson. It follows the "expert instructor" model of education that has been a hallmark of all the Airway Management Education Center's offerings.

The purpose of the course is to assist EMS providers in managing a difficult airway with the tools that you currently use. Class size is limited to 60.

The Airway Management Education Center was founded in 1998 by physicians Ron M. Walls, Michael F. Murphy, Robert C. Leuten and Robert Schneider. The Center's first course offering was The Difficult Airway Course: Emergency™, an intensive two-day course designed primarily for Emergency Medicine Specialists. A few years later, the Center launched The Difficult Airway Course: Anesthesia™ for Anesthesiologists and Nurse Anesthetists. In 2005, The Difficult Airway Course: EMS™ was offered to paramedics, critical care transport nurses and other advanced EMS professionals.

Demand for The Difficult Airway Course: EMS™ has grown dramatically. In 2007, First Airway, LLC was created to support the demand for this class and lay the foundation for future growth, both nationally and internationally. First Airway, LLC now supports the work of six regional course directors. WMAC plans to have more of their staff become instructors and future goals are to offer this course more frequently in Kalamazoo and throughout the region

For more information, or to register, visit theairwaysite.com.

Bronson Methodist Hospital salutes WMAC on their educational commitment locally and regionally. We are happy to be partnering with them.



West Michigan
AirCare
Air Medical Transport

The Difficult Airway Course: EMS™
April 27-28, 2009
To register go to
theairwaysite.com

Course Objectives Include:

Perform Rapid Sequence Intubation and recall the rationale for each discrete step of RSI.

Recall the adverse physiological effects of intubation and the techniques and pharmacologic agents that can be used to mitigate them.

Assess and plan a management approach to the difficult airway.

Perform surgical cricothyrotomy, and needle cricothyrotomy with percutaneous ventilation, and cricothyrotomy using a cricothyrotome.

Bronson Welcomes New Cardiac Surgeon



Zahir Rashid, MD

Bronson Methodist Hospital welcomes Zahir Rashid, MD, to its medical staff.

Rashid joins the cardiac surgery team of Alphonse DeLucia, III, MD; Michael P. Halpin, MD; M. Michael Khaghany, MD; and Zulfikar A. Sharif, MD, at Cardio Thoracic Surgery in Kalamazoo.

Rashid is board certified in General Surgery, Thoracic Surgery and Surgical Critical Care. His special interests include minimally invasive cardiothoracic surgery,

beating heart surgery, valve repair, thoracic oncology, aortic surgery and surgery for arrhythmia.

Rashid completed fellowships in thoracic and cardiovascular surgery at Medical College of Wisconsin, and surgical critical care at New York Medical College. He completed residencies in general surgery at Cornell Medical College and New York Medical College and critical care at New York Medical College. Rashid completed his internship and received his medical degree from R. G. Kar Medical College Hospital in Calcutta, India. Most recently he has been in medical practice at Marshfield Clinic in Wausau, Wis.

Trauma Workshop 2009

*You're
Invited!*

This workshop
is open to EMS
providers and
nurses.

**Call (269) 341-6405
to sign up for this
FREE workshop.**

Monday, March 9, 2009, 8 a.m. – 12:15 p.m.

Gilmore Center Auditorium, Bronson Methodist Hospital

0800 – 0900 **Emergency Care of the Geriatric Trauma Patient**

Paul Mazurek, BSN, RN

0900 – 1000 **Trauma in Your Own Backyard**

Paul Blostein, MD
Bronson Trauma & Emergency Surgery

1015 – 1115 **Compassion Fatigue — What Should I Do?**

Brenda Terburg-Fawley

1115 – 1215 **Burns: Back to the Basics**

Alan Messinger, MD
Plastic Surgery of Kalamazoo

You may attend 1, 2, 3 or all 4 sessions. An application has been submitted to Bronson Methodist Hospital an approved provider of continuing education by the Michigan Nurses Association CEAP. Please call Bronson Education Services for more information about contact hours. Nursing CEUs, First Responder, EMT, EMT-Specialist and Paramedic credits have been applied for.

*Presented by Bronson's
Education Services Department*

Mark Your Calendar

Bronson Neuro Workshop

Tuesday, October 13, 2009
Bronson Gilmore Center Auditorium

*Bronson's Level I Trauma Center
has been verified by the ACS since
1989, longer than any hospital
in southwest Michigan.*

Level 1 News

Bronson Level I News is published quarterly by Bronson Methodist Hospital. The information included is intended to educate and inform the southwestern Michigan emergency medical services community. Correspondence/Change of Address information should be directed to the Executive Editor at 601 John Street, Box 19, Kalamazoo, MI 49007. Phone: (269) 341-6328 Fax: (269) 341-7574 bronsonhealth.com

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