I had the pleasure of recently highlighting the many individual and departmental accomplishments at our State of the Department address last month. If you were unable to be there it can be found on our web page at www.musc.edu/anesthesia. Fortunately, the accomplishments continue. In August, Surgical Services was awarded the Service Leaders of the Quarter Team Pillar Award during the MUHA Leadership Development Institute (LDI) meeting. It was an institutional award given for increasing our patient satisfaction from 12% to >93% in all of the OR's. Much of the credit goes to our Patient Satisfaction Teams led by Annette Cooper at ART, Rhi Davis at Main and Peggy Kittridge at RT. Further input occurs with the weekly evaluation of our patient satisfaction comments and implementation of ways to improve the encounters which is performed by Karen Weaver and our chief CRNAs Jodi Weber, Wendy Ewing and Nancy Kitten. In addition, medical directors, Fred Guidry, Charlie Wallace and the DODs have worked with Susan Harvey to improve the patient encounter through such initiatives as limiting IV start attempts. Matt McEvoy and the chief residents, Gabe Hillegass and Will Hand, have also been discussing ways to improve satisfaction. All of us working together have realized our goal of substantially improving patient and family satisfaction across all of our operating rooms. Congratulations to all for a job well done. Pictured are our chief CRNAs and executive committee displaying the award.
On August 18, the film crew and producers of the PBS series NOVA arrived at MUSC to highlight Mark George’s research in the area of Transcranial Magnetic Stimulation (TMS) in a special to be aired in early 2011 entitled “Mind Control.” One of the areas the producers were especially interested in was our department’s research on the utility of TMS for post-operative pain control. In order to maintain patient confidentiality, in the morning, a mock session of TMS was performed with our own Haley Moore acting as a patient. The session concluded with them filming a live gastric bypass case by Karl Byrne, MD with Chris Skorke, MD and Ashley Yarbrough, CRNA doing the anesthesia. Please enjoy the pictures from the morning and plan on seeing the episode next year.
Starting October 1, 2010, the department will begin staffing the Magill Laser Center. Initially we see this as a single surgical location involving ophthalmologic, plastic and ENT surgical cases that can be performed under MAC anesthesia. Faculty and CRNAs interested in working in this area, please send Dr. Reeves an email.

**A Fun Development Opportunity**

Our Department is serious about faculty development. In July, the Department sponsored my participation in the 4 day Early Career Women Faculty Professional Development Seminar in Washington, DC. Over the last 20 years, the AAMC has offered these seminars through the Group on Women in Medicine and Science. The program’s goal is to provide an introduction to the knowledge and skills needed to follow the path to leadership in academic medicine. Topics covered span strategic communication skills to work/life balance to negotiation to leadership topics. Notable past participants and MUSC leaders include Drs. Joanne Conroy, Etta Pisano, Deborah Deas, and Chris Carr.

The seminar faculty and presenters were chosen for their demonstrated leadership abilities and to offer knowledge, inspiration, and valuable career advice. They shared insights from their varied paths in academic medicine over the last 30 years. As discussed in many areas of this conference, we are in a significant transformational stage of medicine – nationally and at MUSC. With 4 generations in the workplace at the same time, we have a wide range of habits and expectations on etiquette, communication, and contribution to navigate. Traditional medicine has been structured on a hierarchy of individual effort, sacrifice, and accomplishment. Modern medicine excels with team effort, transparency, and collaboration. As we grow our medical knowledge tree, we need to nourish both our deep roots of experience and our young buds of creativity.

The conference was arranged in large and small group sessions with ample time for individual mentoring and networking. We learned negotiation skills such as awareness of multiple workplace realities and we practiced creating options for mutually beneficial resolutions. We worked on presentation skills such as clarity of message and targeting audience needs and expectations. We discussed work/life demands and expectations. And I witnessed the holy grail of work/life balance in 26 remarkable presenters while being motivated and energized with the other 149 participants.

The next Early Career Women seminar is scheduled for July 9-12, 2011. If you have any questions or interest in the program, please give me a call or you can look at the seminar brochures which I left with Dr. Scott Reeves or check out the AAMC Group on Women in Medicine and Science (GWIMS) website at [http://www.aamc.org/members/gwims](http://www.aamc.org/members/gwims).

Best wishes to all in your personal and professional pursuits!

Tam Psenka
This spring I had the honor, along with fellow residents Will Hand and Bassam Kadry, to represent MUSC at the 2010 American Society of Anesthesiologists Legislative Conference in Washington, D.C. Dr Fred Guidry accompanied us and helped guide us through the week. Not being a very politically active citizen, this was initially an intimidating article to write. But as I began to ponder what my experience really meant to me, I realized that it was something that most of my fellow residents might actually be able to relate to.

Every year anesthesiologists from each state in our nation leave their busy practices to travel to Washington DC for the sole purpose of promoting ourselves… taking thousands of tiny voices and creating one enormously thunderous proclamation to our nation’s lawmakers.

Hear us!

Most physicians worry about the important issues in their practices like, patient safety, satisfaction, adequate postsurgical pain control, and coffee breaks. Ok, not really, but my point is that far from most of our minds is the legislative process that occurs every day in our health care system. The process that has the potential to impact the very foundation of our profession.

Several senators and congressional representatives spoke to the congregation of thousands of anesthesiologists. The central message was that they were on our side… whether that is believable or not is something for another article, from someone more verbose on the matter. The conference taught us about three key issues to provide us with a united front, a united message when we walked on The Hill. First, to ensure fair payment, as Medicare currently pays anesthesiologists pennies on the dollar compared to other providers. Next, to empower patients with knowledge about their healthcare providers education and training. Lastly, to expand access to anesthesiologists in rural areas via the Rural Pass-through legislation.

Our South Carolina group, including the SCASA President, spoke with Senator Jim DeMint regarding our issues and his initial response was, “I am so sorry you all have had to become lobbyists.” Although this struck me as a canned response, at least he was listening to our concerns. We also visited with Senator Lindsey Graham’s Legislative assistant, and the assistant to Congressman Clyburn as well.

There were other things gleaned from the trip. For one, Will Hand has the ability to seize every moment in life to explore and live! We went for a wet evening stroll to The White House and had a brisk daytime walk (jog) to see the Washington Monument and witness a street vendor attempt to cheat Will on some change! On the other hand, it turns out that Bassam Kadry is a natural politician. Whenever we turned around at the conference he was somewhere shaking hands with anesthesiology leaders from all over the country. Although I have alluded to it before in other articles, walking around alongside Dr GUIDRY at any anesthesia gathering makes me feel like we are in movie-like slow motion with cool music playing and background smoke swirling around us. In other words, he commands a lot of respect from his colleagues nationally.

I learned a great deal from this experience. Most importantly that we all need to support our political action committees, for they are there every day in Washington, ensuring that our voice IS heard. I am grateful to the department for allowing me this opportunity to grow. Residency, what a ride!
A Night at the RiverDogs

For the past several years the department has come together to celebrate collectively and with our families the past year during the summer at a RiverDogs baseball game. This year was no exception as over a hundred of us met on a Saturday night. There had been the threat of rain all day but what a beautiful night it was with a constant breeze coming off the Ashley river. Since the Friday night game had been rained out, we even got to enjoy fireworks at the end. It was a night of firsts as many of the children had never been to a ballgame. This included Horst’s son and his fiancé. I enjoyed explaining the game to my new German friends.
Social Media Guidelines

As Facebook and MySpace continue to grow, the line between work and home may blur. It is critical that we maintain a separation to protect ourselves and our patient’s confidentiality. The following article was recently published in the Catalyst.

Follow these guidelines for social media

by Heather Woolwine
Public Relations

Given the proliferation of social media in today’s world, most people have heard of it. You know… Facebook, MySpace, Twitter, Linkedin, and Foursquare, just to name a few. What you may not know is that MUSC, MUHA and UMA now have social media guidelines for all those employees or faculty who wish to engage others in this digital realm while representing these entities.

These guidelines were created by Business Development and Marketing Services and the MUSC Office of Public Relations, with input from MUSC/MUHA Compliance, Human Resources, legal counsel, and the OCIO (Office of the Chief Information Officer) Office. They can be found at http://academicdepartments.musc.edu/musc/news/OnlineCommunicationsGuidelineRecs4-01-10.pdf or https://www.musc.edu/medcenter/news/social_media_guidelines.html. Students will have a different set of guidelines, coming soon from the Office of the Associate Provost for Education and Student Life.

Social media is a complex landscape with many twists and turns. What may be appropriate for one person to disclose on a Facebook page may not be appropriate for another. Employers look at people’s social media pages and outlets for insight into how individuals present themselves publicly, and various groups and causes have found social media particularly useful as a communication medium for events and information. Businesses, universities and hospitals, such as the MUSC enterprise, have also entered the social media world. Some people choose to keep separate work and personal social media accounts throughout the various platforms to ensure that they do not make any errors that could reflect on their job at MUSC.

When participating in this kind of activity in relation to work at MUSC, it is imperative that MUSC, MUHA, and UMA employees remember that the same codes of conduct, HIPAA regulations, and liability issues apply in the digital world just as they do in the physical one. For example, it’s not OK to talk about patients’ cases in the elevator, and it’s not OK to talk about them on Facebook. While respectful of everyone’s right to free speech, these guidelines are about maintaining patient confidentiality and the highest standards for professional conduct at MUSC.

At this time, the following Facebook pages are MUSC-related and approved
- Medical University of South Carolina (MUSC)
- MUSC Hollings
- MUSC Kids
- MUSC Women’s Services
- MUSC Transplant
- MUSC Storm Eye
- MUSC College of Health Professionals
- MUSC Library
- 1 West at MUSC
- 20+ pages of MUSC groups

You do not need to be a member of Facebook to see these pages on the Internet.

In addition to this official Facebook presence, MUSC also hosts two blogs, WomenSpeak and Hollings Cancer Center. Online discussion communities exist for the Children’s Hospital, Digestive Disease Center/Bariatric Surgery, and Transplant Services. MUSC also has its own YouTube channel, which can be found at http://www.youtube.com/user/muschealth.
Social Media Guidelines Continued...

And if you are a fan of Twitter, try following MUSCPR, MUSC Health, MUSC Hollings, MUSCKids, or MUSC Sports Med.

MUSC, MUHA or UMA employees who would like to register their MUSC social media activity and who have not yet done so are encouraged to contact their related compliance office, the MUSC Office of Public Relations or Marketing for verification and inclusion in the MUSC list. If you suspect that someone is representing MUSC and is in violation of a code of conduct, excellence standards, or HIPAA, print out the screen in question and deliver to a compliance officer. Reporting suspect online behavior maintains the three P’s at MUSC: Productivity, Professionalism and Privacy.

Important contacts
University Compliance: 792-0319 (Mike Wheeler, wheelerm@musc.edu)
Hospital Compliance: 792-7795 (Reece Smith, smithre@musc.edu)
Office of Public Relations: 792-7669 (Heather Woolwine, woolwinh@musc.edu)
Business Development & Marketing Services: 792-7499
UMA Compliance: compluma@musc.edu or 876-1321

Facebook Quiz- Is this OK?
1. As you peruse a fellow practitioner’s Facebook page while on your lunch break, you notice that she had a tough night at work and has taken to her page to vent. It’s OK to vent on Facebook, so long as she has:
   a. not mentioned any patients or staff by name
   b. maintains a professional tone and refrains from using profanity
   c. has not revealed any details to identify the patient/staff person she is venting about
   d. all of the above

2. You are cruising through Facebook and you come across a post by an angry MUSC patient who is blasting your unit for what he perceived as inhumane treatment. You should:
   a. jump on the same comment thread and tell the patient he is wrong, and why he is wrong
   b. comment politely that he might not understand how patient care works
   c. make note of the patient’s name, the unit he is complaining about and print the screen and turn it into a compliance officer
   d. b and c

3. On your Facebook page profile, you proudly declare that you are an MUSC employee, and your friends have become accustomed to the funny and witty stories you sometimes tell about work. You’ve been very careful to honor people’s privacy since you’ve begun to network on the site. You just read an article about legalizing marijuana, and you actually agree with some of the arguments for doing it. You’d like to post the article to your Facebook page. You should:
   a. post it with the caveat that while you are not a user, you see some good points in this article
   b. tell everyone that this is an interesting article and they should read it in order to form their own opinion
   c. encourage everyone to read the article because you found it interesting, and note that this is obviously just your opinion
   d. none of the above

Answers from Facebook Quiz
1. d. Employees and staff are free to express themselves, but should remember that in doing so, they must remain professional at all times and ensure the privacy of their coworkers and patients.

2. c. Conversations can quickly take a turn for the worse on social networking sites, and you don’t want to say anything that can be held against you or MUSC in terms of liability, violations of privacy or the like. The best thing in this case is to turn the information over to a compliance officer so that he or she can follow up with those involved, the patient and the MUSC Office of Public Relations.

3. The safest route is d. While disclaimers can help, if you have positioned your profile and social media persona around MUSC, anything could be misconstrued to say that you are representing an MUSC official position. It’s better to be safe, than sorry.
**Future Events**

8/30- Resident Lecture TBD (all residents). Dr. Macioli
8/31- Perioperative ACLS (Grand Rounds). Dr. Macioli
9/1- Nonvolatile Anesthetic Agents. Dr. McSwain (CA-1)
9/7- Case Outlining a Strategy for OR and Oral Boards (Grand Rounds). Dr. Carlee Clark
9/8- Andrennergic Agonist and Antagonists. Dr. Gunnselman (CA-1)
9/8- Hypotensive Agents. Dr. Gunnselman (CA-1)
9/10- Fast Track Anesthesia (CA 2-3). Dr. Furse
9/14- M&M. Dr. Harvey
9/20- Quarterly Resident Meeting. Drs. Reeves, McEvoy, and Guldan
9/21- PACU Emergencies (Grand Rounds). Dr. Stoll
9/22- Local Anesthetics (CA 1), Dr. Hebbar
9/22- Adjuncts to Anesthesia (CA 1). Dr. Hebbar
9/27- TBD (all residents). Dr. Tom Ebert
9/28- Perioperative Considerations for the Morbidly Obese (Grand Rounds). Dr. Tom Ebert
9/29- Spinal, Epidural, and Caudal Blocks (CA 1).

**APPLAUSE**

Jean Day, CRNA at Rutledge Tower, was applauded by a patient acknowledging her compassionate care and concern especially prior to surgery.

**I Hung the Moon!**

Don’t forget to nominate your co-workers for going ‘Beyond the Call of Duty’. I hung the Moon slips are available at the 3rd floor front desk, and may be turned in to Stacy or Kim. Thanks so much!! This month’s drawing winner is Ken Grismore! Ken will receive a gift card to Halo. Congrats!

Katie Boan—“Stepping up” to help cover vacant shifts during late July-early August 2010. You rock!

Ken Grismore—Great job in keeping the periphery areas running smoothly organizing support and restock are outstanding.

Crystal Hess—Covering multiple extra shifts to cover “holes” in night shift tech coverage late July-August 2010.

Zack Lamb—Helping the Anesthesia department do it’s job by covering vacant shifts. Great job!

Kanika Parrish—Covering the heart when a coworker was too “sick” to come in

Scott Stewart—Stepping up and helping with a CABG

**SAVE THE DATES:**

- Holiday Party: Friday, December 3, 2010, Charleston Yacht Club
- Resident Graduation, Friday, June 24, 2011, Charles Towne Landing

We Would Love to Hear From You!

If you have ideas or would like to contribute to Sleepy Times, the deadline for the October edition will be...