Message from the Chairman: Happy New Year

SCOTT T. REEVES, MD, MBA

On November 30, MUSC held the Imagine 2020 strategic planning retreat at the Charleston Marriott. It was an opportunity for many within the university, all the colleges and hospital to learn about and refine the Imagine 2020 MUSC strategic plan. The keynote speaker was Shawn Jenkins, CEO of Benefitfocus. Many of you will remember Mr. Jenkins for his 25 million dollar gift to the Children’s Hospital fund. He gave a very inspirational speech starting with his first encounter at MUSC when his daughter was admitted to our Children’s Hospital for care years ago.

His presentation discussed his leadership style and how he believes it has led to the success of his company, which had grown from nothing to a billion dollar company when it went public a few years ago. As CEO, he attempts to live by five rules:

1. Need to have fun
2. Keep your bucket full
3. Need to be healthy
4. Invest in positive people
5. Do something big

Furthermore, Mr. Jenkins recruits and invests in positive people. If he accidentally hires a negative employee they will eventually not fit into the company’s culture and move on anyway. Leadership development is a big issue whether you are a software company or an academic anesthesiology department. How do we invest in our people? Starting in October, the department experimented with leadership development by offering a series of three, half-day retreats led by two faculty within the College of Health Professions, Abby Kazley, PhD and Jami Dellifraine, PhD. Using the book Crucial Conversations as our reference, they taught a diverse group of approximately 30 department staff. I believe the training was a huge success and meets Mr. Jenkins’ goals of having fun and doing it together.

As a 2016 New Year’s goal, I plan to engage even more of the department in learning about our individual leadership styles and by offering executive level education training on a variety of topics.
CHILDREN’S HOSPITAL
BY: DR. SCOTT WALTON

IMAGINATION, WONDER INSPIRE NEW CHILDREN’S HOSPITAL BRAND
THE CATALYST, BY: MIKIE HAYES

If you watch TV, you probably have noticed the enchanting new commercials for the MUSC Shawn Jenkins Children’s Hospital. MUSC launched an imaginative new campaign this month to inspire excitement and awareness for the campaign to build the new hospital and set the foundation for the launch of a new children’s health brand identity.

MUSC leadership recognized that patients today are more informed than ever and have a wealth of choices in terms of where they receive their health care. Therefore it’s more important than ever that MUSC continues to have a strong, recognizable brand. “Branding is the art of differentiation,” said brand identity specialist David Brier in his book “The Lucky Brand.” And at a time when so many children’s hospitals around the country are promoting their services, the communication challenge before MUSC was determining the most effective way to break through the TV and digital-advertising clutter with the message of transformational change that is currently taking place in its pediatric clinical and specialized services.
While talking about the launch of the new brand campaign, MUSC Health Brand and Marketing director Chris Murray could not be more excited. “This is literally a breakthrough moment for MUSC. The forward momentum for our pediatric clinical services has never in our lifetime been at such an all-time high. This is a historic milestone, so we had to think very strategically about how we wanted to convey this breakthrough moment with our brand to the people to whom it would really matter.”

But awareness was a problem. “Our recent market data showed that a large number of people in our nine-county market still didn’t know we were building a new children’s hospital. We know the public will want to be aware, and we hope they will want to support the effort, so we had to think critically about how to reach people when they probably don’t think about us until they actually need us.”

So how does MUSC establish a new brand and build awareness throughout the state when many people didn’t even realize MUSC was building a new children’s hospital? The answer was found in storytelling: imagining and sharing the possibilities and compelling stories to inspire the public and define the MUSC Shawn Jenkins Children’s Hospital.

Imagining What’s Possible

With a new spin on MUSC’s enterprisewide brand, “Changing What’s Possible,” and the concept of MUSC’s strategic plan “Imagine 2020,” the awareness campaign for the children’s health brand builds on both, taking the concept of childhood wonder and imagination and connecting it to the caring and compassionate – yet cutting-edge – health care children will receive in the new MUSC Shawn Jenkins Children’s Hospital.

“Our campaign is about building on the excitement, wonderment and imagination of children and our desire to build a state-of-the-art facility that will help safeguard their futures by allowing them to continue to hope, dream and reach their potential,” Murray said. The SJCH communications team launched the “Imagine What’s Possible” TV commercial the first week of December. Children featured in the commercial are seen letting their imaginations run wild as fairies, dragons, and spaceships take the viewer on an exciting ride to the final image which shows the proposed hospital emerging from sunny clouds.

New icons

The new look and feel for the children’s health brand is a touching tribute to the notion that parents feel their children “hung the moon,” and the MUSC Shawn Jenkins Children’s Hospital wants all children and their families to see themselves in that image. The moon’s position, similar to that of the crescent moon in the South Carolina state flag, will hopefully remind those who see it of MUSC’s commitment to serve all children in South Carolina. “We want all children, and especially our patients, to keep reaching for the sun, the moon and the stars through their imaginations, hopes and dreams,” Murray said. “We can help them reach the bright futures they dream of and deserve by continuing to provide the state’s most comprehensive and specialized pediatric care.”

The commercial will run in Charleston, Myrtle Beach, Florence, Beaufort, Hilton Head Island and Orangeburg through the months of December and January. The goal is to increase awareness of the new hospital across Beaufort, Berkeley, Charleston, Colleton, Dorchester, Florence, Georgetown, Horry and Orangeburg counties.

At the end of January, a touching new TV commercial will air featuring children’s hospital patients talking about what they imagine for themselves.
A TRIBUTE TO MARSHALL Kearney, ANESTHESIA TECH
REMEMBERED FOR COMMITMENT TO CARE AND PUBLIC SERVICE
THE CATALYST

Marshall Vincent Kearney IV, a certified anesthesia technician in the Department of Anesthesia and Perioperative Medicine, died unexpectedly on Nov. 30. He was 38 years old.

Linda Bertucci, a colleague who worked with Kearney in the University Hospital operating room, praised him for his professionalism and commitment to being a life-long learner.

“Marshall was very dependable. He was an incredible team player, responding to any need within the hospital. He was personable, professional and had the ability to give of himself in a dynamic, ever-changing work environment. His knowledge base was extensive and diverse. What he didn't know, he would look up and educate himself and us, more often than not.”

Bertucci went on to comment about Kearney’s compassion for others. “It was evident he had a very kind heart,” she said. “Marshall entertained us with stories of his personal encounters, often stumbling upon something that was ‘uniquely Marshall.’ He is missed by many, but we, ‘his group,’ can't even come close to expressing the void that’s been created.” Co–worker Katie Smith and Anesthesia Techs echoed similar sentiments of their coworker.

“Marshall was warm, loving, generous, compassionate and very intelligent,” Smith said. “He left a mark on every life he touched. Many people come and go in our lives, but very few make a worthwhile, memorable impression. Marshall will be greatly missed by the entire MUSC family.” Kearney was born March 22, 1977 and grew up in Northfield, Illinois. He was the son of Marshall V. Kearney III and Denise Kearney, also of Northfield. Prior to working as an anesthesia technician at MUSC, Kearney was a paramedic and a firefighter in Illinois. In recent years, he was a devoted member of a 40–person medical mission team sponsored by the Children of China Pediatric Foundation and traveled annually to care for dozens of orphaned children.

Kearney is survived by his parents; his brother, Emmett Kearney; and other family. Memorials can be made to Loyola Academy, 1100 N. Laramie Road, Wilmette, IL 60091 or the Children of China Pediatrics Foundation, Rockefeller Center Station, P.O. Box 5594, New York, NY 10185.
AN EXCERPT FROM A RECENT LETTER FROM MARSHALL KEARNEY, ANESTHESIA TECH, TO THE DEPARTMENT

I just wanted to send a quick note to you to let you know how truly thankful I am for the people I work with. I am not sure you are aware that this last week I was admitted to ART for an EP Study and a Pulmonary Vein Isolation Ablation. All of this resulted in a few days of missed work just before the procedure. I was worried that this would hurt my position here. However, during this period, I have felt nothing but support and caring from my colleagues and the Department. Katie was very understanding and worked with me to make sure shifts were covered and I was all right. People stepped up and picked up shifts to make sure our staffing didn’t suffer. When my procedure was scheduled, three techs, two CRNAs and one physician offered to get me to the procedure, stay with me to contact my family (in Chicago), get me home and make sure I had what I needed. Rob Ingraham ended up driving me to the procedure at 5:00am last week. He stayed with me until 5:00pm when I was settled in my room and fully aware. He also drove me home and made certain I was safe and comfortable. It is times like this when you realize how scary it is to be alone in town, post-op and worried. I also received calls, texts and social media messages from other techs, CRNAs and Physicians to make sure I was OK and didn’t need help. Sometimes, things planned so well take a turn not expected. This was no exception. I picked up a GI illness while at the hospital, and once home became quite sick. I ended up back in the emergency department for a few hours to be rehydrated, have labs drawn and receive treatment. This happened at 10:00pm on Friday night so I drove myself, and when people heard the next day, people wanted to know why I didn’t call them to get driven to the hospital. I was amazed.

This whole experience has made me realize that I am so lucky to work at a place like MUSC, and more specifically the Department of Anesthesia. We have such a great group of people. This is not work related, and so it doesn’t really warrant a ‘Hung the Moon’. But I just wanted to thank you for the leadership you provide us and the team we have assembled here. You should be proud of our entire staff, they truly care about each other. In most circumstances, when people are off work for whatever reason they are glad to not be at work. In my situation, I can’t wait to be back. I can’t wait to be back with our great colleagues, doing great work for the patients at MUSC.

ADMINISTRATIVE AND RESEARCH STAFF HOLIDAY BREAKFAST MERCANTILE AND MASH
The MUSC board of trustees approved Raymond N. DuBois, M.D., Ph.D., as the new dean of the College of Medicine at the December 11 meeting. DuBois will assume his new role effective March 1 and will have an academic appointment both in the College of Medicine as well as with the Hollings Cancer Center.

DuBois, his wife, Lisa, and their two grown children have a strong affinity for the Lowcountry, having spent many summers at Folly Beach. But an opportunity to make a substantive impact at MUSC, at such an important time in its history, drove his strong desire to become dean. "I am delighted to have been named the new dean of the College of Medicine. The MUSC College of Medicine is already on an upward trajectory. It has enormous potential to be a game-changer for improving the health of the citizens of the state and for training a new era of world-class, enthusiastic physicians and academic scientists," DuBois said. "I feel fortunate to be moving to such a vibrant city as Charleston and working at such a dynamic medical center as MUSC.”

President David Cole, M.D., FACS, said the search committee devoted considerable time and effort identifying and recruiting the person felt to be best suited to lead the College of Medicine forward in its endeavors. There was consensus support for Dubois from multiple MUSC constituencies involved in the interview process. Cole was very excited that MUSC was able to successfully recruit its No. 1 candidate. He said, “It is my distinct pleasure to welcome Dr. DuBois to the MUSC family and leadership team. He has the unique balance of academic experience, demonstrated leadership success, and the collaborative team building skills needed to lead the College of Medicine forward. He is joining us at an exciting time as MUSC and health care at large undergo dramatic transformation.

Additionally, as an internationally respected physician-scientist whose research success has positioned him as a national leader in translational science, I see many unprecedented opportunities ahead in all areas of our tripartite mission under his leadership.”

MUSC Vice President for Academic Affairs and Provost Mark Sothmann, Ph.D., echoed Cole’s sentiments. “Dr. DuBois has been extraordinarily successful in all he has chosen to do, and I anticipate the College of Medicine and MUSC will be the next beneficiaries of his many talents. I believe he is the perfect fit for the next stage of advancement of the College of Medicine.”

DuBois will join MUSC from his current role as executive director of the Biodesign Institute at Arizona State University and leader of a research laboratory focused on inflammation and cancer. In his role as executive director, he oversees more than 700 employees and a 350,000-square-foot lab with 14 research centers focused on bioscience, sustainability and national security research.

An internationally renowned expert in the molecular and genetic basis for colorectal cancer, DuBois also maintains his own laboratory and studies the molecular mechanisms by which inflammation affects the biology of cancer. DuBois also serves as one of the co-leaders of the Cancer Prevention Program at the Mayo Clinic.

Prior to his time at Arizona State, DuBois served as provost and executive vice president of the University of Texas MD Anderson Cancer Center where he oversaw all research, education, training and faculty development. While at MD Anderson, DuBois received a five-year, $6 million-plus grant to study the molecular underpinnings of how aspirin works to prevent colon cancer.

Before moving to MD Anderson, DuBois directed the Vanderbilt–Ingram Cancer Center in Nashville, Tennessee, where he began his academic research career.
MUSC BOARD APPROVES NEW MEDICINE DEAN
THE CATALYST, BY: MIKIE HAYES

In what has been characterized by colleagues as ground-breaking, his research in the 1990s demonstrated that colon cancer tumors contained high levels of the enzyme cyclo-oxygenase–2 (COX–2). The research led to important clinical trials that showed the arthritis drug Celebrex, which inhibits COX 2, reduces pre-cancerous colon polyps in patients with an inherited disorder known as familial adenomatous polyposis, characterized by polyps that form mainly in the outer layer of the large intestine, colon, or rectum. This research laid the groundwork for understanding the cancer preventive effects of aspirin and other non-steroidal anti-inflammatory drugs.

Thomas Di Salvo, M.D., chief of the Division of Cardiology, had the highest praise for DuBois and this appointment. “I met Ray Dubois during my internship at Johns Hopkins when he was a senior resident. Ray enjoyed a sterling reputation as an outstanding clinician, gentleman and rising physician-scientist ‘star.’ As a colleague he was warm, humble, friendly, and supportive and embodied the highest ideals of the Osler Medical Service as an educator and clinician. We then had the good fortune to overlap at Vanderbilt during the time Ray led the Vanderbilt–Ingram Cancer Center. Then a renowned physician–scientist, Ray helped propel the Vanderbilt Ingram Cancer Center into the top ranks of comprehensive cancer centers around the country. I have no doubt that as our new dean, Ray will also help propel MUSC into the top ranks of academic medical centers in the U.S. He’s a terrific choice for this critical position at this most exciting time for MUSC.”

DuBois is also a co-inventor of a method to identify cellular genes that function as tumor suppressors in mammals and prevent cellular genes necessary for viral growth. With more than 25 years of continuous funding from the National Institutes of Health, he has authored an extensive list of scientific publications and has received numerous national and international honors. He has served in many leadership roles, among them past president of the American Association for Cancer Research, the International Society for Gastrointestinal Cancer and the Southern Society for Clinical Investigation.

Once at MUSC, DuBois will continue his leadership in cancer discovery through his partnership with Hollings Cancer Center and his ongoing relationship with the National Cancer Institute.

RESEARCH CORNER

World Journal of Anesthesiology

Perioperative hypothermia: Causes, consequences and treatment

Julie R McSwain, Maria Yared, John Wesley Doty, Sylvia H Wilson
RESEARCH CORNER

An Abnormal EXTEM in the Setting of a High Heparin Concentration

Alan Finley, MD, Timothy Heinke, MD, James H. Abernathy III, MD, MPH, George J. Guldan III, MD, Eric Nelson, DO, and Kelly Grogan, MD


CONGRATULATIONS TO DEB FELLER, CRNA FOR RECEIVING THE CLINICAL EXCELLENCE AWARD

CONGRATULATIONS TO RHONDA HAYNES FOR RECEIVING THE APPLAUSE AWARD

“She is wonderful and always smiling. She knows each patient by name and their families. She makes each patient feel special. Rhonda is a hard worker and makes me feel like a great friend”

-Kelly Torres
DEPARTMENT LEADERSHIP RETREAT  
BY: SCOTT REEVES, MD

Do you have what it takes to be a great leader? Healthcare organizations are facing big challenges, and great leaders are needed to navigate the rapidly changing waters for healthcare organizations. I have worked with two faculty, Abby Kazley and Jami Delfifraine, both of whom have a PhD in Health Services Organization and Research within the MUSC Master of Health Administration program, to offer leadership training to our departmental. The department held three separate half-day courses over the past three months which covered topics including leaders versus managers, communication, managing conflict, working with others, motivation, and organizational change. The format was highly interactive and provided participants with the chance to learn theories, discuss and develop practical strategies for the workplace, and evaluate and identify leadership traits within. Each of us read the book *Crucial Conversations* before the beginning of the first session. It was a very quick and easy book, but with a robust content.

The sessions were as followed:

Format: Three, half-day sessions that included some lecture and some interactive learning about Leadership. In order to optimize the number of participants, a morning and afternoon session occurred each day. The faculty relieved each other to make it possible.

Instructors: Jami Delfifraine, PhD and Abby Kazley, PhD

Text: *Crucial Conversations*

Format: Lecture, case studies, discussion, role-play, self-reflection/assessment

Topics to be covered:

**Session 1:**
Leaders vs managers - ideal traits, management role
Communication - mechanisms, consequences, and channels

**Session 2:**
Managing Conflict - negotiation, coping
Working with others - recognition of difference work styles, preferences, and personalities. How to adjust approach to get a team working together.

**Session 3:**
Motivation - managing by motivating - understanding what motivates others, motivation theories, using motivation to get others to perform
Organizational Change - dealing with growth, making adjustments

This leadership training was a significant investment in each participant. The process worked very well and will be an excellent model to provide the department with executive level education in the future for other topics such as education theory. Since our department started the process, the departments of Internal Medicine and Surgery have independently consulted with Drs. Kazley and Delfifraine to participate in a similar training exercise.
CONGRATULATIONS TO AMY SCHMOLL, CRNA FOR RECEIVING THE CLINICAL INSTRUCTOR AWARD

Dear Ms. Schmoll,

Clinical instructors perform a crucial role in the ability of nurse anesthesia programs to educate excellent CRNA practitioners. They not only teach students the art and science of nurse anesthesia practice but also serve as role models, mentors, and supporters. For each MUSC AFN class, one instructor stands above the rest for exemplary service to the education of nurse anesthesia students.

In recognition for your distinction in all of these roles, the MUSC Anesthesia for Nurses Class of 2015 selected you to receive the Award for Excellence in Clinical Instructor at Medical University of South Carolina- Ashley River Tower.

On behalf of the program faculty, I would like to thank you for the considerable part you play in the quality of our graduates. Please join us and be recognized at the Class of 2015 Graduation Ceremony at 3pm on December 4th, 2015. Following the ceremony, a reception will be held honoring the graduates. The graduation ceremony will take place at St Luke’s Chapel on the MUSC campus at the corner of Bee Street and Ashley Avenue. The reception will be held at the College of Health Professions, 151A Rutledge Avenue.

RSVP by December 2nd, 2015 to mund@musc.edu

Respectfully,

Angie Mund

Angela Mund CRNA DNP
Program Director
Anesthesia for Nurses
WELCOME NEW STAFF MEMBER PATRICK CARLSON

Patrick is very excited to join the MUSC Anesthesia Department! A native of Virginia, Patrick graduated with a Bachelor of Arts in History from the College of William & Mary in 2011. Shortly after graduating, he moved to New York to work for the American Irish Historical Society for nearly two years. Patrick moved to Charleston in October of 2013 to be closer to family and worked with several foundations before coming to work at MUSC. As the department’s newest Administrative Assistant, he looks forward to working with the entire anesthesia team! Outside of work, Patrick enjoys traveling as much as possible, experiencing Charleston’s historical sites and going to the beach.

WELCOME NEW CRNA, JENNIFER HALE

Jennifer grew up in Virginia—go Hokies! She received a BS in Chemistry from Furman University, a BSN from UT Memphis, and a MSNA from VCU. She worked as an Analytical Chemist for Cargill, Inc prior to pursuing a career in healthcare. The job perks included steel toed safety boots, a hard hat, and prescription safety glasses. Jennifer moved to Charleston after completing her BSN, and worked at MUSC until graduate school. For the last seven years she has been traveling the country providing Locum Tenens coverage and perfecting her packing skills. Other habits Jennifer has picked up along the way include: scuba, paddle boarding, cooking, learning Spanish, taking piano lessons, and investing in tennis lessons until someone told her she might need some sort of natural talent to be good at the game. Jennifer is excited to be back at MUSC, and she is looking forward to many rewarding days in the OR.

WELCOME NEW CRNA, MARIANNA ROSS

Marianna Ross is originally from Syracuse, NY and grew up in Columbia, SC. She moved to Charleston in 2003 and starting working at MUSC in 2008. She attended MUSC’s Anesthesia for Nurses program and graduated December of 2014. Marianna and her husband just had their first baby this month.
CONGRATULATIONS TO DR. HEBBAR, FOX, AND ROBINSON FOR BEING NOMINATED FOR THE GOLDEN APPLE AWARD

Dr. Latha Hebbar
Dr. John Fox
Dr. Stephanie Robinson

EPIC TIPS AND TRICKS

Access Anesthesia Handoff Report for Anesthesia

Try It Out

Select the Summary Tab and the Anesthesia Handoff is the default report opened.
EPIC TIPS AND TRICKS CONTINUED . . .

Access Anesthesia Handoff Report for ICU

Try It Out

If you select the Anesthesia Handoff Report, portions of the report will be empty.
EPIC TIPS AND TRICKS CONTINUED . . .

Selecting the Anesthesia Event in Chart Review will open the Anesthesia record report where you will find the same information in a different format.
EPIC TIPS AND TRICKS CONTINUED . . .

Access Anesthesia Handoff Report for PACU

Try It Out

Open Chart Review and type Anesthesia Handoff in the Report field.
FAMILIES HELPING FAMILIES

Thank you to all who contributed to make this another successful year of Families Helping Families. We were able to provide two families of six everything they requested and more! It was great to see everyone work together throughout the department as a team to make this happen! Thank you again and happy holidays!
CHRISTMAS DOOR DECORATING CONTEST

Glennda Ross

Wanda Jones, RN and Erick Woltz

Dawn Leberknight and Kelly Landers

Audrey Wilder, RN

Dr. Jerry Reves

Susanne Ratzlaff, RN

Dr. Robert Harvey
WELCOME NEW BABIES IN THE DEPARTMENT

Congratulations Dr. Gregory Schnepper
Eloise Clare Schnepper
born December 2, 2015
8lb 15oz 22in

Congratulations Drs. George
and Stephanie Whitener
Vivian Kay Whitener
born December 20, 2015
7lb 10oz 19.5in

Congratulations Dr. Carlee Clark
Left: Samuel Wyeth Carron, 4lbs 15oz
Right: Michael Asher Carron, 5lbs 10oz
born September 23, 2015
2015 DEPARTMENT HOLIDAY PARTY
2015 DEPARTMENT HOLIDAY PARTY
2015 DEPARTMENT HOLIDAY PARTY
GRAND ROUNDS FOR THE MONTH OF JANUARY

“Pediatric Morbidity & Mortality Conference”
January 5, 2016
Scott Walton, MD
Associate Professor
Medical University of South Carolina

“Pediatric Perioperative Pain Medicine”
January 12, 2016
Franklyn Cladis, MD, FAAP
Associate Professor
The Children’s Hospital of Pittsburgh

“The Bleeding Tonsil and Obstructive Sleep Apnea in Children”
January 19, 2016
Michelle Rovner, MD
Assistant Professor
Medical University of South Carolina

“Laryngospasm in the Pediatric Patient”
January 26, 2016
Cory Furse, MD
Associate Professor
Medical University of South Carolina
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 Kim Crisp.
Thanks so much!!

DJ Beckman and Lisa Crusenberry, Anesthesia Techs— “Extra hustle and assistance in a first case machine change out in a room that wasn't his.
Thank you!! Thank you!!”

Resident Graduation, June 17
Founders Hall at 6:00pm

Department Holiday Party, December 2
Carolina Yacht Club

We Would Love to Hear From You!
If you have ideas or would like to contribute to Sleepy Times, the deadline for the February edition will be January 18, 2016.