



Welcome to BRMH Medical Staff



Medical Staff Services Team



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Executive Assistant
to CMO and CNO
Ext. 3663



Esteban Miller, MD
Chief Medical Officer



Melissa Woodworth
Medical Staff Coordinator
Ext. 3079

MISSION

Serving you with excellence.

VISION

To be the best community hospital in the nation.

VALUES

Excellence

Progressive

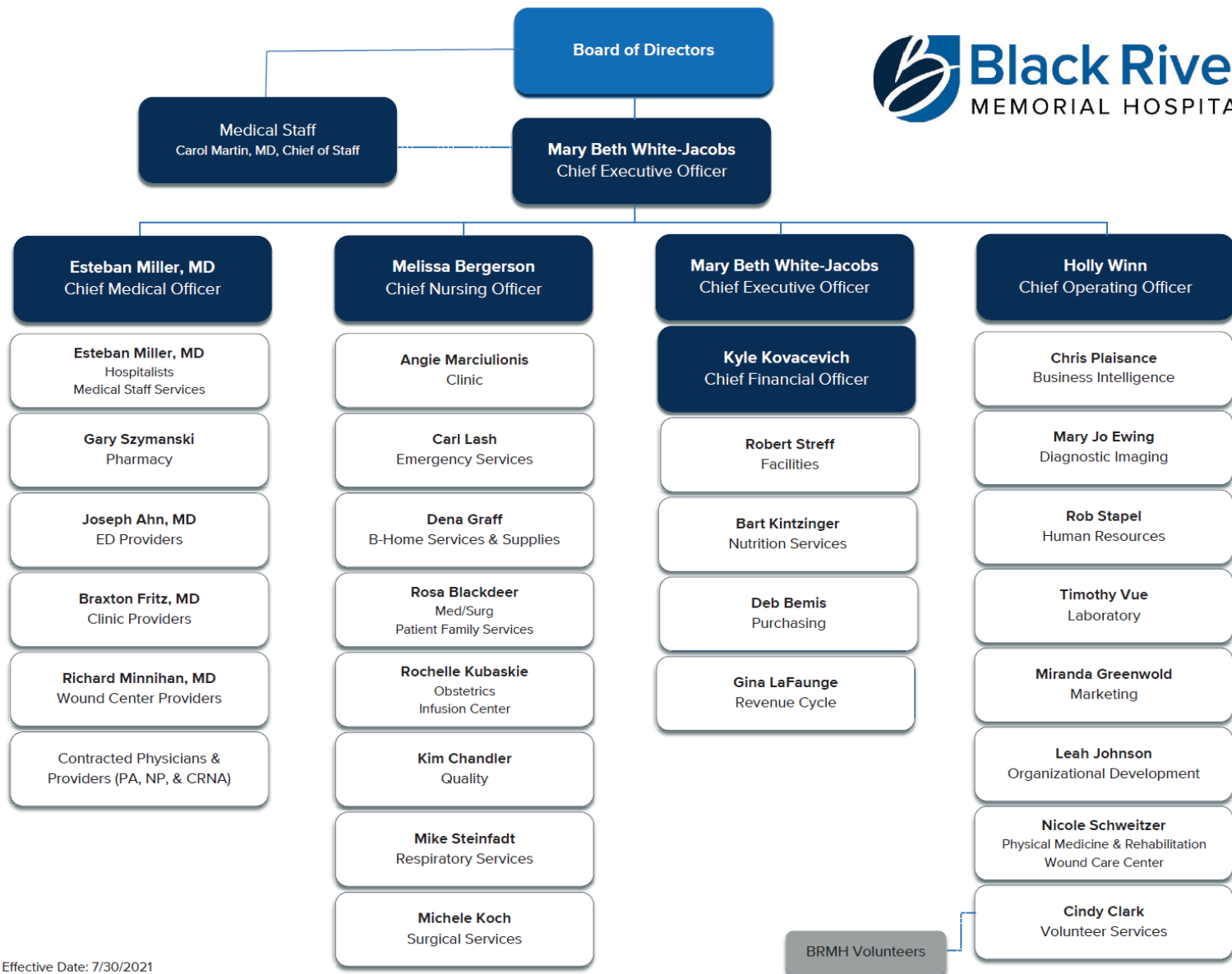
Integrity

Compassion

Collaboration



Black River
MEMORIAL HOSPITAL



Effective Date: 7/30/2021

AIDET

- **Acknowledge** – Make eye contact; make the patient and family feel that you expected them
- **Introduction** – Of self, skill set, experience and certification, coworkers, other departments, and physicians
- **Duration** – How long before the test, procedure, visit, or admission takes place? How long will the test, procedure, appointment, or admission actually take? How long will the patient need to wait before they can go home or go back to their room? How long until the results are available?
- **Explanation** – Why are we doing this? What will happen and what should you expect? Do you understand your discharge instructions? Do you understand your medication side effects? What questions do you have?
- **Thank You** – Thank them for choosing your organization, for waiting, for coming in today, for being a very good patient

STANDARDS OF CONDUCT



EXCELLENCE

A journey of continual learning and improvement to deliver the best available care and services.

- Distinction
- Quality
- Learning
- Improvement
- Top Performer
- 90%, 90th Percentile
- Better than competitors

I understand following the hospital's Standards of Conduct is the foundation of Excellent Customer Service and I will:

- Stay current with BRMH communication (e-mail, posters, memos, etc)
- Remember that customers are not an interruption of my work, they are the reason I am here
- Respect a customer's time taking appropriate action on concerns, complaints, requests, and questions; finding someone else to meet the request if I am unable to do so
- Focus on anticipating customers' needs
- Take initiative to maintain facility cleanliness and safety, which signifies I care for my equipment and my environment
- Recognize "busy" and "short-staffed" are not words to use with customers as these words may cause doubt and anxiety about our ability to care for our patients
- Use proper hand hygiene
- Recognize that we each have an area of expertise that has brought us together to serve our customers, regardless of job, role or title
- Remain calm when confronted with or responding to pressure situations
- Be prepared for all emergencies and know the correct actions to take for all emergency codes
- Strive to do the job right the first time
- Perform my work with excellence

PROGRESSIVE

Exploring and trying new things that would deliver increased value.

- Innovating
- Analyzing
- Asking Why/Questioning
- Broad-minded/Open-minded

I understand following the hospital's Standards of Conduct is the foundation of Excellent Customer Service and I will:

- Find solutions to problems, rather than complaining or blaming someone for them, and will ask you to do the same
- Encourage positive behaviors, reward and recognize, and thank someone
- Understand job descriptions are guidelines for duties, but the purpose of the hospital is to "meet patients' needs" and "exceed their expectations"
- Seek out learning opportunities to enhance my skills and abilities to serve
- Recognize that change for improvement is necessary; flexibility is important

INTEGRITY

A commitment to doing the right thing first and foremost, even when it might be difficult or when no one is watching.

- Honesty
- Honor
- Reliability
- Truth/Truthfulness
- Dependability
- Transparency

I understand following the hospital's Standards of Conduct is the foundation of Excellent Customer Service and I will:

- Knock prior to entering a room, identify myself and ask permission to enter
- Coach in private, commend in public
- Hold others accountable for meeting our standards of conduct
- Report to work on time and as scheduled
- Be honest in dealing with all individuals
- Be a positive member of my team
- Take responsibility for my work by being productive and following through with all tasks
- Maintain hospital and patient integrity by not discussing patient care or hospital business in public areas
- Convey an image of professionalism, understanding that my appearance reflects respect and willingness to serve our patients and other customers
- Use discretion in discussing private/personal matters in the workplace

- Not be rude or use offensive language as it will not be tolerated
- My actions will comply with all standards of conduct, compliance and legal expectations

COLLABORATION

Working with community members, groups, staff, and care providers to ensure that BRMH serves as a vital connector to community services and resources. Doing so in a manner that is cooperative and mutually beneficial.

- Alliance
- Teamwork
- Partners/Partnership
- Cooperation

I understand following the hospital's Standards of Conduct is the foundation of Excellent Customer Service and I will:

- Not complain about another team member, and will ask you not to, as well. If I hear you doing so, I will ask you to speak directly with the person(s) involved
- Do my part to ensure that this facility is a warm, supportive and enjoyable environment in which to work
- Offer assistance to co-workers and other departments
- Collaborate with people from my department and other departments to arrive at the best solutions for problems
- Notify the appropriate person or department as soon as I am aware that equipment needs maintenance, regardless of my job role
- Share my knowledge with others

COMPASSION

Ensuring services are delivered in a caring, professional, and personal manner. Committing to devoting resources to key areas of community need, as identified.

- Sympathy
- Empathy
- Concern
- Kindness
- Consideration
- Care
- Service Delivery

I understand following the hospital's Standards of Conduct is the foundation of Excellent Customer Service and I will:

- Be courteous on the phone and introduce myself and my role. Ask for permission before placing a caller on hold or using a speaker phone and wait for an answer. Thank the caller when I return to him or her, and use a tone of voice that is alert, pleasant, distinct, and expressive. I will never let my final response be "I don't know"
- Ensure my messages to customers are delivered with courtesy and clarity
- Smile, make eye contact, and speak in ways that are easily understood, recognizing that my body language and tone of voice convey more of my message than my actual words
- Treat customers with dignity, respect and compassion; and value and respect differences in background, experience, culture, religion and ethnicity
- Take action when I recognize the customer's expectations have not been met. I will apologize for any delay and make customers comfortable and informed as they wait
- Bring positive energy by acknowledging the customer, introducing myself, providing explanations, setting expectations and thanking them, in every interaction
- Give a friendly and respectful greeting to all customers I encounter and use their name if possible while promoting a positive BRMH experience
- Help people find their way by escorting them to where they need to go whenever possible
- Utilize doors, curtains, blankets, as appropriate, to ensure privacy and explain to the patient why I am doing this. I will ask permission prior to removing garments/blankets
- Ask, "Is there anything else I can do/get for you? I have the time"

Our Standards of Conduct are in place to ensure that we follow our values, which are: to provide excellence, be progressive, have integrity, use collaboration and show compassion.

I am Black River Memorial Hospital and will uphold these Standards of Conduct.



BNet Resources

- [Medical Staff Bylaws](#)
- [Medical Staff Rules and Regulations](#)
- [Medical Staff Committees and Functions](#)
- [Provider Resources](#)
- [Service Desk](#)
- [Provider Schedules](#)

Provider Home Page

PROVIDER SCHEDULES

≡ ED / Hospitalists / Wound Care

[JAN 22](#) | [FEB 22](#) | [MAR 22](#) | [APR 22](#) | [MAY 22](#) | [JUN22](#) | [JUL22](#) | [AUG22](#)

≡ Surgical Services

[JAN 22](#) | [FEB 22](#) | [MAR 22](#)

****These links only work when you are on an internal computer.**

Service Desk

Call 1201 for Urgent Needs

Is this an EMERGENCY?

If no, then please submit a [Service Desk Request](#) which will be addressed during duty hours.

MESH

1. Can you access the MESH login page?
2. Can you access Google or Yahoo?

If you answered yes to question 2 the problem is most likely with the MESH server. Please contact them.

Cerner

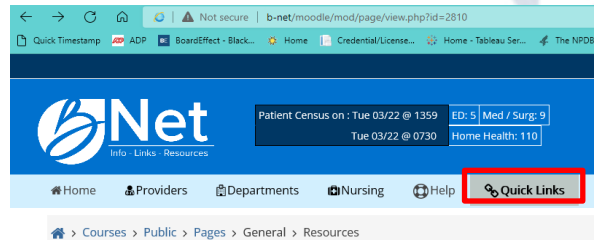
If you are having trouble with Cerner and can't do your job:

1. Ask the Resource Nurse
2. Call Cerner support (system problems NOT passwords)- **866-221-8877, Option 5**
3. IT On-Call

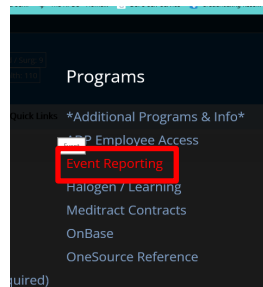
Please make sure your problem isn't addressed above before calling: **Ext. 4313**

Event Reporting

- Where?
 - Go to BNet, hover over Quick Links

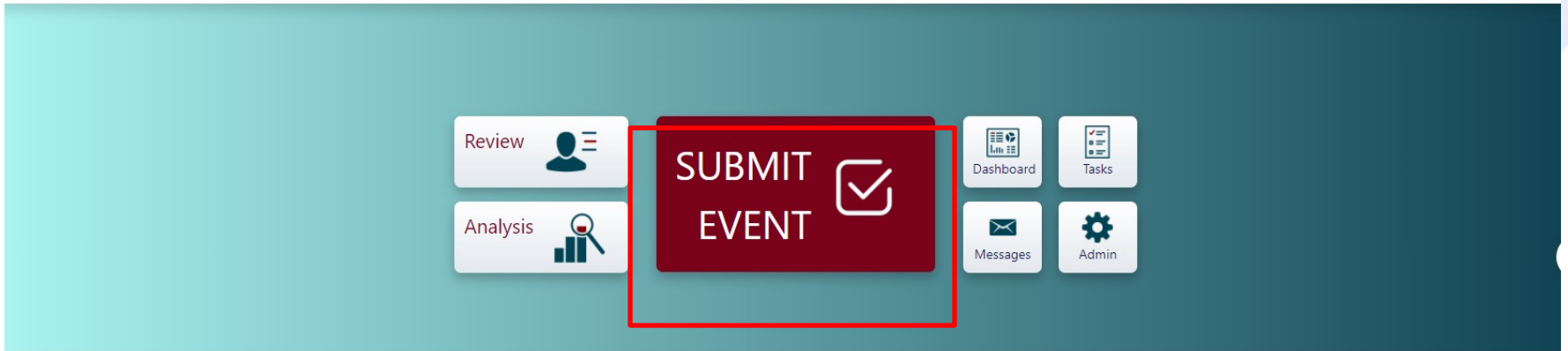


- Programs, Select Event Reporting



Continued...

- Submit your Event



- [Provider Hotline Form](#)

Forms to complete, and Return

- [BRMH Handbook](#) Please review, and fill out the Orientation Quiz
- [BRMH Consent to Photograph](#)
- [Bylaw Signoff Agreement](#)
- [Marketing Biography Sheet](#)
- [OPPE/FPPE Review and Password](#)
 - Please create a password for you to view your OPPE when completed twice a year. Write down password for your records, or Mel will have it on file also.
- [Respirator Medical Evaluation – Fit Testing](#)
- [TB Questionnaire](#)

****Sign these forms, email or interoffice a copy to Mel Woodworth, Medical Staff Services-3rd Floor****

Continuing Medical Education (CME)

- The CME Program strives to keep physicians up-to-date of new advances in the ever-changing field of Medicine and to enhance the quality of health care.
- Please send all receipts to Mel Woodworth via email or interoffice to Medical Staff Services.

Continuing Medical Education (CME) Policy

Any questions about your reimbursement, call Mel Woodworth at Ext. 3079 or email woodworthm@brmh.net

Responsibilities of Medical Staff Services?

- Provides notice of renewals (as applicable) for:
Wisconsin State Licensure, DEA, Certifications, TB Attestation, and Professional Liability Insurance.
- Coordinate Department & Medical Staff Governance meetings.
-Establishing systems to facilitate meetings and communication between practitioners, both within and outside their specialties, as well as with a hospital's administration
- Credentialing and recredentialing of all practitioners.
- Department Schedules, contact Janie for questions.
- Maintains medical staff roster of up-to-date names, addresses, telephone, email, *(please keep this department informed of any changes to your contact information as they occur by contacting Mel*
- Peer review and evaluation (OPPE/FPPE).
- CME Reimbursement for physicians and advanced practitioners to maintain their clinical competency.
- Developing, establishing, and enforcing of medical staff bylaws, rules and regulations, and policies that govern the activities of the medical staff.

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Medical Staff Rights

- Allowed to treat patients within the hospital/health system
- Allowed to vote on matters at general medical staff meetings and committees
- Hold office, sit on or be chairperson of any committee and serve as medical director of a clinical service area
- Fair Hearings and Appeals Procedures
 - Very detailed and specifically documented in your medical staff bylaws
 - Important to have objective, detailed information to guide and support corrective actions
 - Often differ for medical staff members as compared to APPs who have clinical privileges and are not members of the medical staff

Medical Staff Rights, Continued...

- Provide each patient with continuous care and supervision at the generally recognized level of quality and efficiency.
- Actively participate in the medical staff
- Participate in emergency call coverage
- Abide by ethical principles of professions
- Abide by the Medical Staff Bylaws, Rules and regulations.
- To provide and/or recommend continuing education.
- To participate in utilization review
- Recommendations to Board action
- Provide account to the board for the quality and efficacy of patient care provided to the patients at the hospital.
- Assist in identifying community health needs.

What is the Medical Executive Committee (MEC)?

- The executive/leadership committee of the medical staff
- Members are elected by the members of the medical staff

Who is on the Medical Executive Committee?

BRMH Medical Staff (Voting Rights):

- Chief of Staff
- Vice Chief of Staff
- Secretary
- Treasurer
- Member-at-large

BRMH Medical Staff (No Voting Rights):

- CEO
- CNO
- Quality Director
- Medical Staff Coordinator
- Executive Assistant to the CEO

Primary Duties of the MEC

- Takes reasonable steps to ensure professionally ethical conduct and competent clinical performance on the part of the credentialed medical staff.
- Receives recommendations and reports from clinical service areas, committees and officers of the medical staff.
 - Recommends to the Board specific programs and systems
- Works together with the board and senior leaders to define leadership responsibility, identify skills required of leaders to create a hospital culture of safety and quality.
- Serves as the medical staff credentialing committee.
 - Creates and maintains the credentialing applications
 - Recommends to the board all matters related to appointment, reappointment, clinical privileges, corrective action.

OPPE

- Ongoing Professional Practice Evaluation:
 - An continuous process to evaluate currently credentialed providers. This identifies professional practice trends that impact the quality of care and patient safety.
 - This is to be done every 6 months (twice a year).

FPPE

- Focused Professional Evaluation:
 - Focus on one aspect of a provider's practice that has been identified as an area of concern, a new practice or request for initial requests for credentialing or changes in Medical Staff category.
- Focused Professional Evaluation:
 - Upon initial appointment for 6 months
 - Can be extended:
 - Low volumes
 - Performance Improvement
 - Can go back on FPPE if:
 - Any additional privileges
 - Low Volumes
 - Performance Improvement

PARKING MAP

