

ZSFG CHIEF OF STAFF REPORT
Presented to the JCC-ZSFG on October 25, 2016
(10/03/16 Leadership MEC and 10/20/16 Business MEC)

ADMINISTRATIVE/LEAN MANAGEMENT/A3 REVIEW

Temporary Privileges – MEC has put in place a process to simplify the requests of temporary privileges, which involves email votes from the Credentials and MEC Committees. MEC has also made adjustments to enable completion of all required committee approvals for credentialing actions within a month. However, Dr. Marks reported that Service Chiefs continue to request temporary privileges for majority of new applications. Service Chiefs are requested to plan ahead, and closely review the need for temporary privileges. Work is underway to further reduce the time frame for Governing Body approval of new applications.

Lean Management Education/A3 Review–

Dr. Critchfield highlighted ongoing activities to improve both patient and staff experience at ZSFG:

- “Department of the Month” celebration, with the work of Interpreter Services acknowledged last month.
- Music Events in Building 25 – The Care Team is partnering with a community member involved in performing arts in the community in efforts to hold concerts at ZSFG. The first of these events was held last Monday, September 26, 2016. Mr. Frederic Yonnet, a master harmonica player, performed for patients on the 7th floor and lobby of Bldg. 25.

Dr. Critchfield then circulated the CEDR Scorecard, dated September 2016. Data included scores under eVideon (real time evaluation from patients in their rooms) and HCAHPS (May June and July 2015). Dr. Critchfield noted that the scorecard included the 1st HCAHPS scores in the new building. Qualitative data from July is also included in the scorecard. Indicators were on the following:

- Likelihood to recommend improved from 61% to 82%
- Communication with Doctors
- Communication with Nurses
- Food
- Cleanliness and quietness of environment

Dr. Critchfield reported significant score improvements in all HCAHPS indicators, following the move to Bldg. 25. Dr. Critchfield provided details regarding ongoing work, including ICARE trainings, to improve communication, food service, and environmental services to patients.

eVideon is a new feature in Bldg. 25 that allows the hospital to proactively measure quality and satisfaction initiatives. Patients utilize the hospital room device to turn on their television for completing surveys in real time. Dr. Critchfield pointed out that eVideon provides the hospital the opportunity for service recovery in real time. Mapping of eVideon scores showed alignment with HCAHPS scores.

SERVICE REPORT:

OB-GYN– Rebecca Jackson, MD, Service Chief

The Service provides two major services, Clinical Services and Research. The report included the following highlights

- Scope of Services (Clinical):
 - Full Scope OB+GYN
 - The End of “6C” – old Labor and Delivery

-The new Family Birth Center- The Ob-Gyn Service is the first recipient of marketing campaign funding and is closely working with BrownMusser (marketing agency) in promotional efforts for the Family Birth Center. A brochure with the tagline “Families are born here” is one of the tools developed by BrownMusser for the campaign.

-Women’s Health Center – 23,324 visits in FY 2015-16, with indications of slowly decreasing trend in Family Planning visits.

-Women’s Option Center – Decreasing volume due to a nationwide trend of declining abortions.

- PIPS:

-2014 CMQCC (CA Maternal Quality Care Council) Maternity Indicators - ZSFG had the lowest low risk C/S rate (17.3%) in Bay Area and 14th in state; highest VBAC rate in state at 42.8%; lowest episiotomy rate in Bay Area, 96th in state, 0 early elective deliveries; and for Breastfeeding, 11th out of 25 Bay Area hospitals at 82%. 2015 results are not yet available.

-PRIME perinatal indicators – Several perinatal indicators are now included in PRIME Program.

-Reduced TNAA for GYN services in the Women’s Health Center

- Faculty and Residents, Certified Nurse Midwives, Courtesy MD faculty, Residency training.
- Committees – Medical Staff Committee assignments
- Scope of Service (Research) – The Service’s research arm is the Bixby Center for Global Reproductive Health founded by Dr. Philip Darney in 1999. Research activities on reproductive health including abortion, family planning, global health, reproductive infectious diseases with locations in 5 Bay Area sites.
- Annual Income for FY 2015-16

Ongoing challenge include decline in obstetric volume which is hovering at less than 1200 births per year. Dr. Jackson discussed the adverse impact of the decline to include: 1) Pro-fee revenue critical for running department, (2) Resident Education suffers with low volume, (3) Low volume associated with poor patient outcomes and inability for RN and providers to maintain skills, and (4) Affects Neonatal Nursery – education and revenue. Discussions included countermeasures to address the declining birth volume, and ongoing action plans to resolve staffing issues and elimination of OB diversions (refers to patients who call in and are advised to go to other hospitals).

Goals include contracts with UCSF-Health and CCSF to increase OB volume, avoid diversion on L&D, improve outreach to community clinics, media and community, and continue work to improve clinic operations. Dr. Jackson is hoping that ongoing marketing activities about the new Family Birth Center and availability of private rooms will help attract more patients to deliver their babies at ZSFG.

Also noted is that the ZSFG OB-GYN Service has become the Zika experts for the entire DPH system (testing of all prenatal patients and notifying CDC of exposures throughout DPH).

Members thanked Dr. Jackson for her outstanding report, and commended the excellent services provided by the OB-GYN Service’s residents and faculty.