

MUSC opens Innovation Station store to packed crowd

By MIKIE HAYES

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It's almost noon. Lunch is calling. You try to decide if it's a Subway turkey sandwich kind of day or maybe a trip through the salad bar — it's early May and you're thinking about that upcoming trip to the beach. In fact, there's a certain Fitbit you've been wanting, and a new digital scale wouldn't be a bad idea either. With not enough time to run that errand during lunch, you scoot into the new campus tech store to at least grab the charger you need for your dead iPhone.

The minute you enter the store, you realize this isn't your ordinary tech store. Sure, you see people lined up at the concierge-style tech support station, as well as computers, tablets, cases, and chargers for sale. But what you didn't expect to see is a selection of Fitbits or a state-of-the-art digital scale that will not only capture and record your weight but also send your lean mass, muscle mass and fat-to-body ratio to your doctor through Epic if you'd like. There are also wireless glucose and blood pressure monitors, pulse-oximeters, interactive stethoscopes and even virtual reality goggles and Dr. Dre Beats headphones to choose from.

It's far from your standard campus technology store.

Casey Baker, chief operating officer for Information Solutions, refers to the store as a playground — a place where customers can come and interact with technology-focused products and apps. She said the store was designed to be a hub for innovation — carrying convenient products, some of which will serve to tangibly build healthier communities.

A first of its kind, this is the only Apple-approved campus tech store located within a dedicated academic medical center. The new store, according to Baker, offers three types of interactive experiences. The first is the “bricks and mortar” retail experience for customers who are in the market for computers and gear. The staff at the store will provide hands-on service to students, faculty, staff, patients and visitors.

The second interactive experience is geared toward those who want to learn more about what technology is available in the marketplace today and how they can better use technology and apps in their jobs and daily lives — even to improve their health. The staff will host what Baker refers to as “Appy Hours” — events that will take place either during lunch or later in the afternoon to provide the MUSC family with information pertaining to the latest medical applications and ways to integrate them into everyday use.

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Photos by Sarah Pack

Assistant manager Tony Coombs, center right, demonstrates the features of the iHealth scale to Dr. Darlene Shaw while customers browse around to see what the store has to offer.



MUSC Library's Shannon Jones, Ryan McHugh, Dr. David Cole, Michael Caputo, Dr. Patrick Cawley and Dr. Darlene Shaw cut the ribbon to introduce the Innovation Station located within the Colbert Education Center and Library building.

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Making IT Great

Employees inspired by 32 years of giving to YES campaign

Staff Report

Over 32 years, MUSC employees have raised more than \$7 million in support of the Yearly Employee Support or YES campaign.

At the April 7 YES campaign kickoff event, Jim Fisher, vice president for Development and Alumni Affairs, asked the audience of longtime YES employee supporters to reflect on the fact that MUSC employees have generously donated more than \$7 million since the inception of the program.

“Think of the impact MUSC has been able to accomplish in all those years. Think how the YES campaign has inspired people and the volume of accomplishment that has been done through philanthropy,” said Fisher.

“The YES Campaign provides a tremendous role in allowing us to be the best we can be. It’s a margin of excellence we would not have had without everyone’s support,” he continued.

MUSC President David J. Cole, M.D., FACS, said that each year the YES campaign allows MUSC to meet tangible goals such as funding mobile health units and other projects that may otherwise not come to fruition — projects that help weave the fabric of MUSC.

He said that one of the most rewarding aspects of his job as MUSC president is when people approach him to thank him for the care they received, for the caring

people of MUSC and for the excellence that’s represented institutionwide. He said he humbly receives those heartfelt compliments because, in his mind, they are talking about everyone at MUSC. He said that for this to continue, it requires a special culture — one where people care for each other, invest in it and are a part of it.

The 2017 YES campaign co-chairs are Jerry Mansfield, Ph.D., RN, MUSC Health executive chief nursing officer and chief patient experience officer, Peter Zwerner, M.D., associate professor of medicine, Division of Cardiology.

Mansfield spoke to the audience and shared his previous experience working with a similar employee giving program like YES at the Ohio State University Wexner Medical Center. “When I learned I had the same opportunity to help out, it was something I looked forward to doing,” said Mansfield.

“The most important reason why I’m involved this year is because of participation. We all come to work. We all receive a paycheck that helps support our families and friends that are important to us. What we do with our money is our choice. When we choose to participate in this campaign, we don’t ask for thousands of dollars, we ask for participation.”

According to Mansfield, people outside the MUSC community know that we give back to our organization, and the funds are meaningful to employees.

“We have a true opportunity to



Photo provided

Jim Fisher, vice president for Development and Alumni Affairs, joins MUSC leaders in addressing employees at the April 7 YES Campaign Kickoff. This is the 32nd year that employees will support this annual giving program.

encourage them to reinvest in us. So as you talk to coworkers and people within the MUSC community, it’s a chance to show them that we believe in ourselves and what we do and take some of our own means to support this effort,” Mansfield said.

Physician Patient Accounting’s Tisa Whack is an avid supporter of the YES campaign. Whack shared her personal story of challenging events and the reasons she has continued to donate to the YES campaign since 2006 at the April kick off celebration.

In 2009, Whack’s 17-year-old son was rushed to MUSC for trauma care following a car accident. He was in an ICU coma for 1 1/2 months. The unit and health care team became her home and family. Later, her son recovered and was released, but he was readmitted periodically due to seizures.

“In both situations, I was amazed by the level of care and compassion that we received from the medical staff,” said Whack.

In 2012, she also personally experienced care at MUSC as a patient, after being diagnosed with cancer — non-Hodgkins

lymphoma. “Hearing the words, ‘You have cancer,’ was something I never expected to hear,” she said.

For the next six months, she underwent treatment at Hollings Cancer Center. She recalls how thankful she was for the medical teams that cared for her, her MUSC work family at Parkshore and others who stepped in to support her as she tried to balance work, home and the disease.

Most recently, Whack turned to the MUSC Employee Assistance Program to receive support after the murder of her son. The therapists and counselors provided the help she needed throughout this tragic time, offering professional guidance as she struggled through the grieving process.

“The care and compassion, along with the services offered through these life-altering events, are the reasons why the YES campaign holds a special place in my heart. MUSC was there for me during these times, so I believe it’s important for me to be there for MUSC and other families that this program

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THE CATALYST

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Former Wofford president, author to speak at May 19 MUSC commencement

Staff Report

Wofford College President Emeritus Benjamin B. Dunlap, Ph.D., will deliver the commencement address to graduates of MUSC on May 19.

Approximately 625 graduates will receive degrees from MUSC's six colleges during the ceremony scheduled for 9 a.m. at the Horseshoe on the MUSC campus.

Dunlap served as Wofford's president from 2000 to 2013, during which time the college maintained a reputation as one of the leading liberal arts colleges in the South. Prior to his position as president, he served on the Wofford faculty as the Chapman Family Professor in the Humanities.

A native of Columbia, South Carolina, Dunlap graduated summa cum laude from Sewanee: The University of the South and attended Oxford University as a Rhodes Scholar. He continued his graduate studies at Harvard University, earning a doctorate in English language and literature. Dunlap served on the Harvard faculty before returning to his hometown to join the faculty of the University of South Carolina, where he was cited as USC Teacher of the Year and received the Russell Award for Distinguished Scholarship.

Deeply versed in the humanities, Dunlap's interests are widespread and diverse, ranging from literature, intellectual history, Asian studies, film history and criticism, to fiction writing

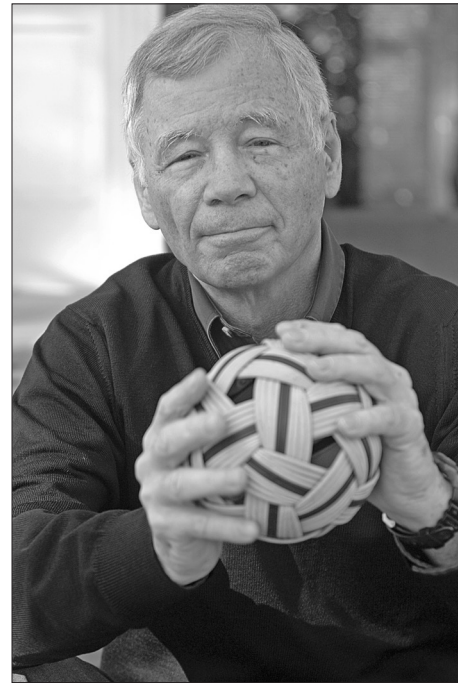


photo provided by Wofford College

Wofford College President Emeritus Dr. Benjamin B. Dunlap will speak at MUSC's 188th Commencement on May 19.

and the fine arts. He is a popular lecturer and was named one of "50 Remarkable

People" at the 2007 TED Conference in Monterrey, California, along with former President Bill Clinton, NBA Hall of Famer Kareem Abdul Jabbar and award-winning singer-songwriter Paul Simon. Dunlap has been affiliated with the Aspen Institute since 1985 and has served as moderator for many of the nonprofit organization's seminars on leadership.

Dunlap is a prolific author and award-winning contributor to more than 100 programs and series, primarily for public television. He also performed for the Columbia City Ballet for 4 ½ years. He will receive an honorary degree of Doctor of Humane Letters.

S.C. State Sen. John Matthews Jr. of Orangeburg and Timothy Keating, senior vice president of government operations for The Boeing Company, also will receive honorary degrees of Doctor of Humane Letters.

Pamela Cipriano, Ph.D., RN, president of the American Nurses Association and a former administrator for MUSC, will receive an honorary degree of Doctor of Science, honoris causa.

MUSC, Gibbes Museum program explores art, healing

By J. RYNE DANIELSON

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Art can help us understand each other better. That's what Cindy Dodds, Ph.D., PT, believes. And as an assistant professor in MUSC's Division of Physical Therapy, she knows that understanding each other is critical to good health care outcomes.

"When we encounter a piece of art, we ask ourselves what we see and what we think it means, and we decide how to act on that information," she said. "Those are the same kinds of questions we ask ourselves when it comes to patients. Art can be a way of practicing those questions in a setting that has lower stakes than a hospital room."

Dodds decided to design a class around that concept. Partnering with the Gibbes Art Museum, she launched a pilot course with a small handful of physical therapy students. MUSC's Humanities Committee and the College of Health Professions' Division of Physical Therapy provided funding, with the Gibbes' art educators, Elise Detterbeck and Debby Passo, donating their time.

Rebecca Sailor, education curator at the Gibbes Museum of Art, said she was delighted to partner with MUSC for the unique program. "When Dr. Dodds approached me about working together, I knew we at the Gibbes had talented art educators, a vibrant collection and the desire to expand the program into the medical community," she said. "As a parent of a child with special needs, who has a physical therapist in our home each week, there was no doubt that I wanted to pursue the opportunity with these students. I can't wait to see where it will go."

Dodds was inspired by the Macy Program for Educators at Harvard University, a similar program she participated in. "I was in a very diverse interprofessional group with a lot of international scholars," she said. "It was kind of an 'aha!' moment for me when I realized how differently we could view the same painting. I thought, 'That's how we are with patients, too.'"

Dodds' students participated in a number of small- and large-group activities over the course of three two-hour sessions, such as writing poems inspired by paintings or acting out emotions represented in sculptures.

First-year physical therapy student Sydney Hammond said the activities were helpful in developing observation and interpretation skills — skills that are necessary for any health care professional. "We discussed the paintings in small groups before we knew anything about the artist," she said. "It's like when a patient first walks in and you have your initial impression. We all have different initial impressions. Then, the art educators gave us background on the artists, and it changed our initial impressions — kind of like once you get to know your



photo by J. Ryne Danielson

College of Health Professions' Dr. Cynthia Dodds shows off a painting created by children and adolescents with disabilities. She believes the visual thinking strategies inherent in art education can teach students to be more observant and compassionate health care professionals.

patient."

Steven Phillips, another first-year PT student, agreed. "It was eye-opening how different people with different backgrounds, levels of experience and viewpoints can have such different interpretations," he said.

He recalled one painting that left everyone in the group with a positive impression — until Dodds pointed out the way the subject was hiding her face, as if she were trying to conceal something. Did she have an undiagnosed mental issue, he wondered?

"But I could be wrong," Dodds said. "The good thing about practicing these skills in art galleries rather than at the bedside is that it cuts past the hierarchies that can develop in the health care field and allows everyone to learn in a safe environment."

Second-year student Meghan Bowman said the program helped her see the importance of developing good communication skills with colleagues and patients and has made her more aware of different viewpoints. "Patients are different day to day," she said. "You never know what you're going to see, so we should never just assume something that was true yesterday is true today."

Art education relies heavily on visual thinking strategies that can be just as useful to health care professionals as to painters or other visual artists, Dodds said. Observation, attention to detail and interpretation are, after all, just as important when it comes to diagnosing

an illness as they are in putting paint to canvass. By studying the body language and facial expressions used in art to depict pain or sorrow, one can also recognize those emotions when they manifest in the exam room.

Art teaches empathy and compassion, something that can otherwise be lacking in medical education. "We do a great job teaching the science and the skills, but we don't always teach students to look beyond their discipline," Dodds explained. "And we have difficulty teaching them to look at a patient as a person."

Art can also help individuals overcome their implicit biases, Dodds said — because in art, as in life, what you see isn't always what you get. "In art, there isn't a right or wrong answer. So, we can have important discussions without them becoming argumentative or overtly political. It's a way to appreciate diversity of thought instead of attacking others just because they disagree."

Dodds' next step is to find the funding for a full-fledged course. Her students say it would be a great opportunity for some of their peers who may find communication a challenge. She would also like to bring patients and their caregivers into the art museum, or art to the bedside, to facilitate better communication between patients and health care providers.

Hammond, Phillips and Bowman all said they would

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MEET MEGAN



Megan Shelton, RN

Department; How long at MUSC
MUSC Health East Cooper; 9 years

How are you changing what's possible at MUSC *I am very passionate about great care and for those who give it. I believe in my team and support them in any way possible.*

Family and pets

Husband, Derrick Shelton; daughter Madison (7); son, Liam (2); and two dogs, Tank and Dozer

Music in your player right now

Right now, Bruno Mars, Kings of Leon and Eric Church. I love music.

As a clinical nurse manager, what do you bring to your team

Team work. I am not a dictator. I try to discuss changes before we have to make them. I am my team's voice and truly believe that.

Words of advice

"Live every moment, laugh every day, love beyond words."

2017 MUSC EMPLOYEE APPRECIATION WEEK
MAY 8 - 12, 2017

SAVE THE DATE!
 MUSC Employee Appreciation Day Celebration on the Horseshoe
Beach-inspired music, games, refreshments and more!
 Thursday, May 11th | 11 a.m. – 2 p.m.
 Rain or Shine!

Visit horseshoe.musc.edu/everyone/employee-appreciation for details on the Employee Appreciation Day Celebration, Hospital Week, Nurses Week, University calendar of events, MUSC Physicians, and off-site location events!

MUSC
 Medical University of South Carolina
 Changing What's Possible

New campaign strengthens promise to patients, elevates brand

By J. RYNE DANIELSON

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What is a brand? In its simplest form, a brand is a way for an organization like MUSC to distinguish itself from others and promote its positive image. It's both something tangible — a trademarked logo, font or color scheme — and something intangible — an image or perception that exists only in the minds of its customers and employees.

A brand is a way of putting one's reputation on the line. Because, ultimately, a brand is a promise, and if the organization fails to deliver, that will affect the brand's reputation.

MUSC's promise is a big one: To change what's possible in research, education and patient care. That means discovering new knowledge, inspiring the next generation of health care professionals, changing lives — and saving them.

Last week, MUSC launched a new

brand campaign, the centerpiece of which is a powerful 90-second video anthem featuring MUSC's doctors, researchers, students and front-line staff who fulfill that promise every day. This new campaign renews and strengthens MUSC's promise to its patients, students, employees and strategic partners.

But getting that message out — and cutting through all the noise of the modern marketplace — will take a team effort.

"By taking steps to elevate the MUSC brand and more closely align the university and health system in branded communications, we will distinguish and differentiate MUSC as a leading national health sciences center," said Sheila Champlin, MUSC's chief communications and marketing officer. "That is the essence of our brand."

It's also the motivation behind the new brand policy, which can be found online at muscedu/brand. Updated logos, color



photo by Brennan Wesley

Posters are going up around campus as part of MUSC's new brand campaign. "Everyone at MUSC has ownership of the new brand and the responsibility that comes with it," said CCMO Sheila Champlin. She stressed consistency across the enterprise as key to maintaining a positive brand image. New logos and fonts can be found at muscedu/brand.

palettes, fonts and templates, including for flyers and business cards, can be downloaded from the MUSC Brand Center. You can also find a writing style guide, photography and web standards, and primary care and Magnet Recognition program guidelines.

Champlin said consistency across the enterprise is key to maintaining a positive brand image. "We need to ensure, across all campus communication channels, that our messaging and visual branding are aligned with our new standards. The consistent use of the approved MUSC logo and brand-approved fonts and colors serve to reinforce and strengthen our unified brand identity.

"Alternatively," she said, "just as proper brand execution builds and strengthens our image and organization, misuse has the potential to undermine our identity, thwart our collective efforts and unravel the federal trademark protection our



Champlin

brand enjoys. The manner in which we present our brand in conjunction with our brand promise makes a critical difference in how our MUSC family, customers, partners and other community members recognize and relate to our organization."

Champlin stressed that everyone has ownership of the brand and the responsibility that comes with it.

Chris Murray, director of MUSC Brand Strategy and Enterprise Marketing, is in charge of executing the brand initiative and implementing the new standards. "Powerful brands are developed through diligent planning and extensive work," she said. "Part of that planning and effort is to ensure that MUSC's brand strategy always reinforces our business strategy. Strong brands are distinct, consistent, relevant, authentic and lasting.

"The brand is critical to success," Murray continued. "It is one of the organization's most valuable assets and should always be treated that way by everyone in the organization. We want to create pride in our brand, and in order to do that, we need to buy into what

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MUSC Brand Center FAQ —

❑ Where can I access a college logo?

Effective April 18, colleges, departments and divisions will be represented by headline or body copy in printed materials or with a type-only treatment in web, but they will not have a logo of their own.

❑ We are having some embroidered apparel made; what color thread can we use for these?

The correct logo to use is the one called MUSC Health Solid. The thread can be white, black or the official MUSC blue which is PMS 2955. Children's Health logo is more of a teal color; contact brandmgr@musc.edu for help. Later in 2017, MUSC will authorize a limited number of vendors to produce MUSC-logged products. They will have the specifications for color, proper logo usage and so forth.

❑ We want to list our physicians and/or locations on our letterhead, but the template on the Brand Center does not allow for this. What should we do?

The updated templates approved for MUSC Health do not include an option for listing multiple physicians and/or locations. In an effort to make our communications with patients and referring providers as clear as possible, any pertinent information, such as phone numbers or location of appointments, should be included in the body copy of the letter so it is customized to the recipient.

❑ Our new administrator would like to have personal stationery. How can I order this?

There is a template for personalized stationery.

❑ How do we order note cards?

University Press is handling all note card requests directly. Please contact universitypress@musc.edu to place your order.

❑ My program, department or unit is not listed as an option in the blue bar drop down. What should we do?

The services that are included in the drop down list were approved by the appropriate senior leadership as featured services and programs. Contact brandmgr@musc.edu if you need to discuss the existing options.

❑ We are opening a new location. Are there any guidelines we must follow for signage?

Yes, we have a thorough set of guidelines for signage at on- and off-campus locations. Please review the signage specifications on the Brand Center. If the information you are looking for is not available or you have additional questions, please contact Jennifer Pearce Aldrich at pearcej@musc.edu or 843-792-5991.

❑ How do I order branded university business cards and stationery?

To order stationery for the university, send complete information (name, department, title, address, phone number(s), email, web address) to University Press at universitypress@musc.edu along with the following information:

- Quantity
- Contact name and phone number
- Complete delivery address including street, building, room number
- IIT including UDAK or request to be invoiced

NOTE: Available June 1. Please create your business cards in the Dynamic Templates tool at University Press Online.

❑ I need to add another address and/or phone number to my business card. What should I do?

There's a two-sided business card option available for additional addresses and phone numbers. The current template maximizes font size and readability to meet standards.



New logos refine the sail image and do away with italics.

BRAND *Continued from Page Six*

we're telling our external audience — and deliver. The brand team can't do that alone; it takes a village."

The CCMO has set a deadline of July 1 for all MUSC communications to be "in brand." That includes email signatures, flyers, lab coats — anything that uses MUSC's name or logo.

"We want to be Coke, not RC Cola," Champlin said at a recent meeting of the communications and marketing committee.

When she tells people that, they just get

it, she explained.

"The first time I used that analogy, a colleague came up and told me, 'I grew up with RC Cola and Moon Pies.' And that stuck with me. We don't want to be Coke because RC is bad, but RC's brand is rooted in nostalgia and the past. Coca-Cola built their brand based not just on nostalgia, but on the now and the future. Coke structures and protects their brand that way, and that's where we need to go.

"We all have to actively protect our brand. It's all of our jobs. The brand is who we are and who we want to be."

Dr. Dodds’ students participated in an education program at the Gibbes Museum of Art, discussing the meaning behind works of art, writing poems and acting out the emotions they saw on the canvasses.

photo provided



ART *Continued from Page Four*

take the class again or help facilitate the next one.

“You have to look at patients holistically,” Hammond said. “They’re not going to get better if they don’t have support at home, for example. There are other factors besides their injuries. The class reinforced that in a very interactive and interprofessional way.”

Phillips said something similar. “The

class helped me to learn to take a step back and consider not just the patient but the patient’s environment and to speak to other clinicians to get the whole picture.” It also helped him get to know second-year students he hadn’t had a chance to interact with before.

Bowman said the class changed her perspective as well. “I think it made me more aware of how I approach a situation,” she said. “I’m not going to go in thinking I have all the answers.”

MUSC partners with S.C. Birth Outcomes Initiative, hosts SimCoach training

Staff Report

In alignment with the Imagine MUSC 2020 strategic goal to foster innovative education and learning, MUSC Health recently participated in an interprofessional educational activity provided by South Carolina Birth Outcomes Initiative (SC BOI). A mobile simulation laboratory, or SimCoach, utilizes evidence-based clinical practices to support vaginal births and reduce the risk of non-medically necessary cesarean section births. SC BOI has assembled obstetric patient safety tools from a variety of resources for use by health care providers to improve recognition and response to high risk obstetric scenarios. The mobile unit travels to birthing centers throughout the state.

The nurses from the Labor and Delivery Unit learned of the SimCoach training and spurred David Soper, M.D., senior medical director for Women's Services, and Eugene Chang, M.D., associate professor and director of the Maternal Fetal Medicine

Fellowship program, to request the education be conducted at MUSC. Michelle Sharp, nursing professional development specialist, coordinated the effort between MUSC Health and the SC BOI teams. Multiple MUSC team members were needed to make the event a success, including Al Nesmith, director Safety & Security; Dan Schultz, Public Safety; Brian Fletcher, Disaster Preparedness; and Jim Roche, Parking Management. Sharp also collaborated with the Women's Health nursing leaders to coordinate as many care team members as possible to attend the training. The training opportunity was also extended to the emergency services care team members. On March 20 and 21, interprofessional teams consisting of OB physicians, perinatal nurses and paramedics participated in the 100-minute team training exercises. These exercises allowed medical teams to showcase their collaborative talents for the visiting SimCoach team. In addition, it was an opportunity to further reaffirm and enhance MUSC Health's team approach to care particularly in the setting

Nursing staff gather to conduct SimCoach training with a training manikin simulating a cesarean section birth.

photos by Dawn Brazell

of catastrophic obstetrical emergencies. The training was so well received that the SimCoach will return to MUSC Health again next year.

For more information about SimCoach, contact Montrelle. Robertson@scdhhs.gov.



STUDENTS COMPETE AT CLARION CASE COMPETITIONS



The 2017 MUSC Interprofessional CLARION Case Competition was held March 24, where three MUSC teams competed and were awarded team scholarships. For this competition, students worked in four-person team to analyze and provide recommendations surrounding an extensive health care case dealing with interprofessional issues. The winning team, Jillian Harvey (coach, CHP-DHLM); Maylin Taylor (Nursing); Parker Rhoden, from left, (CHP-MHA); Mary Lewis Griffin (Pharmacy); and Andrew Hill (Medicine) received a \$3,000 team scholarship and a chance to compete at the April 7-8 national competition at the University of Minnesota. The competition is designed to broaden the experiences of health care students through interprofessional interaction and raise the awareness of each profession to improve patient health outcomes. The local CLARION competition is cosponsored by the Student Interprofessional Society and the Office of Interprofessional Initiatives.



The SimCoach training lab visited MUSC in March.

MUSC journeys to HIMSS Stage 7 recognition

There are several levels, or stages, that a health care organization can attain to show it's using an electronic health record system in a meaningful way to improve patient care, reduce errors and improve communication. The Health Information and Management Systems Society (HIMSS) developed a model to show this progression of electronic medical record (EMR) adoption. Level 7 is the highest level a health care organization can achieve using this model.

MUSC values this recognition, which validates that we are leveraging technology to improve the care delivery process and quality outcomes. It confirms complete adoption of the EMR and that data can be stored and successfully shared during transitions of care. Attaining a Stage 7 designation indicates MUSC has a single, integrated EMR; effective data warehousing; and data connections with the emergency



Making IT Great

Megan Fink

department, ambulatory care and operating rooms.

WHY HIMSS STAGE 7?
HIMSS Stage 7 is an achievement and national recognition that demonstrates a commitment to patient outcomes, satisfaction and safety. It's putting patients first. There also is a

relation between HIMSS Stage 7 and improved Hospital Consumer Assessment of Healthcare Providers and Systems (HCAPHS) scores, which is a measurement of patient satisfaction and perspective. HIMSS Stage 7 hospitals are positioned to improve a population's health, reduce readmission rates, lower

US EMR Adoption Model SM			
Stage	Cumulative Capabilities	2010 Q3	2010 FINAL
Stage 7	Complete EMR; CCD transactions to share data; Data warehousing; Data continuity with ED, ambulatory, OP	1.0%	1.0%
Stage 6	Physician documentation (structured templates), full CDSS (variance & compliance), full R-PACS	2.8%	3.2%
Stage 5	Closed loop medication administration	3.7%	4.5%
Stage 4	CPOE, Clinical Decision Support (clinical protocols)	10.3%	10.5%
Stage 3	Nursing/clinical documentation (flow sheets), CDSS (error checking), PACS available outside Radiology	49.7%	49.0%
Stage 2	CDR, Controlled Medical Vocabulary, CDS, may have Document Imaging; HIE capable	15.4%	14.6%
Stage 1	Ancillaries – Lab, Rad, Pharmacy - All Installed	6.7%	7.1%
Stage 0	All Three Ancillaries Not Installed	10.5%	10.1%

the incident of infection, decrease medication error occurrences and increase overall value to patients.

REQUIREMENTS FOR STAGE 7

- Barcode verification with medications, blood products and expressed breast milk for the neonatal intensive care unit
- Structured templates capturing discrete data in physician documentation
- All medications given or prescribed to a patient can be found on the electronic medication administration record or on the patient profile, including code and anesthesia medications
- Data analytics are used to drive change with demonstrated improved outcomes
- Live exchange of information and collaboration with outside organizations that are directly participating in the care or facilitating the care of a patient
- Clinical documentation drives decision support
- An electronic, paperless clinical environment is the embraced culture
- Electronic medical record system downtime readiness and awareness of standard processes

IMPORTANCE OF ORGANIZATIONAL CULTURE AND READINESS

It's not enough to check boxes proving required technology and processes are

in place. A hospital must fully leverage technology to improve patient outcomes, while focusing on quality and process improvement. The difference here is in the data. Numbers supporting our claims must align.

For more information on the journey to HIMSS 7 or to share an EMR success story, contact User Adoption Specialist Brian Allenspach at allenspb@musc.edu or 843-876-5312.

Interprofessional team-based clinical rotation grant offered

MUSC's Office of Interprofessional Initiatives is offering a program in support of Imagine MUSC 2020 and Team-Up for Better Health soliciting faculty-involvement in the creation of new interprofessional team-based clinical training opportunities. This is a competitive award program and funding will be made available (up to \$15K for up to 24 months) to select proposals to support the implementation and evaluation of new clinical educational experiences for students at MUSC. This program primarily seeks to create new interprofessional training opportunities for students with an emphasis on development of new rotations for physician assistant (PA) and advanced practice nursing (APN) students. However, students from all professions at MUSC can and should be involved (e.g., OT, PT, PharmD, DMD, RN, CRNA, M.D., etc) in proposed clinical

rotations. Funding can be used to seed faculty involvement, facilitate logistical problem-solving, offset costs associated with increased initial load on preceptors and support program evaluation. A viable plan for program sustainability after the award period is required.

Faculty and staff members can serve as principal investigator on only one award each but may be included as co-investigators on more than one application.

More information is available on the application web page. Below are three simple steps for locating the information:

- ❑ Applications must be submitted via the online portal at: <http://ip.musc.edu>.
- ❑ Click on the button associated with "Interprofessional Team-Based Clinical Rotation Development Grant Application."
- ❑ Log in with your net ID and password.

YES *Continued from Page Two*

serves. I'm proud to be part of the generous culture of our MUSC family," she said.

The 2017 YES campaign, which lasts through June 30, hopes to raise \$430,000, with a goal of at least 10 percent employee participation. Employees have a choice of more than 1,300 different funds to choose from in the MUSC Foundation for their donations.

Donations can be made through payroll deduction, credit card and other methods. For more information, visit <http://academicdepartments.musc.edu/giving/yes/>.

STATION *Continued from Page One*

Lastly, said Baker, staff is working on ways to support MUSC in its mission to build healthy communities, by aligning technology, applications and education and working with customers toward that goal.

The store held its grand opening and name unveiling on May 1. The Horseshoe and portico were filled with people eager to hear the new name and tour the 1,200-square-foot store, which is right inside the main entrance to the Colbert Library.

Chief Information Officer Michael Caputo kicked off the event, welcoming the hundred plus guests. "This store is truly a collaborative effort across MUSC and the greater community," he told guests. "There's been a lot of support from leadership, staff, and students to get us here."

Caputo explained that he, along with President David Cole, M.D., FACS; MUSC Health CEO Patrick Cawley, M.D.; and Mark Daniels, director of Enterprise IT Architecture for Information Solutions, took a trip to Cupertino, California in 2016, to talk with Apple leaders about the future of health care and technology and how they could potentially work together.

"A lot happened on that trip to create the idea of an innovative store here at MUSC. A store that would be more than just a store. One that would help support our faculty, staff, and students, and our educational mission but also support our community, our patients, and health in general across the area," Caputo said.

The president mirrored Caputo's enthusiasm. "This is a very exciting day," Cole said. "This tech store is more than merely a store. I hope you start to understand that and interact with it and see it evolve. In our strategic vision – 'Leading health innovation for the lives we touch' – innovation is one of the key terms in that. If someone were to ask me, 'Why MUSC?' My answer would be, 'Innovation is why MUSC.' Innovation is how we change the future for our patients, our faculty, our students, ourselves."

Cole added that his hope is that the store becomes a hub for the MUSC campus to meet, talk and envision. "I

also hope that it becomes an opportunity for us to have a next-level connection with our patients. As this evolves, we're going to harness the technology, so that when our patients go from here, they're still connected to us through the technology that is going to be a part of this store, a part of who we are, a part of innovation. So it's for those reasons that I'm very excited."

Cawley said when they first started talking about a store, there wasn't a ton of excitement. But when they visited with the Apple executives, the team started to imagine something much bigger.

"Yes, it will be a store – it'll be a place where we can get our technology fixed – I'll be the first one lining up," he said to the crowd's laughter. "It will be a place where we'll look and buy new technology. It will be a place that our own researchers will be able to put technology that they're developing in the store to be tested."

Cawley said that the store will be a place for MUSC lifelong learners, students and residents to go and learn about technologies and applications that are developed at MUSC and also a place for patients – not just the MUSC community.

"But we can't do any of that," he said, "unless all of you wrap around. We really need everyone to rally around this concept. I hope that today is the first day that we all come together as a community and build something truly innovative."

Store general manager Ryan McHugh announced the winners for the naming contest. With more than 150 entries, the committee, he said, had a tough time selecting the name of the new retail enterprise. In the end, the winning selection was submitted by four employees who each won an iPad Pro. Steven Whitaker, Michael Hughes, Deborah Reynolds and Audrey Baugh all suggested Innovation Station as the name for the new store.

After the ribbon cutting, people toured Innovation Station and had an opportunity to try out the equipment, ask questions and make purchases or place orders. Cole and his wife, Kathy, became the store's first customers. Not only did they purchase a MacBook Air, but the team was able to transfer



Tony Coombs, assistant manager, hands products out to happy raffle winners during the May 1 MUSC Innovation Station grand opening.

Photo by Sarah Pack

contacts, set up their cloud account and ensure the computer was custom configured to their needs. That, said McHugh, is their goal for every customer – to fully ensure the customers' needs are tailored to their very specific criteria.

McHugh explained that Innovation Station is not just carrying the basics. He and his team realize that MUSC employees have very particular needs. "We have employees who use multiple very large apps that require more than the normal amount of RAM and students who write massive papers. We are equipped to custom configure their systems to ensure their needs are met."

Apple computers will be available at an educational discount to the MUSC family. There will be semi-annual sales where products will be priced at an even deeper discount. Patients and visitors will be able to avail themselves of those sales in addition to the MUSC family.

One exciting feature that will soon be available for those with an musc.edu email address will be the ability to purchase computers via payroll deduction – a mere swipe of an MUSC badge. Details are currently being worked out and more information will soon

follow.

In addition to Apple products, the Innovation Station will carry Dell, iHealth and Samsung products, as well as third-party accessories, including fun cube speakers and portable outlets, which will be available to all. There will also be a staffed Verizon kiosk in the store to assist with mobile devices.

McHugh said customers will find the prices of the technology reasonable. The iHealth scale, for instance, is priced at \$129.99, wireless blood pressure monitor is on sale for \$99.95, the wireless pulse oximeter sells for \$69.95 and the wireless glucose monitor is \$29.99.

McHugh is excited about all the possibilities Innovation Station's technology offers to patients and employees and looks forward to connecting the health-related technology with myriad health apps that will allow patients to better interact with their doctors and information to flow directly into medical records.

"When you think about the overall cost of health care and what the devices are going to cost you, in the long-term, this technology just makes sense to monitor your health."

