

Inside DUKE PRIMARY CARE



New program provides free nurse visits to ALL parents of newborns in Durham County.

by Jeannine Sato
Office of Community Resources
Duke University



A new program providing free in-home nurse visits to all parents of newborns in Durham County is launching this August. Durham Connects' mission is to increase child-well being by bridging the gap between new parent needs and community resources. Research shows that a child's brain architecture develops early in life. This foundation lays the groundwork for a child's future health and success. Durham Connects nurses are trained to assist parents during the often stressful period of caring for a newborn. The nurses provide a physical assessment of the baby and mother, as well as answer questions, assist with health issues and make referrals to other community agencies for additional support. Information about Durham Connects will be shared prenatally with all Durham County OB patients and during hospital tours. In addition, a report is shared with pediatricians and/or family practitioners after the visit regarding any issues the physician may want to followed up on (with the parents' consent).

Durham Connects is a collaboration of the Durham Family Initiative, itself a partnership of the Center for Child and Family Policy at Duke University and the Center for Child and Family Health, and the Durham County Health Department. It is funded by The Duke Endowment. Durham Connects will ultimately hire 20 registered nurses who will be assigned to geographic neighborhoods. The neighborhoods will be randomly phased in as nurses are hired. Currently seven neighborhoods are covered. A public open house launch event will be held for health providers, community agencies and the public to meet the Durham Connects staff on August 8 from 7-10am at the Durham County Public Library. For more information, please visit www.durhamconnects.org or call 919-668-3279. ■

Best in the Triangle



Congratulation to Triangle Family Practice for being one of three medical practices named "Best Medical Practice in the Triangle" by the publication *Indy*. ■



Timberlyne Family Medicine held patient appreciation week June 23 - 27th. Patients were treated to healthy snacks and giveaways (magnets, ink pens and balloons), and a drawing was held for a \$25 gift card to Harris Teeter. Patients were asked to complete a survey regarding Timberlyne's "customer service". 144 surveys were returned with many helpful comments. ■

Front End Processes

by Erica Harris

There are some exciting front end pilots going on in our clinics. Hillsborough Family Practice and Duke Primary Creedmoor Rd. will be piloting the Insurance Work area screen in IDX along with Duke Appointment Status.

The Insurance Work area screen gives you the option when scheduling an appointment, to ask the patient over the phone if their insurance is still current. If there is a change, you can enter as little as necessary to continue making your appointment. The information that was gathered will trigger a Duke Appointment Status and this will go to the Financial Care Counselor electronically. The Financial Care Counselor can verify and update the insurance in IDX before the patient ever arrives for their appointment. This will help decrease our denials and decrease our arrival time which could increase our Patient Satisfaction scores.

Duke Appointment Status is a flag in IDX that will trigger the Financial Care Counselor or the front desk if the appointment they have pulled up has not had its insurance verified. There will be an automatic batch that goes out to the payors with a list of patients that have upcoming appointments. If the insurance is not verified it will trigger a Duke Appointment Status that will need to be worked by the Financial Care Counselor before the patient arrives for their appointment.

Duke Primary Care Creedmoor Rd. will also be piloting the use of MSP forms in IDX. The MSP form is an electronic Medicare Secondary Payor form that is used to obtain information about other insurers that may pay before Medicare. The use of this form will be rolled out to existing clinics. We are required by law to obtain this information.

All three of these pilots are a part of our Morrisville Workflow Planning Committee. This committee has been meeting to come up with a workflow for Duke Primary Care Morrisville in November of this year. This location will have family practice, urgent care, cardiology and orthopedic in the same location. We are trying to take our current processes and combine with PDC and PRMO current processes to come up with the best front end workflow that is seamless to our patients. ■

Vacation

by Rita Dove

*I love the hour before takeoff,
that stretch of no time, no home
but the gray vinyl seats linked like
unfolding paper dolls. Soon we shall
be summoned to the gate, soon enough
there'll be the clumsy procedure of row numbers
and perforated stubs—but for now
I can look at these ragtag nuclear families
with their cooing and bickering
or the heeled bachelorette trying
to ignore a baby's wail and the baby's
exhausted mother waiting to be called up early
while the athlete, one monstrous hand
asleep on his duffel bag, listens,
perched like a seal trained for the plunge.
Even the lone executive
who has wandered this far into summer
with his lasered itinerary, briefcase
knocking his knees—even he
has worked for the pleasure of bearing
no more than a scrap of himself
into this hall. He'll dine out, she'll sleep late,
they'll let the sun burn them happy all morning
—a little hope, a little whimsy*



KUDOS



KUDOS to Donna Artis, MA, Angela Robinson, PSA, and Stacy Collins, MA for going above and beyond the scope their specific job responsibilities to receive Family Medical Associates' "You Make a Difference Award".

KUDOS to FMA Docs for successfully obtaining their NCQA Certification!

KUDOS to Eve Schulman, PA, for filling in at Timberlyne Family Practice until the arrival of their new provider; Eve usually works at Duke Urgent South. "She's a great addition to Timberlyne and we really appreciate her help." said Lori Wilkinson, practice manager for Timberlyne Family Practice. ■

PERKS

Purchase your 2008-09 **Duke Employee Pass** presented by Duke Credit Union today! You save big on season tickets to Football and Women's Basketball. As an added bonus this year you have a chance to be chosen to receive access to men's basketball tickets! We have also recently implemented a new seating chart in order to give our faculty and staff some of the best seats in Wallace Wade Stadium. In previous years, Athletic Employee Pass holders have been assigned General Admission seats in the end-zone. However, **this year faculty and staff will have reserved seating in Sections 8, 9 and 10.** These reserved seats move you closer to the action and guarantee you the same seats all season.

Southern Ideal Home Show September 26th-28th, 2008
NC State Fairgrounds. Duke employees will receive \$1 off admission at the entrance (must show valid Duke ID) or purchase tickets on-line and receive a \$2 discount by filling in our special code: **(DUK8FT)**

Duke Health and Fitness Center 3475 Erwin Rd., Durham 660-6818 **WEIGHT LOSS:** What thoughts do these words inspire? Deprivation, frustration, skepticism, confusion? Are you looking for a way to lose weight in a healthful and sustainable manner and banish these words from your weight loss vocabulary? If so, take advantage of The Duke Getting on Track Weight Loss Program and our 10% discount for all Duke employees.

Duke University - Surplus Property Program 037 Bostock Library-Duke University 613-8352 or 660-5947
Wednesday, August 13, 2008 9:00AM - 3:00PM Bostock Library, Room 037 (lower level) Staff, Faculty, Employees and Students with a Duke ID can purchase hundreds of surplus furniture items for \$5.00 (tax inclusive)! Cash and carry only; all sales final. *Items cannot be held for pick up at a later date. For additional information prior to the sale date, please contact the Surplus Property Office at 613-8352 or Bostock Library at 660-5947.

Raggs LIVE Dance Party 1-888-241-8162 www.Raggs.com
Raggs LIVE Dance Party is kicking off their 2008 tour in North Carolina and will be at the Carolina Theatre in Durham on September 13th. Showtimes are at 2:00 p.m. and 6:00 p.m. We would like to offer the faculty and staff at Duke University a 20% discount on tickets, valid for any ticket level. Ticket pricing \$25 & \$19(Adults) and \$19 & \$12(Children). ■

For a complete listing of discount tickets sold and PERQ information, visit the PERQS Program web site at <http://www.hr.duke.edu/discounts>. Visit Duke Today (<http://www.duke.edu/today>) for your daily fix of Duke News

Butner-Creedmoor

Teri Hockaday, MA

Duke Primary Care Creedmoor Road

Melvena Ebron, Referral Coordinator
Kesha Cartwright, CMA

Duke Medicine Brier Creek

Meredith Barbour, MD
Aquica Sutton, PSA
Wandy Morel, PSA
Robyn Poole, CMA
Lena May, CMA

Durham Pediatrics

Grace Caldwell, MA
Beverly Rodgers, CMA
Anna Williams, LPN
Kara Hardison, CMA
Kim Gregory, LPN

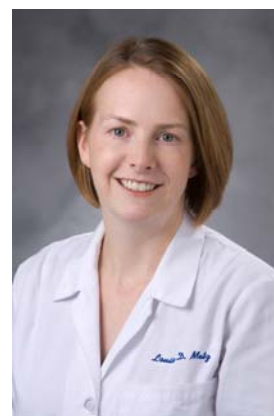
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Jeffrey Roberts, MD
Duke Urgent Care
Eff. July 15, 2008



Heidi Schecodnic, MD
DPC Creedmoor Road
Eff. Oct. 1, 2008



Louise Metz, MD
Sutton Station Internal Medicine
Eff. Sept. 22, 2008

**Duke University
Affiliated Physicians, Inc.
Vision**

“We will provide innovative, patient-centered healthcare, with the goal of World-Class excellence, that truly makes a difference in the lives of the patients we serve. “

Innovation:

- Shares a common identity, brand, vision, goals and leadership.
- Innovates through learning and challenging our boundaries.
- Shares risks and rewards.
- Employs an engaged and satisfied work force.
- Promotes processes that are efficient, equitable and financially sound.

World Class Excellence:

- Provides national leadership to define the future of and create models for the delivery of primary care.
- Functions as an integral part of Duke University Health System.
- Identifies and implements best practice in care delivery with process and outcome data that demonstrate benchmark performance.
- Promotes operational and clinical processes that are evidence based and outcome focused.
- Fosters an inspired and knowledgeable multi-disciplinary care team.

Patient Centered Care:

- Creates timely, safe, effective, anticipatory, and adaptive care for our patients’ needs.
- Is organized and guided to our patients’ greatest satisfaction.
- Tailors care to the needs of our local “communities”. ■

Our Mission:

To provide community-based, high quality and efficient patient care through a comprehensive primary care network that is responsive to our community’s changing healthcare needs. ■

Upcoming Events

October 4, 2008

8:00—5:00 p.m.

Ambulatory Nursing CE Day

Duke School of Nursing

August 18, August 25

6:00—7:30 p.m.

MA—CMA Prep Course

Butner-Creedmoor Family Medicine

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