

NEWS & NOTES FROM NPO



March 18, 2016



When things are clear as mud, stick with us - we have the resources to make it clear!

- 1. Dr. Sneed's Blog**
- 2. MSMS Compliance Training**
- 3. eEHX Best Practices**
- 4. CDC Opioid Prescribing Guidelines**
- 5. Alzheimer Education Programs**
- 6. Diabetes Workshops for Patients**
- 7. Member Connections**

DR. SNEED'S BLOG

I am currently enrolled in a program developed by Guy Kezirian, MD and Northwestern University Kellogg School of Management. Physician CEO 2016 is a four module 5 days each module program spread out over a year. The purpose is to enable Physicians to be more effective leaders and CEO's in their practices, business, and community.

In our first Module, Tim Feddersen had a session on "Crisis: A Strategic Perspective" at PCEO last week. One of the things he said was "Look at your Core Values - if they are challenged or put into question to key stakeholders, if you have an issue put into doubt, if it is urgent, IT IS A CRISIS.

A crisis is a situation where a decision is both urgent and important. Urgency implies speed is imperative and minimal time is available for information and analysis. Importance implies the accuracy is imperative and maximal time is warranted for information and analysis.

He talked about a Reputational Crisis and used the Tylenol crisis of J&J in the 80's where some guy was putting cyanide in Tylenol bottles in Chicago and people were dying. It led to the safety bottles we now have. This was an urgent and important issue that put into question J&J's organizational values and brand promise. The GREATEST

threat comes from the voluntary action by stakeholders. The solution that J&J had was to reinforce their Core Values of putting the Health and Safety of their customers/patients first. They could have just pulled Tylenol off the shelf in Chicago but they pulled it off worldwide until they could repackage and assure safety. They demonstrated:

- Expertise - demonstrated ability to solve the problem
- Commitment - they wanted to solve the problem
- Transparency - they shared the info customers needed to have to make an informed decision for themselves.
- Empathy - they showed empathy which built trust


Summary:

- Identify the issue
- Contain
- Resolve
- Lead with speed
- Listen actively
- Think strategically
- Act on core values
- Communicate empathetically
- Recover and Learn
- Prevent and Prepare.

Physician CEO is a great learning experience. I encourage all physicians to consider attending. Grateful thanks to Guy Kezirian for his visionary leadership in creating this program and to Robert Grant for Alphaeon's partnership in this program.




Peter Sneed MD
President Northern Michigan Health Network
NPO Board Member



MSMS
MICHIGAN STATE MEDICAL SOCIETY

**Compliance Essentials for
Everyday Practice**

May 13, 2016, 9 am - 4 pm | Hotel Indigo Traverse City
263 West Grandview Parkway, Traverse City, Michigan 49684



FREE
for NPO members
(but pre-registration
is required)

**NORTHERN
PHYSICIANS
ORGANIZATION**

THIS IS BIG...REALLY BIG



NPO has worked with MSMS to bring to our region this **COMPLIANCE ESSENTIALS for EVERYDAY PRACTICE** conference. Until now, this has *only* been available in Lansing! This conference would be a bargain at ANY amount, but, (and this is HUGE) - by using this code - COMPLIANCE-NPO - NPO members can attend for **FREE** !

DON'T MISS THIS OPPORTUNITY! It's FREE!

*** PRACTICE MANAGERS CAN EASILY REGISTER FOR NPO PHYSICIANS & THEIR STAFF either by FAX (517) 336-5797 or by CALLING (517) 336-5785 !**

CLICK HERE FOR MORE INFORMATION & REGISTRATION FORM

eEHX BEST PRACTICES

Ed Worthington and Kelly Saxton, NPO IT Department, have put together a best practices document for using the eEHX Registry.

[CLICK HERE](#) to view this guide.

CDC ISSUES FINAL OPIOID PRESCRIBING GUIDELINES for ADULTS WITH CHRONIC PAIN

The Centers for Disease Control and Prevention today finalized its [GUIDELINES](#) for primary care physicians prescribing opioids to adults for chronic pain in outpatient settings. The voluntary guidelines summarize scientific knowledge about the effectiveness and risks of long-term opioid therapy, and provide recommendations for when to initiate or continue opioids for chronic pain; opioid selection, dosage, duration, follow-up and discontinuation; and assessing risk and addressing harms of opioid use. They do not apply to cancer, palliative or end-of-life care.

ALZHEIMERS EDUCATION PROGRAMS

The Alzheimer's Association of Greater Michigan has two upcoming programs in Traverse City. For more information, please click on the following links:

[Memory Loss, Dementia, & Alzheimers Disease](#)

[Early Detection - 10 Signs](#)

[Alzheimer's Association Education Programs List](#)

DIABETES WORKSHOPS

There are a number of excellent diabetes workshops for patients scheduled for the Northern Michigan area!

Please click the following link for all information!

[DIABETES WORKSHOPS for PATIENTS](#)



Always feel free to contact us with any questions, or suggestions.
The NPO Newsletters are for you.
We would love your feedback.
THANKS!

lsalvatore@npoinc.org

NPO
300 E. Front Street
Suite 240, Traverse City, MI 49684

NPO is committed to providing great resources to our members!



MEMBER CONNECTIONS
For job postings, office space, equipment for sale, etc, please
[CLICK HERE](#)

QUICK LINKS

[NPO Website](#)

[NMHN Website](#)

[NPO Calendar](#)