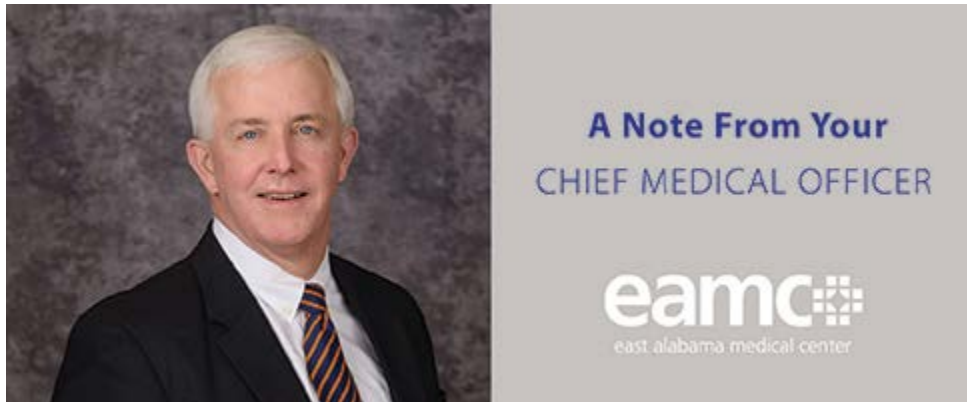




June 2018



Greetings,

I gave a talk at the Physician/Board Retreat in April and I wanted to share a few points with you from that talk:

As I have transitioned to a new role; one day in the office each week, four days in hospital, with occasional surgeries thrown in, I have a different perspective on the delivery of health care in East Alabama.

**Change:** *It is happening all around us and doctors are not usually the first to embrace change. But changes will happen whether we like it or not, and physician involvement/input is needed early on, so it will be less disruptive and keep the focus on the patient.*

This brings up a concept that I am pushing to the doctors, nurses and administration. In everything we do, let's:

Put the patient first! What is best for the patient and their healthcare? The patient experience of first class medical care should always be our main goal.

Others second. We all need to be mindful of the other people that help us, as a team, to deliver first class medical care. We need to acknowledge them and thank them for their contributions. Physicians are the leaders of the team and how well you model this will greatly affect the quality of the care that the patient receives.

I am third. We all have been called to practice medicine as a profession. It is truly a blessing to be able to make a living doing something we love. I think when we are in the role of servant leader, we are more likely to get fulfillment in our profession. It is also a blessing to live in this community! We may have been able to make more money in a larger city, but we would have a poorer quality of life. We are also blessed to work at a hospital that is well managed and financially sound. It is a tough environment for hospitals this size. EAMC is doing better than many of its peers. We have much to be thankful for here in East Alabama! I know there are many things that need improving, but if we get up each morning and count our blessings vs our problems, we will generally have a better day.

Around the country, more and more physicians are employed by health

systems or hospitals. We are unique in that the majority of physicians in our community are still independent. But, whether employed, contracted or independent, we are all dependent on each other to deliver first class patient care.

Other news:

At the retreat, we discussed reviving the Clinically Integrated Network (CIN) that was initially started 3-4 years ago. Consultants from Premier shared the experiences of other health care delivery systems. Each market is unique, but the successful CINs are “Physician led; professionally managed”. I plan to reach out to all the primary care physicians in our area to explore options and structure. I will communicate the progress to all.

Recruitment is a top priority as our medical staff ages. The hospital is trying to work collaboratively with existing practices to help with recruitment. Many physicians entering practice today want to be employed by a health system. If you are aware of someone who would be a good addition to our medical community, please let me or Mandy Finklea know. We are happy to assist you with recruitment. We have a good product to sell to these young physicians. Lastly, we are working with VCOM to develop a residency program here at EAMC, possibly in Family Medicine and Internal Medicine. I will keep you apprised of progress.

Please communicate to me concerns, thoughts, reactions via email. I can be reached at [william.golden@eamc.org](mailto:william.golden@eamc.org). My office number is 528-1765. Or feel free to drop by my office, which is down the hall from the physician lounge, for a chat.

Dr. William Golden



## EAMC Now Offering 3D Mammography Exam

### **What is a 3D mammography breast exam?**

3D mammography or 3D Tomosynthesis is a revolutionary new screening and diagnostic tool designed for early breast cancer detection. The total radiation dose is within the FDA safety standards for mammography. There is no additional compression required, and may take a few more seconds for each view.

### **How does it work?**

3D captures multiple slices of the breast, all at different angles. The images are then brought together to create a clear reconstruction of the breast. The radiologist is then able to review the reconstruction, one thin slice at a time, almost like turning pages in a book. Studies show both up to a 40 percent reduced need for follow-up imaging and 20-65 percent improved cancer detection rate with 3D mammography compared with 2D mammography.

### **Additional Information for Ordering Physicians:**

- Each screening mammography patient will be offered the opportunity to accept or decline a 3D mammogram. They will also be given a waiver that addresses radiation dose and that the mammogram does not require any additional compression and only takes a few more seconds than a standard mammogram.
- The ordering physician need not specify on their order for the mammogram.
- As of April 5, according to Hologic, the following payors will cover 3D mammography in the state of Alabama: Aetna, Alabama Medicaid, Anthem, BlueCross BlueShield of Alabama, Cahaba Medicare, Cigna, Humana, and United.
- 3D Mammography is available at Auburn Diagnostic Imaging and EAMC.



## Pinnacle Welcomes Dr. Kris Reddy

Gopikrishna “Kris” Reddy, M.D., has been practicing in the Opelika and Valley communities for more than 20 years and now, Valley Cardiology, the practice Dr. Reddy began in 2000, has joined Pinnacle Cardiovascular Associates.

Dr. Reddy was born in Hyderabad, Telangana, India and completed his medical degree at Kurnool Medical College in India. He was awarded chief resident at St. Joseph Mercy in Oakland, Calif., before completing his fellowship at Mount Sinai Medical Center.

Dr. Reddy has lived in Alabama since 1973 and has practiced in Valley since 1997. He and his wife, Usha, have been married for 20 years and have two children, Venu and Ananth. After living in Alabama for 40 years, Dr. Reddy has become a college football and country music fanatic.

Dr. Reddy currently practices at Pinnacle Cardiovascular Associates, 1701 48th Street, Valley, Ala.



## Cancer Center Groundbreaking Ceremony

While construction on the new Cancer Center of EAMC began March 15, the official kickoff of the project took place Tuesday, May 22 at the EAMC Education Center. Attendees heard from several speakers and then were able to sign a 224-pound steel beam that was added to the construction the next day. For more pictures, visit EAMC's [Facebook page](#).



## Could Medical Detoxification Help Your Patients?

Last year, EAMC-Lanier launched an inpatient detox unit, which provides a controlled and medically supervised withdrawal from drugs and alcohol for patients who are ready to begin recovery.

As drug overdose deaths continue to increase in the U.S., this is a much needed resource for the area.

The detox unit is a 10-bed voluntary unit where patients can stay between five and seven days, depending on their needs. Inpatient detoxification allows the patient to be closely monitored throughout the process and given appropriate medication to prevent severe withdrawal symptoms.

Cindy Daniel, director of Inpatient Services at EAMC-Lanier explains that for patients who are addicted to substances, the first step to recovery is often the hardest. “Many rehabilitation facilities require that patients be clean before they are admitted, and if a patient tries to stop using on their own before going to rehab, they often fail because the symptoms are so painful,” Daniel notes. “At our inpatient detox, patients are under the supervision of a physician and nursing staff, and we ensure that patients are as comfortable as possible during their detoxification. Additionally, our program is covered by Medicare, Medicaid, and many other insurance providers will cover this service.

Eve Milner, vice president of Clinical Services at EAMC-Lanier explains that the decision to open this unit was based on the needs of the region, and the state. “This service provides a much-needed resource, and local patients no longer have to look outside of our area for medical detoxification. So many people in our area struggle with drug and alcohol addiction, and this is a completely confidential, safe way for patients to start the journey to recovery.

To learn more about the EAMC-Lanier Inpatient Detox or to speak with staff about referring a patient to the unit, read more info on our website [here](#) or call 334-710-0041.

## **UPCOMING EVENTS**

### **Physician Diabetes Update 2018**

Tuesday, June 26, 7 a.m., EAMC Basement Classroom C  
Neil Schaffner, M.D., will discuss new diabetic medications and new technology.



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Sarah Lane Currie at [sarahlane.currie@eamc.org](mailto:sarahlane.currie@eamc.org)



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