

BEST Practices



RECRUITING PHYSICIANS TO THE UNIVERSITY OF MARYLAND MEDICAL SYSTEM

ENDOCRINOLOGY
 Exceptional Full-Time opportunity for BC/BE Endocrinologist at Upper Chesapeake Health. Competitive compensation/benefit package, paid malpractice and commencement bonus. Offers both a private office setting and a comprehensive Diabetes & Endocrine Center. Diabetes & Endocrine Center support staff includes a Certified Diabetic Educator (CDE), registered nurses and registered dietitians.

FAMILY MEDICINE
 Full-time opportunity for BC/BE Family Medicine Physician on Maryland's Eastern Shore at Shore Health System, an affiliate of the University of Maryland Medical System. Competitive salary, benefit package and incentives. The Memorial Hospital at Easton and Dorchester General Hospital in Cambridge are private, not for profit hospitals with a combined 199 licensed beds offering a complete range of inpatient and outpatient services to over 100,000 people throughout the Mid-Shore of Maryland.

HOSPITALIST
 Chester River Hospital Center and Eagle Hospitalists, Inc. are recruiting full time hospitalists for a first year, small hospital program in Chestertown, Maryland. We are seeking 7 day on, 7 day off rotations with flex scheduling depending on volumes in terms of in hospital time. Competitive salary and benefits package, relocation reimbursement, sign on bonuses and incentive compensation available. Chester River is a 48 bed acute care hospital offering extensive medical and surgical services and some of the most advanced diagnostic tools available today.

HOSPITALIST
 Maryland General Hospital is currently seeking a full-time Hospitalist that enjoys teaching as well as doing inpatient medicine in Baltimore, Maryland at Maryland General Hospital. Hospitalist Management Group (HMG) manages a seven day on seven day off schedule with two hospitalists during the day and one hospitalist at night. Physicians receive a very competitive salary with regular bonuses and full benefits for them and their family.

INTERNAL MEDICINE
 Great Opportunity for BC/BE Internal Medicine Physician at Upper Chesapeake Health. Exceptional financial package includes salary, bonus opportunity and full benefits. UCH delivers care in a safe, community-based suburban setting that offers all the technology and benefits of a large city hospital with none of the hassles. Optional practice opportunities include nursing home and sub-acute rehab patients (not required, but optional for increased income potential).

INTERNAL MEDICINE
 Excellent Part-Time or Moonlighting opportunity for BC/BE House Officer in central Anne Arundel County, Maryland at Baltimore Washington Medical Center, part of the University of Maryland Medical System. BWMC is a suburban community hospital consisting of 293 beds with a medical staff of 600+ physicians. Physicians will participate as members of the medical staff of Baltimore Washington Medical System.

NEUROLOGY
 Exceptional Opportunity for BC/BE Neurologist on Maryland's Eastern Shore at Shore Health System, an affiliate of the University of Maryland Medical System. Competitive salary, benefit package and incentives. The Memorial Hospital at Easton and Dorchester General Hospital in Cambridge are private, not for profit hospitals with a combined 199 licensed beds offering a complete range of inpatient and outpatient services to over 100,000 people throughout the Mid-Shore of Maryland.

NEUROSURGERY
 Baltimore Washington Medical Center (BWMC) is seeking a BC/BE Neurosurgeon to join a very busy, established, single surgeon practice. Competitive salary and excellent benefits package. Physicians will participate as members of the medical staff of Baltimore Washington Medical Center, an affiliate of the University of Maryland Medical System. BWMC is a suburban community hospital consisting of 293 beds with a medical staff of 600+ physicians.

OB/GYN
 Full-time opportunities for BC/BE OB/GYNs on Maryland's Eastern Shore at Shore Health System, an affiliate of the University of Maryland Medical System. Competitive salary and comprehensive benefits package. The Memorial Hospital at Easton and Dorchester General Hospital in Cambridge are private, not for profit hospitals with a combined 199 licensed beds offering a complete range of inpatient and outpatient services to over 100,000 people throughout the Mid-Shore of Maryland.

OB/GYN
 Full-time opportunities for BC/BE OB/GYNs in central Anne Arundel County, Maryland. Baltimore Washington Medical Center, part of the University of Maryland Medical System, opening an 18 bed obstetrical unit in late Summer 2009, and is recruiting now to ensure physician capacity for this growing community. BWMC is a suburban community hospital consisting of 293 beds with a medical staff of 600+ physicians.

PEDIATRICS
 Full-Time board eligible/board certified pediatrician to join an established private practice affiliated with our community hospital (57 licensed beds) in colonial Chestertown on the Eastern Shore of Maryland. The candidate will join a physician and a CRNP with LPN support who are well-liked and have a significant recognition factor in the community. We strongly desire candidates to live in the rural Upper Eastern Shore region.

PEDIATRIC CARDIOLOGY FACULTY
 The University of Maryland School of Medicine, Department of Pediatrics, Division of Pediatric Cardiology is seeking a physician/scientist who conducts laboratory translational research collaborating with researchers with expertise in genetics, adult cardiology, physiology and basic science. Appointment at the Assistant Associate Professor rank and track pending qualifications.

PEDIATRIC CRITICAL CARE
 The University of Maryland School of Medicine, Department of Pediatrics is looking for a Pediatric Critical Care physician to join their team. Qualified candidates must be Board Certified in Pediatrics and Pediatric Critical Care, have completed a critical care Fellowship, have strong administrative experience and commitment to research. Competitive salary commensurate with qualifications and experience with a full benefit package.

PEDIATRIC NEONATOLOGY
 The University of Maryland School of Medicine, Department of Pediatrics is recruiting an Academic Neonatologist to join the Division of Neonatology at the Associate or Assistant Professor level (commensurate with credentials). The successful candidate must be Board certified in pediatrics and neonatal-perinatal medicine or complete certification within 3 years of having completed the requirements of board eligibility. A competitive salary and full benefit package is offered.

PEDIATRIC NEPHROLOGY
 The University of Maryland School of Medicine, Department of Pediatrics, Division of Pediatric Nephrology is recruiting a faculty member (open rank & track) to join a growing academic division. This faculty member will participate in all aspects of our division including teaching of residents and medical students, clinical or basic research, inpatient and outpatient consultation, acute and chronic dialysis, and care of renal transplant patients. There are extensive opportunities for collaborative relationships within and outside of the department.

PULMONARY CRITICAL CARE
 Full-time opportunity for BC/BE Pulmonologist/Critical Care physician in central Anne Arundel County, Maryland. Lung Associates is a five-person group with its office on the campus at Baltimore Washington Medical Center, a member hospital of University of Maryland Medical System (UMMS). It offers office based pulmonary medicine and hospital pulmonary and critical care consultative services.

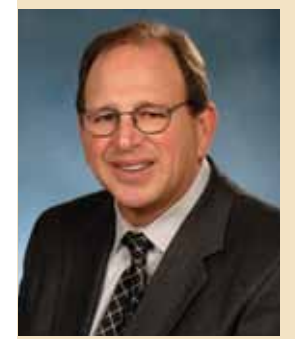
Physicians interested in applying for these opportunities are invited to submit their CV to Sharee Selah; sselah@umm.edu.



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Best Practices is produced by the University of Maryland Medical Center marketing department for the medical community of University of Maryland Medical System.

For questions, comments or requests for copies of *Best Practices*, contact Sharee Selah at 410-328-5817 or sselah@umm.edu.



A Message from
OUR CHIEF
MEDICAL OFFICER

Welcome to the fall edition of *Best Practices*. Thank you for your interest in learning more about the University of Maryland Medical System (UMMS). As a constantly evolving medical institution, UMMS has grown to be a multihospital system that has genuine impact throughout our State. It is with great pleasure that we announce the newest hospital to our system, Upper Chesapeake Health. This new affiliation is expected to lead to a full merger by 2013. Upper Chesapeake Health, which includes Upper Chesapeake Medical Center in Bel Air and Harford Memorial Hospital in Havre de Grace, has experienced significant growth in patient volumes in recent years. This strategic alliance will respond to the needs of a growing and aging population in northeast Maryland, offering expanded medical services and specialized care.

With the addition of Upper Chesapeake Health, our ten hospitals and numerous ambulatory centers not only offer you a choice of locations – from urban to suburban and rural – but also a choice of practice settings, including academic, teaching and community. As you read our “Spotlight on Chester River Hospital Center” and Hospital by Hospital sections, you will no doubt see our widespread commitment to implementing best practices in patient care, operational design and technology. We know that achieving our clinical vision cannot happen without active physician leadership and support. To that end, we strive to recruit physicians committed to excellence in both clinical quality and service. *And we give them the support they need to take their career – and patient care – to new levels.* Dr. Deborah Davis, Chief of Emergency Medicine at Chester River Hospital Center, provides her overview of how Chester River Hospital Center continues to demonstrate a track record of meeting these objectives strengthened by our commitment to the practice of tomorrow's medicine here today at UMMS.

Kind regards,

Glenn F. Robbins, M.D.
Senior Vice President and Chief Medical Officer
University of Maryland Medical System

PHYSICIAN CAREER Search TIPS: TRENDS in SOCIAL NETWORKING

When searching for that perfect practice opportunity, physicians might want to consider adding social networking sites to their tool box strategy. Our previous *Best Practices* cover article reinforced the importance of networking, attending career job fairs and posting your CV on national and specialty specific physician career web-sites. Recent trends strongly suggest that online social networking sites are growing in rapid popularity. Three sites in particular, Twitter, LinkedIn and Facebook, now offer physicians an additional strategic tool towards mastering the art of landing that perfect job opportunity.

On Twitter for example, hospitals and healthcare organizations are posting new job listings and updating current listings daily. Not only are jobs being revised frequently, but the new listings are shared through real-time data. This is in contrast to the more traditional physician career job boards where physicians often apply to dated opportunities that might have already been filled. While traditional forms of networking continue to be extremely effective in landing a terrific practice opportunity, social networking sites such as Twitter offer a new dimension for identifying up to date and current physician job opportunities.

LinkedIn, a popular social networking site used by working professionals, not only assists physicians in identifying open positions but also in preparing for an interview. LinkedIn often provides

in-depth information about a prospective practice, healthcare organization and/or recruitment firm which can then help you strategically align yourself with an opportunity that mirrors your training and background, along with your personal interests and geographic locations of interest.

Additionally, knowing that updating your Facebook status to “seeking healthcare position in Maryland” is also useful. Facebook is the largest social network with 200 million active users. Users can join networks organized by city, workplace, school and region to connect and interact with other people. Hospitals in particular use Facebook to post news about their hospital, post videos showing new and innovative ways to do surgery, as well as announce upcoming events. Physicians will find the amount of information accessible and dispatched pleasantly surprising and user friendly.

As recently as June 2009, national reports state that 297 hospitals are utilizing social networking tools. Though certainly still a new and evolving industry, staying abreast of these new trends is important for navigating your medical career intelligently. I hope this information proves useful. I welcome you to contact my office directly if I can provide further assistance: Sharee Selah, MBA, Director of Physician Recruitment Services, University of Maryland Medical System at sselah@umm.edu.



www.ummsphysician.jobs
For a listing of key job opportunities within UMMS, see page 4.

Spotlight on CHESTER RIVER HOSPITAL CENTER



Chester River Hospital Center is a community hospital that has provided healthcare for almost 75 years to the residents of both Kent and Queen Anne's County. Prompt, effective and compassionate care has long been a hallmark of Chester River Hospital Center.

Chester River Hospital Center is a 53-bed acute care hospital recognized throughout the community for providing quality, compassionate care with a personal touch. The Hospital is part of the Chester River Health System, which joined University of Maryland Medical System on July 1, 2008. The Hospital Center provides inpatient services, 24-hour emergency care, surgical services, outpatient diagnostic services, rehabilitation services, maternity/birthing suites and oncology services. The Hospital Center was established by community citizens in 1935.

With generous financial support from the community, the facility has undergone several construction projects to meet the growing needs of the community it serves. It has also added new services and specialties as the community's needs

have grown. The medical staff currently consists of more than 120 active and consulting physicians representing more than 25 specialties.

The Emergency Department has 11 treatment stations all of which have cardiac monitoring capabilities. The department includes a general

treatment area, cardiac care room, minor surgical station, gynecological treatment room, an orthopedic room, as well as a behavioral health room—all to treat the growing number of emergency patients.

"The Emergency Department has cared for approximately 16,000 patients in the last few years," noted Dr. Deborah Davis, chief of emergency medicine. "And, the ER volumes have increased by an average of 8% a year over the last five years. We have grown and added full-time employed ER physicians and three mid-level providers. The ER has also added a mental health social worker, and has retained over 80% of the graduate nurses who have joined the ER staff."

The last two years have ushered in other clinical changes at Chester River Hospital. In 2007, Chester River became the first hospital on the Eastern Shore to offer the 64-slice CT scanner. The hospital also began performing coronary computed tomography angiograms in June of 2007. In August of 2008 a hospitalist program was established and has been received favorably by the patients.

As we embark on fiscal year 2010, Chester River will embrace more change. In September, the newly relocated and renovated cardiac-pulmonary rehabilitation center opens. The new center doubles in size from 625 square feet to over 1100—providing a more spacious and modern facility for the community. And, through our affiliation with the University of Maryland Medical System a specialty clinic will open to offer new clinical specialties to the patients and community. The Hospital pharmacy will double in size after its' expansion project is completed in January 2010.

DR. DEBORAH DAVIS CHIEF OF EMERGENCY MEDICINE CHESTER RIVER HOSPITAL CENTER



What made you choose to practice at Chester River Hospital Center?

I was born on the Eastern Shore at Chester River Hospital Center and I grew-up here. Even after graduating from an out-of-state university, I knew

I wanted to come back to the Shore and practice medicine. I started working at Easton Memorial Hospital and then I came to Chester River Hospital Center (CRHC), so it's like everything is full-circle. I really love practicing emergency medicine in a rural, small community—it's very rewarding to care for people you know. I am going on six years at CRHC. Here at CRHC it's really like neighbors taking care of neighbors.

What are the benefits of working at Chester River Hospital Center?

Chester River Hospital Center is a great place to work because of the people: talented, motivated, compassionate and patient-focused. There is a synergy here that I don't think many other hospitals can claim. We collaborate and work in harmony to tackle everyday challenges. The retention rate is high. Once people join CRHC they tend to stay here. We have a wonderful patient population that is very appreciative of the health care we provide them. For a small, community hospital we experience interesting and complicated cases. Part of that is due to the large aging population here in Kent County, as well as the watermen, migrant farm workers and vacationers. We experience and treat a variety of medical conditions and accidents. Chester River Hospital Center provides an interesting work environment to practice medicine.

How would you describe the facilities?

Chester River Hospital Center was built in 1935 and is approaching its' 75th anniversary, so naturally it has experienced a tremendous amount of change, which include expansions as well as renovations. The largest capital campaign (2000-2004) provided \$8 million towards enhancements

and renovations that included a diagnostic cardiac cath lab; a new Fuji archiving and communication system (PACS); a new IT system; and the NetKconnect online cardiac information viewing system, among others. And now with our affiliation with University of Maryland Medical System (UMMS), we will be offering specialty clinics that feature medical expertise and care provided by UMMS specialists. CRHC is very focused on expanding the services and care provided to patients.

How would you describe the culture at Chester River Hospital Center?

The entire staff—doctors, nurses, physician assistants, nurse practitioners, housekeeping, administration, foodservice—work together as a team. CRHC has over 640 employees, including a 123-person medical staff. Everyone's top priority is to make sure that every patient receives the level of care and attention they need, when they need it. We are very efficient, but very compassionate at the same time. The compassionate care we provide to the community really distinguishes Chester River from other hospitals. There is a great sense of community here on the Eastern Shore.

What would you tell a resident/physician considering pursuing a career at Chester River Hospital Center?

Working at Chester River Hospital Center provides the opportunity for a healthy work/life balance. And being part of the University of Maryland Medical System is attractive because of the resources it provides a small hospital like CRHC, such as access to highly-trained specialists. Here on the Eastern Shore I am able to work and live in a beautiful, waterfront setting. When I am not working I enjoy being outside as much as I can and the shore provides a perfect backdrop for outside activities. The area offers a strong sense of history with its brick sidewalks and historic homes, agricultural setting, plenty of nature and wildlife, abundant water activities, and an active artistic and cultural community. Yet, we are still within a 90-minute drive of metropolitan centers including Philadelphia, Washington, DC, and Baltimore. I suggest finding a place where you will be happiest, in both work and life. And for me it has been Chester River Hospital Center.

Clinical Program DEVELOPMENTS

MARYLAND GENERAL HOSPITAL BALTIMORE WASHINGTON MEDICAL CENTER

The Pascal Women's Center at BWMC is scheduled to open October 1, 2009. The program will feature four spacious labor and delivery rooms, two C-section rooms, a private whirlpool tub in each labor room, open spaces for walking during labor, a family lounge, an 18-bed secured Mother-Baby Unit with private rooms and bathrooms and a level II nursery. The center will also feature a satellite office of University of Maryland's Center for Advanced Care. The satellite location will provide routine and high risk pregnancy evaluations, as well as the latest high-resolution ultrasound technology.

UCH SLEEP DISORDERS CENTER RECEIVES PROGRAM ACCREDITATION

The Upper Chesapeake Health Sleep Disorders Center at Harford Memorial Hospital recently received program accreditation from the American Academy of Sleep Medicine (AASM). To obtain a five-year accreditation, a sleep center must meet or exceed all standards for professional healthcare as designated by AASM. The accreditation process involved detailed inspection of the Upper Chesapeake center's facility and staff, including an evaluation of testing procedures, patient contacts, and physician training.

The center, under the direction of Dr. Thomas Burke, is a significant resource to the local medical community and provides academic and scientific value in addition to the highest quality care for patients suffering from sleep disorders.

CALENDAR

Events listed below are best suited for residents and fellows.

Career MD Job Fair, Philadelphia, PA

Monday, November 2, 2009
5:00 pm to 9:00 pm
Sheraton University City

Career MD Job Fair, Washington, DC

Thursday, November 19, 2009
5:00 pm to 9:00 pm
Georgetown University
Conference Hotel

HOSPITAL by HOSPITAL

BALTIMORE WASHINGTON MEDICAL CENTER (BWMC)

Baltimore Washington Medical Center (BWMC) was recently named one of "America's Best Hospitals" by *U.S. News & World Report* for neurology/neurosurgery (43rd) and digestive disorders (43rd). BWMC was one of 174 hospitals that scored high enough to be ranked in 16 specialties. The rankings are based on reputation, death rate, patient safety, and care-related factors such as nursing and patient services. Only the 50 highest hospitals were ranked in each category.

KERNAN ORTHOPAEDICS AND REHABILITATION

Kernan Hospital has implemented a new electronic inpatient medical record system. Active physician involvement played a large part in the successful launch of the new system, which provides better access to all test results for a patient's care team, offers a more secure patient record, reassurance of correct medication selection and dosing, and provides an improved overall patient care experience.

MARYLAND GENERAL HOSPITAL

Maryland General Hospital recently held a ribbon cutting to celebrate the opening of its new Surgical Specialty Suite. The state-of-the-art clinical facility represents the new face of Maryland General and is designed to be a convenient, centralized resource devoted exclusively to specialty outpatient pre- and post-surgical care. The new facility features five multidisciplinary treatment rooms, procedure room where minor localized surgeries can be performed in a non-operating room environment, diagnostic imaging and ultrasound rooms, specialized areas for eye and ear, nose and throat exams and physician consultation rooms.

UNIVERSITY SPECIALTY HOSPITAL (USH)

(USH)'s comprehensive pulmonary services include a re-vamped outpatient pulmonary rehabilitation program providing opportunities for persons who have a lung disease that affects their ability to do daily activities. With quality of life at the center of the process, this program will lead to lasting lifestyle changes by optimizing the patients ability to perform self-care, self-maintenance, and physical activities.

DORCHESTER GENERAL HOSPITAL

The expansion and renovation of the Emergency Department is complete and was celebrated by the hospital and community in late summer. Expansion brings total ED treatment areas to sixteen—an increase of five beds—along with the addition of a two bed Triage Center that will enhance patient assessment and rapid turnaround of minor care. Hospitalist services have been added to DGH and are an integral part of the Emergency Department experience and streamlining the process for inpatient admissions.

MEMORIAL HOSPITAL AT EASTON

Shore Regional Breast Center, located at Memorial Hospital, has completed a recent expansion that more than doubles its treatment space, adds private conference rooms for patient and family discussions with physicians and staff and expands the reception space for comfort and privacy. Two surgeons staff the Regional Breast Center, along with a Nurse Coordinator and outreach workers with backgrounds in diverse populations. The Breast Center is part of Shore Health System's Regional Cancer Program, which recently achieved accreditation by the American College of Surgeons.