Dear Colleagues,

STRATEGIC PLAN
The second platform of our strategic plan is “A Positive Institutional Culture.” So what does that mean? I think of it as a collegial and professional environment where we are helpful to each other. You may ask, how do we know we have a positive culture? I am reminded of the way a national hotel chain established and measured its positive culture. Their instructions to all staff are simple:

- Make eye contact at 15 feet
- Be the first to speak (i.e., “Hello, may I help you?”)
- Be the last to speak (i.e., “I hope your day goes well.”)

By applying this simple formula, the customer satisfaction has skyrocketed and the staff feel better about their jobs. I think this simple formula may work well for us at the School of Community Medicine. We are often so caught up in what we’re doing we fail to acknowledge each other and realize we’re here to help each other achieve our mutual goals: teaching students, treating patients, and discovering new knowledge.

In last month’s newsletter, I asked you to complete a survey distributed by HR that will give us a baseline of information about our overall satisfaction with OU Tulsa as a place to work. Another important part of a positive institutional culture is empowered staff. This survey will give us an idea of where we’re starting from, and what we can do to improve. If you haven’t completed the survey, please find it at: http://outmedicine.qualtrics.com/SE/?SID=SV_0xgFVxNRbef7hyc

EDUCATION PLAN
Student Academy
On one Friday each month, Medical students and PA students learn to apply their knowledge in solving clinical problems during the Student Academy. This month, students studied the musculoskeletal system. During these days the students practice clinical skills, apply ethical principles to their daily experiences, and reconnect as a class. View photos at http://www.ou.edu/content/tulsa/community_medicine/student_academy.htm

Student/Resident Match Results
March day may be second only to the day we were accepted into medical school for physicians. OU SCM students at 12:00 noon on Saint Patrick’s day, March 17th learned where they will be going for residency. Every student in the nation learns where they matched for residency training at the same time. Our medical students were very successful in getting their specialty choice and 70% getting their first choice program. This year 11 of our student selected pediatrics. The majority will stay in Oklahoma for their residencies

By March 17th, all 64 first year positions at OU SCM were filled. Ten were filled before the match, 46 in the match, and eight in the Scramble. This brings our total first year resident positions filled for 2011 to 64.

SCM PEOPLE NEWS
I am pleased to announce the promotion of Renee Engleking, R.N.,B.S., to Executive Director of OU Physician Clinical Operations. For more than six years Renee has served as director of Risk, Quality and Credentialing and has worked effortlessly to establish incident reporting, tracking and investigation system. Those who know and have worked with Renee are aware of what an excellent job she has done in that role, and we are certain she will bring the same commitment and professionalism to her new responsibilities. Renee will join David Stacy, Executive Director of OU Physicians Financial and Business Operations, to complete the clinical and financial operational team which will add functional support to the OU Physicians Administrative management structure. Renee in her new role will be responsible for overseeing all daily operations related to risk management, quality assurance, and credentialing issues; serve as OU Physicians liaison on privacy issues; collaborate with OU Physicians Executive team in monitoring operations, strategy, policy development and compliance, and growth and revenue enhancement; serve as co-advisor with indirect oversight to clinic managers;
ensure integration of new physician practices into OUP group practice; develop, implement, and maintain performance standards and matrix for all OUP operational areas.

Prior to her appointment at OU, Renee was the director of El Comp Works, Vice President of Operations with Spectrum Medical Centers and Co-Founder and Vice President for Dimensions in Occupational Health and Safety in Raleigh, North Carolina.

Renee is a member of the American Society of Health Care Risk Management. She is pursuing a Master’s Degree in Public Health at OU-Tulsa. Please join me in congratulating Renee on her new appointment.

Congratulations go to Julia Edwards, MSIV. She and Michael Porter, MSIV-OKC, presented their project, “The Community Health Alliance: Bringing Health to the Uninsured and Medical Students to the Community” at the American Medical Student Association Convention. They were awarded first place in the Community Development and Service category.

John Sacra, M.D., was selected by the Board of Trustees of the Oklahoma State Medical Association to receive the 2011 Ed Calhoon, M.D., Leadership in Organized Medicine Award. This award, presently annually, is given to an OSMA member physician in recognition of distinguished leadership and service to organized medicine at the county, state or national level. Dr. Sacra was nominated because of his efforts with community wide voluntary on call trauma system in Oklahoma County and for establishing our emergency medicine resident program.

Other

March put the OU School of Community Medicine in the news often. We began the month with the Topping Off Ceremony for the OU Wayman Tisdale Specialty Health Clinic. All local television stations, the Tulsa Business Journal, Tulsa World and Oklahoma Eagle featured the story.

Two of our faculty appeared on Fox 23 - Dr. William Yarborough, internal medicine, about addiction and Dr. Tom Allen, sports medicine, about sudden death in student athletes.

The Tulsa World interviewed Dr. Robert Block, pediatrics, about new guidelines for child car seats.

Dr. David Jelley, pediatric diabetes, was interviewed for a story on Type 1 Diabetes for Disney’s family.com website.

If you have news or information to share, please send it to Karen Mulkey at karen-mulkey@ouhsc.edu.

Sincerely,

Daniel Duffy, M.D.
Dean