

ROSEMAN TAKES KEY OPERATIONS ROLE

Lorraine F. Roseman recently joined the Yale Faculty Practice (YFP) administration as the Director of Operations for the Yale Physicians Building. Roseman has been with the Yale School of Medicine for 14 years. Most recently, she was Assistant Administrator in the Section of



Transplantation and Immunology. In her new role Roseman is responsible for the operations of the Yale Physicians Building (YPB) and oversees services provided by departments such as custodial services, security, plant operations, engineering services and patient transport. "To me the Yale Physicians Building is much more than a building. It is a unique patient care facility and it houses specialized, unique people and services," said Roseman. The YPB is the site of nearly 60% of ambulatory care activity across Yale's practices.

"One of the highest priorities for us is to maintain the aesthetics of the building so staff and patients are seeing a facility that is inviting, clean and safe. And we want our doctors and staff to feel a sense of pride when they come into the building each day," she said.

Roseman tours the building every morning at 7:30 a.m. with a team from custodial services and plant operations. "It's a real team effort. After the tour, we review the days' needs and priorities and work together to solve them quickly." The team is working together to find ways to improve the overall level and quality of services provided for Yale's practices and

...continued on back page

PRACTICING AT YALE IN 2000

Yale Physicians Talk about Success in the Academic Practice Setting

Part I of a series

Yale Practice inaugurates the New Year with a series of interviews with Yale physicians who have succeeded in academic practice. Here, Dr. Silvio Inzucchi, Associate Professor and endocrinologist and Dr. Matthew Ellman, Assistant Professor and general internist, share observations on practicing medicine in this academic environment.

"By establishing my practice here, I've had opportunities to develop expertise in specialized areas of endocrinology, such as pituitary diseases and insulin pump therapy," explained **Dr. Silvio Inzucchi**. He has built the Yale Diabetes Center into a major referral center and



Silvio Inzucchi, M.D.

maintains a busy general endocrine practice. "Because of our links to surgical subspecialists and diagnostic imaging, we're able to provide a comprehensive service that would be difficult to offer in the community setting," Inzucchi continued.

"We attract large numbers of complex cases," he said. "I'm naturally 'networked' with Yale specialists and regularly tap into that expertise. I sometimes take advantage of professional contacts on a national level, especially for novel therapies," he added. "Academic physicians add value to the care a referring physician can provide. However, this relationship can't be taken for granted and must be constantly nurtured. Communication is key."

Then there are the practical challenges of practice. As the Clinic Chief for the Dana III Medical Practice, he is constantly looking for ways to improve efficiency and patient satisfaction. "We've made some gains and have been very creative. For example, Dana III is a long, narrow corridor so it's hard for staff at one end to communicate with staff at the other. So we began using cell phones to facilitate communication," he explained.

Dr. Inzucchi recognizes that for physicians to grow in academic practice, scholarly and teaching activities need to become a natural part of their practice life. "As any physician knows, teaching definitely keeps you on your toes," he

...continued on back page

WHAT OUR PATIENTS ARE TELLING US

The 1999 Yale Faculty Practice patient survey program was completed in November. Detailed results will be available in February. Here are highlights from comments from our patients:

"I would like to make a few comments about the Cancer Center. I don't know how you managed to get so many friendly, courteous, kind and helpful people together in one place, but you did. When I found I had to go there, I was devastated. I thought it would be nothing but doom and gloom. To my surprise, the opposite was true. On entering, I found pleasant polite people to deal with, who bent over backwards to accommodate me. It was a short period of

...continued on back page



Lewis Kass, M.D. recently joined the Yale Section of Pediatric Respiratory Medicine as the Director of the Yale Pediatric Sleep Laboratory. Dr. Kass

graduated from the State University of New York at Brooklyn School of Medicine. He completed his residency at the Children's Medical Center of Brooklyn and fellowship in pediatric respiratory medicine at Yale. In addition to sleep disorders, Dr. Kass specializes in acute and chronic respiratory disease, asthma, cystic fibrosis and other respiratory-related problems. To contact Dr. Kass

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ROSEMAN...

patients. "It's really through constant communication and involvement that we can keep the facility running seamlessly and make continuous improvements," she said. To contact Lorraine Roseman, call 785-6763 or lorraine.roseman@yale.edu.

OUR PATIENTS ARE TELLING US...

time before they knew me by name. My doctor was very caring, he explained the course of action we were taking in terms that I could understand. It is too bad all doctors could not be like Dr. Richard Peschel (Therapeutic Radiology). Keep up the good work and don't change a thing."

P. Murphy, Stonington, CT

"I am completely satisfied with Dr. Francis Lobo (Allergy & Immunology). He is completely professional and I have complete confidence in him. He is very clear in his explanations regarding his diagnosis and treatment. He is also very caring and personable."

T. Staron, Glastonbury, CT

PATIENT RELATIONS TOLL-FREE ACCESS

1-888-700-2199

The Yale Faculty Practice patient relations toll-free access line is now in operation. Staff and patients are welcome to call for assistance in reporting and resolving complaints or concerns regarding their experience with care and services provided by the Yale Faculty Practice. The toll-free number is 1-888-700-2199. When calling internally, the extension is 737-2773. For billing issues, patients should continue to call YFP billing representatives at 785-4216 or toll-free



PRACTICING AT YALE IN 2000...

said. "I also select research projects judiciously. Collaborative clinical trials work best, especially those focusing on unique patient populations." To Dr. Inzucchi the work has come full circle. "Scholarly and research work add to my expertise which in turns enhances visibility with referring physicians. As my referral base grows, so does my clinical and research activity." To contact Dr. Inzucchi, call 785-1932 or silvio.inzucchi@yale.edu.

Matthew Ellman, M.D. recently transitioned from community practice to the Yale Faculty Practice as a member of the Yale Internal Medicine Associates (YIMA). "Transitioning my general medicine practice to the academic setting has been fairly easy," said Dr. Ellman. Before joining YIMA, he practiced with Guilford Internal Medicine Associates.

Many of Dr. Ellman's patients have moved with him to YIMA. "My commitment to my patients remains the same. I am providing the same level of attentive, responsive and personal

care within the context of the academic setting," he said.

He prepares his patients for the transition by reassuring them that he remains their personal physician and will be just as accessible. "I let them know about the appeal of being cared for at Yale such as ready access to services and physicians with specific expertise. As a generalist, I appreciate the convenience of my patients walking down the hall for testing and the highest quality specialty care. This part of practice is actually much easier," Dr. Ellman said.

"Almost all practices have challenges and some constraints that are financial, staffing or space related," he said. "What's needed in any practice is optimal space for efficient workflow, the right staffing levels and commitment to make it work." To contact Dr. Ellman, call 785-7411 or matthew.ellman@yale.edu.



Matthew Ellman, M.D.

Customer Service Excellence Program Schedule for JANUARY

All staff working in clinical practice areas are required to complete the Customer Service Excellence Program. Here is the schedule for January:

Date	Time	Location
Tuesday, January 18	9 - 11 a.m.	Yale Physicians Building
Thursday, January 20	9 - 11 a.m.	Yale Physicians Building
Tuesday, January 26	9 - 11 a.m. 2 - 4 p.m.	Yale Physicians Building Church Street South

Sessions at Church Street South will be held in Training Room 1 on the lower level. Sessions in the Yale Physicians Building will be held in the B-2 conference room in the basement. To R.S.V.P. for a session, call Maria Rakoczy at 785-4042.

YALE PRACTICE

YALE FACULTY PRACTICE

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