

# Yale Practice

## INZUCCHI PUBLISHES ACCLAIMED DIABETES GUIDE

One of the advantages of practicing at Yale is the fact that opportunity for success can present itself in unusual ways.

**Dr. Silvio**

**Inzucchi**, Associate Professor of Medicine, and Director, Yale Diabetes Center, saw such an opportunity when internal medicine faculty expressed concern about the management of diabetic in-patients, due to the explosion of new information on treatment, and a five-fold increase in classes of oral agents.

To support 1,000 residents and nursing staff, Inzucchi provided a series of lectures for which he created a handout. That handout has become a 76 page pocket-sized booklet, underwritten, produced and distributed in local and national versions. "One book has gone as far as Israel," Inzucchi said. He explains: "The booklet is not meant to be a comprehensive manual, but rather a handy pocket guide or convenient desk reference to rapidly address those clinical questions that frequently arise."

Awareness began here at Yale, grew throughout YNHH System, spread to local hospitals and community doctors, but quickly exhausted a limited budget. The solution? Takeda Pharmaceutical North America, a partner who values the booklet as a teaching aid for sales representatives, and has the resources to meet the growing demand, is funding the publication. For a complimentary copy of the 2001 edition, contact 737-1YDC.



## PROBLEMS ARE OPPORTUNITIES

"You have to know you have a problem in order to trigger change," said **Dr. Henry Cabin**, Professor of Medicine and Pathology; Associate Director Cardiac Catheterization Laboratory; and Associate Chief of Cardiology. Early in the 1999 IDX implementation, his physicians became concerned about a changing pattern in billings and collections activity. Cabin continued: "As long as collections were steady or increasing, it wasn't important to us who made that happen. But, when you are doing more cases than ever, and the collections start falling off, then it's important to have someone to turn to." Cabin's approach to the problem was simple – organize a team with the skills and experience to resolve dwindling collections. So began an integrated, multi-disciplinary team linked and driven by Cabin, including his staff of eight and **Lisa Sarris, CPC**, of Patient Financial Services. So too began Dr. Cabin's determined and energized commitment to improve the management of the business aspect of the practice.

Lisa met with all members of the team for the first year and together they collected a \$1.2 million backlog of claims, exactly as projected, putting the practice back on budget. Increased net collection and payment rates were quick and substantial – averaging 78% and 21% respectively. Everyone's expertise played a role. Lisa found the problems, while Cabin and the staff understood each component and raised the right questions. Together they identified appropriate



**DR. HENRY CABIN, LISA SARRIS (LEFT) AND  
LINDA DIOTALEVI, CLINICAL RESEARCH COORDINATOR**

## HOW TO GET THE WORD OUT... YMG OFFERS NEW TRANSCRIPTION OPTION

Over the years, faculty have asked for more cost-efficient transcription services. Transcription of letters to referring physicians is the lifeblood of our practice and our ability to get back to them about patients as quickly as possible is critical. Currently transcription is performed in a variety of ways throughout the departments, using a combination of internal staff and outside vendors. The service costs an average \$.17 per line, turnaround is 2-3 days, and there is less flexibility to the user because of restricted use of communication technologies. YMG has recently joined with Yale-New Haven Hospital to provide another transcription option to faculty.

HealthScribe, the new service, will be accessible by any office cell or home touch-tone phone, and is guaranteed a turnaround

## WE HAVE A NEW IDENTITY. NOW WHAT?

YMG identity is critical to building recognition in the consumer's mind of the excellent care and service provided by our faculty. In order for the new identity to be effective, we should reinforce its use on a daily basis, hundreds of times over, on each letter that is sent out, each business card distributed, each announcement card mailed, on small and large mailing envelopes, packages with mailing labels, our websites, our advertising and more. Consistency and coordination with repetition is a winning combination. Update your departmental stationery and help build name recognition for the YMG identity. Contact Mary Hu at 737-4218 or e-mail at [mary.hu@yale.edu](mailto:mary.hu@yale.edu) for assistance.