

The Specialist

Issue 12 March 2012

Message from the President Herbert C. Kimmons, M.D., M.M.M.



Herbert C. Kimmons, M.D., M.M.M.

I'd like to wish each of you a very happy National Doctors' Day! Thank you for your continued partnership with us to improve healthcare for children in our region.

In this issue of *The Specialist*, I am pleased to announce the addition of 14 specialists in the following divisions::

Hematology-Oncology | Drs. Janet Yoon, Justine Walker, Andrew Dietz
 Gastroenterology | Dr. Neelesh Tipnis
 Emergency Medicine | Dr. Jason Lowe
 Allergy and Immunology | Dr. Stephanie Leonard
 Neurology | Drs. Robert Leshner, Sonya Wang, Mary Harbart
 Perinatology | Drs. Joanna Adamczak, Neha Trevedi
 Physiatry | Dr. Wendy Lin
 Rheumatology | Dr. Johanna Chang
 Urology | Dr. Sarah Marietti-Shepherd

I hope you enjoy this issue and welcome your feedback.

Herbert Kimmons MD



Happy Doctors' Day!

Happy
National
Doctors'
Day
March 30

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Honoring Our Physicians

At Rady Children's Hospital's Annual Meeting held on January 26, leadership gathered with community and political leaders to celebrate our last fiscal year and look forward to what's to come. Each year at the Annual Meeting, the Board of Trustees presents three Physicians of Excellence awards to honor outstanding achievements. This year, winners of the Physicians of Excellence Awards include:



Dr. John Bradley
Excellence in Teaching

Dr. Bradley has been the Division Chief of Infectious Diseases at Rady Children's for the past 24 years. He has received four teaching awards for his work with UC San Diego students and

residents, and has been a mentor to a number of pediatric infectious diseases fellowship trainees. Dr. Bradley also served on the American Board of Pediatrics committee that was responsible for writing the certifying exam for physicians in the subspecialty of pediatric infectious diseases. Recently, he was named to the National Biodefense Science Board.



Dr. Ken Lyons Jones
Excellence in Research

Dr. Jones is renowned for his extensive work as a dysmorphologist and clinical teratologist. He is involved in efforts to improve policies regarding drug safety during

pregnancy, both in California and at the federal level. He is also involved in active clinical and epidemiological research programs in California and

collaborates with scientists at Boston University, as well as in Australia, South Africa, Russia, Ukraine, Mexico and Brazil. Dr. Jones maintains a strong commitment to teaching as professor of pediatrics at UC San Diego and participates in many programs for trainees in the areas of pediatrics, epidemiology, and behavioral health, as well as in the School of Pharmacy. Additionally, he is an investigator in the National Children's Study, though his primary focus is to better understand the etiology and developmental pathogenesis of birth defects.



Dr. Marilyn Jones
Excellence in Clinical Care

Since 1979, Dr. Jones has been the Director of Dysmorphology and Genetics at Rady Children's. In 1981, she assumed the directorship of the Cleft Palate Program and the Craniofacial Treatment Program at UC San

Diego, which is now located at the Hospital. She also serves as a professor of clinical pediatrics at UC San Diego and maintains an active research interest in the etiology and pathogenesis of clefting and craniofacial disorders. Her work in cleft lip and palate, craniofacial abnormalities and all aspects of birth defects have earned her numerous awards and honors over the years, including the Distinguished Service Award from the American Cleft Palate-Craniofacial Association in 2003.

These three physicians will also be recognized by Rady Children's Hospital on the Physician Recognition Wall in the lobby of the Hospital's Rose Pavilion.

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Dr. John Bradley Named to New National Biodefense Science Board

Our very own John Bradley, M.D., Infectious Disease Specialist, is now among seven experts from outside the federal government selected to join the National Biodefense Science Board (NBSB), a federal advisory committee which provides expert advice and guidance on preventing, preparing for, and responding to adverse health effects of public health emergencies to the U.S. Department of Health & Human Services' Secretary and the HHS Assistant Secretary for Preparedness and Response (ASPR). The new members replaced members whose four-year terms expired January 31.



The ASPR serves as the Secretary's principal advisor on bioterrorism and other public health emergencies and coordinates the federal public health and medical response to disasters.

"NBSB members bring a broad range of

perspectives and experiences, and over the past four years, the board has helped us improve federal policies and practices in disaster preparedness and response," said Assistant Secretary Nicole Lurie. "I look forward to working with the new members as we forge ahead in helping communities across the country become more resilient to all hazards."

The board was created under the Pandemic and All-Hazards Preparedness Act of 2006 and chartered in May 2007. Since then, the board has provided recommendations on a variety of federal disaster preparedness and response issues. The issues include the effectiveness of the National Disaster Medical System and federal management of the research and development of medical countermeasures – the medicines, vaccines and equipment needed to protect society from bioterrorism and pandemic disease.

In addition, the board assessed the department's progress in integrating behavioral health into emergency preparedness and response activities. HHS incorporated the NBSB recommendations in the first federal disaster behavioral health concept of operations which ASPR recently released. The board also has recommended ways to improve the nation's ability to mobilize scientific resources quickly and comprehensively in support of public health emergency response.

By statute, the board has 13 voting members with a broad range of expertise in science, medicine, and public health. Additionally, there are non-voting members from federal and state government agencies as deemed appropriate by the Secretary.

Congratulations Dr. Bradley, we are proud of you! Thank you for representing Rady Children's and the young patients we serve.

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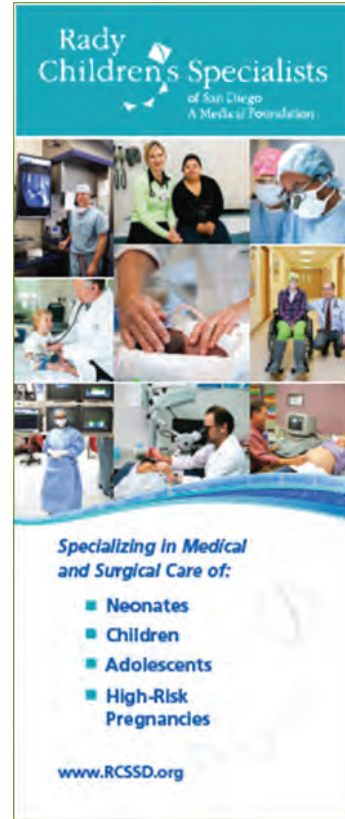
Updated Rady Children's Specialists Brochure

The redesigned Rady Children's Specialists brochure is now available. The brochure includes a listing of all Rady Children's Specialists physicians, along with the address and phone number for the main specialty clinic.

You can find our new brochure at the upcoming Practical Pediatrics CME course on May 12, or request brochures by calling (858) 966-4096 or emailing refsvcs@rchsd.org.

RCSSD's San Diego Perinatal Center New Website Design!

We're excited to announce the launch of the San Diego Perinatal Center's new website. The new site includes a physician-only section, patient stories, educational information, as well as information on the specialists and services.



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In The Community: Continuing Medical Education

Rady Children's Hospital & Rady Children's Specialists of San Diego

Practical Pediatrics

Hilton Garden Inn, Carlsbad, CA

Saturday, May 12, 2012 - 7:30 AM to 1 PM

We are very excited to bring to you the following presenters and presentations:

- **Gastroenterology:** Neelesh Tipnis, MD on Esophageal Motility. Dr. Tipnis recently joined Rady Children's to lead our new Pediatric Motility Center, the only one on the West Coast.
- **Gastroenterology:** Jeffrey Schwimmer, MD on Obesity. Dr. Schwimmer is a nationally recognized expert on Childhood Obesity.
- **Orthopedics:** Eric Edmonds, MD on Fracture Management.
- **Kawasaki:** Adriana Tremoulet, MD on Kawasaki Disease.
- **Endocrinology:** Carla Demeterco-Berggren, MD on Short Stature.
- **Emergency Medicine:** Jim Harley, MD with a special presentation on Rady Children's Emergency Care Center.

For the first time there will be a nominal fee to attend the Practical Pediatrics CME course. For those who RSVP and pay by May 1st, the charge is \$25. Those RSVPs and payments after May 1st will be \$40.

Please reserve your seat today by calling Kat Ford at (858) 966-1700, Ext. 6989.

Rady Children's Hospital San Diego | **Rady Children's Specialists of San Diego**

Practical Pediatrics
Continuing Medical Education Course
Saturday, May 12, 2012
7:30 AM - 1:00 PM
7:30 - Registration and Breakfast Buffet
8:00 - Program Begins

Hilton Garden Inn - Wave Crest Ballroom
6450 Carlsbad Beach | Carlsbad, CA 92011

Early Registration fee by May 1: \$25
Registration fee after May 1: \$40

Don't miss this incredible CME opportunity provided at a minimal fee as a benefit to those serving the children of our region. Based on physician feedback from previous course surveys, we are pleased to offer these six lectures:

Fracture Evaluation: Management in Children Pediatric Orthopedics Eric Edmonds, MD	Short Stature: Pediatric Endocrinology Carla Demeterco-Berggren, MD
Esophageal Motility: Pediatric Gastroenterology Neelesh Tipnis, MD	Obesity: Pediatric Gastroenterology Jeffrey Schwimmer, MD
Kawasaki Disease: Adriana Tremoulet, MD	Emergency Medicine: What's New with Rady Children's Emergency Care Center Jim Harley, MD

Moderator:
Seth Pransky, MD
Division Chief, Pediatric Otolaryngology
Medical Director, Satellite Services, Rady Children's Hospital-San Diego

Please Register & Pay by May 01, 2012 to benefit from reduced registration fee.

Name _____ Office _____
: Email _____ Phone _____

Circle \$25 by May 1st OR \$40 after May 1st

Check or Money Order Payable to: RCHSD/CME
For Credit Card payment: Visa/MasterCard/American Express/Discover

CC# _____ Exp. _____ Billing Zip Code _____ Security Code _____

Mail to: Rady Children's Hospital-San Diego
3020 Children's Way, MC 5101, San Diego 92123 Att: Kat Ford
Questions - KFord@RCHSD.org or (858) 966-1700, ext. 6989

Cancellations received on or before May 1, 2012 will be fully refunded.
Due to costs incurred, cancellations received after May 1, 2012 will not be refunded.

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Rady Children's Specialists Division of Ophthalmology

*Welcomes:
Edward W. Brown, M.D.*



Education and Training:

- Medical Degree received from Temple University, Philadelphia, PA
- Internship Bethesda Naval Hospital, Bethesda, MD
- Residency completed at Oakland Naval Hospital, Oakland, CA and University of California, San Francisco, CA
- Fellowship completed Pediatric Ophthalmology, Children's Hospital of Los Angeles and University of Southern California, Los Angeles
- Undergraduate degree from California State University, Fullerton, CA

Professional Experience and Affiliations:

- Owned private practice, the Children's Eye Center for 25 years
- Professional Memberships include American Academy of Ophthalmology and American Association of Pediatric Ophthalmology and Strabismus

Clinical Interest:

- Ocular allergies
- Amblyopia
- Strabismus

*Dr. Brown sees patients at San Diego,
Escondido, Encinitas and Murrieta.*

*(858) 309-7702 Phone
(858) 541-0971 Fax*

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Rady Children's Hospital Named an Institute of Excellence by Aetna

Rady Children's Hospital has been named an Aetna Institute of Excellence™ Transplant Facility for organ transplants and bone marrow transplants. Aetna makes information about the quality and cost of health care services available to its members to help them make informed decisions about their health care needs. In line with this goal, Aetna recognizes hospitals and facilities in its network that offer specialized clinical services for certain health conditions. Facilities are selected for their unique expertise in consistently delivering evidence-based, safe care.



Rady Children's Awarded CCS Pilot Project

In the fall of 2011, Rady Children's Hospital and affiliated physicians received one of five state-approved demonstration projects from the Department of Health Care Services, to manage the care for children covered by California Children's Services (CCS).

The primary goal of the pilot program is to improve health outcomes and care coordination for CCS-enrolled children in San Diego. RCHSD will begin the demonstration project by initially focusing on patients with cystic fibrosis.

Rady Children's and its affiliated physicians have a demonstrated culture of innovation and improvement. As pioneers of both standardized clinical pathways and decision templates, the institution has been able to achieve the lowest average length of stay and cost per stay of any tertiary pediatric hospital in California.



About Rady Children's Specialists of San Diego

We are committed not only to offering the most advanced diagnostic and therapeutic options, but also to providing responsive customer and patient service. RCSSD's physicians are pleased to provide health services ranging from one-time consultation to comprehensive treatment and follow-up, and are committed to maintaining effective communication to provide the best care.

Our Mission

To provide specialty services that are state of the art, comprehensive and family-centered in order to improve the health and well-being of infants, children, adolescents and mothers with high-risk pregnancies.

Our Vision

To be the premier provider of healthcare to infants, children, adolescents and mothers with high-risk pregnancies, through excellence in clinical care, research, teaching and advocacy.