

The Specialist

Issue 17

Summer 2014

The Specialist Newsletter is a quarterly publication from Rady Children's Specialists of San Diego, a Medical Practice Foundation. Here we share with you the latest news about pediatric care in the community.

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**From the Desk of
Herbert C. Kimmons MD, MMM**
Executive Director, RCSSD
President, CSSD
Dean of Children's Clinical Services,
UCSD

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Top Story

Rady Pediatric Genomics and Systems Medicine Institute at Rady Children's

Rady Children's Hospital-San Diego has taken a major step forward in the research of childhood diseases with the establishment of the **Rady Pediatric Genomics and Systems Medicine Institute at Rady Children's**. Ernest Rady and family have made yet another extraordinary investment in the health and well-being of children by pledging \$120 million to support pediatric research and innovation at the Institute. The gift is the largest donation ever made to Rady Children's Hospital Foundation. Rady Children's Board of Trustees has committed an additional \$40 million in funding to support the Institute.



"After more than one and one half years of evaluating the design and mission of an Institute at Rady Children's, this Institute will assemble a team of world class scientists, researchers and clinicians who will focus their talents on preventing, diagnosing, treating and curing childhood disease through genomics and systems medicine research," said David F. Hale, Chairman of the Board. "The Institute will work closely with UC San Diego and establish relationships with other academic and research institutions, companies involved in genomics research and other children's hospitals to advance the mission of the Institute," said Hale.

To learn more, [Click Here](#).

Update on the Ebola Virus



Every news station has the Ebola Outbreak as a leading story. Because of the news coverage, we wanted to give a quick update and overview of what we are doing here at RCHSD.

The Infection Control and Infectious Disease Teams keep a close watch on all potential outbreaks. We have been watching MERS in the Middle East, Ebola in West Africa, Pertussis in California and Avian Flu in Asia. We routinely communicate updates and reminders to RCHSD physicians, our Emergency Department Staff and clinical leadership on current outbreak status and any specific reminders. These reminders include using Personal Protective Equipment (PPE) when caring for symptomatic patients and asking questions about recent travel abroad. Our teams also work with SCM to make sure we have enough PPE available and Pharmacy to have medications available.

The Infection Control and Infectious Disease Teams at RCHSD are here to answer any questions. We will be putting information regarding Ebola on our intranet for easy access. We did this for H1N1. Look under "What's New." Let us know your questions. You can email: cabe@rchsd.org (Chris Abe), cneder@rchsd.org (Char Neder) or mcrowley@rchsd.org (Megan Crowley) with any questions and we (both IC nurses and ID docs) will get back to you promptly.

[Click Here](#) to learn more.

We did it again! Ranked among the Nation's Best!

For the fourth straight year, Rady Children's Hospital achieved rankings in all 10 specialties surveyed. Also, for the first time, every ranked specialty at Rady Children's was listed among the top 30 programs in the nation. We are one of only eight hospitals in the country with all 10 specialties ranked in the top 30.

Rady Children's Specialties Rankings:

- Orthopedics (#3)**
- Diabetes & Endocrinology (#12)**
- Gastroenterology and GI Surgery (#16)**
- Cancer (#16)**
- Neurology & Neurosurgery (#18)**
- Urology (#21)**
- Nephrology (#21)**
- Pulmonology (#22)**
- Neonatology (#25)**
- Cardiology and Heart Surgery (#28)**

Congratulations!!



To find out more information, [Click Here](#).

Televox Texting Appointment Reminders



We are excited to announce that RCSSD are **LIVE** with the Televox Texting Appointment Reminders. Patients can text **RADY to 622622** to opt in for text message appointment reminders. Clinic and Scheduling support staff can start sharing the opt in function with patient families. We have flyers and business cards that have been distributed and a script has been developed that will be used by our Scheduling Team to promote this new functionality. [Click Here](#) to see examples of messages that patients will receive based on their response to the reminders as well as frequently asked questions.

[Click Here](#) to see the Televox Flyer.

"Ice and Salt Challenge" - Highlighted Publication

It is important for the practitioner to be aware of the latest trends occurring among school-aged children.

[Click Here](#) for a very interesting article from our very own Drs. Andrew Krakowski and fellow, Shehla Admani on how *"Awareness of social trends aids diagnose of suspicious lesion"*.



Shehla Admani, MD Andrew Krakowski, MD

Neuro-NICU Program at Rady Children's



The Neuro-NICU Program aims to prevent brain injury in infants through detecting and preventing neurological problems, such as seizures. Under the direction of [MJ Harbert, M.D.](#), the Neuro-NICU Program is the only one of its kind in Southern California and one of only 10 such programs in the country. Dr. Harbert, who leads an expert team of neurointensivists in the world.

In our program, infants who are exhibiting signs of seizures, such as unstable vital signs or lack of alertness, are immediately put on an electroencephalogram (EEG) to check their brain's electrical activity. If they begin to have seizures, they are treated with anticonvulsant medication. We also have a large computer server for our EEGs with protected online access, which enables our doctors to monitor brain signals remotely. As a result, we can spot a seizure even when we're not physically at the hospital.

To learn more about the Neuro-NICU program, [Click Here](#).

Look who has moved!

Developmental Services

New Location: 3665 Kearny Villa Rd., San Diego

Neurology Department, EEG and EMG

New Location: 3020 Children's Way, Nelson Pavilion, 3rd Floor

Neurosurgery

New Location: 7910 Frost St., Suite 120, San Diego

Mail codes and phone numbers will remain the same with a few exceptions. The directory will be updated accordingly.



Innovations in Pediatrics

Innovations in Pediatrics is a digital newsletter highlighting recent updates about pediatric care at Rady Children's Hospital and UC San Diego. The newsletter is sent four to six times a year to health plans, health systems and elected officials.

Future publications will be sent electronically out to community physicians. Look out for the next edition in your mail box!

[Click Here](#) to see the latest edition.



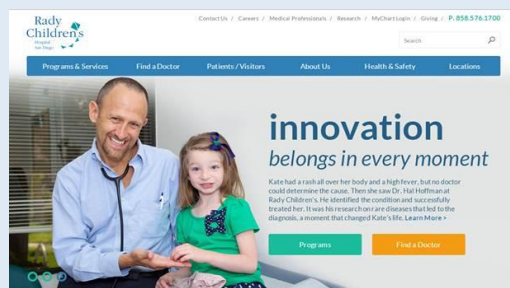
New RCHSD.ORG Website

Rady Children's has launched a new public website, designed to showcase our standing as a world-class academic medical center while still being accessible to parents.

The site's look and feel reflects Rady Children's new visual identity and our commitment to innovation. Several features have also been added, including an improved search function and a Programs/Services landing page with a clickable A-Z listing.

Best of all, the site has been optimized for all screen sizes, so no matter whether you're viewing the site on your desktop, tablet or phone, the site is easy to navigate.

To view our new website, please visit www.rchsd.org.



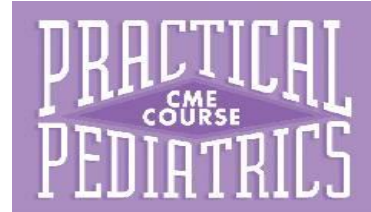
Practical Pediatrics CMEs

April 26, 2014

We had over 150 attendees at our past CME which took place on Saturday, April 26 in the AMN Healthcare Conference Center. For those of you who were not able to attend, we were able to video record the presentations and are available on our website, [www.RCHSD.org/medical_professionals/Continuing Medical Education](http://www.RCHSD.org/medical_professionals/Continuing_Medical_Education).

Topics presenting at this CME:

- *Newborn Hearing Loss*
- *Neonatal Cardiac Surgery*
- *Appendectomy*
- *Teens and Sex*
- *Seeing Straight*
- *Ankyloglossia*



[Click Here](#) to view presentations.

360 Sports Medicine CEU

July 26, 2014

This past July we extended our 360 Sports Medicine CEU to community pediatricians and had an overwhelming response with over 100 physicians in attendance. We also had a great turnout from Certified Athletic Trainers, Physical Therapists and Coaches, having a total of over 160 attendees!

Practical Pediatric CME

December 13, 2014

Save the Date! - More details to come.

AAP Experience - National Conference & Exhibition

For the first time ever, the AAP National Conference & Exhibition is coming to San Diego. The conference is taking place at the San Diego Convention Center Downtown on October 11-15, 2014.

Rady Children's Hospital will have booth number 635. Come by and say Hello!

For more information on the AAP Conference & Exhibition, [Click Here](#).



Welcome our New Physicians

We are proud to welcome the new physicians who have joined our Medical Practice Foundation.

Lori Broderick, MD - Allergy, Immunology & Rheumatology
Sun Choo, MD - Hematology/Oncology
Eileen Cowan, MD - Neonatology
Jeffrey Gold, MD - Neurology
Nidhi Goyal, MD - Gastroenterology
Tammy T. Jacobs, MD - Allergy, Immunology & Rheumatology
Shelly Lawrence, MD - Neonatology
Naomi Lawrence-Reid, MD - Emergency/Intermediate Care
Catalina Matiz, MD - Dermatology
Lilly Martorell, MD - Neonatology
Javan J. Nation, MD - Otolaryngology
Dana Patton-Ku, MD - Gastroenterology
Margaret Nguyen, MD - Emergency
Kathleen Romero, MD - Emergency/Intermediate Care
Erin Studer, MD - Neonatology
Brian Williams, MD - Pediatrics and Hospital Medicine
Rebecca Wolk, MD - Pediatrics/Inpatient Services



Welcome Allergy & Asthma Medical Group (AAMG)

As of June 1, 2014, Allergy & Asthma Medical Group became affiliated with Rady Children's Hospital-San Diego and Rady Children's Specialists of San Diego. Their services (excluding the Research Center) will now be provided under the Rady Children's Specialists of San Diego medical group name. We welcome their outstanding physicians to our team. These doctors see both pediatric and adult patients.



Alexander N. Greiner, MD



Susan S. Laubach, MD



Nancy K. Ostrom, MD



Michael Welch, MD

Locations

San Diego Office, Main Office

5776 Ruffin Road
San Diego, CA 92123
Encinitas Office

477 North El Camino Real
Building D, Suite 306
Encinitas, CA 92024

Escondido Office
625 W. Citricado Parkway, Suite 206
Escondido, CA 92025

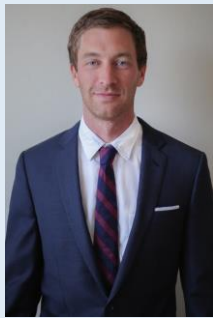


New Director for MPF Clinical Operations in the Medical Practice Foundation



Please welcome **Chisun Chun**, our new Director for MPF Clinical Operations in the Medical Practice Foundation. Chisun is a Board-Certified seasoned healthcare executive with over 20 years of progressive experience in hospital administration, integrated healthcare delivery systems and health services programs. Her areas of expertise include operational excellence, strategic planning, program development and evaluation, performance improvement and populations health management. Chisun has a proven track record of working with others to successfully manage organizational change, strengthen operational excellence, promote organizational growth and sustain a culture of excellence. Chisun most recently worked at Walter Reed National Military Medical Center in Bethesda, MD, where she was Director of Healthcare Operations.

New Medical Director of the Children and Adolescent Psychiatry Services (CAPS)



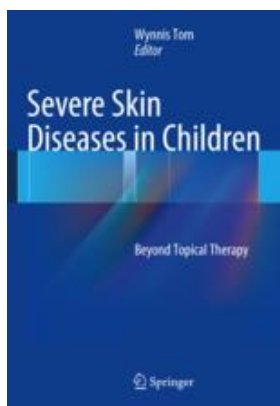
Please welcome Ben Maxwell MD, in his new position as Medical Director of the Children and Adolescent Psychiatry Services (CAPS)!

Dr. Maxwell received his medical degree at the University of Texas Medical School and did his general residency at the University of California, Irvine. Dr. Maxwell has extensive experience working at CAPS as he has been providing services there since 2010. He brings with him experience in psychiatry from various countries including Spain, India, Guatemala, Addis Ababa and Ethiopian School Readiness Initiative where he serves on the Board of Directors.

Aside from his impressive credentials and history, Dr. Maxwell is a kind, respectful, engaging, intelligent and highly capable psychiatrist, full of integrity and warmth with a caring nature for the sickest and most vulnerable of patients.

New Book by Dr. Winnis Tom

Severe Skin Diseases in Children *Beyond Topical Therapy*



Congratulations to Dr. Winnis Tom as the editor for the new book entitled: **"Severe Skin Diseases in Children"**. Dr. Tom is part of the Dermatology Division at Rady Children's Specialists and is also Associate Clinical Professor in the Departments of Pediatrics and Medicine at UCSD.

This textbook is designed as a practical clinical reference that will guide practitioners in treating difficult dermatoses in children in whom topical therapy has been unsuccessful. Individual sections are devoted to inflammatory diseases, immune-mediated/autoimmune diseases, tumors and proliferative disorders, and genodermatoses. Each chapter addresses which patients represent suitable candidates for systemic or other non-

approaches. Potential treatments are then appraised from a current evidence-based perspective, with provision of detailed but relevant information and reference tables that summarize recommendations in use and monitoring. Future directions in management are also presented.

To learn more, [Click Here](#).



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.

