



Physician News



David Christensen, MD
Vice President Medical Affairs
and Chief Medical Officer

Dr. David Christensen joined Children's as Vice President Medical Affairs and Chief Medical Officer in February. Dr. Christensen comes to us from Children's Hospital and Medical Center in Omaha, Neb., where he served as Senior Vice President of Medical Affairs and Chief Medical Officer. He has held a variety of medical leadership positions over the years including Medical Director, Mary Bridge Children's Hospital and Health Center in Tacoma, Wash., and Division Chief at Southwest Medical Associates in Nevada. Dr. Christensen earned his medical degree from Creighton University in Omaha, completed his internship and residency at Stanford University and received his master's degree in health care management from Harvard.

Jeffrey Pietz, MD
Chief of Newborn Medicine

Dr. Jeffrey Pietz joins Children's in March as Chief of Newborn Medicine. Board certified in neonatal medicine and pediatrics, Dr. Pietz brings more than 25 years of neonatology experience. He comes to us from Fairview Hospital (Cleveland Clinic Community Health System) in Cleveland, Ohio, where he was Director of Newborn Medicine and oversaw its Level III NICU and two regional Level II NICUs. Dr. Pietz received his medical degree from St. Louis University School of Medicine in St. Louis, Mo. He completed a pediatric residency at Sinai Hospital in Baltimore, Md., and a neonatal medicine fellowship at University of California, Irvine.

Neurology increases staff, offers new referral guidelines

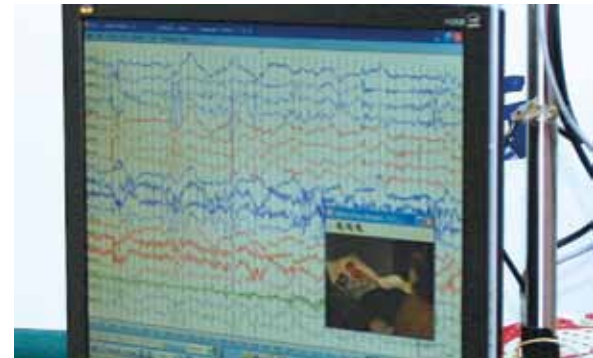
Children's Hospital's Neurology Department has added two physicians and developed new referral guidelines, significantly improving your pediatric patients' access to care while making it easier for you to identify which conditions to refer.

This past year, Dr. Raymund David and Dr. Paul Fleenor joined Children's neurology group, rounding out the experienced five-member team. While Children's always accepts urgent cases, the increased staff allows patients to obtain a routine appointment in about two weeks rather than three to four months. The new hires also increase the neurologists' availability at Children's satellite locations in Modesto and Merced, providing patient families access to care close to home. Another new neurologist, Dr. Malavalli Seetharam, will begin providing services at the Modesto and Merced sites in May.

"Our new doctors are very enthusiastic and complement the rest of the group," said Dr. Steven Ehrreich, Children's Medical Director of the Neurology Department. "Overall, these changes allow us to provide improved customer service and consistency."

Children's neurology practice provides diagnostic services, medical treatment and follow-up care to kids with suspected or confirmed neurological disorders, such as tumors, encephalitis, seizures or other neuropathies.

The department utilizes advanced diagnostic tools, and is the only one in the area with video-EEG monitoring. All of Children's neurotesting technicians are nationally certified and have pediatric experience. Follow-up care may include recommendations to the family for health, school and quality of life decisions. The neurologists work closely with our other pediatric subspecialists as needed, from neurosurgeons and cardiologists to physiatrists and geneticists.



Children's Neurology Department is the only one in the area with video EEG monitoring.

Children's new referral guidelines outline neurology conditions for you to send to Children's and those best cared for by other providers. Appropriate routine referrals range from epilepsy and abnormal/involuntary movement disorders, to headaches with no response from first-line medications and uncontrolled seizures. However, Children's neurologists recommend that primary care physicians handle pediatric febrile seizures on their own. "But if multiple febrile seizures are involved, they could schedule a consult at Children's for their patient," said Dr. Ehrreich.

Ailments better suited for other providers and not Children's include autism, schizophrenia and attention deficit hyperactivity disorder.

To save time and expense, Dr. Ehrreich also recommends that you order the necessary preliminary tests, such as an EEG or MRI, whenever possible prior to your patient's first visit. "That way we may be able to start treatment sooner rather than later," he said.

For the Neurology Referral Guidelines, go to:
ChildrensCentralCal.org/Services/medical/neurology

 ChildrensCentralCal.org

 Search for Children's Hospital Central California

 Go to CareForKids

Additional MRI Magnet Improves Access

If you need a quick MRI test to check whether your teenage patient's recent knee injury is OK to play in an upcoming soccer tournament, Children's Hospital can help.

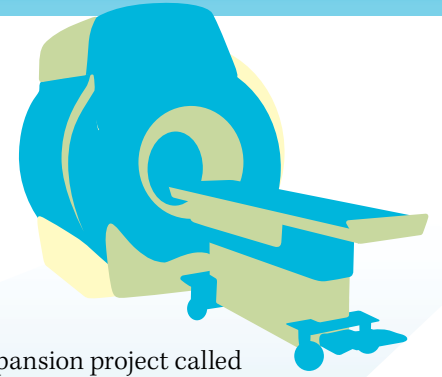
With a new second, state-of-the-art MRI machine onsite, Children's has increased its capacity to handle cases like this and other outpatient visits. Most pediatric patients who require a MRI without anesthesia can obtain an appointment now within two days rather than several weeks.

"MRI exams are especially popular with primary care physicians and patient families because of their advanced technology and no radiation," said Michael Birmingham, Children's Director of

Imaging Services. "We'll continue to evaluate and expand our MRI use."

The only provider in the region offering MRIs with anesthesia for young patients, Children's imaging services have increased 56 percent since 2005 – including a 19 percent hike from 2008 to 2009 alone. As a result, Children's had to scale back its outpatient imaging services to accommodate the influx of kids who required anesthesia for a relaxed test – but not any more.

To meet the Valley's growing demand for pediatric imaging, Children's included an additional MRI room, a fluoroscopy imaging suite and another diagnostic X-ray suite in its current 60,000-square-foot



expansion project called Paramount Farms Plaza. Until construction is complete in spring 2011, Children's set up an interim imaging facility on campus with the added MRI magnet. A third MRI machine will come on board when the expansion is finished.

Referring a Patient

For urgent referrals, or to transfer a patient, call the Children's Access Center toll free at **866.353.KIDS (5437)**. Or go online to **childrenscentralcal.org** for a complete list of physician office numbers and information.

Direct link:

www.childrenscentralcal.org/services/medicaloffice/refer

Outreach Centers:

Merced Subspecialty Pediatric Center
209.726.0199

Modesto Subspecialty Pediatric Center
209.572.3880

Sierra Vista Pediatric Specialty Service Line
805.546.7692



For a copy of Children's Quick Reference Telephone Guide, call **559.353.6621**.

Medical Education

Children's Pediatric Symposium Series

All events held 7:30 a.m. to 1:30 p.m. Free registration includes all symposium materials, continental breakfast, plenary session and lunch.

Madera - Children's Hospital Central California
Saturday, April 17

San Luis Obispo - Sierra Vista Regional Medical Center
Saturday, May 1

Modesto - Doubletree Hotel - Saturday, May 8

Bakersfield - Rabobank Arena Convention Center
Saturday, May 22

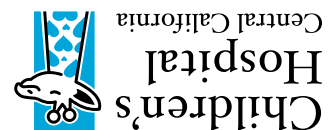
For a complete list of monthly Medical Education topics, visit childrenscentralcal.org. For questions about Medical Education contact Norma Barajas, PhD, at 559.353.7230 or email nbarajas@childrenscentralcal.org.



Children's Physician Liaison David Chuhlantseff is available to answer any questions or assist you in any way. He can be reached at (559) 353-7229 or emailed at physicianrelations@childrenscentralcal.org.

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