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Meet John W. Neville, Jr., M.D.

John W. Neville, Jr., M.D., was elected to the Mutual's Board of Directors and began his tenure in 2013. Dr. Neville currently serves as Secretary of the Board and is Chair of the Risk Management Committee. He also is a member of the Underwriting and Claims Committee.

Certified in Family Medicine by the American Board of Family Medicine, he began his

private practice in Family Medicine at Dunbar Medical Associates in 1996, after receiving his medical degree from the Marshall University School of Medicine. Dr. Neville currently resides in Hurricane with his wife Kim and their two children.

Dr. Neville is current Medical Director for Cedar Ridge Center, is a member of the

Thomas Memorial Hospital Foundation Board, serves on the Thomas Hospital Board of Directors and is the Physician Advisor for Utilization Management at Thomas Memorial Hospital. He also serves as Football Team Physician for Hurricane High School.

# QUARTERLY FALL 2014 COVERAGE



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## Letter from the Chairman

*"... first of all, do no harm."*



The mega-corporation Johnson & Johnson is known for its high standard of corporate ethics, adhering to the adage "... first of all, do no harm." In 1982, several people died in Chicago after ingesting what turned out to be tainted Tylenol, manufactured by Johnson & Johnson subsidiary McNeil Laboratories. Even though it was not clear at the time whether this was due to a manufacturing problem or it represented a deliberate act of felonious intentional poisoning (which, indeed, it turned out to be), all Tylenol nationwide was promptly recalled and pulled from the shelves. We can all agree that this was exactly the right

thing to do, although it was very costly for the company. This past April, when they issued a warning about Johnson & Johnson's gynecologic laparoscopic power morcellator, the safety of which is still being debated, the company promptly pulled the device, again choosing patient safety over profits.

Contrast these actions with those of the now-defunct Guidant Corporation (acquired by Boston Scientific in 2006). Guidant was the first company to market an automatic implantable cardioverter defibrillator (ICD). In the early 2000's, sales were booming. However, they became aware of a potential short-circuit problem in earlier generation devices, which was eliminated by a correction in the manufacturing process in devices made after April, 2002. This manufacturing process change was reported to the FDA, as required by law, but the company decided not to further notify patients and physicians of the potential problem. The rationale was that the vast majority of devices implanted prior to April, 2002, were functioning well, and that many physicians and their patients would undertake unnecessary procedures, with the attendant surgical risks, to replace well functioning devices.

In 2001, an otherwise healthy young man had been implanted with one of the Guidant ICD's for treatment of a developing cardiac problem. He did quite well for a time, but while mountain biking in Utah in 2005, he suffered a fatal cardiac arrest after the implanted device short-circuited and did not fire. Ultimately, his parents discovered

this and the fact that Guidant was aware of the potential defect and chose not to publicly disclose it. As you can imagine, this created quite a public furor, and many lawsuits were filed as a result of the publicity. Ironically, Johnson & Johnson of the aforementioned strong corporate ethical culture had been considering acquiring Guidant but backed off when these problems surfaced. Boston Scientific subsequently acquired the company, and ultimately was responsible for its extensive liability with regard to the defective ICD's.

Your Mutual shares Johnson & Johnson's culture of very high corporate ethics, also strongly believing in "... first of all, do no harm." In our flagship CARE risk management program, we promote patient safety initiatives such as checklists / surgical timeouts and best practices with regard to physician communication, including handoffs. Furthermore, the underpinning of the program is disclosure of unanticipated adverse events with appropriate apology. Taking responsibility is essential. Obviously, had they had the opportunity, those at the Guidant Corporation would have been well served to have observed the tenets of our excellent program. I strongly believe this cautionary tale points out the value of our cutting edge risk management initiatives.

We are... *Physicians Insuring Physicians.*

*R. Austin Bolacq, MD*

# JOINT COMMISSION SENTINEL EVENT ALERT: Preventing Infection from the Misuse of Vials

## Category: Patient Safety

The overall misuse of medication vials primarily involves the reuse of single-dose vials, which typically lack preservatives; therefore, using these vials more than once, or on more than one patient, carries substantial risks for bacterial contamination and infection, states a June 16, 2014, Joint Commission Sentinel Event Alert. Data from the U.S. Centers for Disease Control and Prevention indicates that since 2001, at least 49 outbreaks have occurred due to the mishandling of injectable medical products, requiring more than 150,000 patients to be notified of potential exposure and tested. Twenty-one of these outbreaks involved the transmission of hepatitis B or C, and the remaining 28 were primarily outbreaks of invasive bacterial bloodstream infections. To accomplish the goal of safely dispensing and administering all medications, the Joint Commission emphasizes that clinical staff who administer injections must always follow safe injection and infection control practices, including use of correct aseptic technique, performance of hand hygiene, and the one-time-only use of needles and syringes, as well as specific recommendations for single-dose/single-use vials and multiple-

dose vials, which are presented in the Sentinel Event Alert. Other recommendations to prevent the misuse of medication vials suggested by the Joint Commission include developing and implementing effective evidence-based, organization-wide standardized policies and procedures for the prevention of the misuse of vials; conducting regular quality checks on clinical units to look for open vials; providing annual education on injection safety and on preventing the misuse of vials for all staff who administer injections, including new or temporary staff; providing, at discharge, injection safety education to patients and caregivers who will use injectable medical products as part of a home health regimen; emphasizing that all staff are responsible for reporting risks, errors (including near misses), and adverse events; and reporting clusters of infections or other adverse events to the appropriate local and state public health authorities.

Source: 2014 The Joint Commission, Sentinel Event Alert

## Use Safe Injection Practices for Multiple-Dose Vials



### Apply Aseptic Technique with MDVs <28 Days Open

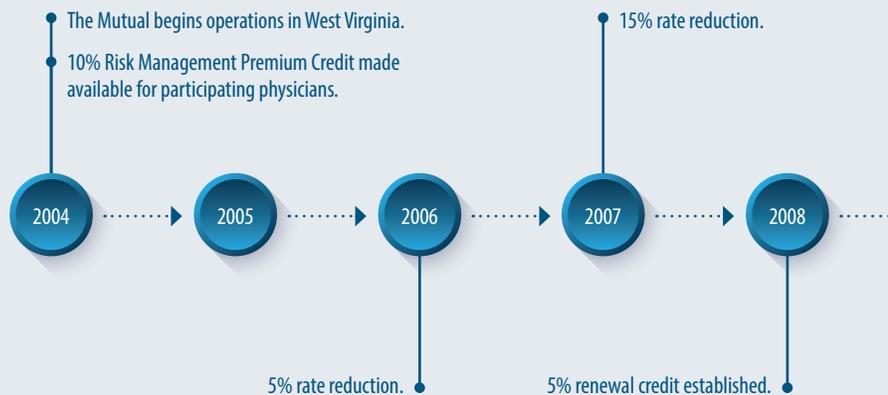
- 1 Scrub the rubber septum with an approved antiseptic swab.
- 2 Allow to dry.
- 3 Insert a new needle attached to a new syringe for each entry.

For more information, see [Sentinel Event Alert #52: Preventing infection from the misuse of vials.](#)

## DOING THE RIGHT THING FOR WEST VIRGINIA – CELEBRATING 10 YEARS

With an ever-changing healthcare landscape, one of the most valuable benefits of the West Virginia Mutual Insurance Company is a focus on long-term stability.

That steadfast commitment continues to deliver value to our policyholders. For ten years, the Mutual has enhanced policyholder services, fought for physicians' interests and provided significant, long-term premium relief and stability. Our unwavering pledge to protect our policyholders and to find new ways to support our physician owners continues into the future.





## Services Available Related to Information Privacy and Security

The Privacy Protection and Network Security Endorsement\* can help protect Mutual policyholders against regulatory and liability claims arising from the theft, loss or accidental transmission of confidential patient information, as well as the cost of data recovery when electronic systems are involved. The coverage is offered at no additional premium to the policyholder. The coverage limit provided under this endorsement is \$250,000.

The Mutual is proud to offer this coverage enhancement as the regulatory environment

regarding information privacy and security continues to evolve rapidly.

In addition to this coverage, the Mutual provides services to policyholders related to HIPAA compliance. The Mutual regularly provides Office Staff In-service Programs regarding various HIPAA compliance topics that are of interest to medical practices. This service is offered at no additional cost to the policyholder.

The information provided during these In-services is general information and highlights

best practices in HIPAA compliance. The information provided is not intended to be and should not be considered legal advice.

For more information on the Privacy Protection and Network Security Endorsement or to inquire about scheduling an In-service, please contact the Mutual at 888-998-7642.

\*The Privacy Protection and Network Security Endorsement stipulates coverage and limitations. This endorsement is part of the insurance contract and supersedes any language contained in this publication.



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