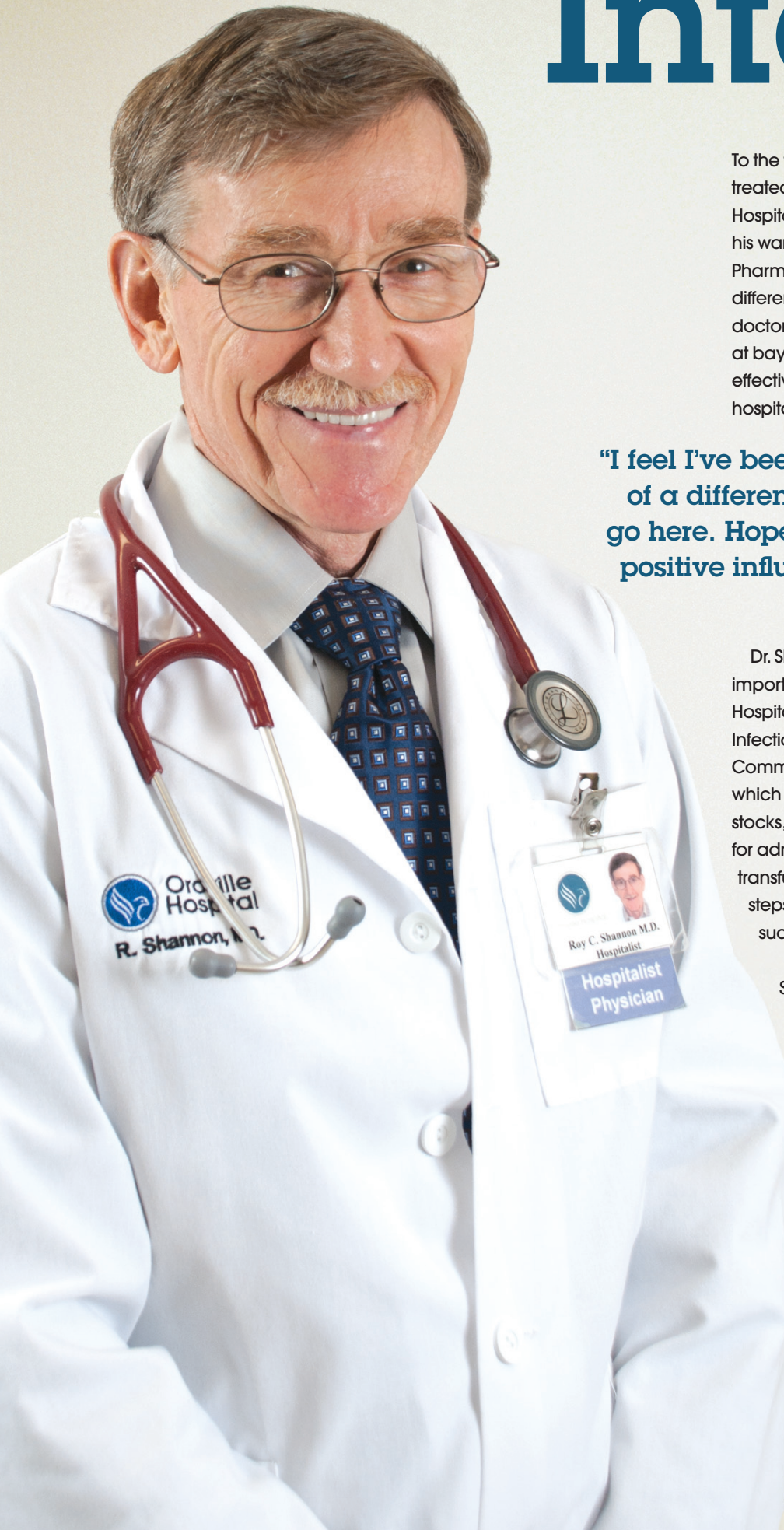


Integrity



To the thousands of patients he's treated for over 31 years at Oroville Hospital, Dr. Roy Shannon is known for his warmth, compassion, and openness. Pharmaceutical companies think of him differently; to them, he's a hard sell, a doctor who keeps sales representatives at bay and makes sure only the most effective medications make it into the hospital.

"I feel I've been able to make a bit of a difference in the way things go here. Hopefully I've had a little positive influence on the hospital and community."

Dr. Shannon heads one of the most important medical panels at Oroville Hospital: the Pharmacy & Therapeutics, Infection Control, and Blood Utilization Committee. This group determines which pharmaceuticals the hospital stocks, along with creating procedures for administering drugs and blood transfusions to patients, as well as taking steps to reduce the spread of infections such as MRSA.

It's a huge job. But, then, Dr. Shannon is used to having such great responsibilities, since he is a former chairman of the board of directors of the entire hospital. That position required compromise; for patients, however, there is no compromise when it comes to quality treatment.

"I don't want to criticize the pharmaceutical industry too much because they put out some really good drugs that

really do help, but sometimes they put out drugs that make them a lot of money but really don't provide much benefit to society in general," Dr. Shannon says. "The pharmaceutical industry creates a lot of diseases and gives names to them, and then they have drugs that they want to sell to treat those diseases.

"There also are a lot of medications that will do the same thing, so we evaluate which ones we need to have so we can provide all the appropriate therapy. We make sure we have the right drugs, the good drugs, without responding to the ads or to the appeals by drug representatives.

"We want evidence-based science to determine which drugs get used. Our evaluations of the medications to have on the formulary are done by peer-reviewed literature: journals, articles that have been through peer review so they are objective."

This stance makes Dr. Shannon a gatekeeper as well as a caregiver. On the advice of the pharmacy committee, which he's chaired for 25 years, Oroville Hospital followed the lead of major medical centers, such as Stanford University, by prohibiting pharmaceutical salespeople from coming into the medical center, except as patients.

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The integrity of an institution depends on the integrity of its people.



Oroville Hospital