

Communications Department backbone of hospital

It began as a regular day at The Women's Hospital, but something has changed. No letters are going out and the lab reports have not been delivered. There is an eerie silence in the air because the phones are not ringing. Worst of all, it is payday and the checks have not been delivered to the hospital.

A day without the Communications Department would be a nightmare. There would be no incoming calls for patients from excited family members. Business associates would not be able to get through to you. Your beeper might break, but there would be no one to operate the overhead hospital paging system. Inpatient pharmacy and laboratory needs would not be met. The list goes on and on. It would be virtually impossible to carry on the daily operations of this hospital without the communications department. Our link to the outside world would be severed. However, because of the hard work and dedication of the following men and women, that nightmare will never become a reality.

Bev Cleveland — Director of Accounting and Communications

Bev has worked with The Moses H. Cone Group of Health Care Services for six years and has been with The Women's Hospital for three years. She began as an accountant and eventually became the Director of Accounting. Bev is also Director of the Communications Department and its employees. She supervises the PBX operators, the mailroom, and is in charge of the maintenance and upkeep of the hospital beepers. "I am very proud of the Communications Department and how smoothly it runs," said Bev.

"The department covers a tremendous amount of territory and provides a great service to the hospital," she said. "For it to be so vast, it runs without many problems because of the capable men and women who are a part of it." Bev added that there is only one operator per shift to handle the influx of calls along with the other responsibilities of a switchboard operator. "And there is only one Tony Shelton — his job duties are endless," she said.

It is the primary duty of the operators to handle all the calls through the switchboard, including outgoing as well as incoming calls. Other duties include answering questions about the hospital and about patients and acting as a general receptionist. The switchboard is certainly a busy area — operators receive an average of 50 calls every 30 minutes, and they answer within six seconds. Very impressive, considering that there is only one operator per shift. The operators are also responsible for responding to the alarms. If one of the alarms is triggered, the operator must find out where it is coming from and then notify Plant Operations. If it is a false alarm, they are also responsible for contacting the proper authorities to inform them of the situation. What is it really like to be a PBX operator at The Women's Hospital? Here are two dedicated employees to tell us.

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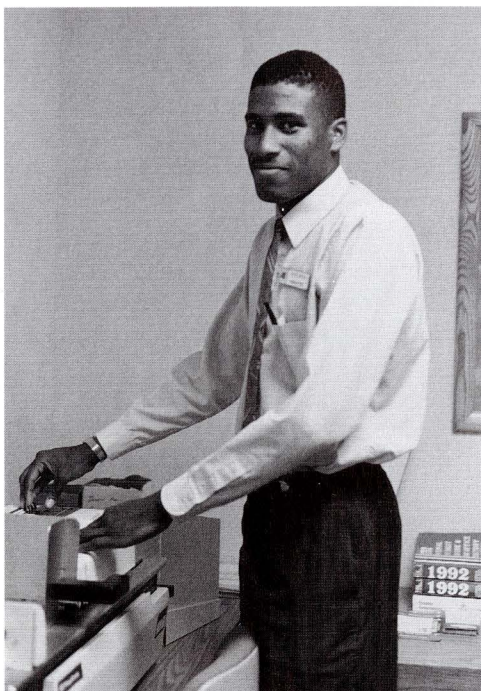
▲ Bev Cleveland



▲ Barbara Davis

"The department covers a tremendous amount of territory and provides a great service to the hospital," said Bev Cleveland. "For it to be so vast, it runs without many problems because of the capable men and women who are a part of it."

Working in communications carries many responsibilities



▲ Tony Shelton



▲ Mary Burke

(continued from page 1)

Barbara Davis — Supervisor of Switchboard Operators

Barbara has been here for eight years as a PBX operator. "I love my job," she said. "I am a receptionist, a family comforter and a family finder all in one." Barbara said that, although most of the "action" at the hospital begins at the switchboard, experiencing it can sometimes be difficult. "As operators, we are expected to always be even-tempered and to be in total control. The expectations we put on ourselves, in addition to those of others are tremendous," she said.

Mary Burke — Switchboard Operator

An operator for 15 years, Mary has plenty of experience handling everything that comes with this job. "It can be very stressful at times," Mary said, "but I really enjoy it." Working in Communications carries with it many responsibilities, according to Mary. "This is one of the few departments where you can't just get up and walk away for a few minutes if a situation is too difficult to handle. You must be dedicated to the job and the hospital," she said.

Tony Shelton — Courier

The newest member of the Communications Department, Tony has been here for 1½ years. He works between here and Moses Cone and enjoys working with everyone from both hospitals. "I love the wonderful atmosphere; I'm responsible for linking The Women's Hospital with Moses Cone and for linking departments within the hospital. I am proud that I have been given this opportunity and happy that I can play such an important role," he said. How does this "superman" of the hospital manage to accomplish so much in 24 hours? "Luckily, I was blessed with plenty of energy," said Tony.

But Tony's role is very varied. It is hard to even nail down a job description for this position. Tony carries the mail, lab reports, and medical records between The Women's Hospital, Moses Cone and the Northwood building. However, his duties do not end here. He makes his daily "runs" to and from Moses Cone Hospital at least twice a day, spending about two hours each day at Cone. And to give an idea of just how much of a "run" it is, Tony estimates he walks an average of 10 miles a day.

During his trips to Moses Cone, Tony also makes additional deliveries to various departments. Other errands include handling all of the paychecks and time sheets and keeping up with the number of copies each department makes, and relieving the operators for breaks.

A special thanks to Quay Pretlor, third shift operator (not pictured) and to all the part-time operators: Pat Moore, Christine Stewart and Ruby Clark. Also thank you to all of the relief operators and volunteers who work in the department: Lucille Horton, Wayne Fields, Tom Funk, Phil Dunn, Sherri Bowers, Clayton Steed, Dorothy Bartek, Steven Long and Environmental Services Staff. ■



She Smiles At The Future a Conference for Women

Sponsored by
The Women's Hospital of Greensboro

November 6, 1992
Koury Convention Center
Holiday Inn Four Seasons
Greensboro, North Carolina

In November we will have voted for a new president and be right at the door of the holiday season. You are encouraged to smile, take a deep breath and set aside a day where you can have fun, meet other professional women and participate in a sparkling, refreshing, and intellectually stimulating conference for women.

"She Smiles at the Future" is the first annual conference sponsored by The Women's Hospital of Greensboro. Our goal is to provide participants with thought provoking as well as practical information that will enhance their knowledge about women and health. Women who attend this conference can expect to meet and network with other professionals, choose four topics of interest to them professionally and personally, and not take themselves too seriously.

"She Smiles at the Future" offers a diversity of options so that individual needs of participants can be met. The conference kickoff deals with the power of humor, while

the luncheon keynote, presented by Judith H. LaRosa, Deputy Director of the Office for Women's Health and Research of the National Institutes of Health, updates us on the status of women's health and women's health research in our country. Throughout the day, concurrent breakout sessions will be held in three "tracks:" Health Track, Psychosocial Track and Management Track. Participants choose four out of twelve options offered to attend throughout the day.

The Conference Registration Fee is \$75 and includes the introductory session, breakouts, continental breakfast, keynote luncheon, breaks and a conference notebook packed with resource information. The fee for employees is \$45, and we'll be able to accept 50 employees to this program. Conference registration is limited, so you are invited to pre-register early. Registration must be received by October 16.

To receive a conference brochure and registration form, please call the Women's Education Center at 691-6606. ■

Newsnotes

1992 Nurse Excellence Update

The theme for this year's event is "Nursing: A Celebration of Excellence." Our speaker, Karyn Lynn Buxman, RN, MS, hopes to provide a full day of enjoyment for all.

Karyn, an associate with Melodie Chenervert of Pro-Nurse, is currently working full-time as a nurse speaker, writer, and consultant. Her presentation, which focuses on managing conflict with humor, should be enjoyed by all. Some of her presentations have included humor as it relates to health.

A full day of events scheduled on September 23, 1992, will begin with staff workshops. As many staff members as possible are encouraged to attend. Other events for the day include:

Brunch 11:00 a.m.-12:30 p.m., Staff Invitation

Dinner 5:15-7 p.m., Nursing Excellence Members and Nominees

Nurse Excellence Award Program
7:30-9 p.m., MCMH

Reception — Immediately following program

The winners of the clinical and leadership nominees will be guests on Channel 2, "The Good Morning Show." The chairperson of the Nurse Excellence Committee, Teri Masters, will also appear. Please join us in a day of celebration!

Publicity Committee, Nurse Excellence

New Library Materials

You may be interested to know that the following new books and audiovisuals are now available in the Medical Library:

Audio-Digest Obstetrics/Gynecology (audiocassette series), 1992.

Infectious Diseases of the Fetus and Newborn Infant by Remington & Klein, 1990.

Maternal, Fetal, and Neonatal Physiology by Blackburn & Loper, 1992.

Troubling Trends Persist by the National Commission to Prevent Infant Mortality, 1992.

Urogynecology and Urodynamics by Ostergard & Bent, 1991.

Come and check them out! Library hours are Monday, Wednesday and Friday, 8 a.m. to 12 noon; Tuesday and Thursday, 1 to 5 p.m.

Children's corner scholarships available

Day care is a problem for many of today's working parents. It is difficult to find a center that can meet your needs and be trusted, and often it is even more difficult to afford it. Employees of The Moses H. Cone Group of Health Care Services have their own day care center, The Children's Corner, and now there are scholarships available to help with the costs.

The Children's Corner is a day care center for children through age four and is located on Moses Cone's campus for the use of all employees of The Moses H. Cone Group of Health Care Services.

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Opportunity to help your neighbors available through the United Way Campaign

Hurricane Andrew brought destruction and despair for many residents of Florida and Louisiana. It prompted people from across the country to reach out and help the victims who lost their homes, their belongings and sometimes family members. In the wake of tragedy, volunteers thousands of miles away quickly became "neighbors," assisting those in need.

That same generosity and selflessness is needed here in our own community, as the United Way of Greater Greensboro begins its campaign on September 13 at The Moses H. Cone Group of Health Care Services. This year's theme is Neighbor Helping Neighbor, according to Jack Smith, Director of Environmental Services and co-chair of The Women's Hospital's team. Laura Roseman, Clinical Nurse Coordinator, Surgery, is the other Women's Hospital co-chair. Our hospital goal is \$30,390, and the Moses H. Cone Group of Health Care Services' goal is \$170,000.

Jim Whiting, Executive Vice President of The Women's Hospital, is on the allocations committee of the United Way. The allocations committee is responsible for reviewing United Way agencies, making allocation recommendations, and submitting these funding suggestions to the United Way Board of Directors. Committee members are comprised of various business leaders in the community.

Mr. Whiting added that the "Neighbor Helping Neighbor" should be taken literally. "As well as being the national campaign slogan, it also applies to us directly, because the money we raise at The Women's Hospital goes to help the people in this community. "Employees can even direct their contribution to a specific agency," he said.

"Many people are uninformed about the United Way. They don't realize that it is critical to our community," said Mr. Whiting. "Gateway, Children's Home Society, Family & Children's Service — these are just a few of the agencies that we at The Women's Hospital use when making referrals for our patients. Without the United Way, many people would be without the assistance and guidance that they may desperately need," he said.

Martha Bagwell, Vice President of Support Services, is also on the allocations committee. According to Martha, being a committee member is a way to increase understanding of United Way operations. "You get a closer look at agencies and the people they serve," she said. "It really opens your eyes to the needs of our community," said Martha.

Throughout the campaign, the baseball motif will be used at The Women's Hospital, with each part of the campaign relating to baseball. For example, Vice Presidents are the team owners, and Department Managers are the team managers. Each solicitor will be considered a coach, and employees are, of course, team members.

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Did You Know That United Way of Greater Greensboro:

- uses less than 10 percent of funds raised for administrative and fund-raising costs?
- is a local, independent community charitable organization?
- is governed by a local Board of Directors?
- is comprised of over 3,000 local volunteers and more than 35 agencies?
- involves over 500 local volunteers who assess agency programs and community needs to ensure that your gift is well-spent?
- in 1991 raised over 9.2 million to meet local health and human service needs?
- serves more than 100,000 of your neighbors through its member agencies?
- because your United Way is a Greensboro organization, the money you give stays here.
- your United Way of Greater Greensboro is not a chapter of the United Way of America; it is completely independent and legally autonomous.

We're Involved

Did you know that in The Moses H. Cone Group of Health Care Services, we had employees involved in the United Way?

EMPLOYEE PARTICIPATION

- 1 Employee serves on the Campaign Cabinet
- 1 Employee serves as a Loaned Executive
- 10 Employees serve on Agency Boards
- 18 Employees serve as Allocation Panel Members
- 50 Employees Volunteer at United Way Agencies
- 219 Employees received client services from United Way Agencies

United Way Agencies make a difference

The YMCA

The Young Men's Christian Association has served the community for more than 100 years. They provide a variety of programs and services such as a fitness center, youth sports, outdoor activities and aquatics. They also place special emphasis on the family through the day care, camps and family services offered. The YMCA is still today fulfilling its motto of mind, body and spirit.

The Boy Scouts of America

The Boy Scouts of America, in existence since 1910, teaches young people lifetime values and leadership skills and challenges them through a number of varied activities.

The organization places great emphasis on parent involvement, and actively pursues meeting the special needs of single-parent families. The programs are age-specific so activities are tailored to the young person's needs. The mission of the Boy Scouts is to help instill values and prepare young people to make ethical choices in their lives while achieving their full potential.

American Red Cross

The Greensboro Red Cross Chapter was chartered on April 20, 1917. This organization is best known for its blood drives to support the needs of local hospitals. However, the Red Cross does much more. They provide disaster services, casework services, CPR classes, first aid classes and water safety classes. This organization also provides the public with up-to-date information on important health issues.

YWCA

The Young Women's Christian Association is the oldest and largest organization of women and girls in the world. Our local YWCA has been in service for 88 years. The YWCA has been the starting point for many organizations including: the Public Health Department in Guilford County, Girl Scouts, Travellers Aid and the United Way. Classes for many diverse groups are offered. Its main goal is to attain freedom, peace and justice for all people.

Tarheel Triad Girl Scouts Council

Founded in 1912, this organization is dedicated to helping girls realize their full potential and dreams. Contemporary issues that affect all young people today are addressed through many programs, and the Council serves more than 14,574 girls and 5,419 adults in Guilford and surrounding counties. They also sell the best cookies in town!

Children's Home Society of North Carolina

A statewide adoption agency, the Children's Home Society places children in permanent adoptive homes.

Family & Children's Service

This United Way agency counsels and educates families and individuals with problems; provides services for victims of sexual assault and child abuse; and offers family information on budgeting and financial management.

Greenpoint Chemical Dependency Centers

Greenpoint provides a comprehensive substance abuse program (prevention, education, treatment and rehabilitation).

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All team members are encouraged to sign up to attend a 30-minute rally, in which coaches will increase awareness of services that the United Way

offers. "I'd like people to understand more about the United Way and the services it provides," said Jack. "The need is greater now more than ever." ■

To make this campaign a fun event the following prizes will be awarded — drawings will be held.

If you contribute your fair share, you could receive:

- One mini-vacation to Cloisters, Sea Island, GA — two nights

If you contribute your payroll deduct, you could receive:

- One trip to Williamsburg — two nights
- One AM/FM Cassette Recorder

All contributors have the chance to receive:

- One trip to Pinecrest Lodge, NC — two nights
- A gift certificate to Harris Teeter for @\$50.00 (4)
- A gift certificate to Service Merchandise for @\$50.00 (2)
- A gift certificate to Kabuto restaurant for @\$50.00 (2)
- A gift certificate to Hecht's for @\$50.00 (2)
- PAL hours — for @8 hours (10)

If you attend a rally, you could receive:

- A gift certificate to Belk's for @\$50.00

Growing Together...

Total Quality Management: What Is It?

Quality, customer focus, and continuous improvement have always been important in healthcare. In an effort to further enhance performance in these areas, the healthcare industry has begun to embrace the principles and techniques of Total Quality Management. The Moses H. Cone Group of Health Care Services has joined the leaders in the healthcare industry in committing to adopt Total Quality Management.

To assist us on this journey and to guide us in implementing the concepts of the program, Ken Boggs has recently accepted the role of Vice President of Quality and Resource Management. Ken shares below an initial view of this concept and discusses how Total Quality Management will be implemented.

Q: Ken, can you give us a brief historical overview on Total Quality Management. When did it begin, and when was it first implemented in American Industry?

A: "The general concepts of Total Quality Management were developed at Western Electric in the years preceding World War II. During and after the war, however, American companies were skeptical of adopting the TQM concepts. It was in 1950's and 60's that the founding fathers of TQM — W. Edwards Deming and Joseph Juran — took the concept to Japan and used it to rebuild both Japanese industry and the Japanese economy. In the 1970's and 80's, American companies, seeing the success of the system in Japan, began adopting the system. A number of major corporations show notable success with TQM, including Xerox, Florida Power and Light, IBM and Ford Motors."

Q: What does Total Quality Management mean? What are the key concepts behind TQM?

A: "In Total Quality Management, the focus is on meeting customers' needs. Elements of the focus involve identifying who our customers are, defining quality in terms of meeting the needs of those we serve and finding ways to better meet these needs. In

identifying our customers, we all clearly name patients as our customer or clients. But other groups are customers as well, such as physicians, families, visitors and third parties that pay for patients' care. Another important customer group many of us overlook as customers is each other — our fellow employees. Yet our own departmental needs are critical to being able to meet our patients' needs. For example, Nursing is a customer of the Pharmacy, since the Pharmacy supplies Nursing with medications. And Environmental Services is a customer of Human Resources, which supplies training, recruiting, employee information, etc. Treating each other as customers is a key in such a complex place as a hospital.

Q: How do we define quality and what is its role in TQM?

A: In TQM, quality is defined as meeting the needs of those we serve. Our main goal, in fact, is to be highly consistent in meeting all customers' needs. In order to do this, we need to find out from them what they want and what expectations they have concerning their hospital experience. Frequently, the best way is to ask them and to design our services to meet those needs. To meet needs consistently, we also must be sure our services can be produced at consistent levels.

Q: You mentioned finding ways to better meet needs of all our customer groups. How do we as an organization go about accomplishing this?

A: We must recognize that all of us have rising expectations. We quickly grab on to new ways of doing things if they are clearly better. We aren't satisfied with a fast horse — we want a car. Soon it must have air conditioning, adjustable seats, etc. In healthcare, improvements are adopted based on two goals: either to improve the level of service or to find ways to reduce the cost of the present level of service. Both of these goals require a careful look at the processes producing the service. TQM emphasizes focusing on the process systems that produce services. The

TQM quality improvement process guides employees and managers in analyzing how specific services are provided, with the goal of improving these underlying processes. The results are improvement in value and in higher service levels for less cost. This improvement model, as I have mentioned, focuses on the system design in service provision, and shifts from other traditional improvement models that focused on what employees were or were not doing.

Q: How does this improvement process actually work?

A: Other organizations, including hospitals, have had excellent success with the formalized quality improvement process. We have established four pilot teams which will test the process here as well as improve the four chosen processes. The Management Council and Medical Board leadership, designated the "Quality Council," chose the four projects based on the department directors' and managers' recommendations. These pilot projects involve late discharges; lost charges; late payment of invoices; and untimely delivery of medications to patients. Multidisciplinary teams of employees and physicians have been asked to examine these projects, two of which — late discharges and lost charges — will involve representatives from both hospitals. Each team, comprised of from eight to 12 members, received training and began work June 1. Over five to six months, each team will go through the following process — problem/cause analysis, solution determination, implementation strategy planning — including a consideration of barriers to successful implementation — and the final reporting stage. We expect that significant improvement will be seen in all four processes.

We have also identified and trained facilitators for the process. These individuals are responsible for assisting quality improvement teams by serving as consultants concerning the statistical analysis techniques and modes of approaching quality improvement projects, and they will be heavily involved in the pilot projects.

For employees who would like to read further on TQM, special materials have been set up in the Medical Libraries at both The Women's Hospital and at Moses Cone. These materials include articles on a general overview of TQM; clinical application of TQM and case examples of TQM.

Four pilot quality improvement team members and their projects:

LATE DISCHARGES

Leader: *Diane Stephenson, RN*
Team: Lisa Boland, RN
 Kathy McPhail, RN
 Lydia Duncan, RN
 Marion Cato
 Kathryn Williams, RN
 Ginger Penley
 Mark Anderson, MD
 David Keller, MD
 Patrick Ballen, MD
Facilitator: *Debbie Grant, RN*

PAYMENT OF A/P INVOICES

Leader: *John Rodio*
Team: Jim Cocke
 Dottie Johnson
 Dave Kitzmiller
 Sandy Cork
 Elaine Deal
 Emily Keen
Facilitator: *Beckie Knight*

LOST CHARGES

Leader: *George Twiselton*
Team: Kathy Smith, RN
 Sandra Howell, RN
 Harlen McGuire, RN
 Sandra Roach, RN
 Bob Lacy
 Victor Fischer
 Jean Henderson
 Bill Strickland
Facilitator: *Jack Upton*

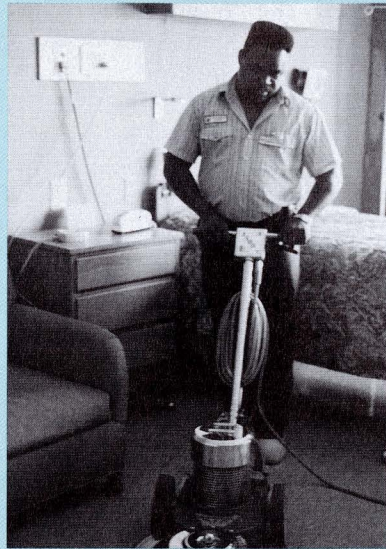
DELIVERY OF MEDICATIONS TO PATIENTS

Leader: *Mary Krause, RN*
Team: Jim Hasspacher
 Pat Nance
 Marilyn Cox, RN
 Beth Wright, RN
 Phyllis Rucker
 Mike Lopez
 James Weissman, MD
Facilitator: *Monica Sanger, RN*

Next month please see our interview with Dennis Barry, President of The Moses H. Cone Group of Health Care Services, on Mission and Quality Vision and TQM links to these. ■

National Health Care Environmental Services Week dedicated to total quality commitment

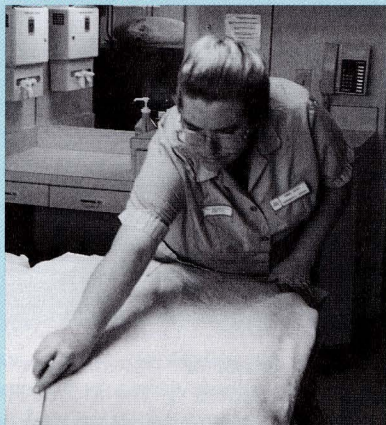
"The progress made by the people in the Environmental Services Department from the opening of The Women's Hospital until now is exemplary," said LaVonne Beach, Vice President of Nursing. "They show commitment to providing excellence in service to our patients. They are a critical part of our professional team," she said.



▲ Willis Mahatha



▲ Jeannie Caldwell



▲ Bonnie Harvey

National Health Care Environmental Services Week is September 13-19 and we would like to recognize all Environmental Services employees of The Women's Hospital for their important role in the healthcare industry.

"Total Quality Commitment" is the theme for the week. "Total Quality Commitment" means always trying to do our best and to be our best by continually providing superior service to our patients and staff," said Jack Smith, Director of Environmental Services.

Other departments have noticed the dedication of Environmental Services to strive for Total Quality Commitment. "The progress made by the people in the Environmental Services Department from the opening of The Women's Hospital until now is exemplary," said Lavonne Beach, Vice President of Nursing. "They show commitment to providing excellence in service to our patients. They are a critical part of our professional team," she said.

Bonnie Harvey, Environmental Services Technician, is proud to be a part of the commitment. "I would like each patient to know that when they see me, they will get the quality care they deserve," she said. "To me, total quality commitment means complete satisfaction for the patient."

Being able to see things from a patient's point of view is Willis Mahatha's strongpoint. "If I were a patient at The Women's Hospital, I would not want to walk into a room with a scuffed floor. That's why I always try to make sure that each patient's room has a clean and polished floor," he said. According to Willis, an Environmental Services Technician on the Medical/Surgical Care Unit, the quality of one's work is the most important aspect of the job. "I think it's important to put your best into everything you do," said Willis.

Jeannie Caldwell, an Environmental Services Technician also on the third floor, agrees with her fellow employees. "To me, Total Quality Commitment is feeling that, when a patient is discharged, I have given her a clean environment, and that I have done or said something to make her feel like she was the most important person in the world at that time," she said.

Congratulations to all Environmental Services employees for two years of excellence at The Women's Hospital and for years of excellence to come! ■

Newsnotes

Employee scholarships to The Children's Corner are available based on several factors: the number of people in the family, the family's total income, and employee eligibility. These scholarships can cover twenty-five to fifty percent of the total cost of the child care.

All full-time and part-time employees are eligible to apply for a scholarship. Scholarship applications are reviewed, and income and work eligibility are verified. If the scholarship application is not approved initially, it can be approved as money becomes available. The Personnel Department handles all applications. Becky Hunnicutt, Director of Personnel Services, said that different monies are donated to provide for the scholarship fund. These funds come from the Board of Trustees and also from other small projects.

The Children's Corner program was designed to give employees of The Moses H. Cone Group of Health Care Services a safe, affordable alternative in day care. "We are aware that these scholarships are helping several employees on our campus who are in need of assistance," said Becky.

Scholarship applications and information on The Children's Corner can be obtained from the Personnel Department, extension 6523.

Participants in Teen Volunteer Program gave hours and enthusiasm

The Women's Hospital of Greensboro's Summer Teen Volunteer Program was outstanding this year, with 22 teens participating. This group of enthusiastic young people contributed 1,000 hours of volunteer service in a six-week period, from June 24-August 5.

Seven hospital departments were a part of the program: Admitting, Anesthesia, Mother/Baby Unit, Neonatal Medicine, Pharmacy, Public Affairs and the Women's Education Center.

During an intense two-day orientation, the teens learned the importance of confidentiality, sterile technique, guest relations, and many other hospital policies.

On August 5, a luncheon was held in order to show our appreciation for the hard work and enthusiasm of the teen volunteers. Each teen in attendance brought a parent and a friend, and gave friends and family a tour of their respective departments.

One teen, Brian Marshall, was interviewed by Ann Gennarelli of Channel 12. The feature on The Women's Hospital's Teen Volunteer Program ran on Monday, August 10, during the 11:00 p.m. news.

Employee Craft Fair to be held November 6

The Employee Council will sponsor a Craft Fair on Friday, November 6 in Classrooms 3 and 4. If you are interested in displaying and/or selling your craft, please contact Linda Sells in the Pharmacy at extension 6526 or Wendy Newcomer in Public Affairs at extension 6532.

Employees and their family members are eligible to sign up to show their crafts. Now is the perfect time to get ready for some early Christmas shopping!

Infant Security Updated

Our infant security program relies on all employees being alert to the appropriate "flow" and handling of infants within the hospital, so that suspicious and inappropriate situations can be identified and addressed immediately. We count on employees to recognize and confront out-of-the-ordinary situations.

Ordinarily, newborns are transported within bassinets within the facility. Upon discharge mother-baby couplets are accompanied by a staff member. If you see an infant being moved within the facility that is not in a bassinet or not with a staff member, you should confront the person. At a recent Safety Committee meeting the following suggestions were made regarding how to confront non-routine infant handling:

When an employee sees someone with an infant, and he or she is not accompanied by a staff member, the employee should stop the person and say, "May I help you?" and see what the person says. Then, the employee should state, "We have a hospital policy that when infants and mothers are discharged they are accompanied by a staff person. Please wait here while I get someone from the nursing staff to escort you."

At this time the employee should ask for the patient's name and call the Central Nursery or Mother/Baby desk for assistance.

However, the approach an employee should take when questioning someone with an infant depends on where he or she is in the hospital. If, for example, a person is seen leaving with a baby via the loading dock or in an unexpected stairwell, the approach should be, "May I help you — are you lost?" If the person is on the ground floor or the first floor in public areas, the best approach would be, "May I help you — are you aware we have a hospital policy of staff escorting all patients upon discharge? Please wait while I call someone to escort you."

By following these approaches when

(continued on page 11)

Those crazy days of summer

▲ 1

Sally Cocks, Birthing Suites — The Cocks (Jim, Hannah and Charles) vacationed at Pensacola Beach, Florida (Sally took the picture). It was the first sailing trip for the children.

▲ 2

Susan Mazzella, Central Nursery — “My great vacation was to visit my ‘new’ Italian relatives in New York City and New Jersey. On the way home (we drove), we rode the ferry from Cape May, New Jersey to Delaware. I thought this picture especially appropriate with the dangerous cargo sign in the background. I also like the moon coming up and the seagulls!”

▲ 3

Tab Haigler, Executive Office; **Becky Campbell**, Pharmacy — Tab’s son, Ross, and Becky’s son, Ryan, playing in the sand at Atlantic Beach.

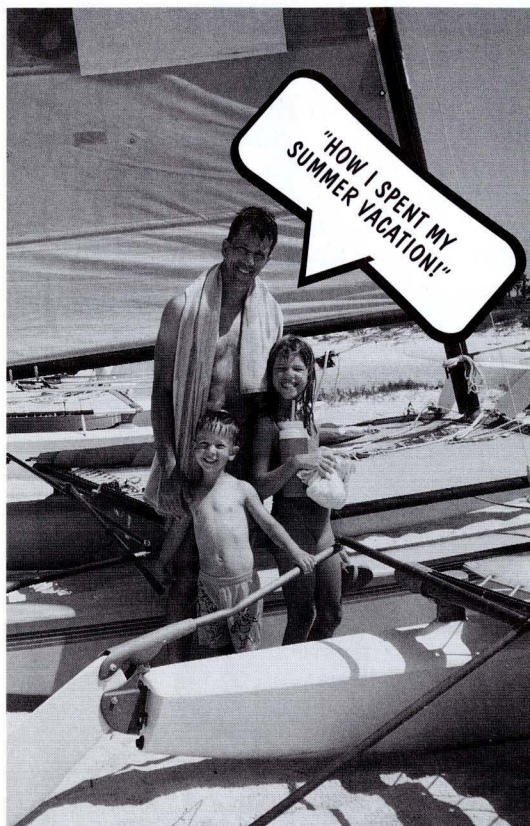
▲ 4

Helen Snead, Maternity Admissions — Helen spent some time at the Lone Mountain Ranch in Montana with her daughter Ashley, pictured.

▲ 5

Karen Harrington, Personnel — Cyril, Karen and Emily enjoy some fun in the sun at Wrightsville Beach, North Carolina.

Although the summer is winding down, memories of summer vacations are preserved in pictures. The following is a photo essay, with pictures submitted by Women’s Hospital employees and captions provided by Viewpoint staff.



▲ 1



▲ 2



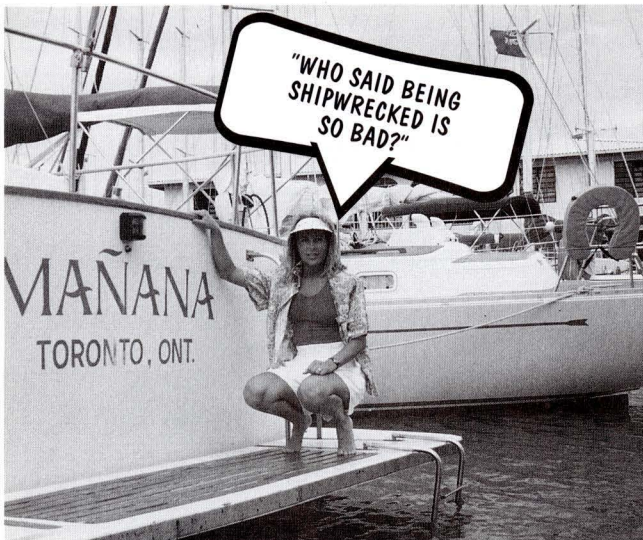
▲ 3



▲ 4



▲ 5



▲ 6



▲ 7

Newsnotes

(continued from page 9)

confronting out-of-the-ordinary infant situations, we can all help secure the safety of our infants.

Maternity Admissions project to begin final phase

Phase I of the Maternity Admissions project is now complete. Phase II construction began Monday, August 3, with all newly constructed space — six exam rooms, a waiting area and a canopied patient drive and entrance — being utilized. Patients are now able to enter through the new Maternity Admissions entrance.

During Phase II, the following areas will be closed off for renovation: the four older exam rooms and the nurse's station (a temporary nurse's station will be established). Renovation in the old unit is scheduled to be completed in mid September, 1992.

The final phase of the project will begin in October and take a month to complete. It involves renovation to the lounge, to office space and to patient bathrooms.

NICU Reunion to be held at Women's Hospital

The Neonatal Intensive Care Unit Reunion will be held Saturday, September 19, 1:30-4:30 p.m. on The Women's Hospital's lawn and cafeteria patio. The reunion is considered a "graduation party" for all babies who were treated in the NICU. Families and NICU staff will have the opportunity to celebrate the many success stories represented by each child

who attends. Games, clowns, face painting are among the entertainment scheduled for the day, topped off with all the ice cream and chocolate chip cookies the children can hold.

Gift Shop to begin door-to-door service

In an effort to increase patient comfort and convenience, patients at The Women's Hospital of Greensboro will no longer have to walk downstairs to the Gift Shop — the Gift Shop will soon come to them!

Volunteers **Maureen Mack** (Gift Shop) and **Alice Maddox** (Gift Shop Chairman) have planned the use of a shop cart to take Gift Shop items to the Mother/Baby Unit and to the Medical and Surgical Care Unit during evening hours, when patients are less likely to be able to visit the Gift Shop. The cart will begin operating by September.

Items in the cart will include:

- chewing gum
- candies
- personal articles
- baby items
- plants
- stamps
- jewelry
- books
- logo & gift items
- magazines

The inventory for the shop cart will be altered to meet the needs and requests of patients, visitors and staff. ■

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Annette Davis Sharpe, Laboratory — "I honeymooned in the British Virgin Islands on a 37 ft. Motor Yacht, piloted by the two of us — alone! We visited seven harbors and the famous "Baths." We went diving almost every night and ate ashore four nights. We spent two nights in harbors on Virgin Gorda, which is one of the nicest islands in the BVIs. It took us about two days to get our "land legs" back. It was the perfect honeymoon!!"

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Jim Shaw, Pharmacy — Jim is pictured here in a state of relaxation!

Making Rounds

Department: Laboratory
Reported by: Mickey Henderson

We would like to welcome new employees **Sharon White**, second shift Phlebotomist, and **Letitia Shinault**, Medical Technologist I.

Congratulations to **Annette Davis Sharpe**, Medical Technologist II, who married Chris Sharpe on May 15, 1992!

Transfers: **June Jackson**, Medical Technologist I, second shift to third shift; **Kathy Starrette**, Medical Technologist I, part-time to third shift full-time.

Congratulations to **Marci Miles**, Section Supervisor, and **Tammy Posey**, Section Supervisor — both are "expecting" — Marci in October and Tammy in February!

Department: Environmental Services
Reported by: Dorothy Campbell

Welcome new employees **Dorothy Frost**, Environmental Services Technician, and **Sullivan Hamlet**, Environmental Services Technician.

Della Jones, Environmental Services Technician, has returned to first shift — Welcome back!

Mary Rigney, Environmental Services Technician, has moved to second shift from first shift weekends only.

Patrick Perryman, Linen Clerk I, reports that "Eye on the Department," the Environmental Services club, had their first picnic. Everyone had a nice time at the picnic, which will become an annual event. A special thanks to **Willis Mahatha**, Environmental Services Technician, for his delicious cooking, and to **Jeannie Caldwell**, Environmental Services Technician and club president!

Department: Radiology
Reported by: Carrie Markle

Congratulations to **Jeri May**, RT-R, Ultrasonographer, who married Bob Plott on August 29, and to **Carrie Markle**, Medical Transcriptionist, who married Steve Richards on August 9!

Department: Mother/Baby Unit
Reported by: Kathy McPhail

We welcome new employees **Dee Hermanowski**, Nursing Tech I, and **Joan Gordon**, RN.

Congratulations for the following new arrivals: **Lisa Yeomans**, RN, a boy, 6/9/92; **Robin Mantooth**, Nursing Tech I, a girl, 7/12/92; and **Jan Burns**, RN, a boy, 7/8/92!

Lydia Monk, RN, was recently promoted from Level II to Level III.

Transfers: **Myrna Pollett**, RN, Level III, from MBU to L&D; **Eileen Cetrangolo**, RN, from L&D to MBU.

We would like to recognize **Judy Webb**, RN, Level III; **Marilyn Evans**, CNS; **Barbara Thomas**, RN, Level III; **Marion Short**, RN; and **Debbie Ramsey**, RN, Level III, for their hard work on the documentation of MBU/CN, a pilot program for The Women's Hospital.

Department: Medical Library

Congratulations to **Suzanne Angel**, Medical Librarian, who completed a beginning sign language course offered by the Guilford County Communications Center for the Deaf!

Department: Perinatal Education
Reported by: Terri Bursleson

Catherine Parrett, Childbirth Educator, became a ASPO/Lamaze Certified Childbirth Educator — ACCE in June 1992. Congratulations, Catherine!

Department: OB/GYN Services
Reported by: Pat Crisp

Welcome to **Cathy Holmes**, Secretary I, who recently transferred to The Women's Hospital from Cone's Nurse Recruitment!

Department: Maternity Admissions
Reported by: Helen Snead

We would like to welcome new employees **Betty Bristol**, RN; **Janet Williams**, Nursing Tech II; and **Tracy Lewis**, Nursing Tech II.

Congratulations to **Hope Gerner**, Nurse Practitioner, who married Anthony Neese on 7-2-92!

Please welcome **Tammy Winfree**, RN, who has transferred to Maternity Admissions from Cone's ER.

Department: Personnel
Reported by: Karen Harrington

We would like to welcome all new employees: **Jeanne Dickson**, RN, Nursing Administration; **Ann Church**, RN, Birthing Suites; **Marcia Cleveland**, Nursing Tech II, Birthing Suites; **Dionne Wilson**, Central Supply Tech I, Birthing Suites; **Terry Summey**, Pharmacy Tech, Pharmacy; **Cynthia Walker**, CRNA, Anesthesia; **Melissa Beck**, Nursing Tech I, Mother/Baby; **Loraine Hayes**, Radiology Tech, Radiology; **Renee Mason**, RN, Mother/Baby; **Cheryl Michaelii**, RN, Mother/Baby; **Eleanor Hamilton**, Admitting Nurse, Admission Services; **Tim Randle**, Phlebotomist, Laboratory; **Elizabeth Shelton**, Nursing Tech II, Central Nursery; **Cheryl McMillian**, Nursing Secretary, Central Nursery; **Sarah Parrish**, RN, Pharmacy; **Sandra Clingman**, Nursing Tech I, Mother/Baby; **Robin Mantooth**, Nursing Tech I, Mother/Baby; **Deborah Westmoreland**, RN, NICU; **Susan Matthews**, RN, NICU; **Janice Hilton**, RN, NICU; **Leslie Smith**, RN, Birthing Suites; **Katherine Brown**, RN, Medical/Surgical Care Unit; **Karla Smith**, Filing Clerk, Medical Records; **Brian Smith**, Phlebotomist, Laboratory; **McRae Smith**, Physician, Neonatal Medicine; and **Laura Yountz**, Office Supervisor, Neonatal Medicine. ■

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THE
WOMEN'S
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OF GREENSBORO

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